



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.





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



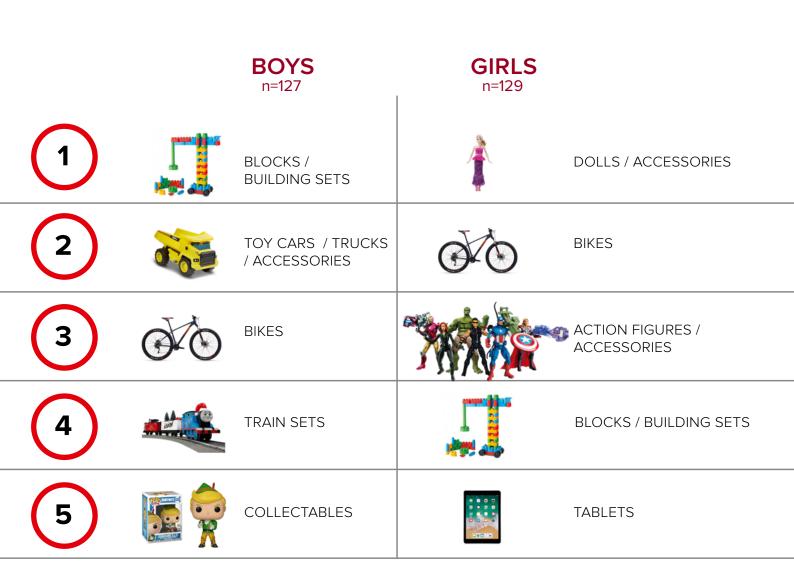




	BOYS	GIRLS
AUSTRALIA n=256	BUILDING SETS	DOLLS!
UNITED STATES n=1991	GAMING	DOLLS!
CANADA n=438	GAMING	DOLLS!
MEXICO n=250	GAMING	DOLLS!
UNITED KINGDOM n=246	BUILDING SETS	DOLLS!
SOUTH AFRICA n=396	BIKES	DOLLS!



WHAT AUSSIE KIDS WANT



MOST WANTED BRANDS WORLDWIDE

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





BOYS 2-12

n=127

GIRLS 2-12

n=129

1



LEGO

Barbie

BARBIE





HOT WHEELS



DISNEY'S FROZEN





BEY BLADES



L.O.L SURPRISE





NERF



LEGO





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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