

FIELD AGENT®

PRESENTS



SANTA SURVEY

2019

KIDS AROUND
THE WORLD TELL
SANTA WHAT
THEY WANT
FOR CHRISTMAS

SNEAK A PEEK AT **SANTA'S WISHLIST!**

He's making a list. He's checking it twice.

With December 25th fast approaching, Santa needs to know exactly what the good boys and girls of the world want for Christmas.

Posing as the "North Pole Research Centre," a fictitious market research company serving Santa's Workshop, Field Agent asked over 3,500 kids across six countries (Australia, the U.S., Canada, Mexico, South Africa, and the U.K.) to share their top Christmas wishes.

"By taking this survey," the questionnaire read, "you'll help Santa and his elves ensure they make the right kinds and amounts of toys and other gifts this year."

The kids, ages 2-12, completed the survey with the permission and assistance of a parent.

We asked parents to accept the survey, administered entirely through the Field Agent mobile app, only if their household celebrates Christmas and only if their child believes in Santa Claus.

















TOP 10 GIFT CATEGORIES

With over 3,500 kids answering, below are the top gift categories across all countries, genders, and ages, ranked by the number of mentions.

1. Dolls / Accessories
2. Gaming Consoles / Accessories
3. Action Figures / Accessories
4. Toy Cars / Trucks / Accessories
5. Blocks / Building Sets
6. Bikes
7. Phones
8. Tablets
9. Laptops / Computers
10. RC Cars / Trucks



TOP TOY CATEGORIES AROUND THE WORLD

	BOYS	GIRLS
AUSTRALIA n=256	 BUILDING SETS	 DOLLS!
UNITED STATES n=1991	 GAMING	 DOLLS!
CANADA n=438	 GAMING	 DOLLS!
MEXICO n=250	 GAMING	 DOLLS!
UNITED KINGDOM n=246	 BUILDING SETS	 DOLLS!
SOUTH AFRICA n=396	 BIKES	 DOLLS!



WHAT AUSSIE KIDS WANT

BOYS
n=127

GIRLS
n=129

1



BLOCKS / BUILDING SETS



DOLLS / ACCESSORIES

2



TOY CARS / TRUCKS / ACCESSORIES



BIKES

3



BIKES



ACTION FIGURES / ACCESSORIES

4



TRAIN SETS



BLOCKS / BUILDING SETS

5



COLLECTABLES



TABLETS

MOST WANTED BRANDS WORLDWIDE

Here are the top gift brands kids around the world are wishing for, regardless of country, gender, or age.



HOTTEST BRANDS TO GIFT AUSSIE KIDS

We only listed brands with at least 3 mentions

BOYS 2-12

n=127

GIRLS 2-12

n=129

1



LEGO



BARBIE

2



HOT WHEELS



DISNEY'S FROZEN

3



BEY BLADES



L.O.L SURPRISE

4



NERF



LEGO

5



APPLE PHONES



BUT CHRISTMAS ISN'T ALL ABOUT THE PRESENTS

Field Agent also gave kids the opportunity to think about others, and to share their one wish for the entire world.

Unicorns, puppies, and candy for everyone were popular choices, but the most popular wish:
WORLD PEACE.

We sure hope they get it.



**YOUR EYES AND EARS
TO HELP ENSURE YOUR
BUSINESS HAS A VERY
MERRY CHRISTMAS.**

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