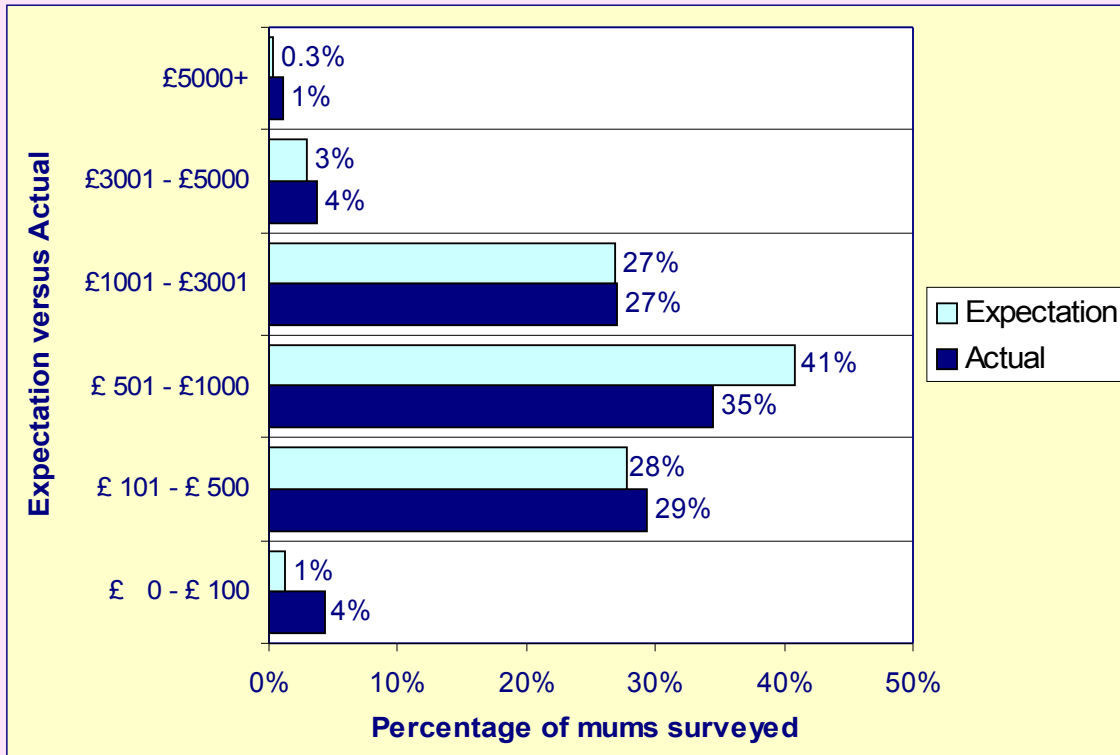


Survey Question:
“How much do you expect to spend on your baby in the first 6 months of its life?”
 compared with
“How much did you spend on your baby in the first 6 months of its life?”



Information about the survey:

- Our surveys showed that the average spend reported on a baby, in the first 6 months of its life, was £1,117.
- The range of expenditure is quite dramatic, however, 90% of families spend between £100 and £3000, with roughly 1 in 3 families spending:
 - An average of £300 in the first 6 months
 - An average of £750 in the first 6 months
 - An average of £2000 in the first 6 months
- Most women say that they are clued-up on how much having a baby will cost with expected spend very close to actual spend.

Useful Links (see the 'more info' tab for all links)	
Link Type	Website Address
What does a child cost	www.bbc.co.uk/parenting/family_matters/finance_cost.shtml
Pre-birth spend	www.thisismoney.co.uk/money-savers/article.html?in_article_id=406504&in_page_id=5
Baby cost planner	money.uk.msn.com/planning/family/family_cost_planner.aspx

Survey Stats	
Date of survey	February 2007
Number of mums surveyed	894
Type of mums surveyed	309 pregnant women; 585 mums with a child age 0 – 12 months