

Lifestyles of Mums - UK - September 2012

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"British families continue feeling the pinch, as they weigh up their financial priorities, with many downgrading products for themselves rather than for their offspring. Having quality family experiences remains important, even in the wake of continued inflationary pressures and curbed spending on non-essentials."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- What are mums' spending priorities?
- Are modern mums under more pressure to 'do it all'?
- Will mobile apps become essential to parenting?
- What influences the decision of new mothers to return to work after having a baby?
- How does mums' lifestyle and priorities change after becoming a parent?
- What sources do mums consult when they need advice on parenting?

British families are faced with growing financial pressures amidst continued recession and the rising cost of living. Over six in ten mothers have no choice but to return back to work soon after having a baby, as dual incomes are increasingly necessary to maintain a more comfortable family lifestyle. On the other hand, more mothers compared with last year chose not to return to work (24% in August 2012 vs 18% in June 2011), with six in ten quoting high costs of childcare as the reason.

The report explores how families' financial situation has changed over the past year and examines in greater details whether mother had to reshuffle their spending priorities for themselves and their families. The report goes further into changes in family lifestyle and activities that families do together. Finally, it examines mothers' use of the internet and mobile technologies to help with parenting and sources that they typically go to for advice on raising their offspring.

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