



PUBLIC

<a href="#">T1</a>	<a href="#">Table 1</a>	<a href="#">Q0 - Do you ever buy advent calendars nowadays, or not? This could either be for yourself or someone else.</a>	Base: All adults aged 18-75 in Great Britain
<a href="#">T2</a>	<a href="#">Table 2</a>	<a href="#">Q1 - Who do you tend to purchase advent calendars for?</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendars nowadays
<a href="#">T3</a>	<a href="#">Table 3</a>	<a href="#">Q2 - Who, if anyone, have you received an advent calendar from?</a>	Base: All adults aged 18-75 in Great Britain
<a href="#">T4</a>	<a href="#">Table 4</a>	<a href="#">Q3 - Which of these types of advent calendar have you ever bought, and which do you typically buy?</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T5</a>	<a href="#">Table 5</a>	<a href="#">Q3 1 - Which of these types of advent calendar have you ever bought? Please think about advent calendars</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T6</a>	<a href="#">Table 6</a>	<a href="#">Q3 2 - Now, which of these types of advent calendar do you typically buy?</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T7</a>	<a href="#">Table 7</a>	<a href="#">Q4 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spent</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T8</a>	<a href="#">Table 8</a>	<a href="#">Q4 1 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spe</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T9</a>	<a href="#">Table 9</a>	<a href="#">Q4 2 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spe</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T10</a>	<a href="#">Table 10</a>	<a href="#">Q5 - Do you consider the gifting of an advent calendar a main Christmas present, or are they more of an acc</a>	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<a href="#">T11</a>	<a href="#">Table 11</a>	<a href="#">Q6 - Do you expect your overall Christmas spending in 2025 to be more, less or about the same as what you</a>	Base: All adults aged 18-75 in Great Britain

Table 1  
 Q0 - Do you ever buy advent calendars nowadays, or not? This could either be for yourself or someone else.

Base: All adults aged 18-75 in Great Britain

	Gender		Age			Generations					Region						Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024 Vote										EU Ref Vote	
																												White ethnic group	Minority ethnic groups												
	TOTAL	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£49999	£50000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave						
	UNWEIGHTEDED BASE	1838	885	952	272	428	138	150	318	281	205	246	274	235	261	93	81	223	111	735	492	901	491	115	213	408	261	819	187	158	134	111	201	96	184	109					
WEIGHTEDED BASE	1838	107	120	117	177	107	100*	111	187	203	248	272	235	180*	49**	83*	101	111	584	412	369	457	110*	210	212	288	811	170	100	193	106*	111*	90*	417	117						
Yes	745	351	390	214	289	201	153	268	170	136	172	184	172	120	34	62	516	208	430	114	281	464	86	173	203	240	651	82	119	224	78	100	72	349	215						
	72%	69%	75%	81%	77%	58%	60%	80%	69%	58%	71%	68%	73%	81%	69%	71%	77%	62%	74%	70%	76%	70%	61%	70%	72%	83%	71%	64%	75%	77%	74%	78%	80%	76%	74%						
No	283	152	127	54	86	74	36	14	14	69	71	86	62	20	15	24	140	121	146	137	84	200	52	74	78	42	216	44	40	66	27	28	18	106	82						
	27%	30%	24%	17%	23%	41%	18%	19%	31%	41%	29%	32%	26%	17%	31%	27%	23%	37%	25%	30%	23%	30%	37%	30%	28%	15%	26%	34%	25%	22%	25%	22%	20%	21%	28%						
Don't know	8	4	3	4	2	3	2	3	1	2	*	3	1	3	-	2	4	4	7	1	4	4	2	2	2	5	3	1	3	1	3	-	-	3	-						
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	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/E/F/G - H/I  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 2  
Q1 - Who do you tend to purchase advent calendars for?

Base: All adults aged 18-75 in Great Britain who purchase advent calendars nowadays

	Gender			Age			Generations					Region					Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024 Vote										EU Ref Vote				
	TOTAL	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	A6C1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave									
Unemployed base	746	405	411	231	237	278	113	286	341	154	187	187	272	261	63	61	173	185	349	497	463	289	88	240	185	261	644	100	189	101	86	76	76	76	149	149	149	149	149	149	149	149	149	149
Children	387	187	227	82	207	108	31	167	114	85	87	89	104	63	21	34	310	87	147	179	147	250	38	87	114	138	357	36	78	124	31	55	35	202	155	202	155	202	155	202	155	202	155	
35%	48%	48%	58%	32%	72%	53%	20%	63%	67%	54%	50%	48%	60%	52%	63%	14%	58%	42%	51%	57%	52%	54%	44%	50%	37%	56%	55%	44%	66%	56%	40%	55%	48%	55%	48%	55%	48%	55%	66%	48%	55%			
House	377	182	212	191	128	63	124	144	70	37	74	110	7%	64	24	24	241	87	22%	153	157	220	44	90	98	125	312	57	48	113	44	53	40	162	82	162	82	162	82	162	82	162	82	
51%	52%	49%	79%	43%	30%	81%	55%	41%	24%	43%	60%	44%	53%	70%	47%	47%	52%	46%	52%	40%	56%	47%	52%	52%	48%	52%	48%	70%	48%	41%	50%	56%	33%	55%	52%	52%	55%	52%	55%	52%	55%			
Partner	298	163	134	121	121	56	59	136	59	43	63	69	70	46	22	28	244	54	184	114	131	187	17	61	82	124	261	33	43	97	34	42	28	158	83	158	83	158	83	158	83	158	83	
40%	46%	34%	48%	42%	28%	39%	51%	35%	28%	36%	38%	41%	38%	65%	45%	45%	45%	26%	45%	36%	45%	36%	20%	35%	40%	52%	40%	40%	35%	42%	43%	41%	38%	45%	45%	45%	45%	45%	45%	45%	45%			
Other family member(s)	96	44	51	30	30	3%	25	27	10	34	17	18	25	22	2	12	63	32	48	48	29	57	10	35	18	30	30	14	23	9	24	8	51	24	51	24	51	24	51	24	51	24		
11%	11%	13%	12%	10%	18%	18%	10%	10%	6%	22%	10%	10%	14%	18%	3%	20%	12%	10%	11%	11%	10%	10%	11%	20%	9%	12%	12%	17%	16%	10%	12%	14%	11%	11%	11%	11%	11%	11%	11%	11%	11%			
Children	82	53	29	55	14	13	37	27	9	9	25	26	8	18	*	4	54	28	44	37	24	57	8	25	14	20	60	19	8	24	11	17	2	26	24	26	24	26	24	26	24	26	24	
11%	15%	7%	21%	5%	7%	24%	10%	5%	6%	14%	14%	5%	15%	*	7%	10%	13%	10%	12%	9%	12%	10%	14%	7%	12%	9%	23%	7%	11%	14%	17%	7%	7%	10%	7%	10%	7%	10%	7%	10%				
Parents	73	31	41	45	20	8	35	35	11	2	11	14	15	18	11	5	59	15	44	30	35	38	8	17	10	35	61	12	9	17	13	11	1	35	21	35	21	35	21	35	21	35	21	
10%	9%	11%	18%	7%	4%	16%	13%	7%	1%	7%	8%	9%	13%	12%	7%	7%	11%	7%	10%	9%	13%	8%	9%	10%	5%	13%	9%	15%	7%	7%	16%	11%	1%	10%	10%	10%	10%	10%	10%	10%	10%			
Friends	71	47	22	40	20	11	23	28	10	10	14	18	15	22	-	3	58	13	51	20	33	38	6	17	26	20	54	16	13	26	4	11	4	32	21	32	21	32	21	32	21	32	21	
100%	11%	6%	14%	7%	5%	11%	11%	6%	4%	8%	11%	11%	9%	18%	-	1%	11%	6%	11%	6%	12%	6%	7%	10%	11%	8%	6%	10%	11%	11%	12%	1%	11%	1%	9%	9%	9%	9%	9%	9%	9%	9%		
Work colleagues	35	23	12	23	8	4	13	15	5	1	7	10	3	14	-	1	34	1	29	6	21	15	1	7	9	18	21	11	11	8	18	2	10	*	20	12	20	12	20	12	20	12		
5%	6%	3%	9%	3%	2%	8%	6%	4%	1%	4%	5%	2%	12%	-	2%	6%	1%	7%	2%	7%	3%	1%	4%	4%	4%	4%	3%	18%	4%	7%	6%	3%	10%	1%	4%	5%	4%	5%	4%	5%				
Sector Santa	24	17	7	14	5	6	7	8	3	6	8	2	3	9	-	2	17	7	13	11	7	7	1	10	7	6	14	10	6	9	1	5	*	15	8	15	8	15	8	15	8			
3%	5%	2%	5%	2%	3%	5%	3%	2%	4%	4%	1%	1%	1%	8%	-	3%	3%	3%	3%	3%	2%	4%	1%	6%	3%	2%	2%	12%	5%	4%	1%	5%	1%	4%	4%	4%	4%	4%	4%	4%	4%			
Grandparents	12	8	4	8	3	1	6	5	*	1	1	1	4	5	*	1	9	3	11	1	9	3	3	3	*	2	7	8	5	3	4	1	3	*	6	4	6	4	6	4	6	4		
2%	2%	1%	3%	1%	*	4%	2%	*	*	*	*	*	2%	5%	1%	2%	2%	1%	2%	*	2%	1%	3%	*	1%	3%	1%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%		
Someone else	14	4	10	3	2	9	1	3	2	8	2	4	2	4	2	-	8	6	8	6	6	5	10	3	3	3	12	2	4	3	3	2	1	6	7	8	7	8	7	8	7			
2%	1%	3%	1%	1%	5%	1%	1%	1%	5%	5%	1%	2%	1%	4%	5%	-	2%	3%	2%	2%	2%	2%	4%	2%	2%	2%	2%	2%	3%	6%	1%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%			
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Means: Columns Totalled (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/E/F/G- H/I  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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 3  
Q2 - Who, if anyone, have you received an advent calendar from?

Base: All adults aged 18-75 in Great Britain

	Gender		Age			Generations					Region							Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024 Vote							EU Ref Vote	
			Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working group	Not working group	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£49999	£50000-£59999	£60000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave			
	TOTAL	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
UNRECORDED BASE	1838	44%	56%	21%	41%	38%	10%	24%	28%	20%	24%	27%	23%	24%	24%	24%	24%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%		
UNRECORDED BASE	1838	107	510	117	419	387	100*	111	287	208	248	277	233	233	189*	49**	83*	101	313	389	412	389	407	110*	289	283	288	81%	18%	18%	18%	18%	18%	18%	18%	18%	18%		
Parents	367	163	201	162	143	102	104	149	76	39	82	104	90	42	19	30	258	149	109	200	158	138	231	39	100	93	134	324	38	161	33	161	100	100	100	100	100		
30%	32%	32%	39%	52%	38%	38%	10%	45%	31%	14%	34%	38%	38%	38%	38%	34%	37%	33%	38%	35%	37%	35%	28%	40%	33%	40%	34%	30%	32%	39%	33%	24%	39%	39%	39%	39%	39%		
Partner	308	182	125	133	71	95	125	73	56	77	66	64	56	12	32	244	64	194	114	130	178	16	68	92	118	260	44	49	107	32	43	32	158	88	88	88			
30%	36%	24%	33%	35%	21%	29%	38%	29%	21%	21%	32%	24%	27%	38%	25%	36%	35%	19%	33%	25%	35%	27%	12%	27%	33%	42%	29%	34%	30%	31%	34%	34%	36%	33%	33%	31%			
Myself	155	58	94	79	54	21	52	60	26	17	29	54	23	23	11	15	108	47	83	72	51	104	25	49	30	42	130	23	21	35	13	16	19	84	22	22	22		
15%	11%	18%	25%	14%	6%	27%	18%	10%	6%	12%	12%	20%	10%	15%	23%	17%	15%	14%	14%	16%	14%	16%	18%	20%	23%	15%	15%	18%	15%	12%	13%	13%	21%	18%	18%	18%			
Friend(s)	82	53	27	46	23	11	24	39	10	10	18	14	19	24	*	6	68	14	62	20	50	32	7	12	23	37	53	27	11	30	4	7	7	46	21	21	21		
8%	10%	5%	12%	6%	4%	4%	12%	12%	4%	4%	7%	5%	8%	17%	1%	7%	20%	4%	11%	4%	11%	5%	5%	5%	8%	13%	6%	11%	8%	12%	3%	5%	18%	10%	7%	7%			
Work colleagues	71	47	24	38	26	4	30	35	11	6	13	21	10	16	4	5	67	4	53	19	46	25	3	14	21	34	56	46	25	11	30	6	10	3	17	19	19		
7%	9%	5%	12%	7%	2%	1	10	10%	4%	2%	5%	8%	4%	13%	8%	6%	10%	1%	9%	4%	13%	4%	2%	6%	7%	12%	5%	19%	7%	10%	6%	8%	3%	8%	6%	6%			
Siblings	67	44	22	32	18	17	22	26	4	15	10	15	6	27	5	3	52	14	43	24	29	38	4	18	13	27	41	23	7	22	8	20	3	14	22	22	22		
6%	9%	4%	10%	5%	5%	12%	8%	2%	5%	4%	4%	6%	3%	19%	0%	4%	7%	4%	7%	5%	8%	6%	3%	7%	5%	9%	5%	18%	5%	7%	8%	16%	3%	7%	7%	7%			
Child(ren)	67	28	39	9	25	34	5	18	17	28	14	20	16	7	1	8	45	22	36	30	22	45	6	13	17	24	64	3	14	21	8	10	3	28	29	29	29		
6%	6%	7%	3%	6%	10%	2%	5%	7%	10%	6%	6%	7%	5%	2%	10%	6%	6%	7%	6%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%			
Grandparents	53	24	29	19	14	*	34	14	5	*	17	11	13	8	-	5	34	20	34	20	15	38	8	19	14	11	43	10	2	16	8	9	8	21	7	7	7		
5%	5%	6%	12%	4%	*	18%	4%	2%	*	7%	4%	6%	6%	5%	-	6%	5%	6%	6%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%		
Other family member(s)	42	29	12	23	10	9	11	19	2	9	2	15	6	14	-	5	34	7	22	20	16	26	4	8	9	20	26	10	5	14	1	8	4	25	7	7	7		
4%	6%	2%	7%	3%	3%	6%	6%	1%	3%	1%	1%	5%	2%	9%	-	6%	5%	2%	4%	4%	4%	4%	4%	3%	3%	3%	7%	3%	8%	3%	5%	1%	7%	4%	5%	2%	2%		
Sacred Santa	19	9	14	6	11	4	9	3	5	2	4	5	3	5	-	2	15	4	12	8	6	14	2	6	7	4	10	9	5	4	*	4	1	7	7	7	7		
2%	3%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Father Christmas/ Santa Claus	11	5	5	8	3	*	7	4	-	*	2	3	6	1	-	-	7	4	6	5	4	5	5	-	2	4	7	4	1	4	1	-	1	4	1	4	1	1	
1%	1%	1%	1%	1%	1%	*	3%	1%	*	*	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Someone else	8	4	4	3	2	2	2	1	4	1	2	1	2	2	-	1	5	3	6	2	5	3	3	-	2	2	4	5	3	*	4	*	1	1	5	2	2	2	
1%	1%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
No one	246	111	134	31	79	135	22	49	69	106	63	65	56	30	11	21	138	107	137	109	70	175	51	58	71	44	211	31	32	59	26	35	18	107	75	75			
24%	24%	22%	26%	10%	21%	39%	11%	15%	28%	40%	26%	24%	24%	20%	23%	24%	20%	32%	23%	24%	19%	24%	37%	23%	25%	15%	24%	24%	20%	30%	25%	28%	20%	23%	24%	24%	24%		
Don't know	35	16	16	1	11	22	-	4	13	17	9	12	4	5	2	3	19	15	10	24	7	28	7	9	3	31	2	9	5	3	8	*	8	21	8	21	8		
3%	3%	3%	3%	*	3%	6%	-	1%	5%	6%	4%	4%	1%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		

Proportions/Means: Columns Totalled (5% risk level) a/b- c/d% (b/a)/ (b/a)/m/n/o- p/q- r/s- t/u- v/w/x/y- A/B- C/D/E/F/G- H/I

Overlap formulae used. \* small base; \*\* very small base (under 10) ineligible for sig testing

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.

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PUBLIC  
25-077201-01 - ADVENT CALENDARS  
26TH - 29TH SEPTEMBER 2025  
IPSOS

2 Oct 2025

Table 4

Q3 - Which of these types of advent calendar have you ever bought, and which do you typically buy?

Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

	Ever bought	Typically buy
UNWEIGHTED BASE	676	676
WEIGHTED BASE	654	654
Chocolate	589	549
	90%	84%
Food other than chocolate (e.g. cheese, biscuits, sweets, vegan, etc.)	153	67
	23%	10%
Beauty (e.g. makeup, skincare, etc.)	187	100
	29%	15%
Alcohol	111	55
	17%	8%
Non-alcoholic drinks (e.g. tea, coffee, etc.)	62	33
	9%	5%
Craft (e.g. ribbon, stickers, glitter, etc.)	66	30
	10%	5%
Candle	87	28
	13%	4%
Book	75	37
	11%	6%
Toys	193	92
	30%	14%
Jewellery	66	36
	10%	5%
Pictures (i.e. the daily items are pictures)	106	58
	16%	9%
Other	20	12
	3%	2%
Don't know	3	4
	1%	1%

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 5  
Q2.1 - Which of these types of advent calendar have you ever bought? Please think about advent calendars you've purchased, not any you've made.  
Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

	Gender		Generations										Region					Employment Status		Social Grade		Education		Income					Ethnicity		GE 2024 Vote							EU Ref Vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
			18-34			35-54			55+			Gen Z		Millennials		Gen X		Baby Boomer		North		Midlands		South		Greater London		Wales		Scotland		Working		Not working		A0C1		C2DE		Graduates		Non-Graduates		Up to £19999		£20000-£49999		£50000-£54999		£55000+		White ethnic group		Minority ethnic groups		Cons		Lab		Lib Dems		Reform UK		Other party		Remain		Leave																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
	TOTAL	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	A0C1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£49999	£50000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
UNWEIGHTEDED BASE	634	275	359	102	153	179	149	206	175	143	154	124	134	134	206	12	107	133	696	109	434	208	52	147	174	281	109	49	113	130	74	23	44	100	104	63	27	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10</

Proportions/Means: Columns Tested (3% 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/E/F/G - H/I  
Owing formulae used: \* small base; \*\* very small base (under 20) ineligible for sig testing

Table 6  
Q3\_2 - Now, which of these types of advent calendar do you typically buy?

Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

Category	Gender		Age			Demographics										Region					Employment Status				Social Grade				Education				Income				Ethnicity				EU 2024 Vote				EU Ref. Vote	
	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	AEC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£49999	£50000-£49999	£50000+	White ethnic group	Minority ethnic group	Caucasians	Lab	Lib Dems	Green Party	Reform UK	Other party	Remain	Leave											
	TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100								
Unemployed/low income	10	15	10	15	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10								
Unemployed/low income	10	15	10	15	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10								
Chocolate	84	76	84	76	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84	84								
Food other than chocolate (e.g. cheese, biscuits, sweets, veges, etc.)	67	39	29	31	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94	19	27	94							
Beauty (e.g. makeup, skincare, etc.)	100	55	45	40	43	17	18	45	22	14	24	18	22	28	1	7	82	17	7	23	51	49	5	11	29	48	74	25	17	49	6	11	6	40	35	40	35									
Alcohol	55	54	21	33	19	3	17	28	8	2	8	13	7	15	10	2	55	1	31	24	36	29	-	16	6	33	41	14	10	21	*	8	1	35	16	35	16									
Non-alcoholic drinks (e.g. tea, coffee etc.)	33	19	14	19	10	5	13	13	3	4	7	9	7	6	*	3	24	10	26	7	20	13	2	10	4	17	23	10	1	18	3	1	3	22	6	22	6									
Cloth (e.g. ribbon, stickers, glitter, etc.)	30	18	12	16	14	*	8	19	3	4	5	3	12	3	3	30	*	28	3	27	3	-	-	8	22	18	12	4	13	7	3	1	19	8	19	8										
Candle	28	16	12	16	10	2	10	14	3	1	5	11	4	*	*	26	2	22	6	20	8	1	7	6	13	20	8	*	14	2	9	*	17	11	17	11										
Book	37	24	13	21	14	2	9	23	3	2	7	12	4	13	-	*	35	2	28	9	27	10	2	9	25	26	11	5	24	3	1	*	24	10	24	10										
Toys	92	50	42	48	36	8	27	42	16	7	10	20	15	16	10	9	78	15	63	29	42	51	76	6	20	22	42	74	12	37	9	21	6	51	22	51	22									
Jewellery	36	26	10	23	12	*	3	17	3	*	4	7	6	17	*	1	32	3	28	8	26	10	1	5	9	20	20	16	6	18	2	7	1	18	13	18	13									
Pictures (i.e. the daily items are removed)	58	37	21	24	23	11	11	31	10	7	9	17	10	17	4	1	52	6	53	5	44	14	4	4	14	35	46	12	14	24	8	6	2	33	23	33	23									
Other	12	5	7	-	4	8	-	1	4	7	1	3	5	1	3	-	8	4	8	4	4	9	-	2	5	3	12	-	2	1	4	3	*	8	4	8	4									
Don't know	4	3	2	3	1	1	-	2	1	-	1	2	3	-	-	-	2	3	2	1	4	3	-	1	1	1	-	-	-	-	-	-	-	2	1	-	-									

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/E/F/G - H/I  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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.

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**PUBLIC**  
**25-077201-01 - ADVENT CALENDARS**  
**26TH - 29TH SEPTEMBER 2025**  
**IPSOS**

**2 Oct 2025**

**Table 7**

**Q4 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spent on an advent calendar?**

**Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone**

	Typical budget	Most ever spent
UNWEIGHTED BASE	676	676
WEIGHTED BASE	654	654
(0) No spend	3	1
	*	*
(2.5) Under £5	155	69
	24%	11%
(7.5) £5 to £10	207	146
	32%	22%
(15) £11 to £20	84	96
	13%	15%
(25) £21 to £30	58	77
	9%	12%
(35) £31 to £40	23	41
	4%	6%
(45) £41 to £50	28	44
	4%	7%
(63) £51 to £75	13	40
	2%	6%
(88) £76 to £100	22	31
	3%	5%
(125) £101 to £150	26	34
	4%	5%
(175) £151 to £200	13	24
	2%	4%
(250) £201 to £300	8	16
	1%	2%
(400) £301 to £500	6	11
	1%	2%
(500) More than £500	3	11
	*	2%
Mean	32	56
£10 or less (NET)	362	215
	55%	33%
£11 - £30 (NET)	142	174
	22%	27%
£31 - £50 (NET)	51	85
	8%	13%
£51 - £100 (NET)	34	72
	5%	11%
More than £100 (NET)	55	97
	8%	15%
Don't know	7	11
	1%	2%

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 8  
Q4\_1 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spent on an advent calendar? Typical budget  
Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

	Gender		Age			Generations					Region					Employment Status		Social Grade		Education				Income				Ethnicity		GE 2024 Vote										EU Ref Vote																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20001-£39999	£40000-£59999	£60000+	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	White ethnic group	Minority ethnic group	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
UNWEIGHTED BASE	10764	10764	111	111	111	68	106	251	61	172	115	115	111	101	101	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161	161

Proportions/Means: Columns Totalled 100% (risk level) a/b = <1/6> (1/6)/b; a/b/c = <1/6> (1/6)/b/c; a/b/c/d = <1/6> (1/6)/b/c/d; A/B = <2/2> (2/2)/B; A/B

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig fig testing

Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

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/E/F/G - H/I  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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 10  
 Q5 - Do you consider the gifting of an advent calendar a main Christmas present, or are they more of an accessory to other presents, both, or neither?

Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone

	Gender			Age			Generations				Region						Employment Status		Social Grade		Education		Income				Ethnicity		GE 2024 Vote						EU Ref Vote	
	TOTAL	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£49999	£50000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave	
UNWEIGHTEDED BASE	81%	47%	34%	182	433	178	167	208	375	143	154	124	151	200	12	68	157	153	69%	18%	41%	28%	52	247	171	281	16%	8%	18%	20%	7%	1%	4%	18%	10%	
WEIGHTEDED BASE	628	313	315	721*	273	133	108*	254	150	143*	112*	115	154	109*	13*	57*	457	118	119	276	710	404	65*	118*	171	220	177	71*	111*	197	64*	95*	57*	115	213	
I consider gifting an advent calendar a main Christmas present	45	33	12	23	16	6	10	29	2	4	16	9	8	8	3	1	34	11	31	14	28	17	6	8	9	23	34	11	5	22	7	7	4	32	10	
I consider gifting an advent calendar an accessory to the main Christmas present	7%	11%	4%	11%	6%	3%	9%	12%	1%	3%	10%	6%	5%	8%	11%	2%	7%	7%	8%	5%	11%	4%	8%	5%	5%	10%	6%	16%	4%	11%	10%	7%	7%	10%	5%	
I consider gifting an advent calendar as both a main gift and an accessory to the main Christmas present	239	125	114	76	95	68	36	94	54	56	64	47	54	38	15	20	182	57	140	99	101	138	19	72	56	77	107	31	39	78	27	35	13	116	77	
I consider gifting an advent calendar as part of the Christmas gift giving (e.g. to toddlers, etc.)	36%	36%	37%	37%	35%	38%	33%	37%	36%	39%	42%	30%	35%	37%	47%	36%	37%	34%	37%	36%	40%	34%	30%	46%	33%	35%	34%	44%	35%	40%	39%	37%	23%	37%	35%	
I don't know	58	36	22	28	21	9	13	27	10	9	10	12	11	20	1	6	55	3	42	16	35	23	2	9	18	27	40	15	8	24	6	12	2	26	21	
I neither - I don't consider an advent calendar as part of the Christmas gift giving (e.g. to toddlers, etc.)	9%	11%	7%	14%	8%	5%	12%	11%	6%	6%	6%	8%	7%	10%	2%	10%	11%	2%	11%	6%	14%	6%	3%	6%	10%	12%	7%	21%	7%	12%	9%	13%	4%	8%	9%	
I don't know	309	132	175	75	141	94	49	104	84	73	63	88	79	58	13	29	214	95	163	147	85	224	18	68	87	94	288	13	61	73	27	40	38	142	109	
I don't know	47%	42%	52%	37%	52%	51%	41%	41%	56%	51%	41%	57%	51%	36%	40%	52%	44%	57%	43%	53%	34%	55%	57%	41%	51%	43%	50%	19%	54%	37%	40%	42%	66%	45%	10%	
I don't know	2	1	1	1	-	2	1	-	1	-	-	1	2	-	-	-	1	2	2	-	-	2	1	-	1	-	2	-	-	-	1	1	-	-	2	
I don't know	*	*	*	1%	-	1%	1%	-	1%	-	-	-	-	1%	-	-	*	1%	1%	-	-	-	1%	-	1%	-	*	-	-	-	2%	1%	-	-	1%	

Proportions/Means: Columns Totals (5% risk level) - a/B - c/D/c - f/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/I  
 Overlap formulae used: \* small base; \*\* very small base (under 10) ineligible for sig testing

Table 11  
 Q6 - Do you expect your overall Christmas spending in 2025 to be more, less or about the same as what you spent in 2024?

Base: All adults aged 18-75 in Great Britain

	Gender			Generations										Region						Employment Status		Social Grade		Education				Income				Ethnicity		GE 2024 Vote							EU Ref Vote	
	TOTAL	Male	Female	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Up to £19999	£20000-£49999	£50000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave							
UNWEIGHTED BASE	1838	885	953	272	438	118	110	318	261	205	246	274	233	241	93	161	223	813	719	493	603	613	134	213	404	261	819	149	198	184	131	201	96	184	189							
WEIGHTED BASE	1838	107	120	117	177	187	100	111	187	203	248	272	233	189	69	83	101	313	181	412	369	657	110	239	213	281	819	149	198	184	131	201	96	184	189							
More than what I spent in 2024	289	119	138	148	73	78	90	108	34	68	73	75	83	57	8	25	216	83	177	123	128	173	32	58	95	103	251	48	45	85	38	36	29	142	67							
	28%	13%	20%	48%	19%	22%	47%	33%	14%	25%	30%	28%	28%	38%	17%	28%	31%	25%	30%	27%	34%	26%	23%	23%	34%	38%	28%	37%	28%	34%	28%	32%	31%	21%								
This same as what I spent in 2024	439	211	225	100	168	171	88	233	119	129	103	182	114	57	15	49	287	143	248	191	119	280	55	103	117	128	383	64	75	118	34	62	63	142	159							
	42%	42%	43%	12%	45%	49%	58%	37%	48%	48%	42%	37%	40%	38%	30%	16%	42%	43%	43%	42%	43%	42%	39%	41%	41%	44%	43%	34%	47%	40%	36%	48%	47%	40%	50%							
Less than what I spent in 2024	215	100	114	49	103	63	19	81	71	45	43	64	47	28	24	9	146	69	117	99	71	144	29	65	52	50	196	18	28	74	24	23	13	110	75							
	21%	20%	22%	10%	27%	18%	10%	25%	29%	17%	18%	24%	20%	19%	50%	10%	21%	21%	20%	22%	19%	22%	21%	26%	18%	18%	14%	18%	23%	18%	15%	15%	14%	24%								
I don't spend anything for Christmas	52	31	19	13	18	21	11	10	27	15	15	22	8	2	1	4	20	32	22	30	7	45	17	16	10	1	37	13	6	9	3	2	4	13	7							
	5%	6%	4%	4%	5%	6%	6%	3%	7%	5%	6%	8%	4%	1%	3%	5%	3%	10%	4%	7%	2%	7%	12%	6%	4%	*	4%	10%	4%	3%	3%	2%	4%	3%	2%							
Don't know	30	6	24	2	15	13	2	11	6	12	10	10	10	4	5	-	22	8	20	10	10	6	25	6	6	9	6	24	6	5	7	2	5	2	10	10						
	3%	1%	3%	1%	4%	4%	1%	3%	2%	4%	4%	4%	2%	4%	-	1%	3%	2%	3%	2%	1%	4%	4%	2%	3%	2%	3%	5%	5%	3%	2%	4%	2%	2%	3%							

Proportions/Margins: Columns Tested (5% risk level) -  $\chi^2/N$  -  $\chi^2/df$  -  $1/\sqrt{df/N}$  -  $1/\sqrt{df/N} \times \sqrt{df}$  -  $p/N$  -  $r/N$  -  $\sqrt{r/N} \times \sqrt{N}$  -  $A/B$  -  $C/D/E/F/G$  -  $H/I$   
 Overlap formulae used: \* small base, \*\* very small base (under 30) not eligible for sig testing