



CORE 4

Christmas: Mood of the Nation 2022

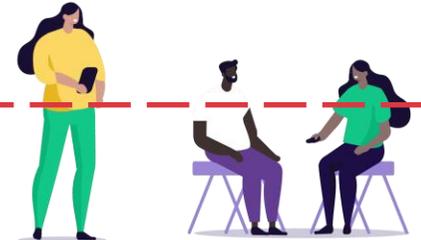
INSIGHT Methodology



This research is a combination of our **Mood of the Nation** insight series and our **Little Black Book** category and topic deep-dives. The purpose of this research is to delve into how people are preparing for Christmas, what they're doing differently, what their spending habits will be like, and how the Cost of Living crisis will impact them this Christmas.

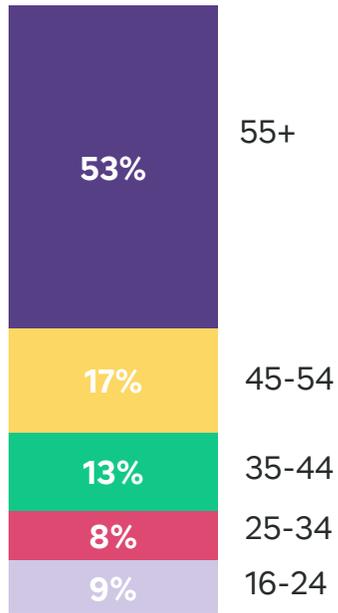
We asked a series of questions to consumers around their thoughts and feelings towards Christmas this year to understand the extent to which the Cost of Living Crisis and the cascading consequences of the pandemic are impacting their plans for Christmas. The fieldwork took place from the **25th July to 10th August 2022**.

The research was undertaken using an online questionnaire given to members of our **Core4** and **4Youth communities**. The total sample size was **1,236 respondents**.

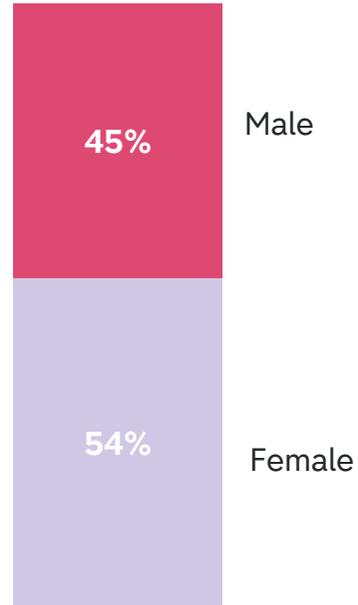


Sample

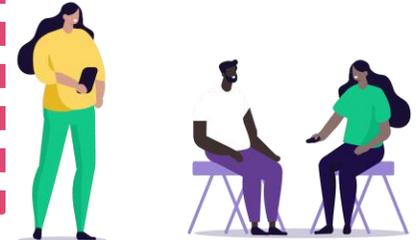
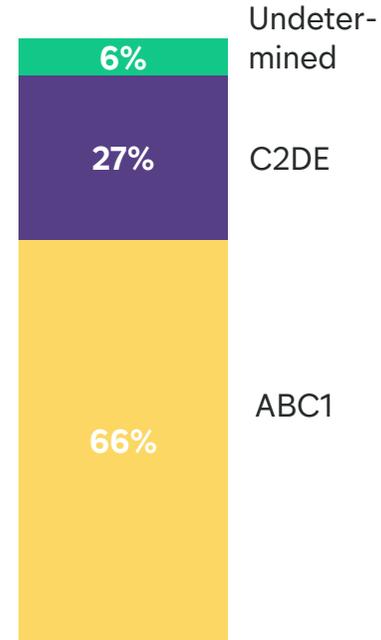
AGE



GENDER



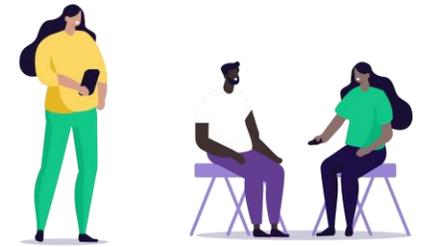
SOCIAL GRADE



Contents



- 01** **Headlines**
- 02** **The Mood Towards Christmas**
- 03** **Black Friday and Cyber Monday**
- 04** **Christmas Shopping**
- 05** **TV and Brands at Christmas**
- 06** **Sustainability at Christmas**



01

Headlines



Headlines

People are feeling more positive towards Christmas 2022 vs recent years

The top 6 emotions that were felt by consumers are positive ones, with **16%** feeling **hopeful** for Christmas 2022.



Spending time with family is what people are looking forward to most this Christmas

78% of respondents expect to **celebrate Christmas as they usually do** this year to some extent.

The Cost of Living Crisis is impacting how people are spending this Christmas

Nearly 70% say that they'll be **spending less on presents this year** due to their finances being tighter, and over half agree that they will be curbing their spending this year.



Christmas time has a positive association with TV

Over a third agree that **TV is best at Christmas** time whilst **almost 4 in 10** say that **Christmas adverts get them excited!**

It's the thought that counts

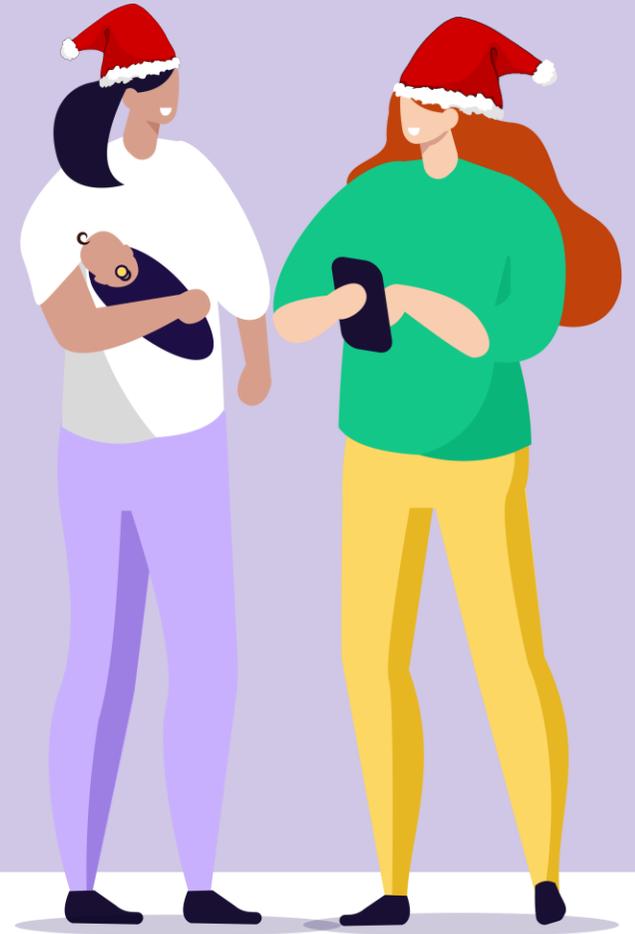
Nearly **90%** believe that the **thought that goes into a gift is more important than the price.**



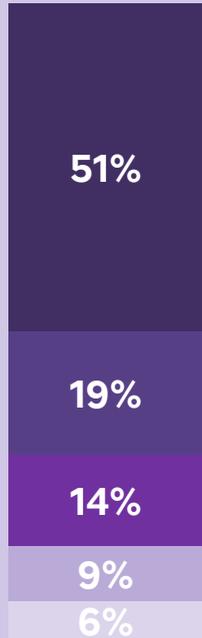


02

The Mood towards Christmas 2022



Over half of respondents haven't started thinking about Christmas yet



- I haven't started thinking about Christmas, but will leave it until closer to the time
- I haven't started thinking about Christmas, but will do soon over the next few months
- I have already started thinking about Christmas but haven't started prepping for it
- I have already started thinking about, and prepping for Christmas
- I don't celebrate Christmas

28% of Women have started to think about Christmas vs. just **15% of Men**

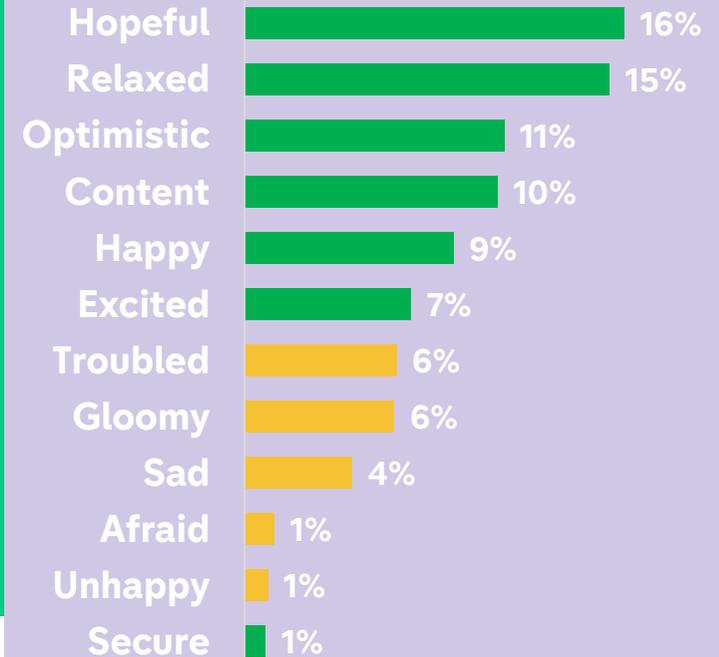




16% are feeling hopeful for Christmas this year

The top 3 emotions are Hopeful (16%), Relaxed (15%), and Optimistic (11%). The top 6 emotions are all positive ones felt about Christmas this year. Even though most are feeling positive towards Christmas, some feel Troubled (6%), Gloomy (6%) and Sad (4%).

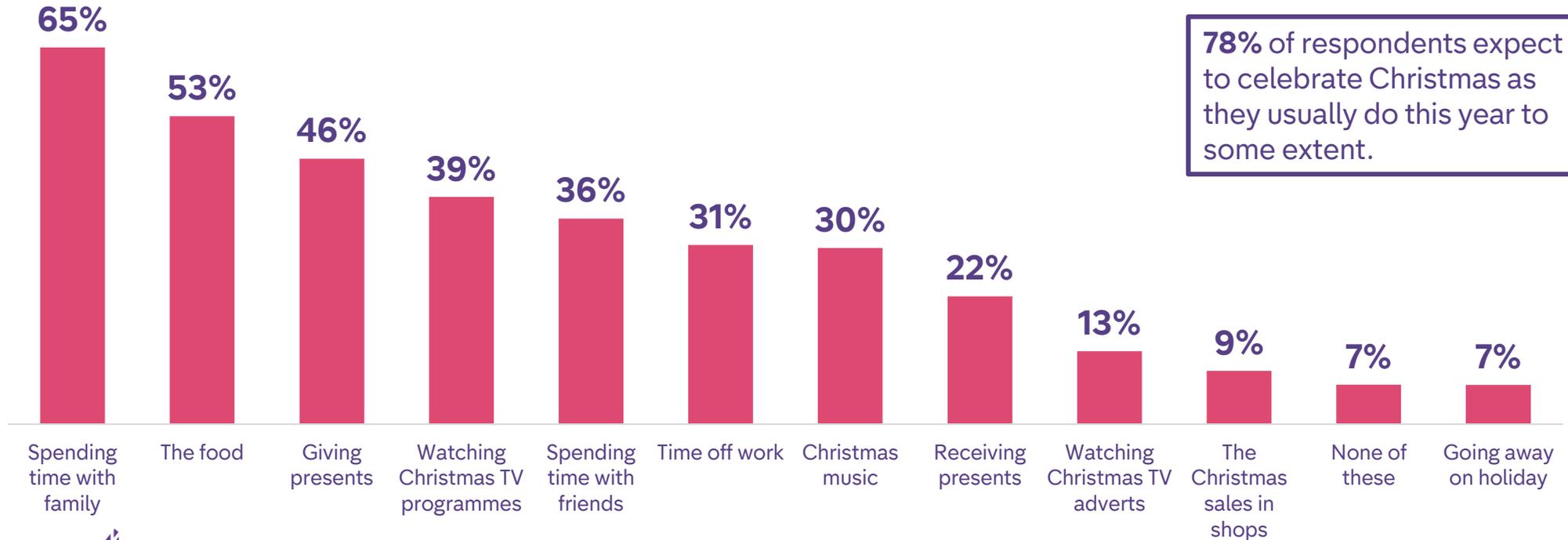
Which emotion below best reflects how you are feeling about Christmas this year?



65% are looking forward to spending time with family this Christmas



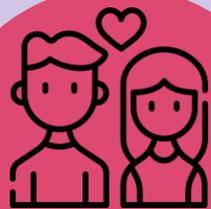
Thinking specifically about this Christmas, which of the below are you most looking forward to?



78% of respondents expect to celebrate Christmas as they usually do this year to some extent.

The majority are spending the Christmas period with family members, with over 4 in 10 staying home this Christmas

Who with and where are people spending Christmas?



41% with their partner



33% with their parent(s)



35% with their kids



17% with their pets



23% will be going to friends or families house



44% will be at home



16% haven't decided yet who they'll spend it with





Although this year is an opportunity to try and return to the same ways of celebrating Christmas that people have done previously, many are worried about a resurgence of COVID-19, on top of the Cost of Living Crisis.



Others have welcomed a different festive period to that which they've done before the pandemic, with some making changes for now in 2022, and in the future.



"Cost of living will likely mean gifting smaller/fewer presents"

"I think it'll be fairly similar to a pre-covid Christmas but possibly doing slightly less to make sure my older family members particularly stay safe and well. I'm hoping to see a few more friends."

"Having the ability to visit wider family and friends as we would have done before covid"

"electricity costs means worried about putting up outdoor decorations like normally do"

"Optimistic that we can keep up on our regular traditions"

"I intend to buy presents, however I suspect I shall need to spend less this year. I reduced the cards I sent last year and shall probably do the same this year"



Black Friday and Cyber Monday



Over half have shopped on Black Friday before – nearly a third are going to this year

Have you shopped on Black Friday and/or Cyber Monday before?



Will you be using discounts and offers available on Black Friday to help with your Christmas shopping?



Nearly half want to buy clothes, tech and electronics on Black Friday



49%



Clothing

46%



Tech

46%



Electronics

41%



Toys and Games

40%



Health and Beauty

37%



Media and Entertainment

71% of **16-24s** said they will be shopping for **clothing**.

68% of **25-34s** said they'll be shopping for **clothes and games**.

61% of **men** said they will be shopping for **tech items**.

51% of **women** said they'll be shopping for **health and beauty items**.



4 Christmas Shopping



Nearly 60% will be spending between £100 and £500 this Christmas

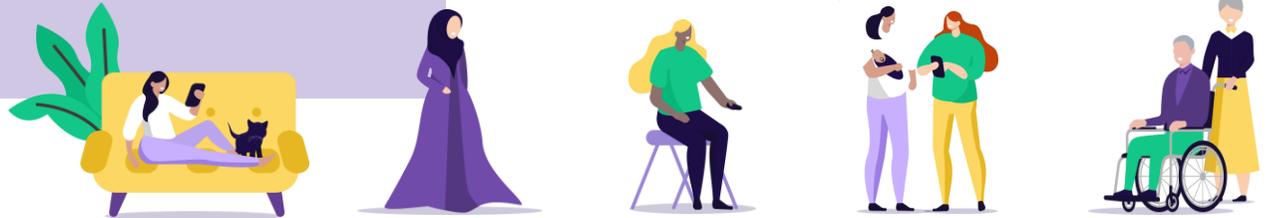
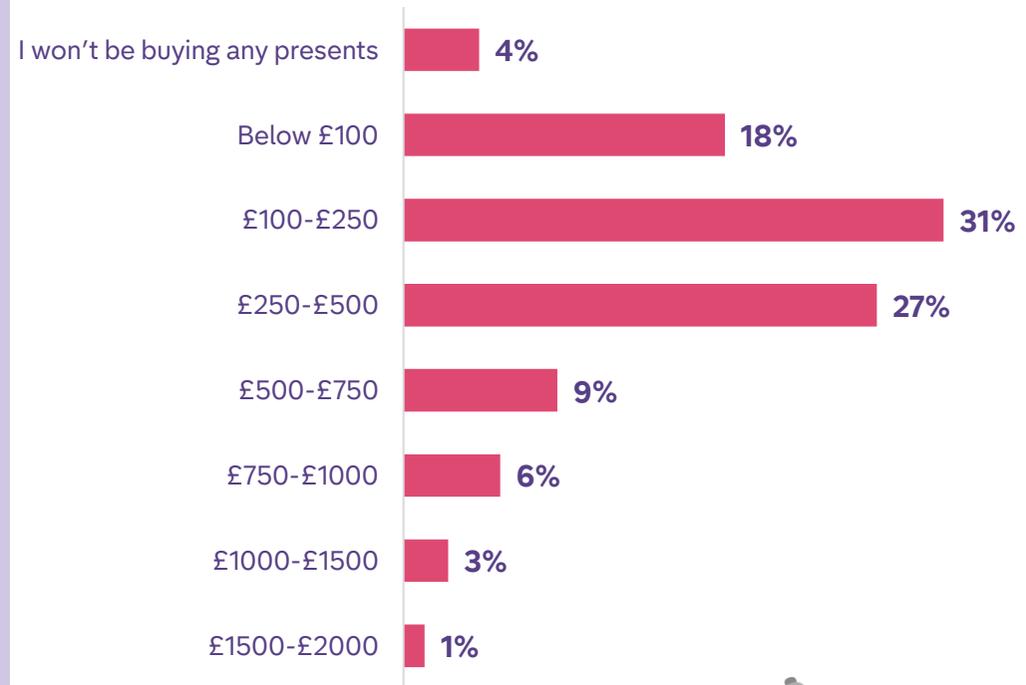
56% of people will be doing a **mixture of online and in store shopping** this Christmas.

Almost half of 25-34s will be doing **most of their Christmas shopping online**.

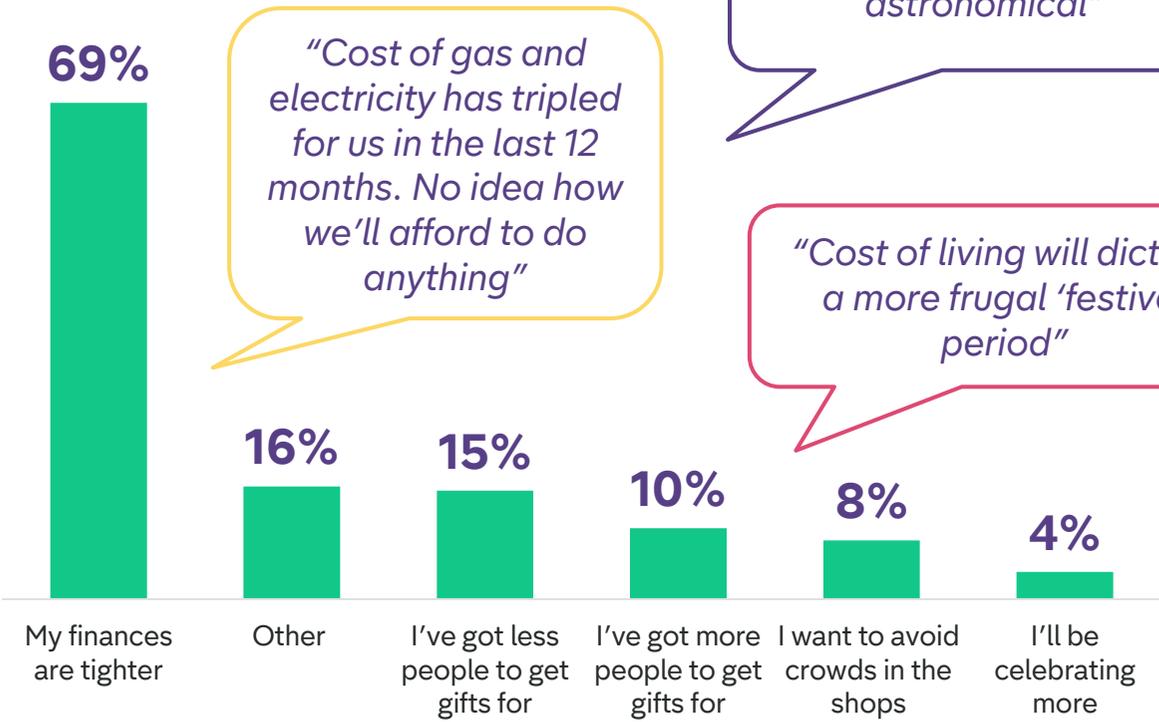
75% of women do most of the Christmas shopping in their household whilst **45%** of men do it in their household.

59% report that their **present budget will not change at all this year** compared to last year, whilst **21%** say they'll be spending **slightly less** on presents this Christmas.

How much do you think you'll be spending on Christmas presents in total this year?



Nearly 70% say that they'll be spending less on presents this year due to their finances being tighter



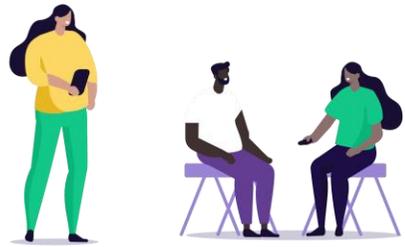
"Cost of gas and electricity has tripled for us in the last 12 months. No idea how we'll afford to do anything"

"The cost of living is astronomical"

"Big bills and prices increasing so I will be spending less"

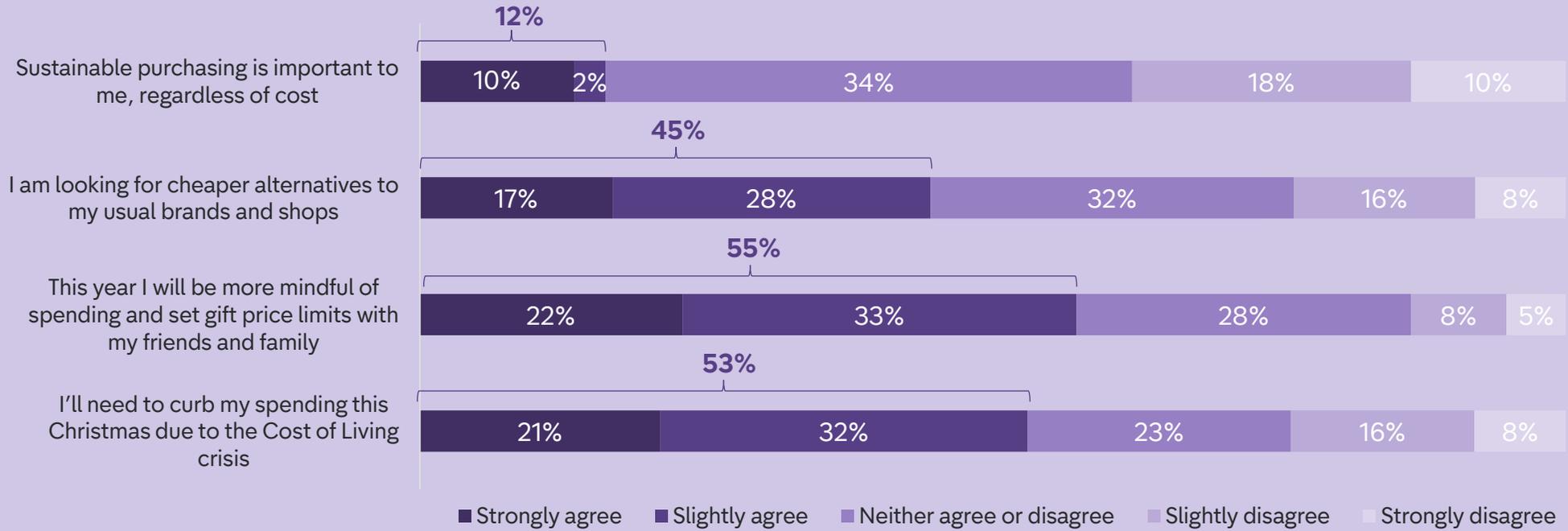
"Cost of living will dictate a more frugal 'festive' period"

22% of 16-24s said that they've got **less people to get gifts** for this year so they **will be spending less on presents** this Christmas.



Over half agree that they will need to curb their spending this Christmas

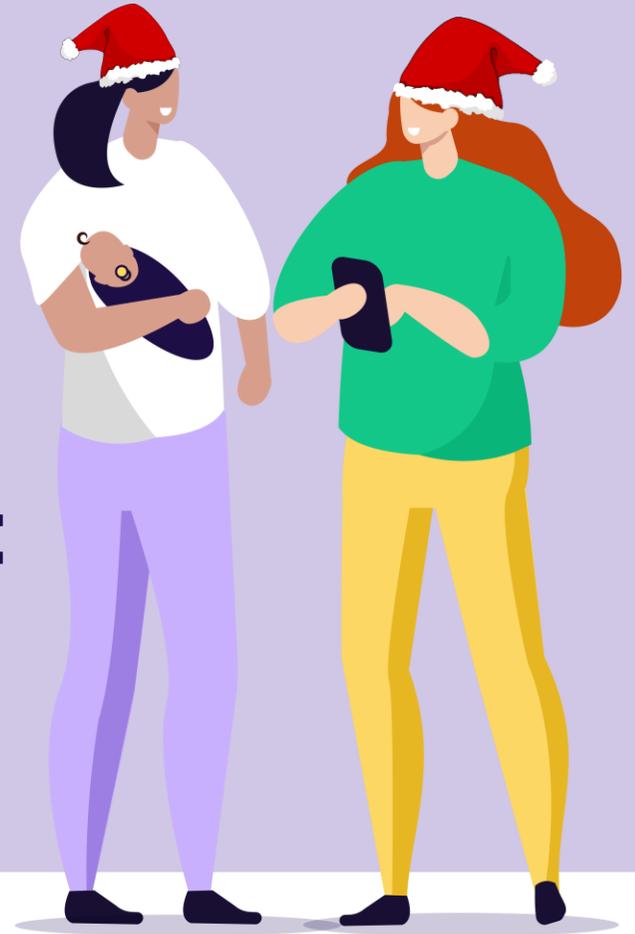
The main reasons for reducing spending this Christmas are new **financial challenges** such as the Cost of living. Because of this, over **55%** are being more mindful by setting gift price limits and **45%** are looking for cheaper alternatives to their usual shops. Whilst this is the case for most, **31%** agree that the Cost of Living Crisis won't really affect their Christmas shopping this year.





05

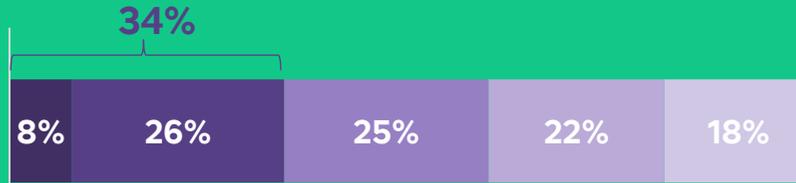
TV and Brands at Christmas





■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree

TV is best at Christmas time



Christmas TV ads help me decide what to buy/ where to shop at Christmas time



Christmas adverts on TV get me excited for Christmas



38% said that Christmas adverts on TV get them excited for Christmas!

Christmas time has a positive association with television, **34%** of respondents agree that “**TV is best at Christmas time**”.

In addition, TV advertising is a key source of inspiration for Christmas shopping for some. **15%** agree that adverts help them decide what to buy/where to shop at Christmas time.



The Spotlight on 16-24's



91% of 16-24s agree that the **thought that goes into a gift is more important than the price**

35% of 16-24s agree that **Christmas TV ads** help them **decide what/where to buy** at Christmas time

72% of 16-24s agree that they **prefer the build up to Christmas** than the day itself!

75% of 16-24s agree that **Christmas adverts on TV** get them **excited** for Christmas

70% of 16-24s agree that TV is the best at Christmas time too!



What would you like to see from brands in the lead up to Christmas this year?

"Importance of people - won't be able to afford to buy lots so would like to place more emphasis on togetherness, consideration for those hardest hit etc"

"More emphasis on environmental impact of Christmas and how to have a more sustainable Christmas"

"That after Covid we can all be back together again this Christmas and being together is the most important thing, so try not to worry about the cost of living crisis, just enjoy being together!"

"After the last 2 years of covid. I feel we need upbeat adverts than any that may be emotional. However I do think it's important to reflect on the difference since last years Christmas."

"I would like to see themes of inclusion/acceptance/peace; I've noticed more anti-refugee/racist/homophobic/transphobic rhetoric in society and I'd like to see ads which restore my faith in humanity."

"Big bills I'd like to see simplified Christmas adverts and money donated to food banks and charities that provide gifts to poorer families and care experienced children & young adults prices increasing so I will be spending less"

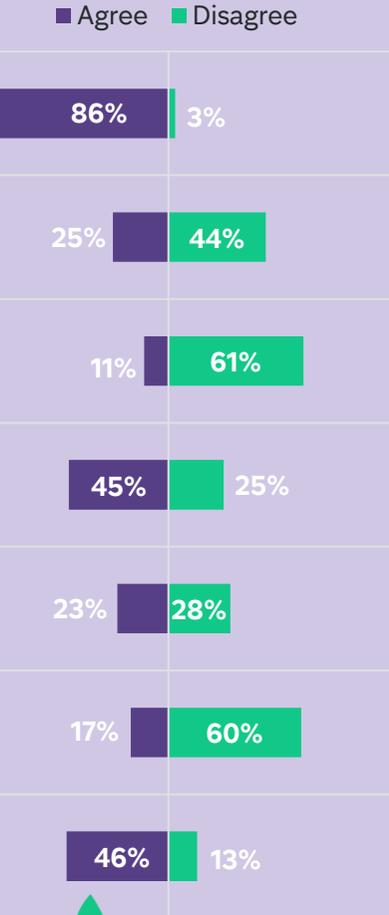
"An acknowledgment that a lot of people will be struggling financially this year (with energy costs and the cost of living increasing wildly). They should be mindful of the true meaning of Christmas."



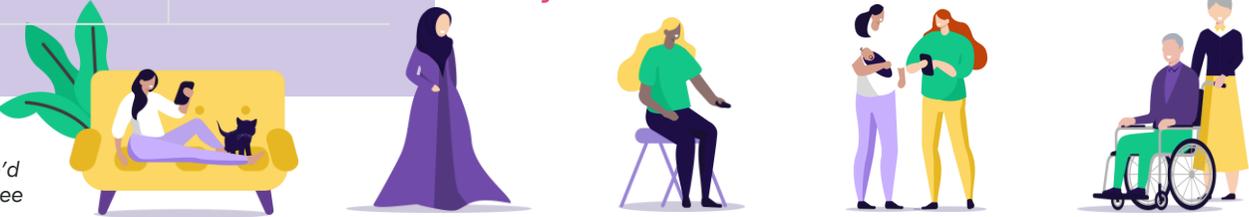
Almost 9 in 10 believe that the thought that goes into a gift is more important than the price

After the last few years Christmas' being distinctly different to how they are usually, **61%** agree that this year they will be going all out for Christmas! **44%** are going to prepare for Christmas earlier than usual this year too.

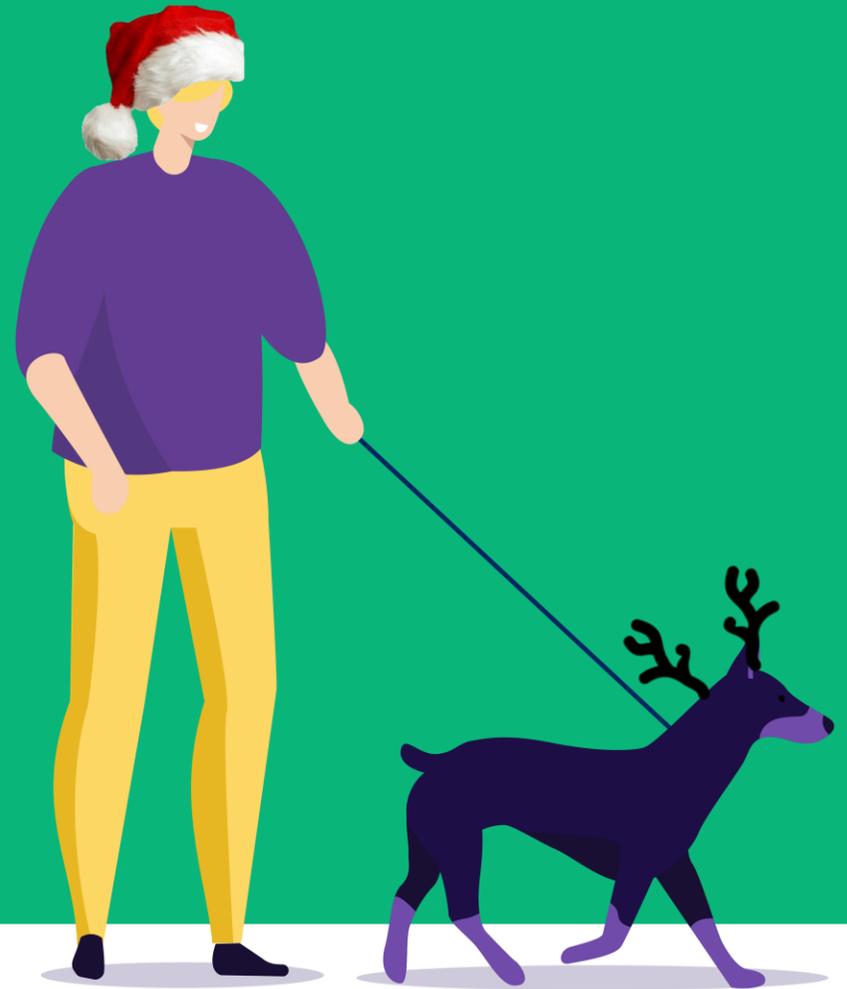
Despite this, some have their reservations about Christmas this year with only **28%** agreeing that Christmas will be more special this year.



Source: Core4/4Youth Survey July 2022, n=1157, Q='Great, last few questions now! We've got a list of statements and we'd like you to say how much you agree/disagree with them:'



Sustainability at Christmas



The most popular way people are trying to be sustainable this Christmas is by trying to limit food waste

24% of respondents aren't planning on being any more sustainable/ haven't really thought about it!

61% of 16-24s said they are planning to use recyclable wrapping paper this Christmas!



Q: Thinking about sustainability and the environment this Christmas, are you planning to do anything to be more sustainable? Please select all that apply to you. N=1,168



Thank you!



If you have any questions, please do not hesitate to drop
Natalie an email at nhobkirk@channel4.co.uk

