



# MOTHERS' UNION CHRISTMAS

## METHODOLOGY NOTE

ComRes interviewed 1,110 parents with children under the age of 18 online from 17<sup>th</sup> to 21<sup>st</sup> October 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 1

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

#### Summary

**Base: All respondents**

	Statements					
	I feel more pressured to buy my child an expensive gift at Christmas time than I do when it is their birthday	The media puts too much pressure on parents to give their children the "perfect Christmas"	My children are pressured by their peers to ask for expensive/branded presents	I have felt pressured by my child to buy them a Christmas present that I cannot afford	I have felt pressured by the actions of other parents to buy my child a present that I cannot afford	I have felt pressured by my child to buy them a Christmas present that is not suitable for their age
Unweighted base	1110	1110	1110	1110	1110	1110
Weighted base	1089	1089	1089	1089	1089	1089
NET: Agree	531 49%	894 82%	572 53%	478 44%	394 36%	393 36%
Strongly agree (4)	160 15%	420 39%	199 18%	162 15%	113 10%	104 10%
Tend to agree (3)	371 34%	473 43%	373 34%	317 29%	281 26%	290 27%
Tend to disagree (2)	323 30%	114 11%	258 24%	276 25%	320 29%	337 31%
Strongly disagree (1)	181 17%	44 4%	179 16%	290 27%	321 29%	313 29%
NET: Disagree	504 46%	159 15%	437 40%	567 52%	641 59%	650 60%
Don't know	54 5%	37 3%	80 7%	44 4%	54 5%	46 4%
Mean	2.49	3.21	2.59	2.33	2.18	2.18
Standard deviation	0.95	0.80	1.00	1.04	0.99	0.97
Standard error	0.03	0.02	0.03	0.03	0.03	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 2

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I feel more pressured to buy my child an expensive gift at Christmas time than I do when it is their birthday**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	531 49%	260 51%	270 47%	43 46%	136 50%	204 48%	147 50%	136 47%	132 48%	145 52%	118 49%	113 48%	284 50%
Strongly agree	(4) 160 15%	77 15%	83 14%	10 11%	49 18%	66 15%	35 12%	43 15%	45 16%	39 14%	33 14%	40 17%	82 15%
Tend to agree	(3) 371 34%	183 36%	188 33%	33 35%	87 32%	138 32%	113 39%	92 32%	87 31%	105 38%	85 35%	73 31%	201 36%
Tend to disagree	(2) 323 30%	146 28%	178 31%	23 25%	70 25%	135 31%	96 33%	88 30%	96 34%	78 28%	62 26%	64 27%	174 31%
Strongly disagree	(1) 181 17%	82 16%	99 17%	14 15%	55 20%	69 16%	44 15%	51 18%	40 14%	46 16%	44 18%	48 20%	81 14%
NET: Disagree	504 46%	228 44%	277 48%	37 39%	125 45%	204 47%	139 48%	139 48%	136 49%	124 44%	106 44%	112 47%	255 45%
Don't know	54 5%	26 5%	28 5%	13 14%	14 5%	22 5%	6 2%	15 5%	10 4%	11 4%	17 7%	11 5%	24 4%
Mean	2.49	2.52	2.46	2.50	2.50	2.49	2.48	2.47	2.51	2.51	2.48	2.47	2.53
Standard deviation	0.95	0.95	0.96	0.93	1.02	0.96	0.89	0.97	0.94	0.94	0.97	1.02	0.93
Standard error	0.03	0.04	0.04	0.12	0.06	0.05	0.05	0.05	0.06	0.07	0.06	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 3

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I feel more pressured to buy my child an expensive gift at Christmas time than I do when it is their birthday**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	531 49%	43 51%	39 71%	72 60%	54 48%	46 44%	43 45%	35 55%	42 41%	77 55%	47 39%	33 37%	182 44%	258 53%	248 56%	94 49%	209 44%	215 50%	87 59%
Strongly agree	(4) 160 15%	14 17%	13 23%	27 22%	18 16%	15 14%	12 13%	8 12%	11 10%	25 18%	12 10%	5 6%	54 13%	80 16%	86 19%	36 19%	54 11%	66 15%	39 26%
Tend to agree	(3) 371 34%	28 34%	26 47%	45 38%	36 32%	31 30%	31 32%	27 43%	32 31%	52 37%	35 29%	28 32%	128 31%	177 36%	161 36%	58 30%	155 32%	150 35%	48 33%
Tend to disagree	(2) 323 30%	28 33%	11 19%	24 20%	28 25%	40 38%	29 31%	18 28%	39 37%	36 25%	37 30%	35 40%	118 28%	138 28%	131 30%	63 32%	151 32%	125 29%	38 26%
Strongly disagree	(1) 181 17%	7 8%	5 9%	16 14%	24 21%	17 16%	20 21%	9 14%	21 20%	19 13%	28 23%	14 16%	93 22%	72 15%	47 11%	28 14%	86 18%	75 17%	16 11%
NET: Disagree	504 46%	35 41%	16 29%	40 33%	52 46%	57 54%	50 52%	27 42%	59 58%	55 39%	65 53%	49 56%	210 51%	210 43%	178 40%	90 47%	237 50%	199 47%	54 37%
Don't know	54 5%	7 8%	* 1%	8 7%	7 6%	2 2%	3 3%	2 3%	1 1%	9 6%	10 8%	6 7%	23 6%	20 4%	19 4%	9 5%	31 7%	14 3%	6 4%
Mean	2.49	2.65	2.85	2.73	2.45	2.43	2.37	2.54	2.32	2.63	2.28	2.29	2.37	2.57	2.67	2.56	2.40	2.50	2.78
Standard deviation	0.95	0.89	0.89	0.99	1.03	0.93	0.97	0.90	0.92	0.95	0.97	0.83	0.99	0.95	0.92	0.97	0.93	0.96	0.97
Standard error	0.03	0.10	0.12	0.09	0.11	0.09	0.11	0.12	0.09	0.09	0.08	0.09	0.05	0.04	0.04	0.07	0.04	0.05	0.08

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 4

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**The media puts too much pressure on parents to give their children the "perfect Christmas"**

**Base: All respondents**

	Total	Gender		Age				Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	894 82%	426 83%	468 81%	72 78%	224 82%	351 82%	246 84%	237 82%	224 80%	233 83%	200 83%	203 86%	454 81%
Strongly agree	(4) 420 39%	215 42%	205 36%	25 27%	113 41%	159 37%	124 42%	101 35%	99 36%	116 41%	104 43%	99 42%	206 37%
Tend to agree	(3) 473 43%	210 41%	263 46%	47 51%	112 41%	192 45%	123 42%	136 47%	125 45%	117 42%	96 40%	105 44%	247 44%
Tend to disagree	(2) 114 11%	54 11%	60 11%	5 6%	30 11%	49 11%	30 10%	28 10%	33 12%	37 13%	17 7%	14 6%	77 14%
Strongly disagree	(1) 44 4%	17 3%	28 5%	9 9%	8 3%	16 4%	11 4%	10 3%	14 5%	5 2%	15 6%	10 4%	16 3%
NET: Disagree	159 15%	71 14%	88 15%	14 15%	38 14%	65 15%	41 14%	38 13%	47 17%	42 15%	32 13%	24 10%	93 17%
Don't know	37 3%	18 3%	19 3%	7 7%	12 4%	13 3%	5 2%	15 5%	7 3%	5 2%	9 4%	8 4%	16 3%
Mean	3.21	3.26	3.16	3.03	3.25	3.19	3.25	3.20	3.14	3.25	3.25	3.28	3.18
Standard deviation	0.80	0.78	0.81	0.87	0.78	0.79	0.79	0.76	0.82	0.76	0.85	0.77	0.78
Standard error	0.02	0.04	0.03	0.11	0.05	0.04	0.05	0.04	0.05	0.05	0.06	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 5

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**The media puts too much pressure on parents to give their children the “perfect Christmas”**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	894 82%	74 88%	50 91%	101 84%	83 74%	84 80%	84 88%	55 86%	82 79%	116 83%	95 78%	70 80%	330 79%	401 82%	374 84%	167 86%	388 81%	347 81%	125 85%
Strongly agree	(4) 420 39%	30 35%	32 59%	60 50%	29 26%	37 35%	38 40%	24 37%	43 41%	57 41%	33 27%	38 43%	136 33%	189 39%	195 44%	98 51%	174 36%	150 35%	79 54%
Tend to agree	(3) 473 43%	44 53%	17 32%	41 34%	53 48%	48 45%	46 48%	31 48%	39 38%	59 42%	63 51%	32 37%	193 47%	212 43%	179 40%	69 36%	214 45%	197 46%	46 31%
Tend to disagree	(2) 114 11%	7 8%	1 3%	13 11%	13 12%	15 14%	6 6%	9 14%	12 12%	12 8%	17 14%	11 12%	48 12%	50 10%	42 9%	14 7%	53 11%	52 12%	9 6%
Strongly disagree	(1) 44 4%	- -	3 5%	5 4%	11 10%	4 4%	5 5%	- -	2 2%	5 3%	6 5%	4 5%	21 5%	18 4%	14 3%	7 4%	23 5%	17 4%	4 3%
NET: Disagree	159 15%	7 8%	4 7%	18 15%	24 22%	19 18%	10 11%	9 14%	14 13%	16 12%	22 18%	15 17%	69 17%	68 14%	56 12%	21 11%	76 16%	68 16%	13 9%
Don't know	37 3%	4 4%	1 1%	1 1%	5 4%	1 1%	1 1%	* 1%	8 8%	8 6%	4 4%	3 3%	17 4%	18 4%	16 4%	5 3%	14 3%	13 3%	9 6%
Mean	3.21	3.29	3.48	3.31	2.95	3.12	3.24	3.24	3.28	3.27	3.04	3.21	3.12	3.22	3.29	3.37	3.16	3.16	3.46
Standard deviation	0.80	0.61	0.77	0.84	0.90	0.81	0.78	0.68	0.76	0.77	0.78	0.86	0.81	0.79	0.77	0.79	0.82	0.79	0.74
Standard error	0.02	0.07	0.11	0.07	0.09	0.08	0.08	0.09	0.07	0.07	0.06	0.09	0.04	0.04	0.04	0.06	0.04	0.04	0.06

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 6

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**My children are pressured by their peers to ask for expensive/branded presents**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	572 53%	302 59%	271 47%	45 48%	139 51%	221 52%	167 57%	157 54%	141 51%	153 55%	121 50%	129 55%	309 55%
Strongly agree	(4) 199 18%	101 20%	98 17%	9 10%	55 20%	76 18%	58 20%	54 19%	48 17%	54 19%	43 18%	38 16%	108 19%
Tend to agree	(3) 373 34%	200 39%	173 30%	36 38%	84 31%	145 34%	109 37%	103 36%	93 34%	99 35%	78 32%	91 38%	201 36%
Tend to disagree	(2) 258 24%	113 22%	145 25%	14 16%	58 21%	111 26%	74 25%	68 24%	70 25%	75 27%	45 19%	47 20%	146 26%
Strongly disagree	(1) 179 16%	60 12%	119 21%	21 22%	57 21%	64 15%	38 13%	44 15%	47 17%	35 13%	53 22%	44 19%	71 13%
NET: Disagree	437 40%	173 34%	264 46%	35 38%	115 42%	175 41%	112 38%	112 39%	117 42%	110 39%	98 41%	90 38%	217 39%
Don't know	80 7%	40 8%	40 7%	13 14%	20 7%	33 8%	13 4%	20 7%	20 7%	17 6%	22 9%	17 7%	37 7%
Mean	2.59	2.72	2.47	2.42	2.54	2.59	2.67	2.62	2.55	2.65	2.50	2.56	2.66
Standard deviation	1.00	0.94	1.03	1.00	1.07	0.98	0.95	0.98	0.99	0.96	1.06	1.00	0.95
Standard error	0.03	0.04	0.04	0.13	0.07	0.05	0.06	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 7

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**My children are pressured by their peers to ask for expensive/branded presents**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	572 53%	37 45%	31 57%	73 60%	58 52%	53 50%	48 50%	40 63%	55 53%	79 56%	57 47%	41 46%	167 40%	285 58%	263 59%	104 54%	234 49%	226 53%	85 58%
Strongly agree	(4) 199 18%	11 13%	11 21%	32 27%	24 21%	22 21%	12 12%	9 14%	18 18%	28 20%	15 13%	16 18%	45 11%	106 22%	108 24%	42 22%	74 15%	79 18%	36 25%
Tend to agree	(3) 373 34%	27 32%	20 37%	40 34%	34 31%	30 29%	36 38%	31 49%	37 36%	50 36%	42 34%	25 29%	122 29%	178 37%	155 35%	62 32%	160 34%	147 34%	49 33%
Tend to disagree	(2) 258 24%	31 37%	10 18%	22 19%	28 25%	30 29%	23 25%	16 26%	23 22%	28 20%	27 22%	19 21%	110 27%	101 21%	109 25%	53 28%	109 23%	110 26%	34 23%
Strongly disagree	(1) 179 16%	8 10%	9 16%	16 13%	17 16%	15 15%	19 20%	7 11%	19 18%	23 16%	26 22%	20 23%	102 24%	75 15%	43 10%	24 12%	91 19%	69 16%	17 12%
NET: Disagree	437 40%	39 47%	19 34%	38 32%	45 41%	46 43%	42 44%	23 36%	42 40%	51 36%	53 43%	39 44%	212 51%	176 36%	152 34%	77 40%	199 42%	178 42%	52 35%
Don't know	80 7%	7 9%	5 8%	9 8%	8 7%	7 7%	5 5%	1 1%	6 6%	10 7%	12 10%	8 9%	37 9%	27 5%	30 7%	12 6%	44 9%	24 6%	10 7%
Mean	2.59	2.52	2.67	2.81	2.62	2.60	2.45	2.67	2.57	2.65	2.42	2.46	2.29	2.69	2.79	2.68	2.50	2.59	2.76
Standard deviation	1.00	0.87	1.02	1.02	1.02	1.01	0.97	0.86	1.01	1.01	1.00	1.08	0.99	1.00	0.95	0.98	1.01	0.99	0.99
Standard error	0.03	0.10	0.14	0.10	0.11	0.10	0.11	0.12	0.10	0.10	0.08	0.11	0.05	0.05	0.05	0.07	0.05	0.05	0.09

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 8

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by my child to buy them a Christmas present that I cannot afford**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	478 44%	229 45%	249 43%	37 40%	116 42%	184 43%	142 49%	110 38%	117 42%	140 50%	112 47%	101 43%	249 44%
Strongly agree	(4) 162 15%	77 15%	85 15%	15 17%	46 17%	63 15%	38 13%	33 11%	36 13%	55 20%	39 16%	34 14%	89 16%
Tend to agree	(3) 317 29%	152 29%	165 29%	21 23%	70 25%	121 28%	105 36%	77 27%	81 29%	85 30%	73 30%	67 28%	161 29%
Tend to disagree	(2) 276 25%	131 25%	145 25%	21 23%	63 23%	109 25%	83 28%	84 29%	74 27%	66 23%	52 22%	55 23%	151 27%
Strongly disagree	(1) 290 27%	132 26%	158 28%	25 27%	82 30%	119 28%	65 22%	84 29%	78 28%	65 23%	64 26%	70 30%	146 26%
NET: Disagree	567 52%	263 51%	304 53%	46 50%	145 53%	228 53%	148 51%	168 58%	152 55%	130 47%	116 48%	125 53%	297 53%
Don't know	44 4%	22 4%	22 4%	10 11%	14 5%	18 4%	2 1%	12 4%	9 3%	10 4%	13 5%	10 4%	16 3%
Mean	2.33	2.35	2.32	2.33	2.30	2.31	2.40	2.21	2.28	2.48	2.38	2.29	2.35
Standard deviation	1.04	1.04	1.05	1.10	1.09	1.05	0.97	1.00	1.02	1.07	1.07	1.06	1.04
Standard error	0.03	0.05	0.04	0.14	0.07	0.05	0.06	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 9

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by my child to buy them a Christmas present that I cannot afford**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	478 44%	31 37%	33 61%	64 53%	46 41%	46 44%	43 45%	35 55%	40 39%	71 50%	38 31%	32 36%	132 32%	241 49%	231 52%	102 53%	185 39%	193 45%	81 55%
Strongly agree	(4) 162 15%	9 10%	12 23%	27 22%	17 15%	18 17%	13 14%	5 8%	17 17%	28 20%	11 9%	6 6%	45 11%	92 19%	86 19%	38 19%	53 11%	65 15%	35 24%
Tend to agree	(3) 317 29%	22 26%	21 38%	37 31%	29 26%	28 27%	30 31%	30 47%	22 22%	43 31%	27 22%	26 30%	87 21%	148 30%	146 33%	64 33%	132 28%	128 30%	46 31%
Tend to disagree	(2) 276 25%	31 37%	10 18%	26 22%	27 24%	27 26%	20 21%	15 23%	26 25%	26 18%	41 34%	28 32%	112 27%	120 25%	119 27%	43 23%	124 26%	112 26%	33 23%
Strongly disagree	(1) 290 27%	17 20%	11 20%	23 19%	34 31%	32 31%	30 32%	14 22%	33 31%	36 25%	35 29%	25 29%	149 36%	112 23%	80 18%	42 22%	145 30%	110 26%	27 19%
NET: Disagree	567 52%	48 58%	21 38%	49 40%	61 55%	59 56%	50 52%	29 45%	59 57%	61 44%	76 63%	53 60%	261 63%	231 47%	200 45%	85 44%	269 56%	222 52%	61 41%
Don't know	44 4%	5 6%	* 1%	8 6%	5 4%	- -	2 2%	- -	5 5%	8 6%	8 7%	3 3%	22 5%	15 3%	14 3%	6 3%	23 5%	13 3%	5 3%
Mean	2.33	2.28	2.64	2.61	2.26	2.30	2.28	2.40	2.25	2.47	2.12	2.14	2.07	2.47	2.55	2.52	2.21	2.36	2.63
Standard deviation	1.04	0.93	1.06	1.06	1.07	1.08	1.07	0.92	1.10	1.10	0.96	0.93	1.03	1.06	1.01	1.05	1.02	1.04	1.06
Standard error	0.03	0.11	0.14	0.10	0.11	0.10	0.12	0.12	0.11	0.10	0.08	0.10	0.05	0.05	0.05	0.08	0.05	0.05	0.09

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 10

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by the actions of other parents to buy my child a present that I cannot afford**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	394 36%	192 37%	202 35%	39 42%	111 40%	149 35%	95 32%	106 37%	91 33%	104 37%	94 39%	84 36%	219 39%
Strongly agree	(4) 113 10%	43 8%	70 12%	16 17%	32 12%	49 12%	16 5%	31 11%	32 11%	28 10%	22 9%	19 8%	63 11%
Tend to agree	(3) 281 26%	149 29%	132 23%	23 25%	79 29%	99 23%	80 27%	75 26%	59 21%	76 27%	72 30%	65 28%	156 28%
Tend to disagree	(2) 320 29%	157 31%	163 28%	19 20%	80 29%	124 29%	98 33%	84 29%	86 31%	91 33%	59 24%	57 24%	181 32%
Strongly disagree	(1) 321 29%	142 28%	178 31%	22 24%	71 26%	135 31%	93 32%	88 30%	90 32%	66 24%	77 32%	84 36%	144 26%
NET: Disagree	641 59%	300 58%	342 59%	41 44%	151 55%	259 60%	190 65%	172 59%	176 63%	157 56%	136 57%	141 60%	326 58%
Don't know	54 5%	22 4%	31 5%	12 13%	12 4%	22 5%	7 3%	12 4%	12 4%	18 7%	11 5%	11 5%	19 3%
Mean	2.18	2.19	2.17	2.41	2.27	2.16	2.06	2.18	2.12	2.25	2.16	2.08	2.25
Standard deviation	0.99	0.95	1.03	1.10	0.99	1.02	0.91	1.00	1.01	0.95	1.00	1.00	0.98
Standard error	0.03	0.04	0.04	0.14	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 11

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by the actions of other parents to buy my child a present that I cannot afford**

**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	394 36%	24 29%	26 47%	54 45%	40 36%	43 41%	29 30%	26 41%	36 35%	63 45%	30 24%	24 27%	136 33%	197 40%	168 38%	64 33%	167 35%	147 34%	66 45%
Strongly agree	(4) 113 10%	7 8%	7 13%	16 13%	12 11%	15 15%	9 9%	6 9%	10 9%	20 14%	8 7%	3 4%	38 9%	70 14%	51 12%	25 13%	35 7%	49 11%	27 19%
Tend to agree	(3) 281 26%	17 21%	19 34%	38 32%	28 25%	27 26%	20 21%	20 32%	26 25%	43 30%	21 17%	21 24%	97 23%	127 26%	116 26%	39 20%	132 28%	98 23%	39 26%
Tend to disagree	(2) 320 29%	42 50%	15 27%	25 21%	37 33%	29 28%	28 29%	21 32%	25 25%	25 18%	47 39%	27 30%	124 30%	144 30%	143 32%	55 28%	130 27%	138 32%	42 29%
Strongly disagree	(1) 321 29%	14 17%	12 22%	34 29%	28 25%	33 32%	35 36%	15 24%	37 35%	43 31%	37 30%	32 36%	135 33%	129 26%	116 26%	63 32%	148 31%	131 31%	32 22%
NET: Disagree	641 59%	56 67%	27 49%	60 50%	65 58%	63 59%	62 65%	36 56%	62 60%	68 48%	84 69%	58 66%	259 62%	272 56%	260 58%	117 61%	278 58%	269 63%	74 50%
Don't know	54 5%	4 4%	2 4%	6 5%	7 6%	- -	4 4%	2 3%	6 5%	10 7%	8 7%	6 7%	21 5%	18 4%	18 4%	12 6%	33 7%	13 3%	7 4%
Mean	2.18	2.20	2.40	2.32	2.23	2.23	2.03	2.26	2.09	2.30	2.01	1.95	2.10	2.29	2.24	2.14	2.12	2.15	2.44
Standard deviation	0.99	0.83	0.99	1.06	0.97	1.06	1.00	0.94	1.02	1.09	0.90	0.89	0.99	1.03	0.98	1.05	0.96	1.00	1.05
Standard error	0.03	0.09	0.14	0.10	0.10	0.10	0.11	0.13	0.10	0.10	0.07	0.09	0.05	0.05	0.05	0.08	0.04	0.05	0.09

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 12

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by my child to buy them a Christmas present that is not suitable for their age**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	393 36%	209 41%	184 32%	30 32%	98 36%	156 36%	109 37%	110 38%	105 38%	99 35%	79 33%	87 37%	226 40%
Strongly agree	(4) 104 10%	54 10%	50 9%	14 15%	33 12%	34 8%	23 8%	32 11%	24 9%	26 9%	22 9%	19 8%	61 11%
Tend to agree	(3) 290 27%	156 30%	134 23%	16 17%	65 24%	122 28%	86 29%	78 27%	81 29%	73 26%	57 24%	68 29%	165 29%
Tend to disagree	(2) 337 31%	158 31%	179 31%	25 27%	71 26%	132 31%	109 37%	82 28%	87 31%	101 36%	67 28%	68 29%	171 30%
Strongly disagree	(1) 313 29%	125 24%	188 33%	28 30%	92 34%	123 29%	70 24%	83 29%	80 29%	70 25%	80 33%	72 31%	146 26%
NET: Disagree	650 60%	283 55%	367 64%	53 57%	163 59%	255 59%	178 61%	165 57%	167 60%	170 61%	147 61%	140 60%	317 56%
Don't know	46 4%	21 4%	24 4%	10 11%	13 5%	18 4%	5 2%	15 5%	6 2%	10 4%	15 6%	9 4%	19 3%
Mean	2.18	2.28	2.08	2.19	2.15	2.16	2.22	2.21	2.18	2.21	2.09	2.15	2.26
Standard deviation	0.97	0.96	0.97	1.08	1.04	0.95	0.91	1.00	0.96	0.94	0.99	0.97	0.98
Standard error	0.03	0.04	0.04	0.14	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.06	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 13

**Q.1 Thinking about Christmas shopping for your children, how far, if at all, do you agree or disagree with each of the following statements?**

**I have felt pressured by my child to buy them a Christmas present that is not suitable for their age**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	393 36%	35 42%	26 48%	59 49%	36 32%	33 31%	31 33%	18 28%	37 36%	59 42%	35 29%	23 26%	132 32%	207 42%	183 41%	78 40%	150 31%	157 37%	75 51%
Strongly agree	(4) 104 10%	4 4%	7 12%	23 19%	8 8%	14 14%	9 10%	2 4%	10 10%	16 11%	8 6%	2 2%	32 8%	58 12%	50 11%	25 13%	40 8%	45 10%	19 13%
Tend to agree	(3) 290 27%	31 37%	20 36%	37 30%	28 25%	19 18%	22 23%	16 24%	27 26%	43 30%	27 23%	21 24%	100 24%	149 31%	133 30%	53 28%	110 23%	113 26%	56 38%
Tend to disagree	(2) 337 31%	26 31%	9 16%	32 26%	33 30%	44 42%	31 32%	31 49%	33 32%	30 21%	38 31%	30 34%	111 27%	143 29%	150 34%	60 31%	144 30%	142 33%	39 27%
Strongly disagree	(1) 313 29%	20 23%	19 34%	23 19%	37 33%	27 25%	32 33%	14 22%	29 28%	43 30%	40 33%	31 36%	152 37%	122 25%	96 21%	48 25%	157 33%	119 28%	28 19%
NET: Disagree	650 60%	46 55%	27 50%	55 45%	70 63%	71 67%	62 65%	45 71%	62 60%	72 52%	78 64%	62 70%	263 63%	265 54%	245 55%	107 56%	301 63%	261 61%	67 46%
Don't know	46 4%	3 4%	1 2%	6 5%	6 5%	2 2%	2 2%	1 1%	5 5%	9 7%	8 7%	4 4%	21 5%	16 3%	17 4%	8 4%	26 5%	11 3%	5 3%
Mean	2.18	2.24	2.26	2.52	2.07	2.20	2.10	2.11	2.19	2.25	2.03	1.92	2.03	2.30	2.32	2.30	2.07	2.20	2.46
Standard deviation	0.97	0.87	1.08	1.03	0.96	0.98	0.99	0.79	0.98	1.04	0.94	0.84	0.98	0.99	0.95	1.00	0.97	0.97	0.96
Standard error	0.03	0.10	0.15	0.09	0.10	0.10	0.11	0.11	0.09	0.10	0.08	0.09	0.05	0.05	0.05	0.07	0.04	0.05	0.08

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 14  
**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**  
**Summary**  
**Base: All respondents**

	Actions				
	Bought my child a gift that was on their Christmas list that I really couldn't afford	Bought my child a gift that was on their Christmas list that I didn't think was suitable for their age group	Taken out a loan or got myself in to financial difficulties in order to give my family a good Christmas	Bought extra Christmas presents for my children at the last minute as I thought that their present pile was not big enough	Worried about receiving my January bank and credit card statement
Unweighted base	1110	1110	1110	1110	1110
Weighted base	1089	1089	1089	1089	1089
NET: Ever	789 72%	638 59%	504 46%	919 84%	786 72%
NET: Frequently/ sometimes	528 49%	339 31%	335 31%	768 70%	578 53%
Frequently (3)	148 14%	74 7%	105 10%	266 24%	188 17%
Sometimes (2)	381 35%	265 24%	230 21%	502 46%	390 36%
Rarely (1)	260 24%	299 27%	169 15%	151 14%	209 19%
Never (0)	300 28%	451 41%	585 54%	171 16%	303 28%
NET: Rarely/ never	561 51%	750 69%	754 69%	321 30%	511 47%
Mean	1.34	0.97	0.87	1.79	1.42
Standard deviation	1.02	0.96	1.06	0.98	1.07
Standard error	0.03	0.03	0.03	0.03	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 15

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Bought my child a gift that was on their Christmas list that I really couldn't afford**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Ever	789 72%	382 74%	407 71%	66 72%	188 68%	313 73%	222 76%	197 68%	198 71%	219 78%	174 72%	154 65%	431 77%
NET: Frequently/ sometimes	528 49%	250 49%	278 48%	54 59%	131 48%	207 48%	136 46%	125 43%	128 46%	152 54%	124 51%	101 43%	285 51%
Frequently	(3) 14%	148 13%	83 14%	16 17%	45 16%	57 13%	30 10%	30 10%	37 13%	41 15%	39 16%	36 15%	73 13%
Sometimes	(2) 35%	381 36%	195 34%	38 41%	86 31%	150 35%	106 36%	95 33%	90 32%	111 40%	84 35%	65 27%	212 38%
Rarely	(1) 24%	260 26%	129 22%	12 13%	57 21%	106 25%	86 29%	72 25%	70 25%	67 24%	51 21%	52 22%	146 26%
Never	(0) 28%	300 26%	168 29%	26 28%	86 32%	117 27%	71 24%	93 32%	80 29%	61 22%	67 28%	83 35%	131 23%
NET: Rarely/ never	561 51%	264 51%	297 52%	38 41%	143 52%	222 52%	157 54%	165 57%	151 54%	128 46%	118 49%	135 57%	277 49%
Mean	1.34	1.35	1.34	1.47	1.33	1.34	1.32	1.22	1.30	1.47	1.40	1.23	1.40
Standard deviation	1.02	1.00	1.05	1.08	1.09	1.02	0.95	1.01	1.03	0.99	1.06	1.09	0.98
Standard error	0.03	0.05	0.04	0.13	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 16

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Bought my child a gift that was on their Christmas list that I really couldn't afford**

**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Ever	789 72%	62 74%	47 85%	94 78%	80 72%	73 69%	69 72%	48 74%	78 75%	99 71%	84 69%	56 64%	259 62%	373 76%	351 79%	152 79%	342 72%	306 71%	116 79%
NET: Frequently/ sometimes	528 49%	34 40%	37 68%	67 56%	54 48%	47 45%	48 50%	37 59%	52 50%	68 48%	54 44%	30 34%	174 42%	242 50%	243 55%	101 53%	237 50%	189 44%	83 57%
Frequently	(3) 14%	11 13%	17 30%	20 17%	18 16%	17 16%	11 12%	12 19%	11 11%	13 9%	8 7%	9 10%	49 12%	79 16%	61 14%	28 15%	66 14%	41 10%	34 23%
Sometimes	(2) 35%	23 27%	21 38%	47 39%	36 33%	30 29%	37 39%	25 39%	40 39%	55 39%	46 38%	21 23%	125 30%	162 33%	183 41%	73 38%	171 36%	148 34%	49 33%
Rarely	(1) 24%	28 33%	10 18%	27 22%	26 23%	26 24%	21 22%	10 16%	26 25%	31 22%	30 24%	26 30%	85 20%	131 27%	107 24%	51 26%	105 22%	116 27%	33 22%
Never	(0) 28%	22 26%	8 15%	26 22%	31 28%	32 31%	27 28%	16 26%	26 25%	41 29%	38 31%	32 36%	157 38%	115 24%	94 21%	41 21%	135 28%	123 29%	31 21%
NET: Rarely/ never	561 51%	50 60%	18 32%	53 44%	58 52%	58 55%	47 50%	27 41%	52 50%	72 52%	68 56%	58 66%	242 58%	246 50%	202 45%	92 47%	240 50%	240 56%	63 43%
Mean	1.34	1.27	1.84	1.51	1.36	1.31	1.34	1.52	1.36	1.28	1.20	1.08	1.16	1.42	1.47	1.46	1.35	1.25	1.59
Standard deviation	1.02	1.00	1.03	1.02	1.06	1.08	1.01	1.08	0.98	0.99	0.96	1.01	1.06	1.02	0.97	0.98	1.04	0.98	1.07
Standard error	0.03	0.11	0.14	0.09	0.10	0.10	0.11	0.14	0.09	0.09	0.08	0.10	0.05	0.05	0.05	0.07	0.05	0.05	0.09

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 17

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Bought my child a gift that was on their Christmas list that I didn't think was suitable for their age group**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Ever	638 59%	312 61%	326 57%	58 62%	151 55%	251 58%	178 61%	169 58%	165 59%	177 63%	127 53%	138 58%	344 61%
NET: Frequently/ sometimes	339 31%	167 33%	172 30%	44 47%	89 32%	143 33%	64 22%	90 31%	88 32%	92 33%	70 29%	72 31%	188 33%
Frequently	(3) 7%	74 8%	41 6%	33 14%	13 8%	22 6%	27 4%	12 7%	20 9%	24 6%	18 5%	12 10%	39 7%
Sometimes	(2) 24%	265 25%	126 24%	139 33%	31 24%	67 27%	116 18%	52 24%	70 23%	64 27%	74 24%	57 21%	149 26%
Rarely	(1) 27%	299 28%	144 27%	154 27%	14 15%	62 23%	108 25%	114 39%	80 28%	77 28%	85 30%	57 24%	156 28%
Never	(0) 41%	451 39%	202 43%	249 43%	35 38%	123 45%	179 42%	115 39%	120 42%	114 41%	103 37%	114 47%	219 39%
NET: Rarely/ never	750 69%	347 67%	403 70%	49 53%	185 68%	287 67%	229 78%	200 69%	191 68%	188 67%	171 71%	164 69%	375 67%
Mean	0.97	1.01	0.92	1.23	0.96	0.98	0.87	0.96	0.99	1.03	0.87	0.99	1.01
Standard deviation	0.96	0.98	0.95	1.11	1.01	0.97	0.85	0.97	0.99	0.94	0.95	1.01	0.96
Standard error	0.03	0.04	0.04	0.13	0.06	0.05	0.05	0.05	0.06	0.06	0.06	0.06	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 18

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Bought my child a gift that was on their Christmas list that I didn't think was suitable for their age group**

**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Ever	638 59%	48 57%	38 69%	85 70%	58 52%	61 58%	55 58%	42 66%	56 54%	81 58%	63 52%	51 57%	217 52%	292 60%	292 66%	129 67%	261 55%	258 60%	100 68%
NET: Frequently/ sometimes	339 31%	19 23%	22 41%	47 39%	37 33%	38 37%	27 28%	17 26%	29 28%	55 39%	28 23%	20 23%	137 33%	167 34%	151 34%	63 32%	131 27%	146 34%	55 38%
Frequently	(3) 7%	7 4%	3 12%	12 10%	10 9%	8 8%	7 8%	3 4%	5 5%	12 9%	4 3%	3 3%	32 8%	43 9%	29 7%	12 6%	28 6%	25 6%	17 12%
Sometimes	(2) 24%	16 19%	16 28%	35 29%	27 24%	30 29%	20 21%	14 22%	24 23%	43 31%	24 19%	18 20%	105 25%	124 26%	121 27%	51 26%	102 21%	121 28%	38 26%
Rarely	(1) 27%	28 34%	16 29%	38 31%	21 19%	23 22%	28 29%	26 40%	27 26%	26 18%	36 29%	30 34%	81 19%	125 26%	141 32%	66 34%	131 27%	112 26%	44 30%
Never	(0) 41%	36 43%	17 31%	36 30%	54 48%	44 42%	40 42%	22 34%	47 46%	59 42%	59 48%	38 43%	198 48%	195 40%	153 34%	64 33%	216 45%	170 40%	47 32%
NET: Rarely/ never	750 69%	65 77%	32 59%	73 61%	75 67%	67 63%	68 72%	47 74%	74 72%	85 61%	94 77%	68 77%	279 67%	320 66%	294 66%	130 68%	347 73%	282 66%	92 62%
Mean	0.97	0.84	1.23	1.19	0.94	1.03	0.94	0.96	0.87	1.06	0.78	0.83	0.93	1.03	1.06	1.05	0.88	1.00	1.17
Standard deviation	0.96	0.87	1.03	0.98	1.04	1.01	0.97	0.85	0.93	1.04	0.87	0.85	1.02	1.00	0.94	0.92	0.94	0.96	1.01
Standard error	0.03	0.10	0.14	0.09	0.10	0.10	0.10	0.11	0.09	0.09	0.07	0.09	0.05	0.05	0.04	0.07	0.04	0.05	0.08

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 19

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Taken out a loan or got myself in to financial difficulties in order to give my family a good Christmas**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Ever	504 46%	253 49%	251 44%	50 54%	152 56%	193 45%	109 37%	121 42%	132 47%	132 47%	120 50%	113 48%	270 48%
NET: Frequently/ sometimes	335 31%	159 31%	176 31%	42 45%	104 38%	130 30%	59 20%	77 27%	82 29%	94 34%	82 34%	78 33%	180 32%
Frequently	(3) 105 10%	44 9%	61 11%	17 18%	28 10%	44 10%	15 5%	29 10%	18 6%	27 10%	31 13%	26 11%	48 9%
Sometimes	(2) 230 21%	115 22%	116 20%	25 27%	76 28%	86 20%	44 15%	49 17%	64 23%	67 24%	51 21%	52 22%	131 23%
Rarely	(1) 169 15%	94 18%	74 13%	8 9%	48 18%	62 14%	50 17%	44 15%	50 18%	38 13%	37 15%	35 15%	90 16%
Never	(0) 585 54%	261 51%	324 56%	42 46%	122 44%	237 55%	184 63%	169 58%	147 53%	148 53%	122 50%	123 52%	293 52%
NET: Rarely/ never	754 69%	355 69%	399 69%	51 55%	170 62%	299 70%	233 80%	213 73%	197 71%	186 66%	159 66%	158 67%	383 68%
Mean	0.87	0.89	0.85	1.18	1.04	0.85	0.63	0.78	0.83	0.91	0.97	0.92	0.88
Standard deviation	1.06	1.03	1.08	1.20	1.06	1.07	0.92	1.05	0.99	1.07	1.11	1.09	1.04
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 20

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Taken out a loan or got myself in to financial difficulties in order to give my family a good Christmas**

**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household			
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+	
		Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147	
NET: Ever	504 46%	39 47%	36 65%	56 47%	48 43%	43 41%	44 46%	36 56%	54 52%	72 51%	47 38%	30 34%	196 47%	244 50%	199 45%	90 47%	206 43%	198 46%	80 55%	
NET: Frequently/ sometimes	335 31%	25 30%	23 42%	37 30%	22 20%	30 29%	27 29%	30 46%	36 34%	53 38%	35 29%	17 19%	131 32%	162 33%	141 32%	57 30%	142 30%	124 29%	58 40%	
Frequently	(3) 10%	105 8%	7 17%	9 14%	17 9%	10 12%	10 10%	12 18%	8 8%	8 5%	5 4%	7 8%	44 11%	54 11%	37 8%	23 12%	48 10%	28 7%	23 16%	
Sometimes	(2) 21%	230 22%	19 25%	14 16%	20 11%	13 17%	18 18%	17 28%	18 27%	27 32%	46 24%	30 11%	10 21%	88 22%	109 23%	104 18%	35 20%	95 22%	96 24%	35
Rarely	(1) 15%	169 17%	14 23%	13 16%	20 23%	25 12%	13 17%	17 10%	6 18%	18 13%	19 9%	12 15%	13 16%	65 17%	82 13%	58 17%	33 13%	63 13%	74 17%	22 15%
Never	(0) 54%	585 53%	45 35%	19 53%	64 57%	64 59%	62 54%	52 44%	28 48%	50 49%	68 62%	75 66%	58 53%	219 50%	243 55%	246 53%	103 53%	272 57%	231 54%	67 45%
NET: Rarely/ never	754 69%	59 70%	32 58%	84 70%	89 80%	75 71%	68 71%	34 54%	68 66%	87 62%	87 71%	71 81%	284 68%	325 67%	304 68%	136 70%	335 70%	304 71%	89 60%	
Mean	0.87	0.85	1.24	0.91	0.71	0.81	0.85	1.21	0.94	0.95	0.72	0.61	0.89	0.94	0.85	0.88	0.83	0.82	1.10	
Standard deviation	1.06	1.03	1.12	1.12	0.98	1.10	1.06	1.20	1.03	1.02	0.98	0.97	1.07	1.08	1.05	1.08	1.07	1.00	1.15	
Standard error	0.03	0.11	0.15	0.10	0.10	0.11	0.11	0.16	0.10	0.09	0.08	0.10	0.05	0.05	0.05	0.08	0.05	0.05	0.10	

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 21

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?  
Bought extra Christmas presents for my children at the last minute as I thought that their present pile was not big enough  
Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Ever	919 84%	425 83%	494 86%	71 76%	227 83%	366 85%	254 87%	236 82%	235 84%	245 88%	203 84%	191 81%	476 85%
NET: Frequently/ sometimes	768 70%	337 66%	430 75%	60 64%	194 71%	310 72%	204 70%	187 64%	198 71%	212 76%	171 71%	159 67%	404 72%
Frequently	(3) 266 24%	101 20%	166 29%	28 30%	73 26%	108 25%	58 20%	58 20%	71 25%	71 25%	66 27%	55 23%	129 23%
Sometimes	(2) 502 46%	237 46%	265 46%	32 34%	122 44%	202 47%	146 50%	128 44%	128 46%	141 50%	105 43%	104 44%	274 49%
Rarely	(1) 151 14%	88 17%	63 11%	11 12%	33 12%	56 13%	51 17%	50 17%	36 13%	33 12%	32 13%	33 14%	73 13%
Never	(0) 171 16%	89 17%	81 14%	22 24%	48 17%	63 15%	38 13%	54 18%	44 16%	35 12%	38 16%	45 19%	86 15%
NET: Rarely/ never	321 30%	177 34%	145 25%	33 36%	80 29%	119 28%	89 30%	103 36%	80 29%	68 24%	70 29%	77 33%	159 28%
Mean	1.79	1.68	1.89	1.71	1.80	1.83	1.76	1.66	1.81	1.89	1.82	1.72	1.79
Standard deviation	0.98	0.98	0.98	1.14	1.02	0.97	0.92	1.00	0.99	0.93	1.01	1.03	0.97
Standard error	0.03	0.04	0.04	0.14	0.06	0.05	0.05	0.05	0.06	0.06	0.06	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 22

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**  
**Bought extra Christmas presents for my children at the last minute as I thought that their present pile was not big enough**  
**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Ever	919 84%	72 85%	51 92%	103 85%	98 88%	90 85%	78 82%	53 83%	86 83%	113 80%	98 81%	77 88%	328 79%	428 88%	392 88%	169 87%	394 82%	367 86%	129 88%
NET: Frequently/ sometimes	768 70%	56 67%	47 85%	94 78%	86 77%	75 71%	66 70%	50 78%	68 66%	90 64%	74 60%	62 70%	276 67%	363 75%	333 75%	148 77%	318 66%	321 75%	108 74%
Frequently	(3) 266 24%	20 24%	29 53%	24 20%	33 30%	22 21%	24 25%	21 33%	25 24%	22 16%	21 17%	24 27%	94 23%	137 28%	120 27%	48 25%	110 23%	93 22%	59 40%
Sometimes	(2) 502 46%	36 43%	18 32%	70 58%	53 48%	52 50%	42 45%	28 44%	43 42%	67 48%	53 44%	38 43%	182 44%	226 46%	213 48%	100 52%	208 44%	229 53%	50 34%
Rarely	(1) 151 14%	16 19%	4 7%	8 7%	12 11%	15 14%	12 12%	4 6%	18 17%	23 16%	25 20%	15 17%	51 12%	65 13%	58 13%	21 11%	76 16%	45 11%	20 14%
Never	(0) 171 16%	12 15%	4 8%	18 15%	13 12%	16 15%	17 18%	11 17%	17 17%	28 20%	24 19%	11 12%	88 21%	59 12%	53 12%	24 13%	84 18%	62 14%	18 12%
NET: Rarely/ never	321 30%	28 33%	8 15%	26 22%	25 23%	31 29%	29 30%	14 22%	35 34%	51 36%	48 40%	26 30%	139 33%	124 25%	112 25%	45 23%	160 34%	107 25%	39 26%
Mean	1.79	1.76	2.31	1.84	1.95	1.77	1.77	1.95	1.74	1.60	1.58	1.85	1.68	1.91	1.90	1.89	1.72	1.82	2.01
Standard deviation	0.98	0.99	0.91	0.92	0.94	0.95	1.03	1.03	1.01	0.98	0.99	0.97	1.05	0.95	0.93	0.92	1.01	0.93	1.02
Standard error	0.03	0.11	0.12	0.08	0.09	0.09	0.11	0.14	0.09	0.09	0.08	0.10	0.05	0.04	0.04	0.07	0.04	0.05	0.08

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 23

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Worried about receiving my January bank and credit card statement**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Ever	786	376	411	58	209	317	203	219	191	216	160	168	425
	72%	73%	71%	62%	76%	74%	70%	76%	69%	77%	66%	71%	76%
NET: Frequently/ sometimes	578	290	288	50	161	219	148	156	145	161	116	128	302
	53%	56%	50%	54%	59%	51%	50%	54%	52%	57%	48%	54%	54%
Frequently	(3) 188	91	97	20	49	71	47	56	41	46	44	49	94
	17%	18%	17%	22%	18%	16%	16%	19%	15%	17%	18%	21%	17%
Sometimes	(2) 390	199	191	30	112	148	100	100	104	114	72	79	209
	36%	39%	33%	32%	41%	34%	34%	34%	37%	41%	30%	34%	37%
Rarely	(1) 209	86	123	8	48	98	56	63	46	56	44	40	123
	19%	17%	21%	8%	17%	23%	19%	22%	17%	20%	18%	17%	22%
Never	(0) 303	138	164	35	66	113	89	71	87	63	81	68	137
	28%	27%	29%	38%	24%	26%	30%	24%	31%	23%	34%	29%	24%
NET: Rarely/ never	511	224	287	43	113	211	145	134	133	119	125	108	261
	47%	44%	50%	46%	41%	49%	50%	46%	48%	43%	52%	46%	46%
Mean	1.42	1.47	1.38	1.38	1.53	1.41	1.36	1.49	1.35	1.51	1.33	1.46	1.46
Standard deviation	1.07	1.07	1.07	1.20	1.04	1.05	1.08	1.06	1.07	1.02	1.12	1.12	1.03
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.06	0.05	0.07	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 24

**Q.2 Thinking again about Christmas shopping, how frequently or infrequently have you done each of the following?**

**Worried about receiving my January bank and credit card statement**

**Base: All respondents**

	Total	Region											Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
		Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Ever	786 72%	65 77%	44 80%	89 74%	74 67%	75 71%	67 71%	51 80%	78 76%	102 73%	84 69%	56 64%	283 68%	360 74%	326 73%	141 73%	335 70%	321 75%	103 70%
NET: Frequently/ sometimes	578 53%	43 52%	30 55%	65 54%	52 47%	54 52%	50 53%	43 68%	54 52%	85 61%	63 51%	37 41%	213 51%	268 55%	246 55%	100 52%	246 52%	228 53%	83 57%
Frequently	(3) 188 17%	15 18%	11 19%	23 19%	15 13%	17 16%	18 19%	17 26%	17 16%	24 17%	14 12%	16 18%	65 16%	96 20%	79 18%	34 17%	75 16%	71 17%	35 24%
Sometimes	(2) 390 36%	28 33%	20 36%	43 35%	37 33%	37 36%	32 34%	27 42%	37 36%	61 43%	48 40%	20 23%	148 36%	173 35%	168 38%	67 35%	171 36%	157 37%	48 33%
Rarely	(1) 209 19%	22 26%	14 25%	24 20%	22 20%	21 20%	17 18%	8 12%	24 23%	17 12%	21 17%	20 22%	71 17%	91 19%	80 18%	41 21%	89 19%	92 22%	20 14%
Never	(0) 303 28%	19 23%	11 20%	31 26%	37 33%	30 29%	28 29%	13 20%	25 24%	38 27%	38 31%	32 36%	132 32%	128 26%	119 27%	52 27%	142 30%	108 25%	44 30%
NET: Rarely/ never	511 47%	41 48%	25 45%	55 46%	60 53%	51 48%	45 47%	21 32%	49 48%	55 39%	59 49%	52 59%	203 49%	219 45%	199 45%	93 48%	232 48%	200 47%	64 43%
Mean	1.42	1.47	1.54	1.47	1.27	1.39	1.43	1.74	1.45	1.51	1.32	1.23	1.35	1.48	1.46	1.43	1.37	1.45	1.51
Standard deviation	1.07	1.04	1.02	1.07	1.07	1.11	1.07	1.07	1.03	1.07	1.04	1.13	1.09	1.08	1.07	1.07	1.07	1.04	1.15
Standard error	0.03	0.11	0.14	0.09	0.11	0.10	0.12	0.14	0.10	0.10	0.08	0.11	0.05	0.05	0.05	0.08	0.05	0.05	0.10

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 25

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Summary****Base: All respondents**

	Statements					
	Parents should make their children aware of what they can and cannot afford to buy them for Christmas	Christmas is too commercialised	Parents tend to spend more money on their children when they feel guilty about not spending enough time with them during the year	Christmas lists create disappointment for children if they do not receive all the gifts that they have asked for	For most children in the UK, Christmas is about the joy of receiving rather than the joy of giving	My children compare the Christmas presents they receive with those that their friends and relatives receive and are upset if they feel they have "done worse"
Unweighted base	1110	1110	1110	1110	1110	1110
Weighted base	1089	1089	1089	1089	1089	1089
NET: Agree	920 84%	973 89%	753 69%	755 69%	907 83%	426 39%
Strongly agree (4)	405 37%	602 55%	240 22%	231 21%	388 36%	130 12%
Tend to agree (3)	516 47%	371 34%	512 47%	524 48%	519 48%	296 27%
Tend to disagree (2)	102 9%	71 7%	164 15%	224 21%	93 9%	308 28%
Strongly disagree (1)	18 2%	16 1%	50 5%	50 5%	39 4%	230 21%
NET: Disagree	120 11%	87 8%	214 20%	274 25%	132 12%	539 49%
Don't know	49 4%	29 3%	122 11%	60 5%	49 5%	124 11%
Mean	3.26	3.47	2.98	2.91	3.21	2.34
Standard deviation	0.70	0.69	0.79	0.79	0.75	0.99
Standard error	0.02	0.02	0.03	0.02	0.02	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 26

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Parents should make their children aware of what they can and cannot afford to buy them for Christmas**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	920 84%	425 83%	495 86%	66 71%	226 83%	368 86%	261 89%	249 86%	234 84%	243 87%	194 80%	200 85%	477 85%
Strongly agree	(4) 405 37%	185 36%	219 38%	22 24%	102 37%	155 36%	126 43%	102 35%	107 38%	109 39%	88 37%	87 37%	205 36%
Tend to agree	(3) 516 47%	240 47%	276 48%	44 47%	125 46%	213 50%	134 46%	148 51%	128 46%	135 48%	106 44%	113 48%	272 48%
Tend to disagree	(2) 102 9%	56 11%	46 8%	14 16%	26 9%	40 9%	22 7%	22 8%	31 11%	22 8%	27 11%	15 6%	65 12%
Strongly disagree	(1) 18 2%	7 1%	11 2%	3 3%	9 3%	3 1%	3 1%	5 2%	2 1%	5 2%	5 2%	4 2%	6 1%
NET: Disagree	120 11%	63 12%	57 10%	17 18%	34 13%	43 10%	25 9%	27 9%	33 12%	27 10%	33 14%	20 8%	71 13%
Don't know	49 4%	26 5%	23 4%	10 11%	13 5%	19 4%	7 2%	13 5%	11 4%	10 3%	15 6%	16 7%	15 3%
Mean	3.26	3.24	3.28	3.03	3.22	3.26	3.34	3.25	3.27	3.29	3.22	3.29	3.23
Standard deviation	0.70	0.71	0.69	0.76	0.76	0.66	0.67	0.68	0.69	0.69	0.75	0.68	0.69
Standard error	0.02	0.03	0.03	0.10	0.05	0.03	0.04	0.03	0.04	0.05	0.05	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 27

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Parents should make their children aware of what they can and cannot afford to buy them for Christmas**

**Base: All respondents**

	Region													Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+	
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145	
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147	
NET: Agree	920 84%	69 83%	47 85%	103 86%	83 74%	91 86%	78 82%	59 93%	93 90%	117 84%	102 84%	77 87%	327 79%	407 84%	391 88%	167 86%	412 86%	358 83%	116 79%	
Strongly agree	(4) 405 37%	30 35%	20 37%	52 43%	32 29%	38 36%	31 32%	25 39%	44 42%	58 42%	49 40%	26 30%	143 34%	174 36%	180 40%	84 44%	183 38%	146 34%	63 43%	
Tend to agree	(3) 516 47%	40 47%	26 48%	52 43%	50 45%	53 50%	47 50%	34 54%	50 48%	59 42%	54 44%	51 58%	184 44%	233 48%	210 47%	83 43%	229 48%	212 49%	53 36%	
Tend to disagree	(2) 102 9%	9 10%	5 9%	12 10%	18 16%	10 10%	11 11%	3 4%	5 4%	10 7%	13 10%	7 8%	55 13%	46 9%	29 6%	16 8%	41 9%	42 10%	18 12%	
Strongly disagree	(1) 18 2%	* *	- -	- -	2 1%	- -	4 5%	- -	2 2%	6 4%	3 2%	1 1%	12 3%	12 2%	4 1%	1 *	6 1%	6 1%	6 4%	
NET: Disagree	120 11%	9 11%	5 9%	12 10%	20 18%	10 10%	15 16%	3 4%	6 6%	16 11%	15 13%	8 9%	67 16%	58 12%	33 7%	17 9%	47 10%	48 11%	24 16%	
Don't know	49 4%	6 7%	3 6%	5 4%	9 8%	4 4%	2 2%	2 3%	4 4%	7 5%	4 3%	3 4%	22 5%	22 5%	21 5%	9 5%	18 4%	23 5%	8 5%	
Mean	3.26	3.26	3.30	3.34	3.11	3.27	3.12	3.36	3.36	3.27	3.26	3.20	3.16	3.22	3.34	3.36	3.28	3.23	3.24	
Standard deviation	0.70	0.67	0.64	0.66	0.74	0.64	0.79	0.57	0.66	0.79	0.74	0.64	0.77	0.73	0.65	0.66	0.68	0.69	0.83	
Standard error	0.02	0.08	0.09	0.06	0.08	0.06	0.09	0.08	0.06	0.07	0.06	0.07	0.04	0.03	0.03	0.05	0.03	0.03	0.07	

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 28

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Christmas is too commercialised**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	973 89%	466 91%	507 88%	69 74%	235 86%	389 91%	280 96%	257 89%	251 90%	250 89%	214 89%	217 92%	500 89%
Strongly agree	(4) 602 55%	309 60%	293 51%	44 47%	137 50%	230 53%	192 66%	143 49%	148 53%	168 60%	143 59%	133 56%	306 54%
Tend to agree	(3) 371 34%	157 31%	214 37%	25 27%	98 36%	160 37%	88 30%	114 39%	103 37%	83 30%	71 29%	84 36%	194 34%
Tend to disagree	(2) 71 7%	30 6%	41 7%	11 12%	25 9%	27 6%	8 3%	19 7%	19 7%	21 7%	13 5%	10 4%	46 8%
Strongly disagree	(1) 16 1%	5 1%	11 2%	4 4%	7 3%	3 1%	2 1%	3 1%	4 1%	3 1%	5 2%	3 1%	8 1%
NET: Disagree	87 8%	35 7%	52 9%	15 16%	32 12%	30 7%	10 3%	22 8%	23 8%	24 9%	17 7%	13 5%	53 10%
Don't know	29 3%	13 3%	16 3%	9 10%	7 3%	10 2%	3 1%	11 4%	4 1%	5 2%	9 4%	6 3%	9 2%
Mean	3.47	3.54	3.41	3.30	3.37	3.47	3.62	3.42	3.44	3.51	3.52	3.51	3.44
Standard deviation	0.69	0.65	0.71	0.87	0.76	0.65	0.57	0.67	0.69	0.69	0.70	0.64	0.71
Standard error	0.02	0.03	0.03	0.11	0.05	0.03	0.03	0.03	0.04	0.05	0.05	0.04	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 29

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Christmas is too commercialised**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	973 89%	76 91%	52 95%	111 92%	93 83%	99 94%	92 97%	56 88%	91 88%	117 83%	106 87%	80 90%	356 86%	438 90%	402 90%	180 93%	421 88%	382 89%	134 91%
Strongly agree	(4) 602 55%	51 61%	36 65%	70 58%	53 48%	58 55%	58 61%	36 56%	64 62%	66 47%	60 49%	51 58%	197 47%	268 55%	264 59%	120 62%	264 55%	234 55%	76 52%
Tend to agree	(3) 371 34%	25 30%	16 30%	41 34%	39 35%	42 40%	35 36%	20 32%	27 26%	51 36%	46 38%	29 32%	159 38%	169 35%	138 31%	61 31%	156 33%	148 35%	58 39%
Tend to disagree	(2) 71 7%	5 6%	2 4%	7 6%	7 6%	4 4%	2 2%	7 11%	3 3%	16 11%	13 10%	5 6%	36 9%	31 6%	26 6%	9 4%	36 8%	28 7%	7 5%
Strongly disagree	(1) 16 1%	* 1%	1 1%	* *	6 5%	- -	1 1%	1 1%	3 3%	3 2%	1 1%	- -	9 2%	5 1%	4 1%	1 *	8 2%	6 1%	1 1%
NET: Disagree	87 8%	6 7%	3 5%	8 6%	13 11%	4 4%	3 3%	8 12%	6 6%	18 13%	13 11%	5 6%	45 11%	36 7%	30 7%	9 5%	44 9%	33 8%	9 6%
Don't know	29 3%	2 2%	* 1%	2 2%	6 6%	1 1%	- -	- -	6 6%	5 4%	3 2%	4 4%	14 3%	14 3%	12 3%	3 2%	12 3%	13 3%	4 3%
Mean	3.47	3.55	3.60	3.52	3.33	3.51	3.57	3.43	3.57	3.33	3.38	3.54	3.36	3.48	3.53	3.58	3.46	3.47	3.46
Standard deviation	0.69	0.65	0.62	0.63	0.83	0.58	0.59	0.74	0.71	0.76	0.71	0.61	0.74	0.67	0.66	0.60	0.71	0.68	0.64
Standard error	0.02	0.07	0.08	0.06	0.08	0.06	0.06	0.10	0.07	0.07	0.06	0.06	0.04	0.03	0.03	0.04	0.03	0.03	0.05

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 30

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Parents tend to spend more money on their children when they feel guilty about not spending enough time with them during the year**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	753 69%	356 69%	396 69%	57 62%	190 69%	294 68%	212 73%	207 72%	201 72%	191 68%	154 64%	163 69%	404 72%
Strongly agree	(4) 240 22%	94 18%	147 25%	24 26%	61 22%	89 21%	66 22%	68 23%	57 20%	61 22%	55 23%	55 23%	112 20%
Tend to agree	(3) 512 47%	263 51%	250 43%	33 36%	128 47%	205 48%	146 50%	140 48%	144 52%	130 47%	98 41%	108 46%	292 52%
Tend to disagree	(2) 164 15%	79 15%	85 15%	17 18%	43 16%	65 15%	39 13%	41 14%	40 14%	44 16%	40 16%	34 14%	86 15%
Strongly disagree	(1) 50 5%	21 4%	29 5%	5 6%	11 4%	24 6%	9 3%	12 4%	13 5%	10 4%	15 6%	8 3%	28 5%
NET: Disagree	214 20%	100 19%	114 20%	22 24%	54 20%	89 21%	49 17%	53 18%	53 19%	54 19%	55 23%	42 18%	114 20%
Don't know	122 11%	58 11%	64 11%	13 15%	30 11%	47 11%	32 11%	30 10%	25 9%	36 13%	32 13%	31 13%	45 8%
Mean	2.98	2.94	3.01	2.96	2.99	2.94	3.03	3.01	2.96	2.99	2.93	3.02	2.94
Standard deviation	0.79	0.75	0.83	0.89	0.78	0.81	0.74	0.77	0.77	0.77	0.86	0.77	0.77
Standard error	0.03	0.04	0.04	0.12	0.05	0.04	0.04	0.04	0.05	0.06	0.06	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 31

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Parents tend to spend more money on their children when they feel guilty about not spending enough time with them during the year**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	753 69%	54 64%	35 63%	88 74%	75 67%	67 63%	70 74%	43 68%	68 66%	105 75%	87 71%	61 69%	282 68%	331 68%	307 69%	138 72%	333 70%	294 69%	96 65%
Strongly agree	(4) 240 22%	17 21%	10 18%	34 28%	23 20%	23 22%	25 26%	14 21%	23 22%	35 25%	26 22%	11 12%	77 18%	102 21%	107 24%	47 25%	108 23%	86 20%	37 25%
Tend to agree	(3) 512 47%	37 44%	25 45%	55 46%	52 46%	44 42%	45 47%	30 47%	45 44%	70 50%	60 50%	50 56%	206 49%	230 47%	199 45%	91 47%	225 47%	207 48%	59 40%
Tend to disagree	(2) 164 15%	17 20%	7 14%	16 13%	15 13%	25 24%	11 12%	14 22%	14 13%	17 12%	16 13%	12 14%	66 16%	72 15%	71 16%	24 12%	71 15%	69 16%	23 15%
Strongly disagree	(1) 50 5%	2 2%	4 6%	4 3%	5 5%	1 1%	7 7%	- -	8 7%	5 4%	9 7%	6 7%	23 6%	24 5%	17 4%	8 4%	20 4%	20 5%	7 5%
NET: Disagree	214 20%	19 23%	11 20%	20 17%	20 18%	26 25%	19 19%	14 22%	21 21%	21 15%	24 20%	18 21%	88 21%	96 20%	88 20%	32 17%	91 19%	89 21%	30 20%
Don't know	122 11%	11 13%	9 17%	12 10%	17 16%	13 12%	6 7%	7 10%	14 14%	13 10%	11 9%	9 10%	45 11%	60 12%	51 11%	23 12%	54 11%	46 11%	21 14%
Mean	2.98	2.94	2.90	3.09	2.98	2.96	2.99	2.99	2.93	3.07	2.94	2.83	2.91	2.96	3.01	3.04	2.99	2.94	3.00
Standard deviation	0.79	0.77	0.83	0.78	0.79	0.75	0.86	0.70	0.87	0.75	0.83	0.76	0.79	0.80	0.79	0.78	0.78	0.78	0.84
Standard error	0.03	0.09	0.12	0.07	0.09	0.08	0.10	0.10	0.09	0.07	0.07	0.08	0.04	0.04	0.04	0.06	0.04	0.04	0.08

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 32

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Christmas lists create disappointment for children if they do not receive all the gifts that they have asked for**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	755 69%	367 71%	388 68%	67 73%	204 74%	289 67%	196 67%	195 67%	196 70%	190 68%	174 72%	155 66%	396 70%
Strongly agree	(4) 231 21%	108 21%	123 21%	21 23%	64 23%	89 21%	57 19%	50 17%	52 19%	72 26%	57 24%	46 19%	118 21%
Tend to agree	(3) 524 48%	259 50%	265 46%	46 49%	139 51%	200 46%	139 47%	144 50%	144 52%	118 42%	117 49%	109 46%	278 49%
Tend to disagree	(2) 224 21%	102 20%	122 21%	12 13%	47 17%	102 24%	63 22%	65 23%	60 21%	63 22%	37 15%	58 25%	112 20%
Strongly disagree	(1) 50 5%	16 3%	34 6%	3 4%	11 4%	19 5%	16 5%	7 2%	13 5%	19 7%	11 4%	11 5%	26 5%
NET: Disagree	274 25%	118 23%	156 27%	15 17%	58 21%	121 28%	79 27%	72 25%	73 26%	82 29%	47 20%	69 29%	138 25%
Don't know	60 5%	29 6%	31 5%	10 11%	12 4%	20 5%	18 6%	23 8%	9 3%	8 3%	20 8%	12 5%	29 5%
Mean	2.91	2.95	2.88	3.03	2.98	2.87	2.86	2.89	2.87	2.89	3.00	2.85	2.91
Standard deviation	0.79	0.75	0.83	0.76	0.77	0.80	0.81	0.72	0.77	0.88	0.79	0.80	0.79
Standard error	0.02	0.03	0.03	0.10	0.05	0.04	0.05	0.04	0.05	0.06	0.05	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 33

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**Christmas lists create disappointment for children if they do not receive all the gifts that they have asked for**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	755 69%	62 74%	43 78%	84 70%	74 66%	77 73%	74 78%	47 73%	68 66%	104 74%	70 57%	53 60%	283 68%	337 69%	314 71%	135 70%	330 69%	287 67%	110 75%
Strongly agree	(4) 231 21%	14 17%	18 32%	31 26%	19 17%	27 25%	20 21%	17 27%	19 19%	33 23%	21 18%	13 15%	86 21%	100 21%	102 23%	48 25%	98 20%	82 19%	40 27%
Tend to agree	(3) 524 48%	48 57%	25 46%	54 45%	55 49%	51 48%	54 57%	30 47%	48 47%	71 51%	49 40%	40 45%	197 47%	237 49%	213 48%	88 45%	232 49%	205 48%	71 48%
Tend to disagree	(2) 224 21%	20 23%	11 19%	23 19%	23 20%	24 22%	15 16%	15 23%	25 24%	21 15%	28 23%	20 23%	87 21%	96 20%	90 20%	42 22%	103 22%	90 21%	25 17%
Strongly disagree	(1) 50 5%	- -	1 1%	6 5%	8 7%	1 1%	3 3%	2 3%	4 4%	6 4%	14 11%	7 8%	18 4%	26 5%	17 4%	7 3%	23 5%	21 5%	4 3%
NET: Disagree	274 25%	20 23%	11 20%	29 24%	31 28%	24 23%	18 19%	17 26%	29 28%	27 19%	42 34%	28 31%	106 25%	123 25%	106 24%	49 25%	126 26%	112 26%	30 20%
Don't know	60 5%	3 3%	1 2%	7 6%	7 6%	4 4%	4 4%	* 1%	7 7%	10 7%	10 8%	8 9%	27 6%	27 6%	24 5%	9 5%	22 5%	30 7%	7 5%
Mean	2.91	2.93	3.11	2.97	2.80	3.01	3.00	2.98	2.86	3.00	2.69	2.73	2.90	2.89	2.95	2.96	2.89	2.87	3.04
Standard deviation	0.79	0.64	0.75	0.83	0.82	0.73	0.71	0.79	0.78	0.77	0.92	0.85	0.79	0.80	0.78	0.80	0.79	0.79	0.77
Standard error	0.02	0.07	0.10	0.08	0.08	0.07	0.08	0.11	0.08	0.07	0.08	0.09	0.04	0.04	0.04	0.06	0.04	0.04	0.07

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 34

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**For most children in the UK, Christmas is about the joy of receiving rather than the joy of giving**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	907 83%	419 81%	489 85%	74 80%	236 86%	358 83%	240 82%	246 85%	237 85%	232 83%	191 79%	195 83%	477 85%
Strongly agree	(4) 388 36%	180 35%	208 36%	38 41%	113 41%	144 34%	92 31%	104 36%	95 34%	93 33%	96 40%	84 36%	194 34%
Tend to agree	(3) 519 48%	239 46%	281 49%	36 39%	122 45%	214 50%	147 50%	143 49%	142 51%	139 50%	96 40%	111 47%	284 50%
Tend to disagree	(2) 93 9%	51 10%	42 7%	5 5%	19 7%	43 10%	27 9%	21 7%	20 7%	25 9%	26 11%	18 8%	48 9%
Strongly disagree	(1) 39 4%	20 4%	20 3%	4 4%	4 2%	12 3%	19 6%	5 2%	14 5%	10 3%	11 4%	9 4%	19 3%
NET: Disagree	132 12%	71 14%	61 11%	9 10%	23 8%	55 13%	45 15%	27 9%	34 12%	35 13%	37 15%	27 11%	68 12%
Don't know	49 5%	24 5%	25 4%	10 11%	16 6%	16 4%	8 3%	17 6%	7 3%	12 4%	13 5%	14 6%	18 3%
Mean	3.21	3.18	3.23	3.30	3.33	3.19	3.10	3.26	3.18	3.18	3.21	3.22	3.20
Standard deviation	0.75	0.77	0.74	0.79	0.68	0.73	0.82	0.68	0.77	0.75	0.82	0.76	0.74
Standard error	0.02	0.04	0.03	0.10	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 35

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**For most children in the UK, Christmas is about the joy of receiving rather than the joy of giving**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	907	68	48	100	94	87	82	49	84	123	97	75	346	422	370	153	390	364	123
	83%	81%	88%	83%	84%	83%	86%	76%	81%	88%	80%	85%	83%	87%	83%	80%	82%	85%	84%
Strongly agree	(4) 388	29	18	56	36	44	33	16	47	45	37	27	155	183	157	64	169	144	60
	36%	34%	32%	46%	32%	42%	35%	24%	46%	32%	30%	31%	37%	38%	35%	33%	35%	34%	41%
Tend to agree	(3) 519	39	30	44	58	43	49	33	37	77	61	48	191	239	213	90	221	220	63
	48%	46%	56%	37%	52%	41%	51%	52%	36%	55%	50%	54%	46%	49%	48%	47%	46%	51%	43%
Tend to disagree	(2) 93	8	3	10	5	15	3	8	12	7	16	6	36	35	39	17	39	36	13
	9%	10%	5%	8%	5%	14%	4%	12%	12%	5%	13%	6%	9%	7%	9%	9%	8%	8%	9%
Strongly disagree	(1) 39	7	2	5	4	2	7	2	2	2	4	2	12	11	17	14	23	9	6
	4%	8%	3%	4%	4%	2%	7%	3%	2%	2%	3%	3%	3%	2%	4%	7%	5%	2%	4%
NET: Disagree	132	15	5	15	9	17	11	10	14	10	20	8	47	47	56	32	62	45	19
	12%	17%	9%	13%	8%	16%	11%	15%	14%	7%	16%	9%	11%	10%	13%	17%	13%	11%	13%
Don't know	49	2	2	5	9	1	3	5	5	8	5	5	22	19	18	8	25	19	5
	5%	2%	4%	4%	8%	1%	3%	8%	5%	6%	4%	6%	5%	4%	4%	4%	5%	5%	3%
Mean	3.21	3.10	3.21	3.31	3.22	3.24	3.17	3.06	3.31	3.26	3.11	3.21	3.25	3.27	3.20	3.09	3.18	3.22	3.25
Standard deviation	0.75	0.88	0.70	0.81	0.71	0.77	0.83	0.74	0.77	0.64	0.75	0.68	0.74	0.70	0.76	0.86	0.80	0.69	0.78
Standard error	0.02	0.10	0.10	0.07	0.07	0.07	0.09	0.10	0.07	0.06	0.06	0.07	0.04	0.03	0.04	0.06	0.04	0.03	0.07

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 36

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**My children compare the Christmas presents they receive with those that their friends and relatives receive and are upset if they feel they have "done worse"**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	426 39%	223 43%	203 35%	38 41%	119 43%	164 38%	105 36%	114 39%	107 38%	113 40%	93 39%	92 39%	249 44%
Strongly agree	(4) 130 12%	71 14%	60 10%	11 12%	38 14%	48 11%	33 11%	34 12%	28 10%	37 13%	32 13%	37 16%	67 12%
Tend to agree	(3) 296 27%	152 30%	144 25%	27 29%	81 29%	116 27%	72 25%	80 27%	79 28%	76 27%	61 25%	55 23%	181 32%
Tend to disagree	(2) 308 28%	143 28%	165 29%	17 18%	64 23%	128 30%	100 34%	78 27%	82 30%	89 32%	59 24%	58 24%	165 29%
Strongly disagree	(1) 230 21%	89 17%	141 25%	21 23%	55 20%	88 20%	66 22%	60 21%	64 23%	47 17%	58 24%	57 24%	99 18%
NET: Disagree	539 49%	232 45%	306 53%	38 41%	119 43%	216 50%	165 56%	138 48%	146 53%	136 49%	117 49%	114 48%	264 47%
Don't know	124 11%	59 11%	65 11%	17 18%	36 13%	49 11%	23 8%	38 13%	25 9%	31 11%	31 13%	29 12%	50 9%
Mean	2.34	2.45	2.24	2.36	2.43	2.33	2.27	2.35	2.28	2.41	2.32	2.35	2.42
Standard deviation	0.99	0.98	0.99	1.04	1.02	0.97	0.96	0.99	0.96	0.96	1.04	1.07	0.95
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.06	0.05	0.06	0.07	0.07	0.07	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 37

**Q.3 Thinking about Christmas generally and the values that are associated with it, to what extent, if at all, do you agree or disagree with each of the following statements?**

**My children compare the Christmas presents they receive with those that their friends and relatives receive and are upset if they feel they have "done worse"**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	426 39%	28 34%	24 44%	64 53%	48 43%	40 38%	31 32%	22 35%	35 33%	79 57%	32 26%	23 26%	150 36%	204 42%	198 44%	77 40%	173 36%	169 39%	69 47%
Strongly agree	(4) 130 12%	8 9%	13 23%	26 21%	10 9%	14 14%	14 15%	3 5%	10 9%	17 12%	9 7%	7 8%	46 11%	56 12%	63 14%	31 16%	48 10%	44 10%	29 20%
Tend to agree	(3) 296 27%	21 25%	11 21%	39 32%	38 34%	25 24%	17 18%	19 30%	25 24%	62 45%	23 19%	16 18%	104 25%	148 30%	134 30%	46 24%	125 26%	124 29%	39 27%
Tend to disagree	(2) 308 28%	25 30%	17 31%	23 19%	29 26%	36 34%	30 31%	24 37%	31 30%	25 18%	36 29%	33 37%	99 24%	133 27%	136 31%	59 31%	137 29%	122 28%	36 24%
Strongly disagree	(1) 230 21%	23 27%	5 10%	22 18%	24 21%	18 17%	27 28%	13 20%	22 21%	23 16%	34 28%	20 23%	105 25%	105 21%	69 16%	43 22%	102 21%	96 22%	30 21%
NET: Disagree	539 49%	48 57%	23 41%	45 38%	53 47%	54 51%	56 59%	37 57%	53 51%	48 34%	69 57%	53 60%	204 49%	238 49%	205 46%	102 53%	238 50%	218 51%	66 45%
Don't know	124 11%	8 10%	8 15%	11 9%	11 10%	11 11%	8 9%	5 8%	16 15%	13 9%	21 17%	12 14%	61 15%	45 9%	42 9%	14 7%	66 14%	42 10%	12 8%
Mean	2.34	2.17	2.67	2.62	2.34	2.39	2.21	2.21	2.25	2.58	2.07	2.13	2.26	2.35	2.48	2.36	2.29	2.30	2.51
Standard deviation	0.99	0.98	1.01	1.06	0.95	0.97	1.05	0.85	0.96	0.93	0.96	0.92	1.02	0.98	0.95	1.03	0.97	0.97	1.07
Standard error	0.03	0.11	0.15	0.10	0.10	0.10	0.12	0.12	0.10	0.09	0.08	0.10	0.05	0.05	0.05	0.08	0.05	0.05	0.09

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 38

**Q.4 Thinking about Christmas last year, which of these statements best describes your child or children's attitude towards their Christmas presents?**

**Base: All respondents**

	Total	Gender		Age				Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Appreciated any	1036	486	550	79	252	415	290	275	267	270	224	221	539
	95%	95%	96%	85%	92%	97%	99%	95%	96%	96%	93%	94%	96%
NET: Appreciated all/ most	932	428	503	78	224	368	262	244	242	245	200	201	478
	86%	83%	88%	84%	82%	86%	90%	84%	87%	88%	83%	85%	85%
My child/ children appreciated all of their presents	(3) 462	195	267	44	101	201	117	109	117	128	108	97	224
	42%	38%	46%	47%	37%	47%	40%	38%	42%	46%	45%	41%	40%
My child/ children appreciated most of their presents	(2) 470	233	236	34	123	167	145	135	125	117	92	104	254
	43%	45%	41%	37%	45%	39%	50%	47%	45%	42%	38%	44%	45%
My child/ children appreciated some of their presents	(1) 105	58	47	1	29	47	28	31	25	24	24	20	61
	10%	11%	8%	1%	10%	11%	10%	11%	9%	9%	10%	9%	11%
My child/ children appreciated none of their presents	(0) 8	7	1	4	-	3	1	1	3	-	4	-	6
	1%	1%	*	5%	-	1%	*	*	1%	-	2%	-	1%
NET: Appreciated some/ none	113	65	48	5	29	50	29	32	28	24	29	20	67
	10%	13%	8%	6%	10%	12%	10%	11%	10%	9%	12%	9%	12%
Not applicable - I did not buy my children Christmas presents last year	45	21	24	9	22	12	1	13	8	10	13	15	18
	4%	4%	4%	10%	8%	3%	*	5%	3%	4%	5%	6%	3%
Mean	2.33	2.25	2.40	2.41	2.29	2.36	2.30	2.28	2.32	2.38	2.33	2.35	2.28
Standard deviation	0.68	0.71	0.65	0.77	0.66	0.70	0.65	0.67	0.68	0.65	0.74	0.64	0.70
Standard error	0.02	0.03	0.03	0.10	0.04	0.03	0.04	0.03	0.04	0.04	0.05	0.04	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 39

#### Q.4 Thinking about Christmas last year, which of these statements best describes your child or children's attitude towards their Christmas presents?

Base: All respondents

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	Number of Children in Household		
																	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Appreciated any	1036 95%	81 96%	55 100%	115 96%	108 97%	100 95%	92 96%	56 88%	102 98%	127 90%	115 95%	86 98%	379 91%	473 97%	434 98%	185 96%	446 93%	416 97%	141 96%
NET: Appreciated all/ most	932 86%	77 92%	49 89%	99 82%	101 90%	88 84%	82 86%	51 80%	88 85%	117 83%	106 87%	75 85%	334 80%	422 87%	386 87%	165 85%	414 87%	367 86%	124 84%
My child/ children appreciated all of their presents	(3) 462 42%	43 51%	25 46%	47 39%	56 50%	40 38%	41 43%	21 33%	43 42%	53 38%	57 47%	34 38%	179 43%	196 40%	182 41%	88 46%	205 43%	188 44%	53 36%
My child/ children appreciated most of their presents	(2) 470 43%	34 41%	23 43%	52 43%	44 40%	48 46%	41 43%	30 47%	45 43%	63 45%	48 39%	41 46%	156 37%	226 46%	204 46%	76 40%	209 44%	179 42%	71 48%
My child/ children appreciated some of their presents	(1) 105 10%	4 4%	6 11%	16 13%	7 6%	12 11%	10 10%	5 8%	14 13%	10 7%	10 8%	12 13%	45 11%	51 10%	48 11%	20 10%	31 7%	50 12%	17 11%
My child/ children appreciated none of their presents	(0) 8 1%	-	-	-	2 2%	2 2%	1 1%	-	-	3 2%	-	-	3 1%	6 1%	6 1%	5 3%	1 *	3 1%	4 3%
NET: Appreciated some/ none	113 10%	4 4%	6 11%	16 13%	9 8%	14 13%	11 11%	5 8%	14 13%	13 10%	10 8%	12 13%	47 11%	57 12%	54 12%	25 13%	32 7%	52 12%	21 14%
Not applicable - I did not buy my children Christmas presents last year	45 4%	3 4%	-	5 4%	2 2%	4 3%	3 3%	8 12%	2 2%	10 7%	6 5%	2 2%	34 8%	8 2%	5 1%	3 1%	31 6%	9 2%	2 1%
Mean	2.33	2.49	2.35	2.27	2.42	2.24	2.32	2.28	2.29	2.28	2.41	2.26	2.34	2.28	2.28	2.30	2.38	2.32	2.19
Standard deviation	0.68	0.58	0.67	0.69	0.69	0.73	0.70	0.63	0.69	0.72	0.65	0.68	0.71	0.70	0.71	0.77	0.63	0.70	0.75
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.08	0.09	0.07	0.07	0.05	0.07	0.04	0.03	0.03	0.06	0.03	0.03	0.06

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 40  
Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?

#### Summary

Base: All respondents

	Statements					
	Films or video games with sexual or violent themes can be accessed too easily by children	Regulatory bodies responsible for rating films, music videos and video games do not do enough to protect children	TV programmes that are inappropriate for children are often shown before the 9pm watershed	Parental controls on the internet, mobile phones and TV, to ensure age appropriate access, are easy to use	Advertising that is targeted at children is responsible for making children want products that are not appropriate for their age group	Music videos with highly sexualised or violent themes can be too easily accessed by children
Unweighted base	1110	1110	1110	1110	1110	1110
Weighted base	1089	1089	1089	1089	1089	1089
NET: Agree	937 86%	749 69%	767 70%	711 65%	951 87%	972 89%
Strongly agree (4)	397 36%	297 27%	263 24%	220 20%	388 36%	492 45%
Tend to agree (3)	540 50%	452 42%	504 46%	491 45%	562 52%	479 44%
Tend to disagree (2)	82 8%	195 18%	219 20%	207 19%	68 6%	63 6%
Strongly disagree (1)	11 1%	40 4%	30 3%	37 3%	15 1%	8 1%
NET: Disagree	93 9%	235 22%	249 23%	244 22%	83 8%	71 7%
Don't know	58 5%	105 10%	73 7%	134 12%	55 5%	46 4%
Mean	3.28	3.02	2.98	2.94	3.28	3.40
Standard deviation	0.65	0.81	0.77	0.77	0.65	0.64
Standard error	0.02	0.03	0.02	0.02	0.02	0.02

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 41

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Films or video games with sexual or violent themes can be accessed too easily by children**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	937 86%	439 85%	499 87%	75 81%	229 83%	369 86%	265 91%	247 85%	240 86%	249 89%	200 83%	201 85%	490 87%
Strongly agree	(4) 397 36%	179 35%	218 38%	36 39%	101 37%	134 31%	126 43%	106 37%	108 39%	104 37%	79 33%	89 38%	193 34%
Tend to agree	(3) 540 50%	260 50%	281 49%	39 42%	127 47%	235 55%	140 48%	141 49%	132 48%	146 52%	121 50%	112 47%	297 53%
Tend to disagree	(2) 82 8%	47 9%	36 6%	8 8%	24 9%	35 8%	16 5%	22 8%	25 9%	15 5%	20 8%	18 8%	42 8%
Strongly disagree	(1) 11 1%	8 2%	3 1%	* *	4 1%	5 1%	2 1%	4 1%	3 1%	- -	4 2%	3 1%	7 1%
NET: Disagree	93 9%	55 11%	39 7%	8 9%	27 10%	40 9%	18 6%	25 9%	28 10%	15 5%	24 10%	21 9%	50 9%
Don't know	58 5%	21 4%	38 7%	10 11%	18 7%	21 5%	10 3%	17 6%	10 3%	15 5%	16 7%	14 6%	23 4%
Mean	3.28	3.24	3.33	3.33	3.27	3.22	3.37	3.28	3.28	3.34	3.22	3.30	3.25
Standard deviation	0.65	0.69	0.62	0.67	0.69	0.64	0.63	0.67	0.68	0.58	0.69	0.67	0.65
Standard error	0.02	0.03	0.03	0.08	0.04	0.03	0.04	0.03	0.04	0.04	0.05	0.04	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 42

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Films or video games with sexual or violent themes can be accessed too easily by children**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	937 86%	74 88%	47 86%	102 85%	92 83%	93 89%	80 84%	57 89%	91 88%	121 87%	103 84%	77 87%	347 83%	409 84%	398 89%	181 94%	413 86%	364 85%	128 87%
Strongly agree	(4) 397 36%	22 26%	23 42%	55 46%	42 38%	39 37%	30 32%	16 24%	34 33%	57 41%	42 35%	37 42%	144 35%	150 31%	186 42%	91 47%	179 38%	145 34%	59 40%
Tend to agree	(3) 540 50%	52 62%	24 44%	47 39%	50 45%	54 52%	50 53%	41 64%	56 55%	64 46%	61 50%	40 45%	203 49%	259 53%	212 48%	90 46%	234 49%	219 51%	69 47%
Tend to disagree	(2) 82 8%	6 8%	6 10%	9 8%	8 7%	8 7%	9 9%	4 6%	6 6%	11 8%	11 9%	4 4%	39 9%	43 9%	26 6%	7 4%	30 6%	36 9%	13 9%
Strongly disagree	(1) 11 1%	- -	- -	2 2%	1 1%	* *	1 1%	1 2%	1 1%	3 2%	- -	2 2%	4 1%	5 1%	3 1%	- -	7 2%	4 1%	- -
NET: Disagree	93 9%	6 8%	6 10%	11 9%	9 8%	8 8%	10 10%	5 8%	7 7%	14 10%	11 9%	5 6%	42 10%	48 10%	30 7%	7 4%	38 8%	40 9%	13 9%
Don't know	58 5%	3 4%	2 3%	7 6%	11 10%	4 4%	5 6%	2 3%	5 5%	5 3%	8 7%	6 7%	27 6%	30 6%	17 4%	5 3%	27 6%	24 6%	6 4%
Mean	3.28	3.19	3.33	3.37	3.32	3.30	3.22	3.15	3.27	3.29	3.27	3.36	3.25	3.21	3.36	3.45	3.30	3.25	3.32
Standard deviation	0.65	0.57	0.67	0.72	0.65	0.62	0.66	0.61	0.62	0.72	0.63	0.67	0.67	0.65	0.63	0.57	0.67	0.65	0.64
Standard error	0.02	0.06	0.09	0.07	0.07	0.06	0.07	0.08	0.06	0.07	0.05	0.07	0.03	0.03	0.03	0.04	0.03	0.03	0.05

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 43

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Regulatory bodies responsible for rating films, music videos and video games do not do enough to protect children**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	749 69%	330 64%	419 73%	71 76%	185 68%	289 67%	204 70%	191 66%	197 71%	195 70%	167 69%	159 67%	377 67%
Strongly agree	(4) 297 27%	126 25%	171 30%	27 29%	77 28%	103 24%	90 31%	78 27%	80 29%	74 27%	65 27%	70 30%	151 27%
Tend to agree	(3) 452 42%	204 40%	248 43%	43 47%	109 40%	187 43%	113 39%	114 39%	117 42%	120 43%	101 42%	89 38%	226 40%
Tend to disagree	(2) 195 18%	116 23%	79 14%	11 12%	44 16%	88 21%	52 18%	62 21%	48 17%	49 17%	36 15%	45 19%	114 20%
Strongly disagree	(1) 40 4%	29 6%	11 2%	4 5%	14 5%	13 3%	8 3%	13 4%	8 3%	12 4%	7 3%	8 3%	23 4%
NET: Disagree	235 22%	145 28%	90 16%	15 16%	58 21%	101 24%	61 21%	75 26%	56 20%	61 22%	43 18%	52 22%	137 24%
Don't know	105 10%	38 7%	66 12%	7 8%	31 11%	39 9%	28 10%	23 8%	26 9%	24 9%	32 13%	25 11%	50 9%
Mean	3.02	2.90	3.14	3.09	3.02	2.97	3.08	2.96	3.06	3.00	3.07	3.05	2.98
Standard deviation	0.81	0.86	0.75	0.80	0.85	0.79	0.81	0.85	0.79	0.82	0.78	0.83	0.83
Standard error	0.03	0.04	0.03	0.10	0.05	0.04	0.05	0.04	0.05	0.06	0.05	0.06	0.04

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 44

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Regulatory bodies responsible for rating films, music videos and video games do not do enough to protect children**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	749 69%	58 69%	42 77%	84 70%	77 69%	71 67%	60 63%	47 74%	67 65%	107 76%	79 65%	57 65%	294 71%	327 67%	317 71%	136 71%	318 67%	301 70%	106 72%
Strongly agree	(4) 297 27%	26 31%	13 23%	43 36%	30 27%	21 20%	26 27%	16 25%	23 22%	43 31%	33 27%	24 27%	114 27%	125 26%	129 29%	62 32%	133 28%	107 25%	45 31%
Tend to agree	(3) 452 42%	32 38%	29 54%	41 34%	48 43%	49 47%	34 36%	31 49%	44 43%	63 45%	47 38%	33 38%	180 43%	203 42%	188 42%	74 39%	185 39%	193 45%	61 41%
Tend to disagree	(2) 195 18%	15 18%	5 9%	26 21%	16 14%	19 18%	24 26%	13 20%	22 21%	18 13%	20 16%	18 20%	65 16%	99 20%	70 16%	32 17%	86 18%	79 18%	24 16%
Strongly disagree	(1) 40 4%	4 4%	2 4%	2 2%	6 5%	2 2%	3 3%	1 1%	4 4%	4 3%	10 8%	2 2%	21 5%	18 4%	15 3%	4 2%	21 4%	13 3%	5 3%
NET: Disagree	235 22%	19 22%	7 13%	28 23%	22 20%	21 20%	27 29%	13 21%	27 26%	22 16%	30 25%	20 23%	86 21%	117 24%	85 19%	37 19%	107 22%	92 21%	29 19%
Don't know	105 10%	8 9%	6 10%	9 7%	12 11%	14 13%	8 8%	4 6%	10 9%	12 8%	13 10%	11 12%	36 9%	43 9%	43 10%	20 10%	53 11%	36 8%	13 9%
Mean	3.02	3.04	3.07	3.12	3.02	2.99	2.95	3.03	2.91	3.14	2.93	3.02	3.02	2.98	3.07	3.12	3.01	3.01	3.09
Standard deviation	0.81	0.86	0.73	0.82	0.83	0.73	0.85	0.73	0.82	0.76	0.93	0.81	0.83	0.82	0.80	0.80	0.85	0.78	0.81
Standard error	0.03	0.10	0.10	0.08	0.09	0.08	0.09	0.10	0.08	0.07	0.08	0.09	0.04	0.04	0.04	0.06	0.04	0.04	0.07

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 45

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**  
**TV programmes that are inappropriate for children are often shown before the 9pm watershed**  
**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	767 70%	354 69%	413 72%	66 71%	196 72%	290 68%	215 73%	202 70%	205 74%	197 70%	164 68%	164 70%	400 71%
Strongly agree	(4) 263 24%	112 22%	151 26%	33 36%	67 25%	88 20%	74 25%	64 22%	77 28%	58 21%	64 26%	57 24%	134 24%
Tend to agree	(3) 504 46%	243 47%	262 45%	33 35%	129 47%	202 47%	140 48%	137 47%	128 46%	139 50%	100 41%	107 45%	265 47%
Tend to disagree	(2) 219 20%	123 24%	96 17%	9 10%	52 19%	94 22%	64 22%	63 22%	57 20%	57 20%	42 17%	49 21%	121 22%
Strongly disagree	(1) 30 3%	10 2%	20 3%	5 6%	7 2%	16 4%	2 1%	8 3%	2 1%	7 2%	14 6%	5 2%	13 2%
NET: Disagree	249 23%	133 26%	116 20%	14 15%	59 22%	110 26%	66 22%	71 25%	58 21%	64 23%	56 23%	54 23%	134 24%
Don't know	73 7%	27 5%	46 8%	12 13%	19 7%	30 7%	12 4%	17 6%	15 5%	19 7%	22 9%	18 8%	29 5%
Mean	2.98	2.94	3.03	3.17	3.01	2.91	3.02	2.95	3.07	2.95	2.97	2.99	2.98
Standard deviation	0.77	0.75	0.79	0.88	0.76	0.78	0.72	0.76	0.73	0.74	0.86	0.76	0.76
Standard error	0.02	0.03	0.03	0.11	0.05	0.04	0.04	0.04	0.05	0.05	0.06	0.05	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 46

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**  
**TV programmes that are inappropriate for children are often shown before the 9pm watershed**  
**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	767 70%	61 72%	40 74%	88 73%	71 63%	76 72%	58 61%	45 70%	73 70%	106 76%	86 71%	64 72%	297 71%	349 72%	319 72%	139 72%	327 69%	306 71%	107 73%
Strongly agree	(4) 263 24%	21 25%	19 34%	33 28%	22 20%	25 24%	21 22%	10 15%	23 22%	40 28%	31 25%	19 21%	99 24%	116 24%	108 24%	51 27%	119 25%	95 22%	41 28%
Tend to agree	(3) 504 46%	39 47%	22 40%	54 45%	49 43%	51 48%	37 39%	35 55%	50 48%	67 47%	55 46%	45 51%	198 48%	233 48%	212 48%	87 45%	208 44%	211 49%	66 45%
Tend to disagree	(2) 219 20%	17 21%	9 17%	26 22%	25 23%	23 22%	25 26%	16 25%	19 18%	22 16%	23 19%	13 15%	75 18%	93 19%	91 20%	41 21%	98 21%	87 20%	27 18%
Strongly disagree	(1) 30 3%	1 1%	2 4%	1 1%	6 5%	3 3%	6 6%	1 1%	3 3%	3 2%	3 2%	2 2%	13 3%	13 3%	9 2%	3 2%	17 4%	8 2%	4 3%
NET: Disagree	249 23%	18 21%	12 21%	27 23%	31 28%	26 24%	31 32%	17 26%	22 21%	26 18%	25 21%	15 17%	88 21%	106 22%	100 22%	45 23%	115 24%	95 22%	31 21%
Don't know	73 7%	5 6%	3 5%	5 5%	10 9%	4 3%	7 7%	3 4%	9 9%	8 6%	10 8%	9 11%	31 7%	32 7%	26 6%	10 5%	35 7%	28 6%	9 6%
Mean	2.98	3.04	3.09	3.05	2.85	2.97	2.82	2.87	2.98	3.08	3.03	3.02	2.99	2.99	3.00	3.02	2.97	2.98	3.04
Standard deviation	0.77	0.73	0.85	0.74	0.82	0.77	0.87	0.68	0.75	0.76	0.76	0.71	0.77	0.76	0.75	0.76	0.80	0.73	0.79
Standard error	0.02	0.08	0.12	0.07	0.09	0.08	0.10	0.09	0.07	0.07	0.06	0.08	0.04	0.04	0.04	0.06	0.04	0.04	0.07

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 47

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Parental controls on the internet, mobile phones and TV, to ensure age appropriate access, are easy to use**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	711 65%	360 70%	351 61%	67 72%	188 69%	292 68%	164 56%	182 63%	188 68%	176 63%	164 68%	143 60%	379 67%
Strongly agree	(4) 220 20%	112 22%	108 19%	32 34%	71 26%	72 17%	45 15%	49 17%	66 24%	53 19%	51 21%	40 17%	110 20%
Tend to agree	(3) 491 45%	248 48%	243 42%	35 38%	117 43%	220 51%	119 41%	133 46%	122 44%	123 44%	113 47%	102 43%	269 48%
Tend to disagree	(2) 207 19%	97 19%	110 19%	11 12%	37 13%	73 17%	86 29%	64 22%	51 18%	51 18%	39 16%	47 20%	110 20%
Strongly disagree	(1) 37 3%	16 3%	21 4%	1 1%	12 4%	11 3%	13 5%	12 4%	13 5%	10 4%	2 1%	16 7%	17 3%
NET: Disagree	244 22%	113 22%	131 23%	12 13%	49 18%	84 19%	99 34%	76 26%	64 23%	62 22%	41 17%	64 27%	127 23%
Don't know	134 12%	41 8%	93 16%	14 15%	37 14%	54 13%	29 10%	31 11%	26 9%	42 15%	35 15%	30 13%	56 10%
Mean	2.94	2.96	2.91	3.23	3.04	2.94	2.74	2.85	2.96	2.92	3.04	2.81	2.93
Standard deviation	0.77	0.76	0.79	0.73	0.81	0.71	0.80	0.78	0.82	0.78	0.69	0.84	0.75
Standard error	0.02	0.04	0.03	0.09	0.05	0.04	0.05	0.04	0.05	0.06	0.05	0.06	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 48

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Parental controls on the internet, mobile phones and TV, to ensure age appropriate access, are easy to use**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	711 65%	51 60%	41 76%	83 69%	70 63%	67 64%	60 62%	55 86%	64 62%	95 68%	81 66%	44 50%	283 68%	320 66%	281 63%	120 62%	308 65%	278 65%	98 67%
Strongly agree	(4) 220 20%	15 18%	20 36%	28 23%	19 17%	19 18%	21 22%	7 11%	21 20%	37 27%	24 19%	9 10%	97 23%	103 21%	84 19%	38 20%	94 20%	79 19%	37 25%
Tend to agree	(3) 491 45%	36 43%	22 40%	55 46%	51 46%	48 45%	38 40%	48 75%	43 42%	58 41%	57 47%	35 40%	185 45%	217 45%	197 44%	82 43%	214 45%	198 46%	61 41%
Tend to disagree	(2) 207 19%	22 26%	6 11%	24 20%	16 14%	21 20%	21 22%	6 10%	21 21%	22 16%	23 19%	24 28%	59 14%	96 20%	105 24%	42 22%	80 17%	89 21%	32 22%
Strongly disagree	(1) 37 3%	2 2%	2 4%	2 1%	6 6%	2 2%	4 4%	- -	3 3%	9 6%	2 2%	5 6%	14 3%	18 4%	14 3%	7 4%	22 5%	11 2%	5 3%
NET: Disagree	244 22%	23 28%	8 15%	25 21%	22 20%	24 22%	25 26%	6 10%	24 24%	31 22%	26 21%	29 33%	73 18%	115 24%	119 27%	49 26%	102 21%	100 23%	37 25%
Don't know	134 12%	10 12%	5 10%	12 10%	19 17%	15 14%	11 11%	3 4%	15 15%	14 10%	15 13%	15 17%	60 14%	53 11%	45 10%	23 12%	67 14%	51 12%	12 8%
Mean	2.94	2.86	3.20	3.01	2.90	2.93	2.91	3.02	2.92	2.98	2.96	2.65	3.03	2.93	2.88	2.89	2.93	2.92	2.96
Standard deviation	0.77	0.75	0.81	0.74	0.81	0.74	0.83	0.47	0.79	0.87	0.73	0.78	0.77	0.79	0.77	0.80	0.80	0.74	0.81
Standard error	0.02	0.09	0.12	0.07	0.09	0.08	0.09	0.07	0.08	0.08	0.06	0.08	0.04	0.04	0.04	0.06	0.04	0.04	0.07

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 49

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Advertising that is targeted at children is responsible for making children want products that are not appropriate for their age group**

**Base: All respondents**

	Total	Gender		Age				Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	951 87%	454 88%	496 86%	74 79%	241 88%	370 86%	265 91%	252 87%	243 87%	247 88%	210 87%	210 89%	489 87%
Strongly agree	(4) 388 36%	183 36%	205 36%	40 43%	99 36%	142 33%	107 37%	107 37%	99 35%	94 34%	89 37%	81 34%	205 36%
Tend to agree	(3) 562 52%	271 53%	292 51%	34 37%	142 52%	228 53%	158 54%	145 50%	144 52%	152 54%	121 50%	129 54%	284 50%
Tend to disagree	(2) 68 6%	31 6%	38 7%	7 7%	15 5%	35 8%	12 4%	17 6%	18 7%	17 6%	15 6%	8 4%	45 8%
Strongly disagree	(1) 15 1%	9 2%	7 1%	1 1%	6 2%	7 2%	2 1%	5 2%	7 2%	2 1%	1 1%	4 2%	10 2%
NET: Disagree	83 8%	39 8%	44 8%	7 8%	21 8%	41 10%	14 5%	22 7%	25 9%	20 7%	16 7%	13 5%	55 10%
Don't know	55 5%	21 4%	34 6%	12 13%	12 4%	18 4%	13 4%	16 6%	10 4%	13 5%	15 6%	14 6%	19 3%
Mean	3.28	3.27	3.28	3.39	3.28	3.23	3.33	3.29	3.25	3.27	3.31	3.29	3.26
Standard deviation	0.65	0.65	0.65	0.67	0.67	0.67	0.60	0.66	0.69	0.62	0.62	0.63	0.68
Standard error	0.02	0.03	0.03	0.09	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 50

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Advertising that is targeted at children is responsible for making children want products that are not appropriate for their age group**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	951 87%	73 87%	50 91%	111 92%	95 85%	91 86%	82 86%	61 96%	91 88%	123 88%	99 81%	75 85%	362 87%	417 86%	389 87%	176 91%	415 87%	377 88%	125 85%
Strongly agree	(4) 388 36%	29 34%	22 40%	51 43%	34 31%	35 33%	34 36%	19 30%	37 36%	60 43%	37 30%	29 33%	153 37%	186 38%	154 35%	74 38%	172 36%	146 34%	55 37%
Tend to agree	(3) 562 52%	44 53%	28 52%	59 49%	60 54%	56 53%	48 50%	42 66%	54 52%	63 45%	62 51%	46 52%	209 50%	231 47%	234 53%	102 53%	243 51%	232 54%	70 48%
Tend to disagree	(2) 68 6%	5 6%	2 4%	4 3%	7 6%	12 11%	8 8%	3 4%	5 5%	7 5%	13 11%	2 3%	28 7%	35 7%	30 7%	8 4%	27 6%	24 5%	16 11%
Strongly disagree	(1) 15 1%	3 4%	- -	2 1%	1 1%	1 1%	3 3%	- -	* *	3 2%	2 1%	1 1%	5 1%	7 1%	5 1%	- -	11 2%	4 1%	- -
NET: Disagree	83 8%	9 10%	2 4%	6 5%	7 6%	13 12%	11 11%	3 4%	6 5%	10 7%	15 12%	3 4%	33 8%	42 9%	35 8%	8 4%	38 8%	28 6%	16 11%
Don't know	55 5%	3 3%	3 5%	4 3%	10 9%	2 2%	3 3%	- -	7 7%	7 5%	8 7%	10 11%	21 5%	28 6%	21 5%	9 5%	25 5%	23 5%	6 4%
Mean	3.28	3.21	3.37	3.38	3.26	3.21	3.22	3.26	3.33	3.36	3.18	3.31	3.29	3.30	3.27	3.36	3.27	3.28	3.28
Standard deviation	0.65	0.74	0.57	0.63	0.60	0.67	0.73	0.53	0.59	0.68	0.68	0.60	0.65	0.67	0.64	0.56	0.68	0.62	0.65
Standard error	0.02	0.08	0.08	0.06	0.06	0.07	0.08	0.07	0.06	0.06	0.06	0.06	0.03	0.03	0.03	0.04	0.03	0.03	0.06

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 51

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Music videos with highly sexualised or violent themes can be too easily accessed by children**

**Base: All respondents**

	Gender			Age				Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45+	AB	C1	C2	DE	Public	Private
Unweighted base	1110	492	618	69	292	439	310	399	256	214	241	241	573
Weighted base	1089	514	575	93	274	430	293	290	278	280	241	236	563
NET: Agree	972 89%	456 89%	516 90%	72 77%	241 88%	387 90%	272 93%	262 90%	257 92%	245 88%	208 86%	211 89%	500 89%
Strongly agree	(4) 45%	492 44%	268 47%	45 49%	120 44%	180 42%	147 50%	129 44%	132 47%	131 47%	101 42%	110 47%	238 42%
Tend to agree	(3) 44%	479 45%	232 43%	27 29%	121 44%	207 48%	125 43%	133 46%	125 45%	114 41%	107 44%	101 43%	261 46%
Tend to disagree	(2) 6%	63 8%	41 4%	23 9%	8 7%	18 6%	24 4%	13 4%	13 3%	9 9%	25 7%	16 4%	9 8%
Strongly disagree	(1) 1%	8 1%	3 1%	5 3%	3 1%	2 1%	1 *	3 1%	2 1%	-	-	3 1%	4 1%
NET: Disagree	71 7%	43 8%	28 5%	11 12%	20 7%	25 6%	16 5%	15 5%	11 4%	25 9%	19 8%	10 4%	49 9%
Don't know	46 4%	14 3%	32 6%	10 11%	13 5%	18 4%	5 2%	12 4%	10 4%	10 3%	14 6%	14 6%	14 2%
Mean	3.40	3.36	3.43	3.38	3.38	3.38	3.45	3.40	3.44	3.39	3.34	3.44	3.34
Standard deviation	0.64	0.65	0.62	0.80	0.65	0.60	0.63	0.62	0.61	0.65	0.68	0.60	0.66
Standard error	0.02	0.03	0.03	0.10	0.04	0.03	0.04	0.03	0.04	0.05	0.05	0.04	0.03

## Children & Christmas Survey

### ONLINE Fieldwork : 17th-21st October 2012

Absolutes/col percents

Table 52

**Q.5 To what extent, if at all, do you agree or disagree with each of the following statements?**

**Music videos with highly sexualised or violent themes can be too easily accessed by children**

**Base: All respondents**

	Region												Do you have any children aged 18 or under? If so, how old are they?				Number of Children in Household		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-17	1	2	3+
Unweighted base	1110	83	56	128	102	108	88	56	113	123	154	99	420	485	456	195	504	424	145
Weighted base	1089	84	55	120	112	105	95	64	103	140	122	88	416	487	445	193	478	429	147
NET: Agree	972 89%	80 95%	50 91%	106 88%	96 86%	95 90%	80 84%	61 95%	94 91%	119 85%	111 91%	80 90%	370 89%	426 87%	400 90%	183 95%	424 89%	385 90%	128 88%
Strongly agree	(4) 45%	38 45%	26 47%	58 49%	47 42%	45 43%	36 37%	27 42%	43 42%	72 51%	55 45%	45 51%	179 43%	207 43%	218 49%	101 53%	217 45%	188 44%	67 45%
Tend to agree	(3) 44%	42 50%	24 44%	48 40%	49 44%	50 47%	44 46%	34 54%	51 50%	47 34%	55 45%	35 39%	190 46%	219 45%	182 41%	82 42%	207 43%	197 46%	62 42%
Tend to disagree	(2) 6%	1 1%	1 3%	8 7%	8 7%	9 9%	9 10%	3 5%	4 4%	13 9%	4 3%	3 3%	25 6%	32 7%	27 6%	2 1%	28 6%	26 6%	8 6%
Strongly disagree	(1) 1%	1 1%	- -	2 1%	1 1%	- -	3 3%	- -	- -	1 1%	* *	1 1%	4 1%	5 1%	3 1%	- -	3 1%	1 *	3 2%
NET: Disagree	71 7%	2 2%	1 3%	10 8%	8 8%	9 9%	12 13%	3 5%	4 4%	13 10%	5 4%	4 4%	29 7%	37 8%	29 7%	2 1%	31 7%	28 6%	12 8%
Don't know	46 4%	3 3%	3 6%	4 4%	7 6%	1 1%	3 4%	- -	5 5%	8 5%	7 5%	5 6%	17 4%	24 5%	15 3%	8 4%	23 5%	16 4%	7 5%
Mean	3.40	3.44	3.47	3.41	3.37	3.34	3.23	3.37	3.40	3.43	3.44	3.49	3.37	3.36	3.43	3.54	3.40	3.38	3.37
Standard deviation	0.64	0.57	0.56	0.69	0.65	0.64	0.75	0.58	0.57	0.69	0.59	0.63	0.65	0.66	0.64	0.52	0.64	0.62	0.70
Standard error	0.02	0.06	0.08	0.06	0.07	0.06	0.08	0.08	0.05	0.06	0.05	0.07	0.03	0.03	0.03	0.04	0.03	0.03	0.06