

YouGov - Aspects of Christmas

Sample Size: 1710 adults in GB

Fieldwork: 8th - 9th December 2022

	Gender		Age				
	Total	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	1710	828	882	180	706	422	402
Unweighted Sample	1710	760	950	122	744	432	412
	%	%	%	%	%	%	%

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

I currently celebrate Christmas	82	78	86	74	82	87	82
I previously celebrated Christmas but no longer do	10	12	8	8	8	10	14
I have never celebrated Christmas	4	5	3	10	4	1	3
Don't know	4	5	3	8	6	2	1

How important are each of the following aspects of Christmas to you?

[Asked to those who currently celebrate Christmas;

n=1436]

Celebrating the birth of Jesus Christ

Very important	16	14	18	10	10	18	27
Fairly important	19	20	19	10	15	21	28
TOTAL IMPORTANT	35	34	37	20	25	39	55
Not very important	20	18	22	19	22	22	16
Not important at all	41	46	38	54	51	36	26
TOTAL NOT IMPORTANT	61	64	60	73	73	58	42
Don't know	3	3	4	7	3	2	4

Having a Christmas tree and putting up decorations at home

Very important	35	27	42	34	41	34	29
Fairly important	38	40	37	38	37	40	38
TOTAL IMPORTANT	73	67	79	72	78	74	67
Not very important	18	22	14	21	15	16	22
Not important at all	8	10	7	6	7	10	11
TOTAL NOT IMPORTANT	26	32	21	27	22	26	33
Don't know	0	0	0	1	0	0	0

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	Social Grade		Region					
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1710	975	735	207	573	369	412	149
Unweighted Sample	1710	1011	699	173	593	360	430	154
	%	%	%	%	%	%	%	%

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

I currently celebrate Christmas	82	87	76	69	85	81	84	87
I previously celebrated Christmas but no longer do	10	8	13	13	8	12	10	7
I have never celebrated Christmas	4	4	4	10	3	3	2	3
Don't know	4	2	7	8	3	4	3	3

How important are each of the following aspects of Christmas to you?

[Asked to those who currently celebrate Christmas;

n=1436]

Celebrating the birth of Jesus Christ

Very important	16	17	14	20	16	16	16	12
Fairly important	19	18	21	21	19	20	18	20
TOTAL IMPORTANT	35	35	35	41	35	36	34	32
Not very important	20	20	20	21	20	20	21	16
Not important at all	41	42	41	34	43	39	42	47
TOTAL NOT IMPORTANT	61	62	61	55	63	59	63	63
Don't know	3	3	4	3	3	4	3	5

Having a Christmas tree and putting up decorations at home

Very important	35	38	31	34	33	38	37	36
Fairly important	38	37	39	39	40	35	38	37
TOTAL IMPORTANT	73	75	70	73	73	73	75	73
Not very important	18	17	19	17	18	18	16	20
Not important at all	8	7	10	10	8	10	8	6
TOTAL NOT IMPORTANT	26	24	29	27	26	28	24	26
Don't know	0	0	1	0	0	0	1	1

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	Total	Male	Female	18-24	25-49	50-64	65+
Weighted Sample	1710	828	882	180	706	422	402
Unweighted Sample	1710	760	950	122	744	432	412
	%	%	%	%	%	%	%
Eating a lot of food							
Very important	13	13	14	31	18	8	5
Fairly important	34	33	35	43	42	33	19
TOTAL IMPORTANT	47	46	49	74	60	41	24
Not very important	39	41	38	24	33	45	52
Not important at all	12	12	12	1	7	14	24
TOTAL NOT IMPORTANT	51	53	50	25	40	59	76
Don't know	1	1	1	1	1	0	0
Receiving presents							
Very important	10	11	9	21	11	8	7
Fairly important	28	31	26	38	30	26	24
TOTAL IMPORTANT	38	42	35	59	41	34	31
Not very important	44	39	47	27	42	48	49
Not important at all	17	19	17	12	17	18	21
TOTAL NOT IMPORTANT	61	58	64	39	59	66	70
Don't know	1	0	1	2	1	0	0
Socialising with friends/colleagues							
Very important	29	28	29	34	31	27	25
Fairly important	46	47	45	45	46	42	49
TOTAL IMPORTANT	75	75	74	79	77	69	74
Not very important	18	17	18	12	16	23	17
Not important at all	7	7	6	7	6	7	8
TOTAL NOT IMPORTANT	25	24	24	19	22	30	25
Don't know	1	1	2	2	2	1	1
Spending time with family							
Very important	72	68	75	65	76	67	72
Fairly important	23	26	20	25	20	27	23
TOTAL IMPORTANT	95	94	95	90	96	94	95
Not very important	4	5	3	6	3	5	3
Not important at all	1	1	1	0	1	1	2
TOTAL NOT IMPORTANT	5	6	4	6	4	6	5
Don't know	1	0	1	3	0	0	0
Watching or listening to the King's Speech							
Very important	7	5	8	4	4	7	13
Fairly important	21	20	21	12	17	23	27
TOTAL IMPORTANT	28	25	29	16	21	30	40
Not very important	26	25	27	24	26	28	26
Not important at all	44	47	41	56	50	40	33
TOTAL NOT IMPORTANT	70	72	68	80	76	68	59
Don't know	2	2	2	4	3	2	1

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Unweighted Sample	1710	1011	699	173	593	360	430	154
	%	%	%	%	%	%	%	%
Eating a lot of food								
Very important	13	16	10	17	12	15	13	14
Fairly important	34	35	34	40	34	34	32	37
TOTAL IMPORTANT	47	51	44	57	46	49	45	51
Not very important	39	37	42	32	40	39	43	37
Not important at all	12	11	14	9	14	13	10	12
TOTAL NOT IMPORTANT	51	48	56	41	54	52	53	49
Don't know	1	1	0	2	1	0	1	0
Receiving presents								
Very important	10	11	8	14	10	9	9	10
Fairly important	28	28	28	34	26	25	31	29
TOTAL IMPORTANT	38	39	36	48	36	34	40	39
Not very important	44	43	44	36	42	50	43	43
Not important at all	17	16	19	15	20	16	16	17
TOTAL NOT IMPORTANT	61	59	63	51	62	66	59	60
Don't know	1	0	1	1	1	0	1	1
Socialising with friends/colleagues								
Very important	29	31	25	33	29	29	26	29
Fairly important	46	46	45	47	45	46	47	43
TOTAL IMPORTANT	75	77	70	80	74	75	73	72
Not very important	18	16	20	13	19	18	15	21
Not important at all	7	5	9	6	7	6	8	6
TOTAL NOT IMPORTANT	25	21	29	19	26	24	23	27
Don't know	1	1	1	1	0	1	3	1
Spending time with family								
Very important	72	74	69	68	69	71	76	77
Fairly important	23	22	24	28	24	24	20	19
TOTAL IMPORTANT	95	96	93	96	93	95	96	96
Not very important	4	3	5	1	5	5	3	3
Not important at all	1	1	2	1	1	1	1	0
TOTAL NOT IMPORTANT	5	4	7	2	6	6	4	3
Don't know	1	1	0	2	0	0	1	1
Watching or listening to the King's Speech								
Very important	7	7	8	2	10	7	7	5
Fairly important	21	21	20	17	24	21	20	12
TOTAL IMPORTANT	28	28	28	19	34	28	27	17
Not very important	26	26	27	25	26	31	24	23
Not important at all	44	45	42	54	38	40	46	59
TOTAL NOT IMPORTANT	70	71	69	79	64	71	70	82
Don't know	2	2	3	2	2	1	3	1

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Unweighted Sample	1710	760	950	122	744	432	412

	%	%	%	%	%	%	%
Giving presents							
Very important	33	28	37	37	34	32	32
Fairly important	48	49	47	42	49	50	47
TOTAL IMPORTANT	81	77	84	79	83	82	79
Not very important	15	17	12	13	14	15	16
Not important at all	4	5	3	4	3	4	6
TOTAL NOT IMPORTANT	19	22	15	17	17	19	22
Don't know	1	1	1	4	1	0	0
Making charitable donations/volunteering to help the less fortunate							
Very important	9	6	11	10	7	9	12
Fairly important	35	33	37	27	36	36	37
TOTAL IMPORTANT	44	39	48	37	43	45	49
Not very important	28	30	27	31	29	29	24
Not important at all	20	26	15	19	22	19	19
TOTAL NOT IMPORTANT	48	56	42	50	51	48	43
Don't know	7	4	9	13	6	7	7
Having time off work							
Very important	46	45	46	46	59	47	20
Fairly important	30	29	30	36	30	32	25
TOTAL IMPORTANT	76	74	76	82	89	79	45
Not very important	8	11	6	10	6	9	11
Not important at all	10	10	9	6	3	8	26
TOTAL NOT IMPORTANT	18	21	15	16	9	17	37
Don't know	7	5	8	2	2	4	18

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Unweighted Sample	1710	1011	699	173	593	360	430	154
	%	%	%	%	%	%	%	%
Giving presents								
Very important	33	35	30	35	29	34	38	34
Fairly important	48	48	48	42	49	48	48	51
TOTAL IMPORTANT	81	83	78	77	78	82	86	85
Not very important	15	13	17	14	16	15	12	14
Not important at all	4	3	5	7	5	3	2	2
TOTAL NOT IMPORTANT	19	16	22	21	21	18	14	16
Don't know	1	1	0	1	1	0	1	0
Making charitable donations/volunteering to help the less fortunate								
Very important	9	11	6	7	11	8	8	9
Fairly important	35	36	35	39	34	32	37	39
TOTAL IMPORTANT	44	47	41	46	45	40	45	48
Not very important	28	29	27	32	27	32	27	25
Not important at all	20	18	24	18	21	18	21	20
TOTAL NOT IMPORTANT	48	47	51	50	48	50	48	45
Don't know	7	6	9	5	7	9	7	7
Having time off work								
Very important	46	50	38	53	44	43	44	52
Fairly important	30	29	30	23	27	35	34	23
TOTAL IMPORTANT	76	79	68	76	71	78	78	75
Not very important	8	7	11	7	11	6	7	8
Not important at all	10	9	11	6	10	10	10	12
TOTAL NOT IMPORTANT	18	16	22	13	21	16	17	20
Don't know	7	5	10	11	7	6	5	5