

Christmas Tracker 2016 (GB)

Do you think it is Christmas time yet?

Figures shown are the percentages for those who said 'YES IT IS CHRISTMAS'

			Gender		Age				Region				
			Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands / Wales	North	Scotland
Start of Fieldwork	End of Fieldwork	Total - 'Yes it is Christmas'	%	%	%	%	%	%	%	%	%	%	%
08-Nov	09-Nov	11	6	16	26	14	6	4	16	8	12	12	13
09-Nov	10-Nov	10	6	14	23	12	6	5	15	10	11	10	8
14-Nov	15-Nov	11	7	15	30	12	6	6	7	12	13	11	9
15-Nov	16-Nov	12	9	15	34	11	8	6	14	12	11	12	15
17-Nov	18-Nov	15	11	20	36	19	6	9	14	14	17	18	13
24-Nov	25-Nov	18	16	20	42	20	9	12	21	19	13	18	20
28-Nov	29-Nov	20	18	23	42	24	12	10	20	20	22	20	18
30-Nov	30-Nov	28	23	33	49	33	20	16	30	29	27	30	21
01-Dec	01-Dec	40	31	47	62	48	24	28	46	40	37	41	30
04-Dec	05-Dec	47	43	52	73	53	33	38	47	46	51	47	42
05-Dec	06-Dec	42	37	46	59	50	28	34	43	41	46	40	40
06-Dec	07-Dec	42	34	50	68	48	30	31	42	42	43	45	38
07-Dec	08-Dec	46	42	50	73	54	31	34	55	44	47	49	34
08-Dec	09-Dec	50	42	59	70	56	41	39	52	50	49	54	45
13-Dec	14-Dec	55	48	62	77	61	42	46	53	55	58	50	64
14-Dec	15-Dec	63	55	71	79	67	54	57	67	63	60	65	58
15-Dec	16-Dec	68	63	74	75	75	60	61	69	67	69	71	64
18-Dec	19-Dec	72	67	77	84	76	63	69	74	76	76	67	61
19-Dec	20-Dec	75	72	78	85	80	67	68	75	75	74	74	77