

# Press release

---

10 December 2018

## 40% of Mumsnet and Gransnet users want to invest but can't

**Over a third of Mumsnet and Gransnet users would consider investing if they could grow their money over the long term (37%)**

**But there is a clear conundrum, as 25% consciously put off financial planning for the future Legal & General\* launches partnership with Mumsnet\*\* and wants to dispel the myth that investing is only for the wealthy**

Mumsnet and Gransnet users said they would consider investing if they could grow their money over the long-term (37%), save for their children and/or grandchildren's futures (36%) and if it provided the opportunity to grow their money over the short term (31%).

Despite this 40% say they want to invest their money but can't because they either don't have the money to do so or don't know the best way to do so. This is according to new findings from Legal & General in partnership with Mumsnet.

The pressure on finances was also highlighted by the research, which revealed that a quarter of Mumsnet and Gransnet users (25%) consciously put off a long-term financial strategy. Instead, popular times to review saving include when booking a holiday (23%), when making home renovations (22%) and in the run up the Christmas (16%).

This shorter-term savings outlook and an increased strain on the purses of Mumsnet and Gransnet users also emerged in other statistics, with 45% of respondents saying that it was important to speak to children about saving and investing before they reached 10. This was particularly prevalent among those aged 35-39 (53%).

**Dame Helena Morrissey, Head of Personal Investing**, at Legal & General, commented: *"It's so important that women feel empowered and confident about money. This research confirms that many of us are at a loss over what to do or think, and believe that investing is only for the wealthy rather than something that can help very many of us feel more secure about our family's future. I'm really looking forward to working with Mumsnet and its wonderful community of mothers and grandmothers, and hope to help make investing more accessible, good value for money and relevant to mums and grans."*

**Justine Roberts, Founder at Mumsnet**, said: *"Our users tell us they are worried about their financial future and many are keen to understand their options. As a chore, managing money usually ranks somewhere between cleaning the football boots and unblocking the drains, but the more people understand about saving and investment options, the more able they'll be to make decisions that work for their family"*.

In its strategic partnership, Legal & General and Mumsnet (including Gransnet) will work together to support families and parents in their saving and investing aspirations, illustrating the potential benefits of investing and how it can help families do more to save and invest.

From the end of 2018 and into 2019, Legal & General will conduct a variety of awareness raising sponsored activities on the Mumsnet and Gransnet platform, complementing Legal & General's mission to engage the nation and democratise saving and investing in the UK.

Please remember the value of your investments and any income from it can fall as well as rise and is not guaranteed. The information contained in this press release is intended solely for journalists.

-Ends-

## Notes to editors

The survey of 1,565 Mumsnet and Gransnet users was conducted from 31 October - 26 November 2018. Statistics referenced in survey were as follows:

<ul style="list-style-type: none"> <li>Over a third (37%) of Mumsnet and Gransnet users would consider investing if they could grow their money over the long term</li> </ul>
<ul style="list-style-type: none"> <li>25% consciously put off financial planning for the future</li> </ul>
<ul style="list-style-type: none"> <li>40% say they want to invest their money but can't because they either don't have the money to do so or don't know the best way to do so</li> </ul>
<ul style="list-style-type: none"> <li>Popular times to review saving include when booking a holiday (23%), when making home renovations (22%), or in the run up the Christmas (16%)</li> </ul>
<ul style="list-style-type: none"> <li>45% of respondents said that it was important to speak to children about saving and investing before they reached 10. This was particularly prevalent among those aged 35-39 (53%)</li> </ul>

**\*Legal & General (Unit Trust) Managers Limited is part of the Legal & General Group.**

Legal & General Group, established in 1836, is one of the UK's leading financial services companies. As at 30 June 2018, the total value of assets across the group was £984.8 billion, including derivative assets. We also had over 9.5 million customers in the UK for our life assurance, pensions, investments and general insurance plans. [www.legalandgeneral.com/investments/](http://www.legalandgeneral.com/investments/)

**\*\*Mumsnet is the UK's largest network for parents, with over 14 million\*\*\*\* unique visitors per month clocking up over 128 million page views. It has a network of over 10,000 influencers. It regularly campaigns on issues including support for families of children with special educational needs, improvements in postnatal and miscarriage care, and freedom of speech on the internet. [www.mumsnet.com](http://www.mumsnet.com)**

Gransnet is the busiest social networking site for the over 50s. At its heart is a buzzing forum where users debate the hot topics of the day, support each other through tough times and share a laugh. Gransnet is recognised as a champion for digital inclusion and is constantly challenging the stereotypes of 'older people' in the media. [www.gransnet.com](http://www.gransnet.com)

\*\*\*\*Source: Google Analytics.

**For more information, please contact:**

For further information on the release findings please contact

[lgim@mcsaatchi.com](mailto:lgim@mcsaatchi.com)

For further information on Legal & General please contact

[lgimprrteam@lgim.com](mailto:lgimprrteam@lgim.com)

For further information on Mumsnet and Gransnet please contact

[press@mumsnet.com](mailto:press@mumsnet.com)