

YouGov Results
KIDS Sample : 10th - 13th January 2014

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

LK_q1. Which ONE of the following is your favourite Disney Film?

Unweighted base	804	414	390	75	101	101	75	89	100	122	141
Base: All Children aged 8 to 15	804	412	392	95	97	100	99	100	102	103	107
The Lion King	9%	7%	11%	5%	12%	4%	6%	11%	15%	11%	10%
Aladdin	1%	2%	1%	1%	2%	1%	2%	3%	-	2%	1%
The Little Mermaid	3%	0%	5%	-	3%	-	4%	2%	4%	2%	6%
Beauty and the Beast	3%	1%	6%	8%	3%	2%	-	3%	6%	2%	2%
Toy Story 1	11%	16%	5%	8%	4%	9%	9%	11%	9%	18%	15%
Finding Nemo	5%	6%	5%	4%	4%	4%	7%	6%	3%	9%	7%
Up	6%	6%	7%	5%	9%	10%	6%	6%	6%	5%	4%
Pocahontas	1%	0%	1%	-	1%	1%	1%	1%	-	-	1%
Dumbo	1%	1%	1%	2%	-	-	1%	2%	-	-	-
Cars	5%	9%	1%	3%	7%	9%	5%	3%	5%	4%	4%
Monsters, Inc.	13%	14%	13%	14%	17%	14%	17%	12%	12%	11%	12%
The Jungle Book	3%	4%	3%	2%	3%	5%	1%	3%	1%	3%	7%
101 Dalmatians	3%	2%	5%	10%	2%	5%	2%	3%	-	3%	3%
Lady and the Tramp	1%	1%	2%	2%	1%	4%	1%	-	-	1%	1%
Ratatouille	4%	5%	3%	5%	-	5%	8%	6%	1%	7%	3%
Bambi	1%	0%	2%	-	1%	1%	1%	1%	-	2%	2%
The Incredibles	6%	10%	3%	10%	8%	9%	3%	6%	3%	5%	6%
Mary Poppins	5%	1%	9%	9%	9%	6%	2%	5%	5%	3%	4%
Other	5%	2%	9%	10%	5%	6%	8%	4%	3%	4%	2%
Don't know	2%	2%	3%	-	2%	2%	3%	4%	5%	2%	2%
None – I don't have a favourite Disney film	8%	11%	5%	2%	5%	4%	13%	6%	23%	8%	8%

LK_q2. Have you ever watched the Disney film "The Lion King"?

Unweighted base	804	414	390	75	101	101	75	89	100	122	141
Base: All Children aged 8 to 15	804	412	392	95	97	100	99	100	102	103	107
Yes, once	28%	33%	23%	29%	29%	32%	30%	27%	18%	27%	33%
Yes, more than once	56%	46%	65%	51%	58%	54%	56%	57%	54%	57%	57%
No, I haven't ever watched it	14%	17%	11%	16%	11%	13%	13%	13%	27%	15%	8%
Can't remember	2%	3%	1%	3%	2%	2%	1%	3%	2%	1%	2%

YouGov Results
KIDS Sample : 10th - 13th January 2014

Social Grade		Region						Employment status							
ABC1	C2DE	North/Scotland	Midlands/Wales	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other	Married

LK_q1. Which ONE of the following is your favourite Disney Film?

Unweighted base	485	319	271	151	79	91	212	508	140	14	8	24	22	77	11	511
Base: All Children aged 8 to 15	477	327	269	178	78	94	185	503	142	15	8	24	23	79	11	504
The Lion King	9%	10%	12%	5%	11%	12%	8%	9%	7%	16%	-	17%	6%	11%	7%	9%
Aladdin	1%	1%	2%	1%	-	1%	1%	2%	-	-	-	-	-	2%	-	2%
The Little Mermaid	4%	2%	3%	4%	4%	2%	2%	3%	2%	-	-	-	10%	2%	-	3%
Beauty and the Beast	4%	2%	3%	5%	3%	4%	1%	3%	3%	9%	-	-	5%	1%	7%	2%
Toy Story 1	11%	10%	12%	13%	5%	9%	10%	11%	8%	5%	10%	12%	6%	10%	30%	12%
Finding Nemo	6%	5%	5%	5%	6%	8%	5%	6%	4%	6%	18%	-	15%	5%	-	5%
Up	7%	6%	6%	6%	3%	10%	6%	6%	8%	7%	-	6%	11%	6%	-	6%
Pocahontas	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	-	-	1%	-	1%
Dumbo	0%	1%	1%	1%	2%	-	-	1%	1%	-	-	-	-	-	-	0%
Cars	5%	5%	5%	6%	4%	4%	5%	5%	2%	-	-	25%	5%	8%	-	6%
Monsters, Inc.	11%	17%	12%	16%	14%	8%	15%	13%	13%	26%	-	8%	8%	16%	12%	13%
The Jungle Book	4%	3%	4%	3%	1%	3%	3%	4%	3%	8%	-	9%	-	2%	-	4%
101 Dalmatians	3%	4%	3%	4%	-	3%	5%	3%	4%	9%	17%	4%	-	3%	-	4%
Lady and the Tramp	1%	2%	1%	1%	1%	-	1%	1%	1%	-	-	-	4%	3%	-	1%
Ratatouille	4%	4%	5%	2%	4%	6%	4%	5%	5%	-	-	-	-	3%	14%	4%
Bambi	1%	1%	1%	1%	-	2%	1%	1%	2%	-	-	4%	-	-	-	1%
The Incredibles	5%	8%	7%	6%	8%	7%	6%	7%	5%	-	39%	8%	3%	2%	-	7%
Mary Poppins	5%	5%	7%	2%	13%	1%	5%	5%	7%	-	15%	3%	8%	4%	-	6%
Other	5%	5%	5%	7%	3%	4%	6%	3%	10%	-	-	-	8%	11%	-	6%
Don't know	2%	3%	2%	2%	4%	6%	2%	2%	5%	7%	-	3%	-	4%	-	2%
None – I don't have a favourite Disney film	10%	7%	4%	7%	13%	9%	15%	8%	11%	8%	-	-	13%	4%	31%	8%

LK_q2. Have you ever watched the Disney film "The Lion King"?

Unweighted base	485	319	271	151	79	91	212	508	140	14	8	24	22	77	11	511
Base: All Children aged 8 to 15	477	327	269	178	78	94	185	503	142	15	8	24	23	79	11	504
Yes, once	27%	29%	31%	32%	21%	22%	26%	28%	25%	42%	28%	41%	35%	26%	37%	29%
Yes, more than once	56%	55%	55%	53%	55%	59%	57%	57%	51%	58%	57%	48%	58%	53%	57%	55%
No, I haven't ever watched it	15%	13%	10%	13%	22%	15%	17%	14%	20%	-	-	11%	4%	14%	6%	14%
Can't remember	2%	3%	3%	2%	3%	4%	-	1%	4%	-	15%	-	3%	7%	-	2%

YouGov Results
KIDS Sample : 10th - 13th January 2014

Marital status					
Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

LK_q1. Which ONE of the following is your favourite Disney Film?

	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Unweighted base	91	32	55	4	57	4
Base: All Children aged 8 to 15	95	29	58	4	58	5
The Lion King	7%	15%	11%	54%	14%	-
Aladdin	-	-	1%	-	-	-
The Little Mermaid	6%	4%	1%	-	3%	-
Beauty and the Beast	5%	3%	7%	-	3%	-
Toy Story 1	5%	5%	6%	-	10%	24%
Finding Nemo	7%	11%	6%	-	7%	-
Up	7%	5%	11%	-	5%	-
Pocahontas	-	2%	2%	-	1%	-
Dumbo	2%	-	2%	-	-	-
Cars	3%	8%	4%	-	1%	-
Monsters, Inc.	22%	17%	9%	-	12%	-
The Jungle Book	2%	-	3%	-	4%	-
101 Dalmatians	3%	5%	2%	-	2%	-
Lady and the Tramp	1%	3%	-	-	7%	-
Ratatouille	5%	5%	6%	-	8%	24%
Bambi	1%	4%	-	-	1%	-
The Incredibles	6%	-	6%	17%	1%	-
Mary Poppins	3%	4%	4%	-	6%	-
Other	5%	3%	3%	-	6%	-
Don't know	2%	5%	2%	29%	-	24%
None – I don't have a favourite Disney film	8%	-	15%	-	10%	27%

LK_q2. Have you ever watched the Disney film "The Lion King"?

	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership
Unweighted base	91	32	55	4	57	4
Base: All Children aged 8 to 15	95	29	58	4	58	5
Yes, once	25%	35%	33%	46%	22%	-
Yes, more than once	59%	53%	58%	54%	61%	27%
No, I haven't ever watched it	15%	13%	10%	-	9%	48%
Can't remember	1%	-	-	-	8%	24%

YouGov Results

KIDS Sample : 10th - 13th January 2014

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

LK_q3. Which ONE, if any, is your favourite character from "The Lion King" film? (We've added the animal type and description of their character at the start of the film to help you remember)

	Unweighted base	668	323	345	61	87	86	64	74	65	104	127
Base: All Children aged 8 to 15 who have watched The Lion King film		672	328	344	77	85	85	85	84	73	87	97
Simba (Lion cub & lead character)	39%	38%	41%	42%	40%	47%	32%	37%	37%	39%	37%	37%
Nala (Lion - Simba's best friend)	7%	1%	12%	14%	2%	6%	8%	9%	7%	6%	3%	3%
Timon (meerkat)	14%	13%	14%	10%	16%	10%	16%	13%	15%	15%	15%	15%
Pumba (warthog)	13%	14%	11%	8%	14%	15%	11%	15%	10%	11%	14%	14%
Mufasa (Lion - Simba's dad)	4%	5%	3%	3%	3%	-	4%	8%	6%	3%	5%	5%
Sarabi (Lion - Simba's mum)	1%	0%	2%	2%	-	1%	2%	-	-	1%	4%	4%
Zazu (Hornbill bird - Mufasa's advisor)	2%	3%	2%	1%	3%	2%	-	1%	3%	4%	2%	2%
Scar (Lion - Simba's uncle)	3%	4%	2%	-	2%	3%	2%	3%	6%	3%	2%	2%
Rafiki (mandrill - bird friend of Mufasa and Simba)	3%	4%	2%	-	2%	-	8%	1%	6%	3%	4%	4%
Banji, Shenzi or Ed (the Hyenas)	2%	2%	2%	8%	3%	1%	-	3%	1%	-	1%	1%
Other	0%	1%	-	-	-	-	-	-	1%	-	1%	1%
Don't know	5%	6%	4%	3%	8%	3%	6%	6%	6%	6%	1%	1%
None - I don't have a favourite character from The Lion King film	8%	10%	5%	8%	7%	11%	10%	4%	2%	9%	10%	10%

LK_q4. Which ONE, if any, of the following is your favourite song from "The Lion King" film?

	Unweighted base	668	323	345	61	87	86	64	74	65	104	127
Base: All Children aged 8 to 15 who have watched The Lion King film		672	328	344	77	85	85	85	84	73	87	97
Circle of Life	19%	20%	19%	12%	9%	21%	19%	27%	21%	19%	25%	25%
I Just Can't Wait to Be King	10%	9%	11%	15%	14%	16%	5%	11%	6%	5%	9%	9%
Can You Feel the Love Tonight	7%	4%	11%	7%	15%	3%	4%	6%	8%	10%	6%	6%
Hakuna Matata	44%	45%	43%	53%	47%	43%	48%	40%	33%	48%	41%	41%
Be Prepared	2%	2%	3%	4%	-	-	2%	3%	7%	-	4%	4%
Other	0%	-	0%	-	-	-	1%	-	-	-	-	-
Don't know	6%	7%	6%	7%	4%	8%	6%	3%	14%	4%	4%	4%
None - I don't have a favourite song from The Lion King film	10%	14%	8%	3%	11%	8%	15%	10%	11%	13%	11%	11%

Cell Contents (Column Percentage)

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Social Grade		Region						Employment status							
ABC1	C2DE	North/Scotland	Midlands/Wales	East	London	South	Working full time (30 or more hours per week)	Working part time (8-29 hours a week)	Working part time (Less than 8 hours a week)	Full time student	Retired	Unemployed	Not working	Other	Married

LK_q3. Which ONE, if any, is your favourite character from "The Lion King" film? (We've added the animal type and description of their character at the start of the film to help you remember)

	Unweighted base	397	271	237	127	60	73	171	426	107	14	7	21	20	63	10	424
Base: All Children aged 8 to 15 who have watched The Lion King film		397	275	233	151	59	76	153	428	108	15	7	21	21	62	10	423
Simba (Lion cub & lead character)	38%	40%	40%	32%	33%	55%	39%	37%	38%	52%	52%	34%	59%	40%	55%	39%	
Nala (Lion - Simba's best friend)	7%	6%	7%	6%	11%	3%	7%	6%	10%	-	-	5%	-	9%	20%	7%	
Timon (meerkat)	15%	13%	14%	14%	15%	16%	12%	16%	9%	8%	12%	11%	14%	7%	17%	16%	
Pumba (warthog)	12%	13%	13%	13%	17%	7%	13%	15%	10%	5%	11%	3%	13%	10%	-	12%	
Mufasa (Lion - Simba's dad)	4%	4%	5%	5%	-	5%	3%	4%	3%	9%	-	4%	-	7%	-	4%	
Sarabi (Lion - Simba's mum)	1%	2%	1%	3%	-	1%	1%	1%	1%	-	-	5%	-	1%	-	1%	
Zazu (Hornbill bird - Mufasa's advisor)	3%	1%	2%	2%	2%	1%	2%	2%	3%	5%	-	-	3%	-	-	2%	
Scar (Lion - Simba's uncle)	2%	3%	4%	1%	2%	1%	4%	2%	2%	-	12%	8%	5%	3%	-	3%	
Rafiki (mandrill - bird friend of Mufasa and Simba)	4%	2%	2%	6%	2%	-	4%	2%	7%	-	-	6%	-	5%	-	3%	
Banji, Shenzi or Ed (the Hyenas)	1%	4%	3%	2%	-	1%	2%	2%	3%	-	-	-	-	2%	-	2%	
Other	0%	0%	0%	1%	-	-	-	0%	-	-	-	-	-	1%	-	-	
Don't know	5%	5%	6%	5%	9%	3%	3%	5%	3%	8%	12%	11%	6%	7%	-	5%	
None - I don't have a favourite character from The Lion King film	8%	8%	5%	10%	9%	7%	10%	7%	10%	12%	-	14%	-	8%	8%	8%	

LK_q4. Which ONE, if any, of the following is your favourite song from "The Lion King" film?

	Unweighted base	397	271	237	127	60	73	171	426	107	14	7	21	20	63	10	424
Base: All Children aged 8 to 15 who have watched The Lion King film		397	275	233	151	59	76	153	428	108	15	7	21	21	62	10	423
Circle of Life	19%	20%	26%	19%	12%	10%	16%	20%	22%	22%	11%	27%	7%	15%	9%	20%	
I Just Can't Wait to Be King	11%	9%	10%	9%	9%	7%	13%	10%	12%	20%	21%	8%	-	10%	-	10%	
Can You Feel the Love Tonight	7%	7%	4%	8%	15%	12%	6%	8%	6%	17%	22%	-	14%	6%	-	7%	
Hakuna Matata	44%	45%	42%	41%	44%	53%	45%	45%	39%	13%	33%	34%	65%	53%	53%	43%	
Be Prepared	2%	2%	2%	2%	-	4%	2%	3%	2%	-	-	-	-	-	-	2%	
Other	0%	-	-	-	-	-	1%	0%	-	-	-	-	-	-	-	0%	
Don't know	7%	6%	6%	9%	3%	7%	5%	6%	5%	15%	-	8%	5%	6%	30%	7%	
None - I don't have a favourite song from The Lion King film	10%	11%	9%	12%	17%	5%	11%	9%	14%	12%	12%	24%	9%	10%	8%	10%	

YouGov Results

KIDS Sample : 10th - 13th January 2014

Marital status					
Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

LK_q3. Which ONE, if any, is your favourite character from "The Lion King" film? (We've added the animal type and description of their character at the start of the film to help you remember)

	Unweighted base	77	28	50	4	47	1
Base: All Children aged 8 to 15 who have watched The Lion King film		80	26	52	4	48	1
Simba (Lion cub & lead character)	39%	30%	36%	54%	53%	-	-
Nala (Lion - Simba's best friend)	5%	10%	8%	-	4%	-	-
Timon (meerkat)	11%	6%	17%	-	9%	-	-
Pumba (warthog)	22%	21%	9%	17%	5%	-	-
Mufasa (Lion - Simba's dad)	3%	7%	4%	-	6%	-	-
Sarabi (Lion - Simba's mum)	-	10%	1%	-	-	-	-
Zazu (Hornbill bird - Mufasa's advisor)	2%	-	3%	-	2%	-	-
Scar (Lion - Simba's uncle)	-	-	2%	29%	5%	-	-
Rafiki (mandrill - bird friend of Mufasa and Simba)	3%	-	3%	-	5%	-	-
Banji, Shenzi or Ed (the Hyenas)	3%	-	-	-	3%	-	-
Other	-	-	2%	-	-	-	-
Don't know	6%	9%	6%	-	3%	100%	-
None - I don't have a favourite character from The Lion King film	7%	7%	9%	-	6%	-	-

LK_q4. Which ONE, if any, of the following is your favourite song from "The Lion King" film?

	Unweighted base	77	28	50	4	47	1
Base: All Children aged 8 to 15 who have watched The Lion King film		80	26	52	4	48	1
Circle of Life	20%	16%	21%	29%	20%	-	-
I Just Can't Wait to Be King	7%	12%	8%	-	9%	-	-
Can You Feel the Love Tonight	10%	13%	7%	-	7%	-	-
Hakuna Matata	44%	37%	45%	54%	46%	-	-
Be Prepared	-	5%	-	-	3%	-	-
Other	-	-	-	-	-	-	-
Don't know	7%	7%	3%	-	8%	-	-
None - I don't have a favourite song from The Lion King film	11%	10%	15%	17%	7%	100%	-