

YouGov Survey Results

Sample Size: 2182 GB Adults

Fieldwork: 17th - 18th August 2025

	Vote in 2024 GE						EU Ref 2016		Age				Gender		Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	18-34	35-49	50-64	65+	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2182	393	561	201	236	119	766	779	538	593	539	513	1056	1126	1244	938	1887	105	190	517	358	264	748
Unweighted Sample	2182	378	614	221	249	122	877	801	437	520	588	637	933	1249	1320	862	1895	109	178	520	369	215	791
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you miss being a child?

A lot	14	7	12	11	14	6	8	12	23	19	7	4	15	12	11	17	14	10	11	13	19	16	12
A fair amount	29	24	29	29	27	42	27	23	43	32	22	17	31	27	29	29	29	33	28	29	28	30	28
TOTAL A LOT / A FAIR AMOUNT	43	31	41	40	41	48	35	35	66	51	29	21	46	39	40	46	43	43	39	42	47	46	40
Not very much	33	35	37	33	32	32	40	34	22	32	42	38	31	36	36	30	33	29	39	33	30	32	34
Not at all	20	29	19	25	23	17	22	27	6	11	27	39	19	22	21	19	20	23	18	19	19	17	22
TOTAL NOT VERY MUCH / AT ALL	53	64	56	58	55	49	62	61	28	43	69	77	50	58	57	49	53	52	57	52	49	49	56
Don't know	4	4	3	2	4	4	4	3	6	6	2	3	5	4	4	5	4	4	4	5	3	5	4

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were randomly asked 13 of the following 26 options

Video games

n=1069

Entirely for children	4	4	4	6	5	0	3	4	3	2	6	4	4	4	3	5	4	3	2	4	4	4	4
Mostly for children, but also for adults	28	30	24	33	36	17	27	32	24	27	30	31	33	24	29	27	28	29	33	27	24	27	30
TOTAL FOR CHILDREN	32	34	28	39	41	17	30	36	27	29	36	35	37	28	32	32	32	32	35	31	28	31	34
Equally for children and adults	54	50	57	50	48	69	55	50	57	60	52	47	50	58	53	55	54	58	50	55	64	56	49
Mostly for adults, but also for children	8	8	8	5	8	12	9	7	12	5	7	8	7	9	9	6	8	2	11	11	4	7	8
Entirely for adults	1	0	0	1	1	0	0	1	0	1	1	1	0	1	0	1	0	2	1	1	0	0	1
TOTAL FOR ADULTS	9	8	8	6	9	12	9	8	12	6	8	9	7	10	9	7	8	4	12	12	4	7	9
Don't know	6	8	6	6	3	2	6	5	4	5	4	9	7	5	6	6	6	7	3	3	6	6	8

Comic books

n=1084

Entirely for children	11	14	8	10	18	2	8	16	8	7	13	17	14	9	10	13	11	19	12	14	11	7	10
Mostly for children, but also for adults	40	42	39	49	43	35	44	41	30	38	44	49	40	41	43	37	40	42	45	38	35	33	46
TOTAL FOR CHILDREN	51	56	47	59	61	37	52	57	38	45	57	66	54	50	53	50	51	61	57	52	46	40	56
Equally for children and adults	41	37	47	34	30	63	41	38	49	48	38	28	38	44	40	42	42	30	37	40	49	51	36
Mostly for adults, but also for children	3	0	4	2	5	0	2	1	5	3	2	1	3	3	3	3	3	3	1	4	1	4	3
Entirely for adults	1	0	0	2	1	0	1	1	3	1	0	1	2	0	0	2	1	0	4	0	0	1	1
TOTAL FOR ADULTS	4	0	4	4	6	0	3	2	8	4	2	2	5	3	3	5	4	3	5	4	1	5	4
Don't know	4	7	2	3	3	1	4	3	5	4	2	4	4	4	4	4	4	6	2	3	3	4	4

Sample Size: 2182 GB Adults
Fieldwork: 17th - 18th August 2025

	Vote in 2024 GE						EU Ref 2016		Age				Gender		Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	18-34	35-49	50-64	65+	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2182	393	561	201	236	119	766	779	538	593	539	513	1056	1126	1244	938	1887	105	190	517	358	264	748
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Doctor Who
n=1090

Entirely for children	4	5	3	1	7	2	3	5	3	1	6	6	6	2	4	4	3	9	5	4	4	1	4
Mostly for children, but also for adults	18	22	18	19	15	20	21	18	15	17	17	22	24	12	18	17	18	14	18	16	14	21	20
TOTAL FOR CHILDREN	22	27	21	20	22	22	24	23	18	18	23	28	30	14	22	21	21	23	23	20	18	22	24
Equally for children and adults	48	43	53	49	44	62	51	49	46	46	53	47	43	52	49	47	48	48	47	50	55	41	46
Mostly for adults, but also for children	18	14	19	16	21	12	17	16	20	20	17	15	13	23	16	21	19	15	15	19	23	15	18
Entirely for adults	3	5	2	7	3	0	2	4	1	6	2	4	2	4	3	4	3	1	5	2	1	7	4
TOTAL FOR ADULTS	21	19	21	23	24	12	19	20	21	26	19	19	15	27	19	25	22	16	20	21	24	22	22
Don't know	9	11	5	8	10	4	6	8	15	10	5	7	11	8	10	8	9	13	9	10	4	16	8

Disney films
n=1086

Entirely for children	8	10	8	5	12	6	8	8	10	7	8	9	12	5	9	7	8	2	14	8	9	6	9
Mostly for children, but also for adults	49	46	54	56	44	54	52	46	49	49	54	44	52	45	52	45	49	47	46	48	50	58	46
TOTAL FOR CHILDREN	57	56	62	61	56	60	60	54	59	56	62	53	64	50	61	52	57	49	60	56	59	64	55
Equally for children and adults	38	36	36	34	38	34	37	40	36	37	36	42	29	47	36	40	37	48	37	40	40	31	36
Mostly for adults, but also for children	1	1	0	2	0	0	1	1	0	2	0	1	1	1	1	2	1	1	1	1	1	1	1
Entirely for adults	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL FOR ADULTS	1	1	0	2	1	0	1	1	0	2	0	1	1	1	1	2	1	1	1	1	1	1	1
Don't know	4	7	2	3	4	5	2	5	6	5	1	4	7	1	3	5	4	3	2	3	0	4	7

Harry Potter
n=1090

Entirely for children	7	6	4	6	6	20	9	5	5	11	5	7	10	4	8	5	7	6	6	8	4	12	7
Mostly for children, but also for adults	36	35	39	46	37	46	38	35	31	35	42	36	42	30	38	33	35	41	39	32	35	37	38
TOTAL FOR CHILDREN	43	41	43	52	43	66	47	40	36	46	47	43	52	34	46	38	42	47	45	40	39	49	45
Equally for children and adults	50	52	51	42	51	33	48	53	51	47	50	50	40	58	47	53	50	38	51	52	54	46	48
Mostly for adults, but also for children	3	2	2	6	2	0	2	2	8	2	1	2	3	4	2	5	3	11	3	3	3	2	3
Entirely for adults	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0
TOTAL FOR ADULTS	3	3	2	6	3	0	2	2	9	2	1	2	3	4	2	5	3	11	3	3	3	4	3
Don't know	4	4	4	1	4	2	3	4	5	5	2	5	4	4	5	3	4	4	1	6	4	2	5

Lego
n=1098

Entirely for children	9	10	10	7	11	4	7	11	7	6	9	12	12	6	8	9	8	18	7	10	6	7	8
Mostly for children, but also for adults	40	41	40	39	41	46	41	43	36	33	43	48	46	34	42	37	39	35	46	32	35	44	44
TOTAL FOR CHILDREN	49	51	50	46	52	50	48	54	43	39	52	60	58	40	50	46	47	53	42	41	51	52	
Equally for children and adults	48	46	48	52	41	45	48	43	51	56	47	37	38	57	46	51	49	41	44	56	55	42	44
Mostly for adults, but also for children	2	1	1	0	5	0	1	1	3	1	1	2	2	1	2	1	2	0	2	1	1	3	2
Entirely for adults	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL FOR ADULTS	2	1	1	0	5	0	1	1	3	1	1	2	2	1	2	1	2	0	2	1	1	3	2
Don't know	2	2	1	2	2	5	3	2	2	4	1	1	2	2	2	2	2	6	0	1	2	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Star Wars
n=1070

Entirely for children	3	1	4	2	5	0	2	2	5	2	2	2	4	2	3	3	3	4	4	3	1	3	4
Mostly for children, but also for adults	13	13	11	12	11	14	13	12	16	8	13	16	16	9	14	11	13	12	15	13	10	14	13
TOTAL FOR CHILDREN	16	14	15	14	16	14	15	14	21	10	15	18	20	11	17	14	16	16	19	16	11	17	17
Equally for children and adults	54	57	58	54	54	57	54	57	49	60	56	50	54	54	54	54	55	50	50	54	60	54	53
Mostly for adults, but also for children	24	20	23	23	25	24	24	22	23	23	23	26	20	27	24	23	23	24	26	25	24	22	23
Entirely for adults	2	2	1	5	2	0	2	3	0	3	2	3	2	2	1	3	2	0	3	2	1	2	2
TOTAL FOR ADULTS	26	22	24	28	27	24	26	25	23	26	25	29	22	29	25	26	25	24	29	27	25	24	25
Don't know	5	6	4	4	2	5	4	4	6	4	4	4	4	5	4	5	5	9	1	4	3	6	6

Model train sets
n=1101

Entirely for children	4	2	3	4	3	1	4	3	5	5	4	2	6	3	4	5	4	10	6	5	2	8	3
Mostly for children, but also for adults	22	23	24	22	20	29	25	21	22	24	20	22	24	20	24	19	22	28	16	20	18	26	25
TOTAL FOR CHILDREN	26	25	27	26	23	30	29	24	27	29	24	24	30	23	28	24	26	38	22	25	20	34	28
Equally for children and adults	48	47	48	46	49	47	50	47	46	48	51	48	42	54	46	52	48	41	57	51	54	42	44
Mostly for adults, but also for children	20	23	20	21	23	20	17	24	18	18	20	24	21	19	21	18	20	15	19	21	21	17	20
Entirely for adults	2	1	1	4	2	0	1	2	2	1	1	2	1	2	2	1	2	0	0	1	1	3	2
TOTAL FOR ADULTS	22	24	21	25	25	20	18	26	20	19	21	26	22	21	23	19	22	15	19	22	22	20	22
Don't know	4	3	4	2	3	3	3	3	6	5	4	2	5	3	3	5	4	7	2	3	4	4	5

Playing sports recreationally
n=1110

Entirely for children	1	1	0	0	0	0	0	1	0	0	2	1	0	1	1	1	1	1	0	1	0	1	1
Mostly for children, but also for adults	4	5	4	2	2	2	5	4	5	5	4	4	6	2	4	5	4	7	4	5	4	2	5
TOTAL FOR CHILDREN	5	6	4	2	2	2	5	5	5	5	6	5	6	3	5	6	5	8	4	6	4	3	6
Equally for children and adults	86	80	91	90	92	94	90	86	81	88	88	88	82	90	87	85	86	84	88	86	87	89	84
Mostly for adults, but also for children	5	8	4	6	6	1	3	7	7	4	5	6	7	4	5	6	6	2	4	6	5	7	6
Entirely for adults	1	0	0	0	0	0	0	0	2	0	0	0	1	0	0	1	1	0	1	1	0	1	1
TOTAL FOR ADULTS	6	8	4	6	6	1	3	7	9	4	5	6	8	4	5	7	7	2	5	7	5	8	7
Don't know	3	6	1	2	0	3	1	2	4	3	1	2	3	2	3	2	2	6	2	2	3	0	3

Board games
n=1049

Entirely for children	1	0	0	0	2	0	1	1	1	0	1	0	1	0	1	1	0	4	1	0	1	1	0
Mostly for children, but also for adults	8	9	8	3	13	3	9	8	6	8	9	8	9	6	8	8	7	10	10	8	5	4	9
TOTAL FOR CHILDREN	9	9	8	3	15	3	10	9	7	8	10	8	10	6	9	9	7	14	11	8	6	5	9
Equally for children and adults	82	82	84	87	71	91	82	81	80	83	81	82	76	87	82	80	82	73	79	82	86	85	80
Mostly for adults, but also for children	7	6	8	7	12	1	6	7	9	5	8	7	10	5	7	7	7	8	6	9	5	8	7
Entirely for adults	1	0	0	3	0	0	0	1	2	0	0	1	1	1	0	2	1	0	0	0	0	1	2
TOTAL FOR ADULTS	8	6	8	10	12	1	6	8	11	5	8	8	11	6	7	9	8	8	6	9	5	9	9
Don't know	2	3	0	1	2	4	2	2	3	3	1	1	3	1	2	2	2	5	4	1	3	0	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Dressing up in costumes

n=1076

Entirely for children	15	16	12	17	18	0	14	14	16	11	15	18	17	13	15	15	15	8	16	17	13	12	16
Mostly for children, but also for adults	51	55	54	50	50	50	50	52	45	54	52	50	50	51	53	47	50	60	57	48	52	47	50
TOTAL FOR CHILDREN	66	71	66	67	68	50	64	66	61	65	67	68	67	64	68	62	65	68	73	65	65	59	66
Equally for children and adults	30	28	31	31	25	46	33	29	35	29	29	29	27	33	29	33	31	28	21	29	32	39	30
Mostly for adults, but also for children	1	0	0	0	3	1	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	0	1
Entirely for adults	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
TOTAL FOR ADULTS	1	0	0	0	3	1	1	2	0	2	1	0	1	1	0	1	1	0	1	1	1	0	1
Don't know	3	1	3	2	5	2	3	4	3	4	4	3	5	2	3	5	3	4	5	5	2	2	3

Visiting theme parks

n=1059

Entirely for children	3	6	2	1	2	0	3	3	1	3	4	4	5	1	3	3	3	3	6	2	2	7	2
Mostly for children, but also for adults	29	30	29	31	36	26	30	32	23	22	31	40	34	23	31	26	29	23	29	29	25	28	31
TOTAL FOR CHILDREN	32	36	31	32	38	26	33	35	24	25	35	44	39	24	34	29	32	26	35	31	27	35	33
Equally for children and adults	62	55	63	63	54	61	62	57	67	68	61	49	53	70	60	64	61	68	62	62	67	59	58
Mostly for adults, but also for children	4	3	4	4	5	9	3	5	3	5	3	4	5	3	4	4	4	2	3	4	2	4	6
Entirely for adults	0	0	0	0	1	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0
TOTAL FOR ADULTS	4	3	4	4	6	11	3	5	4	5	3	4	5	3	4	4	4	2	3	4	3	4	6
Don't know	2	7	1	1	2	2	2	2	4	2	1	2	3	2	2	3	2	5	0	2	3	2	2

Dungeons and Dragons (D&D)

n=1083

Entirely for children	5	4	4	4	6	0	5	4	5	5	4	4	7	3	5	3	4	10	9	2	2	7	5
Mostly for children, but also for adults	10	11	10	13	13	17	9	12	7	8	13	14	13	8	10	11	11	9	4	9	10	12	13
TOTAL FOR CHILDREN	15	15	14	17	19	17	14	16	12	13	17	18	20	11	15	14	15	19	13	11	12	19	18
Equally for children and adults	27	32	28	19	23	27	28	29	25	35	27	20	30	25	24	32	27	24	36	30	34	25	21
Mostly for adults, but also for children	22	13	24	24	24	29	23	19	32	19	21	14	25	19	23	21	22	20	21	23	21	23	21
Entirely for adults	8	3	9	8	7	8	7	5	11	7	5	5	5	10	8	7	7	7	8	6	9	10	7
TOTAL FOR ADULTS	30	16	33	32	31	37	30	24	43	26	28	19	30	29	31	28	29	27	29	29	30	33	28
Don't know	29	36	24	32	28	19	29	31	19	26	29	42	21	35	30	26	29	31	22	30	24	23	33

Making models

n=1110

Entirely for children	1	2	1	2	0	0	1	1	1	0	1	1	1	0	1	1	1	2	2	0	0	2	1
Mostly for children, but also for adults	15	18	13	16	15	15	15	13	16	15	17	14	19	11	16	14	15	15	19	15	16	15	14
TOTAL FOR CHILDREN	16	20	14	18	15	15	16	14	17	15	18	15	20	11	17	15	16	17	21	15	16	17	15
Equally for children and adults	63	63	65	62	64	60	67	64	56	64	67	64	57	69	62	65	63	58	63	66	67	57	62
Mostly for adults, but also for children	15	11	15	14	18	24	13	17	15	14	13	17	17	13	16	14	15	13	15	13	14	17	16
Entirely for adults	1	0	1	2	0	0	0	1	1	1	0	2	1	1	1	1	1	0	0	0	0	0	2
TOTAL FOR ADULTS	16	11	16	16	18	24	13	18	16	15	13	19	18	14	17	15	16	13	15	13	14	17	18
Don't know	5	6	5	5	3	1	3	4	11	6	1	2	4	6	5	5	5	12	1	5	3	9	5

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Lord of the Rings
n=1075

Entirely for children	1	2	1	1	1	2	1	1	1	1	1	2	2	0	1	2	1	0	2	1	1	1	1
Mostly for children, but also for adults	6	6	6	7	6	7	8	7	2	8	9	7	9	4	7	5	6	5	8	6	9	6	5
TOTAL FOR CHILDREN	7	8	7	8	7	9	9	8	3	9	10	9	11	4	8	7	7	5	10	7	10	7	6
Equally for children and adults	39	46	37	34	43	47	38	40	37	38	45	35	42	36	35	43	39	34	35	37	41	39	41
Mostly for adults, but also for children	35	23	39	46	28	42	38	31	40	34	32	32	31	38	38	31	33	42	43	36	31	37	31
Entirely for adults	8	4	8	4	12	2	5	9	9	11	4	8	7	9	8	8	9	6	4	7	10	9	9
TOTAL FOR ADULTS	43	27	47	50	40	44	43	40	49	45	36	40	38	47	46	39	42	48	47	43	41	46	40
Don't know	11	18	9	7	10	1	10	12	10	8	9	16	9	12	10	11	11	12	7	11	9	9	13

Advent calendars
n=1097

Entirely for children	19	26	14	15	30	13	20	22	10	13	22	31	26	12	18	20	19	16	14	20	17	11	23
Mostly for children, but also for adults	41	37	42	42	42	54	43	42	38	43	41	39	42	40	43	38	40	42	42	42	37	42	40
TOTAL FOR CHILDREN	60	63	56	57	72	67	63	64	48	56	63	70	68	52	61	58	59	58	56	62	54	53	63
Equally for children and adults	37	33	40	41	26	33	34	33	45	40	35	26	27	46	35	38	36	41	37	35	42	44	32
Mostly for adults, but also for children	1	0	1	1	0	0	1	1	2	1	1	1	1	1	1	1	1	0	2	1	1	0	1
Entirely for adults	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0
TOTAL FOR ADULTS	1	0	1	1	1	0	1	1	2	1	1	2	1	1	1	1	1	1	2	1	1	0	1
Don't know	3	3	2	1	2	0	2	2	5	2	1	3	4	2	3	2	3	0	5	2	2	2	4

Collecting things
n=1050

Entirely for children	1	1	0	0	0	0	0	0	1	0	0	0	1	1	0	1	1	0	0	0	1	2	0
Mostly for children, but also for adults	5	4	4	6	7	2	3	5	4	5	6	5	4	6	5	5	5	7	2	6	4	5	5
TOTAL FOR CHILDREN	6	5	4	6	7	2	3	5	5	5	6	5	5	7	5	6	6	7	2	6	5	7	5
Equally for children and adults	76	75	77	79	71	87	81	73	73	81	77	70	71	79	76	75	75	76	79	74	79	73	75
Mostly for adults, but also for children	14	13	16	10	19	9	13	16	14	11	13	19	18	11	14	14	14	11	18	18	14	11	13
Entirely for adults	1	2	0	4	1	0	0	3	0	1	0	3	2	0	1	1	1	0	0	0	1	1	3
TOTAL FOR ADULTS	15	15	16	14	20	9	13	19	14	12	13	22	20	11	15	15	15	11	18	18	15	12	16
Don't know	4	5	3	2	2	3	3	3	7	2	3	2	4	3	4	4	4	5	1	3	1	8	4

Being interested in dinosaurs
n=1133

Entirely for children	7	10	6	10	9	0	7	7	8	5	7	10	7	8	8	7	7	2	10	7	7	8	8
Mostly for children, but also for adults	28	32	30	27	23	30	29	31	22	26	28	36	26	31	31	25	28	32	25	29	31	21	28
TOTAL FOR CHILDREN	35	42	36	37	32	30	36	38	30	31	35	46	33	39	39	32	35	34	35	36	38	29	36
Equally for children and adults	59	50	61	59	64	61	59	58	63	64	62	48	62	56	57	62	59	60	63	63	59	67	53
Mostly for adults, but also for children	3	4	1	2	2	6	1	3	2	3	2	4	4	2	2	4	3	1	0	1	1	3	6
Entirely for adults	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL FOR ADULTS	3	4	1	2	2	6	1	3	2	3	2	4	4	2	2	4	3	1	0	1	1	3	6
Don't know	3	4	2	2	2	4	4	1	5	2	2	2	2	3	3	2	3	4	1	0	3	3	4

Sample Size: 2182 GB Adults
Fieldwork: 17th - 18th August 2025

		Vote in 2024 GE					EU Ref 2016		Age				Gender		Social Grade		Country			Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	18-34	35-49	50-64	65+	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2182	393	561	201	236	119	766	779	538	593	539	513	1056	1126	1244	938	1887	105	190	517	358	264	748	
Unweighted Sample	2182	378	614	221	249	122	877	801	437	520	588	637	933	1249	1320	862	1895	109	178	520	369	215	791	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Watching cartoons

n=1098

Entirely for children	10	12	8	9	14	5	8	13	11	6	11	12	10	9	9	11	10	11	8	10	8	6	11
Mostly for children, but also for adults	43	35	49	42	48	44	48	36	41	48	41	41	42	44	45	39	41	43	58	38	41	48	41
TOTAL FOR CHILDREN	53	47	57	51	62	49	56	49	52	54	52	53	52	53	54	50	51	54	66	48	49	54	52
Equally for children and adults	44	50	41	48	35	47	42	46	44	43	45	46	43	45	43	46	46	44	28	49	49	43	44
Mostly for adults, but also for children	1	0	0	1	0	0	0	1	1	1	0	0	1	0	0	1	0	0	2	1	1	0	0
Entirely for adults	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
TOTAL FOR ADULTS	1	1	0	1	0	0	0	2	1	1	0	0	1	0	0	1	0	0	3	1	1	1	0
Don't know	2	3	1	1	2	3	2	3	3	3	2	1	3	2	2	2	2	1	3	2	1	3	3

Stuffed animals

n=1134

Entirely for children	25	34	24	23	29	14	25	31	15	26	29	31	30	21	27	24	26	25	20	24	22	29	27
Mostly for children, but also for adults	46	37	55	51	46	58	53	41	50	51	43	41	44	49	50	41	45	48	60	47	44	47	44
TOTAL FOR CHILDREN	71	71	79	74	75	72	78	72	65	77	72	72	74	70	77	65	71	73	80	71	66	76	71
Equally for children and adults	20	17	16	19	12	26	16	16	31	18	21	12	13	27	16	26	21	18	13	23	28	18	18
Mostly for adults, but also for children	2	3	0	0	4	0	1	4	1	2	1	5	4	0	1	3	2	3	5	1	2	2	2
Entirely for adults	2	2	2	1	5	0	1	3	0	1	3	4	3	1	1	3	2	5	0	2	0	2	3
TOTAL FOR ADULTS	4	5	2	1	9	0	2	7	1	3	4	9	7	1	2	6	4	8	5	3	2	4	5
Don't know	4	6	2	7	5	1	4	5	3	3	3	7	6	2	5	3	4	2	3	3	3	2	7

Having birthday parties

n=1096

Entirely for children	10	12	7	12	16	2	8	12	4	8	15	14	15	5	8	13	9	11	16	10	5	5	12
Mostly for children, but also for adults	35	34	34	37	45	41	35	42	29	41	32	39	42	29	36	34	35	39	33	38	43	27	33
TOTAL FOR CHILDREN	45	46	41	49	61	43	43	54	33	49	47	53	57	34	44	47	44	50	49	48	48	32	45
Equally for children and adults	52	51	58	49	35	56	55	43	62	50	50	43	39	62	53	50	52	50	50	50	47	61	51
Mostly for adults, but also for children	1	1	1	0	2	0	0	1	1	1	0	1	1	1	1	1	1	0	0	1	0	3	0
Entirely for adults	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL FOR ADULTS	1	1	1	0	2	0	0	1	1	1	0	1	1	1	1	1	1	0	0	1	0	3	0
Don't know	3	3	1	2	2	1	1	2	4	1	2	4	3	3	3	2	3	0	1	1	4	4	3

Making snowmen

n=1099

Entirely for children	10	12	9	7	18	3	10	12	9	6	13	12	14	6	8	13	9	6	17	12	9	7	9
Mostly for children, but also for adults	38	36	41	33	42	39	38	40	34	35	39	43	42	34	38	37	38	29	35	40	37	44	36
TOTAL FOR CHILDREN	48	48	50	40	60	42	48	52	43	41	52	55	56	40	46	50	47	35	52	52	46	51	45
Equally for children and adults	50	48	49	59	37	56	50	45	56	56	46	42	41	58	52	48	50	62	48	47	52	47	52
Mostly for adults, but also for children	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	1
Entirely for adults	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	1	0
TOTAL FOR ADULTS	0	0	0	0	2	0	0	1	0	0	0	2	0	0	0	1	0	2	0	0	0	1	1
Don't know	2	3	1	1	2	2	1	3	2	3	2	2	3	1	2	2	2	1	0	1	2	1	3

Sample Size: 2182 GB Adults
Fieldwork: 17th - 18th August 2025

		Vote in 2024 GE					EU Ref 2016		Age				Gender		Social Grade		Country			Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	18-34	35-49	50-64	65+	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2182	393	561	201	236	119	766	779	538	593	539	513	1056	1126	1244	938	1887	105	190	517	358	264	748	
Unweighted Sample	2182	378	614	221	249	122	877	801	437	520	588	637	933	1249	1320	862	1895	109	178	520	369	215	791	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Receiving birthday presents

n=1069

Entirely for children	3	3	2	1	5	2	3	5	1	4	4	5	6	1	3	4	3	1	7	5	2	2	3
Mostly for children, but also for adults	24	25	20	19	33	21	25	27	13	26	25	31	32	17	23	24	24	23	19	22	31	21	24
TOTAL FOR CHILDREN	27	28	22	20	38	23	28	32	14	30	29	36	38	18	26	28	27	24	26	27	33	23	27
Equally for children and adults	70	68	77	79	60	75	71	65	83	66	69	63	59	80	71	69	70	75	72	72	66	74	69
Mostly for adults, but also for children	1	1	0	1	2	0	0	2	0	2	1	0	1	1	1	1	1	0	1	1	0	1	1
Entirely for adults	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL FOR ADULTS	1	1	0	1	2	0	0	2	0	2	1	0	1	1	1	1	1	0	1	1	0	1	1
Don't know	2	3	1	0	0	2	1	2	3	1	1	1	2	1	2	1	2	0	1	0	1	3	3

Eating sweets

n=1104

Entirely for children	2	2	1	2	3	2	2	3	0	2	2	4	3	1	2	3	2	1	1	1	2	2	3
Mostly for children, but also for adults	23	26	22	23	25	23	24	24	17	21	25	29	29	18	25	21	23	13	24	24	21	24	25
TOTAL FOR CHILDREN	25	28	23	25	28	25	26	27	17	23	27	33	32	19	27	24	25	14	25	25	23	26	28
Equally for children and adults	72	67	75	73	71	67	70	70	78	75	71	63	65	79	70	74	71	81	72	74	76	69	68
Mostly for adults, but also for children	1	1	1	1	1	2	1	1	2	1	0	1	1	1	1	0	1	2	0	1	1	2	1
Entirely for adults	0	1	0	1	0	0	0	1	0	1	0	0	1	0	1	0	0	1	0	0	0	2	0
TOTAL FOR ADULTS	1	2	1	2	1	2	1	2	2	2	0	1	2	1	2	0	1	3	0	1	1	4	1
Don't know	2	4	1	0	0	6	2	2	2	1	2	3	3	1	2	2	2	1	3	1	0	1	4

Wearing a full football kit to a football match

n=1117

Entirely for children	23	25	23	18	32	23	26	24	21	25	25	21	30	16	23	23	23	17	27	25	22	19	24
Mostly for children, but also for adults	24	24	27	28	21	20	26	22	19	27	24	27	21	27	23	25	24	24	23	25	25	20	25
TOTAL FOR CHILDREN	47	49	50	46	53	43	52	46	40	52	49	48	51	43	46	48	47	41	50	50	47	39	49
Equally for children and adults	35	29	35	37	29	47	30	34	43	38	29	31	31	40	34	37	36	35	28	36	37	44	33
Mostly for adults, but also for children	5	5	4	2	6	4	5	7	4	3	6	5	5	4	4	5	4	11	8	4	4	4	4
Entirely for adults	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	3	0	0	0	0	0
TOTAL FOR ADULTS	5	5	4	2	6	4	5	7	4	3	6	5	5	5	4	5	4	14	8	4	4	4	4
Don't know	13	17	11	15	12	6	14	12	13	7	16	16	13	12	14	10	12	11	15	9	12	13	15

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.