

YouGov - Christmas practices

Sample Size: 4128 GB Adults
Fieldwork: 7th - 13th December 2023

	Gender		Age				Social Grade		Country			Region in England				Age of Youngest Child in Household				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	0-9 years old	10-13 years old	14-17 years old	No children under 18 in household
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you tend to celebrate Christmas?

Yes	88	83	92	87	90	88	84	90	85	88	91	85	88	89	85	88	91	96	93	87
No	11	15	7	11	8	11	15	9	13	11	8	13	10	10	13	11	8	3	4	12
Don't know	2	2	1	2	2	1	1	1	2	2	1	1	2	2	2	1	1	1	3	1

For each of the following Christmas traditions, please say whether you / members of your household will or will not do each of the following this year.

[Asked only to those who tend to celebrate Christmas; n=3654]

Have a Christmas tree in your home

Will do this	84	82	86	85	86	85	81	84	84	85	85	83	86	84	74	88	96	94	95	81
Will not do this	13	15	12	13	12	12	17	13	13	13	12	16	13	14	20	10	3	4	5	17
Don't know	2	3	2	2	3	3	2	2	2	2	3	2	1	2	6	2	1	2	0	3

Sending Christmas cards to friends and family

Will do this	74	71	75	55	66	78	91	73	75	75	69	65	75	78	65	76	71	69	67	76
Will not do this	23	25	22	33	30	20	9	24	22	22	26	32	23	19	26	21	24	28	29	21
Don't know	4	4	3	12	4	3	1	4	4	4	5	3	2	3	8	3	5	4	4	3

Open Advent calendars during the countdown to Christmas

Will do this	56	52	59	71	66	51	33	59	51	55	62	54	57	56	52	55	86	77	70	46
Will not do this	42	45	39	22	31	48	65	39	46	42	37	45	42	43	39	43	12	21	27	52
Don't know	2	3	2	6	2	1	2	2	3	3	1	2	1	2	8	2	3	2	2	2

Go singing Christmas carols

Will do this	13	11	13	19	12	13	11	13	12	13	12	9	10	12	24	11	18	18	10	10
Will not do this	82	84	80	75	83	82	84	82	83	82	82	87	85	83	68	84	77	75	86	85
Don't know	5	4	6	6	5	5	5	5	5	5	6	4	5	5	8	5	5	8	4	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Listen to Christmas carolers

Will do this	34	31	37	27	28	37	46	34	34	35	30	27	32	31	43	36	36	34	35	33
Will not do this	53	57	50	64	59	49	41	53	53	52	57	62	55	57	42	50	46	50	52	55
Don't know	13	12	13	8	13	14	12	13	12	13	12	11	13	12	14	13	18	16	13	12

Watch a Christmas pantomime

Will do this	18	17	20	24	21	14	16	20	16	18	19	21	16	16	25	18	35	22	18	14
Will not do this	71	73	70	67	69	77	72	70	73	71	71	70	75	72	61	72	53	65	73	76
Don't know	10	10	10	9	11	9	12	10	11	10	10	8	9	11	14	10	11	13	8	9

Eat mince pies

Will do this	72	74	70	54	64	79	85	73	70	73	70	59	69	72	68	78	65	75	74	74
Will not do this	25	24	27	38	33	18	13	24	26	24	29	36	28	26	24	20	31	23	25	24
Don't know	3	3	4	9	3	3	2	3	4	3	1	4	3	2	8	2	4	2	1	3

Put gifts in Christmas stockings

Will do this	51	49	52	56	58	48	38	53	47	51	52	48	50	46	53	55	81	74	63	42
Will not do this	44	46	43	32	38	48	58	42	48	44	43	48	46	49	39	42	15	23	34	53
Don't know	5	5	4	12	4	4	4	5	5	5	5	3	4	6	8	4	5	3	3	4

Pull Christmas Crackers

Will do this	81	80	82	79	83	78	81	83	79	81	83	82	79	79	76	85	89	92	88	78
Will not do this	13	14	13	13	12	15	14	12	15	13	13	16	14	15	15	11	7	4	8	16
Don't know	6	6	6	8	4	7	6	5	6	6	4	3	6	6	10	5	3	4	5	6

Take part in a 'Secret Santa' with friends, family or colleagues

Will do this	29	26	32	42	34	27	17	31	26	29	29	30	27	29	30	31	35	38	34	26
Will not do this	66	68	63	48	60	69	80	63	69	65	65	69	67	67	58	65	58	56	59	70
Don't know	5	6	5	10	6	4	3	5	5	5	6	2	5	4	12	4	7	6	6	4

Set up a nativity display in your home

Will do this	18	16	19	20	16	18	20	19	16	18	15	13	19	16	23	17	20	17	23	17
Will not do this	78	79	77	72	80	79	76	78	79	78	81	81	76	81	71	80	74	78	77	80
Don't know	4	4	4	8	4	3	4	4	5	4	4	6	4	3	7	3	6	5	1	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Add Christmas lights to the outside of your home

Will do this	36	36	36	46	36	35	34	38	33	37	34	23	35	36	35	41	51	43	40	32
Will not do this	60	61	60	49	60	62	64	58	63	59	62	73	62	61	60	56	45	50	57	65
Don't know	4	3	4	5	4	3	3	3	4	4	5	3	4	3	5	3	4	7	3	3

Take a driving or walking trip to look at Christmas lights

Will do this	43	37	47	47	50	37	34	45	39	44	37	35	38	43	47	47	63	48	44	38
Will not do this	47	52	43	39	42	52	57	45	51	47	54	52	51	49	41	44	26	42	48	53
Don't know	10	10	10	14	9	11	9	10	10	10	8	12	11	8	12	9	11	10	7	9

Visit a Christmas market

Will do this	49	45	52	66	55	43	36	52	44	49	56	44	50	46	54	48	54	46	49	47
Will not do this	40	43	38	26	34	45	52	37	45	40	35	46	38	44	32	41	30	42	41	43
Don't know	11	12	11	8	11	12	12	11	11	11	8	10	12	10	14	11	16	12	10	10

Watch a Christmas movie(s)

Will do this	80	77	83	78	88	80	68	81	79	80	79	81	83	80	79	79	94	91	86	77
Will not do this	12	15	11	15	8	13	20	12	14	12	13	15	11	12	12	13	4	4	9	15
Don't know	7	9	6	7	5	7	13	7	7	8	8	4	6	8	9	8	3	4	5	8

Go to a 'Winter Wonderland' site

Will do this	14	13	14	27	17	9	7	14	13	13	24	11	11	12	21	12	23	12	10	12
Will not do this	78	77	78	57	74	84	88	78	78	78	67	81	81	79	65	81	65	80	82	81
Don't know	9	10	8	16	9	8	5	8	9	9	9	8	8	9	14	7	12	8	8	7

Wear a Christmas jumper

Will do this	54	47	59	53	61	51	43	56	50	53	65	50	56	50	46	56	70	67	58	49
Will not do this	40	46	34	40	32	44	50	38	43	40	29	43	38	44	44	39	24	28	35	44
Don't know	7	6	7	8	7	6	7	6	7	7	6	7	7	6	10	6	6	5	7	6

Make Christmas donations to charity

Will do this	33	28	38	25	26	35	47	36	29	33	33	33	32	33	38	32	27	34	27	35
Will not do this	51	57	45	57	57	50	36	49	54	50	52	54	51	53	47	50	54	51	56	50
Don't know	16	15	17	19	16	14	17	16	17	17	15	13	17	14	15	18	19	15	17	15

Have a dedicated Christmas dinner

Will do this	94	93	94	91	94	94	92	95	92	94	92	92	92	95	90	96	96	95	93	93
Will not do this	4	5	4	4	4	5	6	4	6	4	6	8	5	4	5	3	2	3	7	5
Don't know	2	2	2	6	2	1	2	2	2	2	2	0	3	2	5	1	1	2	0	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Eat Christmas pudding

Will do this	52	56	49	34	41	64	69	53	52	54	52	35	48	53	49	60	43	51	58	55
Will not do this	42	37	46	57	53	31	26	42	42	40	44	58	48	41	40	34	48	41	38	40
Don't know	6	7	5	10	6	5	5	5	6	6	4	7	4	6	10	5	8	8	4	5

Have family come to visit you at your home

Will do this	67	64	69	68	64	69	68	67	67	67	70	62	68	68	61	68	77	78	69	64
Will not do this	27	30	25	25	30	27	24	28	27	27	25	29	26	25	34	26	18	18	26	30
Don't know	6	6	6	7	6	4	7	6	6	6	5	9	6	7	5	5	5	5	4	6

Go and visit family at their homes

Will do this	77	75	79	75	83	73	72	79	76	78	72	73	80	78	74	78	85	82	77	76
Will not do this	18	20	17	20	13	22	24	17	21	18	24	24	15	18	18	19	11	12	17	20
Don't know	4	4	4	6	4	5	4	4	4	4	3	3	4	4	8	3	4	6	6	4

Leave food and drink out for Father Christmas and/or his reindeer

Will do this	26	26	27	32	36	19	14	27	26	27	26	24	25	25	25	29	78	56	29	13
Will not do this	70	69	70	58	60	78	84	69	70	69	70	73	71	70	67	68	16	40	67	84
Don't know	4	5	3	10	4	3	2	4	4	4	4	3	3	5	8	3	6	4	4	3

Visiting Santa Claus at a 'grotto'

Will do this	14	14	15	14	22	8	7	13	15	14	18	14	13	13	13	16	56	11	6	7
Will not do this	81	80	81	77	72	89	90	82	79	81	78	83	83	82	78	81	32	83	91	90
Don't know	5	6	4	10	6	3	3	4	6	5	5	3	5	5	10	4	12	5	2	3

Volunteering for charitable activities

Will do this	11	10	12	16	10	11	11	12	10	11	9	9	11	9	21	10	10	11	13	11
Will not do this	77	79	75	67	78	76	81	75	79	76	75	84	77	78	63	79	75	74	77	79
Don't know	12	12	13	16	12	13	9	13	11	12	16	8	12	13	16	11	15	15	10	11

Drink mulled wine

Will do this	35	33	37	33	41	33	28	41	26	36	33	26	34	29	47	37	36	43	38	34
Will not do this	56	58	55	56	52	58	63	50	65	56	60	62	58	63	42	55	55	53	54	57
Don't know	8	9	8	10	7	9	10	8	9	8	7	11	8	7	10	8	9	4	8	8

Watch the King's Christmas TV address

Will do this	35	35	35	28	30	39	43	35	35	36	29	27	33	35	40	38	35	32	34	37
Will not do this	50	50	51	60	57	45	39	50	50	49	59	59	53	50	43	47	53	51	52	49
Don't know	14	15	14	11	13	15	18	14	15	15	13	14	14	15	17	15	12	16	14	14

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Elf on the shelf - displaying an elf in different locations around the home over the festive period

Will do this	13	13	13	15	16	10	9	13	14	13	14	10	13	12	14	14	36	23	12	7
Will not do this	84	82	85	77	81	88	87	85	82	83	85	87	85	85	77	83	60	72	85	90
Don't know	3	4	2	9	3	2	3	3	4	4	1	2	2	3	9	3	5	5	3	3

Go out for a Christmas meal with family

Will do this	35	35	35	41	37	32	34	38	32	36	40	29	34	35	44	34	36	32	39	34
Will not do this	56	56	56	48	54	58	59	53	59	55	55	64	57	57	44	56	52	59	53	57
Don't know	9	9	9	11	9	10	7	9	9	9	6	7	8	8	12	10	12	9	8	8

[The following were asked to half the sample; n=1791]

Give Christmas presents

Will do this	96	95	98	95	97	97	96	97	96	97	94	93	99	96	89	98	96	100	95	96
Will not do this	3	4	2	3	3	3	3	3	3	2	6	7	1	3	8	2	4	0	4	3
Don't know	1	1	1	2	1	0	1	1	1	1	0	0	0	1	4	0	0	0	1	1

Listen to Christmas music

Will do this	85	82	88	85	86	85	84	86	85	85	93	87	85	84	77	87	94	84	84	83
Will not do this	11	14	9	12	11	11	12	11	12	12	5	11	13	11	18	9	6	10	13	13
Don't know	3	4	3	3	3	4	4	3	3	4	2	2	2	5	5	4	1	6	3	3

*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.