

News Release

Contact:

Campbell Hood
Tel: +44 7860 911622
Campbell.Hood@columbiathreadneedle.com

MUM'S THE WORD: MOTHERS OVER 70% MORE LIKELY TO INVEST IN THEIR CHILDREN'S FUTURE

- *45% of parents admit to feeling pressure to contribute more to their children's savings, even when it's financially difficult.*
- *60% of parents wish they had started investing earlier for their children.*
- *Mothers 79% more likely to open JISA or ISA for their children than fathers.*

LONDON – 4th February 2025

Parents facing growing concerns about securing their children's financial futures

The new year is well under way, and with it, comes new opportunities. New research commissioned by Columbia Threadneedle¹ reveals that parents across the UK are keen to secure their children's financial futures, but with it comes the feeling of pressure to make the right investment decisions. Nearly half (44%) of parent's report experiencing stress about making the right investment decisions for their children, with many expressing doubts about whether they're doing enough to protect their children's long-term wealth.

Concerns over financial security and investment confidence

The research highlights a growing sense of anxiety among parents when it comes to securing their children's financial future. A third (35%) of parents worry they haven't saved enough for their children's future, and 31% are unsure whether they've made the right investment decisions. These concerns are compounded by the complexities of investing, with 30% of parents feeling confused by the investment market and a lack of clear guidance.

Mothers bearing the brunt of financial pressure

Mothers are bearing the brunt of the pressure to secure their children's financial futures, being 79% more likely to open a Junior Individual Savings Account (JISA) for their children than fathers.

¹ Research carried out by Opinium

However, this responsibility often comes with heightened anxiety. Around 50% of mothers report feeling stressed about getting their children's investments right, compared to just 38% of fathers. The pressure on mothers to make sound financial decisions for their children appears to be significantly greater.

As they struggle to make informed investment decisions, many parents are seeking support from friends and family to build their confidence. Nearly a third (28%) of parents turn to their social circle for advice, with 45% spending more time researching different investment options. However, 11% of parents have not taken any steps to improve their knowledge or seek help, pointing to a gap in support and understanding.

Among younger investors who aren't proactive with their investments, the uncertainty is even more pronounced. 43% of investors aged 18-34 report feeling unsure about their investment knowledge and choices, indicating that younger generations may face greater challenges when it comes to navigating the investment landscape.

Pressure to invest, even when it's financially difficult

Beyond the concerns about making the right decisions, many parents also feel pressure to invest more in their children's financial futures, even when it places a strain on their own finances. Nearly half (45%) of parents report feeling pressured to contribute more to their children's savings, even when it's financially difficult. The emotional toll of this pressure is significant, with 30% of parents admitting they feel guilty for prioritizing their own financial needs over their children's future.

The need to get it right is also a driving force for many. Almost two thirds (60%) of parents wish they had started investing earlier for their children, highlighting a common regret among those who are now focused on catching up.

The importance of financial conversations

One positive finding is that many parents are taking steps to involve their children in discussions about money. Nearly two-thirds (65%) of parents regularly talk to their children about money in general, and 55% engage in conversations about investing. Parents are increasingly recognising the importance of financial literacy and are taking steps to instil this knowledge in their children early on.

Marrack Tonkin, Head of Investment Trusts at Columbia Threadneedle, comments: "With rising costs of education and living, it's not surprising that many parents feel worried when it comes to investing for their children. It can feel like a big decision, especially if parents don't feel confident about investing to start with. One of the easiest steps to take, is to open an ISA or JISA for a child and invest small regular amounts as early as possible. Even small amounts can grow substantially over time due to compound growth and investing a little and often can make it easier to manage within a budget. Adopting a habit of saving and investing can play an important role in helping

children develop a better understanding about money and it's encouraging to see in our research, the high proportion of parents who find ways talk to their children about investing.”

“However, while every parent wants to help give their child the best start in life – including helping them financially – it shouldn't be at the expense of their own finances. If this happens there is always the option to adjust the amount you save, rather than feel overwhelmed or financially stretched.”

-ENDS-

Notes to Editors

About the research:

This research was conducted by [Opinium](#) 11th-21st October 2024, polling 2000 UK investors aged 18 and above.

About Columbia Threadneedle Investments

Columbia Threadneedle Investments is a leading global asset manager, entrusted with US\$672bn / €602bn / £501bn² on behalf of individual, institutional and corporate clients around the world.

We have more than 2500 people including approximately 650 investment professionals based in North America, Europe and Asia³. We offer our clients a wide range of strategies across equities, fixed income and alternatives, as well as specialist responsible investment capabilities and a comprehensive suite of solutions.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE:AMP), a leading US-based financial services provider. As part of Ameriprise, we are supported by a large and well-capitalised diversified financial services firm.

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² Ameriprise Q3 2024 results

³ As at 30 September 2024, Columbia Threadneedle Investments