

YouGov Survey / Blue Rubicon Results

Sample Size: 2052

Fieldwork: 15th - 18th February 2013

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

Do you have any children in any of the following age bands? (Please tick all that apply)

	2052	1003	1049	224	313	347	443	725	1170	882
Unweighted Base	2052	1003	1049	224	313	347	443	725	1170	882
All UK adults	2052	987	1065	246	363	332	381	731	1129	923
0 to 4	8%	6%	10%	3%	21%	21%	1%	0%	8%	7%
5 to 7	5%	5%	4%	0%	5%	18%	3%	0%	5%	4%
8 to 10	6%	6%	6%	-	7%	19%	9%	1%	7%	5%
11 to 14	8%	8%	9%	-	7%	22%	18%	1%	9%	7%
15 to 17	5%	5%	6%	-	1%	11%	17%	1%	5%	6%
18 or older (grown-up children)	38%	35%	42%	-	2%	10%	48%	77%	37%	39%
No - I do not have any children	42%	47%	38%	97%	69%	36%	28%	21%	42%	43%

Thinking back to your own childhood...
Which ONE, if any, of the following did you enjoy MOST about your own birthday celebrations?

	2052	1003	1049	224	313	347	443	725	1170	882
Unweighted Base	2052	1003	1049	224	313	347	443	725	1170	882
All UK adults	2052	987	1065	246	363	332	381	731	1129	923
Having a birthday party	19%	13%	24%	19%	21%	19%	17%	18%	21%	16%
Having a birthday cake	8%	6%	9%	6%	10%	11%	6%	6%	9%	6%
Receiving presents/ money	31%	35%	27%	28%	32%	29%	35%	31%	30%	33%
Spending time with my friends	7%	7%	7%	15%	10%	5%	7%	4%	8%	7%
Spending time with my family	21%	19%	22%	22%	18%	24%	17%	22%	20%	22%
Other	2%	2%	2%	0%	2%	1%	2%	2%	2%	1%
Can't recall	7%	7%	7%	2%	2%	6%	8%	12%	7%	7%
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	10%	3%	7%	5%	5%	8%	6%	5%	7%

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	462	221	241	8	90	193	148	23	277	185
Unweighted Base	462	221	241	8	90	193	148	23	277	185
All UK parents who have children under 18 years old	461	208	253	8	110	193	129	21	272	189
I am the main organiser of my child(ren)'s birthday parties	44%	13%	70%	90%	57%	42%	38%	20%	47%	40%
I am partly involved in organising my child(ren)'s birthday parties	31%	57%	10%	-	25%	35%	28%	64%	32%	30%
My child(ren) have birthday parties but I am not involved at all in organising them	5%	9%	1%	-	4%	2%	10%	9%	5%	5%
My child(ren) don't have birthday parties	19%	21%	19%	10%	14%	21%	24%	7%	16%	25%

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Sample Size: 2052

Fieldwork: 15th - 18th February 2013

Total	Region							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Base								

Do you have any children in any of the following age bands? (Please tick all that apply)

	Unweighted Base	2052	473	279	193	293	506	87	170	51
All UK adults	2052	490	328	191	254	456	101	174	57	
0 to 4	8%	8%	6%	10%	12%	6%	11%	6%	4%	
5 to 7	5%	6%	1%	6%	6%	4%	4%	4%	4%	
8 to 10	6%	6%	6%	9%	6%	3%	4%	11%	3%	
11 to 14	8%	8%	7%	14%	8%	6%	13%	7%	16%	
15 to 17	5%	6%	6%	5%	7%	4%	1%	10%	1%	
18 or older (grown-up children)	38%	37%	42%	34%	31%	40%	34%	48%	35%	
No - I do not have any children	42%	43%	44%	35%	44%	46%	40%	35%	44%	

Thinking back to your own childhood...
Which ONE, if any, of the following did you enjoy MOST about your own birthday celebrations?

	Unweighted Base	2052	473	279	193	293	506	87	170	51
All UK adults	2052	490	328	191	254	456	101	174	57	
Having a birthday party	19%	19%	22%	18%	22%	18%	11%	13%	19%	
Having a birthday cake	8%	8%	6%	6%	7%	9%	5%	11%	13%	
Receiving presents/ money	31%	29%	29%	33%	34%	33%	38%	23%	33%	
Spending time with my friends	7%	6%	6%	8%	11%	8%	3%	8%	-	
Spending time with my family	21%	22%	18%	22%	13%	19%	34%	31%	21%	
Other	2%	2%	2%	2%	1%	1%	1%	1%	1%	
Can't recall	7%	9%	9%	7%	6%	6%	4%	9%	6%	
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	5%	9%	4%	6%	7%	5%	5%	7%	

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old	461	114	63	61	69	74	27	40	13	
I am the main organiser of my child(ren)'s birthday parties	44%	56%	37%	41%	36%	47%	45%	48%	12%	
I am partly involved in organising my child(ren)'s birthday parties	31%	31%	33%	21%	48%	32%	9%	30%	27%	
My child(ren) have birthday parties but I am not involved at all in organising them	5%	2%	13%	3%	9%	2%	7%	3%	-	
My child(ren) don't have birthday parties	19%	12%	17%	36%	7%	18%	38%	19%	62%	

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Sample Size: 2052

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Do you have any children in any of the following age bands? (Please tick all that apply)

	Unweighted Base	2052	1032	213	1245	117	472	69	149
All UK adults	2052	1017	219	1236	123	466	71	155	
0 to 4	8%	10%	12%	11%	2%	0%	1%	16%	
5 to 7	5%	6%	4%	6%	1%	0%	2%	12%	
8 to 10	6%	9%	6%	9%	1%	0%	1%	10%	
11 to 14	8%	10%	13%	11%	2%	2%	11%	12%	
15 to 17	5%	7%	7%	7%	1%	1%	2%	10%	
18 or older (grown-up children)	38%	28%	40%	30%	1%	75%	16%	32%	
No - I do not have any children	42%	47%	33%	44%	95%	22%	73%	33%	

Thinking back to your own childhood...
if any, of the following did you enjoy MOST about your own birthday celebrations?

Which ONE,

	Unweighted Base	2052	1032	213	1245	117	472	69	149
All UK adults	2052	1017	219	1236	123	466	71	155	
Having a birthday party	19%	19%	23%	20%	15%	17%	3%	22%	
Having a birthday cake	8%	7%	12%	8%	13%	7%	3%	7%	
Receiving presents/ money	31%	31%	30%	31%	29%	32%	31%	32%	
Spending time with my friends	7%	7%	7%	7%	21%	3%	11%	5%	
Spending time with my family	21%	22%	18%	21%	16%	23%	23%	12%	
Other	2%	2%	1%	2%	1%	1%	1%	2%	
Can't recall	7%	5%	3%	5%	1%	12%	14%	13%	
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	6%	6%	6%	4%	5%	16%	7%	

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old	461	298	70	368	6	18	8	61	
I am the main organiser of my child(ren)'s birthday parties	44%	40%	50%	42%	34%	12%	7%	74%	
I am partly involved in organising my child(ren)'s birthday parties	31%	40%	17%	36%	24%	2%	29%	12%	
My child(ren) have birthday parties but I am not involved at all in organising them	5%	6%	4%	5%	-	17%	-	2%	
My child(ren) don't have birthday parties	19%	14%	29%	17%	42%	69%	65%	13%	

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Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Do you have any children in any of the following age bands? (Please tick all that apply)

	Unweighted Base	2052	1056	236	187	59	514	1536	259	166	56	481	35
All UK adults	2052	1085	222	150	52	543	1510	266	191	55	512	30	
0 to 4	8%	12%	6%	2%	1%	3%	1%	31%	25%	28%	29%	7%	
5 to 7	5%	7%	4%	4%	1%	1%	0%	4%	27%	47%	17%	9%	
8 to 10	6%	9%	5%	5%	1%	1%	0%	8%	33%	57%	22%	10%	
11 to 14	8%	12%	5%	6%	2%	3%	1%	14%	50%	51%	32%	7%	
15 to 17	5%	8%	3%	9%	2%	1%	0%	18%	24%	24%	21%	9%	
18 or older (grown-up children)	38%	54%	17%	64%	85%	5%	47%	21%	6%	20%	15%	16%	
No - I do not have any children	42%	18%	70%	19%	14%	89%	52%	20%	3%	7%	12%	62%	

Thinking back to your own childhood...
if any, of the following did you enjoy MOST about your own birthday celebrations?

Which ONE,

	Unweighted Base	2052	1056	236	187	59	514	1536	259	166	56	481	35
All UK adults	2052	1085	222	150	52	543	1510	266	191	55	512	30	
Having a birthday party	19%	18%	21%	21%	11%	18%	19%	18%	16%	21%	17%	4%	
Having a birthday cake	8%	8%	6%	11%	4%	7%	7%	11%	6%	10%	9%	2%	
Receiving presents/ money	31%	31%	30%	33%	35%	31%	31%	33%	35%	26%	33%	22%	
Spending time with my friends	7%	5%	11%	7%	10%	10%	6%	9%	6%	14%	8%	21%	
Spending time with my family	21%	23%	19%	16%	22%	17%	20%	19%	31%	21%	24%	13%	
Other	2%	2%	2%	1%	-	1%	1%	3%	0%	-	2%	-	
Can't recall	7%	8%	4%	9%	11%	7%	8%	6%	1%	4%	4%	10%	
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	5%	8%	3%	7%	9%	7%	1%	5%	4%	3%	29%	

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
All UK parents who have children under 18 years old	461	361	33	28	1	39	24	198	184	48	430	7	
I am the main organiser of my child(ren)'s birthday parties	44%	42%	55%	56%	-	47%	14%	50%	39%	58%	47%	18%	
I am partly involved in organising my child(ren)'s birthday parties	31%	34%	23%	34%	71%	8%	44%	27%	35%	26%	30%	36%	
My child(ren) have birthday parties but I am not involved at all in organising them	5%	6%	6%	3%	-	2%	13%	4%	4%	6%	4%	18%	
My child(ren) don't have birthday parties	19%	18%	17%	7%	29%	44%	30%	18%	22%	9%	19%	28%	

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Sample Size: 2052

Fieldwork: 15th - 18th February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Do you have any children in any of the following age bands? (Please tick all that apply)

	2052	87	210	176	136	143	193	293	305	201	87	170	51
Unweighted Base	2052	87	210	176	136	143	193	293	305	201	87	170	51
All UK adults	2052	98	222	170	170	158	191	254	274	182	101	174	57
0 to 4	8%	3%	9%	9%	7%	5%	10%	12%	5%	6%	11%	6%	4%
5 to 7	5%	2%	5%	10%	2%	1%	6%	6%	6%	2%	4%	4%	4%
8 to 10	6%	1%	8%	8%	4%	9%	9%	6%	5%	2%	4%	11%	3%
11 to 14	8%	6%	9%	9%	8%	6%	14%	8%	6%	5%	13%	7%	16%
15 to 17	5%	6%	8%	4%	6%	6%	5%	7%	4%	3%	1%	10%	1%
18 or older (grown-up children)	38%	42%	38%	33%	40%	44%	34%	31%	38%	44%	34%	48%	35%
No - I do not have any children	42%	46%	41%	43%	44%	44%	35%	44%	47%	44%	40%	35%	44%

Thinking back to your own childhood...
if any, of the following did you enjoy MOST about your own birthday celebrations?

Which ONE,

	2052	87	210	176	136	143	193	293	305	201	87	170	51
Unweighted Base	2052	87	210	176	136	143	193	293	305	201	87	170	51
All UK adults	2052	98	222	170	170	158	191	254	274	182	101	174	57
Having a birthday party	19%	24%	20%	15%	28%	16%	18%	22%	18%	17%	11%	13%	19%
Having a birthday cake	8%	6%	10%	6%	8%	3%	6%	7%	8%	10%	5%	11%	13%
Receiving presents/ money	31%	24%	31%	31%	21%	38%	33%	34%	35%	30%	38%	23%	33%
Spending time with my friends	7%	5%	3%	11%	7%	5%	8%	11%	9%	8%	3%	8%	-
Spending time with my family	21%	27%	21%	20%	16%	19%	22%	13%	17%	21%	34%	31%	21%
Other	2%	1%	2%	3%	2%	1%	2%	1%	1%	1%	1%	1%	1%
Can't recall	7%	8%	10%	9%	8%	9%	7%	6%	7%	4%	4%	9%	6%
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	5%	4%	5%	9%	8%	4%	6%	6%	9%	5%	5%	7%

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	462	18	50	43	33	28	50	75	64	29	16	44	12
Unweighted Base	462	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old	461	14	54	46	33	30	61	69	49	25	27	40	13
I am the main organiser of my child(ren)'s birthday parties	44%	45%	61%	53%	40%	33%	41%	36%	47%	48%	45%	48%	12%
I am partly involved in organising my child(ren)'s birthday parties	31%	36%	24%	37%	33%	34%	21%	48%	30%	35%	9%	30%	27%
My child(ren) have birthday parties but I am not involved at all in organising them	5%	5%	1%	2%	5%	21%	3%	9%	3%	2%	7%	3%	-
My child(ren) don't have birthday parties	19%	15%	14%	8%	21%	11%	36%	7%	20%	15%	38%	19%	62%

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Sample Size: 2052

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Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)						
	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children

Do you have any children in any of the following age bands? (Please tick all that apply)

	2052	1263	277	110	518	157	103	109	167	122	801	862
Unweighted Base	2052	1263	277	110	518	157	103	109	167	122	801	862
All UK adults	2052	1294	219	110	504	159	94	124	172	113	785	870
0 to 4	8%	9%	8%	10%	10%	100%	29%	10%	5%	2%	1%	-
5 to 7	5%	5%	4%	7%	3%	17%	100%	33%	13%	6%	1%	-
8 to 10	6%	6%	6%	12%	4%	8%	44%	100%	28%	17%	2%	-
11 to 14	8%	8%	9%	10%	8%	6%	23%	39%	100%	40%	3%	-
15 to 17	5%	5%	6%	5%	3%	2%	7%	16%	26%	100%	5%	-
18 or older (grown-up children)	38%	33%	25%	21%	20%	3%	5%	10%	15%	35%	100%	-
No - I do not have any children	42%	47%	56%	54%	61%	-	-	-	-	-	-	100%

Thinking back to your own childhood...
Which ONE, if any, of the following did you enjoy MOST about your own birthday celebrations?

	2052	1263	277	110	518	157	103	109	167	122	801	862
Unweighted Base	2052	1263	277	110	518	157	103	109	167	122	801	862
All UK adults	2052	1294	219	110	504	159	94	124	172	113	785	870
Having a birthday party	19%	18%	18%	12%	12%	16%	21%	18%	16%	15%	18%	20%
Having a birthday cake	8%	8%	7%	12%	10%	16%	4%	6%	4%	6%	6%	8%
Receiving presents/ money	31%	32%	33%	30%	31%	35%	39%	32%	32%	32%	33%	28%
Spending time with my friends	7%	8%	9%	14%	11%	5%	8%	12%	14%	9%	4%	9%
Spending time with my family	21%	23%	20%	22%	24%	23%	21%	22%	29%	21%	22%	18%
Other	2%	1%	2%	1%	2%	1%	1%	0%	1%	4%	1%	2%
Can't recall	7%	5%	7%	3%	5%	1%	4%	5%	2%	7%	9%	7%
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	4%	5%	6%	5%	2%	3%	4%	2%	5%	5%	9%

Thinking about when your child(ren) under 18 have birthday parties...
Which ONE, if any of the following BEST applies to you?

	462	296	56	31	116	157	103	109	167	122	73	-
Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
All UK parents who have children under 18 years old	461	299	47	30	108	159	94	124	172	113	64	-
I am the main organiser of my child(ren)'s birthday parties	44%	53%	38%	56%	32%	49%	46%	50%	42%	41%	29%	-
I am partly involved in organising my child(ren)'s birthday parties	31%	28%	38%	25%	27%	30%	45%	33%	28%	31%	34%	-
My child(ren) have birthday parties but I am not involved at all in organising them	5%	2%	3%	11%	5%	2%	5%	9%	3%	9%	8%	-
My child(ren) don't have birthday parties	19%	16%	20%	8%	36%	18%	5%	8%	27%	18%	29%	-

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Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

Do you have any children in any of the following age bands? (Please tick all that apply)

	2052	200	157	31	74
Unweighted Base	2052	200	157	31	74
All UK adults	2052	205	144	23	90
0 to 4	8%	38%	33%	17%	32%
5 to 7	5%	21%	29%	19%	5%
8 to 10	6%	30%	29%	48%	11%
11 to 14	8%	35%	34%	21%	53%
15 to 17	5%	23%	25%	45%	23%
18 or older (grown-up children)	38%	9%	15%	21%	21%
No - I do not have any children	42%	-	-	-	-

Thinking back to your own childhood... Which ONE, if any, of the following did you enjoy MOST about your own birthday celebrations?

	2052	200	157	31	74
Unweighted Base	2052	200	157	31	74
All UK adults	2052	205	144	23	90
Having a birthday party	19%	22%	15%	12%	6%
Having a birthday cake	8%	13%	7%	-	7%
Receiving presents/ money	31%	32%	39%	22%	30%
Spending time with my friends	7%	5%	10%	16%	13%
Spending time with my family	21%	22%	20%	13%	37%
Other	2%	2%	3%	-	1%
Can't recall	7%	4%	3%	16%	3%
Not applicable - I didn't celebrate my birthday/ I didn't enjoy anything about my own birthday celebrations	6%	1%	2%	22%	2%

Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?

	462	200	157	31	74
Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old	461	205	144	23	90
I am the main organiser of my child(ren)'s birthday parties	44%	100%	-	-	-
I am partly involved in organising my child(ren)'s birthday parties	31%	-	100%	-	-
My child(ren) have birthday parties but I am not involved at all in organising them	5%	-	-	100%	-
My child(ren) don't have birthday parties	19%	-	-	-	100%

Fieldwork: 15th - 18th February 2013

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

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	221	241	8	90	193	148	23	277	185
All UK parents who have children under 18 years old	461	208	253	8	110	193	129	21	272	189	
Strongly agree	13%	10%	15%	65%	4%	20%	7%	15%	14%	11%	
Tend to agree	31%	28%	34%	18%	40%	29%	31%	10%	25%	40%	
Tend to disagree	32%	37%	28%	6%	33%	31%	31%	50%	35%	27%	
Strongly disagree	18%	19%	17%	10%	12%	15%	27%	17%	20%	15%	
Don't know	6%	7%	6%	-	12%	5%	4%	9%	6%	7%	

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	221	241	8	90	193	148	23	277	185
All UK parents who have children under 18 years old	461	208	253	8	110	193	129	21	272	189	
Cut back on basic household expenses (e.g. food or fuel)	21%	19%	22%	49%	18%	24%	18%	15%	20%	22%	
Go without new clothes for myself or my children	27%	23%	30%	59%	24%	27%	27%	24%	25%	29%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	15%	28%	49%	20%	27%	18%	4%	22%	22%	
Go without a night out with my friends	41%	31%	48%	70%	39%	43%	40%	15%	43%	37%	
Not buy another member of the family/close friend a birthday present	7%	10%	4%	43%	5%	7%	7%	-	10%	2%	
Do without a holiday	16%	13%	18%	70%	16%	15%	13%	10%	11%	23%	
Take out a loan	1%	1%	2%	43%	1%	-	2%	-	2%	0%	
Use a credit card in a situation where I wouldn't usually use one	14%	14%	14%	52%	17%	10%	19%	4%	15%	13%	
Borrow money from a friend or family member	8%	12%	5%	10%	7%	9%	6%	13%	9%	8%	
Save money at least a month in advance of the birthday party	46%	35%	55%	75%	52%	47%	41%	18%	48%	42%	
Other	3%	1%	4%	-	1%	5%	1%	-	3%	2%	
Don't know	6%	7%	6%	6%	8%	7%	5%	-	5%	8%	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	22%	12%	-	10%	14%	24%	39%	19%	14%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	1%	4%	-	4%	0%	5%	4%	2%	3%	

Fieldwork: 15th - 18th February 2013

Total	Region							
	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Base								

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old		461	114	63	61	69	74	27	40	13
Strongly agree	13%	14%	12%	9%	8%	7%	36%	14%	27%	
Tend to agree	31%	31%	30%	28%	32%	34%	15%	46%	17%	
Tend to disagree	32%	25%	32%	43%	29%	47%	39%	12%	13%	
Strongly disagree	18%	20%	22%	13%	25%	9%	7%	21%	19%	
Don't know	6%	10%	4%	6%	6%	3%	3%	7%	24%	

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old		461	114	63	61	69	74	27	40	13
Cut back on basic household expenses (e.g. food or fuel)	21%	22%	30%	13%	23%	21%	37%	7%	3%	
Go without new clothes for myself or my children	27%	29%	30%	38%	22%	21%	45%	10%	12%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	29%	21%	30%	22%	14%	9%	23%	7%	
Go without a night out with my friends	41%	46%	59%	34%	35%	39%	16%	40%	24%	
Not buy another member of the family/close friend a birthday present	7%	7%	6%	1%	2%	8%	38%	2%	3%	
Do without a holiday	16%	18%	25%	16%	17%	12%	9%	4%	13%	
Take out a loan	1%	4%	2%	-	-	-	-	-	-	
Use a credit card in a situation where I wouldn't usually use one	14%	14%	24%	16%	15%	11%	12%	5%	14%	
Borrow money from a friend or family member	8%	7%	8%	3%	14%	6%	33%	-	-	
Save money at least a month in advance of the birthday party	46%	42%	54%	40%	52%	39%	61%	48%	33%	
Other	3%	5%	1%	5%	1%	2%	-	3%	-	
Don't know	6%	7%	2%	4%	4%	4%	4%	15%	47%	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	16%	8%	12%	18%	22%	33%	20%	13%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	2%	4%	1%	6%	3%	-	2%	-	

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old		461	298	70	368	6	18	8	61
Strongly agree	13%	10%	12%	10%	39%	50%	32%	13%	
Tend to agree	31%	31%	41%	33%	46%	4%	18%	29%	
Tend to disagree	32%	35%	30%	34%	-	27%	-	28%	
Strongly disagree	18%	18%	15%	18%	15%	11%	-	23%	
Don't know	6%	6%	2%	5%	-	8%	50%	8%	

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old		461	298	70	368	6	18	8	61
Cut back on basic household expenses (e.g. food or fuel)	21%	14%	37%	18%	7%	46%	28%	29%	
Go without new clothes for myself or my children	27%	27%	19%	25%	39%	46%	10%	29%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	22%	30%	24%	33%	-	-	22%	
Go without a night out with my friends	41%	42%	41%	42%	41%	8%	28%	44%	
Not buy another member of the family/close friend a birthday present	7%	4%	6%	5%	7%	46%	7%	7%	
Do without a holiday	16%	15%	17%	15%	16%	3%	10%	22%	
Take out a loan	1%	1%	-	1%	-	-	-	6%	
Use a credit card in a situation where I wouldn't usually use one	14%	17%	7%	15%	20%	-	-	17%	
Borrow money from a friend or family member	8%	5%	4%	5%	34%	46%	7%	15%	
Save money at least a month in advance of the birthday party	46%	43%	56%	46%	37%	54%	7%	52%	
Other	3%	1%	13%	3%	-	-	-	-	
Don't know	6%	5%	4%	5%	-	9%	52%	11%	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	15%	14%	15%	7%	32%	-	27%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	3%	1%	2%	-	2%	20%	4%	

Fieldwork: 15th - 18th February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
All UK parents who have children under 18 years old	461	361	33	28	1	39	24	198	184	48	430	7	
Strongly agree	13%	11%	16%	17%	71%	22%	14%	10%	17%	8%	13%	20%	
Tend to agree	31%	31%	31%	26%	-	36%	28%	29%	31%	46%	32%	9%	
Tend to disagree	32%	35%	23%	25%	-	19%	14%	37%	30%	27%	33%	25%	
Strongly disagree	18%	18%	26%	28%	-	5%	17%	20%	16%	17%	18%	30%	
Don't know	6%	5%	5%	4%	29%	19%	27%	5%	7%	1%	5%	17%	

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
All UK parents who have children under 18 years old	461	361	33	28	1	39	24	198	184	48	430	7	
Cut back on basic household expenses (e.g. food or fuel)	21%	19%	11%	32%	40%	40%	32%	20%	21%	16%	20%	23%	
Go without new clothes for myself or my children	27%	25%	47%	28%	-	22%	21%	23%	32%	23%	27%	27%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	24%	18%	21%	-	13%	15%	23%	24%	14%	22%	29%	
Go without a night out with my friends	41%	41%	54%	42%	-	31%	43%	36%	44%	46%	41%	32%	
Not buy another member of the family/close friend a birthday present	7%	7%	2%	11%	-	9%	3%	6%	7%	14%	7%	-	
Do without a holiday	16%	14%	21%	23%	-	23%	19%	13%	19%	9%	15%	23%	
Take out a loan	1%	1%	-	4%	-	9%	-	2%	1%	1%	1%	-	
Use a credit card in a situation where I wouldn't usually use one	14%	15%	10%	14%	-	15%	17%	18%	11%	8%	14%	13%	
Borrow money from a friend or family member	8%	8%	4%	7%	40%	12%	5%	4%	13%	7%	8%	9%	
Save money at least a month in advance of the birthday party	46%	44%	66%	52%	40%	40%	51%	45%	42%	62%	46%	34%	
Other	3%	3%	-	2%	-	3%	4%	3%	2%	-	3%	-	
Don't know	6%	5%	5%	4%	-	22%	4%	8%	7%	1%	7%	-	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	18%	14%	11%	31%	14%	5%	21%	16%	11%	18%	8%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	2%	5%	6%	29%	8%	21%	3%	1%	-	2%	13%	

Fieldwork: 15th - 18th February 2013

Total	Government Region											
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Thinking about all of your children aged under 18...
To what extent do you agree or disagree with the following statement?
"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old	461	14	54	46	33	30	61	69	49	25	27	40	13	
Strongly agree	13%	9%	20%	7%	14%	10%	9%	8%	11%	-	36%	14%	27%	
Tend to agree	31%	49%	32%	26%	24%	36%	28%	32%	29%	43%	15%	46%	17%	
Tend to disagree	32%	6%	22%	34%	41%	22%	43%	29%	47%	46%	39%	12%	13%	
Strongly disagree	18%	26%	18%	22%	16%	30%	13%	25%	11%	7%	7%	21%	19%	
Don't know	6%	9%	9%	11%	5%	2%	6%	6%	2%	4%	3%	7%	24%	

For the following question, please think about all of your child(ren) who are under 18...
Which, if any, of the following would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old	461	14	54	46	33	30	61	69	49	25	27	40	13	
Cut back on basic household expenses (e.g. food or fuel)	21%	15%	36%	7%	29%	32%	13%	23%	15%	32%	37%	7%	3%	
Go without new clothes for myself or my children	27%	32%	39%	16%	34%	25%	38%	22%	13%	36%	45%	10%	12%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	47%	38%	13%	30%	11%	30%	22%	10%	21%	9%	23%	7%	
Go without a night out with my friends	41%	63%	51%	36%	63%	55%	34%	35%	44%	28%	16%	40%	24%	
Not buy another member of the family/close friend a birthday present	7%	9%	8%	4%	3%	9%	1%	2%	12%	2%	38%	2%	3%	
Do without a holiday	16%	12%	29%	8%	24%	27%	16%	17%	15%	5%	9%	4%	13%	
Take out a loan	1%	4%	8%	-	2%	3%	-	-	-	-	-	-	-	
Use a credit card in a situation where I wouldn't usually use one	14%	22%	12%	14%	26%	21%	16%	15%	6%	20%	12%	5%	14%	
Borrow money from a friend or family member	8%	3%	11%	3%	5%	10%	3%	14%	5%	6%	33%	-	-	
Save money at least a month in advance of the birthday party	46%	30%	53%	32%	59%	49%	40%	52%	44%	30%	61%	48%	33%	
Other	3%	-	9%	1%	-	2%	5%	1%	2%	2%	-	3%	-	
Don't know	6%	12%	5%	7%	2%	2%	4%	4%	5%	-	4%	15%	47%	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	9%	6%	30%	16%	-	12%	18%	23%	20%	33%	20%	13%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	-	1%	5%	5%	3%	1%	6%	4%	2%	-	2%	-	

Fieldwork: 15th - 18th February 2013

Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)							
	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children	

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
All UK parents who have children under 18 years old	461	299	47	30	108	159	94	124	172	113	64	-	-
Strongly agree	13%	13%	1%	7%	18%	12%	9%	15%	16%	10%	11%	-	-
Tend to agree	31%	32%	19%	45%	26%	33%	25%	32%	35%	35%	35%	-	-
Tend to disagree	32%	31%	44%	33%	33%	32%	40%	31%	27%	28%	35%	-	-
Strongly disagree	18%	15%	26%	8%	17%	16%	16%	18%	14%	24%	16%	-	-
Don't know	6%	8%	10%	7%	6%	7%	11%	4%	8%	3%	4%	-	-

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a

birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
All UK parents who have children under 18 years old	461	299	47	30	108	159	94	124	172	113	64	-	-
Cut back on basic household expenses (e.g. food or fuel)	21%	20%	15%	18%	22%	22%	16%	17%	27%	19%	19%	-	-
Go without new clothes for myself or my children	27%	32%	26%	20%	28%	26%	23%	24%	34%	25%	19%	-	-
Go without taking my children out for an activity (e.g. cinema etc)	22%	26%	24%	19%	25%	29%	21%	25%	19%	18%	8%	-	-
Go without a night out with my friends	41%	42%	51%	44%	34%	45%	44%	38%	42%	50%	33%	-	-
Not buy another member of the family/close friend a birthday present	7%	7%	3%	18%	14%	6%	6%	6%	8%	1%	4%	-	-
Do without a holiday	16%	18%	11%	23%	18%	20%	12%	13%	19%	15%	6%	-	-
Take out a loan	1%	2%	2%	-	-	2%	-	-	1%	1%	2%	-	-
Use a credit card in a situation where I wouldn't usually use one	14%	17%	13%	17%	10%	17%	8%	11%	13%	15%	10%	-	-
Borrow money from a friend or family member	8%	10%	4%	2%	11%	7%	9%	5%	13%	6%	2%	-	-
Save money at least a month in advance of the birthday party	46%	51%	66%	47%	59%	53%	42%	38%	55%	45%	40%	-	-
Other	3%	3%	2%	2%	1%	4%	-	1%	3%	-	1%	-	-
Don't know	6%	7%	4%	4%	9%	3%	10%	6%	9%	3%	5%	-	-
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	13%	14%	9%	17%	18%	17%	14%	11%	20%	34%	-	-
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	3%	8%	3%	5%	3%	2%	2%	2%	4%	4%	-	-

Fieldwork: 15th - 18th February 2013

Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

Thinking about all of your children aged under 18...

To what extent do you agree or disagree with the following statement?

"Financially, I can't afford to organise birthday parties for my children."

	Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old		461	205	144	23	90
Strongly agree	13%	10%	6%	12%	30%	
Tend to agree	31%	35%	34%	22%	20%	
Tend to disagree	32%	33%	38%	19%	24%	
Strongly disagree	18%	18%	16%	43%	14%	
Don't know	6%	3%	7%	4%	13%	

For the following question, please think about all of your child(ren) who are under 18...

Which, if any, of the following

would you ever consider doing to enable you to afford to hold a birthday party for your child(ren) (e.g. pay for food/ venue/ gifts/ entertainment etc.)? (Please tick all that apply)

	Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old		461	205	144	23	90
Cut back on basic household expenses (e.g. food or fuel)	21%	20%	21%	10%	26%	
Go without new clothes for myself or my children	27%	34%	20%	15%	25%	
Go without taking my children out for an activity (e.g. cinema etc)	22%	30%	17%	7%	18%	
Go without a night out with my friends	41%	44%	46%	42%	24%	
Not buy another member of the family/close friend a birthday present	7%	7%	4%	2%	11%	
Do without a holiday	16%	16%	14%	12%	17%	
Take out a loan	1%	2%	0%	-	1%	
Use a credit card in a situation where I wouldn't usually use one	14%	16%	17%	17%	5%	
Borrow money from a friend or family member	8%	6%	10%	-	12%	
Save money at least a month in advance of the birthday party	46%	54%	43%	26%	36%	
Other	3%	4%	0%	-	4%	
Don't know	6%	3%	7%	9%	12%	
Not applicable - I would never consider cutting back on anything in order to afford a birthday party for any of my child(ren)	17%	14%	15%	26%	24%	
Not applicable - I would never consider holding a birthday party for my child(ren)	3%	1%	0%	3%	10%	

Fieldwork: 15th - 18th February 2013

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

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	221	241	8	90	193	148	23	277	185
	All UK parents who have children under 18 years old	461	208	253	8	110	193	129	21	272	189
£0 - my child has birthday parties but I don't personally spend any money on them	2%	3%	0%	-	0%	3%	0%	4%	1%	3%	
Up to £20	3%	3%	3%	6%	2%	3%	3%	11%	3%	3%	
More than £20, up to £40	11%	7%	14%	16%	21%	11%	3%	-	11%	11%	
More than £40, up to £60	7%	7%	7%	-	12%	4%	9%	6%	7%	8%	
More than £60, up to £80	12%	12%	13%	10%	9%	15%	11%	9%	17%	6%	
More than £80, up to £100	12%	10%	13%	19%	13%	8%	16%	8%	12%	11%	
More than £100, up to £200	16%	21%	12%	-	10%	20%	15%	31%	18%	14%	
More than £200, up to £500	6%	7%	6%	-	5%	6%	8%	4%	8%	4%	
More than £500	0%	0%	0%	-	0%	-	0%	-	0%	0%	
Don't know	13%	15%	11%	49%	11%	10%	16%	10%	9%	18%	
Not applicable - my child doesn't usually have a birthday party	18%	15%	20%	-	16%	20%	18%	17%	15%	22%	

Fieldwork: 15th - 18th February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old		461	114	63	61	69	74	27	40	13
£0 - my child has birthday parties but I don't personally spend any money on them	2%	5%	-	-	2%	-	-	-	-	-
Up to £20	3%	3%	-	1%	6%	2%	3%	3%	3%	4%
More than £20, up to £40	11%	5%	14%	8%	6%	14%	36%	14%	-	-
More than £40, up to £60	7%	5%	15%	9%	8%	7%	-	2%	13%	-
More than £60, up to £80	12%	19%	9%	2%	16%	17%	-	7%	8%	-
More than £80, up to £100	12%	14%	14%	10%	6%	16%	7%	17%	-	-
More than £100, up to £200	16%	16%	15%	11%	24%	25%	12%	4%	7%	-
More than £200, up to £500	6%	5%	3%	17%	9%	3%	-	3%	7%	-
More than £500	0%	-	1%	-	-	-	-	1%	-	-
Don't know	13%	10%	13%	12%	17%	8%	5%	30%	-	-
Not applicable - my child doesn't usually have a birthday party	18%	17%	15%	29%	7%	7%	38%	19%	62%	-

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old		461	298	70	368	6	18	8	61
£0 - my child has birthday parties but I don't personally spend any money on them	2%	2%	-	2%	-	-	-	-	1%
Up to £20	3%	2%	4%	2%	7%	5%	-	-	5%
More than £20, up to £40	11%	9%	17%	10%	24%	3%	10%	-	16%
More than £40, up to £60	7%	8%	7%	8%	11%	-	-	-	8%
More than £60, up to £80	12%	12%	19%	13%	35%	8%	-	-	6%
More than £80, up to £100	12%	14%	10%	13%	-	9%	-	-	8%
More than £100, up to £200	16%	22%	6%	19%	7%	4%	7%	-	8%
More than £200, up to £500	6%	9%	3%	7%	-	-	12%	-	1%
More than £500	0%	-	-	-	-	-	5%	-	1%
Don't know	13%	11%	5%	10%	16%	16%	7%	-	27%
Not applicable - my child doesn't usually have a birthday party	18%	12%	29%	15%	-	56%	60%	-	20%

Fieldwork: 15th - 18th February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
	All UK parents who have children under 18 years old	461	361	33	28	1	39	24	198	184	48	430	7
£0 - my child has birthday parties but I don't personally spend any money on them	2%	2%	3%	-	-	-	-	2%	1%	3%	-	2%	-
Up to £20	3%	3%	3%	11%	-	-	-	-	3%	3%	1%	3%	18%
More than £20, up to £40	11%	10%	15%	17%	31%	6%	16%	16%	3%	18%	11%	11%	7%
More than £40, up to £60	7%	8%	8%	3%	-	5%	26%	3%	9%	11%	6%	9%	9%
More than £60, up to £80	12%	14%	5%	6%	-	5%	-	15%	10%	18%	13%	13%	-
More than £80, up to £100	12%	12%	25%	2%	-	2%	-	13%	12%	14%	13%	13%	-
More than £100, up to £200	16%	17%	13%	19%	40%	12%	12%	12%	21%	20%	17%	17%	13%
More than £200, up to £500	6%	6%	2%	15%	-	4%	2%	8%	5%	2%	6%	6%	31%
More than £500	0%	0%	-	-	29%	-	-	-	-	1%	0%	0%	6%
Don't know	13%	10%	6%	15%	-	38%	25%	13%	11%	8%	12%	12%	16%
Not applicable - my child doesn't usually have a birthday party	18%	17%	20%	11%	-	28%	17%	16%	23%	7%	18%	18%	-

Fieldwork: 15th - 18th February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old		461	14	54	46	33	30	61	69	49	25	27	40	13
£0 - my child has birthday parties but I don't personally spend any money on them	2%	-	-	13%	-	-	-	2%	-	-	-	-	-	-
Up to £20	3%	-	2%	5%	-	-	1%	6%	4%	-	3%	3%	4%	-
More than £20, up to £40	11%	31%	2%	2%	22%	6%	8%	6%	12%	17%	36%	14%	-	-
More than £40, up to £60	7%	5%	4%	7%	12%	18%	9%	8%	6%	8%	-	2%	13%	-
More than £60, up to £80	12%	6%	21%	21%	11%	7%	2%	16%	17%	17%	-	7%	8%	-
More than £80, up to £100	12%	12%	18%	9%	20%	8%	10%	6%	11%	26%	7%	17%	-	-
More than £100, up to £200	16%	22%	16%	15%	10%	20%	11%	24%	32%	11%	12%	4%	7%	-
More than £200, up to £500	6%	-	10%	-	5%	2%	17%	9%	5%	-	-	3%	7%	-
More than £500	0%	-	-	-	2%	-	-	-	-	-	-	1%	-	-
Don't know	13%	6%	11%	10%	4%	24%	12%	17%	5%	15%	5%	30%	-	-
Not applicable - my child doesn't usually have a birthday party	18%	19%	16%	17%	14%	15%	29%	7%	9%	5%	38%	19%	62%	-

Fieldwork: 15th - 18th February 2013

Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)						
Base	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
	All UK parents who have children under 18 years old	461	299	47	30	108	159	94	124	172	113	64	-
£0 - my child has birthday parties but I don't personally spend any money on them	2%	2%	-	-	0%	3%	1%	1%	-	0%	-	-	-
Up to £20	3%	2%	1%	-	2%	3%	4%	5%	0%	2%	4%	4%	-
More than £20, up to £40	11%	14%	7%	9%	11%	20%	7%	6%	6%	8%	8%	8%	-
More than £40, up to £60	7%	6%	8%	3%	4%	3%	8%	10%	12%	11%	9%	9%	-
More than £60, up to £80	12%	8%	12%	11%	9%	16%	17%	11%	11%	9%	11%	11%	-
More than £80, up to £100	12%	14%	17%	29%	14%	10%	12%	13%	15%	14%	15%	15%	-
More than £100, up to £200	16%	18%	27%	31%	15%	14%	29%	22%	14%	13%	14%	14%	-
More than £200, up to £500	6%	6%	3%	1%	2%	2%	4%	6%	9%	7%	5%	5%	-
More than £500	0%	0%	1%	-	0%	0%	0%	0%	1%	1%	1%	1%	-
Don't know	13%	12%	14%	5%	11%	12%	12%	17%	8%	14%	7%	7%	-
Not applicable - my child doesn't usually have a birthday party	18%	17%	10%	10%	30%	17%	7%	8%	24%	20%	25%	25%	-

Fieldwork: 15th - 18th February 2013

Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

For the following question, please think about your child(ren) aged under 18. If you have more than one child aged under 18, please think about the child whose birthday is NEXT... On average, how much in total do you spend each year on your child's birthday party? (Please tick one answer)

	Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old		461	205	144	23	90
£0 - my child has birthday parties but I don't personally spend any money on them	2%		0%	4%	6%	-
Up to £20	3%		4%	3%	9%	-
More than £20, up to £40	11%		17%	8%	10%	3%
More than £40, up to £60	7%		5%	14%	7%	2%
More than £60, up to £80	12%		16%	12%	9%	5%
More than £80, up to £100	12%		18%	11%	9%	-
More than £100, up to £200	16%		17%	27%	6%	2%
More than £200, up to £500	6%		6%	8%	2%	5%
More than £500	0%		0%	-	-	0%
Don't know	13%		12%	12%	37%	9%
Not applicable - my child doesn't usually have a birthday party	18%		6%	2%	6%	74%

Fieldwork: 15th - 18th February 2013

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

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	186	202	7	79	164	118	20	239	149
All UK parents with children under 18 who have birthday parties		372	165	206	7	95	153	97	20	229	142
Coming up with a theme and planning the party		20%	11%	27%	61%	26%	19%	14%	8%	21%	17%
Baking and decorating or giving my child(ren) their birthday cake		28%	16%	38%	77%	49%	24%	17%	5%	32%	22%
Giving my child(ren) their present(s)		54%	50%	58%	72%	60%	56%	46%	43%	57%	50%
Getting the house in order to impress my friends/ family		9%	6%	11%	12%	17%	6%	4%	11%	9%	8%
Picking a venue that I know will impress other parents/ friends/ family		5%	4%	6%	48%	3%	6%	2%	-	6%	3%
A sense of achievement to see my child(ren) and his/ her friends happy		49%	43%	53%	65%	40%	52%	54%	34%	53%	42%
Making the food		21%	11%	28%	59%	28%	16%	20%	9%	22%	19%
Making the goodie bags		20%	11%	27%	55%	24%	22%	13%	-	22%	16%
Reminding my child(ren) that they are special to me		49%	42%	55%	84%	54%	48%	49%	19%	50%	48%
Other		3%	3%	3%	57%	2%	1%	4%	2%	5%	1%
Don't know		4%	4%	5%	7%	7%	2%	4%	5%	4%	4%
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all		4%	5%	4%	-	1%	7%	4%	6%	3%	6%

Fieldwork: 15th - 18th February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	95	49	40	71	81	12	32	8
All UK parents with children under 18 who have birthday parties		372	100	53	40	64	60	17	33	5
Coming up with a theme and planning the party	20%	25%	13%	32%	16%	26%	8%	3%	-	-
Baking and decorating or giving my child(ren) their birthday cake	28%	32%	24%	19%	24%	36%	60%	15%	21%	-
Giving my child(ren) their present(s)	54%	67%	54%	45%	37%	52%	81%	47%	64%	-
Getting the house in order to impress my friends/ family	9%	8%	3%	3%	16%	11%	-	14%	-	-
Picking a venue that I know will impress other parents/ friends/ family	5%	4%	9%	-	8%	5%	-	2%	-	-
A sense of achievement to see my child(ren) and his/ her friends happy	49%	45%	57%	55%	46%	53%	34%	43%	66%	-
Making the food	21%	24%	14%	10%	22%	17%	55%	22%	-	-
Making the goodie bags	20%	40%	5%	14%	12%	23%	-	12%	11%	-
Reminding my child(ren) that they are special to me	49%	51%	51%	29%	48%	61%	34%	57%	37%	-
Other	3%	5%	2%	-	7%	1%	-	3%	7%	-
Don't know	4%	2%	5%	7%	8%	5%	-	-	-	-
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%	5%	2%	1%	4%	3%	-	15%	-	-

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	276	54	330	6	8	4	40
All UK parents with children under 18 who have birthday parties		372	257	50	306	4	6	3	53
Coming up with a theme and planning the party	20%	15%	27%	17%	31%	13%	51%	31%	
Baking and decorating or giving my child(ren) their birthday cake	28%	21%	37%	24%	21%	7%	-	57%	
Giving my child(ren) their present(s)	54%	51%	56%	52%	34%	20%	73%		
Getting the house in order to impress my friends/ family	9%	7%	11%	7%	-	-	18%		
Picking a venue that I know will impress other parents/ friends/ family	5%	4%	3%	4%	-	10%	-	11%	
A sense of achievement to see my child(ren) and his/ her friends happy	49%	49%	45%	48%	82%	59%	19%	51%	
Making the food	21%	15%	12%	15%	34%	-	38%	56%	
Making the goodie bags	20%	15%	34%	19%	13%	-	19%	29%	
Reminding my child(ren) that they are special to me	49%	48%	49%	48%	56%	20%	19%	62%	
Other	3%	3%	2%	3%	-	15%	-	6%	
Don't know	4%	5%	4%	5%	-	-	-	-	
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%	4%	5%	4%	-	8%	29%	6%	

Fieldwork: 15th - 18th February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	294	36	34	2	22	24	175	136	45	356	8
All UK parents with children under 18 who have birthday parties		372	296	27	26	1	22	17	162	144	44	349	5
Coming up with a theme and planning the party	20%		16%	35%	23%	-	49%	10%	15%	25%	22%	20%	38%
Baking and decorating or giving my child(ren) their birthday cake	28%		26%	33%	22%	-	57%	28%	27%	26%	40%	28%	43%
Giving my child(ren) their present(s)	54%		55%	53%	42%	57%	60%	56%	57%	56%	40%	54%	36%
Getting the house in order to impress my friends/ family	9%		6%	14%	15%	-	25%	3%	8%	7%	17%	9%	16%
Picking a venue that I know will impress other parents/ friends/ family	5%		4%	-	-	-	27%	5%	7%	4%	1%	5%	-
A sense of achievement to see my child(ren) and his/ her friends happy	49%		49%	59%	39%	-	48%	26%	47%	55%	42%	50%	43%
Making the food	21%		17%	34%	25%	-	49%	-	23%	20%	24%	22%	16%
Making the goodie bags	20%		16%	29%	29%	-	44%	9%	17%	23%	23%	20%	16%
Reminding my child(ren) that they are special to me	49%		48%	54%	48%	43%	62%	59%	46%	47%	67%	49%	61%
Other	3%		2%	4%	3%	-	18%	-	5%	2%	1%	3%	-
Don't know	4%		2%	12%	16%	-	5%	12%	7%	1%	2%	4%	-
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%		5%	-	6%	-	6%	14%	2%	3%	11%	4%	-

Fieldwork: 15th - 18th February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	14	45	36	26	23	40	71	55	26	12	32	8
All UK parents with children under 18 who have birthday parties		372	12	46	42	26	27	40	64	39	21	17	33	5
Coming up with a theme and planning the party	20%		16%	22%	30%	20%	7%	32%	16%	19%	40%	8%	3%	-
Baking and decorating or giving my child(ren) their birthday cake	28%		19%	33%	34%	28%	21%	19%	24%	23%	60%	60%	15%	21%
Giving my child(ren) their present(s)	54%		55%	69%	68%	62%	47%	45%	37%	42%	72%	81%	47%	64%
Getting the house in order to impress my friends/ family	9%		-	5%	13%	3%	3%	3%	16%	7%	19%	-	14%	-
Picking a venue that I know will impress other parents/ friends/ family	5%		-	8%	1%	17%	2%	-	8%	7%	2%	-	2%	-
A sense of achievement to see my child(ren) and his/ her friends happy	49%		67%	51%	32%	72%	41%	55%	46%	45%	68%	34%	43%	66%
Making the food	21%		34%	23%	23%	18%	11%	10%	22%	16%	21%	55%	22%	-
Making the goodie bags	20%		11%	38%	49%	11%	-	14%	12%	16%	35%	-	12%	11%
Reminding my child(ren) that they are special to me	49%		66%	57%	40%	62%	41%	29%	48%	53%	77%	34%	57%	37%
Other	3%		-	9%	1%	4%	-	-	7%	1%	2%	-	3%	7%
Don't know	4%		-	1%	4%	3%	7%	7%	8%	8%	-	-	-	-
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%		14%	1%	7%	5%	-	1%	4%	1%	6%	-	15%	-

Fieldwork: 15th - 18th February 2013

Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)							
Base	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children	

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	251	45	27	88	135	96	100	135	96	54	-
All UK parents with children under 18 who have birthday parties		372	251	37	28	69	130	89	114	125	92	45	-
Coming up with a theme and planning the party	20%		21%	26%	22%	22%	22%	24%	16%	27%	12%	7%	-
Baking and decorating or giving my child(ren) their birthday cake	28%		31%	34%	42%	29%	39%	34%	25%	34%	15%	21%	-
Giving my child(ren) their present(s)	54%		59%	55%	62%	61%	58%	62%	49%	56%	45%	48%	-
Getting the house in order to impress my friends/ family	9%		9%	19%	32%	11%	13%	12%	11%	9%	4%	5%	-
Picking a venue that I know will impress other parents/ friends/ family	5%		5%	7%	12%	5%	10%	7%	3%	-	1%	2%	-
A sense of achievement to see my child(ren) and his/ her friends happy	49%		49%	68%	54%	57%	48%	52%	42%	55%	56%	43%	-
Making the food	21%		23%	26%	26%	13%	23%	22%	12%	23%	23%	13%	-
Making the goodie bags	20%		23%	16%	28%	24%	31%	28%	16%	16%	10%	6%	-
Reminding my child(ren) that they are special to me	49%		52%	52%	73%	45%	59%	49%	44%	59%	45%	39%	-
Other	3%		3%	1%	3%	3%	5%	1%	3%	0%	6%	4%	-
Don't know	4%		2%	-	3%	-	5%	3%	3%	3%	2%	4%	-
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%		4%	1%	1%	2%	2%	4%	7%	6%	9%	12%	-

Fieldwork: 15th - 18th February 2013

Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

For the following question, please think about all of your child(ren) who are under 18... In your opinion, which, if any, of the following do you particularly enjoy about your child(ren)'s birthday celebrations? (Please tick all that apply)

	Unweighted Base	388	200	157	31	-
All UK parents with children under 18 who have birthday parties		372	205	144	23	-
Coming up with a theme and planning the party	20%		25%	14%	7%	-
Baking and decorating or giving my child(ren) their birthday cake	28%		37%	19%	10%	-
Giving my child(ren) their present(s)	54%		57%	55%	19%	-
Getting the house in order to impress my friends/ family	9%		11%	6%	3%	-
Picking a venue that I know will impress other parents/ friends/ family	5%		5%	4%	10%	-
A sense of achievement to see my child(ren) and his/ her friends happy	49%		53%	43%	45%	-
Making the food	21%		29%	12%	4%	-
Making the goodie bags	20%		28%	10%	4%	-
Reminding my child(ren) that they are special to me	49%		53%	50%	12%	-
Other	3%		4%	3%	6%	-
Don't know	4%		5%	2%	10%	-
Not applicable – I do not enjoy my child(ren)'s birthday celebrations at all	4%		5%	3%	5%	-

Fieldwork: 15th - 18th February 2013

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

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	221	241	8	90	193	148	23	277	185
All UK parents who have children under 18 years old		461	208	253	8	110	193	129	21	272	189
Pressure/ expectation from other parents	7%	5%	9%	20%	11%	3%	8%	9%	7%	6%	
Pressure/ expectation from friends/ family	9%	10%	8%	10%	10%	12%	4%	-	9%	9%	
Pressure/ expectation from my own child	21%	17%	24%	-	16%	24%	24%	6%	21%	21%	
Peer pressure from my child's friends at school	8%	6%	10%	10%	7%	9%	6%	23%	11%	4%	
Media pressure (e.g. other children's parties on TV, films etc.)	4%	3%	5%	8%	12%	2%	2%	2%	6%	2%	
Pressure from an ex-partner	1%	1%	2%	-	3%	1%	0%	-	2%	1%	
Pressure from my current partner	4%	7%	1%	-	1%	5%	5%	-	1%	7%	
Guilt at the thought that my child might not be happy on their birthday	19%	17%	20%	36%	13%	19%	23%	8%	22%	14%	
A sense of duty that I should provide my child with a party	27%	21%	33%	26%	28%	25%	29%	36%	26%	29%	
Other	1%	0%	1%	-	1%	0%	0%	-	1%	1%	
Don't know	4%	4%	3%	6%	6%	4%	2%	4%	4%	3%	
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	45%	36%	-	36%	40%	46%	45%	41%	40%	
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	7%	8%	43%	11%	8%	3%	4%	6%	9%	

Fieldwork: 15th - 18th February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old		461	114	63	61	69	74	27	40	13
Pressure/ expectation from other parents	7%	7%	5%	1%	3%	8%	35%	5%	-	-
Pressure/ expectation from friends/ family	9%	7%	7%	4%	8%	9%	33%	12%	-	-
Pressure/ expectation from my own child	21%	15%	20%	27%	21%	28%	33%	10%	10%	-
Peer pressure from my child's friends at school	8%	5%	7%	2%	8%	13%	9%	13%	30%	-
Media pressure (e.g. other children's parties on TV, films etc.)	4%	1%	3%	1%	2%	4%	30%	10%	-	-
Pressure from an ex-partner	1%	1%	2%	-	1%	1%	-	8%	-	-
Pressure from my current partner	4%	8%	-	2%	6%	2%	-	1%	-	-
Guilt at the thought that my child might not be happy on their birthday	19%	18%	18%	19%	16%	24%	7%	17%	27%	-
A sense of duty that I should provide my child with a party	27%	30%	25%	29%	20%	31%	39%	22%	17%	-
Other	1%	0%	-	1%	-	2%	-	-	-	-
Don't know	4%	3%	4%	9%	5%	4%	-	1%	-	-
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	43%	39%	31%	44%	39%	21%	52%	53%	-
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	8%	5%	16%	11%	3%	-	7%	-	-

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old		461	298	70	368	6	18	8	61
Pressure/ expectation from other parents	7%	5%	3%	5%	10%	20%	15%	16%	
Pressure/ expectation from friends/ family	9%	7%	3%	6%	26%	46%	-	13%	
Pressure/ expectation from my own child	21%	19%	20%	19%	20%	48%	7%	23%	
Peer pressure from my child's friends at school	8%	8%	16%	9%	10%	6%	-	3%	
Media pressure (e.g. other children's parties on TV, films etc.)	4%	3%	-	2%	11%	-	-	18%	
Pressure from an ex-partner	1%	2%	-	2%	-	-	7%	-	
Pressure from my current partner	4%	4%	2%	4%	-	-	-	6%	
Guilt at the thought that my child might not be happy on their birthday	19%	18%	23%	19%	57%	9%	21%	16%	
A sense of duty that I should provide my child with a party	27%	25%	35%	27%	35%	12%	21%	35%	
Other	1%	1%	1%	1%	-	-	-	-	
Don't know	4%	5%	3%	4%	-	3%	5%	1%	
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	42%	36%	41%	22%	17%	56%	41%	
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	6%	8%	6%	-	2%	17%	15%	

Fieldwork: 15th - 18th February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
All UK parents who have children under 18 years old		461	361	33	28	1	39	24	198	184	48	430	7
Pressure/ expectation from other parents	7%	7%	6%	2%	40%	10%	5%	11%	4%	2%	7%	11%	
Pressure/ expectation from friends/ family	9%	10%	5%	2%	-	10%	4%	6%	13%	6%	9%	23%	
Pressure/ expectation from my own child	21%	22%	11%	18%	31%	20%	29%	10%	30%	27%	21%	9%	
Peer pressure from my child's friends at school	8%	8%	6%	20%	-	8%	2%	8%	10%	7%	9%	-	
Media pressure (e.g. other children's parties on TV, films etc.)	4%	4%	5%	1%	-	8%	2%	6%	3%	2%	4%	9%	
Pressure from an ex-partner	1%	1%	2%	3%	-	-	5%	-	3%	-	1%	-	
Pressure from my current partner	4%	4%	3%	3%	-	2%	-	3%	5%	2%	4%	-	
Guilt at the thought that my child might not be happy on their birthday	19%	19%	14%	24%	-	14%	12%	20%	17%	24%	19%	18%	
A sense of duty that I should provide my child with a party	27%	28%	24%	26%	71%	21%	15%	33%	26%	19%	28%	11%	
Other	1%	0%	-	-	-	3%	4%	0%	1%	-	0%	-	
Don't know	4%	4%	5%	3%	29%	3%	5%	5%	3%	-	3%	17%	
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	41%	54%	48%	-	18%	23%	42%	40%	43%	41%	20%	
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	6%	4%	4%	-	27%	23%	8%	6%	1%	6%	23%	

Fieldwork: 15th - 18th February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old	461	14	54	46	33	30	61	69	49	25	27	40	13
Pressure/ expectation from other parents	7%	11%	11%	3%	2%	8%	1%	3%	6%	13%	35%	5%	-
Pressure/ expectation from friends/ family	9%	28%	4%	5%	8%	6%	4%	8%	8%	13%	33%	12%	-
Pressure/ expectation from my own child	21%	12%	19%	12%	20%	20%	27%	21%	25%	34%	33%	10%	10%
Peer pressure from my child's friends at school	8%	-	7%	4%	5%	9%	2%	8%	10%	17%	9%	13%	30%
Media pressure (e.g. other children's parties on TV, films etc.)	4%	-	2%	-	2%	4%	1%	2%	7%	-	30%	10%	-
Pressure from an ex-partner	1%	-	-	2%	3%	-	-	1%	1%	-	-	8%	-
Pressure from my current partner	4%	-	5%	14%	-	-	2%	6%	3%	-	-	1%	-
Guilt at the thought that my child might not be happy on their birthday	19%	19%	25%	11%	27%	9%	19%	16%	22%	29%	7%	17%	27%
A sense of duty that I should provide my child with a party	27%	34%	36%	22%	20%	32%	29%	20%	29%	36%	39%	22%	17%
Other	1%	-	-	1%	-	-	1%	-	2%	2%	-	-	-
Don't know	4%	6%	-	5%	2%	6%	9%	5%	4%	2%	-	1%	-
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	29%	40%	52%	37%	41%	31%	44%	37%	41%	21%	52%	53%
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	3%	15%	1%	7%	3%	16%	11%	4%	2%	-	7%	-

Fieldwork: 15th - 18th February 2013

Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)						
Base	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
All UK parents who have children under 18 years old		461	299	47	30	108	159	94	124	172	113	64	-
Pressure/ expectation from other parents	7%	8%	4%	5%	6%	10%	3%	0%	5%	5%	10%	-	-
Pressure/ expectation from friends/ family	9%	12%	14%	36%	19%	9%	6%	8%	11%	9%	1%	-	-
Pressure/ expectation from my own child	21%	23%	20%	32%	25%	16%	27%	29%	29%	19%	19%	-	-
Peer pressure from my child's friends at school	8%	8%	19%	24%	12%	5%	5%	9%	11%	10%	13%	-	-
Media pressure (e.g. other children's parties on TV, films etc.)	4%	6%	12%	18%	7%	7%	3%	5%	2%	2%	3%	-	-
Pressure from an ex-partner	1%	2%	7%	10%	3%	0%	1%	3%	2%	2%	-	-	-
Pressure from my current partner	4%	5%	2%	-	3%	5%	1%	1%	4%	4%	3%	-	-
Guilt at the thought that my child might not be happy on their birthday	19%	21%	21%	34%	18%	18%	17%	19%	18%	17%	18%	-	-
A sense of duty that I should provide my child with a party	27%	30%	25%	35%	22%	30%	22%	23%	25%	30%	30%	-	-
Other	1%	1%	2%	2%	1%	2%	1%	-	-	0%	-	-	-
Don't know	4%	3%	4%	-	2%	5%	4%	2%	4%	2%	1%	-	-
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	36%	39%	23%	34%	33%	51%	41%	41%	51%	42%	-	-
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	9%	13%	3%	14%	14%	7%	4%	3%	2%	7%	-	-

Fieldwork: 15th - 18th February 2013

Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

For the following question, please think about when you have ever organised birthday parties for any of your child(ren). If you no longer organise birthday parties for them, please think back to when you did... Which, if any, of the following factors have ever driven you to spend money on your child(ren)'s birthday celebrations at times when you were unable to afford it? (Please tick all that apply. If you have never felt under pressure to spend money on your child(ren)'s birthday celebrations when you couldn't afford it, or you have never organised birthday celebrations for any of your children, please tick the relevant "Not applicable" option.)

	Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old		461	205	144	23	90
Pressure/ expectation from other parents	7%	7%	7%	5%	10%	9%
Pressure/ expectation from friends/ family	9%	9%	9%	6%	13%	14%
Pressure/ expectation from my own child	21%	19%	19%	23%	7%	24%
Peer pressure from my child's friends at school	8%	7%	7%	9%	7%	11%
Media pressure (e.g. other children's parties on TV, films etc.)	4%	4%	7%	3%	4%	1%
Pressure from an ex-partner	1%	1%	2%	1%	2%	-
Pressure from my current partner	4%	4%	1%	9%	2%	1%
Guilt at the thought that my child might not be happy on their birthday	19%	19%	23%	17%	14%	13%
A sense of duty that I should provide my child with a party	27%	27%	32%	23%	21%	25%
Other	1%	1%	0%	1%	-	1%
Don't know	4%	4%	4%	4%	5%	1%
Not applicable – I have never felt under pressure to spend money on my child(ren)'s birthday celebrations when I couldn't afford it	40%	40%	43%	43%	46%	28%
Not applicable – I have never organised a birthday party for any of my child(ren)	8%	8%	2%	5%	5%	24%

Fieldwork: 15th - 18th February 2013

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

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	221	241	8	90	193	148	23	277	185
All UK parents who have children under 18 years old		461	208	253	8	110	193	129	21	272	189
Not having party bags	18%	13%	21%	53%	14%	18%	19%	9%	20%	14%	
Not having a children's entertainer	42%	32%	50%	70%	53%	33%	47%	18%	44%	38%	
Take a cake to school instead of having a party	8%	5%	10%	10%	6%	12%	3%	-	8%	7%	
Invite fewer friends to the party	52%	41%	62%	75%	42%	57%	53%	42%	56%	47%	
Have the party at home instead of at an external venue	57%	48%	64%	100%	52%	66%	47%	43%	58%	55%	
Homemade cake and decorations instead of shop-bought	39%	28%	49%	84%	46%	39%	35%	16%	43%	34%	
Have a celebration for family only, no schoolfriends	34%	29%	38%	74%	35%	41%	23%	16%	34%	34%	
None of these	7%	11%	4%	-	6%	5%	13%	4%	8%	5%	
Don't know	8%	9%	7%	-	12%	4%	9%	14%	7%	10%	
None of these	-	-	-	-	-	-	-	-	-	-	

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 15th - 18th February 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	111	61	50	75	93	16	44	12
All UK parents who have children under 18 years old		461	114	63	61	69	74	27	40	13
Not having party bags	18%	15%	23%	19%	14%	25%	17%	12%	4%	
Not having a children's entertainer	42%	35%	41%	60%	32%	45%	53%	40%	26%	
Take a cake to school instead of having a party	8%	5%	6%	9%	8%	11%	3%	7%	32%	
Invite fewer friends to the party	52%	54%	48%	53%	48%	59%	48%	48%	61%	
Have the party at home instead of at an external venue	57%	57%	59%	52%	50%	53%	93%	61%	31%	
Homemade cake and decorations instead of shop-bought	39%	41%	39%	51%	33%	46%	50%	15%	12%	
Have a celebration for family only, no schoolfriends	34%	37%	27%	28%	26%	28%	73%	37%	50%	
None of these	7%	9%	5%	6%	7%	7%	2%	5%	24%	
Don't know	8%	2%	16%	7%	22%	6%	-	1%	-	
None of these	-	-	-	-	-	-	-	-	-	

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 15th - 18th February 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	318	65	383	9	13	8	49
All UK parents who have children under 18 years old		461	298	70	368	6	18	8	61
Not having party bags	18%	19%	15%	19%	-	13%	15%	16%	
Not having a children's entertainer	42%	40%	43%	41%	30%	8%	27%	59%	
Take a cake to school instead of having a party	8%	7%	12%	8%	28%	-	15%	9%	
Invite fewer friends to the party	52%	51%	66%	54%	36%	23%	21%	59%	
Have the party at home instead of at an external venue	57%	52%	68%	55%	73%	84%	28%	63%	
Homemade cake and decorations instead of shop-bought	39%	35%	50%	38%	57%	12%	21%	58%	
Have a celebration for family only, no schoolfriends	34%	29%	30%	29%	39%	66%	15%	53%	
None of these	7%	8%	4%	7%	-	-	54%	4%	
Don't know	8%	9%	1%	8%	11%	5%	12%	9%	
None of these	-	-	-	-	-	-	-	-	

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 15th - 18th February 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	348	44	37	3	30	31	212	158	51	421	10
All UK parents who have children under 18 years old	461	361	33	28	1	39	24	198	184	48	430	7	
Not having party bags	18%	18%	33%	10%	31%	10%	17%	20%	16%	20%	18%	-	
Not having a children's entertainer	42%	44%	43%	41%	-	25%	32%	48%	39%	30%	42%	36%	
Take a cake to school instead of having a party	8%	7%	13%	4%	-	14%	7%	8%	9%	5%	8%	-	
Invite fewer friends to the party	52%	55%	50%	49%	71%	31%	21%	51%	57%	59%	54%	33%	
Have the party at home instead of at an external venue	57%	57%	63%	47%	31%	57%	42%	63%	55%	48%	58%	45%	
Homemade cake and decorations instead of shop-bought	39%	39%	49%	39%	31%	35%	42%	46%	34%	28%	39%	45%	
Have a celebration for family only, no schoolfriends	34%	34%	37%	25%	31%	36%	18%	34%	39%	25%	35%	19%	
None of these	7%	6%	8%	4%	29%	15%	13%	8%	4%	9%	7%	14%	
Don't know	8%	6%	9%	12%	-	24%	21%	7%	6%	10%	7%	9%	
None of these	-	-	-	-	-	-	-	-	-	-	-	-	

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Fieldwork: 15th - 18th February 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	18	50	43	33	28	50	75	64	29	16	44	12
All UK parents who have children under 18 years old	461	14	54	46	33	30	61	69	49	25	27	40	13
Not having party bags	18%	-	20%	14%	35%	9%	19%	14%	22%	32%	17%	12%	4%
Not having a children's entertainer	42%	47%	33%	35%	50%	31%	60%	32%	45%	47%	53%	40%	26%
Take a cake to school instead of having a party	8%	22%	1%	4%	10%	2%	9%	8%	16%	2%	3%	7%	32%
Invite fewer friends to the party	52%	44%	62%	48%	63%	32%	53%	48%	60%	57%	48%	48%	61%
Have the party at home instead of at an external venue	57%	65%	69%	42%	62%	55%	52%	50%	55%	50%	93%	61%	31%
Homemade cake and decorations instead of shop-bought	39%	52%	45%	34%	47%	30%	51%	33%	43%	50%	50%	15%	12%
Have a celebration for family only, no schoolfriends	34%	47%	30%	44%	22%	33%	28%	26%	32%	19%	73%	37%	50%
None of these	7%	16%	8%	8%	7%	3%	6%	7%	10%	-	2%	5%	24%
Don't know	8%	9%	2%	2%	8%	25%	7%	22%	5%	8%	-	1%	-
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-

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Fieldwork: 15th - 18th February 2013

Total	Social Media (monthly or more)				Do you have any children in any of the following age bands? (Please tick all that apply)						
Base	Facebook	LinkedIn	Google+	Twitter	0 to 4	5 to 7	8 to 10	11 to 14	15 to 17	18 or older (grown-up children)	No - I do not have any children

For the following question, please imagine that you were to organise a child's birthday party...
If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	296	56	31	116	157	103	109	167	122	73	-
All UK parents who have children under 18 years old		461	299	47	30	108	159	94	124	172	113	64	-
Not having party bags	18%		21%	18%	34%	15%	17%	13%	17%	22%	22%	16%	-
Not having a children's entertainer	42%		42%	55%	33%	45%	46%	33%	34%	44%	45%	41%	-
Take a cake to school instead of having a party	8%		8%	6%	20%	13%	9%	8%	6%	7%	8%	5%	-
Invite fewer friends to the party	52%		53%	54%	50%	41%	52%	64%	54%	54%	55%	43%	-
Have the party at home instead of at an external venue	57%		57%	66%	44%	64%	64%	44%	49%	56%	59%	70%	-
Homemade cake and decorations instead of shop-bought	39%		42%	51%	41%	44%	51%	33%	23%	37%	40%	44%	-
Have a celebration for family only, no schoolfriends	34%		39%	25%	32%	45%	45%	37%	21%	33%	27%	30%	-
None of these	7%		8%	5%	15%	8%	4%	9%	10%	5%	8%	7%	-
Don't know	8%		5%	10%	7%	5%	8%	4%	8%	7%	10%	4%	-
None of these	-		-	-	-	-	-	-	-	-	-	-	-

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Fieldwork: 15th - 18th February 2013

Total	Thinking about when your child(ren) under 18 have birthday parties... Which ONE, if any of the following BEST applies to you?			
Base	I am the main organiser of my child(ren)'s birthday parties	I am partly involved in organising my child(ren)'s birthday parties	My child(ren) have birthday parties but I am not involved at all in organising them	My child(ren) don't have birthday parties

For the following question, please imagine that you were to organise a child's birthday party... If you were ever to try and cut down on the costs of organising the child's birthday party, which, if any, of the following would you ever consider doing? (Please tick all that apply.)

	Unweighted Base	462	200	157	31	74
All UK parents who have children under 18 years old		461	205	144	23	90
Not having party bags	18%		23%	14%	22%	10%
Not having a children's entertainer	42%		50%	37%	21%	35%
Take a cake to school instead of having a party	8%		8%	5%	-	13%
Invite fewer friends to the party	52%		59%	56%	25%	38%
Have the party at home instead of at an external venue	57%		63%	55%	32%	52%
Homemade cake and decorations instead of shop-bought	39%		48%	32%	29%	35%
Have a celebration for family only, no schoolfriends	34%		37%	30%	18%	36%
None of these	7%		5%	7%	9%	12%
Don't know	8%		7%	6%	34%	7%
None of these	-		-	-	-	-

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