

YouGov - Christmas Traditions

Sample Size: 1647 adults in GB
Fieldwork: 1st - 2nd December 2022

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1647	797	850	173	680	407	387	939	708	199	552	356	397	143
Unweighted Sample	1647	704	943	133	679	423	412	1004	643	181	575	365	399	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you celebrate, or have you ever celebrated, Christmas?

I currently celebrate Christmas	83	77	88	65	84	86	86	85	79	69	88	81	82	84
I previously celebrated Christmas but no longer do	11	14	8	17	8	11	12	9	13	18	7	12	10	11
I have never celebrated Christmas	3	3	3	4	4	2	1	3	4	9	2	2	4	0
Don't know	4	5	2	14	4	2	0	3	4	4	2	4	3	5

When it comes to the following common childhood Christmas traditions, which of these do you still do as an adult?

If you are a parent or grandparent, please select those you would still observe without children to consider.

[Asked to those who currently celebrate Christmas; n=1404]

Open an advent calendar of your own

I did this as a child and I do it now	49	44	54	72	63	40	27	51	47	49	47	54	51	42
I did not do this as a child, I do it now	4	5	3	2	3	5	5	4	3	2	4	5	4	1
I did not do this as a child, but I do it now	5	4	6	7	4	4	6	5	5	7	4	6	4	3
I did not do this as a child and I do not do it now	26	30	23	12	13	28	52	23	31	24	28	22	27	34
Don't know	16	18	14	6	17	22	10	17	14	17	17	12	14	20

Open a Christmas stocking someone else has filled with gifts for you on Christmas morning

I did this as a child and I do it now	41	37	45	43	43	40	39	41	42	40	39	46	42	40
I did not do this as a child, I do it now	6	6	6	5	6	8	4	7	5	8	7	4	4	10
I did not do this as a child, but I do it now	5	5	5	6	4	5	5	3	6	3	5	7	4	3
I did not do this as a child and I do not do it now	26	28	24	26	26	24	30	26	27	25	25	25	29	26
Don't know	22	24	20	20	21	23	22	23	20	24	24	18	21	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Stay at your parents' house/your childhood home overnight on Christmas Eve

I did this as a child and I do it now	33	33	34	72	40	22	21	34	32	46	28	37	33	33
I did not do this as a child, I do it now	5	5	5	8	3	6	6	4	6	7	5	6	4	3
I did not do this as a child, but I do it now	4	5	4	3	3	6	5	4	5	4	5	4	3	5
I did not do this as a child and I do not do it now	23	22	23	7	20	21	33	21	25	16	24	21	26	20
Don't know	35	35	35	10	33	46	35	37	33	27	38	32	34	38

Build a snowman (if weather allows)

I did this as a child and I do it now	56	50	61	55	60	57	47	55	57	51	50	62	62	52
I did not do this as a child, I do it now	6	7	6	10	6	6	6	6	6	9	7	6	4	8
I did not do this as a child, but I do it now	4	5	2	4	3	4	4	3	4	4	3	3	2	10
I did not do this as a child and I do not do it now	18	19	17	24	15	16	23	18	17	24	20	14	16	12
Don't know	17	20	15	6	16	18	20	17	16	13	20	14	15	18

Wear a Christmas jumper

I did this as a child and I do it now	26	22	30	38	34	21	16	24	29	22	23	30	30	24
I did not do this as a child, I do it now	16	12	19	15	18	11	17	18	13	16	16	14	15	20
I did not do this as a child, but I do it now	13	12	14	9	15	13	11	13	13	14	13	15	12	13
I did not do this as a child and I do not do it now	36	43	31	31	25	44	49	36	37	38	38	33	37	35
Don't know	8	11	6	6	8	9	8	8	8	10	9	8	6	9

Write a list of gifts you hope to receive

I did this as a child and I do it now	24	18	29	30	28	22	16	24	24	26	21	26	25	22
I did not do this as a child, I do it now	4	5	4	4	5	4	3	5	3	3	5	4	3	6
I did not do this as a child, but I do it now	4	5	3	7	3	4	5	4	5	5	4	6	3	2
I did not do this as a child and I do not do it now	41	44	37	33	31	45	55	41	41	34	41	39	44	42
Don't know	27	27	27	25	32	25	21	27	27	32	28	24	25	28

Sing carols at a carol service

I did this as a child and I do it now	27	23	30	10	20	32	39	27	27	28	28	26	26	23
I did not do this as a child, I do it now	5	5	5	7	4	5	5	5	5	4	6	6	4	4
I did not do this as a child, but I do it now	5	4	5	8	3	4	6	5	4	7	5	5	3	3
I did not do this as a child and I do not do it now	46	50	44	63	55	39	33	46	47	43	44	45	52	48
Don't know	17	18	17	12	18	20	16	18	16	19	17	18	15	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sing carols door to door

I did this as a child and I do it now	5	5	4	2	2	5	10	3	7	3	5	4	6	3
I did not do this as a child, I do it now	3	4	3	2	2	4	6	3	4	1	4	4	3	3
I did not do this as a child, but I do it now	2	3	2	3	2	3	3	2	2	4	2	3	2	2
I did not do this as a child and I do not do it now	72	70	75	91	81	63	60	74	70	74	71	72	73	77
Don't know	17	18	16	2	13	25	21	18	17	19	18	17	16	15

Wear your smartest clothes on Christmas Day

I did this as a child and I do it now	38	24	49	29	36	39	41	36	40	43	35	38	41	33
I did not do this as a child, I do it now	5	4	6	7	5	3	5	5	4	2	5	5	5	5
I did not do this as a child, but I do it now	3	3	3	2	2	4	4	3	3	2	3	4	4	2
I did not do this as a child and I do not do it now	40	53	29	59	42	37	34	42	37	42	41	40	39	37
Don't know	14	16	13	3	14	17	15	14	15	11	16	13	12	23