YouGov Survey Results

Sample Size: 1191
Fieldwork: 11th - 13th May 2011

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
We are interested to find out about your children's birthday parties, so please answer these questions in relation to the past 12 months (i.e. since May 2010), thinking about all your children. Approximately how many children's birthday parties have your children been to in the past 12 months, NOT including their own?																	
Unweighted Base	1191	542	649	*13*	106	170	235	667	698	493	284	181	128	117	288	57	136
All GB Parents	1156	535	621	*24*	123	206	251	551	652	504	293	193	121	118	268	62	100
None	50%	46%	54%	*5%*	26%	24%	54%	66%	51%	49%	50%	55%	45%	39%	55%	51%	50%
Up to 5	25%	26%	24%	*31%*	52%	51%	24%	8%	22%	28%	26%	22%	25%	36%	20%	20%	28%
6 to 10	7%	8%	7%	*13%*	12%	16%	10%	2%	9%	6%	9%	5%	9%	8%	7%	8%	6%
11 to 15	2%	3%	1%	*16%*	5%	4%	1%	0%	2%	3%	1%	1%	5%	5%	2%	-	1%
16 to 20	1%	1%	0%	*6%*	2%	-	1%	0%	0%	1%	-	2%	2%	-	-	2%	0%
21 to 30	0%	0%	0%	-	-	0%	1%	0%	0%	0%	0%	-	-	0%	1%	-	-
More than 30	1%	1%	0%	*11%*	-	-	-	1%	0%	1%	1%	2%	-	-	0%	-	-
Don't know/ can't recall	14%	15%	13%	*17%*	3%	4%	9%	23%	15%	12%	14%	13%	14%	11%	15%	19%	15%
Generally, do you think children's birthday parties have become too expensive, not as expensive or no different compared to 5 years ago?																	
Unweighted Base	1191	542	649	*13*	106	170	235	667	698	493	284	181	128	117	288	57	136
All GB Parents	1156	535	621	*24*	123	206	251	551	652	504	293	193	121	118	268	62	100
Too expensive	67%	61%	72%	*38%*	54%	71%	75%	66%	64%	70%	68%	65%	59%	66%	69%	52%	77%
No change	12%	15%	10%	*29%*	26%	17%	9%	8%	13%	12%	12%	10%	21%	19%	9%	10%	9%
Not as expensive	1%	1%	1%	*13%*	3%	1%	0%	1%	1%	2%	2%	1%	-	-	1%	5%	-
Don't know	20%	22%	18%	*21%*	17%	12%	16%	26%	22%	17%	18%	24%	20%	15%	21%	33%	14%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Approximately in total, how much did you spend on your own child(ren) birthday party/ parties in the past 12 months? (Please include money spent on drinks, food, entertainment etc. but not presents for your children)																	
Unweighted Base	1191	542	649	*13*	106	170	235	667	698	493	284	181	128	117	288	57	136
All GB Parents	1156	535	621	*24*	123	206	251	551	652	504	293	193	121	118	268	62	100
Up to £50	7%	6%	8%	*6%*	15%	12%	9%	3%	8%	6%	9%	5%	8%	5%	6%	15%	4%
£51 to £99	8%	8%	8%	*23%*	17%	15%	9%	3%	7%	10%	7%	7%	13%	11%	8%	9%	6%
£100 to £150	9%	10%	9%	*16%*	14%	23%	11%	2%	9%	9%	8%	13%	10%	8%	9%	5%	10%
£151 to £200	5%	7%	3%	*11%*	16%	9%	5%	1%	5%	5%	7%	3%	4%	10%	2%	-	9%
£201 to £250	3%	4%	2%	*18%*	6%	8%	1%	0%	2%	3%	2%	3%	1%	2%	4%	9%	1%
£251 to £300	2%	2%	1%	*9%*	4%	3%	1%	1%	1%	2%	0%	1%	2%	5%	2%	6%	1%
£301 to £400	1%	2%	1%	-	3%	3%	1%	1%	2%	1%	0%	1%	3%	6%	1%	-	-
£401 to £500	1%	1%	0%	*3%*	1%	2%	1%	0%	1%	1%	1%	-	1%	2%	0%	-	1%
£501 to £1000	1%	1%	0%	-	1%	2%	0%	0%	1%	0%	1%	-	1%	1%	0%	-	2%
More than £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4%	6%	2%	*8%*	4%	5%	3%	3%	4%	3%	4%	7%	4%	2%	2%	6%	2%
Not applicable, I did not spend any money on birthday parties for my children in the past 12 months	59%	53%	65%	*6%*	20%	18%	58%	87%	60%	59%	61%	60%	54%	46%	65%	50%	66%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
How pressured, if at all, do you feel to organise more extravagant parties than you would like to?																	
Unweighted Base	1191	542	649	*13*	106	170	235	667	698	493	284	181	128	117	288	57	136
All GB Parents	1156	535	621	*24*	123	206	251	551	652	504	293	193	121	118	268	62	100
Very pressured	5%	4%	6%	-	8%	8%	4%	4%	4%	6%	5%	4%	5%	6%	7%	2%	2%
Fairly pressured	20%	20%	20%	*47%*	36%	35%	23%	8%	21%	19%	19%	21%	19%	29%	18%	15%	18%
Not very pressured	16%	19%	14%	*18%*	31%	24%	19%	9%	16%	17%	17%	14%	21%	18%	15%	11%	18%
Not pressured at all	59%	57%	60%	*36%*	25%	33%	54%	79%	60%	58%	59%	61%	54%	47%	60%	73%	62%
Approximately, how much money did you spend on birthday presents for your children's friends in the past 12 months?																	
Unweighted Base	1191	542	649	*13*	106	170	235	667	698	493	284	181	128	117	288	57	136
All GB Parents	1156	535	621	*24*	123	206	251	551	652	504	293	193	121	118	268	62	100
0 - Nothing	42%	39%	44%	*6%*	17%	10%	37%	63%	45%	38%	44%	39%	32%	31%	49%	39%	48%
Up to £50	22%	16%	27%	-	35%	41%	27%	11%	20%	25%	23%	23%	24%	21%	22%	24%	19%
£51 to £99	10%	11%	10%	*11%*	18%	20%	12%	4%	11%	9%	10%	9%	13%	16%	7%	8%	11%
£100 to £150	7%	10%	6%	*48%*	13%	10%	8%	3%	6%	9%	5%	10%	7%	10%	5%	11%	9%
£151 to £200	3%	4%	1%	*5%*	1%	8%	3%	1%	2%	3%	4%	2%	1%	2%	3%	-	3%
£201 to £250	2%	3%	1%	*9%*	2%	3%	1%	1%	1%	2%	1%	2%	2%	4%	1%	-	2%
£251 to £300	1%	2%	0%	-	4%	-	1%	1%	1%	1%	1%	1%	2%	2%	0%	-	1%
£301 to £400	1%	1%	1%	*6%*	-	2%	1%	0%	1%	1%	1%	-	2%	2%	1%	4%	-
£401 to £500	0%	1%	-	-	-	1%	-	0%	0%	1%	1%	-	1%	-	-	-	0%
£501 to £1,000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £1,000	1%	1%	0%	-	4%	-	0%	0%	1%	0%	1%	0%	-	2%	-	-	-
Don't know	11%	13%	10%	*14%*	6%	5%	10%	16%	11%	12%	9%	14%	17%	10%	12%	14%	7%