Internal: Christmas

12th - 13th December 2018

Sample: 2,094 Adults

	Total	Gender		Age					Region									Children in Household				
		Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)
Changing the subject... When, if at all, should either of the following locations start to play Christmas music? (Please select one option on each column. If you do not think either of the following should ever play Christmas music please select the "Not applicable" option)																						
Shops																						
Unweighted base	2094	961	1133	151	308	375	398	862	465	347	168	237	506	1743	103	188	60	1553	238	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	382	808	468	337	169	274	483	1781	101	176	57	1537	238	204	74	516
10 or more weeks before Christmas	4%	3%	5%	7%	7%	5%	3%	1%	5%	4%	3%	3%	3%	4%	3%	2%	5%	3%	5%	2%	7%	4%
8 to 10 weeks before Christmas	3%	3%	3%	5%	3%	6%	2%	1%	5%	3%	3%	2%	1%	3%	1%	3%	3%	2%	6%	4%	4%	5%
6 to 8 weeks before Christmas	7%	6%	8%	10%	9%	8%	8%	5%	7%	8%	8%	7%	7%	7%	8%	6%	5%	7%	9%	8%	14%	9%
4 to 6 weeks before Christmas	27%	24%	29%	29%	31%	33%	27%	22%	26%	27%	30%	27%	24%	26%	32%	28%	39%	25%	30%	32%	30%	31%
2 to 4 weeks before Christmas	40%	42%	37%	27%	35%	32%	42%	47%	40%	37%	41%	39%	43%	40%	34%	39%	28%	41%	34%	43%	23%	36%
The week of Christmas	11%	12%	10%	9%	7%	7%	10%	16%	9%	14%	8%	11%	14%	11%	10%	9%	12%	13%	7%	4%	11%	7%
Christmas Day	1%	1%	0%	-	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	-	1%	0%	-	-	0%
Don't know	3%	3%	2%	6%	2%	3%	2%	1%	3%	1%	3%	3%	2%	2%	3%	7%	2%	2%	2%	3%	5%	3%
Not applicable - I don't think this place should play Christmas music	6%	6%	5%	8%	5%	5%	5%	6%	4%	6%	5%	7%	6%	5%	9%	5%	6%	6%	7%	3%	7%	5%
Office spaces																						
Unweighted base	2094	961	1133	151	308	375	398	862	465	347	168	237	506	1743	103	188	60	1553	238	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	382	808	468	337	169	274	483	1781	101	176	57	1537	238	204	74	516
10 or more weeks before Christmas	2%	2%	2%	5%	4%	2%	2%	0%	3%	3%	1%	2%	2%	2%	2%	1%	-	2%	3%	1%	8%	3%
8 to 10 weeks before Christmas	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	2%	2%	1%	1%	-	3%	1%
6 to 8 weeks before Christmas	2%	2%	2%	5%	2%	2%	3%	1%	3%	3%	1%	2%	2%	2%	2%	1%	-	1%	4%	5%	4%	4%
4 to 6 weeks before Christmas	10%	8%	12%	11%	15%	17%	9%	5%	11%	10%	7%	12%	9%	10%	13%	9%	10%	9%	13%	16%	19%	15%
2 to 4 weeks before Christmas	32%	32%	31%	39%	38%	33%	31%	27%	33%	32%	38%	33%	29%	32%	28%	27%	38%	31%	36%	36%	27%	35%
The week of Christmas	24%	24%	24%	16%	17%	19%	26%	29%	23%	24%	27%	20%	25%	24%	26%	24%	22%	26%	19%	19%	16%	18%
Christmas Day	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	2%	1%	1%	1%	1%	-	1%	0%	0%	1%	1%
Don't know	5%	5%	5%	8%	4%	4%	4%	4%	5%	4%	3%	5%	5%	4%	3%	7%	7%	4%	5%	7%	11%	6%
Not applicable - I don't think this place should play Christmas music	24%	26%	23%	13%	18%	21%	23%	32%	22%	22%	24%	25%	27%	24%	24%	28%	20%	27%	19%	17%	11%	17%
Which one, if any, comes closest to when you think each of the following should start to put up Christmas decorations? (Please select one option on each column. If you do not think either of the following should put up Christmas decorations please select the "Not applicable" option)																						
Shops																						
Unweighted base	2094	961	1133	151	308	375	398	862	465	347	168	237	506	1743	103	188	60	1553	238	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	382	808	468	337	169	274	483	1781	101	176	57	1537	238	204	74	516
10 or more weeks before Christmas	3%	2%	4%	3%	5%	4%	3%	1%	3%	2%	2%	3%	3%	3%	2%	2%	-	2%	6%	2%	4%	4%
8 to 10 weeks before Christmas	4%	3%	4%	4%	3%	7%	3%	3%	4%	3%	3%	4%	3%	4%	2%	5%	6%	3%	6%	3%	4%	5%
6 to 8 weeks before Christmas	12%	11%	13%	13%	17%	14%	12%	8%	13%	11%	13%	10%	12%	12%	14%	11%	15%	11%	14%	15%	17%	15%
4 to 6 weeks before Christmas	31%	26%	35%	29%	31%	34%	32%	29%	30%	31%	37%	32%	28%	31%	29%	30%	39%	30%	31%	36%	31%	33%
2 to 4 weeks before Christmas	39%	44%	35%	32%	34%	31%	41%	46%	40%	37%	36%	39%	43%	40%	39%	37%	28%	42%	34%	36%	27%	34%
The week of Christmas	5%	6%	4%	3%	2%	2%	4%	8%	4%	7%	3%	4%	6%	5%	5%	3%	8%	6%	1%	2%	6%	2%
Christmas Day	1%	1%	0%	2%	1%	0%	1%	0%	1%	2%	-	1%	-	1%	1%	1%	-	1%	0%	-	2%	0%
Not applicable - I don't think this place should put up Christmas decorations	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	2%	2%	3%	3%	3%	2%	1%	0%	2%	1%
Don't know	4%	5%	4%	10%	4%	7%	3%	2%	4%	3%	5%	4%	4%	4%	6%	7%	4%	3%	7%	6%	8%	7%
Office spaces																						
Unweighted base	2094	961	1133	151	308	375	398	862	465	347	168	237	506	1743	103	188	60	1553	238	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	382	808	468	337	169	274	483	1781	101	176	57	1537	238	204	74	516
10 or more weeks before Christmas	1%	1%	2%	2%	4%	1%	1%	0%	1%	1%	1%	2%	2%	1%	-	1%	2%	1%	3%	1%	5%	2%
8 to 10 weeks before Christmas	1%	1%	1%	2%	1%	2%	0%	0%	1%	1%	2%	-	1%	1%	-	2%	-	1%	2%	-	2%	1%
6 to 8 weeks before Christmas	3%	3%	4%	6%	4%	5%	3%	1%	4%	3%	2%	4%	3%	4%	1%	2%	-	2%	4%	5%	13%	6%
4 to 6 weeks before Christmas	15%	12%	18%	21%	22%	22%	14%	9%	14%	14%	14%	21%	14%	15%	18%	17%	14%	13%	21%	28%	18%	22%
2 to 4 weeks before Christmas	54%	55%	54%	46%	53%	50%	62%	55%	57%	51%	56%	55%	59%	55%	49%	51%	58%	56%	52%	54%	40%	51%
The week of Christmas	13%	14%	12%	9%	4%	8%	9%	21%	11%	14%	12%	10%	14%	12%	18%	13%	13%	15%	7%	7%	9%	8%
Christmas Day	0%	1%	-	2%	0%	0%	0%	-	0%	2%	-	-	0%	0%	-	-	-	0%	-	-	-	-
Not applicable - I don't think this place should put up Christmas decorations	6%	7%	5%	2%	6%	5%	6%	7%	4%	8%	7%	6%	5%	6%	5%	8%	7%	7%	4%	2%	3%	3%
Don't know	6%	7%	6%	10%	4%	7%	4%	6%	6%	5%	6%	6%	5%	6%	9%	8%	7%	6%	7%	6%	8%	7%
When, if at all, should either of the following take down their Christmas decorations? (Please select the option that best applies on each column)																						
Shops																						
Unweighted base	2000	907	1093	133	292	350	382	843	462	334	159	229	485	1674	96	173	57	1498	232	190	63	470
Base: All Country Adults	1992	953	1039	204	291	340	367	790	466	320	160	261	475	1681	94	162	54	1479	222	192	67	480
The day after Christmas	7%	7%	7%	6%	7%	9%	7%	6%	7%	6%	7%	7%	8%	7%	3%	8%	13%	7%	6%	5%	9%	6%
The week after Christmas	70%	68%	71%	62%	60%	68%	76%	75%	71%	70%	74%	67%	72%	71%	74%	66%	62%	71%	66%	77%	51%	68%
2 to 4 weeks after Christmas	18%	18%	18%	25%	28%	18%	15%	16%	18%	18%	16%	21%	17%	18%	18%	20%	22%	18%	21%	13%	25%	18%
4 to 6 weeks after Christmas	1%	1%	1%	1%	3%	2%	1%	0%	1%	2%	1%	1%	1%	1%	3%	1%	-	1%	2%	2%	2%	2%
6 to 8 weeks after Christmas	1%	0%	1%	3%	1%	1%	-	-	1%	1%	1%	1%	0%	1%	-	-	-	0%	1%	2%	5%	2%
8 to 10 weeks after Christmas	0%	0%	0%	-	0%	0%	1%	0%	0%	1%	-	1%	-	0%	-	1%	-	0%	0%	0%	4%	1%
10 or more weeks after Christmas	0%	1%	0%	2%	1%	-	0%	0%	0%	1%	-	-	0%	0%	-	3%	-	0%	1%	-	-	0%
Don't know	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	3%	1%	3%	2%	2%	1%	4%	2%
Not applicable - I don't think this place should put up Christmas decorations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Office spaces																						

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Internal: Christmas

12th - 13th December 2018

Sample: 2,094 Adults

	Total	Gender		Age					Region									Children in Household				
		Male	Female	18-24	25-34	35-44	45-54	55+	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)
Unweighted base	1905	883	1072	134	269	348	379	811	456	327	157	226	478	1644	94	172	55	1460	216	190	69	471
Base: All Country Adults	1959	941	1018	205	292	339	364	760	457	313	158	257	467	1654	92	161	53	1444	222	192	68	481
The day after Christmas	9%	11%	7%	11%	11%	8%	8%	8%	7%	8%	9%	9%	11%	9%	6%	9%	11%	9%	8%	8%	6%	8%
The week after Christmas	71%	68%	74%	61%	60%	69%	77%	75%	73%	71%	73%	67%	71%	71%	72%	60%	68%	72%	64%	78%	60%	69%
2 to 4 weeks after Christmas	16%	16%	15%	22%	22%	16%	11%	13%	15%	15%	12%	19%	15%	15%	13%	20%	12%	15%	19%	11%	20%	16%
4 to 6 weeks after Christmas	1%	1%	2%	3%	2%	3%	1%	0%	1%	2%	1%	1%	2%	1%	2%	1%	-	1%	4%	1%	4%	3%
6 to 8 weeks after Christmas	0%	1%	0%	1%	1%	1%	0%	-	0%	0%	1%	1%	0%	1%	-	-	-	0%	0%	1%	4%	1%
8 to 10 weeks after Christmas	0%	0%	0%	-	0%	0%	0%	0%	0%	0%	-	-	-	0%	-	1%	-	0%	-	-	3%	0%
10 or more weeks after Christmas	0%	0%	0%	-	0%	-	1%	0%	0%	0%	-	-	0%	0%	-	-	-	0%	1%	-	-	0%
Don't know	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	4%	2%	2%	2%	8%	2%	9%	3%	4%	2%	4%	3%
Not applicable - I don't think this place should put up Christmas decorations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Thinking about gift-giving at Christmas in general... Which ONE, if any, of the following do you think is the best type of gift to receive? (Please select the option that best applies. If you don't think there is a gift in particular that you think is the best to receive, please select the 'Not applicable' option)																						
Unweighted base	2094	961	1133	151	308	375	398	862	485	347	168	237	506	1743	103	188	60	1553	228	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	362	808	488	337	169	274	493	1761	101	176	57	1537	238	204	74	516
A practical gift – something I will use often (e.g. socks, home appliances etc.)	23%	30%	16%	22%	28%	22%	24%	21%	23%	21%	23%	21%	27%	23%	19%	18%	21%	23%	26%	17%	24%	22%
A fancy gift – something I wouldn't usually treat myself to (e.g. jewellery, a watch etc.)	12%	8%	15%	9%	9%	12%	12%	13%	12%	12%	15%	7%	11%	11%	18%	15%	13%	12%	13%	16%	10%	14%
A funny gift – something that will make me laugh	4%	5%	3%	4%	5%	5%	3%	3%	5%	5%	2%	4%	4%	4%	3%	3%	3%	4%	2%	2%	5%	3%
An emotional/ sentimental gift – something that makes me think of that person and our relationship	19%	15%	23%	31%	17%	21%	19%	17%	21%	19%	23%	19%	17%	19%	20%	18%	23%	18%	19%	22%	26%	21%
An 'experience' gift – something we can do together (e.g. a play, a trip etc.)	12%	10%	13%	16%	18%	10%	9%	10%	8%	11%	12%	17%	13%	12%	12%	9%	15%	12%	12%	13%	10%	12%
Other	2%	2%	2%	1%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	-	2%	2%	2%	2%	2%	1%	2%
Don't know	5%	6%	5%	5%	5%	6%	6%	5%	6%	5%	7%	7%	5%	5%	3%	7%	4%	5%	7%	3%	8%	6%
Not applicable - there is no type of gift in particular that I think is the best gift to receive	23%	24%	22%	13%	16%	22%	25%	27%	22%	26%	16%	23%	21%	22%	25%	27%	20%	23%	20%	23%	16%	21%
Which, if any, of the following people will you be spending Christmas Day (i.e. 25th December) with? (Please select all that apply. If you will not be spending Christmas Day with anyone this year, please select the 'Not applicable' option)																						
Unweighted base	2094	961	1133	151	308	375	398	862	485	347	168	237	506	1743	103	188	60	1553	228	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	362	808	488	337	169	274	493	1761	101	176	57	1537	238	204	74	516
Parents	39%	39%	40%	77%	65%	51%	47%	10%	38%	34%	44%	46%	40%	40%	40%	37%	42%	36%	53%	54%	35%	51%
Siblings	35%	35%	35%	44%	47%	34%	34%	23%	32%	32%	45%	37%	32%	34%	31%	42%	41%	33%	41%	45%	32%	41%
Grandparents	7%	8%	7%	31%	16%	7%	1%	0%	6%	8%	11%	8%	8%	8%	4%	6%	3%	6%	10%	13%	6%	11%
Other family members (e.g. aunts, uncles, cousins etc.)	33%	34%	36%	26%	28%	30%	35%	43%	39%	35%	27%	34%	33%	35%	37%	34%	38%	37%	30%	34%	31%	32%
Close friends	10%	11%	10%	12%	10%	10%	12%	10%	9%	12%	9%	9%	11%	10%	15%	11%	9%	11%	9%	7%	8%	8%
Other	20%	17%	23%	5%	22%	23%	20%	23%	19%	21%	17%	18%	21%	20%	27%	21%	20%	19%	21%	23%	28%	23%
Don't know	3%	4%	2%	1%	3%	6%	3%	3%	3%	3%	3%	3%	3%	3%	2%	5%	-	2%	5%	2%	9%	4%
Not applicable - I will not be spending Christmas Day with anyone this year	8%	9%	7%	9%	5%	7%	6%	9%	7%	10%	6%	12%	7%	8%	9%	4%	5%	8%	6%	5%	5%	5%
How likely, if at all, is it that your family will have an argument this Christmas period (i.e. from now until late December 2018)?																						
Unweighted base	2094	961	1133	151	308	375	398	862	485	347	168	237	506	1743	103	188	60	1553	228	198	74	500
Base: All Country Adults	2094	1016	1078	232	306	366	362	808	488	337	169	274	493	1761	101	176	57	1537	238	204	74	516
Very likely	9%	8%	9%	22%	13%	7%	9%	4%	9%	6%	6%	11%	10%	9%	6%	9%	15%	8%	11%	9%	12%	10%
Fairly likely	20%	19%	21%	26%	26%	27%	21%	15%	20%	21%	23%	25%	18%	21%	18%	12%	25%	17%	25%	33%	26%	28%
Not very likely	30%	31%	29%	30%	30%	28%	29%	33%	29%	25%	32%	28%	33%	30%	32%	30%	32%	32%	24%	31%	25%	27%
Not at all likely	28%	28%	28%	10%	23%	24%	28%	37%	28%	33%	30%	23%	28%	28%	35%	24%	18%	30%	28%	18%	22%	23%
Don't know	13%	14%	12%	12%	13%	16%	13%	12%	14%	15%	9%	13%	11%	13%	9%	19%	10%	13%	12%	10%	16%	12%
You previously said that your family is likely to have an argument about something this Christmas period... Which, if any, of the following do you think your family is likely to have an argument about? (Please select all that apply)																						
Unweighted base	583	236	347	73	104	128	118	160	140	90	45	84	134	493	26	40	24	397	82	77	29	188
Base: All Country Adults	603	273	330	111	104	125	113	150	143	90	49	89	139	519	24	38	23	397	85	84	28	197
Politics generally	14%	16%	12%	17%	16%	14%	11%	13%	9%	10%	20%	17%	20%	15%	11%	11%	10%	13%	20%	19%	3%	17%
The cooking (i.e. who's in charge of what)	15%	14%	15%	13%	21%	16%	12%	12%	12%	9%	9%	16%	18%	14%	19%	24%	16%	15%	13%	13%	21%	14%
The food itself (i.e. how good it is, how much everyone gets)	8%	6%	9%	10%	12%	4%	8%	6%	9%	7%	7%	11%	4%	8%	20%	6%	4%	7%	13%	5%	10%	9%
Bread	13%	14%	13%	11%	16%	14%	11%	14%	10%	7%	18%	17%	17%	14%	16%	5%	15%	16%	10%	16%	3%	9%
Sibling rivalries	22%	22%	22%	24%	21%	22%	25%	18%	23%	17%	10%	33%	17%	21%	12%	28%	30%	20%	16%	30%	32%	24%
Drinking too much	16%	19%	16%	18%	15%	22%	16%	17%	17%	15%	18%	11%	22%	17%	20%	21%	22%	19%	18%	15%	10%	16%
Money	20%	27%	14%	28%	19%	22%	20%	12%	29%	16%	12%	19%	17%	20%	23%	12%	18%	20%	21%	21%	16%	20%
Someone's future plans	12%	15%	9%	15%	19%	13%	9%	6%	12%	10%	4%	19%	5%	11%	24%	13%	5%	13%	9%	6%	14%	8%
Games / family activities	18%	19%	18%	22%	25%	18%	11%	16%	13%	16%	20%	23%	23%	19%	20%	10%	9%	17%	21%	24%	11%	21%
Long-standing family tensions	37%	32%	40%	25%	46%	43%	33%	37%	36%	36%	20%	38%	35%	35%	51%	54%	38%	39%	28%	34%	38%	32%
Other	8%	8%	9%	15%	5%	12%	6%	5%	8%	14%	13%	2%	9%	9%	4%	8%	9%	7%	13%	7%	6%	11%
Don't know	12%	11%	12%	8%	15%	11%	9%	15%	12%	8%	12%	10%	12%	11%	18%	20%	16%	12%	15%	7%	10%	11%

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