

YouGov / John Lewis Survey Results

Fieldwork- 8th-9th April

GB Sample: 2652 GB Adults



Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

What are your favourite children's books of the last 150 years?

Unweighted base	2652	1297	1355	336	289	437	500	1090	1449	1203
Base: All GB Adults	2652	1273	1379	318	421	517	467	928	1459	1193
101 dalmatians	0%	0%	0%	-	0%	0%	1%	0%	0%	0%
a christmas carol	0%	0%	1%	0%	-	0%	1%	1%	0%	1%
a series of unfortunate events	0%	0%	0%	3%	0%	-	0%	0%	0%	1%
adrian mole	0%	0%	0%	0%	0%	0%	-	-	0%	0%
aesop's fables	0%	0%	0%	0%	-	0%	1%	0%	0%	0%
alex rider books	0%	1%	0%	2%	0%	0%	0%	-	0%	0%
alfie books	0%	0%	1%	0%	0%	-	0%	0%	0%	0%
alice in wonderland	5%	3%	7%	5%	3%	2%	5%	9%	6%	5%
alice through the looking glass	1%	1%	1%	1%	-	0%	1%	2%	1%	1%
animal farm	0%	0%	0%	-	-	0%	0%	0%	0%	0%
anne of green gables	1%	0%	2%	-	1%	1%	2%	1%	2%	0%
artemis fowl	0%	0%	0%	1%	-	0%	-	0%	0%	0%
asterix	0%	1%	0%	0%	1%	1%	1%	0%	1%	0%
ballet shoes	1%	-	1%	0%	-	1%	0%	1%	1%	0%
beano	1%	1%	0%	-	1%	1%	1%	1%	1%	1%
beatrix potter books	3%	1%	4%	1%	3%	1%	3%	4%	3%	2%
beauty and the beast	0%	-	0%	-	0%	0%	-	0%	0%	0%
bfg	4%	3%	4%	3%	6%	7%	1%	2%	4%	4%
biggles	2%	3%	0%	-	1%	0%	1%	3%	2%	1%
billy bunter	0%	1%	0%	-	-	0%	0%	1%	1%	0%
black beauty	4%	2%	6%	0%	0%	3%	2%	8%	4%	3%
brer rabbit	0%	1%	0%	-	1%	1%	1%	0%	0%	1%
burglar bill	0%	0%	0%	0%	-	0%	-	0%	0%	0%
call of the wild	0%	0%	0%	-	0%	-	0%	1%	0%	0%
charles dickens books	0%	0%	0%	1%	0%	-	-	1%	0%	1%
charlie and the chocolate factory / Willy Wonka	4%	4%	5%	5%	7%	8%	4%	2%	4%	4%
charlottes web	1%	1%	2%	1%	2%	4%	1%	0%	1%	1%
children of the new forest	0%	0%	0%	-	-	-	-	1%	0%	0%
cinderella	1%	0%	3%	1%	1%	1%	1%	2%	2%	1%
coral island	0%	1%	0%	-	-	-	1%	1%	0%	0%
dandy	0%	1%	0%	-	-	0%	1%	1%	0%	1%
danny champion of the world	1%	1%	1%	1%	1%	2%	0%	0%	1%	0%
darren shan books	0%	0%	0%	1%	-	0%	-	-	0%	0%
dear zoo	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
disney	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%
dogger	0%	0%	1%	-	1%	-	-	0%	0%	0%
dr dolittle	0%	0%	0%	1%	-	-	0%	0%	0%	0%
dr seuss books	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%
each peach pear plum	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%
enid blyton books	10%	7%	13%	6%	5%	7%	13%	14%	11%	9%
famous five	15%	11%	19%	5%	9%	15%	18%	20%	17%	13%
fantastic mr fox	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%
five children and it	0%	0%	1%	0%	-	0%	0%	1%	0%	0%
five minutes peace	0%	-	0%	1%	-	-	0%	0%	0%	0%
funny bones	0%	0%	0%	-	0%	1%	0%	0%	0%	0%
george's marvellous medicine	1%	1%	1%	2%	1%	2%	-	0%	1%	1%
goodnight mr tom	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%
goosebumps	0%	0%	1%	1%	2%	-	-	0%	0%	1%
great expectations	0%	0%	0%	0%	-	-	0%	0%	0%	0%

	Region						
	North	Midlands	East	London	South	Wales	Scotland
What are your favourite children's books of the last 150 years?							
Unweighted base	596	389	250	334	552	165	366
Base: All GB Adults	652	435	255	339	607	133	231
101 dalmatians	0%	0%	-	0%	0%	1%	0%
a christmas carol	0%	-	1%	1%	1%	1%	1%
a series of unfortunate events	1%	0%	0%	1%	1%	-	1%
adrian mole	0%	0%	1%	-	0%	-	0%
aesop's fables	1%	0%	-	-	0%	0%	0%
alex rider books	1%	-	1%	1%	-	1%	1%
alfie books	0%	0%	0%	-	0%	0%	0%
alice in wonderland	5%	5%	4%	7%	7%	4%	4%
alice through the looking glass	1%	1%	1%	1%	1%	1%	1%
animal farm	-	0%	1%	0%	0%	-	-
anne of green gables	2%	1%	0%	1%	1%	1%	1%
artemis fowl	0%	0%	-	1%	0%	-	-
asterix	0%	1%	1%	1%	0%	-	-
ballet shoes	1%	1%	1%	0%	1%	-	0%
beano	1%	1%	0%	1%	1%	3%	0%
beatrix potter books	3%	2%	3%	4%	2%	1%	2%
beauty and the beast	-	0%	-	0%	-	-	1%
bfg	3%	3%	4%	3%	3%	6%	3%
biggles	1%	1%	2%	1%	2%	1%	1%
billy bunter	1%	0%	1%	0%	-	2%	0%
black beauty	4%	4%	3%	2%	4%	5%	3%
brer rabbit	1%	-	1%	0%	1%	2%	0%
burglar bill	0%	0%	-	-	1%	-	-
call of the wild	1%	0%	-	-	0%	-	0%
charles dickens books	0%	0%	0%	1%	1%	1%	-
charlie and the chocolate factory / Willy Wonka	5%	4%	6%	5%	4%	7%	3%
charlottes web	1%	1%	1%	3%	1%	-	2%
children of the new forest	0%	-	1%	-	1%	-	0%
cinderella	2%	3%	0%	1%	1%	1%	1%
coral island	0%	0%	0%	0%	1%	0%	0%
dandy	1%	-	0%	-	0%	1%	1%
danny champion of the world	1%	1%	-	-	1%	-	1%
darren shan books	0%	0%	0%	0%	-	-	0%
dear zoo	0%	0%	0%	0%	0%	1%	1%
disney	0%	1%	0%	0%	0%	1%	1%
dogger	1%	0%	-	-	0%	-	0%
dr dolittle	0%	-	0%	0%	0%	-	-
dr seuss books	2%	1%	1%	3%	1%	0%	1%
each peach pear plum	0%	2%	0%	0%	0%	-	1%
enid blyton books	9%	12%	8%	12%	10%	8%	7%
famous five	15%	17%	15%	12%	14%	20%	17%
fantastic mr fox	0%	1%	1%	0%	1%	1%	2%
five children and it	0%	-	0%	1%	1%	1%	0%
five minutes peace	-	0%	1%	0%	0%	-	-
funny bones	0%	0%	0%	-	0%	-	1%
george's marvellous medicine	1%	1%	1%	2%	1%	1%	1%
goodnight mr tom	0%	0%	2%	1%	1%	-	0%
goosebumps	1%	0%	-	0%	-	2%	1%
great expectations	0%	0%	1%	-	-	0%	0%

	Government Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	
What are your favourite children's books of the last 150 years?												
Unweighted base	114	264	218	197	192	250	334	330	222	165	366	
Base: All GB Adults	123	289	240	218	217	255	339	374	233	133	231	
101 dalmatians	-	0%	-	0%	-	-	0%	0%	-	1%	0%	
a christmas carol	-	0%	1%	-	-	1%	1%	1%	-	1%	1%	
a series of unfortunate events	-	0%	1%	0%	-	0%	1%	1%	-	-	1%	
adrian mole	-	-	0%	0%	-	1%	-	-	0%	-	0%	
aesop's fables	-	1%	1%	-	0%	-	-	0%	-	0%	0%	
alex rider books	-	1%	1%	-	-	1%	1%	-	-	1%	1%	
alfie books	-	-	1%	-	0%	0%	-	0%	1%	0%	0%	
alice in wonderland	2%	6%	4%	6%	5%	4%	7%	6%	7%	4%	4%	
alice through the looking glass	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	
animal farm	-	-	-	1%	-	1%	0%	0%	-	-	-	
anne of green gables	2%	2%	2%	1%	0%	0%	1%	1%	1%	1%	1%	
artemis fowl	-	0%	0%	0%	-	-	1%	-	1%	-	-	
asterix	-	-	1%	1%	1%	1%	1%	0%	-	-	-	
ballet shoes	1%	1%	1%	1%	1%	1%	0%	1%	2%	-	0%	
beano	-	1%	0%	-	2%	0%	1%	1%	1%	3%	0%	
beatrix potter books	2%	5%	3%	2%	1%	3%	4%	1%	2%	1%	2%	
beauty and the beast	-	-	-	1%	-	-	0%	-	-	-	1%	
bfg	6%	4%	2%	5%	1%	4%	3%	4%	3%	6%	3%	
biggles	3%	1%	0%	0%	3%	2%	1%	3%	2%	1%	1%	
billy bunter	-	1%	1%	0%	1%	1%	0%	-	-	2%	0%	
black beauty	1%	6%	4%	4%	4%	3%	2%	4%	4%	5%	3%	
brer rabbit	2%	1%	-	-	-	1%	0%	0%	1%	2%	0%	
burglar bill	-	0%	0%	0%	0%	-	-	0%	1%	-	-	
call of the wild	1%	0%	1%	0%	-	-	-	0%	1%	-	0%	
charles dickens books	-	1%	0%	0%	-	0%	1%	0%	1%	1%	-	
charlie and the chocolate factory / Willy Wonka	6%	5%	4%	6%	2%	6%	5%	3%	5%	7%	3%	
charlottes web	-	2%	1%	2%	1%	1%	3%	1%	0%	-	2%	
children of the new forest	-	0%	0%	-	-	1%	-	-	1%	-	0%	
cinderella	-	3%	0%	1%	5%	0%	1%	1%	0%	1%	1%	
coral island	-	0%	1%	-	1%	0%	0%	0%	1%	0%	0%	
dandy	1%	1%	0%	-	-	0%	-	0%	1%	1%	1%	
danny champion of the world	-	2%	1%	2%	1%	-	-	1%	1%	-	1%	
darren shan books	-	0%	-	1%	-	0%	0%	-	-	-	0%	
dear zoo	-	-	0%	1%	-	0%	0%	0%	0%	1%	1%	
disney	1%	-	-	1%	1%	0%	0%	0%	-	1%	1%	
dogger	-	1%	1%	0%	-	-	-	-	1%	-	0%	
dr dolittle	-	0%	0%	-	-	0%	0%	0%	0%	-	-	
dr seuss books	2%	1%	2%	0%	2%	1%	3%	1%	2%	0%	1%	
each peach pear plum	1%	1%	-	3%	1%	0%	0%	1%	-	-	1%	
enid blyton books	7%	12%	8%	16%	9%	8%	12%	9%	10%	8%	7%	
famous five	14%	15%	17%	14%	19%	15%	12%	13%	16%	20%	17%	
fantastic mr fox	-	1%	-	1%	0%	1%	0%	1%	1%	1%	2%	
five children and it	-	0%	0%	-	-	0%	1%	1%	0%	1%	0%	
five minutes peace	-	-	-	-	0%	1%	0%	0%	-	-	-	
funny bones	-	0%	-	0%	0%	0%	-	-	0%	-	1%	
george's marvellous medicine	3%	1%	2%	1%	-	1%	2%	1%	0%	1%	1%	
goodnight mr tom	-	0%	1%	1%	-	2%	1%	1%	-	-	0%	
goosebumps	0%	1%	1%	1%	-	-	0%	-	-	2%	1%	
great expectations	-	0%	-	0%	-	1%	-	-	-	0%	0%	

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
What are your favourite children's books of the last 150 years?												
Unweighted base	1233	291	1524	170	666	107	185	1148	259	200	73	530
Base: All GB Adults	1326	296	1622	148	575	113	193	1106	297	193	65	565
101 dalmatians	0%	-	0%	1%	0%	-	0%	0%	-	-	-	0%
a christmas carol	0%	1%	0%	1%	1%	-	0%	1%	0%	1%	-	0%
a series of unfortunate events	0%	1%	0%	5%	-	1%	-	0%	0%	-	-	1%
adrian mole	0%	-	0%	-	-	-	1%	0%	0%	-	-	0%
aesop's fables	0%	0%	0%	-	0%	-	-	0%	0%	0%	3%	0%
alex rider books	0%	0%	0%	3%	-	-	-	0%	0%	-	-	1%
alfie books	0%	1%	0%	-	0%	1%	0%	0%	-	0%	-	0%
alice in wonderland	4%	7%	5%	3%	7%	5%	8%	5%	6%	14%	8%	3%
alice through the looking glass	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%
animal farm	0%	-	0%	-	-	-	1%	0%	0%	0%	-	-
anne of green gables	1%	1%	1%	-	1%	1%	2%	1%	0%	1%	3%	1%
artemis fowl	0%	-	0%	1%	0%	-	-	-	0%	-	-	0%
asterix	1%	1%	1%	-	0%	-	1%	1%	1%	-	-	0%
ballet shoes	1%	1%	1%	1%	1%	-	0%	1%	0%	1%	5%	1%
beano	1%	0%	1%	-	1%	-	1%	1%	1%	0%	-	-
beatrix potter books	2%	4%	2%	1%	3%	-	4%	2%	3%	3%	2%	2%
beauty and the beast	0%	0%	0%	-	-	-	-	0%	-	-	-	-
bfg	5%	3%	5%	6%	1%	-	3%	2%	8%	1%	-	4%
biggles	1%	1%	1%	-	4%	1%	-	2%	1%	1%	2%	0%
billy bunter	0%	0%	0%	-	1%	-	1%	1%	-	0%	2%	0%
black beauty	2%	3%	2%	0%	8%	2%	6%	4%	3%	7%	19%	2%
brer rabbit	1%	1%	1%	-	0%	-	1%	1%	0%	-	-	1%
burglar bill	0%	1%	0%	1%	0%	-	-	0%	-	1%	-	0%
call of the wild	0%	0%	0%	-	1%	-	0%	0%	-	1%	-	0%
charles dickens books	0%	0%	0%	1%	1%	-	-	0%	-	1%	-	0%
charlie and the chocolate factory / Willy Wonka	6%	4%	6%	5%	2%	3%	4%	3%	7%	2%	5%	4%
charlottes web	2%	2%	2%	1%	0%	-	2%	1%	4%	1%	-	1%
children of the new forest	0%	-	0%	-	1%	-	-	0%	0%	1%	3%	-
cinderella	1%	2%	1%	1%	2%	1%	0%	2%	2%	1%	3%	1%
coral island	0%	0%	0%	-	1%	-	0%	1%	-	0%	-	0%
dandy	0%	0%	0%	-	1%	-	1%	0%	0%	0%	-	0%
danny champion of the world	1%	0%	1%	1%	0%	-	0%	1%	0%	1%	-	1%
darren shan books	0%	-	0%	1%	-	-	-	-	0%	-	-	-
dear zoo	0%	-	0%	-	0%	1%	1%	0%	-	-	2%	0%
disney	1%	-	1%	-	0%	-	2%	0%	1%	-	-	-
dogger	0%	1%	0%	-	1%	-	1%	0%	1%	-	-	1%
dr dolittle	0%	1%	0%	-	0%	-	-	0%	-	2%	-	0%
dr seuss books	1%	1%	1%	1%	2%	1%	0%	1%	0%	4%	-	1%
each peach pear plum	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	-	1%
enid blyton books	8%	13%	9%	6%	15%	7%	11%	11%	6%	15%	14%	7%
famous five	15%	17%	15%	6%	21%	6%	11%	17%	17%	15%	27%	10%
fantastic mr fox	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	-	1%
five children and it	0%	1%	0%	0%	1%	1%	-	0%	0%	1%	2%	0%
five minutes peace	0%	0%	0%	-	-	1%	-	0%	-	-	-	0%
funny bones	0%	0%	0%	-	0%	-	-	0%	0%	-	2%	0%
george's marvellous medicine	1%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%
goodnight mr tom	1%	0%	1%	1%	0%	1%	-	1%	1%	-	-	1%
goosebumps	1%	0%	1%	1%	-	2%	-	0%	-	-	-	1%
great expectations	0%	1%	0%	-	0%	-	-	0%	0%	1%	-	0%

	Children in Household					Social Media (monthly or more)				
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter
What are your favourite children's books of the last 150 years?										
Unweighted base	1958	281	237	80	598	96	1794	356	170	677
Base: All GB Adults	1878	316	273	95	684	90	1831	355	160	714
101 dalmatians	0%	-	0%	-	0%	-	0%	0%	0%	0%
a christmas carol	0%	-	0%	-	0%	2%	0%	-	0%	0%
a series of unfortunate events	0%	1%	0%	2%	1%	-	1%	1%	1%	1%
adrian mole	0%	0%	-	-	0%	-	0%	0%	0%	0%
aesop's fables	0%	0%	-	-	0%	1%	0%	1%	-	0%
alex rider books	0%	1%	0%	-	1%	-	1%	0%	-	1%
alfie books	0%	-	-	-	-	-	0%	1%	-	1%
alice in wonderland	6%	3%	4%	3%	3%	5%	6%	4%	8%	5%
alice through the looking glass	1%	-	1%	2%	1%	1%	1%	2%	1%	1%
animal farm	0%	-	1%	1%	0%	-	0%	0%	-	0%
anne of green gables	1%	1%	0%	-	1%	1%	1%	2%	1%	1%
artemis fowl	0%	1%	-	-	0%	-	0%	0%	0%	1%
asterix	0%	0%	1%	2%	1%	-	1%	1%	1%	1%
ballet shoes	1%	0%	0%	1%	0%	1%	1%	2%	-	0%
beano	1%	1%	2%	-	1%	-	0%	2%	1%	1%
beatrix potter books	3%	3%	2%	1%	2%	3%	3%	1%	1%	2%
beauty and the beast	0%	-	-	-	-	3%	0%	-	-	-
bfg	4%	3%	3%	6%	4%	4%	4%	5%	3%	6%
biggles	2%	-	1%	-	0%	-	1%	3%	1%	1%
billy bunter	1%	0%	0%	-	0%	1%	0%	1%	1%	1%
black beauty	5%	2%	1%	3%	1%	3%	3%	2%	5%	2%
brer rabbit	0%	1%	2%	-	1%	-	1%	-	1%	0%
burglar bill	0%	0%	0%	-	0%	-	0%	0%	-	0%
call of the wild	0%	0%	-	-	0%	-	0%	0%	-	0%
charles dickens books	1%	-	0%	-	0%	-	0%	0%	-	0%
charlie and the chocolate factory / Willy Wonka	4%	4%	7%	2%	5%	3%	5%	5%	5%	7%
charlottes web	1%	3%	2%	2%	2%	-	2%	1%	1%	2%
children of the new forest	0%	-	-	-	-	-	0%	0%	-	0%
cinderella	1%	2%	1%	-	1%	3%	2%	1%	2%	1%
coral island	0%	0%	0%	-	0%	-	0%	1%	0%	-
dandy	1%	-	0%	-	0%	-	0%	0%	1%	0%
danny champion of the world	1%	0%	1%	-	1%	1%	1%	1%	0%	1%
darren shan books	0%	-	-	-	-	-	0%	0%	-	0%
dear zoo	0%	1%	1%	-	1%	-	0%	0%	-	0%
disney	1%	1%	1%	-	1%	-	1%	1%	1%	1%
dogger	0%	-	1%	-	0%	-	0%	0%	-	0%
dr dolittle	0%	0%	-	-	0%	-	0%	1%	1%	0%
dr seuss books	1%	1%	2%	-	1%	2%	2%	2%	2%	2%
each peach pear plum	0%	1%	1%	-	1%	1%	1%	2%	1%	1%
enid blyton books	10%	10%	8%	9%	9%	9%	10%	10%	8%	9%
famous five	16%	13%	15%	20%	15%	7%	15%	14%	10%	12%
fantastic mr fox	1%	1%	1%	1%	1%	1%	1%	2%	0%	2%
five children and it	0%	0%	1%	1%	1%	-	0%	1%	0%	0%
five minutes peace	0%	0%	-	-	0%	-	0%	0%	-	0%
funny bones	0%	-	0%	2%	0%	-	0%	1%	-	0%
george's marvellous medicine	1%	1%	1%	-	1%	-	1%	1%	1%	2%
goodnight mr tom	1%	0%	1%	-	0%	-	1%	1%	-	1%
goosebumps	0%	1%	-	-	0%	1%	1%	1%	2%	0%
great expectations	0%	-	-	-	-	1%	0%	-	-	0%

YouGov / John Lewis Survey Results
Fieldwork- 8th-9th April
 GB Sample: 2652 GB Adults



	Total	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
green eggs and ham	0%	0%	0%	0%	0%	0%	-	0%	0%	0%
grimm's fairy tales	1%	1%	2%	0%	0%	0%	1%	3%	2%	1%
guess how much i love you	1%	-	1%	-	1%	1%	1%	1%	1%	0%
gullivers travels	1%	1%	0%	-	-	0%	1%	1%	1%	1%
hairy maclary	0%	0%	1%	0%	-	0%	0%	1%	0%	0%
hans christian andersen	1%	0%	2%	0%	0%	1%	1%	2%	1%	1%
hardy boys	1%	1%	0%	0%	1%	1%	2%	-	1%	0%
harry potter	15%	12%	18%	30%	14%	15%	16%	10%	17%	14%
heidi	2%	-	4%	0%	-	0%	2%	5%	2%	2%
his dark materials	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%
holes	0%	0%	0%	0%	1%	-	0%	0%	0%	0%
horrible histories	0%	0%	0%	2%	0%	-	-	0%	0%	0%
horrid henry	0%	0%	0%	-	-	1%	0%	0%	0%	0%
huckleberry finn	0%	0%	0%	-	-	0%	-	1%	0%	0%
hunger games	1%	1%	1%	3%	1%	1%	0%	0%	1%	1%
i am david	0%	0%	0%	-	-	-	1%	0%	0%	0%
jacqueline wilson books	1%	-	1%	3%	0%	0%	0%	0%	1%	0%
james and the giant peach	2%	2%	2%	2%	4%	3%	2%	1%	2%	2%
jane eyre	0%	-	1%	-	0%	0%	-	1%	0%	0%
janet and john	0%	0%	1%	-	-	0%	1%	1%	0%	1%
jennings	0%	1%	0%	-	-	-	1%	1%	0%	1%
Judy Blume books	0%	-	1%	-	0%	2%	-	-	1%	0%
jungle book	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%
just so stories	1%	1%	0%	1%	-	-	1%	1%	1%	0%
just william	2%	2%	1%	-	0%	1%	2%	3%	2%	1%
katie morag	0%	0%	0%	-	0%	-	-	0%	0%	0%
kes	0%	0%	0%	-	-	0%	0%	0%	0%	0%
kidnapped	0%	1%	0%	-	-	-	0%	1%	0%	0%
kipper	0%	0%	0%	1%	0%	-	0%	0%	0%	0%
ladybird books	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%
little black sambo	0%	0%	0%	-	-	0%	0%	0%	0%	0%
little grey rabbit	0%	0%	0%	-	-	0%	-	1%	0%	0%
little house on the prairie	0%	0%	1%	0%	0%	1%	0%	0%	1%	-
little miss	0%	0%	1%	-	0%	0%	0%	0%	0%	0%
little red riding hood	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
little women	3%	0%	5%	1%	0%	1%	2%	6%	4%	2%
lord of the flies	0%	1%	0%	0%	1%	-	1%	1%	0%	0%
lord of the rings	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%

	Region						
	North	Midlands	East	London	South	Wales	Scotland
green eggs and ham	0%	0%	-	-	-	0%	0%
grimm's fairy tales	1%	2%	1%	1%	2%	1%	1%
guess how much i love you	0%	1%	0%	0%	1%	-	1%
gulliver's travels	1%	1%	1%	1%	1%	1%	-
hairy maclary	0%	1%	-	0%	0%	-	0%
hans christian andersen	1%	1%	2%	1%	1%	1%	0%
hardy boys	0%	1%	0%	1%	0%	1%	1%
harry potter	14%	16%	14%	16%	15%	13%	18%
heidi	2%	3%	2%	1%	2%	1%	2%
his dark materials	1%	1%	0%	2%	1%	2%	1%
holes	1%	-	-	1%	0%	-	0%
horrible histories	1%	0%	-	-	1%	0%	-
horrid henry	0%	-	0%	-	0%	-	0%
huckleberry finn	1%	0%	0%	-	0%	1%	0%
hunger games	1%	1%	1%	1%	1%	0%	1%
i am david	0%	-	0%	-	0%	0%	0%
jacqueline wilson books	1%	0%	1%	0%	1%	0%	1%
james and the giant peach	1%	2%	4%	1%	2%	3%	3%
jane eyre	0%	1%	1%	-	-	1%	-
janet and john	0%	0%	1%	0%	1%	1%	0%
jennings	-	0%	2%	0%	1%	0%	0%
Judy Blume books	1%	-	1%	1%	1%	-	-
jungle book	1%	1%	2%	1%	1%	0%	3%
just so stories	1%	0%	0%	1%	1%	-	0%
just william	0%	2%	2%	1%	2%	3%	2%
katie morag	-	-	-	-	0%	-	1%
kes	0%	0%	-	0%	-	-	0%
kidnapped	0%	0%	0%	0%	0%	1%	2%
kipper	-	0%	-	0%	1%	-	0%
ladybird books	0%	1%	1%	1%	1%	2%	0%
little black sambo	0%	0%	-	0%	-	1%	-
little grey rabbit	0%	-	-	1%	0%	1%	-
little house on the prairie	0%	0%	1%	1%	0%	-	0%
little miss	0%	0%	0%	0%	0%	-	0%
little red riding hood	1%	-	0%	1%	0%	-	0%
little women	3%	3%	3%	2%	3%	5%	2%
lord of the flies	0%	-	-	1%	1%	-	0%
lord of the rings	1%	2%	2%	2%	2%	2%	2%

	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
green eggs and ham	1%	1%	0%	0%	-	-	-	-	-	0%	0%
grimm's fairy tales	1%	1%	2%	1%	3%	1%	1%	1%	3%	1%	1%
guess how much i love you	-	-	0%	0%	1%	0%	0%	1%	-	-	1%
gulliver's travels	1%	1%	0%	0%	1%	1%	1%	1%	-	1%	-
hairy maclary	-	0%	1%	1%	1%	-	0%	0%	-	-	0%
hans christian andersen	2%	1%	1%	2%	-	2%	1%	1%	1%	1%	0%
hardy boys	-	-	0%	1%	1%	0%	1%	0%	-	1%	1%
harry potter	9%	14%	18%	17%	15%	14%	16%	15%	16%	13%	18%
heidi	-	2%	4%	5%	1%	2%	1%	2%	3%	1%	2%
his dark materials	2%	1%	1%	1%	1%	0%	2%	1%	2%	2%	1%
holes	-	1%	1%	-	-	-	1%	0%	0%	-	0%
horrible histories	-	1%	1%	0%	-	-	-	1%	1%	0%	-
horrid henry	-	1%	1%	-	-	0%	-	1%	-	-	0%
huckleberry finn	1%	-	1%	0%	-	0%	-	0%	-	1%	0%
hunger games	-	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
i am david	-	0%	-	-	-	0%	-	-	1%	0%	0%
jacqueline wilson books	-	1%	1%	1%	-	1%	0%	1%	1%	0%	1%
james and the giant peach	4%	1%	0%	4%	-	4%	1%	3%	1%	3%	3%
jane eyre	-	-	0%	1%	-	1%	-	-	-	1%	-
janet and john	1%	0%	-	-	0%	1%	0%	1%	0%	1%	0%
jennings	-	-	-	0%	0%	2%	0%	1%	1%	0%	0%
Judy Blume books	2%	-	0%	-	-	1%	1%	1%	0%	-	-
jungle book	1%	1%	2%	1%	1%	2%	1%	2%	1%	0%	3%
just so stories	1%	1%	-	0%	-	0%	1%	1%	1%	-	0%
just william	-	1%	-	2%	3%	2%	1%	3%	1%	3%	2%
katie morag	-	-	-	-	-	-	-	0%	-	-	1%
kes	-	0%	0%	-	0%	-	0%	-	-	-	0%
kidnapped	-	1%	-	0%	-	0%	0%	0%	0%	1%	2%
kipper	-	-	-	0%	-	-	0%	1%	0%	-	0%
ladybird books	1%	-	0%	1%	2%	1%	1%	2%	1%	2%	0%
little black sambo	-	1%	0%	-	1%	-	0%	-	-	1%	-
little grey rabbit	-	0%	0%	-	-	-	1%	0%	1%	1%	-
little house on the prairie	1%	-	0%	1%	-	1%	1%	1%	-	-	0%
little miss	-	-	1%	1%	-	0%	0%	-	1%	-	0%
little red riding hood	1%	0%	1%	-	-	0%	1%	0%	-	-	0%
little women	1%	3%	5%	2%	3%	3%	2%	3%	3%	5%	2%
lord of the flies	0%	0%	0%	-	-	-	1%	1%	1%	-	0%
lord of the rings	1%	2%	0%	3%	1%	2%	2%	2%	1%	2%	2%

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
green eggs and ham	0%	-	0%	0%	-	1%	0%	0%	-	-	-	0%
grimm's fairy tales	1%	2%	1%	0%	3%	1%	2%	1%	2%	2%	3%	1%
guess how much i love you	0%	1%	1%	-	0%	-	1%	1%	1%	0%	-	0%
gulliver's travels	0%	0%	0%	-	2%	-	1%	1%	1%	1%	2%	0%
hairy maclary	0%	-	0%	0%	1%	-	-	1%	0%	-	-	-
hans christian andersen	0%	1%	1%	1%	2%	0%	3%	1%	1%	2%	2%	1%
hardy boys	1%	1%	1%	1%	-	-	-	1%	0%	-	-	1%
harry potter	17%	16%	17%	32%	8%	12%	13%	13%	18%	15%	12%	18%
heidi	1%	2%	1%	1%	5%	1%	3%	3%	1%	3%	11%	1%
his dark materials	1%	2%	1%	5%	1%	1%	0%	1%	0%	1%	1%	1%
holes	0%	0%	0%	1%	0%	1%	0%	0%	-	-	-	1%
horrible histories	0%	0%	0%	3%	1%	-	-	0%	0%	-	-	1%
horrid henry	0%	1%	0%	-	0%	-	-	1%	-	-	-	0%
huckleberry finn	0%	-	0%	-	1%	-	0%	0%	0%	0%	-	0%
hunger games	1%	0%	1%	3%	0%	2%	-	1%	1%	1%	-	1%
i am david	0%	1%	0%	-	-	-	1%	0%	-	-	-	0%
jacqueline wilson books	1%	0%	1%	2%	0%	1%	1%	0%	1%	-	-	1%
james and the giant peach	3%	1%	2%	2%	1%	1%	3%	1%	4%	2%	-	3%
jane eyre	0%	-	0%	-	1%	-	-	0%	-	-	-	-
janet and john	0%	1%	1%	-	0%	-	1%	1%	-	1%	-	-
jennings	0%	1%	0%	-	0%	1%	1%	0%	0%	1%	4%	0%
Judy Blume books	1%	1%	1%	-	-	1%	-	0%	-	2%	-	0%
jungle book	2%	1%	1%	-	1%	3%	2%	1%	3%	3%	-	0%
just so stories	1%	0%	1%	-	1%	1%	-	1%	0%	-	1%	0%
just william	1%	2%	1%	-	3%	1%	2%	2%	1%	1%	4%	0%
katie morag	0%	0%	0%	-	0%	1%	-	0%	0%	-	-	0%
kes	0%	0%	0%	-	0%	-	0%	0%	0%	-	-	-
kidnapped	0%	1%	0%	-	1%	-	-	1%	-	1%	1%	0%
kipper	0%	-	0%	1%	0%	-	-	0%	-	-	-	1%
ladybird books	1%	1%	1%	1%	2%	-	1%	1%	-	-	2%	1%
little black sambo	0%	-	0%	-	0%	-	-	0%	-	-	2%	0%
little grey rabbit	0%	1%	0%	-	1%	-	-	0%	-	1%	1%	0%
little house on the prairie	0%	0%	0%	-	1%	-	1%	1%	-	-	-	0%
little miss	0%	0%	0%	-	1%	-	-	1%	-	-	-	0%
little red riding hood	0%	-	0%	0%	0%	2%	0%	0%	-	-	-	1%
little women	2%	2%	2%	1%	7%	3%	1%	3%	1%	3%	12%	2%
lord of the flies	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	-	0%
lord of the rings	2%	2%	2%	4%	1%	0%	1%	2%	2%	1%	-	1%

	Children in Household						Social Media (monthly or more)			
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter
green eggs and ham	0%	-	0%	-	0%	1%	0%	0%	0%	0%
grimms fairy tales	2%	-	1%	1%	0%	1%	1%	2%	0%	1%
guess how much i love you	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%
gullivers travels	1%	0%	-	-	0%	-	1%	1%	1%	0%
hairy maclary	0%	0%	1%	-	0%	-	0%	1%	-	1%
hans christian andersen	1%	-	1%	-	0%	-	1%	1%	1%	1%
hardy boys	0%	1%	1%	1%	1%	1%	1%	1%	-	0%
harry potter	15%	16%	16%	11%	15%	16%	17%	18%	19%	21%
heidi	3%	0%	0%	4%	1%	0%	2%	1%	1%	1%
his dark materials	1%	0%	1%	1%	1%	4%	1%	2%	1%	2%
holes	0%	0%	1%	-	1%	1%	0%	1%	1%	0%
horrible histories	0%	0%	-	-	0%	-	1%	0%	1%	1%
horrid henry	0%	1%	1%	-	1%	-	0%	1%	1%	0%
huckleberry finn	0%	-	-	-	-	-	0%	0%	0%	0%
hunger games	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%
i am david	0%	0%	0%	-	0%	-	0%	-	1%	0%
jacqueline wilson books	1%	1%	1%	-	1%	1%	1%	1%	1%	1%
james and the giant peach	2%	3%	2%	-	2%	-	2%	3%	1%	3%
jane eyre	0%	-	0%	-	0%	-	0%	-	1%	0%
janet and john	0%	-	1%	2%	1%	-	1%	0%	0%	0%
jennings	1%	0%	0%	-	0%	1%	1%	1%	0%	0%
Judy Blume books	0%	0%	1%	-	0%	-	1%	-	-	1%
jungle book	1%	1%	2%	4%	2%	3%	1%	2%	1%	1%
just so stories	1%	-	-	-	-	-	0%	1%	1%	1%
just william	2%	1%	1%	1%	1%	-	1%	2%	2%	1%
katie morag	0%	-	-	-	-	-	0%	1%	1%	0%
kes	0%	0%	-	-	0%	-	0%	0%	-	0%
kidnapped	1%	-	-	-	-	-	0%	1%	0%	0%
kipper	0%	-	0%	2%	0%	-	0%	0%	-	0%
ladybird books	1%	0%	1%	-	0%	-	1%	1%	1%	1%
little black sambo	0%	1%	-	-	0%	1%	0%	0%	-	0%
little grey rabbit	0%	0%	-	-	0%	-	0%	1%	1%	0%
little house on the prairie	0%	0%	0%	1%	0%	-	1%	1%	-	0%
little miss	0%	-	-	-	-	-	0%	1%	-	0%
little red riding hood	0%	-	1%	-	0%	1%	0%	0%	-	0%
little women	4%	0%	0%	1%	0%	1%	2%	1%	1%	2%
lord of the flies	0%	1%	0%	-	0%	-	0%	1%	1%	1%
lord of the rings	2%	2%	1%	2%	2%	1%	2%	3%	4%	1%

YouGov / John Lewis Survey Results
Fieldwork- 8th-9th April
 GB Sample: 2652 GB Adults



	Total	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
lorna doone	0%	-	0%	-	-	-	-	1%	0%	0%
madeleine	0%	-	0%	-	-	0%	-	0%	0%	0%
mallory towers	2%	0%	4%	0%	2%	5%	3%	1%	3%	2%
mary poppins	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
matilda	2%	1%	3%	5%	5%	1%	1%	1%	2%	2%
meg and mog	0%	0%	1%	-	1%	1%	-	0%	0%	0%
milly molly mandy	1%	-	2%	-	0%	0%	1%	1%	1%	1%
moby dick	0%	1%	-	-	-	1%	-	0%	0%	0%
mog	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
moomins	0%	0%	0%	-	0%	0%	0%	0%	0%	0%
moonfleet	0%	0%	0%	-	-	-	0%	1%	0%	0%
mr men	2%	2%	3%	1%	2%	3%	2%	3%	3%	2%
mrs pepperpot	0%	0%	1%	0%	-	1%	1%	0%	0%	0%
my family and other animals	0%	0%	0%	-	-	0%	0%	0%	0%	0%
my naughty little sister	0%	0%	0%	0%	-	0%	0%	0%	0%	0%
nancy drew	1%	0%	1%	0%	0%	1%	2%	0%	1%	0%
namia / Chronicles of Namia	4%	3%	4%	5%	4%	3%	5%	3%	4%	3%
noddy	2%	2%	3%	1%	1%	1%	1%	5%	2%	2%
northern lights	1%	0%	1%	2%	0%	1%	1%	0%	1%	0%
now we are six	0%	0%	0%	-	-	-	-	1%	0%	0%
oliver twist	0%	0%	0%	-	1%	-	0%	1%	0%	1%
paddington bear	2%	2%	2%	-	2%	1%	3%	1%	2%	1%
peepo	0%	-	1%	0%	1%	0%	0%	0%	0%	0%
percy jackson books	0%	0%	0%	1%	0%	0%	0%	-	0%	0%
peter pan	3%	2%	4%	3%	2%	2%	2%	4%	3%	3%
peter rabbit	2%	1%	3%	2%	3%	0%	1%	2%	2%	1%
pinocchio	0%	0%	0%	-	-	-	0%	1%	0%	0%
pippi longstocking	0%	-	0%	1%	-	-	0%	0%	0%	0%
postman pat	0%	0%	0%	-	0%	-	-	1%	0%	0%
prince caspian	0%	0%	0%	-	-	0%	0%	0%	0%	0%
redwall	0%	1%	0%	1%	1%	-	-	-	0%	0%
revolting rhymes	0%	0%	0%	0%	-	1%	-	0%	0%	0%
roald dahl books	6%	5%	7%	10%	10%	7%	2%	4%	7%	5%
robin hood	0%	0%	0%	-	1%	-	-	1%	0%	1%
robinson crusoe	1%	1%	1%	0%	1%	-	1%	2%	1%	1%
room on the broom	1%	0%	1%	-	1%	1%	1%	0%	1%	0%
rupert bear	2%	2%	2%	-	-	1%	1%	4%	1%	2%
secret seven	5%	3%	6%	1%	4%	3%	8%	6%	5%	4%
six dinner sid	0%	0%	0%	1%	-	0%	0%	0%	0%	0%
sleeping beauty	0%	-	1%	-	1%	0%	1%	1%	1%	0%
snow white	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%
spot	0%	0%	1%	0%	2%	-	-	0%	1%	0%
st claire's	1%	-	1%	0%	0%	2%	1%	0%	1%	1%
stig of the dump	2%	2%	2%	0%	0%	2%	3%	2%	2%	2%
swallows and amazons	2%	2%	2%	1%	0%	1%	2%	3%	3%	1%
swiss family robinson	0%	0%	0%	-	-	-	-	1%	0%	0%
tarka the otter	0%	0%	-	-	-	-	-	0%	0%	0%
the borrowers	1%	0%	1%	-	1%	1%	0%	1%	1%	1%
the box of delights	0%	0%	0%	-	0%	0%	-	0%	0%	0%
the boy in the striped pyjamas	0%	-	0%	-	-	-	0%	0%	0%	0%
the broons	0%	0%	0%	-	-	-	0%	0%	0%	0%
the cat in the hat	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
the chalet school series	0%	-	1%	-	-	-	1%	1%	0%	0%

YouGov / John Lewis Survey Res

Fieldwork- 8th-9th April

GB Sample: 2652 GB Adults

	Region						
	North	Midlands	East	London	South	Wales	Scotland
lorna doone	-	1%	-	0%	0%	1%	0%
madeleine	0%	-	0%	1%	-	-	-
mallory towers	2%	2%	1%	3%	3%	3%	3%
mary poppins	0%	-	-	1%	0%	1%	0%
matilda	2%	2%	2%	3%	2%	3%	2%
meg and mog	1%	0%	-	0%	-	-	1%
milly molly mandy	1%	0%	0%	1%	1%	1%	1%
moby dick	0%	-	1%	1%	0%	-	0%
mog	0%	0%	0%	1%	-	0%	1%
moomins	0%	0%	0%	0%	0%	-	-
moonfleet	-	0%	1%	-	0%	-	1%
mr men	4%	2%	3%	1%	3%	1%	1%
mrs pepperpot	0%	1%	0%	0%	0%	-	0%
my family and other animals	0%	0%	0%	-	0%	-	-
my naughty little sister	0%	-	-	0%	1%	-	-
nancy drew	1%	1%	0%	1%	0%	0%	1%
namia / Chronicles of Namia	3%	4%	3%	3%	3%	4%	7%
noddy	1%	2%	4%	2%	3%	3%	1%
northern lights	1%	1%	1%	1%	0%	-	0%
now we are six	-	-	1%	-	1%	-	-
oliver twist	0%	1%	0%	0%	0%	-	0%
paddington bear	2%	1%	1%	1%	2%	0%	0%
peepo	0%	1%	0%	0%	0%	-	0%
percy jackson books	-	0%	0%	0%	0%	1%	-
peter pan	3%	3%	2%	3%	3%	2%	2%
peter rabbit	1%	2%	4%	2%	1%	2%	2%
pinocchio	1%	-	-	0%	0%	-	-
pippi longstocking	0%	-	0%	0%	0%	-	0%
postman pat	0%	0%	-	0%	-	-	0%
prince caspian	0%	-	1%	-	-	-	0%
redwall	0%	1%	-	1%	0%	1%	-
revolting rhymes	-	0%	-	0%	0%	-	-
roald dahl books	7%	6%	5%	8%	5%	7%	5%
robin hood	-	1%	1%	0%	0%	1%	0%
robinson crusoe	1%	1%	1%	0%	1%	0%	0%
room on the broom	0%	1%	-	0%	1%	-	0%
rupert bear	1%	2%	3%	1%	2%	2%	0%
secret seven	6%	4%	3%	2%	3%	9%	6%
six dinner sid	0%	-	0%	-	0%	0%	0%
sleeping beauty	0%	2%	-	1%	0%	1%	0%
snow white	0%	1%	-	1%	1%	1%	0%
spot	0%	1%	-	2%	0%	-	1%
st claire's	0%	-	1%	1%	1%	1%	2%
stig of the dump	2%	2%	2%	1%	2%	1%	1%
swallows and amazons	1%	2%	2%	2%	2%	2%	2%
swiss family robinson	0%	0%	-	0%	1%	1%	0%
tarka the otter	-	0%	-	-	0%	-	0%
the borrowers	1%	0%	1%	1%	1%	-	1%
the box of delights	-	0%	0%	1%	0%	1%	-
the boy in the striped pyjamas	0%	0%	0%	0%	0%	-	0%
the broons	0%	-	-	-	-	-	1%
the cat in the hat	1%	1%	1%	1%	1%	-	0%
the chalet school series	0%	1%	-	-	-	1%	1%

	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
lorna doone	-	-	-	1%	-	-	0%	-	0%	1%	0%
madeleine	-	0%	-	-	-	0%	1%	-	-	-	-
mallory towers	4%	2%	2%	1%	2%	1%	3%	2%	4%	3%	3%
mary poppins	1%	0%	-	-	-	-	1%	0%	1%	1%	0%
matilda	1%	2%	2%	2%	1%	2%	3%	2%	3%	3%	2%
meg and mog	1%	0%	0%	1%	-	-	0%	-	-	-	1%
milly molly mandy	-	1%	2%	-	1%	0%	1%	1%	1%	1%	1%
moby dick	-	-	1%	-	-	1%	1%	0%	1%	-	0%
mog	1%	0%	-	0%	0%	0%	1%	-	-	0%	1%
moomins	1%	-	-	0%	-	0%	0%	0%	0%	-	-
moonfleet	-	-	-	-	1%	1%	-	-	1%	-	1%
mr men	4%	5%	1%	3%	2%	3%	1%	2%	4%	1%	1%
mrs pepperpot	-	0%	1%	1%	0%	0%	0%	0%	1%	-	0%
my family and other animals	1%	-	-	-	0%	0%	-	0%	-	-	-
my naughty little sister	1%	-	1%	-	-	-	0%	1%	0%	-	-
nancy drew	1%	-	2%	0%	2%	0%	1%	1%	-	0%	1%
namia / Chronicles of Namia	3%	4%	1%	4%	5%	3%	3%	4%	3%	4%	7%
noddy	1%	1%	1%	2%	3%	4%	2%	3%	4%	3%	1%
northern lights	-	1%	0%	1%	-	1%	1%	1%	-	-	0%
now we are six	-	-	-	-	-	1%	-	0%	1%	-	-
oliver twist	1%	-	0%	-	1%	0%	0%	0%	-	-	0%
paddington bear	-	2%	3%	1%	2%	1%	1%	2%	1%	0%	0%
peepo	-	-	0%	1%	1%	0%	0%	0%	-	-	0%
percy jackson books	-	-	-	-	1%	0%	0%	0%	-	1%	-
peter pan	1%	3%	4%	3%	3%	2%	3%	3%	3%	2%	2%
peter rabbit	1%	1%	2%	4%	0%	4%	2%	2%	1%	2%	2%
pinocchio	-	0%	1%	-	-	-	0%	0%	0%	-	-
pippi longstocking	-	0%	1%	-	-	0%	0%	-	0%	-	0%
postman pat	-	1%	1%	1%	-	-	0%	-	-	-	0%
prince caspian	-	-	0%	-	-	1%	-	-	-	-	0%
redwall	-	1%	-	0%	1%	-	1%	-	0%	1%	-
revolting rhymes	-	-	-	-	0%	-	0%	1%	-	-	-
roald dahl books	5%	7%	7%	5%	7%	5%	8%	5%	5%	7%	5%
robin hood	-	-	-	1%	-	1%	0%	1%	-	1%	0%
robinson crusoe	0%	1%	3%	0%	1%	1%	0%	1%	1%	0%	0%
room on the broom	-	0%	0%	1%	0%	-	0%	1%	2%	-	0%
rupert bear	1%	2%	0%	2%	2%	3%	1%	2%	2%	2%	0%
secret seven	5%	6%	7%	3%	5%	3%	2%	2%	5%	9%	6%
six dinner sid	-	-	1%	-	-	0%	-	0%	-	0%	0%
sleeping beauty	-	1%	-	1%	3%	-	1%	0%	-	1%	0%
snow white	1%	-	1%	-	2%	-	1%	1%	0%	1%	0%
spot	-	-	0%	-	1%	-	2%	-	1%	-	1%
st claire's	1%	-	1%	-	-	1%	1%	0%	1%	1%	2%
stig of the dump	2%	2%	1%	3%	1%	2%	1%	2%	3%	1%	1%
swallows and amazons	-	2%	1%	2%	2%	2%	1%	1%	4%	2%	2%
swiss family robinson	-	1%	0%	1%	-	-	0%	1%	0%	1%	0%
tarka the otter	-	-	-	-	0%	-	-	0%	-	-	0%
the borrowers	3%	-	1%	-	1%	1%	1%	1%	2%	-	1%
the box of delights	-	-	-	0%	-	0%	1%	-	1%	1%	-
the boy in the striped pyjamas	-	0%	-	-	1%	0%	0%	0%	-	-	0%
the broons	0%	-	-	-	-	-	-	-	-	-	1%
the cat in the hat	-	1%	1%	1%	1%	1%	1%	1%	2%	-	0%
the chalet school series	-	-	0%	1%	1%	-	-	-	-	1%	1%

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
lorna doone	-	-	-	-	1%	1%	-	0%	-	1%	2%	0%
madeleine	0%	0%	0%	-	0%	-	-	0%	-	-	1%	0%
mallory towers	3%	1%	2%	0%	2%	2%	4%	2%	2%	6%	2%	3%
mary poppins	0%	1%	0%	-	-	1%	1%	0%	0%	1%	-	1%
matilda	2%	3%	2%	4%	1%	4%	3%	1%	4%	1%	2%	3%
meg and mog	1%	-	0%	-	0%	1%	1%	0%	1%	1%	-	1%
milly molly mandy	1%	1%	1%	-	1%	1%	-	1%	0%	0%	1%	1%
moby dick	0%	0%	0%	-	1%	-	-	0%	-	0%	-	0%
mog	0%	-	0%	1%	0%	0%	1%	0%	-	0%	1%	1%
moomins	0%	0%	0%	-	-	-	0%	0%	1%	0%	-	0%
moonfleet	0%	0%	0%	-	1%	-	-	1%	-	-	-	0%
mr men	2%	3%	2%	1%	4%	3%	2%	3%	2%	2%	5%	2%
mrs peppercorn	0%	1%	0%	-	0%	-	0%	0%	0%	1%	-	0%
my family and other animals	0%	-	0%	-	0%	-	0%	0%	-	0%	-	0%
my naughty little sister	0%	1%	0%	1%	0%	-	-	0%	-	-	1%	0%
nancy drew	1%	2%	1%	1%	-	1%	1%	1%	1%	2%	-	0%
namia / Chronicles of Namia	4%	4%	4%	4%	2%	5%	3%	3%	4%	5%	-	4%
noddy	1%	4%	2%	1%	4%	1%	2%	3%	2%	4%	5%	2%
northern lights	1%	1%	1%	0%	-	-	-	0%	-	0%	-	0%
now we are six	0%	0%	0%	-	1%	-	-	0%	-	-	-	-
oliver twist	0%	-	0%	-	1%	-	-	0%	-	1%	-	0%
paddington bear	2%	1%	2%	-	1%	1%	0%	2%	2%	1%	5%	1%
peepo	0%	2%	0%	-	0%	-	-	1%	0%	-	-	0%
percy jackson books	0%	-	0%	1%	-	1%	0%	0%	-	0%	-	-
peter pan	2%	5%	2%	2%	4%	-	3%	2%	3%	7%	9%	2%
peter rabbit	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%	5%	2%
pinocchio	0%	-	0%	-	1%	-	1%	0%	0%	1%	2%	-
pippi longstocking	0%	-	0%	0%	0%	-	1%	0%	-	-	-	0%
postman pat	0%	0%	0%	-	1%	-	1%	0%	0%	-	-	0%
prince caspian	0%	0%	0%	-	-	-	1%	0%	-	-	2%	0%
redwall	0%	0%	0%	1%	-	-	-	0%	-	-	-	1%
revolting rhymes	0%	0%	0%	1%	-	-	-	0%	-	-	-	0%
roald dahl books	6%	7%	6%	9%	4%	9%	6%	6%	11%	3%	7%	6%
robin hood	0%	1%	0%	-	1%	-	0%	1%	-	-	-	0%
robinson crusoe	0%	2%	1%	-	2%	-	1%	1%	1%	1%	2%	0%
room on the broom	1%	2%	1%	-	0%	-	-	1%	0%	-	1%	0%
rupert bear	1%	3%	1%	-	4%	1%	1%	2%	1%	3%	5%	1%
secret seven	5%	5%	5%	0%	5%	4%	6%	5%	4%	4%	10%	4%
six dinner sid	0%	0%	0%	0%	0%	-	-	0%	-	-	-	0%
sleeping beauty	1%	1%	1%	-	1%	-	-	1%	0%	-	-	0%
snow white	1%	-	1%	1%	1%	-	1%	1%	0%	1%	1%	0%
spot	1%	1%	1%	0%	0%	-	0%	0%	1%	1%	-	1%
st claire's	1%	2%	1%	-	0%	-	0%	0%	1%	2%	-	0%
stig of the dump	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%
swallows and amazons	2%	1%	2%	1%	3%	-	1%	2%	2%	1%	3%	2%
swiss family robinson	0%	1%	0%	-	1%	-	-	1%	0%	1%	-	-
tarka the otter	0%	-	0%	-	0%	-	-	0%	-	-	-	-
the borrowers	1%	1%	1%	-	1%	-	-	1%	1%	1%	2%	0%
the box of delights	0%	-	0%	-	0%	-	-	0%	0%	-	1%	0%
the boy in the striped pyjamas	0%	1%	0%	-	0%	-	-	0%	-	1%	-	0%
the broons	0%	-	0%	-	0%	-	-	0%	0%	-	-	-
the cat in the hat	1%	1%	1%	2%	1%	-	-	1%	1%	1%	-	0%
the chalet school series	0%	0%	0%	-	1%	-	-	0%	-	-	4%	0%

	Children in Household						Social Media (monthly or more)			
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter
lorna doone	0%	-	-	-	-	-	0%	0%	1%	0%
madeleine	0%	-	-	-	-	-	0%	-	-	-
mallory towers	2%	1%	2%	2%	2%	1%	2%	4%	1%	3%
mary poppins	0%	-	-	-	-	1%	0%	1%	1%	1%
matilda	2%	3%	3%	-	2%	1%	2%	2%	2%	3%
meg and mog	0%	-	0%	1%	0%	-	0%	1%	-	0%
milly molly mandy	1%	0%	-	2%	0%	1%	1%	1%	-	1%
moby dick	0%	-	1%	-	0%	-	0%	0%	1%	-
mog	0%	0%	0%	-	0%	-	0%	1%	-	0%
moomins	0%	-	0%	-	0%	1%	0%	0%	-	0%
moonfleet	0%	-	-	-	-	-	0%	0%	1%	-
mr men	3%	3%	2%	-	2%	1%	3%	3%	1%	3%
mrs peppercorn	0%	0%	0%	2%	1%	-	0%	0%	1%	0%
my family and other animals	0%	-	-	-	-	-	0%	0%	-	0%
my naughty little sister	0%	0%	-	-	0%	1%	0%	-	-	0%
nancy drew	1%	1%	1%	2%	1%	-	1%	1%	0%	1%
namia / Chronicles of Namia	3%	4%	6%	3%	5%	2%	4%	6%	6%	5%
noddy	3%	2%	1%	2%	1%	-	2%	2%	1%	2%
northern lights	1%	-	1%	0%	0%	-	1%	1%	-	1%
now we are six	0%	-	-	-	-	1%	0%	-	-	0%
oliver twist	0%	0%	1%	-	0%	-	0%	0%	1%	0%
paddington bear	1%	1%	3%	3%	2%	-	1%	1%	1%	1%
peepo	0%	1%	-	-	1%	-	0%	1%	0%	0%
percy jackson books	0%	1%	0%	1%	1%	-	0%	0%	-	0%
peter pan	4%	1%	1%	-	1%	3%	3%	3%	2%	3%
peter rabbit	2%	0%	2%	-	1%	1%	2%	3%	2%	1%
pinocchio	0%	0%	-	-	0%	-	0%	-	-	0%
pippi longstocking	0%	-	1%	-	0%	-	0%	0%	-	0%
postman pat	0%	-	-	-	-	-	0%	0%	-	0%
prince caspian	0%	-	-	-	-	-	0%	-	-	0%
redwall	0%	1%	-	-	0%	-	0%	1%	-	1%
revolting rhymes	0%	-	-	-	-	-	0%	0%	-	-
roald dahl books	6%	6%	6%	11%	7%	5%	7%	9%	5%	7%
robin hood	0%	0%	1%	-	1%	-	0%	0%	1%	0%
robinson crusoe	1%	0%	1%	-	0%	1%	1%	0%	-	0%
room on the broom	0%	1%	2%	1%	1%	2%	0%	1%	0%	1%
rupert bear	2%	0%	0%	-	0%	2%	1%	1%	2%	1%
secret seven	5%	3%	4%	5%	4%	1%	5%	4%	2%	5%
six dinner sid	0%	-	-	-	-	1%	0%	0%	-	1%
sleeping beauty	1%	-	-	-	-	1%	0%	0%	-	0%
snow white	1%	-	1%	-	0%	2%	1%	-	-	0%
spot	1%	0%	-	-	0%	-	1%	-	-	0%
st claire's	1%	-	1%	1%	1%	-	1%	1%	-	1%
stig of the dump	2%	1%	2%	4%	2%	1%	2%	1%	3%	1%
swallows and amazons	2%	1%	1%	0%	1%	-	1%	2%	2%	1%
swiss family robinson	0%	-	-	-	-	-	0%	1%	1%	0%
tarka the otter	0%	-	-	-	-	-	0%	0%	-	-
the borrowers	1%	0%	-	3%	1%	-	1%	1%	-	0%
the box of delights	0%	0%	0%	-	0%	-	0%	1%	-	0%
the boy in the striped pyjamas	0%	-	0%	-	0%	-	0%	-	-	0%
the broons	0%	-	-	-	-	-	0%	-	0%	-
the cat in the hat	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%
the chalet school series	0%	-	-	-	-	1%	0%	-	-	0%

YouGov / John Lewis Survey Results

Fieldwork- 8th-9th April

GB Sample: 2652 GB Adults



	Total	Gender		Age					Social Grade	
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
the dark is rising	0%	0%	0%	-	0%	1%	-	0%	0%	0%
the enchanted wood	0%	0%	1%	1%	1%	0%	-	0%	0%	0%
the faraway tree	3%	1%	4%	2%	3%	6%	2%	2%	3%	2%
the five find outers	0%	0%	0%	-	0%	0%	1%	0%	0%	0%
the gruffalo	5%	3%	6%	1%	8%	6%	5%	3%	5%	4%
the gruffalo's child	0%	0%	1%	-	1%	1%	0%	0%	1%	0%
the hobbit	5%	6%	4%	5%	4%	6%	6%	5%	5%	5%
the house at pooh corner	0%	0%	0%	1%	-	0%	1%	0%	1%	0%
the hungry caterpillar	5%	3%	7%	9%	9%	6%	2%	4%	5%	5%
the iron man	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
the jolly postman	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%
the lion, the witch and the wardrobe	4%	2%	5%	2%	3%	4%	4%	4%	4%	3%
the little prince	0%	0%	1%	0%	0%	-	1%	1%	0%	0%
the little princess	0%	-	1%	-	1%	0%	0%	0%	1%	0%
the little white horse	0%	-	0%	0%	-	0%	0%	0%	0%	0%
the machine gunners	0%	0%	0%	-	-	2%	-	0%	0%	0%
the night before christmas	0%	0%	0%	-	-	-	0%	0%	-	0%
the railway children	2%	1%	2%	-	1%	1%	1%	3%	2%	1%
the secret garden	2%	0%	5%	1%	2%	3%	2%	3%	3%	2%
the silver sword	0%	0%	1%	0%	-	1%	-	1%	0%	0%
the snowman	0%	0%	0%	-	1%	-	-	1%	0%	0%
the tiger who came to tea	1%	0%	2%	2%	1%	2%	1%	1%	1%	1%
the twits	2%	2%	2%	3%	3%	4%	1%	0%	2%	2%
the water babies	1%	0%	1%	-	-	-	1%	2%	1%	1%
the weirdstone of brisingamen	0%	0%	0%	-	-	1%	0%	1%	0%	0%
the wishing chair	0%	-	1%	0%	1%	1%	1%	-	0%	1%
the witches	1%	1%	1%	0%	3%	2%	-	0%	1%	1%
the worst witch	1%	0%	1%	1%	2%	1%	-	1%	1%	1%
thomas the tank engine	2%	2%	1%	1%	0%	1%	2%	3%	2%	2%
three little pigs	0%	0%	0%	-	-	0%	1%	0%	0%	0%
tintin	0%	1%	0%	-	-	0%	1%	0%	0%	0%
to kill a mockingbird	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
tom sawyer	1%	1%	1%	-	-	1%	0%	2%	1%	1%
toms midnight garden	0%	0%	1%	-	0%	1%	1%	0%	1%	0%
topsy and tim	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%
tracey beaker	0%	-	1%	1%	0%	0%	-	0%	0%	0%
treasure island	4%	5%	3%	1%	0%	0%	4%	8%	4%	3%
war horse	0%	0%	1%	-	-	0%	1%	1%	0%	0%
watership down	1%	0%	1%	0%	0%	0%	2%	1%	1%	1%
we're going on a bear hunt	1%	-	2%	2%	1%	1%	1%	1%	1%	1%
what katy did	1%	-	3%	0%	1%	1%	1%	3%	2%	1%
what katy did next	0%	-	1%	-	-	0%	0%	1%	0%	0%
when hitler stole pink rabbit	0%	-	0%	-	-	1%	0%	0%	0%	0%
where the wild things are	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%
white boots	0%	-	0%	-	-	0%	-	0%	0%	0%
white fang	0%	0%	0%	-	0%	0%	-	0%	0%	0%
wind in the willows	3%	3%	3%	2%	2%	2%	3%	4%	3%	2%
winnie the pooh	6%	4%	7%	5%	4%	5%	6%	6%	6%	5%
winnie the witch	0%	-	1%	0%	1%	1%	-	0%	0%	0%
wizard of earthsea	0%	0%	0%	-	-	0%	0%	0%	0%	0%
Other	29%	20%	36%	30%	27%	25%	28%	31%	30%	27%
Don't know / none	19%	27%	12%	22%	22%	19%	17%	19%	16%	23%

	Region						
	North	Midlands	East	London	South	Wales	Scotland
the dark is rising	0%	0%	0%	1%	-	0%	0%
the enchanted wood	-	1%	1%	-	0%	1%	0%
the faraway tree	3%	2%	4%	1%	4%	2%	3%
the five find outers	0%	-	-	0%	-	0%	0%
the gruffalo	5%	6%	3%	4%	5%	0%	6%
the gruffalo's child	0%	1%	-	0%	1%	-	0%
the hobbit	6%	4%	6%	2%	5%	8%	5%
the house at pooh corner	0%	0%	1%	0%	0%	-	1%
the hungry caterpillar	5%	4%	5%	6%	6%	3%	5%
the iron man	0%	-	-	0%	0%	0%	0%
the jolly postman	1%	1%	0%	1%	-	1%	-
the lion, the witch and the wardrobe	3%	3%	4%	5%	4%	1%	3%
the little prince	1%	-	1%	0%	0%	-	1%
the little princess	1%	0%	-	-	0%	2%	1%
the little white horse	-	-	-	0%	0%	0%	0%
the machine gunners	0%	0%	1%	-	0%	-	0%
the night before christmas	-	0%	-	-	-	1%	0%
the railway children	2%	2%	1%	1%	2%	1%	1%
the secret garden	3%	2%	2%	2%	3%	2%	2%
the silver sword	0%	0%	0%	0%	0%	-	0%
the snowman	0%	-	-	0%	1%	1%	-
the tiger who came to tea	1%	0%	2%	2%	2%	1%	2%
the twits	2%	3%	0%	1%	1%	3%	3%
the water babies	1%	2%	2%	0%	0%	-	0%
the weirdstone of brisingamen	0%	-	1%	-	1%	-	1%
the wishing chair	1%	0%	0%	-	1%	1%	-
the witches	1%	0%	-	1%	1%	2%	2%
the worst witch	1%	1%	1%	0%	1%	1%	0%
thomas the tank engine	1%	1%	4%	1%	3%	3%	1%
three little pigs	1%	-	-	0%	-	1%	-
tintin	0%	0%	0%	0%	0%	-	-
to kill a mockingbird	0%	-	1%	0%	0%	-	1%
tom sawyer	1%	1%	1%	0%	1%	1%	1%
toms midnight garden	0%	0%	1%	1%	1%	1%	-
topsy and tim	1%	0%	1%	1%	0%	-	-
tracey beaker	0%	0%	0%	0%	0%	-	-
treasure island	3%	3%	4%	4%	4%	8%	3%
war horse	1%	-	1%	0%	1%	-	0%
watership down	1%	0%	1%	1%	1%	-	0%
we're going on a bear hunt	1%	1%	1%	1%	1%	-	0%
what kate did	2%	1%	1%	1%	1%	3%	1%
what kate did next	0%	0%	0%	0%	0%	-	-
when hitler stole pink rabbit	1%	-	-	-	-	-	1%
where the wild things are	1%	1%	1%	1%	1%	-	1%
white boots	0%	0%	-	-	0%	-	0%
white fang	0%	0%	1%	-	-	-	0%
wind in the willows	2%	2%	3%	2%	5%	2%	2%
winnie the pooh	5%	6%	5%	9%	6%	2%	4%
winnie the witch	0%	1%	-	0%	1%	-	0%
wizard of earthsea	0%	0%	0%	0%	-	-	-
Other	27%	23%	33%	31%	31%	26%	29%
Don't know / none	20%	19%	18%	20%	18%	19%	24%

	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
the dark is rising	-	0%	1%	1%	-	0%	1%	-	-	0%	0%
the enchanted wood	-	-	-	1%	1%	1%	-	-	1%	1%	0%
the faraway tree	1%	4%	2%	3%	2%	4%	1%	4%	4%	2%	3%
the five find outers	1%	0%	0%	-	-	-	0%	-	-	0%	0%
the gruffalo	5%	5%	4%	4%	7%	3%	4%	5%	6%	0%	6%
the gruffalo's child	1%	1%	-	0%	1%	-	0%	0%	1%	-	0%
the hobbit	3%	7%	5%	4%	4%	6%	2%	3%	9%	8%	5%
the house at pooh corner	-	1%	-	1%	-	1%	0%	0%	0%	-	1%
the hungry caterpillar	12%	2%	5%	5%	2%	5%	6%	5%	8%	3%	5%
the iron man	-	0%	-	-	-	-	0%	-	0%	0%	0%
the jolly postman	1%	0%	1%	1%	-	0%	1%	-	-	1%	-
the lion, the witch and the wardrobe	4%	6%	0%	3%	3%	4%	5%	4%	4%	1%	3%
the little prince	-	1%	0%	-	-	1%	0%	0%	0%	-	1%
the little princess	1%	-	1%	0%	-	-	-	-	1%	2%	1%
the little white horse	-	-	-	-	-	-	0%	1%	-	0%	0%
the machine gunners	-	1%	-	-	1%	1%	-	1%	-	-	0%
the night before christmas	-	-	-	0%	-	-	-	-	-	1%	0%
the railway children	1%	2%	2%	3%	1%	1%	1%	2%	1%	1%	1%
the secret garden	1%	3%	5%	2%	2%	2%	2%	3%	3%	2%	2%
the silver sword	1%	0%	1%	1%	-	0%	0%	0%	-	-	0%
the snowman	-	0%	-	-	-	-	0%	1%	1%	1%	-
the tiger who came to tea	1%	0%	1%	0%	0%	2%	2%	1%	2%	1%	2%
the twits	5%	2%	0%	3%	3%	0%	1%	1%	2%	3%	3%
the water babies	1%	1%	0%	3%	1%	2%	0%	0%	-	-	0%
the weirdstone of brisingamen	0%	-	1%	-	-	1%	-	1%	-	-	1%
the wishing chair	-	1%	1%	0%	-	0%	-	1%	1%	1%	-
the witches	3%	1%	0%	-	0%	-	1%	1%	0%	2%	2%
the worst witch	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%
thomas the tank engine	2%	1%	1%	-	1%	4%	1%	3%	2%	3%	1%
three little pigs	1%	1%	-	-	-	-	0%	-	-	1%	-
tintin	1%	0%	1%	1%	-	0%	0%	1%	-	-	-
to kill a mockingbird	-	1%	-	-	-	1%	0%	0%	-	-	1%
tom sawyer	1%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%
toms midnight garden	1%	-	-	0%	1%	1%	1%	0%	1%	1%	-
topsy and tim	2%	1%	1%	-	0%	1%	1%	0%	-	-	-
tracey beaker	-	-	1%	0%	0%	0%	0%	1%	-	-	-
treasure island	2%	5%	2%	2%	3%	4%	4%	3%	5%	8%	3%
war horse	1%	1%	-	-	-	1%	0%	1%	0%	-	0%
watership down	-	1%	1%	-	0%	1%	0%	0%	2%	-	0%
we're going on a bear hunt	1%	1%	1%	3%	-	1%	1%	1%	1%	-	0%
what kate did	-	1%	3%	2%	1%	1%	1%	1%	2%	3%	1%
what kate did next	-	0%	0%	-	1%	0%	0%	0%	0%	-	-
when hitler stole pink rabbit	-	0%	1%	-	-	-	-	-	-	-	1%
where the wild things are	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%
white boots	-	0%	-	-	1%	-	-	0%	0%	-	0%
white fang	-	-	0%	0%	-	1%	-	-	-	-	0%
wind in the willows	0%	3%	2%	2%	2%	3%	2%	5%	7%	2%	2%
winnie the pooh	5%	4%	5%	9%	4%	5%	9%	6%	5%	2%	4%
winnie the witch	1%	-	-	-	1%	-	0%	1%	-	-	0%
wizard of earthsea	-	-	0%	0%	-	0%	0%	-	-	-	-
Other	23%	29%	27%	20%	27%	33%	31%	29%	34%	26%	29%
Don't know / none	23%	18%	20%	20%	19%	18%	20%	18%	17%	19%	24%

	Working status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
the dark is rising	0%	-	0%	-	0%	0%	1%	0%	-	-	-	1%
the enchanted wood	1%	-	0%	-	-	1%	-	0%	-	0%	-	0%
the faraway tree	4%	4%	4%	0%	1%	2%	2%	3%	5%	4%	3%	2%
the five find outers	0%	-	0%	-	-	-	-	0%	0%	-	-	0%
the gruffalo	5%	7%	5%	2%	3%	4%	5%	6%	5%	2%	8%	2%
the gruffalo's child	0%	3%	1%	-	0%	-	-	1%	1%	-	-	0%
the hobbit	6%	5%	6%	7%	3%	4%	3%	5%	6%	4%	2%	4%
the house at pooh corner	0%	0%	0%	-	0%	-	0%	0%	-	0%	2%	0%
the hungry caterpillar	5%	6%	5%	9%	4%	5%	6%	4%	7%	5%	5%	8%
the iron man	0%	0%	0%	-	0%	-	0%	0%	-	1%	-	0%
the jolly postman	0%	2%	0%	0%	0%	2%	1%	1%	1%	-	-	0%
the lion, the witch and the wardrobe	3%	6%	4%	3%	3%	2%	5%	4%	3%	3%	5%	2%
the little prince	0%	1%	0%	-	1%	-	-	0%	1%	-	-	0%
the little princess	0%	1%	0%	-	0%	-	0%	0%	-	1%	-	1%
the little white horse	0%	0%	0%	1%	0%	-	-	0%	-	-	-	0%
the machine gunners	1%	-	1%	-	0%	-	-	0%	-	1%	-	-
the night before christmas	0%	-	0%	-	0%	-	-	0%	-	-	-	-
the railway children	1%	2%	1%	0%	2%	1%	3%	2%	1%	2%	-	1%
the secret garden	2%	3%	2%	1%	3%	1%	3%	2%	1%	3%	8%	3%
the silver sword	0%	-	0%	-	1%	1%	1%	1%	-	-	-	0%
the snowman	0%	-	0%	-	0%	1%	0%	0%	-	-	2%	0%
the tiger who came to tea	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%
the twits	2%	1%	2%	4%	1%	2%	-	1%	2%	2%	-	2%
the water babies	0%	-	0%	-	3%	-	1%	1%	0%	1%	3%	0%
the weirdstone of brisingamen	0%	1%	0%	-	0%	1%	0%	0%	0%	2%	-	0%
the wishing chair	1%	-	1%	-	-	-	1%	0%	1%	1%	-	1%
the witches	1%	1%	1%	-	0%	1%	1%	1%	1%	-	-	2%
the worst witch	1%	1%	1%	1%	0%	-	0%	1%	1%	-	-	1%
thomas the tank engine	2%	3%	2%	1%	3%	1%	-	2%	1%	2%	5%	1%
three little pigs	0%	1%	0%	-	0%	-	1%	1%	-	0%	-	-
tintin	1%	0%	0%	-	0%	-	-	1%	-	0%	-	0%
to kill a mockingbird	0%	0%	0%	1%	0%	-	-	0%	1%	1%	-	0%
tom sawyer	0%	1%	1%	-	2%	-	2%	1%	0%	4%	4%	0%
toms midnight garden	0%	1%	0%	-	0%	-	1%	0%	1%	0%	1%	1%
topsy and tim	1%	1%	1%	1%	-	-	1%	0%	0%	1%	-	1%
tracey beaker	0%	0%	0%	0%	-	-	-	0%	-	0%	-	1%
treasure island	3%	1%	2%	-	9%	-	2%	4%	3%	6%	12%	1%
war horse	0%	1%	0%	-	0%	-	-	0%	-	0%	4%	-
watership down	0%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%
we're going on a bear hunt	0%	2%	1%	1%	1%	2%	3%	1%	1%	2%	2%	1%
what kate did	1%	2%	1%	1%	2%	1%	2%	2%	0%	2%	6%	1%
what kate did next	0%	-	0%	-	0%	1%	-	0%	-	1%	-	-
when hitler stole pink rabbit	0%	-	0%	-	0%	-	-	0%	0%	0%	-	0%
where the wild things are	1%	1%	1%	0%	1%	3%	-	1%	-	1%	-	1%
white boots	0%	1%	0%	-	0%	-	-	0%	0%	-	4%	-
white fang	0%	-	0%	-	0%	-	-	0%	-	-	2%	1%
wind in the willows	2%	5%	3%	1%	4%	1%	3%	3%	2%	3%	6%	2%
winnie the pooh	6%	6%	6%	2%	4%	7%	9%	6%	6%	7%	7%	4%
winnie the witch	0%	1%	1%	-	0%	-	-	0%	1%	-	1%	1%
wizard of earthsea	0%	-	0%	-	0%	-	-	0%	-	0%	-	-
Other	26%	35%	28%	33%	30%	29%	27%	29%	25%	31%	36%	26%
Don't know / none	19%	16%	18%	21%	19%	36%	18%	19%	19%	15%	16%	24%

	Children in Household						Social Media (monthly or more)			
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter
the dark is rising	0%	0%	-	-	0%	1%	0%	0%	1%	1%
the enchanted wood	0%	1%	-	-	0%	-	0%	0%	-	0%
the faraway tree	3%	3%	4%	5%	4%	3%	3%	2%	2%	4%
the five find outers	0%	-	-	-	-	-	0%	0%	-	1%
the gruffalo	3%	6%	14%	8%	10%	6%	4%	5%	4%	4%
the gruffalo's child	0%	2%	-	-	1%	2%	0%	1%	-	0%
the hobbit	5%	5%	7%	3%	5%	4%	5%	7%	6%	4%
the house at pooh corner	0%	-	0%	-	0%	1%	0%	1%	0%	1%
the hungry caterpillar	6%	4%	5%	1%	4%	4%	6%	7%	8%	8%
the iron man	0%	-	-	-	-	-	0%	0%	-	0%
the jolly postman	1%	-	0%	-	0%	-	1%	0%	-	1%
the lion, the witch and the wardrobe	4%	2%	4%	3%	3%	5%	4%	4%	4%	3%
the little prince	0%	0%	-	-	0%	1%	0%	0%	-	1%
the little princess	0%	-	0%	-	0%	-	0%	1%	-	1%
the little white horse	0%	0%	-	1%	0%	-	0%	0%	-	0%
the machine gunners	0%	0%	1%	-	1%	-	0%	-	1%	0%
the night before christmas	0%	-	-	-	-	-	0%	-	-	-
the railway children	2%	1%	1%	-	1%	1%	1%	2%	2%	2%
the secret garden	3%	1%	1%	-	1%	3%	3%	3%	3%	2%
the silver sword	0%	-	1%	-	0%	-	0%	1%	-	0%
the snowman	0%	-	-	-	-	-	0%	-	-	0%
the tiger who came to tea	1%	2%	2%	2%	2%	-	1%	1%	1%	1%
the twits	2%	3%	0%	1%	2%	2%	2%	2%	1%	3%
the water babies	1%	0%	-	-	0%	-	1%	0%	1%	0%
the weirdstone of brisingamen	1%	-	-	-	-	-	1%	0%	0%	0%
the wishing chair	0%	2%	-	-	1%	-	1%	0%	-	1%
the witches	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%
the worst witch	1%	1%	1%	-	1%	-	1%	1%	-	1%
thomas the tank engine	2%	1%	1%	-	1%	-	2%	2%	2%	1%
three little pigs	0%	0%	1%	-	0%	-	0%	1%	-	0%
tintin	0%	-	0%	1%	0%	-	0%	1%	1%	0%
to kill a mockingbird	0%	-	0%	0%	0%	-	0%	0%	1%	0%
tom sawyer	1%	1%	-	-	0%	2%	1%	0%	1%	0%
toms midnight garden	1%	-	-	1%	0%	2%	1%	1%	0%	1%
topsy and tim	1%	-	1%	4%	1%	-	1%	-	-	0%
tracey beaker	0%	0%	-	-	0%	-	0%	0%	0%	1%
treasure island	5%	1%	1%	1%	1%	2%	3%	4%	5%	2%
war horse	0%	1%	0%	-	1%	-	0%	-	-	0%
watership down	1%	1%	-	-	0%	1%	1%	1%	1%	1%
we're going on a bear hunt	1%	2%	2%	-	2%	-	1%	1%	1%	1%
what kate did	2%	1%	-	1%	0%	-	1%	2%	-	2%
what kate did next	0%	0%	-	-	0%	-	0%	1%	-	0%
when hitler stole pink rabbit	0%	-	1%	-	0%	1%	0%	0%	-	0%
where the wild things are	1%	-	1%	-	1%	-	1%	0%	-	1%
white boots	0%	-	0%	-	0%	-	0%	0%	-	-
white fang	0%	0%	-	-	0%	-	0%	0%	-	0%
wind in the willows	3%	2%	2%	-	1%	2%	3%	3%	2%	2%
winnie the pooh	6%	3%	6%	3%	4%	5%	5%	9%	5%	7%
winnie the witch	0%	1%	1%	-	1%	-	0%	0%	-	0%
wizard of earthsea	0%	0%	-	1%	0%	-	0%	-	-	-
Other	29%	21%	34%	30%	27%	34%	28%	35%	31%	29%
Don't know / none	19%	21%	16%	14%	18%	27%	18%	15%	23%	16%