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# OP6210 Christmas Adverts

Opinium

27 November 2015

The following tables represent the results of research conducted by Opinium Research. If the base is not otherwise specified, then the results in that table reflect the full sample.

## ► RESEARCH OVERVIEW

**FIELD DATES** | 20 to 26 November 2015

**SAMPLE** | 2,060 online interviews with UK adults

**WEIGHTING** | Our sample has been weighted to reflect a nationally representative audience

In instances where the base size falls below 50 respondents, figures should be seen as indicative only. We advise against using these figures when reporting, unless appropriate caveats are provided.



For more information or research related enquires please contact

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	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A1							
Have you seen this ad before today?	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Lots of times</b>	443	38	9	19	16	7	80
	<b>11%</b>	<b>19%</b>	<b>4%</b>	<b>9%</b>	<b>8%</b>	<b>3%</b>	<b>38%</b>
<b>A few times</b>	737	47	32	40	36	33	52
	<b>18%</b>	<b>23%</b>	<b>15%</b>	<b>20%</b>	<b>17%</b>	<b>16%</b>	<b>25%</b>
<b>Once or twice</b>	610	38	29	33	29	27	24
	<b>15%</b>	<b>19%</b>	<b>13%</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	<b>11%</b>
<b>No this is the first</b>	2348	82	147	111	127	136	54
	<b>57%</b>	<b>40%</b>	<b>68%</b>	<b>55%</b>	<b>61%</b>	<b>67%</b>	<b>26%</b>
<b>Net: seen</b>	<b>43%</b>	<b>60%</b>	<b>32%</b>	<b>45%</b>	<b>39%</b>	<b>33%</b>	<b>74%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A1 Have you seen this ad before today?							
	209	204	208	202	204	207	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	10	13	5	40	18	27	17
<b>Lots of times</b>	<b>5%</b>	<b>6%</b>	<b>2%</b>	<b>20%</b>	<b>9%</b>	<b>13%</b>	<b>8%</b>
	32	15	12	70	24	45	34
<b>A few times</b>	<b>15%</b>	<b>7%</b>	<b>6%</b>	<b>35%</b>	<b>12%</b>	<b>22%</b>	<b>17%</b>
	28	20	8	35	36	22	31
<b>Once or twice</b>	<b>13%</b>	<b>10%</b>	<b>4%</b>	<b>17%</b>	<b>18%</b>	<b>11%</b>	<b>15%</b>
	139	156	183	57	126	113	123
<b>No this is the first</b>	<b>67%</b>	<b>76%</b>	<b>88%</b>	<b>28%</b>	<b>62%</b>	<b>55%</b>	<b>60%</b>
<b>Net: seen</b>	<b>33%</b>	<b>24%</b>	<b>12%</b>	<b>72%</b>	<b>38%</b>	<b>45%</b>	<b>40%</b>

	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A1							
Have you seen this ad before today?							
	212	205	209	208	203	211	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	18	2	17	39	43	13	12
<b>Lots of times</b>	<b>8%</b>	<b>1%</b>	<b>8%</b>	<b>19%</b>	<b>21%</b>	<b>6%</b>	<b>6%</b>
	34	36	43	52	44	33	23
<b>A few times</b>	<b>16%</b>	<b>18%</b>	<b>21%</b>	<b>25%</b>	<b>22%</b>	<b>16%</b>	<b>11%</b>
	34	38	44	37	38	29	30
<b>Once or twice</b>	<b>16%</b>	<b>19%</b>	<b>21%</b>	<b>18%</b>	<b>19%</b>	<b>14%</b>	<b>15%</b>
	126	129	105	80	78	136	140
<b>No this is the first</b>	<b>59%</b>	<b>63%</b>	<b>50%</b>	<b>38%</b>	<b>38%</b>	<b>64%</b>	<b>68%</b>
<b>Net: seen</b>	<b>41%</b>	<b>37%</b>	<b>50%</b>	<b>62%</b>	<b>62%</b>	<b>36%</b>	<b>32%</b>

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A2							
How much would you enjoy watching this advert each time you see it on television?							
<i>Base: all respondents</i>	4138	205	217	203	208	203	210
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>A lot</b>	492	40	17	26	16	29	37
	<b>12%</b>	<b>20%</b>	<b>8%</b>	<b>13%</b>	<b>8%</b>	<b>14%</b>	<b>18%</b>
<b>Quite</b>	913	59	42	50	44	50	53
	<b>22%</b>	<b>29%</b>	<b>19%</b>	<b>25%</b>	<b>21%</b>	<b>25%</b>	<b>25%</b>
<b>Wouldn't mind</b>	1386	69	100	53	79	77	77
	<b>33%</b>	<b>34%</b>	<b>46%</b>	<b>26%</b>	<b>38%</b>	<b>38%</b>	<b>37%</b>
<b>Not much</b>	833	25	36	37	45	28	23
	<b>20%</b>	<b>12%</b>	<b>17%</b>	<b>18%</b>	<b>22%</b>	<b>14%</b>	<b>11%</b>
<b>Not at all</b>	514	12	22	37	24	19	20
	<b>12%</b>	<b>6%</b>	<b>10%</b>	<b>18%</b>	<b>12%</b>	<b>9%</b>	<b>10%</b>
<b>Net: enjoyed</b>	<b>34%</b>	<b>48%</b>	<b>27%</b>	<b>37%</b>	<b>29%</b>	<b>39%</b>	<b>43%</b>
<b>Net: not enjoyed</b>	<b>33%</b>	<b>18%</b>	<b>27%</b>	<b>36%</b>	<b>33%</b>	<b>23%</b>	<b>20%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A2							
How much would you enjoy watching this advert each time you see it on television?							
<i>Base: all respondents</i>	209 <b>100%</b>	204 <b>100%</b>	208 <b>100%</b>	202 <b>100%</b>	204 <b>100%</b>	207 <b>100%</b>	205 <b>100%</b>
<b>A lot</b>	13 <b>6%</b>	22 <b>11%</b>	13 <b>6%</b>	43 <b>21%</b>	8 <b>4%</b>	22 <b>11%</b>	25 <b>12%</b>
<b>Quite</b>	33 <b>16%</b>	35 <b>17%</b>	23 <b>11%</b>	42 <b>21%</b>	39 <b>19%</b>	48 <b>23%</b>	37 <b>18%</b>
<b>Wouldn't mind</b>	58 <b>28%</b>	80 <b>39%</b>	40 <b>19%</b>	54 <b>27%</b>	91 <b>45%</b>	74 <b>36%</b>	67 <b>33%</b>
<b>Not much</b>	63 <b>30%</b>	48 <b>24%</b>	67 <b>32%</b>	44 <b>22%</b>	40 <b>20%</b>	45 <b>22%</b>	52 <b>25%</b>
<b>Not at all</b>	42 <b>20%</b>	19 <b>9%</b>	65 <b>31%</b>	19 <b>9%</b>	26 <b>13%</b>	18 <b>9%</b>	24 <b>12%</b>
<b>Net: enjoyed</b>	<b>22%</b>	<b>28%</b>	<b>17%</b>	<b>42%</b>	<b>23%</b>	<b>34%</b>	<b>30%</b>
<b>Net: not enjoyed</b>	<b>50%</b>	<b>33%</b>	<b>63%</b>	<b>31%</b>	<b>32%</b>	<b>30%</b>	<b>37%</b>

	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A2							
How much would you enjoy watching this advert each time you see it on television?							
<i>Base: all respondents</i>	212 100%	205 100%	209 100%	208 100%	203 100%	211 100%	205 100%
<b>A lot</b>	22 10%	16 8%	56 27%	21 10%	19 9%	22 10%	25 12%
<b>Quite</b>	56 26%	48 23%	61 29%	53 25%	46 23%	55 26%	39 19%
<b>Wouldn't mind</b>	55 26%	87 42%	45 22%	68 33%	65 32%	77 36%	70 34%
<b>Not much</b>	50 24%	35 17%	28 13%	39 19%	43 21%	38 18%	47 23%
<b>Not at all</b>	29 14%	19 9%	19 9%	27 13%	30 15%	19 9%	24 12%
<b>Net: enjoyed</b>	<b>37%</b>	<b>31%</b>	<b>56%</b>	<b>36%</b>	<b>32%</b>	<b>36%</b>	<b>31%</b>
<b>Net: not enjoyed</b>	<b>37%</b>	<b>26%</b>	<b>22%</b>	<b>32%</b>	<b>36%</b>	<b>27%</b>	<b>35%</b>

A4A

Below are three lists of words that might apply to the advert you have been looking at. For each of the three lists, please pick one word that you think best applies to the advert. You may feel that all the words apply or that none really apply, but we would still like to know which one you think applies more than the others in each list. Click on the one word which most applies to the advert.

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
<i>Base: all respondents</i>	4138 <b>100%</b>	205 <b>100%</b>	217 <b>100%</b>	203 <b>100%</b>	208 <b>100%</b>	203 <b>100%</b>	210 <b>100%</b>
<b>Pleasant</b>	1832 <b>44%</b>	126 <b>61%</b>	72 <b>33%</b>	83 <b>41%</b>	102 <b>49%</b>	105 <b>52%</b>	138 <b>66%</b>
<b>Interesting</b>	1002 <b>24%</b>	47 <b>23%</b>	96 <b>44%</b>	49 <b>24%</b>	37 <b>18%</b>	49 <b>24%</b>	27 <b>13%</b>
<b>Boring</b>	582 <b>14%</b>	15 <b>7%</b>	23 <b>11%</b>	16 <b>8%</b>	34 <b>16%</b>	21 <b>10%</b>	18 <b>9%</b>
<b>Irritating</b>	722 <b>17%</b>	17 <b>8%</b>	26 <b>12%</b>	55 <b>27%</b>	35 <b>17%</b>	28 <b>14%</b>	27 <b>13%</b>



	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
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A4A

Below are three lists of words that might apply to the advert you have been looking at. For each of the three lists, please pick one word that you think best applies to the advert. You may feel that all the words apply or that none really apply, but we would still like to know which one you think applies more than the others in each list. Click on the one word which most applies to the advert.

	209	204	208	202	204	207	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Pleasant</b>	51 <b>24%</b>	104 <b>51%</b>	23 <b>11%</b>	92 <b>46%</b>	97 <b>48%</b>	79 <b>38%</b>	94 <b>46%</b>
<b>Interesting</b>	47 <b>22%</b>	30 <b>15%</b>	55 <b>26%</b>	51 <b>25%</b>	50 <b>25%</b>	64 <b>31%</b>	38 <b>19%</b>
<b>Boring</b>	53 <b>25%</b>	44 <b>22%</b>	40 <b>19%</b>	30 <b>15%</b>	37 <b>18%</b>	26 <b>13%</b>	47 <b>23%</b>
<b>Irritating</b>	58 <b>28%</b>	26 <b>13%</b>	90 <b>43%</b>	29 <b>14%</b>	20 <b>10%</b>	38 <b>18%</b>	26 <b>13%</b>

Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
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A4A

Below are three lists of words that might apply to the advert you have been looking at. For each of the three lists, please pick one word that you think best applies to the advert. You may feel that all the words apply or that none really apply, but we would still like to know which one you think applies more than the others in each list. Click on the one word which most applies to the advert.

	212	205	209	208	203	211	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Pleasant</b>	73 <b>34%</b>	125 <b>61%</b>	89 <b>43%</b>	90 <b>43%</b>	73 <b>36%</b>	125 <b>59%</b>	91 <b>44%</b>
<b>Interesting</b>	62 <b>29%</b>	38 <b>19%</b>	80 <b>38%</b>	58 <b>28%</b>	48 <b>24%</b>	36 <b>17%</b>	40 <b>20%</b>
<b>Boring</b>	25 <b>12%</b>	27 <b>13%</b>	13 <b>6%</b>	24 <b>12%</b>	28 <b>14%</b>	27 <b>13%</b>	34 <b>17%</b>
<b>Irritating</b>	52 <b>25%</b>	15 <b>7%</b>	27 <b>13%</b>	36 <b>17%</b>	54 <b>27%</b>	23 <b>11%</b>	40 <b>20%</b>

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A4B							
Which one of these applies most to the advert?							
	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Soothing</b>	1116	95	36	18	60	40	61
	<b>27%</b>	<b>46%</b>	<b>17%</b>	<b>9%</b>	<b>29%</b>	<b>20%</b>	<b>29%</b>
<b>Distinctive</b>	1794	76	135	119	87	117	117
	<b>43%</b>	<b>37%</b>	<b>62%</b>	<b>59%</b>	<b>42%</b>	<b>58%</b>	<b>56%</b>
<b>Dull</b>	892	29	29	36	43	35	22
	<b>22%</b>	<b>14%</b>	<b>13%</b>	<b>18%</b>	<b>21%</b>	<b>17%</b>	<b>10%</b>
<b>Unpleasant</b>	336	5	17	30	18	11	10
	<b>8%</b>	<b>2%</b>	<b>8%</b>	<b>15%</b>	<b>9%</b>	<b>5%</b>	<b>5%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A4B							
Which one of these applies most to the advert?							
<i>Base: all respondents</i>	209 <b>100%</b>	204 <b>100%</b>	208 <b>100%</b>	202 <b>100%</b>	204 <b>100%</b>	207 <b>100%</b>	205 <b>100%</b>
<b>Soothing</b>	24 <b>11%</b>	80 <b>39%</b>	9 <b>4%</b>	66 <b>33%</b>	83 <b>41%</b>	44 <b>21%</b>	101 <b>49%</b>
<b>Distinctive</b>	73 <b>35%</b>	50 <b>25%</b>	83 <b>40%</b>	85 <b>42%</b>	60 <b>29%</b>	97 <b>47%</b>	33 <b>16%</b>
<b>Dull</b>	93 <b>44%</b>	68 <b>33%</b>	58 <b>28%</b>	31 <b>15%</b>	54 <b>26%</b>	53 <b>26%</b>	59 <b>29%</b>
<b>Unpleasant</b>	19 <b>9%</b>	6 <b>3%</b>	58 <b>28%</b>	20 <b>10%</b>	7 <b>3%</b>	13 <b>6%</b>	12 <b>6%</b>

	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A4B							
Which one of these applies most to the advert?							
<i>Base: all respondents</i>	212 <b>100%</b>	205 <b>100%</b>	209 <b>100%</b>	208 <b>100%</b>	203 <b>100%</b>	211 <b>100%</b>	205 <b>100%</b>
<b>Soothing</b>	24 <b>11%</b>	102 <b>50%</b>	42 <b>20%</b>	42 <b>20%</b>	36 <b>18%</b>	97 <b>46%</b>	56 <b>27%</b>
<b>Distinctive</b>	131 <b>62%</b>	58 <b>28%</b>	128 <b>61%</b>	109 <b>52%</b>	88 <b>43%</b>	70 <b>33%</b>	78 <b>38%</b>
<b>Dull</b>	35 <b>17%</b>	41 <b>20%</b>	16 <b>8%</b>	41 <b>20%</b>	65 <b>32%</b>	34 <b>16%</b>	50 <b>24%</b>
<b>Unpleasant</b>	22 <b>10%</b>	4 <b>2%</b>	23 <b>11%</b>	16 <b>8%</b>	14 <b>7%</b>	10 <b>5%</b>	21 <b>10%</b>

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A4C And which of these?	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Gentle</b>	1269	102	33	25	63	61	78
	<b>31%</b>	<b>50%</b>	<b>15%</b>	<b>12%</b>	<b>30%</b>	<b>30%</b>	<b>37%</b>
<b>Involving</b>	1669	79	130	109	83	96	90
	<b>40%</b>	<b>39%</b>	<b>60%</b>	<b>54%</b>	<b>40%</b>	<b>47%</b>	<b>43%</b>
<b>Weak</b>	893	20	40	43	48	40	30
	<b>22%</b>	<b>10%</b>	<b>18%</b>	<b>21%</b>	<b>23%</b>	<b>20%</b>	<b>14%</b>
<b>Disturbing</b>	307	4	14	26	14	6	12
	<b>7%</b>	<b>2%</b>	<b>6%</b>	<b>13%</b>	<b>7%</b>	<b>3%</b>	<b>6%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015	Marks & Spencer's - #TheartofChris tmas	Morrisons - Handmade Right Here
A4C And which of these?									
	209	204	208	202	204	207	205	212	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Gentle</b>	26 <b>12%</b>	98 <b>48%</b>	16 <b>8%</b>	97 <b>48%</b>	75 <b>37%</b>	60 <b>29%</b>	102 <b>50%</b>	23 <b>11%</b>	100 <b>49%</b>
<b>Involving</b>	79 <b>38%</b>	51 <b>25%</b>	68 <b>33%</b>	48 <b>24%</b>	74 <b>36%</b>	84 <b>41%</b>	38 <b>19%</b>	124 <b>58%</b>	68 <b>33%</b>
<b>Weak</b>	95 <b>45%</b>	53 <b>26%</b>	64 <b>31%</b>	27 <b>13%</b>	51 <b>25%</b>	58 <b>28%</b>	51 <b>25%</b>	39 <b>18%</b>	34 <b>17%</b>
<b>Disturbing</b>	9 <b>4%</b>	2 <b>1%</b>	60 <b>29%</b>	30 <b>15%</b>	4 <b>2%</b>	5 <b>2%</b>	14 <b>7%</b>	26 <b>12%</b>	3 <b>1%</b>

	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A4C					
And which of these?					
	209	208	203	211	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Gentle</b>	55 <b>26%</b>	44 <b>21%</b>	48 <b>24%</b>	118 <b>56%</b>	45 <b>22%</b>
<b>Involving</b>	107 <b>51%</b>	109 <b>52%</b>	81 <b>40%</b>	57 <b>27%</b>	94 <b>46%</b>
<b>Weak</b>	14 <b>7%</b>	43 <b>21%</b>	63 <b>31%</b>	29 <b>14%</b>	51 <b>25%</b>
<b>Disturbing</b>	33 <b>16%</b>	12 <b>6%</b>	11 <b>5%</b>	7 <b>3%</b>	15 <b>7%</b>



	Total	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A5							
Thinking about the advert you've just seen for [Brand], which one of these phrases applies to this advert?							
	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>You couldn't fail to remember it was for [Brand]</b>	1060	52	64	51	50	130	129
	<b>26%</b>	<b>25%</b>	<b>29%</b>	<b>25%</b>	<b>24%</b>	<b>64%</b>	<b>61%</b>
<b>It is quite good at making you remember it is for [Brand]</b>	1479	80	104	59	78	59	54
	<b>36%</b>	<b>39%</b>	<b>48%</b>	<b>29%</b>	<b>38%</b>	<b>29%</b>	<b>26%</b>
<b>It is not all that good at making you remember it is for [Brand]</b>	545	28	17	34	29	3	12
	<b>13%</b>	<b>14%</b>	<b>8%</b>	<b>17%</b>	<b>14%</b>	<b>1%</b>	<b>6%</b>
<b>It could have been for any brand of [Y]</b>	551	32	16	28	39	5	6
	<b>13%</b>	<b>16%</b>	<b>7%</b>	<b>14%</b>	<b>19%</b>	<b>2%</b>	<b>3%</b>
<b>It could have been for almost anything</b>	503	13	16	31	12	6	9
	<b>12%</b>	<b>6%</b>	<b>7%</b>	<b>15%</b>	<b>6%</b>	<b>3%</b>	<b>4%</b>
<b>Net: top 2</b>	<b>61%</b>	<b>64%</b>	<b>77%</b>	<b>54%</b>	<b>62%</b>	<b>93%</b>	<b>87%</b>
<b>Net: bottom 2</b>	<b>25%</b>	<b>22%</b>	<b>15%</b>	<b>29%</b>	<b>25%</b>	<b>5%</b>	<b>7%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A5							
Thinking about the advert you've just seen for [Brand], which one of these phrases applies to this advert?							
<i>Base: all respondents</i>	209 100%	204 100%	208 100%	202 100%	204 100%	207 100%	205 100%
<b>You couldn't fail to remember it was for [Brand]</b>	19 9%	40 20%	22 11%	52 26%	44 22%	42 20%	42 20%
<b>It is quite good at making you remember it is for [Brand]</b>	50 24%	64 31%	49 24%	61 30%	90 44%	92 44%	62 30%
<b>It is not all that good at making you remember it is for [Brand]</b>	43 21%	36 18%	33 16%	37 18%	22 11%	29 14%	40 20%
<b>It could have been for any brand of [Y]</b>	34 16%	42 21%	27 13%	20 10%	36 18%	28 14%	32 16%
<b>It could have been for almost anything</b>	63 30%	22 11%	77 37%	32 16%	12 6%	16 8%	29 14%
<b>Net: top 2</b>	33%	51%	34%	56%	66%	65%	51%
<b>Net: bottom 2</b>	46%	31%	50%	26%	24%	21%	30%

	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A5							
Thinking about the advert you've just seen for [Brand], which one of these phrases applies to this advert?							
<i>Base: all respondents</i>	212 100%	205 100%	209 100%	208 100%	203 100%	211 100%	205 100%
<b>You couldn't fail to remember it was for [Brand]</b>	57 27%	70 34%	34 16%	42 20%	54 27%	39 18%	27 13%
<b>It is quite good at making you remember it is for [Brand]</b>	65 31%	97 47%	73 35%	88 42%	90 44%	100 47%	64 31%
<b>It is not all that good at making you remember it is for [Brand]</b>	37 17%	13 6%	25 12%	25 12%	15 7%	32 15%	35 17%
<b>It could have been for any brand of [Y]</b>	22 10%	19 9%	26 12%	27 13%	30 15%	27 13%	55 27%
<b>It could have been for almost anything</b>	31 15%	6 3%	51 24%	26 13%	14 7%	13 6%	24 12%
<b>Net: top 2</b>	58%	81%	51%	63%	71%	66%	44%
<b>Net: bottom 2</b>	25%	12%	37%	25%	22%	19%	39%

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A6							
How will the advert affect your use of [Brand]?	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Makes me much more likely to use [Brand]</b>	309 <b>7%</b>	28 <b>14%</b>	18 <b>8%</b>	15 <b>7%</b>	12 <b>6%</b>	25 <b>12%</b>	14 <b>7%</b>
<b>Makes me a little more likely to use [Brand]</b>	581 <b>14%</b>	37 <b>18%</b>	39 <b>18%</b>	20 <b>10%</b>	34 <b>16%</b>	27 <b>13%</b>	23 <b>11%</b>
<b>Makes no difference</b>	3095 <b>75%</b>	139 <b>68%</b>	156 <b>72%</b>	160 <b>79%</b>	157 <b>75%</b>	143 <b>70%</b>	164 <b>78%</b>
<b>Makes me less likely to use [Brand]</b>	153 <b>4%</b>	1 <b>0%</b>	4 <b>2%</b>	8 <b>4%</b>	5 <b>2%</b>	8 <b>4%</b>	9 <b>4%</b>
<b>Net: top 2</b>	<b>22%</b>	<b>32%</b>	<b>26%</b>	<b>17%</b>	<b>22%</b>	<b>26%</b>	<b>18%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015	Marks & Spencer's - #TheartofChris tmas
A6 How will the advert affect your use of [Brand]?								
	209	204	208	202	204	207	205	212
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Makes me much more likely to use [Brand]</b>	6 <b>3%</b>	18 <b>9%</b>	11 <b>5%</b>	17 <b>8%</b>	17 <b>8%</b>	15 <b>7%</b>	17 <b>8%</b>	23 <b>11%</b>
<b>Makes me a little more likely to use [Brand]</b>	19 <b>9%</b>	25 <b>12%</b>	20 <b>10%</b>	25 <b>12%</b>	48 <b>24%</b>	40 <b>19%</b>	21 <b>10%</b>	24 <b>11%</b>
<b>Makes no difference</b>	174 <b>83%</b>	159 <b>78%</b>	146 <b>70%</b>	149 <b>74%</b>	133 <b>65%</b>	148 <b>71%</b>	154 <b>75%</b>	160 <b>75%</b>
<b>Makes me less likely to use [Brand]</b>	10 <b>5%</b>	2 <b>1%</b>	31 <b>15%</b>	11 <b>5%</b>	6 <b>3%</b>	4 <b>2%</b>	13 <b>6%</b>	5 <b>2%</b>
<b>Net: top 2</b>	<b>12%</b>	<b>21%</b>	<b>15%</b>	<b>21%</b>	<b>32%</b>	<b>27%</b>	<b>19%</b>	<b>22%</b>

	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A6						
How will the advert affect your use of [Brand]?						
	205	209	208	203	211	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Makes me much more likely to use [Brand]</b>	12 <b>6%</b>	9 <b>4%</b>	7 <b>3%</b>	16 <b>8%</b>	16 <b>8%</b>	13 <b>6%</b>
<b>Makes me a little more likely to use [Brand]</b>	43 <b>21%</b>	30 <b>14%</b>	26 <b>13%</b>	16 <b>8%</b>	40 <b>19%</b>	24 <b>12%</b>
<b>Makes no difference</b>	146 <b>71%</b>	162 <b>78%</b>	166 <b>80%</b>	164 <b>81%</b>	151 <b>72%</b>	164 <b>80%</b>
<b>Makes me less likely to use [Brand]</b>	4 <b>2%</b>	8 <b>4%</b>	9 <b>4%</b>	7 <b>3%</b>	4 <b>2%</b>	4 <b>2%</b>
<b>Net: top 2</b>	<b>27%</b>	<b>19%</b>	<b>16%</b>	<b>16%</b>	<b>27%</b>	<b>18%</b>

	Total	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A7							
How did the advert make you feel about [Brand]? The advert made [Brand] seem . . .							
	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Much more appealing</b>	395 <b>10%</b>	40 <b>20%</b>	20 <b>9%</b>	15 <b>7%</b>	13 <b>6%</b>	31 <b>15%</b>	19 <b>9%</b>
<b>A little more appealing</b>	787 <b>19%</b>	49 <b>24%</b>	58 <b>27%</b>	31 <b>15%</b>	38 <b>18%</b>	31 <b>15%</b>	32 <b>15%</b>
<b>It didn't change my feelings about [Brand]</b>	2645 <b>64%</b>	114 <b>56%</b>	130 <b>60%</b>	138 <b>68%</b>	144 <b>69%</b>	125 <b>62%</b>	153 <b>73%</b>
<b>A little less appealing</b>	166 <b>4%</b>	1 <b>0%</b>	5 <b>2%</b>	11 <b>5%</b>	9 <b>4%</b>	13 <b>6%</b>	1 <b>0%</b>
<b>Much less appealing</b>	145 <b>4%</b>	1 <b>0%</b>	4 <b>2%</b>	8 <b>4%</b>	4 <b>2%</b>	3 <b>1%</b>	5 <b>2%</b>
<b>Net: more appealing</b>	<b>29%</b>	<b>43%</b>	<b>36%</b>	<b>23%</b>	<b>25%</b>	<b>31%</b>	<b>24%</b>
<b>Net: less appealing</b>	<b>8%</b>	<b>1%</b>	<b>4%</b>	<b>9%</b>	<b>6%</b>	<b>8%</b>	<b>3%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A7							
How did the advert make you feel about [Brand]? The advert made [Brand] seem . . .							
<i>Base: all respondents</i>	209 <b>100%</b>	204 <b>100%</b>	208 <b>100%</b>	202 <b>100%</b>	204 <b>100%</b>	207 <b>100%</b>	205 <b>100%</b>
<b>Much more appealing</b>	10 <b>5%</b>	22 <b>11%</b>	14 <b>7%</b>	25 <b>12%</b>	21 <b>10%</b>	21 <b>10%</b>	18 <b>9%</b>
<b>A little more appealing</b>	22 <b>11%</b>	39 <b>19%</b>	25 <b>12%</b>	31 <b>15%</b>	53 <b>26%</b>	55 <b>27%</b>	37 <b>18%</b>
<b>It didn't change my feelings about [Brand]</b>	153 <b>73%</b>	134 <b>66%</b>	107 <b>51%</b>	125 <b>62%</b>	122 <b>60%</b>	115 <b>56%</b>	129 <b>63%</b>
<b>A little less appealing</b>	12 <b>6%</b>	6 <b>3%</b>	29 <b>14%</b>	12 <b>6%</b>	4 <b>2%</b>	9 <b>4%</b>	9 <b>4%</b>
<b>Much less appealing</b>	12 <b>6%</b>	3 <b>1%</b>	33 <b>16%</b>	9 <b>4%</b>	4 <b>2%</b>	7 <b>3%</b>	12 <b>6%</b>
<b>Net: more appealing</b>	<b>15%</b>	<b>30%</b>	<b>19%</b>	<b>28%</b>	<b>36%</b>	<b>37%</b>	<b>27%</b>
<b>Net: less appealing</b>	<b>11%</b>	<b>4%</b>	<b>30%</b>	<b>10%</b>	<b>4%</b>	<b>8%</b>	<b>10%</b>



	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A7							
How did the advert make you feel about [Brand]? The advert made [Brand] seem . . .							
	212	205	209	208	203	211	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Much more appealing</b>	26 <b>12%</b>	26 <b>13%</b>	20 <b>10%</b>	10 <b>5%</b>	12 <b>6%</b>	21 <b>10%</b>	11 <b>5%</b>
<b>A little more appealing</b>	39 <b>18%</b>	54 <b>26%</b>	38 <b>18%</b>	38 <b>18%</b>	31 <b>15%</b>	50 <b>24%</b>	36 <b>18%</b>
<b>It didn't change my feelings about [Brand]</b>	128 <b>60%</b>	120 <b>59%</b>	137 <b>66%</b>	149 <b>72%</b>	149 <b>73%</b>	132 <b>63%</b>	141 <b>69%</b>
<b>A little less appealing</b>	11 <b>5%</b>	1 <b>0%</b>	6 <b>3%</b>	6 <b>3%</b>	3 <b>1%</b>	4 <b>2%</b>	14 <b>7%</b>
<b>Much less appealing</b>	8 <b>4%</b>	4 <b>2%</b>	8 <b>4%</b>	5 <b>2%</b>	8 <b>4%</b>	4 <b>2%</b>	3 <b>1%</b>
<b>Net: more appealing</b>	<b>31%</b>	<b>39%</b>	<b>28%</b>	<b>23%</b>	<b>21%</b>	<b>34%</b>	<b>23%</b>
<b>Net: less appealing</b>	<b>9%</b>	<b>2%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>8%</b>

	Total	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
A11							
How different is this advert to other Christmas advertising that you have seen?							
	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>It's very different to any other Christmas advertising</b>	602 <b>15%</b>	20 <b>10%</b>	32 <b>15%</b>	19 <b>9%</b>	14 <b>7%</b>	42 <b>21%</b>	34 <b>16%</b>
<b>It's quite different to any other Christmas advertising</b>	1611 <b>39%</b>	83 <b>40%</b>	106 <b>49%</b>	88 <b>43%</b>	54 <b>26%</b>	86 <b>42%</b>	80 <b>38%</b>
<b>It's not very different to other Christmas advertising</b>	1478 <b>36%</b>	85 <b>41%</b>	61 <b>28%</b>	68 <b>33%</b>	107 <b>51%</b>	54 <b>27%</b>	74 <b>35%</b>
<b>It's not at all different to other Christmas advertising</b>	447 <b>11%</b>	17 <b>8%</b>	18 <b>8%</b>	28 <b>14%</b>	33 <b>16%</b>	21 <b>10%</b>	22 <b>10%</b>
<b>Net: different</b>	<b>53%</b>	<b>50%</b>	<b>64%</b>	<b>53%</b>	<b>33%</b>	<b>63%</b>	<b>54%</b>
<b>Net: not different</b>	<b>47%</b>	<b>50%</b>	<b>36%</b>	<b>47%</b>	<b>67%</b>	<b>37%</b>	<b>46%</b>

A11

How different is this advert to other Christmas advertising that you have seen?

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
	209	204	208	202	204	207	205
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>It's very different to any other Christmas advertising</b>	33 <b>16%</b>	15 <b>7%</b>	66 <b>32%</b>	61 <b>30%</b>	11 <b>5%</b>	33 <b>16%</b>	21 <b>10%</b>
<b>It's quite different to any other Christmas advertising</b>	92 <b>44%</b>	68 <b>33%</b>	87 <b>42%</b>	99 <b>49%</b>	58 <b>28%</b>	99 <b>48%</b>	60 <b>29%</b>
<b>It's not very different to other Christmas advertising</b>	61 <b>29%</b>	92 <b>45%</b>	45 <b>22%</b>	33 <b>16%</b>	105 <b>51%</b>	55 <b>27%</b>	95 <b>46%</b>
<b>It's not at all different to other Christmas advertising</b>	23 <b>11%</b>	29 <b>14%</b>	10 <b>5%</b>	9 <b>4%</b>	30 <b>15%</b>	20 <b>10%</b>	29 <b>14%</b>
<b>Net: different</b>	<b>60%</b>	<b>41%</b>	<b>74%</b>	<b>79%</b>	<b>34%</b>	<b>64%</b>	<b>40%</b>
<b>Net: not different</b>	<b>40%</b>	<b>59%</b>	<b>26%</b>	<b>21%</b>	<b>66%</b>	<b>36%</b>	<b>60%</b>

	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A11							
How different is this advert to other Christmas advertising that you have seen?							
<i>Base: all respondents</i>	212 100%	205 100%	209 100%	208 100%	203 100%	211 100%	205 100%
<b>It's very different to any other Christmas advertising</b>	27 13%	10 5%	78 37%	20 10%	37 18%	18 9%	11 5%
<b>It's quite different to any other Christmas advertising</b>	84 40%	58 28%	95 45%	98 47%	87 43%	77 36%	52 25%
<b>It's not very different to other Christmas advertising</b>	74 35%	103 50%	27 13%	74 36%	61 30%	99 47%	105 51%
<b>It's not at all different to other Christmas advertising</b>	27 13%	34 17%	9 4%	16 8%	18 9%	17 8%	37 18%
<b>Net: different</b>	52%	33%	83%	57%	61%	45%	31%
<b>Net: not different</b>	48%	67%	17%	43%	39%	55%	69%

A20

Which one of these impressions did the ADVERT give you most strongly?

	Total	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>It made me feel festive</b>	814 <b>20%</b>	71 <b>35%</b>	45 <b>21%</b>	38 <b>19%</b>	48 <b>23%</b>	51 <b>25%</b>	60 <b>29%</b>
<b>It made me want to go Christmas shopping</b>	169 <b>4%</b>	10 <b>5%</b>	13 <b>6%</b>	8 <b>4%</b>	14 <b>7%</b>	9 <b>4%</b>	7 <b>3%</b>
<b>It made me feel excited about Christmas</b>	312 <b>8%</b>	23 <b>11%</b>	13 <b>6%</b>	21 <b>10%</b>	18 <b>9%</b>	21 <b>10%</b>	30 <b>14%</b>
<b>It made me feel cynical about the role of brands in Christmas adverts</b>	441 <b>11%</b>	12 <b>6%</b>	23 <b>11%</b>	27 <b>13%</b>	32 <b>15%</b>	26 <b>13%</b>	29 <b>14%</b>
<b>It stirred my emotions</b>	347 <b>8%</b>	16 <b>8%</b>	16 <b>7%</b>	15 <b>7%</b>	6 <b>3%</b>	18 <b>9%</b>	13 <b>6%</b>
<b>It motivated me to make plans for my Christmas preparations</b>	236 <b>6%</b>	18 <b>9%</b>	8 <b>4%</b>	11 <b>5%</b>	11 <b>5%</b>	8 <b>4%</b>	12 <b>6%</b>
<b>The ADVERT didn't give me any of these impressions strongly</b>	1819 <b>44%</b>	55 <b>27%</b>	99 <b>46%</b>	83 <b>41%</b>	79 <b>38%</b>	70 <b>34%</b>	59 <b>28%</b>

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015
A20							
Which one of these impressions did the ADVERT give you most strongly?							
<i>Base: all respondents</i>	209 100%	204 100%	208 100%	202 100%	204 100%	207 100%	205 100%
<b>It made me feel festive</b>	19 9%	37 18%	6 3%	17 8%	36 18%	50 24%	31 15%
<b>It made me want to go Christmas shopping</b>	7 3%	8 4%	7 3%	7 3%	12 6%	7 3%	11 5%
<b>It made me feel excited about Christmas</b>	6 3%	11 5%	6 3%	11 5%	13 6%	23 11%	10 5%
<b>It made me feel cynical about the role of brands in Christmas adverts</b>	21 10%	23 11%	20 10%	22 11%	13 6%	27 13%	25 12%
<b>It stirred my emotions</b>	6 3%	19 9%	18 9%	66 33%	9 4%	6 3%	22 11%
<b>It motivated me to make plans for my Christmas preparations</b>	9 4%	15 7%	5 2%	5 2%	25 12%	19 9%	15 7%
<b>The ADVERT didn't give me any of these impressions strongly</b>	141 67%	91 45%	146 70%	74 37%	96 47%	75 36%	91 44%

















	Marks & Spencer's - #TheartofChristmas	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
A20							
Which one of these impressions did the ADVERT give you most strongly?							
<i>Base: all respondents</i>	212 <b>100%</b>	205 <b>100%</b>	209 <b>100%</b>	208 <b>100%</b>	203 <b>100%</b>	211 <b>100%</b>	205 <b>100%</b>
<b>It made me feel festive</b>	34 <b>16%</b>	52 <b>25%</b>	31 <b>15%</b>	49 <b>24%</b>	29 <b>14%</b>	63 <b>30%</b>	47 <b>23%</b>
<b>It made me want to go Christmas shopping</b>	16 <b>8%</b>	7 <b>3%</b>	2 <b>1%</b>	3 <b>1%</b>	5 <b>2%</b>	10 <b>5%</b>	6 <b>3%</b>
<b>It made me feel excited about Christmas</b>	15 <b>7%</b>	28 <b>14%</b>	16 <b>8%</b>	9 <b>4%</b>	7 <b>3%</b>	15 <b>7%</b>	16 <b>8%</b>
<b>It made me feel cynical about the role of brands in Christmas adverts</b>	32 <b>15%</b>	13 <b>6%</b>	18 <b>9%</b>	17 <b>8%</b>	21 <b>10%</b>	18 <b>9%</b>	22 <b>11%</b>
<b>It stirred my emotions</b>	14 <b>7%</b>	6 <b>3%</b>	53 <b>25%</b>	12 <b>6%</b>	10 <b>5%</b>	9 <b>4%</b>	13 <b>6%</b>
<b>It motivated me to make plans for my Christmas preparations</b>	12 <b>6%</b>	13 <b>6%</b>	3 <b>1%</b>	5 <b>2%</b>	12 <b>6%</b>	16 <b>8%</b>	14 <b>7%</b>
<b>The ADVERT didn't give me any of these impressions strongly</b>	89 <b>42%</b>	86 <b>42%</b>	86 <b>41%</b>	113 <b>54%</b>	119 <b>59%</b>	80 <b>38%</b>	87 <b>42%</b>

A27

	<b>Total</b>	Aldi - #AldiFavourite Things:	Argos - #justcantwait	ASDA - #becauseitschr istmas	Boots UK - #Discovermore	Cadbury - Cadbury Christmas 2015	Coke - #holidaysareco ming
How did you feel about the music in the advert?	4138	205	217	203	208	203	210
<i>Base: all respondents</i>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Enjoyed it a lot</b>	887 <b>21%</b>	83 <b>40%</b>	58 <b>27%</b>	55 <b>27%</b>	47 <b>23%</b>	59 <b>29%</b>	67 <b>32%</b>
<b>Enjoyed it a little</b>	1553 <b>38%</b>	75 <b>37%</b>	94 <b>43%</b>	63 <b>31%</b>	87 <b>42%</b>	82 <b>40%</b>	92 <b>44%</b>
<b>Didn't really enjoy it</b>	591 <b>14%</b>	21 <b>10%</b>	27 <b>12%</b>	29 <b>14%</b>	35 <b>17%</b>	26 <b>13%</b>	17 <b>8%</b>
<b>Definitely didn't enjoy it</b>	402 <b>10%</b>	16 <b>8%</b>	14 <b>6%</b>	39 <b>19%</b>	29 <b>14%</b>	21 <b>10%</b>	15 <b>7%</b>
<b>Don't remember the music</b>	705 <b>17%</b>	10 <b>5%</b>	24 <b>11%</b>	17 <b>8%</b>	10 <b>5%</b>	15 <b>7%</b>	19 <b>9%</b>
<b>Net: enjoyed</b>	<b>59%</b>	<b>77%</b>	<b>70%</b>	<b>58%</b>	<b>64%</b>	<b>69%</b>	<b>76%</b>
<b>Net: not enjoyed</b>	<b>27%</b>	<b>13%</b>	<b>18%</b>	<b>28%</b>	<b>19%</b>	<b>18%</b>	<b>16%</b>



A27

	Currys -Spare the act	Debenhams - #foundit	House of Fraser - #YourRules	John Lewis - Man on the moon	Iceland - Eyebrows will Rise	Lidl - The Lidl School of Christmas	Littlewoods - Christmas 2015	Marks & Spencer's - #TheartofChris tmas
How did you feel about the music in the advert?								
<i>Base: all respondents</i>	209 100%	204 100%	208 100%	202 100%	204 100%	207 100%	205 100%	212 100%
<b>Enjoyed it a lot</b>	9 4%	27 13%	24 12%	64 32%	28 14%	30 14%	70 34%	54 25%
<b>Enjoyed it a little</b>	43 21%	83 41%	53 25%	74 37%	82 40%	76 37%	76 37%	72 34%
<b>Didn't really enjoy it</b>	27 13%	34 17%	50 24%	30 15%	30 15%	31 15%	31 15%	38 18%
<b>Definitely didn't enjoy it</b>	14 7%	13 6%	63 30%	23 11%	12 6%	13 6%	12 6%	33 16%
<b>Don't remember the music</b>	116 56%	47 23%	18 9%	11 5%	52 25%	57 28%	16 8%	15 7%
<b>Net: enjoyed</b>	 25%	 54%	 37%	 68%	 54%	 51%	 71%	 59%
<b>Net: not enjoyed</b>	 62%	 29%	 39%	 17%	 31%	 34%	 14%	 23%

A27

	Morrisons - Handmade Right Here	Sainsbury's - Mog's Christmas Calamity	Sky - Sky Movies Christmas Advert	Tesco - Gluten Free Christmas Advert	Very.co.uk - The Journey	Waitrose - Christmas 2015
How did you feel about the music in the advert?						
<i>Base: all respondents</i>	205 100%	209 100%	208 100%	203 100%	211 100%	205 100%
<b>Enjoyed it a lot</b>	29 14%	52 25%	25 12%	22 11%	44 21%	40 20%
<b>Enjoyed it a little</b>	87 42%	83 40%	105 50%	56 28%	102 48%	68 33%
<b>Didn't really enjoy it</b>	27 13%	28 13%	23 11%	22 11%	30 14%	35 17%
<b>Definitely didn't enjoy it</b>	11 5%	6 3%	12 6%	8 4%	7 3%	41 20%
<b>Don't remember the music</b>	51 25%	40 19%	43 21%	95 47%	28 13%	21 10%
<b>Net: enjoyed</b>	<b>57%</b>	<b>65%</b>	<b>63%</b>	<b>38%</b>	<b>69%</b>	<b>53%</b>
<b>Net: not enjoyed</b>	<b>30%</b>	<b>22%</b>	<b>26%</b>	<b>51%</b>	<b>17%</b>	<b>30%</b>