

YouGov Survey Results

Sample Size: 2155 GB Adults
Fieldwork: 23rd - 24th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2155	388	554	198	233	114	756	769	1043	1112	528	588	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	464	527	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you consider to be the earliest acceptable time of year for the following...?

Christmas-themed advertising appearing on television, radio and online

Before October	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1	0	0	1	0	1	1	0	0
October	2	1	3	2	1	3	3	1	1	3	3	4	2	0	2	2	2	5	0	3	2	4	1
First half of November	16	13	20	15	13	18	14	15	12	20	24	19	11	10	18	14	16	16	16	17	18	20	13
Second half of November	33	31	34	37	34	36	36	32	30	37	35	36	33	28	34	32	34	32	28	33	32	34	35
First week of December (1-7)	36	48	33	36	39	32	37	41	42	31	27	31	41	47	36	37	36	33	41	35	38	28	39
Second week of December (8-14)	5	4	3	4	7	4	4	5	6	4	2	3	7	7	4	5	4	7	8	4	4	4	5
Third week of December (15-21)	2	2	2	3	3	1	2	3	3	2	1	2	3	3	2	3	2	1	3	2	2	3	3
On 22 or 23 December	0	0	0	1	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	2	0
Christmas Eve (24 December)	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Not sure	2	1	2	1	1	3	1	1	2	2	3	3	1	1	1	3	2	1	2	3	1	5	1
N/A: I do not think this is acceptable at any point	2	1	1	1	2	3	1	2	2	1	2	1	2	2	1	2	2	3	1	2	3	1	1

Christmas decorations and displays appearing in shops

Before October	1	0	2	0	0	1	1	0	0	1	2	1	0	0	1	1	1	1	0	1	1	1	1
October	3	3	3	2	2	2	3	2	2	4	4	5	2	1	3	3	3	4	1	3	3	3	3
First half of November	20	15	21	21	16	22	19	16	14	25	28	24	16	11	21	17	20	18	14	22	23	21	18
Second half of November	32	28	36	32	32	36	35	31	29	35	33	34	32	28	32	31	32	36	30	32	33	28	33
First week of December (1-7)	33	45	28	34	38	28	33	40	39	27	24	29	37	44	33	33	32	32	39	31	30	30	35
Second week of December (8-14)	5	5	4	6	5	6	5	6	7	4	4	2	7	9	5	6	5	5	10	5	5	7	5
Third week of December (15-21)	2	1	2	2	4	1	2	3	4	1	2	3	3	2	2	3	2	1	3	3	1	3	3
On 22 or 23 December	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Christmas Eve (24 December)	0	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
Not sure	2	1	2	1	0	0	1	1	2	2	3	2	1	1	1	3	2	3	1	2	1	5	1
N/A: I do not think this is acceptable at any point	1	0	1	1	1	2	1	1	2	1	2	1	1	1	1	2	1	1	1	2	2	1	1

YouGov Survey Results

Sample Size: 2155 GB Adults

Fieldwork: 23rd - 24th November 2025

	Age / gender									Household income					Celebrate		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike /hate
Weighted Sample	2155	264	288	261	231	264	300	272	276	280	293	413	284	326	1912	243	1528	381	225
Unweighted Sample	2155	192	209	250	273	272	318	307	334	283	293	415	285	322	1921	234	1531	386	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you consider to be the earliest acceptable time of year for the following...?

Christmas-themed advertising appearing on television, radio and online

Before October	0	0	1	0	0	2	0	0	0	1	0	1	0	0	0	0	1	0	0
October	2	2	3	1	0	4	5	3	0	3	0	3	2	2	2	1	3	1	0
First half of November	16	19	12	8	9	30	26	14	11	15	16	16	20	18	17	8	19	9	5
Second half of November	33	34	32	30	21	37	40	36	34	28	33	33	36	37	35	17	38	24	15
First week of December (1-7)	36	34	39	47	51	21	23	35	43	37	38	38	33	36	36	41	33	45	49
Second week of December (8-14)	5	3	4	9	8	2	1	6	6	7	5	4	4	3	4	10	3	8	9
Third week of December (15-21)	2	1	4	3	5	1	1	3	1	3	3	1	2	0	2	6	1	5	8
On 22 or 23 December	0	2	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
Christmas Eve (24 December)	0	0	0	0	1	0	0	1	1	1	0	0	0	1	0	1	0	0	3
Not sure	2	4	3	1	2	3	2	1	1	3	2	1	1	1	2	7	1	4	2
N/A: I do not think this is acceptable at any point	2	3	1	2	3	1	1	1	1	3	1	2	1	1	1	9	0	3	8

Christmas decorations and displays appearing in shops

Before October	1	0	1	1	0	3	1	0	0	1	0	1	1	0	1	0	1	0	0
October	3	2	2	1	0	5	7	3	2	3	2	4	3	3	3	0	4	1	1
First half of November	20	20	17	12	8	36	30	19	14	18	16	20	22	22	22	6	25	8	5
Second half of November	32	33	31	28	23	33	36	37	33	29	33	34	28	38	33	21	36	25	16
First week of December (1-7)	33	32	36	42	49	16	21	32	39	31	36	32	39	32	32	38	28	44	49
Second week of December (8-14)	5	4	4	10	10	3	1	4	9	8	7	4	3	2	5	12	4	10	9
Third week of December (15-21)	2	2	5	4	4	2	1	2	1	3	3	2	2	1	2	6	1	3	10
On 22 or 23 December	0	1	0	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	1
Christmas Eve (24 December)	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	2
Not sure	2	4	2	1	2	2	2	1	0	3	2	1	1	1	1	7	1	4	2
N/A: I do not think this is acceptable at any point	1	3	1	2	1	1	1	1	1	2	1	2	0	1	0	8	0	3	6

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Fieldwork: 23rd - 24th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2155	388	554	198	233	114	756	769	1043	1112	528	588	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	464	527	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Before October	0	0	1	1	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0	1	0
October	1	0	1	1	1	1	1	0	1	1	2	0	1	0	1	1	1	0	0	1	1	2	1
First half of November	8	9	10	7	6	6	7	7	6	10	11	11	6	4	8	8	8	7	9	8	10	10	6
Second half of November	22	20	22	19	24	23	21	21	18	26	29	25	18	16	23	21	23	25	16	25	19	25	22
First week of December (1-7)	48	53	49	54	46	49	52	49	51	45	44	49	51	48	50	46	48	49	49	45	51	40	51
Second week of December (8-14)	9	9	7	7	15	8	8	11	11	7	4	5	12	16	8	10	9	9	9	9	9	7	10
Third week of December (15-21)	5	5	5	7	4	6	5	5	6	4	3	3	7	7	4	6	5	2	9	4	4	7	5
On 22 or 23 December	1	0	2	0	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2	0
Christmas Eve (24 December)	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	2	1	1	0	1
Not sure	2	1	1	1	0	1	1	1	2	2	2	2	1	1	1	3	2	1	2	2	1	4	1
N/A: I do not think this is acceptable at any point	3	3	2	3	3	4	3	3	4	2	2	2	3	4	2	3	3	3	3	3	3	2	2

Christmas decorations in your own home

Before October	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
October	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0
First half of November	3	3	3	2	1	4	2	2	2	5	7	4	2	1	3	3	3	6	3	2	4	4	3
Second half of November	11	8	14	9	8	12	11	9	10	13	18	15	8	3	10	12	12	9	8	11	13	16	9
First week of December (1-7)	42	44	41	42	40	49	42	42	42	42	46	49	40	30	45	38	43	47	31	43	40	42	44
Second week of December (8-14)	20	25	21	23	27	11	20	24	21	20	12	15	23	32	19	21	20	16	25	20	21	13	22
Third week of December (15-21)	12	12	11	15	14	13	13	12	11	12	6	6	15	20	12	12	11	11	20	11	11	9	11
On 22 or 23 December	2	3	2	2	2	1	2	3	2	2	1	0	2	4	2	2	2	1	3	2	2	2	2
Christmas Eve (24 December)	1	1	2	1	1	3	2	2	1	2	1	1	2	2	1	2	1	1	1	2	0	2	2
Not sure	3	3	2	2	1	3	2	1	4	2	4	4	2	2	3	3	3	3	5	3	3	4	2
N/A: I do not think this is acceptable at any point	5	3	4	3	6	4	4	5	7	3	4	5	6	5	4	7	5	6	6	5	5	5	5

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	Age / gender									Household income					Celebrate		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike /hate
Weighted Sample	2155	264	288	261	231	264	300	272	276	280	293	413	284	326	1912	243	1528	381	225
Unweighted Sample	2155	192	209	250	273	272	318	307	334	283	293	415	285	322	1921	234	1531	386	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Before October	0	0	1	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0
October	1	2	1	1	0	2	0	0	1	1	1	1	1	1	1	0	1	0	0
First half of November	8	9	6	4	3	14	15	8	5	8	7	9	10	10	9	5	10	4	0
Second half of November	22	27	16	17	12	31	34	20	20	19	20	23	24	28	24	11	28	9	6
First week of December (1-7)	48	46	57	50	49	42	41	52	48	38	48	50	48	50	49	37	48	51	42
Second week of December (8-14)	9	6	7	13	18	3	3	10	14	14	10	9	9	6	9	12	7	17	14
Third week of December (15-21)	5	4	4	8	8	3	2	5	6	5	7	4	3	2	4	10	3	8	12
On 22 or 23 December	1	1	1	1	2	1	0	1	1	2	1	0	1	0	1	1	1	1	3
Christmas Eve (24 December)	1	1	2	0	2	0	0	1	1	3	1	1	0	0	0	5	0	2	4
Not sure	2	2	2	1	2	2	3	1	0	3	2	1	1	1	1	5	1	3	2
N/A: I do not think this is acceptable at any point	3	3	3	5	5	1	1	1	3	6	2	2	3	2	1	14	1	5	15

Christmas decorations in your own home

Before October	0	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
October	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0
First half of November	3	4	1	1	1	9	7	2	1	4	3	2	5	3	4	2	4	0	0
Second half of November	11	15	13	7	3	21	17	9	4	12	9	13	14	12	12	5	14	6	1
First week of December (1-7)	42	48	47	39	33	45	52	42	28	30	37	45	45	53	45	18	48	29	24
Second week of December (8-14)	20	13	19	24	27	11	11	21	35	22	23	20	18	18	21	11	20	23	20
Third week of December (15-21)	12	6	6	13	21	6	6	16	20	12	14	11	10	8	11	15	9	16	20
On 22 or 23 December	2	2	0	2	3	0	1	2	6	3	2	1	2	0	2	3	1	5	3
Christmas Eve (24 December)	1	1	1	1	2	1	1	2	2	1	2	1	1	1	1	3	1	2	4
Not sure	3	6	5	2	3	2	2	1	2	6	3	2	2	2	2	8	1	7	4
N/A: I do not think this is acceptable at any point	5	5	8	8	7	4	2	5	3	9	6	3	3	2	1	35	1	12	23

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Fieldwork: 23rd - 24th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2155	388	554	198	233	114	756	769	1043	1112	528	588	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	464	527	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When do the Christmas decorations in your home typically go up? If your household does not put up any decorations, please select "N/A".

Before October	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
First half of November	2	1	2	1	1	2	1	2	1	2	2	2	2	1	1	2	2	4	1	2	1	2	2
Second half of November	8	6	8	5	8	6	7	7	6	10	12	13	5	3	7	9	8	13	7	9	9	8	7
First week of December (1-7)	35	38	35	40	31	41	37	34	35	36	43	42	31	23	39	31	36	32	26	36	36	36	37
Second week of December (8-14)	22	22	26	26	24	18	22	24	22	21	18	17	22	31	22	21	21	19	26	21	24	16	22
Third week of December (15-21)	13	18	12	15	17	11	15	15	12	14	7	7	17	22	12	14	13	13	15	14	13	11	13
On 22 or 23 December	2	3	2	3	2	1	3	2	2	2	1	2	2	4	3	2	2	2	4	2	2	1	3
Christmas Eve (24 December)	1	1	1	0	1	1	1	1	1	1	0	0	1	2	1	1	1	0	1	0	1	1	1
N/A: My household does not put any Christmas decorations up	14	10	12	8	16	18	12	14	17	11	13	11	18	13	12	16	13	13	20	12	11	20	13
N/A: The Christmas decorations are left up all year	1	0	1	1	0	2	0	1	1	1	1	1	0	0	1	1	1	0	1	2	1	1	0
Not sure	2	1	2	2	1	1	2	1	3	1	2	3	1	1	2	2	2	5	1	2	3	3	1

Do you typically have a Christmas tree?

[Asked only to those who put Christmas decorations up in their household; n=1822]

Yes, a real tree	18	16	20	21	17	23	20	14	20	16	22	19	15	15	20	14	19	8	16	17	18	24	18
Yes, an artificial tree	76	78	74	75	79	73	74	79	75	78	72	78	80	76	74	79	76	84	79	77	77	70	76
TOTAL YES	94	94	94	96	96	96	94	93	95	94	94	97	95	91	94	93	95	92	95	94	95	94	94
No, I do not	5	6	6	4	3	4	6	6	5	6	5	3	5	9	5	6	5	8	5	5	4	6	6
Not sure	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	1	0	1	0	0	0

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	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike /hate
Weighted Sample	2155	264	288	261	231	264	300	272	276	280	293	413	284	326	1912	243	1528	381	225
Unweighted Sample	2155	192	209	250	273	272	318	307	334	283	293	415	285	322	1921	234	1531	386	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When do the Christmas decorations in your home typically go up? If your household does not put up any decorations, please select "N/A".

Before October	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
October	0	0	1	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0
First half of November	2	2	1	1	1	3	4	2	1	3	3	2	2	1	2	1	2	1	0
Second half of November	8	8	10	4	1	16	16	6	4	9	8	8	13	8	9	0	11	2	1
First week of December (1-7)	35	40	39	32	26	46	45	31	21	19	30	39	37	49	39	4	43	19	15
Second week of December (8-14)	22	21	20	20	30	15	14	23	32	24	23	20	21	23	23	8	23	19	16
Third week of December (15-21)	13	8	7	15	21	5	7	18	24	12	16	14	12	9	14	8	11	17	19
On 22 or 23 December	2	2	2	1	3	1	2	3	4	2	1	3	3	1	2	1	2	3	3
Christmas Eve (24 December)	1	0	0	1	2	0	1	1	2	1	1	1	0	0	1	0	0	2	1
N/A: My household does not put any Christmas decorations up	14	16	14	22	16	10	9	14	11	25	15	13	8	8	7	70	5	29	41
N/A: The Christmas decorations are left up all year	1	2	1	1	0	1	1	0	1	2	2	0	1	0	0	5	0	2	2
Not sure	2	2	6	2	1	3	1	1	1	3	1	1	3	1	2	2	1	4	1

Do you typically have a Christmas tree?

[Asked only to those who put Christmas decorations up in their household; n=1822]

Yes, a real tree	18	24	22	15	16	21	16	15	14	12	13	19	18	27	18	13	18	17	15
Yes, an artificial tree	76	71	74	79	75	72	81	80	77	79	81	76	77	70	77	55	77	72	73
TOTAL YES	94	95	96	94	91	93	97	95	91	91	94	95	95	97	95	68	95	89	88
No, I do not	5	4	3	6	9	6	3	5	9	9	7	4	5	3	5	27	4	10	12
Not sure	0	1	1	0	0	1	0	0	0	0	0	1	0	0	0	5	0	0	0

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Fieldwork: 23rd - 24th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2155	388	554	198	233	114	756	769	1043	1112	528	588	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	464	527	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of Christmas decorations do you typically put up in your home?
Please select all that apply.

[Asked only to those who put Christmas decorations up in their household; n=1822]

Indoor lights (on a tree)	84	83	82	85	88	93	82	86	83	84	82	85	85	82	85	82	84	82	81	84	82	85	85
Baubles	83	81	83	84	85	89	83	83	78	87	82	88	84	75	84	81	83	82	80	85	84	76	83
Ornaments	62	61	63	59	63	57	59	64	56	67	65	63	63	57	62	62	62	66	56	60	62	60	64
Tinsel	51	44	53	49	53	56	49	49	52	49	57	50	52	43	50	51	50	49	59	52	49	53	49
Wreath	51	56	50	56	58	51	54	55	46	55	48	54	53	50	55	46	53	43	39	51	57	46	55
Indoor lights (not on a tree)	49	48	48	48	51	60	50	48	47	50	50	53	48	44	48	49	49	52	40	52	47	37	53
Garland	37	37	39	37	42	30	35	42	33	40	34	36	37	39	36	37	36	41	38	42	37	27	36
Stockings	36	32	37	35	34	39	35	32	34	37	46	47	31	16	39	31	36	33	30	35	39	31	37
Outdoor lights	31	41	26	32	36	24	30	36	28	33	29	30	31	33	31	30	31	32	26	28	43	15	33
Candles	30	31	29	22	32	27	31	30	24	35	30	29	31	30	31	28	30	25	26	30	30	32	30
Nativity scene	20	25	20	22	27	17	21	21	17	22	15	17	24	24	21	18	21	16	14	19	22	13	24
Mistletoe	7	7	7	9	9	5	8	7	7	7	7	6	8	6	8	5	7	3	6	5	9	7	7
Fake snow	4	1	5	1	5	1	3	4	4	4	6	6	2	3	4	5	4	4	2	5	3	3	5
Something else	7	6	7	7	9	9	6	7	7	6	7	7	5	8	7	6	7	9	6	7	7	7	6
Not sure	1	1	2	2	0	0	1	1	2	1	2	1	1	2	1	2	2	2	1	2	1	2	1

And when do you typically take down any Christmas decorations in your home?

[Asked only to those who put Christmas decorations up in their household; n=1822]

Boxing Day (26 December)	2	2	1	0	0	2	1	2	2	1	1	3	1	1	1	2	2	2	1	1	1	2	2
Between 27 and 31 December	20	20	17	18	22	21	18	23	16	23	18	25	20	16	18	22	20	20	20	23	22	14	19
Between 1 and 5 January	56	56	60	67	58	59	61	57	56	57	52	50	60	64	59	53	56	55	59	55	54	50	60
Between 6 January and 31 January	19	20	17	13	17	14	18	16	21	17	22	19	16	17	18	20	19	19	18	17	22	26	16
After 31 January	2	1	3	0	2	1	1	1	2	2	4	2	1	1	3	2	2	2	0	3	1	4	2
Not sure	1	2	1	1	0	3	1	1	2	1	2	1	1	1	1	2	1	2	1	2	1	3	1

Sample Size: 2155 GB Adults
Fieldwork: 23rd - 24th November 2025

	Age / gender									Household income					Celebrate		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike /hate
Weighted Sample	2155	264	288	261	231	264	300	272	276	280	293	413	284	326	1912	243	1528	381	225
Unweighted Sample	2155	192	209	250	273	272	318	307	334	283	293	415	285	322	1921	234	1531	386	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of Christmas decorations do you typically put up in your home?
Please select all that apply.

[Asked only to those who put Christmas decorations up in their household; n=1822]

Indoor lights (on a tree)	84	78	86	83	84	85	85	87	80	74	82	83	88	87	84	58	86	75	74
Baubles	83	74	83	80	73	90	93	88	77	78	81	83	85	88	84	50	86	71	71
Ornaments	62	62	56	59	47	68	68	66	65	65	64	57	60	63	62	41	65	47	45
Tinsel	51	60	50	54	44	55	50	50	43	54	57	47	49	50	51	49	52	46	46
Wreath	51	40	52	50	44	56	56	55	55	40	53	49	50	62	52	25	56	33	41
Indoor lights (not on a tree)	49	47	49	47	44	54	56	48	43	44	48	49	52	52	49	35	52	37	37
Garland	37	24	33	35	41	44	39	40	38	37	36	37	38	39	37	19	39	24	30
Stockings	36	41	46	31	15	51	48	31	17	29	27	34	45	49	36	12	41	13	23
Outdoor lights	31	24	27	28	33	33	33	34	32	26	24	23	38	42	31	20	33	24	26
Candles	30	27	25	19	24	32	32	42	35	32	30	27	30	33	30	16	32	20	22
Nativity scene	20	12	16	20	20	17	18	27	28	18	20	23	17	20	20	4	22	13	13
Mistletoe	7	7	8	6	6	7	5	9	5	4	9	8	7	8	7	7	7	3	7
Fake snow	4	7	3	2	3	5	8	2	2	6	7	4	4	3	4	2	5	1	2
Something else	7	9	8	6	7	4	6	5	8	5	7	7	7	7	7	5	7	5	3
Not sure	1	4	0	2	3	1	1	1	1	2	2	1	0	1	1	8	1	2	6

And when do you typically take down any Christmas decorations in your home?

[Asked only to those who put Christmas decorations up in their household; n=1822]

Boxing Day (26 December)	2	1	3	1	1	0	4	0	1	2	1	2	3	1	1	4	1	1	5
Between 27 and 31 December	20	16	17	18	14	20	32	22	17	20	22	23	18	18	20	20	18	27	25
Between 1 and 5 January	56	54	55	55	63	51	46	64	66	51	56	53	59	62	57	40	58	52	50
Between 6 January and 31 January	19	21	22	22	20	24	16	12	15	24	17	19	18	17	19	20	20	16	13
After 31 January	2	5	2	2	1	4	2	1	0	2	3	2	2	1	2	1	2	1	2
Not sure	1	3	2	2	1	1	0	1	1	1	0	1	1	2	1	15	1	3	6

Sample Size: 2155 GB Adults
Fieldwork: 23rd - 24th November 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-34	35-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2155	388	554	198	233	114	756	769	1043	1112	528	588	532	506	1228	910	1864	103	187	511	353	261	739
Unweighted Sample	2155	353	591	212	241	120	835	798	924	1231	464	527	557	607	1325	818	1837	126	192	538	358	191	750
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you tend to use the name Father Christmas more, or the name Santa / Santa Claus more, or do you usually use some other name?

Father Christmas	46	58	46	51	58	47	49	55	44	47	29	39	56	62	46	47	50	44	10	46	43	45	57
Santa / Santa Claus	46	37	46	41	35	46	44	38	47	46	64	53	37	31	48	44	43	43	84	47	51	47	35
Some other name [See Tab 1]	1	1	1	1	2	3	1	1	2	1	1	1	2	1	1	2	1	4	3	0	1	0	2
Don't know	6	5	6	7	5	4	6	6	7	6	7	6	6	6	6	7	6	8	4	6	6	8	6

Overall, what would you say are your favourite aspects of Christmas? Please select up to three.

Spending time with family	59	62	63	59	60	60	61	58	55	63	63	61	56	58	62	57	60	58	54	62	60	56	60
The food and drink	45	41	49	44	45	53	49	42	48	42	50	51	45	31	47	42	45	43	41	44	42	46	48
The festive atmosphere	40	41	37	40	39	37	39	38	37	42	47	42	36	34	40	38	40	45	34	40	38	45	39
Giving Christmas presents to others	36	42	39	32	35	36	36	37	34	39	37	34	38	37	37	36	37	36	33	35	36	30	41
Time off work / slowing down	33	21	34	34	35	44	33	27	36	30	43	43	37	6	38	26	33	31	29	34	35	39	30
Children being happy	30	35	28	27	29	31	31	32	28	32	22	38	26	33	29	32	29	41	33	32	31	27	27
The traditions	29	39	27	27	36	19	26	35	25	33	28	29	29	31	30	29	30	32	22	32	31	24	30
Spending time with friends	26	28	29	28	25	24	27	24	27	25	33	24	24	24	28	23	26	23	26	27	26	32	24
The nostalgia / memories	25	29	26	20	31	23	24	28	21	29	28	23	26	24	25	25	25	33	20	28	28	19	25
The decorations	21	23	21	18	24	19	19	21	17	25	26	22	22	14	21	21	21	19	19	22	17	28	21
The films and television	21	18	24	16	21	26	22	18	19	22	25	25	22	11	21	21	21	25	20	20	18	28	20
The music / carols	20	25	21	19	20	15	20	21	16	24	19	20	19	23	21	19	21	15	15	22	19	24	20
The build up and preparation	17	18	15	13	21	14	16	16	14	19	23	20	15	8	17	16	17	17	12	18	16	17	18
Receiving Christmas presents	17	16	19	12	15	18	14	14	20	14	28	17	13	10	17	16	17	22	12	16	17	19	17
Religious celebrations	11	15	9	11	15	3	11	13	10	12	8	10	11	16	11	12	11	11	11	12	12	13	10
Something else	2	1	1	3	1	2	2	1	3	1	2	3	1	2	2	2	2	5	3	2	1	2	2
N/A: There are no aspects of Christmas I like	4	3	4	4	4	2	4	4	6	2	2	3	7	5	3	6	4	3	9	5	4	4	3
Not sure	2	1	2	2	3	3	2	2	2	2	3	1	2	2	2	3	2	2	3	2	2	5	2

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2155 GB Adults
Fieldwork: 23rd - 24th November 2025

	Age / gender									Household income					Celebrate		View on Christmas		
	Total	Male 18-34	Male 35-49	Male 50-64	Male 65+	Female 18-34	Female 35-49	Female 50-64	Female 65+	0-20k	20-30k	30-50k	50-70k	70k+	I do	I do not	Love/like	Neither	Dislike /hate
Weighted Sample	2155	264	288	261	231	264	300	272	276	280	293	413	284	326	1912	243	1528	381	225
Unweighted Sample	2155	192	209	250	273	272	318	307	334	283	293	415	285	322	1921	234	1531	386	222
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you tend to use the name Father Christmas more, or the name Santa / Santa Claus more, or do you usually use some other name?

Father Christmas	46	27	38	53	62	30	39	58	62	49	51	46	39	49	48	30	47	47	39
Santa / Santa Claus	46	64	55	38	28	63	52	36	33	43	41	48	53	48	46	47	48	42	42
Some other name [See Tab 1]	1	0	2	3	1	1	1	1	2	1	1	2	1	0	1	4	1	2	3
Don't know	6	9	5	6	8	6	8	5	3	6	7	5	7	3	5	19	4	9	16

Overall, what would you say are your favourite aspects of Christmas? Please select up to three.

Spending time with family	59	61	56	49	55	64	65	64	61	52	60	60	62	64	64	27	69	46	25
The food and drink	45	55	55	45	35	46	47	45	28	35	42	48	51	52	47	23	50	40	23
The festive atmosphere	40	44	36	36	31	49	48	35	36	35	41	41	41	45	43	17	50	21	7
Giving Christmas presents to others	36	39	32	32	34	34	37	45	39	37	37	35	36	39	40	9	43	27	10
Time off work / slowing down	33	47	46	40	6	38	40	35	5	15	26	37	44	50	33	28	34	31	28
Children being happy	30	23	31	24	35	22	46	28	32	24	29	36	30	30	33	12	34	24	13
The traditions	29	29	24	25	24	28	34	33	37	27	28	34	31	30	32	6	36	17	6
Spending time with friends	26	34	26	23	26	31	23	25	22	19	27	27	30	28	28	14	28	26	13
The nostalgia / memories	25	24	19	23	20	33	27	28	27	26	25	27	26	25	28	4	31	15	8
The decorations	21	24	16	18	9	28	28	26	18	19	19	22	21	23	23	4	27	8	6
The films and television	21	25	22	18	11	26	26	25	11	21	17	24	21	26	22	12	23	16	13
The music / carols	20	18	15	13	19	19	24	25	27	21	21	21	17	18	22	4	24	14	7
The build up and preparation	17	19	15	16	6	27	25	15	10	14	16	15	18	21	19	3	23	4	2
Receiving Christmas presents	17	34	19	13	11	21	15	12	9	15	14	18	23	17	18	6	21	8	6
Religious celebrations	11	10	9	9	13	7	10	13	19	13	9	11	8	10	12	3	14	6	2
Something else	2	3	4	1	2	1	2	1	1	2	1	3	1	1	2	3	2	4	1
N/A: There are no aspects of Christmas I like	4	3	5	10	6	2	2	3	3	8	3	3	4	2	1	28	0	5	30
Not sure	2	4	1	2	2	3	2	1	2	2	4	1	0	1	2	6	1	4	3

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