

PUBLIC FOOTBALL, SPENDING AND CALENDARS 13TH - 14TH NOVEMBER 2024 IPSOS

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

									Aggregated Age Region							Employment Status Social Grade						1		EU Ref Vote						
Г		Gen	nder			Age	Age		-	Aggregated Ag	e			Re;			_	Employm	ent Status	Social	Grade	Educ			_	GE 2024 Vot	e		EU Re	vote
		Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	NonGraduate s	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE	1033			44					259		341							737	296			585		171				104		
WEIGHTED BASE	1033			120*					315		345							699	334			365		164				109*		
	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%
																					s			×						
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%
											i																			
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%
		ь															_				S					-				-
15-16 years old	72 7%	41 8%	31 6%	6 5%	10 5%	19 10%	11 6%	26 7%	17 5%	3U 8%	26 7%	9 4%	26 10%	16 7%	13 9%	3%	8%	55 8%	18 5%	42 7%	30 7%	26 7%	46 7%	13	26 7%	5 6%	6%	10 9%	32 7%	25 8%
	176	876	076	376	376	10%	076	/76	376	876	/76	476	10%	776	976	376	876	876	376	/76	/76	/76	/76	876	/76	076	076	976	170	876
17-18 years old	73	33	37	12	25	12	-	18	37	18	18	11	17	19	16	,		54	18	44	28	27	45	10	33	2	10	2	31	16
17-16 years old	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%
	7.0	170	776	10%	1370 fo	0/6	3/0	3,40	1276	370	3/6	4,0	076	0.70	11/0	470	370	0.70	0/0	0,0	0/6	8.00	7.70	0,6	370	370	0.00	370	770	370
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%	396	4%	5%	4%	4%	6%	5%	5%	7%	7%	1%	3%	2%	4%	6%
Parents shouldn't buy their	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
children advent calendars																						1								
	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%
																			-							A				
Parents should never stop buying	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
their children advent calendars																														
	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%
			а									n	n	n									u							
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%
							d								1			I				v		1						

Proportions/Means: Columns: Tested (5% risk level) - a/b - c/d/e/l/g - h/l/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.

14 Nov 2024



PUBLIC FOOTBALL, SPENDING AND CALENDARS 13TH - 14TH NOVEMBER 2024 IPSOS

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

Part			Ger	nder	Age				Aggregated Age Region								Employment Status Social Grade				Educ	ation			EU Ref Vote						
Mode Preside 33-24 \$23-34 \$23-34 \$23-54 \$23-				luc.						10000				, inc.				Linpioyiii	l status	Jocial	U.UUC								20110	1000	
TOTAL DIS			Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midlands	South		Wales	Scotland	Working	Not working	ABC1	C2DE		S	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
No. First Model was them to 1931 957 518 195 195 195 195 195 195 195 195 195 195		TOTAL	(a)	(b)		(d)	(e)	(f)	(g)	(h)	(i)	(i)		(0)	(m)	(n)	(o)	(p)	(a)	(r)	(s)	(t)	(u)	(v)		(x)	(v)	(A)	(B)	(c)	
1976. 97% 50% 50% 122" 1876 1878 1878 1878 1878 1878 1878 1878	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
Fig. 2 146   27   75   66   56   31   10   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   116   43   176	WEIGHTED BASE	1033	507		120*					315		345								334											311
Fig. 2 146   27   75   66   56   31   10   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   11   116   42   116   43   176		100%	49%							30%		33%								32%											30%
The composition of the compositi	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
Yes, but ident want them to 40 26 33 9 12 9 7 3 22 16 3 144 7 9 5 2 2 28 12 21 18 20 25 56 6 4 5 5 6 8 8 8 8 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1		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%
Part					defg	efg	fg			ij	i																			i .	
No. Dut I want them to 105 39 63 11 40 28 19 6 51 47 6 12 127 15 4 11 87 18 54 50 33 72 15 44 13 6 10 41 23 15 6 1	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
100   100		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%
100   100					g	g	g	g		j	j																				
No. and iden't want them to 223 161 25 61 81 87 69 86 168 69 69 77 88 44 15 29 264 59 220 113 124 199 40 126 21 36 41 142 99 183 184 444 469 2094 2994 2994 2994 2994 2994 2994 299	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
Not applicable   31%   31%   21%   31%   44%   46%   46%   20%   27%   43%   20%   28%   29%   38%   30%   31%   33%   33%   38%   18%   36%   25%   30%   30%   33%   30%   31%   32%   33%   30%   31%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%		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%
Not applicable   31%   31%   21%   31%   44%   46%   46%   20%   27%   43%   20%   28%   29%   38%   30%   31%   33%   33%   38%   18%   36%   25%   30%   30%   33%   30%   31%   32%   33%   30%   31%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%   32%   33%					g	fg	g	g		1	i								r											i .	
Not applicable   361   170   189   6   19   25   66   25   25   85   25   27   79   37   8   53   20   40   41%   45%	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
35%   35%		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%
35%   35%						g	cdg	cdg			hj								r		t					w					
Don'tknow   36   23   13   8   7   11   5   4   15   15   4   8   10   6   11   1   -   24   12   20   16   19   17   5   7   3   27   11   5   5   20   10   10   10   10   10   10   10	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
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   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   3   2   7   11   5   7   13   7   7   13   7   13   7   13   7   13   7   7   13   7   7   13   7   7   7   7   7   7   7   7   7		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%
Parents will buy (NET)								cde	cdef		h	hi								q		s		u	xВ			хB			
Parents will bry (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 16% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15	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
20%   22%   15%   57%   35%   22%   9%   4%   45%   45%   45%   15%   45%   15%		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%
20%   22%   15%   57%   35%   22%   9%   4%   45%   45%   45%   15%   45%   15%					g		g			i	i												v								
Parents will not buy (NET)  428  25 20 24  41%  428  27 10 110  10 110  10 10 5 76  18 215  76 94  100  10 10 60  19 40  39%  45%  50%  273  45%  50%  273  45%  50%  274  45%  50%  274  55  170  33 43  157  271  55  170  33 43  1183  122  43%  36%  43%  43%  43%  43%  43%  43%	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
Parents will not buy (NET) 428 201 224 37 101 110 105 76 128 215 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% 55% 55% 55% 56% 22% 46% 55% 22% 1 83 8% 41% 45% 40% 33% 45% 1 1 18 205 68 1 112 91 182 40 101 22 16 23% 67% 68 1 143 71 96 60 29 17 167 89 17 76 83 52 34 11 18 205 68 1 12 91 182 40 101 22 16 23% 61 20% 61 20% 61 20% 61 20% 61 12 91 182 40 101 22 16 23% 61 20%		20%	22%	18%		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%
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% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 24% 50% 50% 50% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 23% 45% 50% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25					defg	efg	fg	g		ij	j		р																		
Wart an advent calendar from parents (NET)  OR CR	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
Want an advent calendar from parents (NET)  Want an advent calenda		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%
parents (NET)  26% 25% 28% 59% 49% 32% 15% 5% 53% 24% 5% 31% 31% 31% 22% 23% 22% 20% 29% 20% 28% 25% 25% 27% 24% 29% 27% 14% 23% 22% 20% 20% elg elg fg g g g g g g g g g g g g g g g g g						cg	cg	Cg		i i	hj								r		t					w					
etg etg tg g ii j Chriwant an advent calendar control (NET)  etg etg tg g ii j A  A Control (NET)  from parents (NET)  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  from parents (NET)  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  from parents (NET)  36 37 38 38 48 50 78 38 48 50 78 34 49 21 78 34 35 35 35 42 78 21	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
Don't want an advent calendar from parents (NET)		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%
from parents (NET) 35% 37% 38% 29% 38% 48% 50% 21% 34% 49% 21% 34% 31% 42% 33% 35% 42% 21% 40% 29% 40% 33% 26% 40% 31% 36% 43% 37% 34%	1		1				fg	g		ij	1								r				1			A				i i	
from parents (NET) 35% 37% 38% 29% 38% 48% 50% 21% 34% 49% 21% 34% 31% 42% 33% 35% 42% 21% 40% 29% 40% 33% 26% 40% 31% 36% 43% 37% 34%	Don't want an advent calendar	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% 38% 48% 50% 21% 34% 49% 21% 34% 31% 42% 33% 35% 42% 21% 40% 29% 40% 33% 26% 40% 31% 36% 43% 37% 34%	from parents (NET)																														
		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%
										i	hj				1				r												

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

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.



PUBLIC FOOTBALL, SPENDING AND CALENDARS 13TH - 14TH NOVEMBER 2024 IPSOS

14 Nov 2024

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

Base: All adults aged 18-75 in Great Britain

		Ger		1					Aggregated Age Region									Employment Status Social Grade					GE 2024 Vote						ef Vote	
1		Ger	nder				Age		Aggregated Age		e			Ke;				Employm	nent Status	Social	Grade	Education				GE 2024 Vote			EU Ke	ef Vote
															Greater								NonGraduate						i .	'
		Male	Female	18-24	25-34	35-44	45-54	55-75	18-34	35-54	55-75	North	Midlands	South	London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	S	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)
UNWEIGHTED BASE		435		44					259		341											585							482	315
WEIGHTED BASE		507		120*					315		345											365							428	311
	100%	49%		12%*					30%		33%											35%							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%
														n															1	
An advent calendar that only has	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
pictures behind the windows																														
	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	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%
		1	a	1	g	g	g		l i	i					m			r				v							1	ı
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											1							(	

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.