

**KIDS
MARKETING**

KIDS Sample : 14th - 18th October 2016

Total	Are you?		How old are you?							
	Male	Female	8	9	10	11	12	13	14	15

An 'adult' is a person who has fully grown and is independent. For this question, choose as many options as you like...

What do you think would be the BEST things about being an adult? (If you think there isn't anything, please select the option at the bottom right of the list.)

	Unweighted base	2116	1058	1058	252	276	282	257	291	274	284	200
Base: All GB children aged 8-15		2116	1084	1032	251	256	263	261	262	269	272	283
Getting my own home that I can decorate how I like		46%	39%	52%	41%	37%	40%	48%	40%	53%	52%	51%
Being able to buy my own pet		40%	35%	45%	51%	51%	46%	45%	37%	34%	29%	26%
Having the freedom to go and visit my friends whenever I want		50%	47%	54%	46%	53%	50%	55%	50%	50%	49%	50%
Being able to stay up late whenever I want		55%	56%	55%	63%	65%	58%	64%	58%	54%	43%	41%
Being able to get up whenever I want		36%	36%	36%	35%	39%	36%	42%	34%	36%	35%	32%
Buying my own clothes		30%	23%	37%	27%	30%	32%	37%	34%	28%	31%	21%
Being able to buy my own food		31%	30%	32%	35%	35%	29%	31%	30%	33%	31%	26%
Getting to dye my hair any colour I want		17%	8%	27%	24%	18%	12%	20%	18%	17%	16%	12%
Getting a tattoo wherever I want		9%	7%	10%	9%	5%	8%	5%	7%	11%	12%	13%
Getting a piercing wherever I want		7%	3%	12%	7%	6%	5%	5%	5%	9%	11%	9%
Being able to choose my job		45%	46%	45%	40%	39%	46%	43%	45%	54%	50%	46%
Being able to have children		21%	18%	25%	22%	25%	24%	22%	14%	20%	22%	19%
Something else		8%	10%	5%	6%	8%	10%	8%	7%	7%	7%	11%
I don't know		3%	4%	2%	5%	4%	2%	1%	2%	3%	5%	2%
There isn't anything that's the best thing about being an adult		4%	4%	3%	2%	1%	4%	2%	3%	4%	7%	6%

For this question, please choose only ONE option...

Which ONE do you think would be the BEST thing about being an adult? (If you think there isn't anything, please select the option at the bottom right of the list.)

	Unweighted base	2116	1058	1058	252	276	282	257	291	274	284	200
Base: All GB children aged 8-15		2116	1084	1032	251	256	263	261	262	269	272	283
Getting my own home that I can decorate how I like		13%	11%	16%	10%	7%	12%	11%	10%	16%	18%	21%
Being able to buy my own pet		9%	8%	11%	17%	14%	11%	9%	6%	5%	3%	3%
Having the freedom to go and visit my friends whenever I want		13%	12%	13%	13%	12%	10%	14%	13%	11%	16%	14%
Being able to stay up late whenever I want		18%	22%	13%	22%	24%	22%	23%	20%	15%	7%	8%
Being able to get up whenever I want		4%	4%	3%	4%	3%	2%	5%	3%	5%	2%	3%
Buying my own clothes		2%	1%	3%	1%	4%	1%	2%	3%	2%	4%	1%
Being able to buy my own food		2%	2%	2%	3%	4%	2%	0%	3%	2%	1%	2%
Getting to dye my hair any colour I want		1%	1%	3%	4%	1%	1%	0%	4%	1%	1%	-
Getting a tattoo wherever I want		1%	1%	1%	0%	-	1%	1%	1%	2%	1%	1%
Getting a piercing wherever I want		0%	0%	0%	-	0%	0%	-	-	-	0%	-
Being able to choose my job		13%	14%	12%	5%	9%	12%	14%	14%	18%	15%	16%
Being able to have children		7%	5%	9%	9%	9%	8%	6%	5%	6%	4%	7%
Something else		3%	5%	2%	3%	1%	5%	3%	3%	5%	3%	6%
I don't know		8%	8%	8%	8%	8%	8%	7%	8%	6%	12%	6%
There isn't anything that's the best thing about being an adult		5%	6%	4%	2%	3%	4%	3%	3%	6%	9%	12%

Just to remind you, an 'adult' is a person who has fully grown and is independent. For this question, please choose as many options as you like...

What do you think are the WORST things about being an adult? (If you think there isn't anything, please select the option at the bottom right of the list.)

	Unweighted base	2116	1058	1058	252	276	282	257	291	274	284	200
Base: All GB children aged 8-15		2116	1084	1032	251	256	263	261	262	269	272	283
Having to pay bills (such as energy bills, insurance etc.)		64%	61%	67%	55%	57%	63%	66%	65%	69%	71%	65%
Having to be responsible for my money (things like earning enough, buying food, budgeting etc.)		40%	38%	42%	26%	34%	33%	41%	42%	50%	44%	47%
Having less free time		28%	30%	26%	22%	30%	25%	28%	25%	31%	29%	35%
Having to go to work		39%	40%	38%	44%	43%	38%	42%	39%	40%	35%	34%
Getting wrinkles		25%	22%	29%	28%	30%	27%	27%	20%	29%	24%	17%
Not having school holidays		32%	31%	33%	36%	40%	30%	34%	27%	34%	29%	28%
Having to do my own laundry		32%	33%	32%	33%	31%	33%	37%	30%	36%	30%	29%
Having to get myself to places rather than being taken there		16%	14%	17%	16%	16%	12%	20%	12%	18%	17%	16%
Losing your hair/ having your hair turn grey		24%	22%	27%	27%	31%	30%	25%	19%	23%	21%	20%
Something else		3%	4%	3%	3%	4%	5%	3%	2%	3%	3%	4%
I don't know		4%	4%	3%	4%	4%	5%	4%	3%	3%	5%	3%
There isn't anything that's the worst thing about being an adult		2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	4%

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Total	Are you?		How old are you?							
Base	Male	Female	8	9	10	11	12	13	14	15

For this question, please choose only ONE option...

Which ONE do you think would be the WORST thing about being an adult?(If you think there isn't anything, please select the option at the bottom right of the list.)

	Unweighted base	2116	1058	1058	252	276	282	257	291	274	284	200
	Base: All GB children aged 8-15	2116	1084	1032	251	256	263	261	262	269	272	283
Having to pay bills (such as energy bills, insurance etc.)	33%	30%	35%	27%	29%	30%	37%	33%	33%	36%	37%	31%
Having to be responsible for my money (things like earning enough, buying food, budgeting etc.)	15%	13%	16%	8%	8%	9%	13%	16%	20%	23%	19%	
Having less free time	6%	7%	5%	3%	7%	5%	4%	6%	7%	7%	10%	
Having to go to work	13%	14%	12%	19%	16%	14%	14%	15%	11%	9%	11%	
Getting wrinkles	5%	4%	7%	6%	6%	6%	4%	4%	7%	3%	5%	
Not having school holidays	8%	9%	8%	12%	14%	12%	8%	5%	6%	6%	5%	
Having to do my own laundry	3%	4%	3%	4%	3%	5%	4%	6%	2%	0%	2%	
Having to get myself to places rather than being taken there	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	
Losing your hair/ having your hair turn grey	5%	6%	5%	8%	7%	7%	4%	4%	2%	3%	7%	
Something else	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	
I don't know	6%	6%	5%	6%	7%	7%	5%	4%	5%	7%	5%	
There isn't anything that's the worst thing about being an adult	3%	4%	2%	4%	2%	2%	2%	2%	3%	3%	4%	