

## YouGov Survey Results

Sample Size - 715 Children

Fieldwork - 1st 7th November



Total	Are you?		How old are you?					Social Grade	
Base	Male	Female	10	11	12	13	14	ABC1	C2DE

q11. Will you write a Christmas wish-list to Father Christmas or to parents/ family this year?

Unweighted base	715	360	355	147	145	149	125	149	396	319
<b>Base: Children aged 10-14</b>	715	366	349	142	141	141	145	147	397	318
Yes	54%	51%	58%	68%	69%	51%	43%	42%	56%	53%
No	37%	39%	34%	20%	20%	40%	49%	53%	34%	40%
Don't know	7%	8%	6%	7%	8%	8%	7%	4%	8%	5%
No, I don't celebrate Christmas	2%	2%	2%	5%	3%	1%	1%	1%	2%	2%

q12. When will you start writing your wish-list for this Christmas?

Unweighted base	390	182	208	99	100	75	54	62	223	167
<b>Base: Children aged 10-14 who will write a Christmas list</b>	389	186	203	96	98	72	62	62	222	167
Already started	49%	44%	54%	49%	47%	50%	56%	45%	44%	56%
In November	22%	22%	21%	18%	17%	31%	18%	27%	23%	20%
In December	24%	29%	21%	27%	29%	18%	25%	21%	28%	20%
Don't know	5%	5%	4%	6%	6%	1%	1%	7%	5%	4%

## YouGov Survey Results

Sample Size - 715 Children

Fieldwork - 1st 7th November



govregnew					Employment status					
North/Scotland	Midlands/Wales	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed

q11. Will you write a Christmas wish-list to Father Christmas or to parents/ family this year?

Unweighted base	251	164	76	77	147	440	137	11	7	25	24
<b>Base: Children aged 10-14</b>	239	159	70	83	164	438	136	11	7	25	24
Yes	52%	52%	55%	50%	62%	53%	59%	48%	83%	46%	58%
No	37%	38%	37%	39%	32%	38%	31%	27%	-	46%	39%
Don't know	8%	8%	6%	6%	5%	7%	8%	25%	17%	4%	-
No, I don't celebrate Christmas	3%	1%	1%	5%	1%	1%	2%	-	-	4%	4%

q12. When will you start writing your wish-list for this Christmas?

Unweighted base	130	87	42	39	92	235	81	5	6	12	14
<b>Base: Children aged 10-14 who will write a Christmas list</b>	124	83	39	41	102	234	80	5	6	12	14
Already started	62%	50%	52%	34%	39%	45%	53%	60%	33%	58%	60%
In November	19%	20%	21%	20%	26%	25%	16%	20%	34%	16%	8%
In December	18%	23%	20%	36%	31%	25%	27%	20%	33%	26%	18%
Don't know	1%	6%	7%	10%	4%	4%	4%	-	-	-	15%

## YouGov Survey Results

Sample Size - 715 Children

Fieldwork - 1st 7th November



		Marital status						
Not working	Other	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q11. Will you write a Christmas wish-list to Father Christmas or to parents/ family this year?

Unweighted base	59	12	482	96	34	49	5	42	3
<b>Base: Children aged 10-14</b>	60	13	483	97	32	50	5	41	3
Yes	49%	76%	56%	58%	38%	49%	60%	46%	59%
No	43%	24%	34%	40%	47%	44%	40%	42%	41%
Don't know	4%	-	7%	1%	15%	7%	-	12%	-
No, I don't celebrate Christmas	5%	-	3%	1%	-	-	-	-	-

q12. When will you start writing your wish-list for this Christmas?

Unweighted base	28	9	270	55	13	25	3	19	2
<b>Base: Children aged 10-14 who will write a Christmas list</b>	29	10	269	56	12	25	3	19	2
Already started	69%	45%	47%	52%	60%	65%	31%	56%	50%
In November	10%	30%	25%	11%	7%	22%	-	15%	-
In December	18%	13%	24%	28%	17%	8%	69%	23%	50%
Don't know	3%	11%	3%	9%	16%	4%	-	6%	-

Total	Are you?		How old are you?					Social Grade	
Base	Male	Female	10	11	12	13	14	ABC1	C2DE

**q14s. What do you want the MOST for Christmas this year?**

<b>Unweighted base</b>	700	352	348	140	141	148	124	147	388	312
<b>Base: Children aged 10-14 who celebrate Christmas</b>	701	358	343	135	137	140	144	145	389	312
Sports equipment	2%	3%	2%	4%	3%	2%	1%	1%	3%	2%
Toys	7%	6%	8%	17%	13%	3%	2%	1%	7%	7%
Computer games	16%	28%	4%	13%	17%	25%	11%	16%	16%	16%
Gadgets (phone / tablet / games-console etc.)	37%	37%	37%	33%	41%	31%	42%	36%	37%	36%
Bike	3%	5%	1%	4%	2%	2%	5%	2%	3%	3%
Clothes	7%	4%	11%	6%	3%	6%	10%	10%	8%	6%
Shoes/ trainers	2%	1%	2%	3%	1%	2%	2%	1%	1%	2%
Music	5%	2%	7%	4%	2%	6%	4%	7%	5%	4%
Films	2%	1%	3%	1%	2%	3%	1%	2%	2%	2%
Something else	12%	9%	16%	9%	10%	16%	16%	10%	11%	14%
Don't know	7%	5%	10%	6%	6%	5%	6%	13%	8%	7%

**q15. What's your favourite thing about Christmas?**

<b>Unweighted base</b>	700	352	348	140	141	148	124	147	388	312
<b>Base: Children aged 10-14 who celebrate Christmas</b>	701	358	343	135	137	140	144	145	389	312
The presents	47%	49%	45%	54%	50%	49%	43%	41%	47%	48%
Spending time with my family	25%	22%	28%	24%	28%	24%	28%	22%	26%	24%
Not having to go to school	15%	18%	12%	9%	10%	13%	17%	23%	15%	14%
The food	6%	5%	7%	6%	3%	5%	9%	5%	5%	6%
Christmas television	2%	2%	1%	1%	3%	2%	-	2%	1%	3%
Other	4%	2%	5%	3%	5%	4%	2%	5%	4%	3%
Nothing, I don't like anything about Christmas	0%	1%	-	1%	-	-	-	1%	0%	-
Don't know	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%

govregnew					Employment status					
North/ Scotland	Midlands/ Wales	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed

q14s. What do you want the MOST for Christmas this year?

<b>Unweighted base</b>	244	162	75	73	146	433	134	11	7	24	23
<b>Base: Children aged 10-14 who celebrate Christmas</b>	233	157	69	79	163	432	133	11	7	24	23
Sports equipment	2%	2%	3%	4%	3%	2%	1%	-	-	-	14%
Toys	6%	6%	5%	8%	9%	7%	8%	-	-	8%	7%
Computer games	18%	15%	9%	17%	18%	17%	11%	15%	15%	22%	12%
Gadgets (phone / tablet / games-console etc.)	39%	38%	37%	34%	34%	36%	41%	27%	44%	35%	29%
Bike	1%	3%	3%	3%	5%	2%	3%	22%	-	3%	-
Clothes	9%	6%	9%	7%	4%	7%	5%	8%	-	11%	18%
Shoes/ trainers	2%	3%	4%	1%	-	1%	1%	9%	11%	4%	5%
Music	3%	6%	4%	3%	7%	5%	4%	8%	13%	-	-
Films	3%	1%	1%	3%	2%	2%	1%	-	17%	-	-
Something else	10%	14%	20%	11%	11%	12%	17%	9%	-	17%	10%
Don't know	7%	7%	4%	10%	7%	8%	6%	-	-	-	5%

q15. What's your favourite thing about Christmas?

<b>Unweighted base</b>	244	162	75	73	146	433	134	11	7	24	23
<b>Base: Children aged 10-14 who celebrate Christmas</b>	233	157	69	79	163	432	133	11	7	24	23
The presents	48%	43%	50%	44%	50%	48%	43%	32%	51%	60%	36%
Spending time with my family	25%	29%	23%	28%	20%	26%	23%	44%	32%	13%	27%
Not having to go to school	13%	17%	8%	15%	17%	11%	22%	16%	17%	26%	29%
The food	7%	5%	10%	4%	4%	6%	5%	-	-	-	-
Christmas television	2%	3%	-	3%	1%	2%	1%	8%	-	-	-
Other	3%	2%	6%	3%	5%	4%	4%	-	-	-	9%
Nothing, I don't like anything about Christmas	0%	-	-	1%	-	0%	-	-	-	-	-
Don't know	2%	2%	3%	3%	2%	2%	2%	-	-	-	-

	Marital status								
	Not working	Other	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

q14s. What do you want the MOST for Christmas this year?

	Not working	Other	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
<b>Unweighted base</b>	56	12	468	95	34	49	5	42	3
<b>Base: Children aged 10-14 who celebrate Christmas</b>	57	13	469	96	32	50	5	41	3
Sports equipment	-	8%	2%	2%	2%	2%	-	3%	-
Toys	8%	6%	6%	7%	17%	4%	41%	5%	-
Computer games	20%	26%	16%	13%	14%	28%	19%	17%	-
Gadgets (phone / tablet / games-console etc.)	40%	30%	38%	42%	19%	38%	-	35%	-
Bike	2%	11%	3%	3%	3%	2%	-	3%	-
Clothes	7%	-	7%	7%	15%	-	18%	5%	100%
Shoes/ trainers	-	8%	2%	-	8%	-	-	-	-
Music	3%	10%	5%	4%	6%	2%	-	6%	-
Films	3%	-	2%	-	3%	4%	22%	-	-
Something else	7%	-	13%	9%	11%	13%	-	18%	-
Don't know	10%	-	6%	13%	2%	6%	-	9%	-

q15. What's your favourite thing about Christmas?

	Not working	Other	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
<b>Unweighted base</b>	56	12	468	95	34	49	5	42	3
<b>Base: Children aged 10-14 who celebrate Christmas</b>	57	13	469	96	32	50	5	41	3
The presents	48%	57%	47%	52%	49%	50%	18%	42%	70%
Spending time with my family	17%	43%	27%	16%	16%	27%	60%	33%	-
Not having to go to school	12%	-	13%	23%	20%	10%	-	16%	30%
The food	13%	-	5%	3%	12%	5%	22%	5%	-
Christmas television	2%	-	2%	1%	3%	-	-	2%	-
Other	5%	-	4%	4%	-	8%	-	-	-
Nothing, I don't like anything about Christmas	-	-	0%	-	-	-	-	-	-
Don't know	3%	-	2%	3%	-	-	-	2%	-