

YouGov Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 6th - 7th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2092	377	538	192	226	126	734	747	1013	1079	220	864	517	492	1192	891	1810	100	182	496	343	253	718
Unweighted Sample	2092	334	565	213	250	135	816	738	900	1192	157	804	566	565	1255	834	1809	108	175	491	338	218	762
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Are you planning to buy an Advent calendar for yourself or others this year?
(Please select all groups of people that apply.)

Yes, for children	26	26	29	24	28	16	30	30	21	31	2	33	28	22	26	26	27	26	22	29	27	22	26
Yes, for myself	21	19	24	27	12	28	21	15	17	25	41	28	13	8	23	18	21	24	20	18	23	26	20
Yes, for partner	16	14	22	15	14	17	22	13	17	15	7	26	14	5	19	13	16	20	16	15	17	13	17
Yes, for friends	2	2	2	3	2	1	2	1	1	3	5	2	2	1	2	2	2	4	1	1	1	5	2
Yes, for parents	2	3	2	2	0	6	3	1	1	4	5	3	2	0	3	2	2	2	2	3	2	2	3
Yes, for colleagues	1	1	1	0	0	0	1	0	1	1	0	1	0	0	1	1	1	0	1	1	0	2	0
Yes, for other people	3	3	4	1	3	1	2	2	2	3	4	3	3	2	3	3	3	0	3	3	3	3	3
No – but I plan to make an Advent calendar myself	2	2	2	2	1	4	3	1	2	3	3	3	1	2	3	1	2	2	6	2	1	1	2
No – I don't plan to buy or make an Advent calendar this year	47	50	38	47	57	45	41	53	52	42	42	34	53	65	43	52	47	43	45	48	48	46	47
Don't know / no answer	3	1	3	1	3	3	3	2	4	3	7	3	3	1	3	4	3	5	3	3	3	4	3

How much money are you willing to spend on a ready-made / complete Advent calendar this year?

[Excluding those who do not plan to buy an advent calendar this year; n=1055]

Less than £10	64	69	61	69	65	60	62	67	56	71	60	64	62	71	59	74	65	66	53	66	75	48	67
£11 to £20	17	11	18	20	14	29	20	14	21	14	20	17	16	16	20	13	17	22	20	17	15	19	16
£21 to £30	8	8	10	3	8	7	9	7	10	6	6	8	9	4	10	4	8	2	12	5	3	16	8
£31 to £50	3	5	5	5	3	1	5	4	3	3	0	3	5	4	4	3	3	2	6	4	3	7	2
£51 to £70	2	3	2	3	1	1	2	2	2	1	2	2	1	2	2	1	2	0	0	2	1	3	2
£71 to £100	1	1	0	0	2	0	0	2	0	1	0	1	1	1	1	1	0	2	4	1	0	0	0
More than £100	1	2	1	0	0	0	0	1	1	1	1	1	2	0	1	0	1	1	2	0	0	3	1
Don't know / no answer	4	1	3	1	6	2	2	3	6	3	10	4	3	2	3	5	4	4	5	5	3	4	4

Regardless of whether you plan to buy an Advent calendar this year: Where do you prefer to buy Advent calendars?
(Please select the answer that applies best.)

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Supermarket / discount store		57	59	58	49	56	57	55	57	51	61	64	63	53	45	55	58	57	53	50	59	63	51	56
Drugstore		0	1	1	0	1	1	0	0	0	1	2	0	1	0	1	0	0	1	0	0	0	0	1
Online shop		12	10	14	13	10	11	14	12	12	13	7	13	14	10	14	9	11	15	18	12	10	14	11
Specialty store (e.g., toys, perfumery, delicatessen, bookstore)		5	4	6	7	4	6	7	4	4	5	4	5	4	5	6	3	5	4	4	5	2	11	4
Another place		2	4	2	4	1	2	3	3	2	2	2	1	1	5	2	2	2	2	4	1	1	1	3
I have never bought an Advent calendar		15	15	12	18	17	16	13	16	20	10	14	10	15	24	12	18	15	13	16	15	15	15	15
Don't know / no answer		9	7	8	9	11	8	8	9	10	8	7	8	11	10	9	9	9	12	8	9	8	8	10

Imagine you are buying / receiving a ready-made / complete Advent calendar from a store for yourself. Which type(s) of Advent calendar do you prefer / would you prefer?
(Please select up to 3 applicable answers.)

Chocolate / sweets	62	57	65	61	62	70	61	59	59	65	72	70	60	47	64	60	63	62	57	62	62	66	62
Drinks (e.g., tea, coffee, beer, wine)	18	13	23	17	18	22	20	16	21	15	18	21	18	11	20	15	17	19	20	15	18	22	17
Beauty / cosmetics	14	12	14	15	12	11	14	12	4	23	14	16	14	8	14	13	13	13	15	14	12	17	12
Other food or delicacies	13	10	16	16	8	18	14	10	13	12	17	13	14	10	14	10	12	19	18	13	11	16	10
Advent calendars for pets	9	12	9	7	10	9	8	11	7	10	6	8	10	9	9	9	8	12	12	8	10	7	8
Craft calendar	8	8	7	11	3	12	9	7	5	11	9	7	7	10	9	7	8	9	9	7	7	10	8
Luxury calendars (e.g., jewellery, designer items)	7	10	6	6	3	3	6	6	5	9	10	10	4	3	8	6	7	7	8	6	9	9	6
Pictures or words (e.g., poems, sayings, fairy tales, etc.)	6	7	8	8	4	6	7	5	7	6	5	6	6	8	7	6	6	6	6	5	7	10	6
Lifestyle / decoration	5	5	5	7	3	3	5	4	5	5	8	5	4	4	5	4	5	5	6	3	6	9	4
Toys	5	3	6	4	4	4	6	4	7	4	7	9	3	2	6	4	5	3	8	6	4	4	6
Other	4	5	4	4	5	2	4	5	4	4	3	3	4	6	4	4	4	1	4	3	4	5	5
Don't know / no answer	15	17	12	9	17	11	13	16	20	10	14	11	15	23	13	17	15	16	17	14	15	11	16

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