

Internal
Christmas Advert Characters
 GB18 Sample: 16th - 17th December 2019



Total	Gender	
	Male	Female

Moving on...The following characters have appeared in Christmas adverts this year. If you have not seen the character before, please select the 'Not applicable' option. For each of the following characters, how much did you like or dislike them in the advert that they appeared in? (Please select one option on each row)

GCQ1_2. Kevin the Carrot - Aldi			
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	20%	14%	26%
Liked a little	23%	22%	24%
Neither liked or disliked	20%	21%	19%
Disliked a little	6%	7%	6%
Disliked a lot	5%	6%	4%
Don't know/ can't recall	4%	4%	4%
Not applicable - I have not seen this character before	22%	25%	19%

GCQ1_4. The Book of Dreams - Argos			
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	4%	4%	5%
Liked a little	9%	7%	11%
Neither liked or disliked	16%	16%	16%
Disliked a little	4%	4%	4%
Disliked a lot	3%	4%	2%
Don't know/ can't recall	9%	9%	9%
Not applicable - I have not seen this character before	55%	57%	53%

GCQ1_1. Excitable Edgar - John Lewis			
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	30%	22%	38%
Liked a little	22%	22%	23%
Neither liked or disliked	15%	17%	13%
Disliked a little	7%	8%	6%
Disliked a lot	5%	7%	4%
Don't know/ can't recall	2%	3%	1%
Not applicable - I have not seen this character before	19%	22%	16%

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GCQ1_2. Kevin the Carrot - Aldi

	2077	977	1100
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	9%	6%	12%
Liked a little	15%	13%	18%
Neither liked or disliked	15%	17%	13%
Disliked a little	5%	4%	5%
Disliked a lot	3%	4%	2%
Don't know/ can't recall	7%	7%	7%
Not applicable - I have not seen this character before	46%	50%	43%

GCQ1_3. Nicholas the Sweep - Sainsburys

	2077	977	1100
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	12%	6%	17%
Liked a little	15%	13%	17%
Neither liked or disliked	10%	11%	8%
Disliked a little	3%	3%	2%
Disliked a lot	2%	3%	2%
Don't know/ can't recall	6%	7%	6%
Not applicable - I have not seen this character before	52%	56%	49%

GCQ1_6. Dobbie the Reindeer - Dobbies Garden Centres

	2077	977	1100
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	4%	3%	6%
Liked a little	6%	6%	6%
Neither liked or disliked	7%	8%	5%
Disliked a little	1%	3%	0%
Disliked a lot	1%	2%	1%
Don't know/ can't recall	8%	8%	9%
Not applicable - I have not seen this character before	72%	71%	72%

GCQ1_7. TK - TK Maxx

	2077	977	1100
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	1%	1%	1%
Liked a little	4%	4%	4%
Neither liked or disliked	10%	10%	11%
Disliked a little	5%	6%	4%
Disliked a lot	4%	5%	3%
Don't know/ can't recall	10%	9%	10%
Not applicable - I have not seen this character before	66%	66%	65%

GCQ1_8. Sidney - Very

	2077	977	1100
Unweighted base	2077	977	1100
Base	2077	1007	1070
Liked a lot	12%	7%	16%
Liked a little	16%	13%	20%
Neither liked or disliked	14%	16%	12%
Disliked a little	3%	4%	3%
Disliked a lot	3%	4%	2%
Don't know/ can't recall	6%	6%	6%
Not applicable - I have not seen this character before	46%	51%	42%

Cell Contents (Column Percentages)