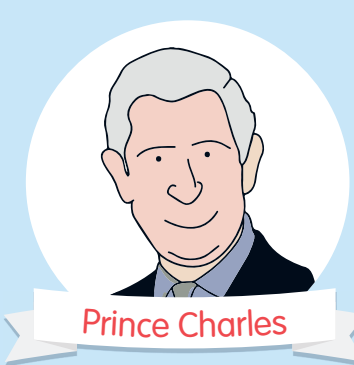


BORN TO BE QUEEN?

Princess Charlotte has been born into a monarchy in which her role is determined by long-held tradition. However, the world she's joined has changed dramatically since her grandfather Prince Charles, and even her father, Prince William, were born...

Three generations of royal babies



Prince Charles

Born in

1948



Prince William

Born in

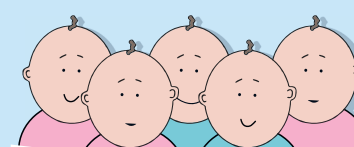
1982



Princess Charlotte

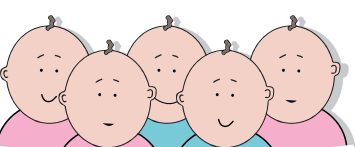
Born in

2015



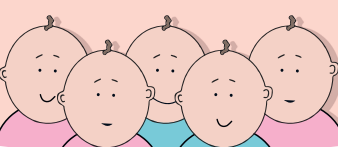
UK population

50 MILLION



UK population

56 MILLION



UK population

64 MILLION

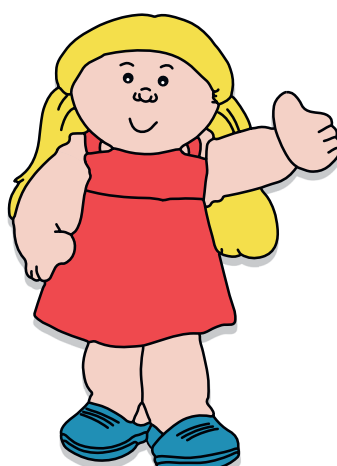
THE TOP 3 BOYS' AND GIRLS' NAMES..



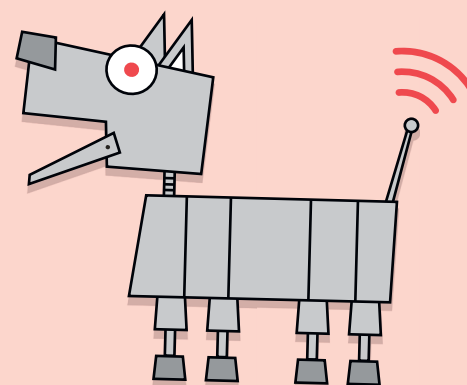
THE MOST POPULAR TOYS THEN AND NOW...



TEDDY BEARS
SLINKY
DINKY CARS
DOLLS' HOUSE



CABBAGE PATCH KIDS
RUBIK'S CUBE
GLO WORM
SMURF FIGURES



ROBOTIC PETS
MINIONS
LEGO MINECRAFT &
FROZEN TOY CASTLE

THE HIGHS AND LOWS OF PARENTING...

1948

Most mums washed nappies using a copper and mangle - disposable nappies and electric washing machines in every home were still some way off. Phew...

This was the decade that decreed pink is for girls and blue is for boys - thanks to Americans' preferences as interpreted by manufacturers and retailers.

1982

In the inevitable child-related emergencies, some parents had to use a neighbour's phone: just over 50% of UK households had one.

With the introduction of Channel 4, parents had another channel to entertain the kids.

2015

Equal parenting (and equality in work) has been given another boost with the introduction of shared parental leave.

There's a gadget for everything these days, from wet wipe warmers to potties with automatic nightlights. Yes, really.

ONE THING HASN'T CHANGED...

Parents will always want to assist their children through the landmarks of their lives - in our recent survey, 65% of respondents said they had started, or planned to start, saving for children in their first year. Foresters has a range of longer-term savings plans to help you save for your child or grandchild's future.

Find out more at forestersfriendlysociety.co.uk

Sources: UK population (approx): World Bank, bbc.co.uk, worldometers.info; Top baby names: babycentre.co.uk; Popular toys: toynews-online.biz, bbc.co.uk, retrowow.co.uk, kittyscavern.co.uk, childofthe1980s.com; Highs and lows of parenting: historyworld.co.uk, smithsonianmag.com, connected-earth.com, channel4.com; acas.org.uk, gadgetbaby.co.uk; Foresters Friendly Society Saving for Children Survey 2014.

