

# YouGov Results

Sample: 2,008 GB adults

Fieldwork: 11th - 12th November 2021



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Moving on...When if ever, is an acceptable time for each of the following in your opinion? (Please select one option on each column)

## Christmas-themed advertising on television, radio, and online

	Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	<b>2008</b>	<b>974</b>	<b>1034</b>	<b>223</b>	<b>302</b>	<b>365</b>	<b>300</b>	<b>818</b>	<b>1145</b>	<b>863</b>	
All year-round	1%	1%	0%	-	2%	1%	1%	0%	1%	1%	
From the beginning of November	14%	11%	16%	14%	21%	17%	18%	8%	13%	15%	
From mid-November	19%	16%	22%	27%	20%	17%	18%	17%	19%	18%	
From late-November	19%	17%	20%	24%	19%	19%	15%	19%	18%	19%	
From the beginning of December	34%	36%	32%	26%	29%	33%	35%	38%	36%	32%	
From mid-December	7%	9%	4%	1%	3%	6%	8%	9%	7%	6%	
The week of Christmas	2%	3%	2%	-	1%	1%	1%	4%	2%	2%	
Christmas Day only	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	
Don't know	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	
Not applicable- I do not think this is acceptable at any point	3%	5%	2%	6%	3%	4%	3%	3%	3%	4%	

## Christmas-themed advertising in newspapers and magazines

	Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	<b>2008</b>	<b>974</b>	<b>1034</b>	<b>223</b>	<b>302</b>	<b>365</b>	<b>300</b>	<b>818</b>	<b>1145</b>	<b>863</b>	
All year-round	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	
From the beginning of November	17%	13%	20%	23%	24%	19%	20%	10%	15%	19%	
From mid-November	19%	17%	22%	19%	21%	19%	22%	18%	20%	18%	
From late-November	18%	17%	19%	18%	20%	19%	14%	19%	19%	18%	
From the beginning of December	30%	33%	28%	27%	23%	27%	32%	35%	31%	29%	
From mid-December	7%	8%	5%	4%	3%	5%	6%	10%	7%	6%	
The week of Christmas	2%	3%	1%	-	1%	1%	1%	3%	2%	2%	
Christmas Day only	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	
Don't know	2%	3%	1%	4%	2%	3%	1%	2%	2%	2%	
Not applicable- I do not think this is acceptable at any point	3%	4%	2%	4%	3%	4%	2%	3%	3%	4%	

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

## Christmas-themed music in public places, such as on the radio and in shops

	2008	936	1072	102	302	376	312	916	1247	761
Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	2008	974	1034	223	302	365	300	818	1145	863
All year-round	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
From the beginning of November	5%	5%	6%	6%	9%	8%	5%	3%	4%	7%
From mid-November	10%	8%	12%	10%	10%	13%	12%	7%	10%	10%
From late-November	13%	13%	14%	20%	16%	14%	13%	10%	13%	13%
From the beginning of December	47%	45%	48%	46%	48%	44%	49%	47%	47%	46%
From mid-December	13%	14%	12%	7%	7%	10%	11%	19%	15%	11%
The week of Christmas	4%	5%	4%	1%	3%	2%	4%	7%	5%	4%
Christmas Day only	1%	1%	0%	3%	0%	0%	1%	1%	1%	1%
Don't know	2%	2%	1%	1%	2%	3%	1%	2%	1%	2%
Not applicable- I do not think this is acceptable at any point	4%	6%	2%	4%	3%	4%	4%	4%	4%	4%

## Christmas decorations in your own home

	2008	936	1072	102	302	376	312	916	1247	761
Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	2008	974	1034	223	302	365	300	818	1145	863
All year-round	2%	2%	2%	3%	3%	2%	2%	0%	2%	2%
From the beginning of November	3%	2%	4%	5%	6%	5%	3%	1%	3%	4%
From mid-November	3%	3%	3%	6%	8%	4%	2%	1%	2%	5%
From late-November	8%	7%	8%	13%	13%	9%	6%	4%	7%	8%
From the beginning of December	40%	40%	41%	54%	47%	49%	44%	29%	40%	41%
From mid-December	28%	28%	27%	13%	16%	19%	28%	39%	30%	25%
The week of Christmas	10%	9%	11%	1%	3%	3%	9%	18%	12%	7%
Christmas Day only	0%	0%	0%	-	-	0%	1%	-	0%	0%
Don't know	2%	3%	1%	2%	2%	3%	2%	2%	2%	2%
Not applicable- I do not think this is acceptable at any point	4%	6%	3%	3%	2%	5%	4%	5%	3%	5%

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

## Christmas decorations and displays in shops

Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	<b>2008</b>	<b>974</b>	<b>1034</b>	<b>223</b>	<b>302</b>	<b>365</b>	<b>300</b>	<b>818</b>	<b>1145</b>	<b>863</b>
All year-round	1%	2%	1%	1%	2%	3%	1%	0%	1%	2%
From the beginning of November	13%	9%	17%	15%	16%	17%	15%	10%	12%	15%
From mid-November	19%	18%	20%	25%	20%	22%	21%	15%	19%	19%
From late-November	19%	17%	20%	16%	21%	15%	15%	21%	19%	18%
From the beginning of December	36%	37%	34%	33%	32%	33%	38%	38%	38%	33%
From mid-December	6%	8%	5%	2%	4%	4%	5%	10%	6%	6%
The week of Christmas	2%	2%	1%	-	1%	1%	1%	3%	2%	1%
Christmas Day only	0%	0%	0%	1%	0%	-	1%	0%	0%	1%
Don't know	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%
Not applicable- I do not think this is acceptable at any point	3%	4%	2%	5%	2%	3%	2%	2%	2%	3%

## To wear Christmas-themed jumpers

Unweighted base	2008	936	1072	102	302	376	312	916	1247	761
<b>Base: All GB adults</b>	<b>2008</b>	<b>974</b>	<b>1034</b>	<b>223</b>	<b>302</b>	<b>365</b>	<b>300</b>	<b>818</b>	<b>1145</b>	<b>863</b>
All year-round	3%	3%	2%	5%	3%	3%	4%	1%	3%	2%
From the beginning of November	2%	2%	3%	2%	5%	3%	1%	1%	2%	3%
From mid-November	3%	3%	2%	7%	4%	2%	2%	1%	2%	4%
From late-November	4%	3%	5%	9%	8%	3%	1%	2%	4%	4%
From the beginning of December	27%	22%	31%	39%	35%	33%	33%	16%	25%	29%
From mid-December	21%	19%	22%	18%	25%	22%	22%	19%	21%	19%
The week of Christmas	21%	23%	19%	10%	12%	16%	21%	28%	21%	19%
Christmas Day only	9%	9%	8%	2%	2%	4%	6%	16%	10%	7%
Don't know	3%	4%	2%	2%	2%	6%	2%	3%	2%	4%
Not applicable- I do not think this is acceptable at any point	9%	12%	5%	6%	3%	6%	9%	13%	9%	8%

Cell Contents (Column Percentages)

# YouGov Results

Sample: 2,008 GB adults

Fieldwork: 11th - 12th November 2021



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Moving on...When if ever, is an acceptable time for each of the following in your opinion? (Please select one option on each column)

## Christmas-themed advertising on television, radio, and online

	Unweighted base	2008	495	341	177	258	464	1735	99	174
	<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
	All year-round	1%	1%	2%	1%	-	1%	1%	-	1%
	From the beginning of November	14%	16%	14%	12%	11%	12%	13%	14%	14%
	From mid-November	19%	17%	20%	21%	16%	21%	19%	17%	17%
	From late-November	19%	18%	16%	20%	17%	22%	19%	17%	19%
	From the beginning of December	34%	34%	37%	29%	38%	30%	34%	38%	34%
	From mid-December	7%	6%	5%	7%	8%	6%	7%	6%	7%
	The week of Christmas	2%	2%	2%	2%	1%	2%	2%	2%	3%
	Christmas Day only	0%	0%	-	1%	2%	-	0%	-	-
	Don't know	2%	2%	1%	2%	1%	2%	2%	2%	1%
	Not applicable- I do not think this is acceptable at any point	3%	3%	3%	6%	4%	2%	3%	4%	3%

## Christmas-themed advertising in newspapers and magazines

	Unweighted base	2008	495	341	177	258	464	1735	99	174
	<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
	All year-round	1%	1%	2%	1%	1%	1%	1%	2%	2%
	From the beginning of November	17%	19%	18%	16%	15%	15%	17%	18%	15%
	From mid-November	19%	18%	20%	21%	19%	23%	20%	10%	18%
	From late-November	18%	19%	18%	15%	15%	22%	18%	14%	20%
	From the beginning of December	30%	30%	28%	29%	34%	28%	30%	42%	32%
	From mid-December	7%	6%	7%	9%	8%	6%	7%	7%	7%
	The week of Christmas	2%	2%	1%	2%	1%	2%	2%	2%	2%
	Christmas Day only	1%	1%	0%	-	2%	0%	1%	-	-
	Don't know	2%	3%	1%	2%	1%	3%	2%	2%	1%
	Not applicable- I do not think this is acceptable at any point	3%	2%	4%	6%	4%	1%	3%	4%	3%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

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	2008	495	341	177	258	464	1735	99	174
Unweighted base	2008	495	341	177	258	464	1735	99	174
<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
All year-round	1%	1%	2%	1%	1%	1%	1%	2%	1%
From the beginning of November	5%	8%	7%	6%	2%	4%	6%	4%	5%
From mid-November	10%	9%	12%	9%	11%	10%	10%	8%	8%
From late-November	13%	12%	13%	15%	13%	10%	12%	22%	17%
From the beginning of December	47%	51%	45%	43%	42%	50%	47%	43%	43%
From mid-December	13%	11%	11%	15%	18%	15%	14%	10%	12%
The week of Christmas	4%	3%	6%	4%	6%	4%	4%	3%	7%
Christmas Day only	1%	0%	0%	-	2%	1%	1%	-	1%
Don't know	2%	2%	1%	2%	1%	2%	2%	2%	1%
Not applicable- I do not think this is acceptable at any point	4%	4%	4%	5%	4%	2%	3%	6%	6%

## Christmas decorations in your own home

	2008	495	341	177	258	464	1735	99	174
Unweighted base	2008	495	341	177	258	464	1735	99	174
<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
All year-round	2%	1%	1%	2%	3%	1%	2%	3%	1%
From the beginning of November	3%	4%	4%	5%	2%	2%	3%	5%	2%
From mid-November	3%	3%	3%	3%	7%	2%	3%	6%	1%
From late-November	8%	7%	7%	9%	6%	9%	7%	8%	8%
From the beginning of December	40%	44%	41%	37%	39%	39%	40%	41%	38%
From mid-December	28%	25%	28%	29%	27%	30%	28%	20%	31%
The week of Christmas	10%	9%	11%	7%	8%	13%	10%	8%	9%
Christmas Day only	0%	0%	-	1%	-	0%	0%	-	-
Don't know	2%	2%	1%	3%	2%	3%	2%	2%	1%
Not applicable- I do not think this is acceptable at any point	4%	3%	5%	4%	6%	2%	4%	6%	8%

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Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

## Christmas decorations and displays in shops

Unweighted base	2008	495	341	177	258	464	1735	99	174
<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
All year-round	1%	1%	2%	1%	2%	0%	1%	-	4%
From the beginning of November	13%	15%	14%	15%	9%	13%	13%	14%	13%
From mid-November	19%	18%	20%	20%	18%	21%	19%	15%	15%
From late-November	19%	19%	19%	15%	17%	21%	19%	17%	17%
From the beginning of December	36%	36%	34%	33%	42%	32%	35%	39%	40%
From mid-December	6%	6%	6%	8%	6%	7%	6%	6%	6%
The week of Christmas	2%	1%	3%	1%	1%	2%	2%	2%	1%
Christmas Day only	0%	0%	-	-	1%	0%	0%	-	1%
Don't know	2%	2%	1%	2%	1%	2%	2%	2%	1%
Not applicable- I do not think this is acceptable at any point	3%	2%	2%	5%	4%	2%	2%	5%	3%

## To wear Christmas-themed jumpers

Unweighted base	2008	495	341	177	258	464	1735	99	174
<b>Base: All GB adults</b>	<b>2008</b>	<b>480</b>	<b>331</b>	<b>180</b>	<b>271</b>	<b>472</b>	<b>1735</b>	<b>98</b>	<b>175</b>
All year-round	3%	3%	3%	3%	5%	1%	3%	3%	2%
From the beginning of November	2%	3%	3%	2%	2%	1%	2%	3%	3%
From mid-November	3%	2%	2%	4%	4%	3%	3%	4%	2%
From late-November	4%	6%	3%	3%	3%	3%	4%	5%	5%
From the beginning of December	27%	29%	27%	29%	25%	28%	28%	21%	23%
From mid-December	21%	19%	21%	14%	18%	24%	20%	20%	25%
The week of Christmas	21%	23%	23%	20%	15%	20%	21%	25%	17%
Christmas Day only	9%	6%	9%	14%	12%	9%	9%	10%	8%
Don't know	3%	4%	1%	2%	5%	3%	3%	2%	4%
Not applicable- I do not think this is acceptable at any point	9%	6%	9%	9%	12%	7%	8%	7%	10%

Cell Contents (C: