

YouGov Survey Results

Sample Size: 1921 GB Adults

Fieldwork: 31st January - 1st February 2011

| | Gender | | Age | | | | Social grade | | Region | | | | | |
|------------------------|-------------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 1921 | 911 | 1010 | 145 | 311 | 422 | 341 | 683 | 515 | 256 | 596 | 382 | 471 | 196 |
| Unweighted Sample | 1921 | 907 | 1014 | 51 | 306 | 534 | 328 | 831 | 367 | 313 | 564 | 333 | 473 | 218 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below is a list of fairy stories. Which of the following would you say is your favourite?

| | | | | | | | | | | | | | | |
|---------------------------------|----|----|----|----|----|----|----|---|----|----|----|----|----|----|
| Cinderella | 8 | 2 | 14 | 1 | 10 | 8 | 8 | 8 | 7 | 7 | 7 | 10 | 8 | 11 |
| Snow White | 7 | 5 | 8 | 3 | 4 | 7 | 12 | 6 | 9 | 5 | 6 | 6 | 8 | 10 |
| Goldilocks and the three bears | 6 | 5 | 6 | 6 | 8 | 6 | 3 | 6 | 6 | 3 | 6 | 6 | 7 | 4 |
| Beauty and the beast | 6 | 5 | 7 | 10 | 4 | 6 | 5 | 6 | 5 | 6 | 6 | 5 | 7 | 5 |
| The ugly duckling | 5 | 4 | 5 | 9 | 5 | 4 | 5 | 7 | 3 | 3 | 6 | 7 | 2 | 3 |
| The Emperor's new clothes | 4 | 5 | 2 | 0 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 2 |
| Billy goats gruff | 4 | 3 | 4 | 2 | 3 | 5 | 2 | 3 | 4 | 4 | 5 | 2 | 3 | 3 |
| Three little pigs | 4 | 5 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 6 | 2 |
| Aladdin | 4 | 5 | 2 | 6 | 4 | 2 | 4 | 4 | 3 | 6 | 3 | 4 | 2 | 3 |
| Sleeping Beauty | 3 | 1 | 5 | 5 | 2 | 3 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 6 |
| Jack and the beanstalk | 3 | 6 | 1 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 3 |
| The elves and the shoemaker | 3 | 1 | 4 | 2 | 3 | 4 | 2 | 3 | 2 | 1 | 4 | 3 | 2 | 1 |
| The hare and the tortoise | 3 | 3 | 2 | 2 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |
| Hansel and Gretel | 2 | 2 | 2 | 0 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 2 |
| Princess and the pea | 2 | 0 | 4 | 4 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 2 |
| Red riding hood | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 5 | 3 | 0 | 1 | 3 |
| The boy who cried wolf | 2 | 3 | 2 | 5 | 4 | 1 | 3 | 3 | 3 | 6 | 1 | 1 | 2 | 6 |
| The pied piper of Hamlyn | 2 | 3 | 1 | 0 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 3 | 1 |
| Little mermaid | 2 | 1 | 3 | 11 | 2 | 1 | 0 | 1 | 3 | 1 | 2 | 2 | 2 | 6 |
| Dick Whittington | 1 | 3 | 0 | 2 | 0 | 2 | 3 | 3 | 1 | 2 | 3 | 1 | 1 | 0 |
| The gingerbread man | 1 | 1 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 2 | 0 |
| Rumpelstiltskin | 1 | 1 | 1 | 0 | 3 | 2 | 0 | 2 | 0 | 2 | 1 | 2 | 1 | 1 |
| Tom Thumb | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 2 |
| Thumberlina | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 | 0 | 0 |
| The snow queen | 1 | 0 | 2 | 0 | 2 | 2 | 0 | 1 | 1 | 2 | 1 | 1 | 1 | 0 |
| Puss in boots | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 |
| The frog prince | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Rapunzel | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 |
| The goose that laid golden eggs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| The scorpion and the frog | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 |
| Other | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 0 | 1 | 1 | 0 | 2 | 1 |
| None | 11 | 15 | 7 | 12 | 11 | 13 | 11 | 9 | 16 | 13 | 10 | 9 | 13 | 8 |
| Don't know | 9 | 13 | 6 | 7 | 9 | 7 | 11 | 8 | 10 | 7 | 10 | 10 | 9 | 9 |