

<u>T1</u>	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
<u>T2</u>	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
<u>T3</u>	Table 3	Q2 - Who, if anyone, have you received an advent calendar from?	Base: All adults aged 18-75 in Great Britain
<u>T4</u>	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
<u>T5</u>	Table 5	Q3 1 - Which of these types of advent calendar have you ever bought? Please think about advent calendar	s Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<u>T6</u>	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
<u>T7</u>	Table 7	Q4 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spent	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<u>T8</u>	Table 8	Q4_1 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever specific	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<u>T9</u>	Table 9	Q4_2 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever specific	
<u>T10</u>	Table 10	Q5 - Do you consider the gifting of an advent calendar a main Christmas present, or are they more of an acceptance of the property of the prop	Base: All adults aged 18-75 in Great Britain who purchase advent calendar(s) for someone
<u>T11</u>	<u>Table 11</u>	Q6 - Do you expect your overall Christmas spending in 2025 to be more, less or about the same as what you	<u>u</u> Base: All adults aged 18-75 in Great Britain

PUBLIC 15-077201-01 - ADVENT CALENDARS 26TH - 29TH SEPTEMBER 2025

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

		Ge	der		Age			Gene	rations					tegion			Employe	ent Status	Socia	al Grade	Edu	cation		In	come		Eth	nicity			GE 2024 Vote			EU	J Ref Vote
																											White ethnic	Minority ethnic							T
		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	f20000-f34999	£35000-£54999	£55000+	group	groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Le
	TOTAL	(a)	(b)	(c)	(d)	(e)	(6)	(g)	(b)	6)	60	(k)	(1)	(m)	(n)	(o)	(a)	(a)	(r)	(s)	(t)	(u)	(st)	(w)	(x)	(v)	(A)	(8)	(0)	(0)	(E)	(F)	(6)	(H)	
	1036						150																												
	1036						190*																												
	745	351	390	254	289	201	153	266	170	156	172	184	172	120	34	62	536	208	430	314	281	464	86	173	203	240	651	82	119	224	78	100	72	349	
	72%	69%	75%	81%	77%	58%	80%	80%	69%	58%	71%	68%	73%	81%	69%	71%	77%	62%	74%	70%	76%	70%	61%	70%	72%	85%	73%	64%	75%	77%	74%	78%	80%	76%	
							hi	hi						k							u					vwx									
	283	152	127	54	86	144	35	62	76	110	71	86	62	26	15	24	160	123	146	137	84	200	52	74	78	42	236	44	40	66	27	28	18	106	
	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%	23%	
						cd			fg	figh	m	m						р				t	y	y	y										
now	8	4	3	4	2	2	2	3	1	2		3	1	3		2	4	4	7	1	4	4	2	1	2	2	5	3	1	3	1			3	
	1%	1%	146	1%	1%	1%	196	1%		1%		1%		2%		2%	196	1%	1%		1%	1%	2%		1%	196	1%	2%		1%	1%			146	

Proportions/Means: Columns Tested (3X risk level) - a/b - c/d/e - i/g/h/i - j/k/l/m/n/o - p/q - r/s - t/u - v/w/x/y - A/b - C/D/t/l/G - H/l Overlap formulae used. \* small base; \*\* very small base (under 30) insligible for sig testing

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

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

Base: All adults aged 18-75 in Gre																																			
		G	ender		Age			Gen	erations					Region			Employm	ent Status	Social	Grade	te	ducation		Inc	ome			nicity			GE 2024 Vote			EU Re	af 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-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
UNWEIGHTED BASE WEIGHTED BASE	756 745	304 351	448 390	221 254	337 289	198 201	123 153*	288 266	191 170	154 156	167 172*	197 184	171 172	121 120*	33 34**	67 62*	571 536	185 208	5.49 430	207	463 281	293 464	69 86*	140 173*	195 203	305 240	647 651	100 82*	119 119*	261 224	86 78*	78 100*	75 72*	395 349	219 235
Children)	397 53%	167 48%	227 58%	82 32%	207 72%	108 53%	31 20%	167 63%	114 67%	85 54%	87 50%	89 48%	104 60%	63 52%	21 63%	34 54%	310 58%	87 42%	218 51%	179 57%	147 52%	250 54%	38 44%	87 50%	114 57%	136 56%	357 55%	36 44%	78 66%	124 56%	31 40%	55 55%	35 48%	202 58%	155 66%
Myself	377 51%	182 52%	192 49%	191 75% de	126 43%	61 30%	124 81% ghi	146 55% hi	70 41%	37 24%	74 43%	110 60%	75 44%	64 53%	24 70%	29 47%	281 52%	97 46%	225 52%	153 49%	157 56%	220 47%	44 52%	90 52%	98 48%	125 52%	312 48%	57 70% A	48 41%	113 50% F	44 56% F	33 33%	40 55% F	182 52%	82 35%
Partner	298 40%	163 46% b	134 34%	121 48% e	121 42% e	56 28%	59 39%	136 51% hi	59 35%	43 28%	63 36%	69 38%	70 41%	46 38%	22 65%	28 45%	244 45% q	54 26%	184 43%	114 36%	131 47% u	167 36%	17 20%	61 36%	82 40% V	124 52% vw	261 40%	33 40%	43 36%	97 43%	34 43%	42 41%	28 38%	158 45%	83 35%
Other family member(s)	96 13%	44 13%	51 13%	30 12%	30 10%	35 18%	25 16% h	27 10%	10 6%	34 22% gh	17 10%	18 10%	25 14%	22 18%	2 5%	12 20%	63 12%	32 16%	48 11%	48 15%	29 10%	67 14%	10 11%	35 20% x	18 9%	30 12%	80 12%	14 17%	19 16%	23 10%	9 12%	14 14%	8 11%	51 15%	24 10%
liblings	82 11%	53 15% b	29 7%	55 21% de	14 5%	13 7%	37 24% ghi	27 10%	9 5%	9 6%	25 14% I	26 14%	8 5%	18 15% 	:	4 7%	54 10%	28 13%	44 10%	37 12%	24 9%	57 12%	10%	25 14%	14 7%	29 12%	60 9%	19 23% A	8 7%	24 11%	11 14%	17 17% G	2 3%	26 7%	24 10%
Parents	73 10%	31 9%	43 11%	45 18% de	20 7%	8 4%	25 16% N	35 13% i	11 7% i	2 1%	11 7%	14 8%	15 9%	18 15%	11 32%	5 7%	59 11%	15 7%	44 10%	30 9%	35 13%	38 8%	8 9%	17 10%	10 5%	35 15% x	61 9%	12 15%	9 7%	17 7%	13 16% G	11 11%	1 1%	35 10%	21 9%
FriendIsl	71 10%	47 13% b	22 6%	40 16% de	20 7%	11 5%	23 15%	28 11%	10 6%	10 6%	14 8%	18 10%	15 9%	22 18% ii		3 5%	58 11%	13 6%	51 12%	20 6%	33 12%	38 8%	6 7%	17 10%	26 13%	20 8%	54 8%	16 19% A	13 11%	26 12%	4 5%	11 11%	4 5%	32 9%	21 9%
Work colleanues	35 5%	23 6%	12 3%	23 9% de	8 3%	4 2%	13 8% i	15 6% i	6 4%	1 1%	7 4%	10 5%	3 2%	14 12% ii		1 2%	34 6% a	1 1%	29 7% s	6 2%	21 7% u	15 3%	1 1%	7 4%	9 4%	18 8%	21 3%	15 18% A	8 7%	13 6%	2 3%	10 10%	1%	20 6%	12 5%
ecret Santa	24 3%	17 5%	7 2%	14 5%	5 2%	6 3%	7 5%	8 3%	3 2%	6 4%	8 4%	2 1%	3 1%	9 8% ki		2 3%	17 3%	7 3%	13 3%	11 3%	7 2%	17 4%	1 1%	10 6%	7 3%	6 2%	14 2%	10 12% A	6 5%	9 4%	1	5 5%	1%	15 4%	8 4%
Srandoarents	12 2%	8 2%	4 1%	8 3%	3 1%	1	6 4%	5 2%	:	1	:	1	4 2%	5 5% ik	1%	1 2%	9 2%	3 2%	11 2%	1	9 3% u	3 1%	3 3%	:	2 1%	7 3%	8 1%	5 6% A	3 2%	4 2%	1 2%	3 3%	1%	6 2%	4 2%
iomeone else	14 2%	4 1%	10 3%	3 1%	2 1%	9 5% d	1 1%	3 1%	2 1%	8 5%	2 1%	4 2%	2 1%	4 4%	2 5%		8 2%	6 3%	8 2%	6 2%	5 2%	10 2%	3 4%	3 2%	3 2%	3 1%	12 2%	2 3%	4 4%	3 2%	3 4%	2 2%	1 2%	6 2%	7 3%
Don't know	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 - t/s - V/u - v/w/n/y - A/B - C/D/L/R/G - H/I Overlap formulae used. \* small base; \*\* very small base (ender 10) insligible for sig testing

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Table 3
Q2 - Who, if anyone, have you received an advent calendar from?
Base: All adults aged 18-75 in Great Britain

Base: All adults aged 18-75 in Grea	it britain																																		
		Ger	der		Age			Gener	itions					Region			Employn	ent Status	Social	Grade	Eds	ucation		- 1	ncome		Ethr	nicity			GE 2024 Vote			EU R	ef 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	£20000-£3499	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
UNWEIGHTED BASE WEIGHTED BASE	1036	435	592	272	426	338	150	358	263	265	236	274	235	146	53	92	725	311	735	301	605	431	114	213	268	367	875	149	158	334	116	101	98	514	289
Parents	367 35%	163 32%	201	162 52%	143 38%	62 18%	104	149 45%	76 31%	39	82 34%	104	90	42	19	30	258 37%	109	209	158 35%	136 37%	231 35%	39	100	93	114 40%	324 36%	38	51 32%	115	35	33	35	161 35%	100
	308	182	125	de 103	9	71	555 hi	hi 125	1176	56	27	36%	30%	22%	39%	32	244	64	194	114	130	178	28%	40%	33%	v		44	49	5 F	33%	20%	22%		98
Partner	30%	36% b	24%	33%	35% e	21%	29%	38%	29%	21%	32%	24%	27%	38% k	25%	36%	35%	19%	33%	25%	35%	27%	12%	27% V	33% V	118 42% vw	260 29%	34%	30%	36%	31%	34%	36%	158 35%	31%
Myself	155 15%	58 11%	94 18%	79 25%	54 14%	21 6%	52 27% N	60 18%	26 10%	17 6%	29 12%	54 20%	23 10%	23 15%	11 23%	15 17%	108 15%	47 14%	83 14%	72 16%	51 14%	104 16%	25 18%	49 20%	30 10%	42 15%	130 15%	23 18%	21 13%	35 12%	13 12%	16 13%	19 21%	84 18%	22 7%
Friend(s)	82 8%	53 10%	27 5%	46 15%	23 6%	13 4%	24 12%	39 12%	10 4%	10 4%	18 7%	14 5%	19 8%	24 17%	1%	6 7%	68 10%	14 4%	62 11%	20 4%	50 13%	32 5%	7 5%	12 5%	23 8%	37 13%	53 6%	27 21% A	13 8%	36 12%	4 3%	7 5%	7 8%	46 10%	21 7%
Work colleagues	71 7%	47 9%	24 5%	38 12%	26 7%	8 2%	20 11%	35 10%	11 4%	6 2%	13 5%	21 8%	10 4%	19 13%	4 8%	5 6%	67 10%	4 2%	53 9%	19 4%	46 13%	25 4%	3 2%	14 6%	21 7%	34 12%	46 5%	25 19%	11 7%	30 10%	6 6%	10 8%	3 3%	37 8%	19 6%
Siblings	67 6%	44 9%	22 4%	32 10%	18 5%	17 5%	22 12%	26 8%	4 2%	15 5%	10 4%	15 6%	6 3%	27 19%	5 9%	3 4%	52 7%	14 4%	43 7%	24 5%	29 8%	38 6%	4 3%	18 7%	13 5%	27 9%	41 5%	23 18%	7 5%	22 7%	8 8%	20 16% CDG	3 3%	34 7%	22 7%
Children	67 6%	28 6%	39 7%	9 3%	25 6%	34 10%	5 2%	18 5%	17 7%	28 10%	14 6%	20 7%	16 7%	7 5%	1 2%	8 10%	45 6%	22 7%	36 6%	30 7%	22 6%	45 7%	6 4%	13 5%	17 6%	24 8%	64 7%	3 2%	14 9%	21 7%	8 7%	10 8%	3 4%	28 6%	29 9%
Grandoarents	53 5%	24 5%	29 6%	39 12%	14 4%	:	34 18% ghi	14 4%	5 2%	:	17 7%	11 4%	13 6%	8 5%	i	5 6%	34 5%	20 6%	34 6%	20 4%	15 4%	38 6%	8 6%	19 8%	14 5%	11 4%	43 5%	10 8%	2 1%	16 5%	8% 6%	9 7%	8 9%	21 5%	7 2%
Other family member(s)	42 4%	29 6%	12 2%	23 7%	10 3%	9 3%	11 6%	19 6%	2 1%	9 3%	2 1%	15 5%	6 2%	14 9%	1	5 6%	34 5%	7 2%	22 4%	20 4%	16 4%	26 4%	4 3%	8 3%	9 3%	20 7%	26 3%	10 8%	5 3%	14 5%	1 1%	8 7%	4	25 5%	7 2%
Secret Santa	19 2%	14 3%	6 1%	11 4%	4 1%	4 1%	9 5%	3	5 2%	2 1%	4 2%	5 2%	3 1%	5 4%	:	2 3%	15 2%	4 1%	12 2%	8 2%	6 2%	14 2%	2 2%	6 3%	7 2%	4 1%	10 1%	9 7%	5 3%	4 1%	:	4 3%	1 1%	7 2%	7 2%
Father Christmas/Santa Claus	11 1%	5 1%	5 1%	8 3%	3 1%	:	7 4% N	4 1%	- :	:	2 1%	3 1%	6 2%	1 1%	:	- :	7 1%	4 2%	6 1%	5 1%	6 2%	5 1%	5 3%	- :	2 1%	4 2%	7 1%	4 3%	1 1%	4 1%	1 1%	- :	1 2%	4 1%	1
Someone else	8 1%	4 1%	4 1%	3 1%	3 1%	2 1%	2	1	4 2%	1	2 1%	1 1%	2 1%	2 1%	:	1 1%	5 1%	3 1%	6 1%	2	5 1%	3 •	:	2 1%	2 1%	4 1%	5 1%	3 3%	:	4 1%	:	1	1 2%	5 1%	2 1%
No one	246 24%	111 22%	134 26%	31 10%	79 21%	135 39%	22 11%	49 15%	69 28%	106 40% feb	63 26%	65 24%	56 24%	30 20%	11 23%	21 24%	138 20%	107 32%	137 23%	109 24%	70 19%	175 26%	51 37%	58 23%	71 25%	44 15%	211 24%	31 24%	32 20%	59 20%	26 25%	35 28%	18 20%	107 23%	75 24%
Don't know	35 3%	16 3%	16 3%	1	11 3%	22 6%	:	4 1%	13 5%	17 6%	9 4%	12 4%	4 1%	5 4%	2 3%	3 3%	19 3%	15 5%	10 2%	24 5%	7 2%	28 4%	7 5%	7 3%	9 3%	3 1%	31 3%	2 1%	9 6%	5 2%	3 3%	8 7%	:	6 1%	21 7%

Proportions/Mnam: Columns Tested (5% risk level) - a/b - c/d/e - l/g/h/i - j/h/l/m/n/o - p/q - t/s - t/u - v/w/x/y - A/B - C/D/L/t/G - H/i Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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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%

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Base: All adults aged 18-75 in Grea			,,,																																
		G	nder		Age			Gen	erations					tegion			Employme	ent Status	Socia	Grade	Edi	ucation		Inc	ome			hnicity			GE 2024 Vote			EU Ref	f Vote
						55+		Millennials				Midlands				Scotland							l		l		White ethnic						l '	1	
	TOTAL	Male	Female (b)	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-£54999	£55000+	group	groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
UNWEIGHTED BASE WEIGHTED BASE	676	275	328	182	316	178	93	269	171	143	152	174	151	105	32	61	517	159	496	180	418	258	52	127	171	283	579	89	113	235	78	73	64	360	204
		318	334	204*	273	178	108*	254	150	143*	152*	155	154	104*	33**	57*	437	168	378	276	250	404	66*	158*	171	220	572	71*	114*	197	68*	96*	57*	315	218
Chocolate	589	275	310	178	248	162	95	228	135	131	138	141	142	86	30	52	434	155	333	256	214	374	60	147	149	196	519	58	99	182	60	80	52	282	195
	90%	87%	93%	87%	91%	91%	88%	90%	90%	92%	91%	91%	92%	82%	93%	92%	89%	92%	88%	93%	86%	93%	91%	93%	87%	89%	91%	81%	87%	92%	88%	84%	91%	90%	89%
Food other than chocolate (e.g.	153	86	64	67	60	26	40	60	36	17	40	39	26	36	4	8	124	28	94	58	65	87	8	30	32	73	124	28	24	56	18	25	7	74	49
cheese, biscuits, sweets, vegan,																	4 7																	4 7	
etc.)	23%	27%	19%	33%	22%	15%	37%	244	249	12%	26%	254	1797	250	12%	14%	25%	17%	25%	21%	26%	22%	12%	19%	19%	33%	22%	40%	21%	201/	269	26%	13%	23%	22%
	137	27.75	2074	8	22.71	2374	17.7	1777	27/1	22.71	20.0	237		lo lo	****	2470	100	27.70	23/4	***	20.0	22.71	11.7	4974	2074	790	12.7	A	****	20.0	20.0	2074	137	120	***
Beauty (e.g. makeup, skincare, etc.	187	82	104	81	75	30	46	74	42	25	58	32	41	39	1	16	151	36	127	59	82	105	14	31	46	84	152	34	25	73	22	24	9	83	59
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	29%	26%	31%	40%	28%	17%	42%	29%	28%	18%	38%	21%	27%	38%	4%	27%	31%	21%	34%	21%	33%	26%	21%	20%	27%	38%	27%	47%	22%	37%	32%	25%	15%	26%	27%
Alcohol	111	71	40	56	44	11	26	55	22	8	24	23	21	22	10	12	100	11	67	44	53	58	3	25	23	57	91	20	21	37	8	20	5	61	36
	17%	22%	12%	28%	16%	6%	24%	22%	15%	6%	15%	15%	13%	21%	32%	21%	21%	6%	18%	16%	21%	14%	4%	16%	13%	26%	16%	29%	18%	19%	12%	20%	8%	19%	17%
		ь		de				1																		vx		A							
Non-alcoholic drinks (e.g. tea, coffee, etc.)	62	36	26	33	18	11	23	21	9	9	11	14	14	18		4	51	11	45	17	34	28	2	15	18	26	40	18	6	25	5	11	5	36	17
CONTROL WILL.	9%	11%	8%	16%	7%	6%	21%	8%	6%	6%	7%	9%	9%	18%	1%	6%	10%	7%	12%	6%	13%	7%	3%	9%	10%	12%	7%	25%	5%	13%	8%	12%	9%	11%	8%
				de			ghi							1							u							A							
Craft (e.g. ribbon, stickers, glitter,	66	33	33	38	24	5	24	30	7	4	16	10	10	23	5	3	53	13	48	18	39	27	7	13	13	33	43	23	7	24	14	12	1	40	16
etc.1	10%	10%	10%	18%	9%	3%	23%	12%	5%	944	10%	6%	6%	22%	15%	5%	11%	8%	13%	7%	16%	7%	11%	8%	7%	15%	7%	33%	6%	12%	21%	12%	2%	13%	7%
				de			hi	1			1			iklo			4				u					×		A			cs			1	
Candle	87	35	52	47	27	13	24	38	13	12	21	20	11	19	11	4	75	12	54	33	38	49	5	28	19	32	66	21	9	28	6	23	3	54	27
	13%	11%	16%	23%	10%	8%	22%	15%	8%	8%	14%	13%	7%	18%	34%	8%	15%	7%	14%	12%	15%	12%	8%	18%	11%	15%	11%	30%	8%	14%	8%	24%	6%	17%	12%
Book	75	35	39	44	24	8	19	44	5	8	15	20	8	21	10	1	65	10	43	32	40	34	3	21	13	36	56	19	10	33	5	6	3	51	17
	11%	11%	12%	21%	9%	4%	17%	17%	3%	5%	10%	13%	5%	20%	31%	1%	13%	6%	11%	12%	16%	9%	5%	13%	8%	16%	10%	26%	9%	17%	7%	6%	5%	16%	8%
				de			hi	hi				lo		lo			q				u					x		A							
Toys	193	102 32%	89 27%	78 38%	33%	25 14%	39 36%	94 37%	43 29%	18 12%	40 26%	40	49 32%	33%	37%	18 31%	162 33%	31 18%	119 31%	74 27%	31%	117 29%	18 27%	43 28%	50 29%	74 34%	167 29%	26 37%	27%	14%	16 24%	23 24%	13 23%	105 33%	51 23%
	20.7	22.70	27.00	8		24.0	30.0	377	2570	22.71	2000	23.0	22.74	2274	37.00	32.00		2074	32.0	27.70	34.71	23.00	27.00	20.0	23.0	34.0	2577	27.00	27.74	24.4	24.0	24.0	2374	1 1	23.0
Jewellery	66	43	23	34	23	9	23	29	4	9	15	10	13	21		7	61	5	49	17	37	30	4	13	18	31	48	19	11	30	7	14	1	27	28
	10%	14%	7%	17%	9%	5%	22%	12%	3%	6%	10%	7%	8%	20%	1%	11%	13%	3%	13%	6%	15%	7%	6%	9%	10%	14%	8%	26%	10%	15%	10%	14%	2%	9%	13%
Pictures (i.e. the daily items are	106	70	97	- de - 43	42	22	Ni 21	46	22	17	20	78	19	127 27	6	6	9 88	19	8 88	19	- u - 73	34	6	14	28	57	86	A 20	21	6	12	15	-	63	33
pictures)		1	37	1 4			1	40	**		1 20								30	-,	1 "	-	1	2-4		37	1						, ,	1 "	
	16%	22%	11%	21%	15%	12%	19%	18%	15%	12%	13%	18%	12%	26%	19%	10%	18%	11%	23%	7%	29%	8%	9%	9%	16%	26%	15%	28%	19%	22%	18%	16%	9%	20%	15%
000		b	18														-				u					vw		^						-	
Other	3%	7	13 4%	:	246	14 8%	1	2 1%	4%	12 9%	1 1%	3	4%	644	10%	116	12 2%	5%	3%	3%	2%	15 4%	7%	1%	4%	2%	3%	: 1	3	396	6%	4	196	13 4%	3%
						cd				fe	1.0	2.0			20.00		4				2.00	4.4	1.00				1.0								
Don't know	3	3		1	1	1	1	1	1	-	1	1	1				1	3	1	2	1	3	1	1	1		2	1		2			-	1	1
	1%	1%		1%	1%		1%	1%	1%		1%	1%	1%					2%		1%		1%	2%		1%			2%		1%					

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

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PUBLIC 5-077201-01 - ADVENT CALENDARS 26TH - 29TH SEPTEMBER 2025

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

		Ge					_															_						nicity.							
_		Ge	nder		Age	_		Gen	erations			_		egion			Employm	ent Status	Social	Grade	Eds	cation	_	- In	come						GE 2024 Vote			EU Re	rf 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			£35000-£54999	£55000+		Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
	TOTAL	(a)	(b)	18-34	35-54	50+	Gen 2	(e)	(h)	Daiby Boomer	North	Midwids (b)	South	Greater London	(a)	Scotiano	working (e)	Not working	ABLI	(4)	Graduates (b)	Non-Graduates	OD 10 E 19999	(m)	E35000-E54999	E55000+	group	groups	cons	LMD	(E)	MATERIA DK	Other party	Parmain (M)	Leave
UNWEIGHTED BASE WEIGHTED BASE	676	275	398	182	316	178	23	269	171	143	152	174	151	106	32	61	517	159	496	180	418	258	52	127	171	283	579	89	113	235	78	73	64	360	204
WEIGHTED BASE							106*																												
Chocolate	549	256	290	163	237	149	90	214	125	119	129	131	134	78	29	49	406	143	303	246	192	357	57	139	142	178	486	51	91	166	57	74	49	265	179
	84%	81%	87%	80%	87%	84%	83%	85%	84%	83%	85%	84%	87% m	75%	88%	86%	84%	85%	80%	89%	77%	88%	86%	88%	83%	81%	85%	72%	80%	84%	84%	78%	87%	84%	82%
Food other than chocolate (e.g. cheese, biscuits, sweets, vegan, etc.)	67	39	29	31	27	9	19	29	15	5	9	19	11	19	4	5	57	10	51	16	42	25	3	12	17	33	50	17	13	26	12	9	1	31	23
	10%	12%	9%	15%	10%	5%	17%	11%	10%	4%	6%	12%	7%	18%	12%	9%	12%	6%	13%	6%	17%	6%	4%	7%	10%	15%	9%	24% A	11%	13%	17%	9%	2%	10%	10%
Beauty (e.g. makeup, skincare, etc.)	100	55	45	40	43	17	18	45	22	14	24	18	22	28	1	7	82	17	77	23	51	49	5	11	29	48	74	25	17	49	6	11	6	49	35
	15%	17%	13%	19%	16%	10%	17%	18%	14%	10%	16%	12%	14%	27%	2%	12%	17%	10%	20%	8%	20%	12%	7%	7%	17%	22%	13%	35%	15%	25%	9%	12%	10%	16%	16%
														ki							u				w	vw		A		EFG					
Alcohol	55 8%	34 11%	21 6%	33 16%	19 7%	3	17	28 11%	8	2 2%	8	13	7	15	10 31%	3%	55 11%	1	31 8%	24 9%	26 11%	29 7%	1	16	4%	33 15%	41 7%	20%	10 9%	21	16	8%	1 2%	35 11%	16 7%
		****	0.4	de			hi		0.4	***	2.0	***	4.0	1	21.0				8.74		****			20.00	4.0	12.0		Α.		£	***	0.0	2.00	****	
Non-alcoholic drinks (e.g. tea, roffee atr.)	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
	5%	6%	4%	9%	4%	3%	12%	5%	2%	3%	5%	6%	5%	6%	1%	5%	5%	6%	7%	2%	8%	3%	3%	6%	3%	8%	4%	15%	1%	9%	4%	1%	6%	7%	3%
Craft (e.g. ribbon, stickers, glitter,	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
etc.1	5%	6%	4%	8%	5%		7%	8%	2%		2%	3%	2%	12%	11%	5%	6%		7%	1%	11%	1%			5%	10%	3%	17%	4%	2%	10%	4%	2%	6%	4%
				e 16	e 10		1							ikl					5		u		,		w	vw		A						17	
Candle	28 4%	16 5%	12 4%	16 8%	10	2 2%	9%	14 5%	3 2%	1 1%	5	11	4	ev ev	3%	1%	26 5%	2 1%	22 6%	2%	20 8%	2%	2%	4%		13	20 4%	11%	:	14 70	2	9	1%	17	11
	4.0	3.4	4.4	*	4.4		hi	3.4	2.00	***	3.4	7.00	3.0	0.00	3.4	1.00	3.4	2.00	0.4	4.00	u.	2.0		4.0	2.0	0.4	4.0	A		ć	3.4	c	1.00	3.4	3.4
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
	6%	8%	4%	10%	5%	1%	9%	9%	2%	1%	5%	8%	3%	12%		1%	7%	1%	7%	3%	11%	2%	-	1%	5%	12%	5%	15%	4%	12%	4%	1%	1%	8%	5%
		50	42	48				hi						lo .			- q 76	15	63		u	44				42	74	A 17	16	cre				44	22
loys	92 14%	16%	13%	23%	36 13%	5%	25%	17%	11%	7 5%	13%	13%	15	19 19%	10 31%	9 15%	16%	9%	17%	29 11%	41 16%	51 13%	10%	13%	13%	19%	13%	25%	14%	15%	13%	11	6 11%	51 16%	10%
				de			hi	1																				A							
Jewellery	36	26	10	23	12		15	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
	5%	8%	3%	11%	5%		14%	7%	2%		3%	4%	4%	16%	1%	2%	7%	2%	7%	3%	10%	2%	2%	3%	5%	9%	3%	22%	5%	9%	2%	7%	2%	6%	6%
		ь		de			N N							jklo							u							A							
Pictures (i.e. the daily items are	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	*	6	2	33	23
DICTUNS	9%	11%	6%	12%	9%	6%	10%	12%	6%	5%	6%	11%	6%	16%	12%	1%	11%	4%	14%	2%	18%	3%	7%	3%	8%	16%	8%	18%	12%	12%	11%	7%	4%	11%	10%
Other	12									2	,			rio .				4	1	4		0		2		wx	12		2	,					4
	2%	2%	2%		1%	5%		:	3%	5%	1%	2%	3%	1%	10%		2%	3%	2%	1%	1%	2%		1%	3%	1%	2%		2%	:	6%	3%	1%	3%	2%
Don't know			1	2	1	1	1	2	1		1	1	2				,		2	,	1	4	,	1	1	,	3	1		2				2	-
I	100	197	:	11/	197	:	111	100	11/		197	197	-				1 1			197	1 :		1	:		:			1 .	-				14/	:

Proportions/Maam: Columns Tested (5% risk level) - a/b - c/d/e - l/g/h/i - j/h/l/m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/E/F/G - H/l Overlap formulae used. \* small base; \*\* very small base (under 30) insligible for sig testing

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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%

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Table 8

CALL - While 8 by the Second budget for purchasing an advent calendar, and what is the most you've over spent on an advent calendar? Typical budget

Base. All adults aged 13-75 in Great British who purchase advent calendar() for someone

			s) for someone																																
_		Ger	nder		Age	_		Gene	rations				Re	jion			Employm	nent Status	Social	Grade	Edu	ation		Inc	ome			vicity			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-£34999	£35000-£54999	£55000+	White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
UNWEIGHTED BASE WEIGHTED BASE	676	275	328	182	316	178	93	269	171	143	152	174	151	106	32	61	517	159	496	180	418	258	52	127	171	283	579	89	113	235	78	73	64	360	204
(0) No spend	654	1	334 2	3	273	178	2	254	150	243*	152*	155	2	104*	33**	57*	487 2	1 1%	375 1	276	250	404	2	158*	171	1	572 3	71*	114*	197	1	1	57*	315	1
(2.5) Under £5	155 24%	41 13%	1% 113 34%	1% 32 16%	70 26%	53 30%	2% 21 19%	57 22%	33 22%	44 31%	35 23%	43 28%	37 24%	21 20%	3 9%	16 28%	100 20%	56 33%	74 19%	1% 82 29%	1% 42 17%	113 28%	4% 25 38%	51 32%	41 24%	26 12%	1% 146 26%	7	31 27%	33 17%	1% 14 20%	1% 21 22%	23 40%	57 18%	1% 66 30%
(7.5) £5 to £10	207 32%	114 36%	91 27%	59 29%	84 31%	65 36%	28 26%	74 29%	51 34%	54 38%	53 35%	55 35%	52 34%	20 19%	13 40%	15 27%	145 30%	62 37%	115 30%	92 33%	69 28%	138 34%	27 41%	41 26%	60 35%	66 30%	190 33%	9 13%	38 33%	71 36%	23 34%	22 23%	18 32%	107 34%	63 29%
(15) £11 to £20	84 13%	39 12%	45 13%	22 11%	34 12%	28 16%	16 15%	28 11%	19 12%	21 15%	16 11%	17 11%	30 19%	15 14%	2 7%	3 6%	66 14%	17 10%	50 13%	33 12%	31 12%	53 13%	3 5%	21 13%	24 14%	30 14%	68 12%	15 22%	7 6%	28 14%	12 17%	17 18%	6	40 13%	30 14%
(25) £21 to £30	58 9%	24 8%	34 10%	21 10%	31 11%	5 3%	8 8%	25 10%	22 15%	2 1%	12 8%	8 5%	13 8%	9	10 31%	7 11%	46 10%	11 7%	26 7%	32 12%	18 7%	40 10%	3 4%	21 14%	17 10%	16 7%	53 9%	5 7%	13 11%	11 5%	3 5%	5 5%	1 2%	31 10%	11 5%
(35) £31 to £40	23 4%	14 4%	9 3%	7 4%	10 4%	6 3%	3 2%	8 3%	7 5%	6 4%	3 2%	7 4%	2 1%	4 4%	1%	7 13%	18 4%	5 3%	17 5%	6 2%	12 5%	12 3%	1 2%	:	8 5%	11 5%	19 3%	4 6%	3 2%	8 4%	- :	6 6%	4 6%	9 3%	10 4%
(45) £41 to £50	28 4%	16 5%	11 9%	9	12	7	4	10	9	5 9%	8	3	6	8		3 5%	26 5%	2 1%	19	8 3%	16 6%	11 3%	1 2%	6 4%	7	10 5%	23 4%	5 7%	4	12 6%	4 5%	4	1 2%	14	10 4%
(63) £51 to £75	13 2%	9	4 1%	9	3 1%	1 1%	7 7%	3 1%	1	1 1%	1 1%	2 1%	2 1%	7 7%	:		11 2%	2 2%	7 2%	5 2%	7	5 1%	:	4 3%	2 2%	7 3%	5 1%	7 10%	1 1%	5 2%	1 1%	5	1 1%	11 3%	1
(88) £76 to £100	22 3%	14 5%	8 2%	7 4%	12 4%	2 1%	4 4%	11 5%	4 3%	2 2%	4 2%	7 4%	3 2%	4 4%	3 11%	2 3%	21 4%	1 .	18 5%	4 1%	15 6%	7 2%	:	2 1%	2 1%	17 8%	18 3%	3 5%	9 8%	6 3%	5 7%	- :	2 3%	16 5%	4 2%
(125) £101 to £150	26 4%	20 6% b	6 2%	14 7%	8 3%	3 2%	9 8%	12 5%	1 1%	3 2%	8 5%	5 3%	5 3%	5 5%	:	2 3%	18 4%	8 5%	22 6%	4 1%	17 7%	9 2%	2 4%	5 3%	3 2%	14 6%	20 4%	5 7%	5 4%	11 5%	4 6%	3 4%	1%	15 5%	8 4%
(175) £151 to £200	13 2%	11 3%	2 1%	9 4%	4 1%	:	1 1%	11 4%	1	:	5 3%	2 1%	:	6 5%	:	- :	13 3%	:	8 2%	4 2%	9	4 1%	:	4 3%	2 1%	6 3%	10 2%	3 4%	1 1%	6 3%	1 2%	5 5%		6 2%	5 2%
(250) £201 to £300	8 1%	6 2%	2 1%	4 2%	1	3 2%	3 2%	2 1%		3 2%	1 1%	1	:	2	1%	2 4%	7 1%	1	8 2%	-	5 2%	3 1%			1	6 3%	6 1%	2 2%	1	4		1		4 1%	1
(400) £301 to £500	6 1%	3	3 1%	5 3%	:	1	2 2%	3		1	3 2%	:	2 1%	1			6	:	6 2%	:	3 1%	3 1%			3 2%	3 2%	4	2 3%	3 2%	2 1%		1	1 1%	2 1%	4 2%
(500) More than £500	3	2 1%	:	1	2 1%	-	:	3 1%	- :	:	:	1	:	2 2%	:	:	3 1%	:	3 1%	:	3 1%	:	:	- :	1 1%	2 1%	-	3 4% A	:	2 1%	1	1	:	1	1 1%
Mean	32	43 h	22	50 de	26	19	43 N	42 Ni	18	21	36	24	24	53 H	25	29	37	17	43	17	49	22	12	22	29	51 VWX	27	76 A	34	41	29	39	17	35	33
£10 or less (NET)	362 55%	156 49%	204 61%	91 44%	154 57%	118 66%	49 45%	131 52%	84 56%	98 69%	88 58% m	98 63%	88 57%	41 39%	16 49%	31 55%	245 50%	118 70%	189 50%	174 63%	111 45%	251 62% t	52 79% way	92 58%	101 59%	92 42%	335 59% B	16 23%	69 61%	104 53%	37 54%	43 45%	41 72% DF	164 52%	129 59%
£11 - £30 (NET)	142 22%	63 20%	79 24%	43 21%	65 24%	33 19%	24 22%	54 21%	41 27%	23 16%	28 19%	25 16%	43 28%	24 23%	12 37%	10 17%	113 23%	29 17%	76 20%	65 24%	48 19%	93 23%	6 9%	42 27%	41 24%	46 21%	120 21%	21 29%	20 17%	38 19%	15 22%	22 23%	8 14%	70 22%	41 19%
£31 - £50 (NET)	51 8%	30 10%	21 6%	17 8%	21 8%	13 7%	7 6%	18 7%	16 10%	11 7%	11 7%	10 7%	7 5%	12 12%	1%	10 17%	44 9%	7 4%	36 10%	15 5%	28 11%	23 6%	3 4%	7 4%	15 9%	22 10%	42 7%	9 12%	6 6%	20 10%	4 5%	10 10%	5 8%	24 8%	19 9%
£51 - £100 (NET)	34 5%	23 7%	11 3%	16 8% e	15 5%	3 2%	11 11%	15 6%	5 3%	3 2%	5 3%	9 6%	5 3%	11 11%	4 11%	2 3%	32 7% o	3 2%	25 7%	9 3%	22 9% u	12 3%	:	7 4%	4 2%	24 11% vx	24 4%	11 15% A	10 9%	10 5%	5 8%	5 5%	2 4%	27 8% 1	5 2%
More than £100 (NET)	55 8%	42 13% b	13 4%	34 16% de	14 5%	7 4%	15 13% h	31 12% h	2 1%	7 5%	17 11%	9 6%	8 5%	16 15% ki	1%	4 7%	47 10%	8 5%	47 12% s	8 3%	36 15% u	19 5%	2 4%	9 6%	10 6%	32 14% x	40 7%	15 21% A	9 8%	24 12%	6 8%	11 12%	1 2%	29 9%	20 9%
Don't know	7	3	4 1%	1	3	3 2%	1	3	3 2%	1 1%	2	4 2%	:	1			5	2	4	3	2	5 1%	:	:		4 2%	7	- :	:	1	1	4	:	1	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i - j/k//m/n/o - p/q - r/s - t/u - v/w/x/y - A/B - C/D/£/F/G - H/i
Overlap formulae used. \* small base; \*\* very small base (under 10) insligible 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 9
Q4\_2 - What is your typical budget for purchasing an advent calendar, and what is the most you've ever spent on an advent calendar? Most ever spent

			(s) for someone																																
	_	Ger	nder		Age			Gene	rations				Re	egion			Employn	nent Status	Social	Grade	Edu	ucation		In	come			Minority ethnic			GE 2024 Vote			EU Re	f 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	£20000-£34999	£35000-£54999	£55000+	group	groups (to)	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	Leave
UNWEIGHTED BASE WEIGHTED BASE	676 654	275	398 334	182	316	178	93	269 254	171	143	152	174	151	106	32	61	517	159 168	496	180	418	258	52	127	171	283	579	89	113	235	78 78	73	64	360	204
IO) No spend	1	1		1		-	1					-	1		-		-	1		1		1	1		*/*		1	· ·			-			-	-
12.5) Under £5	69 11%	18 6%	51 15%	12 6%	32 12%	25 14%	7 6%	25 10%	16 11%	22 15%	17 11%	17 11%	17 11%	10 9%	2 6%	6 11%	42 9%	27 16%	30 8%	39 14%	19 8%	50 12%	17 26%	18 12%	15 9%	12 5%	65 11%	4 5%	17 15%	13 6%	4 5%	12 13%	8 14%	24 8%	33 15%
(7.5) £5 to £10	146 22%	63 20%	82 25%	24 12%	63 23%	59 33%	12 11%	51 20%	26 17%	57 40%	27 18%	44 28%	39 25%	18 17%	8 25%	11 20%	89 18%	57 34%	68 18%	79 28%	43 17%	103 25%	20 31%	46 29%	36 21%	33 15%	135 24%	5 7%	28 25%	35 18%	11 16%	13 14%	24 42%	76 24%	H 50 23%
[15] £11 to £20	96 15%	51 16%	44 13%	29 14%	35 13%	cd 32 18%	18 16%	30 12%	30 20%	figh 18 13%	20 13%	21 14%	32 21%	9 8%	5 16%	9 17%	74 15%	22 13%	56 15%	40 14%	30 12%	66 16%	4 6%	25 16%	38 22%	24 11%	81 14%	12 16%	19 17%	28 14%	16 24%	12 12%	7 12%	43 14%	31 14%
(25) £21 to £30	77 12%	37 12%	40 12%	25 12%	34 13%	18 10%	8 8%	35 14%	23 15%	11 8%	20 13%	9	m 15 10%	15 15%	12 38%	5 8%	61 13%	16 10%	44 12%	33 12%	27 11%	50 12%	6	29 18%	22 13%	19 8%	72 13%	5 7%	12 11%	29 15%	5 7%	11 12%	5 8%	45 14%	25 11%
(35) £31 to £40	41 6%	19 6%	22 7%	12 6%	21 8%	8 4%	8 7%	14 6%	12 8%	7 5%	11 7%	12 8%	9	k 5 406	1%	4	34 7%	7 4%	26 7%	15 5%	15 6%	26 6%	3 5%	9 6%	11 6%	17 7%	40 7%	:	5	8 4%	6 8%	8 8%	4 7%	15 5%	16 8%
(45) £41 to £50	44 7%	18	26 8%	16 8%	18 7%	10	12 11%	13 5%	11 7%	8 6%	11 7%	13 8%	9	4 3%	:	8	36 7%	8 5%	21	23 8%	15 6%	29 7%	3 4%	4 2%	17 10%	19 9%	8 37 6%	7	4 3%	12 6%	3 4%	13 13%	1 2%	11 4%	17 8%
(63) £51 to £75	40 6%	18 6%	22 7%	18	14	9	9 8%	17	7	8 5%	18 12%	11 7%	5	5	1%	m 1 2%	28 6%	13 7%	26 7%	14 5%	18 7%	23 6%	5 7%	6	W 7 4%	19 9%	34	6	3	22	8 12%	C 2 2%	1 1%	23 7%	7 3%
88) £76 to £100	31 5%	20	11 3%	10 5%	19	3 2%	2 2%	22	7 4%	1 1%	6	1 1%	9	2 8%	3 11%	3 6%	30	1 1%	21	10	18 7%	14 3%	1 2%	5 3%	7	15	27	4	5	9	6	7 7%	2 9%	20	9 4%
125) £101 to £150	34 5%	20	13 4%	16 8%	6 13 5%	5 3%	10	12 5%	7 5%	5 3%	5 3%	13 9%	k 6 4%	k 5 5%	* 1%	4 8%	0 31 6%	3 2%	28 7%	6 2%	20	14 3%	2 4%	5 3%	7	19 9%	26 5%	8 12%	6	14 7%	2 4%	1 1%	4 8%	20 6%	6 3%
175) £151 to £200	24	20	4	17	6	3%	6	15	3		7	6	3	6		1	19	5	5 17	7	u 14	10	1	4	4%	16	19	A 5	4	15	2	1	1	16	6
150) £201 to £300	16	6% b 11 3%	1% 5 2%	9% da 9 4%	2% 5 2%	3 2%	5% i 4 4%	6% i 8 3%	2% 2 1%	3	3	4%	2%	8	:	2% 1 2%	4%	3% 4 3%	4% 16 4%	2%	6% 12 5%	2% 4 1%	2%	2%	1% 5	7% x 8	3%	7% 5	4% 5	4	2%	3	1%	5% 6 2%	3% 6
400) £301 to £500	2%	7	4	8	2%	2	7	2		2%	2%	1%	2%	8% kl 7		1	2%	1	5 7	4	u 6	5	2%	1%	3%	4% 6	2%	7% A 6	4%	2%	2	3% 6	1	9	3%
500) More than £500	2%	2%	1%	4% d 6	5	1%	6% gh 3	1%	1	1%	4	1%	1%	7% jkl 3		1%	2%		2%	2%	2%	1%		3%	6	5%	1%	9% A 4	2% 3	1%	3%	6% D	1%	3%	1%
	2%	3%	1%	3%	2%		3%	3%			2%	1%	1%	3%	1%		2%		3% s		4% u	1%			3%	3%	1%	5%	2%	3%	1%	2%		2%	2%
tean	56	72 b	40	88 de	49	29	92 Ni	65 hi	38	31	56	49	41	100 jklo	32	47	64 q	32	72 5	34	82 u	40	28	40	51	84 vwx	48	127 A	58	67 G	57	71	33	63	49
10 or less (NET)	215 33%	81 26%	133 40% a	36 18%	95 35%	84 48% cd	19 17%	76 30%	42 28%	79 55% feb	44 29%	61 39%	56 37%	27 26%	10 31%	18 31%	131 27%	84 50% 0	97 26%	118 43%	63 25%	153 38% t	38 57%	64 41%	51 30%	45 20%	200 35% B	8 12%	45 40% DE	48 24%	14 21%	26 27%	32 56% DEF	100 32%	83 38%
11 - £30 (NET)	174 27%	88 28%	84 25%	55 27%	70 26%	49 28%	26 24%	65 26%	53 36%	29 21%	40 26%	30 20%	48 31%	24 23%	18 54%	14 25%	135 28%	38 23%	101 27%	73 26%	57 23%	116 29%	10 15%	54 34%	60 35%	42 19%	153 27%	16 23%	31 28%	57 29%	21 31%	23 24%	11 20%	88 28%	56 25%
31 - £50 (NET)	85 13%	37 12%	48 14%	28 14%	39 14%	18 10%	20 19%	27 11%	22 15%	15 11%	22 14%	25 16%	18 12%	8 8%	1%	12 21%	70 14%	15 9%	47 12%	38 14%	30 12%	55 14%	6 9%	12 8%	27 16%	36 16%	77 14%	7 10%	9 8%	20 10%	9 13%	20 21%	5 9%	26 8%	33 15%
S1 - £100 (NET)	72 11%	38 12%	33 10%	28 14%	33 12%	11 6%	11 10%	38 15%	14 9%	8 6%	25 16%	12 8%	13 9%	13 13%	4 12%	5 8%	58 12%	14 8%	47 13%	24 9%	35 14%	36 9%	6 9%	12 7%	14 8%	34 15%	62 11%	10 14%	9 8%	31 16%	14 20%	9 10%	3 5%	43 14%	H 16 7%
Sore than £100 (NET)	97 15%	67 21%	29 9%	56 28%	31 11%	10 5%	31 28%	44 17%	13 8%	10 7%	20 13%	24 16%	15 9%	30 29%	1 2%	8 14%	83 17%	13 8%	79 21%	17 6%	61 24%	36 9%	5 7%	15 10%	19 11%	56 25%	68 12%	28 40%	20 17%	40 20%	8 12%	13 14%	6 11%	57 18%	24 11%
on't know	11 2%	5 5	6	de :	6 2%	5	N ·	N 4 2%	6 4%	1 1%	3	3	3	iki 1		1 1%	9 25	2 1%	5 7 2%	4 1%	4	7 2%	-	:	1	S S	10	A 1		2	2	5	- 1	1	6

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - l/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/l Overlap formulae used. \* small base; \*\* very small base (under 10) insligible for sig testing

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

TOTAL	Male (a) 275 318 33 11% b 115	Female (b) 308 334 12 4%	18-34 (c) 1502 20-4* 23 11% e 76	35-54 (d) 316 223 16	55+ (e) 172 172 6	Gen 2 (f) 93 106* 10	Millennials (a) 259 234 29		8aby Boomer (i) 143 143* 4	North 48 152 152* 16	Midlands (k) 174 155 9	South (B) 151 151 154 8	Greater London (m) 106 104*	Wales (n) 32 33**	Scotland (o) 61 57*	Employmen Working (p) 517 437	Not working (a) 159 168	ABC1 (r) 495	(2DE (s)	Graduates (t) 418		Up to £19999 (v)	£20000-£34999 (w) 1237	£35000-£54999 (x)	£55000+ (v) 223	White ethnic group (A) 572	Minority ethnic groups (8)	Cons (C) 113	Lab (D) 235	GE 2024 Vote Lib Dems (E) 78 655	Reform UK (F) 7-3 96*	Other party (G) 64 57*	Remain (H) 360 315
CONTROL EASE  376  150 EVS.  576  578  475  475  475  475  475  475  475	11% b		(c) 182 204* 23 11% e 76	(d) 316 273 16	(e) 172 172 173 6	66 93 106* 10	(a) 259 254 29	5h) 171 150 2	0) 243 243* 4	152 152* 16	174 155 9	0) 151 154 8	(m) 106 104* 8	(n) 32 33**	(o) 61 57*	(p) 517 487	(e) 159 168	(r) 496	180	(t) 418	(u) 258	52 52	(w) 127	(e) 171	(v) 283	(A) 579	(B) 89	113	(D) 235	78 68*	(F) 73 96*	64 57*	0H0 360 315
150 IASC 54  654  45  ar a main Christmas present  754  der gifting an advent  239  ar an accessory to the main nas present  3654	11% b		192 204* 23 11% e 76	316 273 16	172 172 6	93 108* 10	269 254 29	171 150 2	143 143* 4	152 152* 16	174 155 9	151 154 8	106 104* 8	32 33**	61 57*				180		258				283		89						
ar a main Christmas present 7% der gifting an advent 239 ar an accessory to the main as present 36%	11% b		23 11% e 76	16	6 3%	9%	29	2	4	16	9	8	8																				
der gifting an advent 239 ar an accessory to the main nas cresent 36%	b		11% e 76	6%	3%	9%	12%							-	1	34	11	31	14	28	17	6	8	9	23	34	11	5	22	7	7	4	32
ar an accessory to the main has present	115	124	76			h	hi	1%	3%	10%	6%	5%	8%	11%	2%	7%	7%	8%	5%	11%	4%	8%	5%	5%	10%	6%	16% A	4%	11%	10%	7%	7%	10%
	36%	37%	37%	95	68	36	94	54	56 2004	64	47	54	38	15	20	182	57	140 37%	99	101	138	19	72	56	77	207	31	39	78	27	35	13	116
as both a main gift and an y to the main Christmas	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
9%	11%	7%	14%	8%	5%	12%	11%	6%	6%	6%	8%	7%	19% iki	2%	10%	11%	2%	11%	6%	14%	6%	3%	6%	10%	12%	7%	21% A	7%	12%	9%	13%	4%	8%
- I don't consider an advent 309 or as part of the Christmas ng (e.g. it is tradition, etc.)	132	175	75	141	94	49	104	84	73	63	88	79	38	13	29	214	95	163	147	85	224	38	68	87	94	288	13	61	73	27	40	38	142
47%	42%	52% a	37%	52% c	53% c	45%	41%	56%	52%	41%	57% im	51% m	36%	40%	52%	44%	57% D	43%	53%	34%	55% t	57%	43%	51%	43%	50% B	19%	54% D	37%	40%	42%	66% DEF	45%
now 2	1	1	1		1	1		1	-			2			-	1	1	2	-		2	1		1	-	2	-			1	1	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - l/g/h/i - j/k/h/m/n/o - p/q - r/s - t/u - v/w/x/y - A/b - C/D/E/F/G - H/l Overlap formulae used. \* small base; \*\* very small base (under 10) insligible for ng 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

		G	ender		Age			Gene	utions					tegion			Employer	ent Status	Social	Grade	Edu	cation		In	come		Eth	nicity			GE 2024 Vote			EU	U Ref Vote
[		Male	Female	18.54	35-54	66.	Gen Z	Millennials	Gen X	Baby Boomer	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	CZDE	Graduates	Non-Graduates	Up to £19999	£20000 £24000	£35,000 £5,0000		White ethnic group	Minority ethnic groups	Cons	Lab	Lib Dems	Reform UK	Other party	Remain	
	TOTAL	(a)	(6)	(r)	(4)	(e)	(6)	(e)	(h)	(1)	60	(k)	0)	(m)	(n)	(a)	(n)	(a)	(r)	(4)	(2)	(u)	(4)	(w)	(4)	(4)	(A)	(8)	(C)	(0)	(F)	(6)	(fi)	040	- 1
VEIGHTED BASE	1036			272			150																114			367								514	
							190*																											457	
e than what I spent in 2024	299	159	138	148	73	78	90	108	34	68	73	75	61	57	8	25	216	83	177	123	126	173	32	58	95	103	251	48	45	85	38	36	29	142	
	29%	31%	26%	48%	19%	22%	47%	33%	14%	25%	30%	28%	26%	38%	17%	28%	31%	25%	30%	27%	34%	26%	23%	23%	34%	36%	28%	37%	28%	29%	36%	28%	32%	31%	
				de			ehi	h		h				1							u					vw								1	
iame as what I spent in 2024	439	211	225	100	168	171	69	121	119	129	103	102	114	57	15	49	297	143	248	191	159	280	55	103	117	124	383	44	75	118	38	62	43	182	
	42%	42%	43%	32%	45%	49%	36%	37%	48%	48%	42%	37%	49%	38%	30%	56%	42%	43%	43%	42%	43%	42%	39%	41%	41%	44%	43%	34%	47%	40%	36%	48%	47%	40%	
					c	с			g				k			km																			
han 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	
	21%	20%	22%	16%	27%	18%	10%	25%	29%	17%	18%	24%	20%	19%	50%	10%	21%	21%	20%	22%	19%	22%	21%	26%	18%	18%	22%	14%	18%	25%	23%	18%	15%	24%	
	67				ce			f	- 6																										
i't spend anything for itmas	52	31	19	13	18	21	11	10	17	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	
	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%	
												-						р				t	xy	y	v			A							
know	30	6	24	2	15	13	2	11	6	12	10	10	4	5		1	22	8	20	10	6	25	6	6	9	6	24	6	5	7	2	5	2	10	
	3%	1%	5%	1%	4%	4%	1%	3%	2%	4%	4%	4%	2%	4%		1%	3%	2%	3%	2%	1%	4%	4%	2%	3%	2%	3%	5%	3%	2%	2%	4%	2%	2%	
		1		1																														1	

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