

YouGov Results - Advent Calendars

Sample size: 2,024 UK adults

Fieldwork: 6th - 8th November 2019



Have you bought any type of advent calendar for Christmas 2019, either for yourself or someone else?

Base: UK adults	2204
Yes, I have	24
No, I haven't	75
Don't know	1

Do you intend to buy an advent calendar for Christmas 2019, either for yourself or someone else?

Base: UK adults	2204
Yes, I do	44
No, I don't	48
Don't know	8

For the following question, by "type of advent calendar", we mean the item that appears behind each 'door' of the calendar. Which, if any, of the following types of advent calendars have you bought/ do you intend to buy for Christmas 2019, either for yourself or someone else?
(Please select all that apply)

BASE: UK adults who say they will, or have purchased an advent calendar this year	1,007
Chocolate	80
Beauty (cosmetics, make up etc.)	13
Toy	11
Picture	9
Food, excluding chocolate	7

Alcohol (wine, spirits etc.)	6
Other	6
Don't know	2

How excited, if at all, are you about your advent calendar for Christmas 2019?

Base: UK adults	2,024
Very excited	8
Fairly excited	18
Not very excited	16
Not at all excited	7
Not applicable - I do not think I will have an advent calendar for Christmas 2019	48
Don't know	3