



Table 17
Q9 - At what age do you think parents should stop buying an advent calendar for their children in the build-up to Christmas?

Base: All adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote						EU Ref Vote	
	TOTAL	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduate s (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	1033	435	590	44	215	216	217	341	259	433	341	250	283	232	142	55	71	737	296	709	324	585	448	171	384	93	100	104	482	315
WEIGHTED BASE	1033	507	518	120*	194	185	188	345	315	373	345	245	269	232	148*	50*	89*	699	334	583	450	365	668	164	354	83*	113*	109*	428	311
	100%	49%	50%	12%	19%	18%	18%	33%	30%	36%	33%	24%	26%	23%	14%	5%	9%	68%	32%	56%	44%	35%	65%	16%	34%	8%	11%	11%	41%	30%
1-4 years old	15	10	4	-	2	3	4	7	2	7	7	6	5	1	1	-	2	10	5	3	11	3	11	7	2	-	2	-	4	8
	1%	2%	1%	-	1%	2%	2%	2%	1%	2%	2%	3%	2%	*	*	-	3%	1%	1%	1%	3%	1%	2%	5%	1%	-	1%	-	1%	3%
5-10 years old	20	12	7	-	3	1	2	13	3	3	13	3	7	1	5	1	3	15	5	10	9	9	10	2	5	1	4	1	6	8
	2%	2%	1%	-	2%	1%	1%	4%	1%	1%	4%	1%	3%	1%	3%	1%	3%	2%	1%	2%	2%	3%	2%	1%	1%	2%	3%	1%	1%	2%
11-14 years old	100	62	37	7	15	12	20	44	23	32	44	29	23	17	15	6	10	60	40	40	60	34	66	13	41	6	14	10	41	35
	10%	12%	7%	6%	8%	7%	11%	13%	7%	9%	13%	12%	9%	7%	10%	11%	11%	9%	12%	7%	13%	9%	10%	8%	12%	7%	13%	9%	10%	11%
15-16 years old	72	41	31	6	10	19	11	26	17	30	26	9	26	16	13	1	7	55	18	42	30	26	46	13	26	5	6	10	32	25
	7%	8%	6%	5%	5%	10%	6%	7%	5%	8%	7%	4%	10%	7%	9%	3%	8%	8%	5%	7%	7%	7%	7%	8%	7%	6%	6%	9%	7%	8%
17-18 years old	73	33	37	12	25	12	6	18	37	18	18	11	17	19	16	2	8	54	18	44	28	27	45	10	33	3	10	3	31	16
	7%	7%	7%	10%	13%	6%	3%	5%	12%	5%	5%	4%	6%	8%	11%	4%	9%	8%	6%	8%	6%	8%	7%	6%	9%	3%	8%	3%	7%	5%
19+ years old	50	28	20	3	9	14	10	15	12	24	15	16	16	9	5	1	3	37	13	23	27	20	30	11	25	1	3	2	18	20
	5%	6%	4%	2%	4%	8%	5%	4%	4%	6%	4%	7%	6%	4%	3%	3%	4%	5%	4%	4%	6%	5%	5%	7%	7%	1%	3%	2%	4%	6%
Parents shouldn't buy their children advent calendars	60	38	22	11	10	11	10	19	21	21	19	10	19	17	10	2	2	42	18	36	24	26	35	11	16	9	2	4	27	14
	6%	7%	4%	9%	5%	6%	5%	5%	7%	6%	5%	4%	7%	7%	7%	4%	2%	6%	5%	6%	5%	7%	5%	7%	5%	11%	2%	4%	6%	5%
Parents should never stop buying their children advent calendars	516	221	293	66	103	91	96	161	169	186	161	138	131	124	53	26	43	347	169	293	223	160	356	84	168	48	61	59	212	163
	50%	44%	56%	55%	53%	49%	51%	47%	54%	50%	47%	56%	49%	53%	36%	53%	48%	50%	51%	50%	50%	44%	53%	51%	48%	57%	54%	54%	49%	52%
Don't know	141	70	70	15	18	25	34	49	33	59	49	29	30	29	30	10	14	89	52	92	49	62	79	20	39	12	13	19	61	30
	14%	14%	14%	13%	9%	13%	18%	14%	11%	16%	14%	12%	11%	12%	20%	20%	15%	13%	16%	16%	11%	17%	12%	12%	11%	14%	11%	18%	14%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 18
Q10 - Do you think your parents will buy you an advent calendar for the build-up to Christmas this year?

Base: All adults aged 18-75 in Great Britain

	Gender			Age				Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote						EU Ref Vote	
	TOTAL	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduate s (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	1033	435	590	44	215	216	217	341	259	433	341	250	283	232	142	55	71	737	296	709	324	585	448	171	384	93	100	104	482	315
WEIGHTED BASE	1033	507	518	120*	194	185	188	345	315	373	345	245	269	232	148*	50*	89*	699	334	583	450	365	668	164	354	83*	113*	109*	428	311
Yes, and I want them to	168	87	79	60	56	31	10	11	116	42	11	51	50	34	18	7	7	118	50	106	62	58	110	25	57	9	10	16	53	39
	16%	17%	15%	50%	29%	17%	6%	3%	37%	11%	3%	21%	19%	15%	12%	14%	8%	17%	15%	18%	14%	16%	16%	15%	16%	11%	9%	14%	12%	12%
Yes, but I don't want them to	40	26	13	9	12	9	7	3	21	16	3	14	7	9	5	2	2	28	12	21	18	20	19	4	17	6	4	5	16	8
	4%	5%	2%	8%	6%	5%	4%	1%	7%	4%	1%	6%	2%	4%	3%	4%	2%	4%	3%	4%	4%	6%	3%	2%	5%	7%	4%	5%	4%	3%
No, but I want them to	105	39	63	11	40	28	19	6	51	47	6	25	32	17	15	4	11	87	18	54	50	33	72	15	44	13	6	10	41	23
	10%	8%	12%	9%	21%	15%	10%	2%	16%	13%	2%	10%	12%	8%	10%	8%	12%	12%	5%	9%	11%	9%	11%	9%	12%	15%	6%	9%	10%	7%
No, and I don't want them to	323	162	161	25	61	81	87	69	86	168	69	69	77	88	44	15	29	264	59	210	113	124	199	40	126	21	36	41	142	99
	31%	32%	31%	21%	31%	44%	46%	20%	27%	45%	20%	28%	29%	38%	30%	31%	33%	38%	18%	36%	25%	34%	30%	24%	36%	25%	32%	38%	33%	32%
Not applicable	361	170	189	6	19	25	60	252	25	85	252	77	93	78	53	20	40	179	183	170	191	110	252	76	103	32	55	30	164	138
	35%	34%	36%	5%	10%	13%	32%	73%	8%	23%	73%	32%	35%	33%	36%	41%	45%	26%	55%	29%	42%	30%	38%	46%	29%	39%	48%	27%	38%	44%
Don't know	36	23	13	8	7	11	5	4	15	16	4	8	10	6	11	1	-	24	12	20	16	19	17	5	7	3	2	7	11	5
	3%	4%	3%	7%	4%	6%	3%	1%	5%	4%	1%	3%	4%	2%	8%	3%	-	3%	4%	4%	3%	5%	2%	3%	2%	4%	2%	7%	3%	2%
Parents will buy (NET)	208	113	92	69	68	40	17	13	137	57	13	66	57	43	23	9	9	146	62	127	80	78	129	28	74	15	14	21	69	47
	20%	22%	18%	57%	35%	22%	9%	4%	43%	15%	4%	27%	21%	19%	16%	18%	11%	21%	18%	22%	18%	22%	19%	17%	21%	18%	12%	19%	16%	15%
Parents will not buy (NET)	428	201	224	37	101	110	105	76	138	215	76	94	109	106	60	19	40	351	77	265	163	157	271	55	170	33	43	51	183	122
	41%	40%	43%	30%	52%	59%	56%	22%	44%	58%	22%	38%	41%	45%	40%	39%	45%	50%	23%	45%	36%	43%	41%	34%	48%	40%	38%	47%	43%	39%
Want an advent calendar from parents (NET)	273	126	143	71	96	60	29	17	167	89	17	76	83	52	34	11	18	205	68	161	112	91	182	40	101	22	16	25	95	61
	26%	25%	28%	59%	49%	32%	15%	5%	53%	24%	5%	31%	31%	22%	23%	22%	20%	29%	20%	28%	25%	25%	27%	24%	29%	27%	14%	23%	22%	20%
Don't want an advent calendar from parents (NET)	363	187	173	35	73	90	93	72	108	183	72	84	83	97	50	17	32	292	71	232	131	144	218	43	143	26	40	46	158	107
	35%	37%	33%	29%	38%	48%	50%	21%	34%	49%	21%	34%	31%	42%	33%	35%	35%	42%	21%	40%	29%	40%	33%	26%	40%	31%	36%	43%	37%	34%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base

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Table 19
Q11 - And what type of advent calendar do you personally prefer?

Base: All adults aged 18-75 in Great Britain

	Gender			Age					Aggregated Age			Region						Employment Status		Social Grade		Education		GE 2024 Vote					EU Ref Vote	
	TOTAL	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	18-34 (h)	35-54 (i)	55-75 (j)	North (k)	Midlands (l)	South (m)	Greater London (n)	Wales (o)	Scotland (p)	Working (q)	Not working (r)	ABC1 (s)	C2DE (t)	Graduates (u)	NonGraduate s (v)	Cons (w)	Lab (x)	Lib Dems (y)	Reform UK (A)	Other party (B)	Remain (C)	Leave (D)
UNWEIGHTED BASE	1033	435	590	44	215	216	217	341	259	433	341	250	283	232	142	55	71	737	296	709	324	585	448	171	384	93	100	104	482	315
WEIGHTED BASE	1033	507	518	120*	194	185	188	345	315	373	345	245	269	232	148*	50*	89*	699	334	583	450	365	668	164	354	83*	113*	109*	428	311
	100%	49%	50%	12%*	19%	18%	18%	33%	30%	36%	33%	24%	26%	23%	14%*	5%*	9%*	68%	32%	56%	44%	35%	65%	16%	34%	8%*	11%*	11%*	41%	30%
A chocolate advent calendar	632	311	319	84	115	122	111	199	200	233	199	154	162	154	77	30	55	423	208	354	278	207	425	90	205	48	76	70	252	184
	61%	61%	62%	70%	59%	66%	59%	58%	64%	63%	58%	63%	60%	66%	52%	61%	61%	61%	62%	61%	62%	57%	64%	55%	58%	57%	67%	65%	59%	59%
An advent calendar that only has pictures behind the windows	92	41	51	8	17	8	20	40	24	27	40	21	23	19	17	1	12	59	33	44	48	31	60	17	38	10	3	11	45	28
	9%	8%	10%	6%	9%	4%	10%	11%	8%	7%	11%	8%	8%	8%	11%	2%	13%	8%	10%	7%	11%	9%	9%	11%	11%	13%	3%	10%	10%	9%
						e	e																		A					
An advent calendar that includes other gifts (socks, perfumes, teabags, etc.)	183	72	106	23	49	39	38	33	72	78	33	45	48	33	37	12	10	143	41	114	70	81	102	30	77	14	18	14	75	57
	18%	14%	21%	19%	25%	21%	20%	10%	23%	21%	10%	18%	18%	14%	25%	23%	11%	20%	12%	20%	15%	22%	15%	18%	22%	16%	16%	13%	18%	18%
			a		e	e	e		i	i					m			r				v								
None of these	126	83	42	6	13	16	19	73	18	35	73	26	36	27	18	7	13	74	52	71	55	45	81	26	34	11	16	13	56	42
	12%	16%	8%	5%	6%	8%	10%	21%	6%	9%	21%	11%	14%	12%	12%	14%	14%	11%	16%	12%	12%	12%	12%	16%	10%	14%	14%	12%	13%	13%
		b					cdef				hi																			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n/o/p - q/r - s/t - u/v - w/x/y/A/B - C/D
Overlap formulae used. * small base

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