

YouGov - Children mementos

Sample Size: 2048 GB Adults
Fieldwork: 16th - 17th April 2024

	Gender		Age				Social Grade		Country			Region in England				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2048	991	1057	215	846	506	481	1167	881	1767	102	178	494	340	248	686
Unweighted Sample	2048	936	1112	170	869	533	476	1230	818	1775	106	167	516	352	209	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following of your children's items, if any, have you kept?

[Asked only to parents; n=1081]

Their milk teeth / baby teeth (i.e. their childhood teeth which fell out, typically between the ages of 6-12)

I do have this	33	23	40	0	44	41	15	34	31	32	37	35	28	37	33	33
I do not have this	63	72	56	0	49	55	82	61	64	63	58	61	68	59	64	62
Don't know	5	5	4	0	7	4	3	4	5	5	5	4	5	4	3	5

A lock of their hair

I do have this	33	25	39	0	41	36	24	37	29	33	32	39	27	36	30	35
I do not have this	63	70	58	0	53	61	75	60	67	64	57	59	69	60	70	61
Don't know	4	5	2	0	6	3	1	3	4	3	11	2	3	4	0	4

Their baby clothes

I do have this	43	32	52	0	66	44	22	46	41	44	43	36	42	46	46	44
I do not have this	55	64	48	0	32	54	76	53	56	54	53	61	56	52	52	54
Don't know	2	4	1	0	2	2	2	1	3	2	4	3	2	3	1	1

Their childhood toys

I do have this	58	53	61	0	72	59	43	62	53	58	59	57	59	58	64	55
I do not have this	41	45	38	0	26	40	56	37	45	41	39	42	40	38	36	44
Don't know	2	3	1	0	2	1	2	1	2	2	2	1	2	3	0	1

Their school reports

I do have this	71	61	78	0	77	80	58	73	69	71	73	68	73	74	70	69
I do not have this	26	35	19	0	19	18	39	23	29	26	22	30	25	23	30	26
Don't know	3	4	2	0	4	2	3	3	3	3	5	2	2	3	0	4

Photos from when they were a child

I do have this	97	96	98	0	99	95	97	98	95	97	98	97	98	99	93	96
I do not have this	3	4	2	0	0	4	3	2	4	3	0	2	2	1	7	4
Don't know	0	0	1	0	1	0	0	0	1	0	2	1	0	0	0	1

Pictures or paintings they made as a child

I do have this	74	69	78	0	88	79	55	77	70	74	73	69	76	75	76	73
I do not have this	24	29	21	0	10	20	42	21	28	24	25	29	22	22	24	25
Don't know	2	3	1	0	2	1	3	1	3	2	2	2	2	2	0	2

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Sample Size: 2048 GB Adults
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	Are you a parent or guardian?		Parents whose children are ALL 18 or over	
	Yes, of at least one child younger than 18 years old	Yes, of at least one child 18 years old or older		
Weighted Sample	2048	421	665	612
Unweighted Sample	2048	454	691	639
	%	%	%	%

Which of the following of your children's items, if any, have you kept?

[Asked only to parents; n=1081]

Their milk teeth / baby teeth (i.e. their childhood teeth which fell out, typically between the ages of 6-12)

I do have this	33	48	28	25
I do not have this	63	47	68	71
Don't know	5	6	4	4

A lock of their hair

I do have this	33	43	29	28
I do not have this	63	52	68	69
Don't know	4	5	3	3

Their baby clothes

I do have this	43	66	33	31
I do not have this	55	33	64	67
Don't know	2	1	3	2

Their childhood toys

I do have this	58	72	52	50
I do not have this	41	27	47	48
Don't know	2	1	1	1

Their school reports

I do have this	71	79	69	67
I do not have this	26	18	28	30
Don't know	3	3	2	2

Photos from when they were a child

I do have this	97	98	97	97
I do not have this	3	2	3	3
Don't know	0	0	0	0

Pictures or paintings they made as a child

I do have this	74	89	69	67
I do not have this	24	10	29	31
Don't know	2	1	2	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Cast of their handprints / footprints from when they were a baby

I do have this	24	25	23	0	41	24	8	26	21	23	28	29	24	23	23	22
I do not have this	74	72	75	0	56	74	89	72	76	75	69	69	74	72	77	76
Don't know	3	4	2	0	3	2	3	3	3	3	3	2	2	5	0	2

Videos from when they were a child

I do have this	69	67	71	0	92	75	42	73	64	69	66	70	70	69	67	69
I do not have this	29	31	28	0	6	24	56	26	34	29	30	28	28	29	30	30
Don't know	2	2	1	0	2	1	2	1	2	1	3	2	2	2	2	1

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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Weighted Sample	2048	421	665	612
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	%	%	%	%

Cast of their handprints / footprints from when they were a baby

I do have this	24	42	15	13
I do not have this	74	56	82	84
Don't know	3	2	3	3

Videos from when they were a child

I do have this	69	93	58	56
I do not have this	29	6	40	42
Don't know	2	0	2	2

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*