

YouGov Survey Results

Sample Size: 1641 GB Adults; 1032 German Adults; 1009 French Adults; 1015 Danish Adults; 1016 Swedish Adults; 876 Finnish Adults and 550 Norwegian Adults
Fieldwork: 20th - 26th November 2014

	GB	Germany	France	Denmark	Sweden	Finland	Norway
Weighted Sample	1641	1032	1009	1014	1020	876	550
Unweighted Sample	1641	1032	1009	1015	1016	876	550
	%	%	%	%	%	%	%

Thinking about Christmas, which two or three of the following, if any, are you most excited about? (Please select up to three)

Spending time with friends and family	60	61	58	73	62	68	71
Giving presents	33	26	40	36	25	24	29
Christmas food	31	33	40	45	46	56	50
Having some time away from work	28	27	6	33	32	32	22
Decorating your home	14	24	20	26	37	20	24
Celebrating the birth of Jesus Christ	13	16	12	8	7	15	12
Shopping for presents	7	8	15	5	6	6	6
Receiving presents	7	11	14	8	7	6	5
Something else	4	4	1	4	4	4	5
None of the above – I don't get excited about Christmas	15	6	12	4	6	5	6
Not applicable – I don't celebrate Christmas	3	5	3	1	3	3	2
Don't know	2	3	2	2	2	2	3

To what extent do you agree or disagree with each of the following statements?

[Asked to those who celebrate Christmas; GB n=1586, Germany n=981, France n=973, Denmark n=999, Sweden n=987, Finland n=850 Norway n=537]

I am looking forward to Christmas this year

Strongly agree	26	30	10	34	32	27	38
Tend to agree	43	41	27	42	39	40	36
TOTAL AGREE	69	71	37	76	71	67	74
Tend to disagree	18	17	29	12	16	20	14
Strongly disagree	7	8	28	7	9	9	7
TOTAL DISAGREE	25	25	57	19	25	29	21
Don't know	6	5	6	5	3	5	5

Christmas is my favourite time of year

Strongly agree	13	13	10	10	8	15	12
Tend to agree	28	28	29	33	28	35	32
TOTAL AGREE	41	41	39	43	36	50	44
Tend to disagree	36	35	29	30	33	30	31
Strongly disagree	16	18	28	17	27	16	18
TOTAL DISAGREE	52	53	57	47	60	46	49
Don't know	7	5	5	10	5	5	7

The true meaning of Christmas has been lost

Strongly agree	33	40	37	21	19	27	22
Tend to agree	44	42	38	37	37	42	37
TOTAL AGREE	77	82	75	58	56	69	59
Tend to disagree	14	11	14	25	21	17	21
Strongly disagree	3	2	6	9	14	7	12
TOTAL DISAGREE	17	13	20	34	35	24	33
Don't know	6	4	5	8	9	8	8

There is too much focus on spending money at Christmas

Strongly agree	48	45	34	37	41	43	52
Tend to agree	40	34	47	44	35	40	33
TOTAL AGREE	88	79	81	81	76	83	85
Tend to disagree	7	13	10	12	14	10	8
Strongly disagree	1	4	6	3	7	3	4
TOTAL DISAGREE	8	17	16	15	21	13	12
Don't know	3	3	3	4	2	3	3

I feel under pressure to have a good time at Christmas

Strongly agree	10	10	13	5	9	9	19
Tend to agree	34	20	28	18	26	34	30
TOTAL AGREE	44	30	41	23	35	43	49
Tend to disagree	35	32	27	29	32	32	24
Strongly disagree	16	35	26	44	29	18	21
TOTAL DISAGREE	51	67	53	73	61	50	45
Don't know	6	4	6	4	4	6	6

Who will you be spending the majority of Christmas day with this year?

My immediate family	74	68	77	59	65	61	72
My extended family	9	12	2	23	17	20	12
My partner's family	6	4	8	10	8	6	7
No one	4	5	6	3	3	5	2
My friends	3	5	2	1	1	2	1
Other people	2	1	1	2	2	1	2
Don't know	3	3	5	2	4	5	4