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## Christmas: The UK Mood

This report is made up of surveys sent to Channel 4's **Core4** and **4Youth** communities as well as opinion panel **OnePulse** to form part of a wider report, with a total of 1450 responses from adults across the UK. The report delves into how people are preparing for Christmas in a new normal, what they're doing differently this Christmas, what they love about Christmas and what TV's as well as brands roles are in the importance of Christmas 2020.

# 4



CORE   
 YOUTH



# INSIGHT METHODOLOGY

## THIS REPORT WILL INCLUDE:



### C4 INSIGHT TOOLS

### EXTERNAL RESEARCH



A survey sent out to our **Core4** and **4Youth** community which delves into how people are preparing for Christmas in a new normal, what they're doing differently this Christmas, what they love about Christmas and what TV as well as brands roles are in the importance of Christmas 2020.

We collected **1175** responses in total.



There will be some insights from Kantar's Target Group Index survey.



We sent out a survey to understand adults' relationship with Channel 4's content specifically during the festive period.

We collected **275** responses in total.



# #1 The Mood towards Christmas 2020

An insight into how people are feeling about Christmas this year, what they believe will make Christmas 2020 different and what makes Christmas special to them.

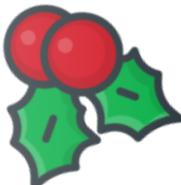




# Over half have already started thinking about Christmas

**53%** of respondents have started thinking about Christmas, of the **53%**, **1 in 4** have also started prepping for Christmas and the remaining **27%** are yet to begin prepping. For some (**16%**), whilst they haven't thought about Christmas yet, they will do soon. For **26%** they're yet to think about Christmas and don't plan to anytime soon. Lastly, a small proportion (**5%**) don't celebrate Christmas.

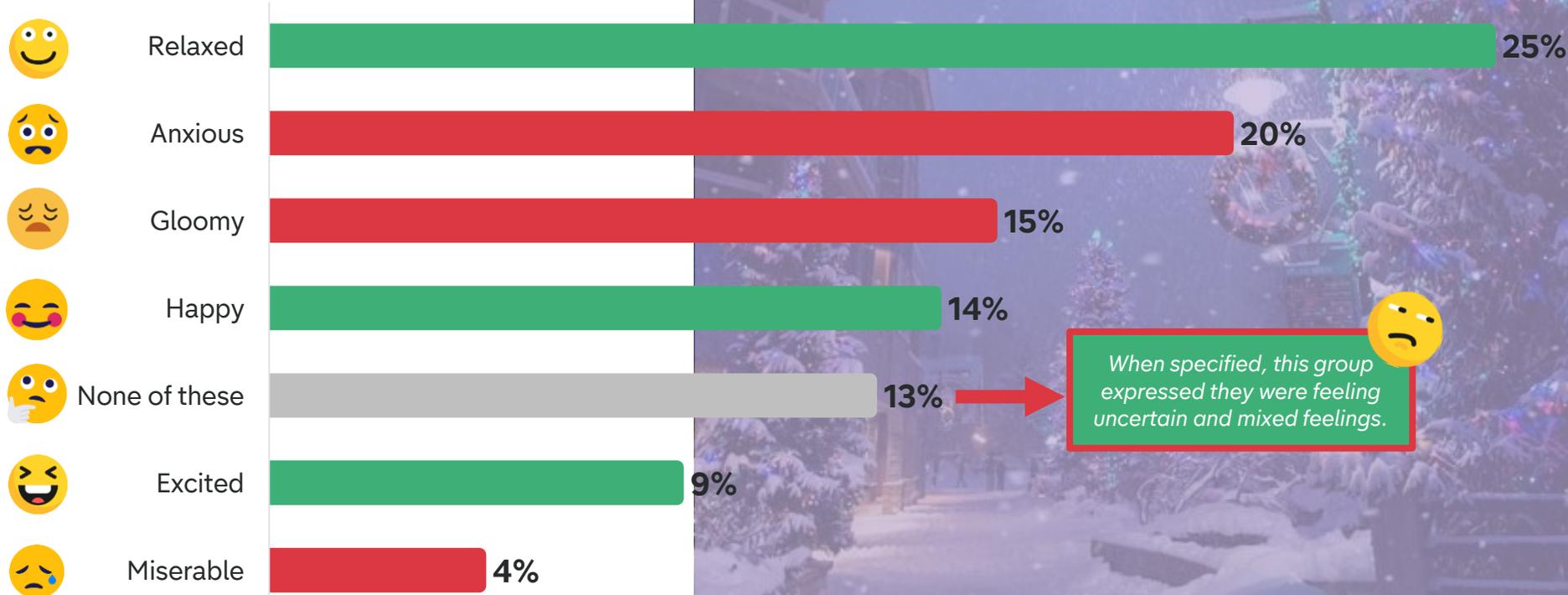




# Generally, people are feeling a mixture of emotions about Christmas this year

When adults are asked about which one emotion describes how they feel about Christmas this year, some are feeling content, with the majority (**1 in 4**) choosing relaxed, some (**14%**) are feeling happy and others feeling excited (**9%**) about Christmas. However, it's a different story for some. With the second most chosen emotion being anxious (**20%**), some feeling gloomy (**15%**) and a minority (**4%**) feeling miserable about the festivity. For the **13%** opting for 'none of these', the majority used words such as ambivalent, uncertain and mixed to describe the up and down emotions they feel about Christmas this year – which is demonstrated by the clear divide in happy and sad emotions we're seeing people chose.

**When you do think about Christmas, which emotion below best reflect how you are feeling about it this year? Select which one most applies to your feelings**





# How Christmas will differ this year

When discussing what Christmas 2020 would look like, many spoke about the changes to Christmas traditions that sparked feelings of uncertainty around how the season would pan out. The main word used was **'family'** in which they spoke about how they anticipated celebrations to be different for the family orientated season, naming reasons such as family members shielding, and no large gatherings being allowed.

Although for those who spend Christmas with their immediate family, they felt little would change for Christmas Day itself. Many spoke about how they're especially looking forward to Christmas this year with the family/friends they do plan on seeing, in fact, **over 2 in 3** (67%) are looking forward to spending time with friends and family this Christmas.

Some spoke about the disappointment they felt about Christmas events being cancelled like meeting with friends/family at the pub, attending pantomimes and work dos.



*"It will be a quiet affair with little or no celebration outside the immediate family. We will concentrate on doing things to keep the family mentally well. Important to focus on 2021 the future."*

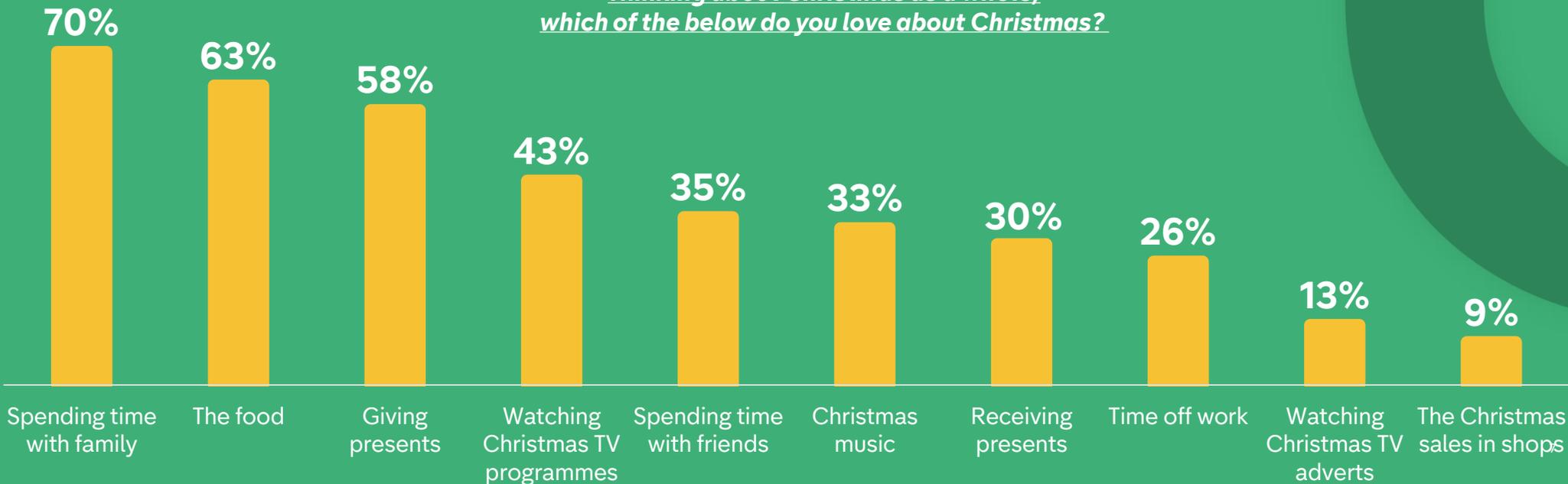
*"There is so much uncertainty that it is hard to make concrete plans. It is clear that there will not be the usual festivities, such as work dos or nights out with friends. All feels sad."*



# 70% of people look forward to spending time with family over Christmas, with 43% looking forward to Christmas TV!

A feeling of togetherness is essential over Christmas, with the majority (70%) agreeing spending time with family is what they love about Christmas as well as spending time with friends (35%). They're a giving bunch with **over half** (58%) saying they love giving presents which is almost double, the 30% that say they love receiving presents. Evidently, TV plays a huge part in what makes Christmas special with 43% saying watching Christmas TV shows is what they love about Christmas and **over 1 in 10** (13%) saying it's the Christmas adverts they love. Other aspects they love about Christmas are the food (63%), the Christmas sales in the shops (9%) and simply just having time off work (26%).

*Thinking about Christmas as a whole,  
which of the below do you love about Christmas?*





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## #2 Christmas shopping

An exploration into how people are feeling about Christmas shopping this year, how much time they need for shopping this year, how they'll be shopping, how much they plan on spending and an insight into their Christmas food shopping.



# People are excited to begin Christmas shopping this year...

Christmas shopping gets the UK in the festive mood with **41%** saying shopping for Christmas presents get them excited for Christmas. For many (**47%**), it's quality over quantity for Christmas presents agreeing they prefer to buy fewer, more expensive presents for people they care about at Christmas.



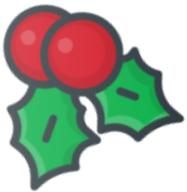


**21% will give themselves more time to purchase Christmas presents this year vs. last year**



For the majority (**56%**), they won't be giving themselves any more or less time to purchase Christmas presents this year. However, others were divided on whether they'd give their selves more or less time to purchase presents, with **21%** saying they'll give their selves more time vs. last year, compared to **22%** who will give themselves less time.





# 46% will be doing more Christmas shopping online vs. last year

46% agreed they'll be shopping more online this year compared to last year and 61% will be shopping in store less this year.

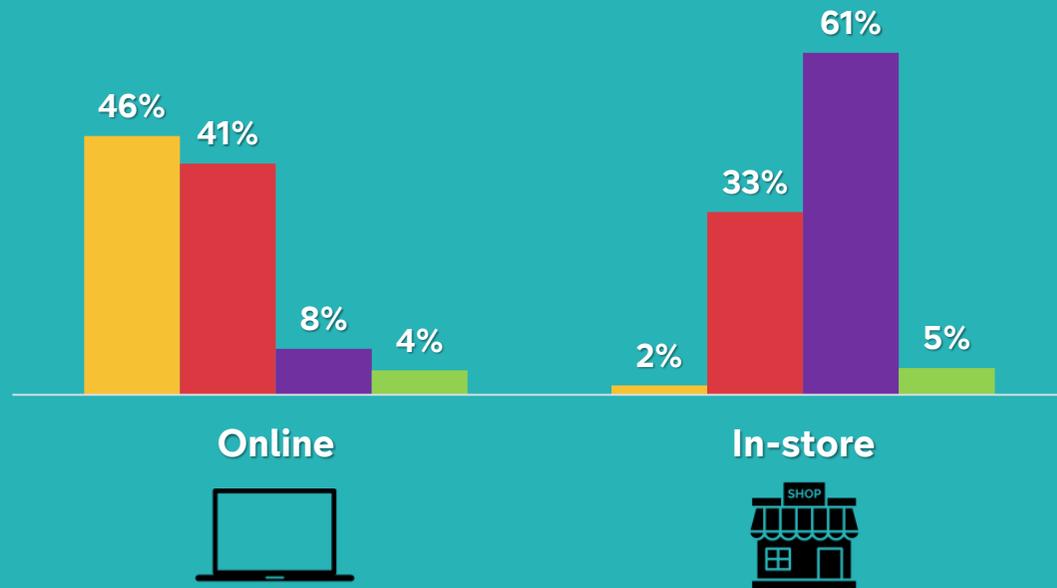
The rationale behind why many people plan on spending more online this year was due to the knock effect the coronavirus has had. One of the main reasons was anxieties around shopping in store with larger crowds or some were shielding for their own safety or for family members. As well as this, some felt disheartened as they often looked forward to the festive experience of shopping in store but felt it wouldn't be the same as they were concerned about rules implemented by the virus like wearing face masks and social distancing.

Others spoke about how they were opting for online shopping simply for the ease, speed and potential to save money.

However, for a smaller amount of people they discussed how they still wanted to support local businesses in store who may have fallen victim to reduced footfall due to the virus. Interestingly, 31% of adults plan to buy more of their presents and food locally this Christmas.

## How will you be buying presents this year? I will be shopping...

- More than last year
- The same as last year
- Less than last year
- I have never shopped this way



*"I feel safer shopping online this year, although I do feel that I should try to shop locally too. I will not be visiting out of town centres or using public transport because of the pandemic."*

*"I don't want to be amongst large crowds of strangers as there is more risk of getting Covid 19."*



# 12% will spend more on Christmas presents vs. last year

**Over half (52%)** of the UK are purchasing for six or more people this year. Whilst the majority (**57%**), will be unchanged for how much they plan on spending Christmas presents, for **12%** of people they'll be spending more on presents this year. They quoted reasons for this such as acquiring more money during the lockdown period, as well as, seeing Christmas as an opportunity to lift spirits and therefore actively look to spend more money on presents this year. Evidently, people are keen to go all out this Christmas with **over half (53%)** agreeing Christmas will be extra special this year after such a difficult year due to the coronavirus.

For the **30%** spending less this year, they spoke about anxieties around finances due to the pandemic with job uncertainty for some. As well as, others not feeling the Christmas spirit as much this year as they won't be able to celebrate the same way as they had before.



*"I think I will have a little more spare cash this year so will be able to spend a little more on presents than I did last year."*

*"It's been a hard year so I'm feeling a bit more YOLO."*



# The Christmas food shop...

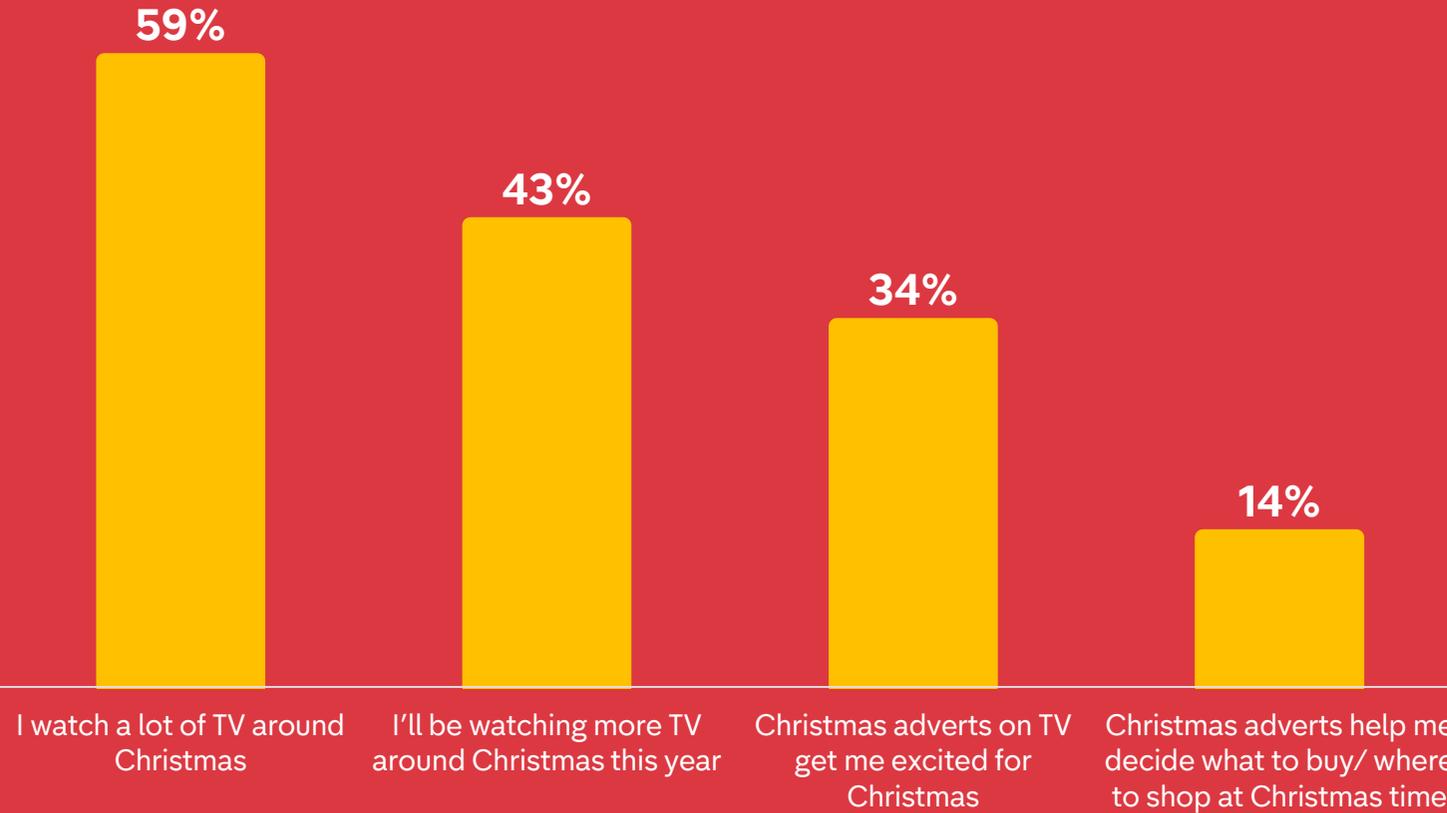
When it comes to the Christmas food shop, **24%** spend £200 or more on their Christmas food shop alone and **1 in 5** spend £100 or more on Christmas alcohol. Thinking about where the Christmas food shop will take place, Tesco was the top choice with **37%** saying this is where they usually buy their Christmas food from. Sainsburys took the second spot with **26%** opting for the brand and **24%** usually do the Christmas shop at Aldi.





# #3 What TV & brands roles are at Christmas

A summary about the role TV and Channel 4 specifically, have for people at Christmas as well as what the public expect from brands in their TV advertising.



# 59% watch a lot of TV around Christmas

TV is consumed highly during Christmas with many **(59%)** saying they watch a lot of TV around Christmas and they **(43%)** plan on watching more TV this Christmas too. Christmas TV adverts are part of the annual festivities, with some **(34%)** saying Christmas adverts on TV even get them excited for Christmas and for others **(14%)** Christmas adverts help them decide what to buy and where to shop.







# When thinking about Christmas TV adverts on Channel 4, they're described as progressive, trendy, relatable and the most festive

Thinking about the adverts you may see on Channel 4 at Christmas; what do you think about them compared to adverts you may see on other TV channels?

*"They are more edgy."*

*"They are appropriate to the programme being watched."*

*"They tend to be bigger productions that tell a story so longer than the usual 30 seconds."*

*"Brilliantly innovative."*

*"They may be cheekier."*

*"They're festive and fun to watch and get me in mood for Xmas."*

*"They are more trendy and relatable."*

*"They seem more festive and upbeat. It often seems that they have larger budgets to work with."*

*"Great quality like John Lewis and Waitrose."*

*"I love channel 4 they are progressive."*

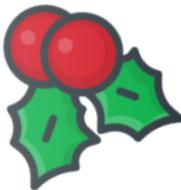
*"Well thought out and relatable."*

*"They can be more funny and tongue in cheek."*

*"Include a variety of different people."*

*"They are better. More heart-warming."*

*"Cool modern."*



# There are three key messages they would like to see from brands in their Christmas TV adverts...

## 1). PURPOSE DRIVEN = VALUES & CHARITY:

Many discussed how they would like to see brands being kind-hearted during this period of time, showing sentimental adverts that captured key values in the festive period like family, friends and community. As well as this, they'd really like brands showing their charitable side by donating sums of money or actively showing their support for people affected by the pandemic e.g. offering discounts to the NHS staff.



*"Be great to see a charitable / Helping focus for those who need it. Think that would be meaningful after the events this year. "*

## 2). HAPPY & CHEERFUL MESSAGING:

They discussed how they'd like adverts to have messaging that was cheerful, uplifting and made them feel happy. Some spoke about how the impact of the Coronavirus had left them feeling of a low mood. They were keen for brands to mimic the very meaning of Christmas, showcasing content that lifted them up.



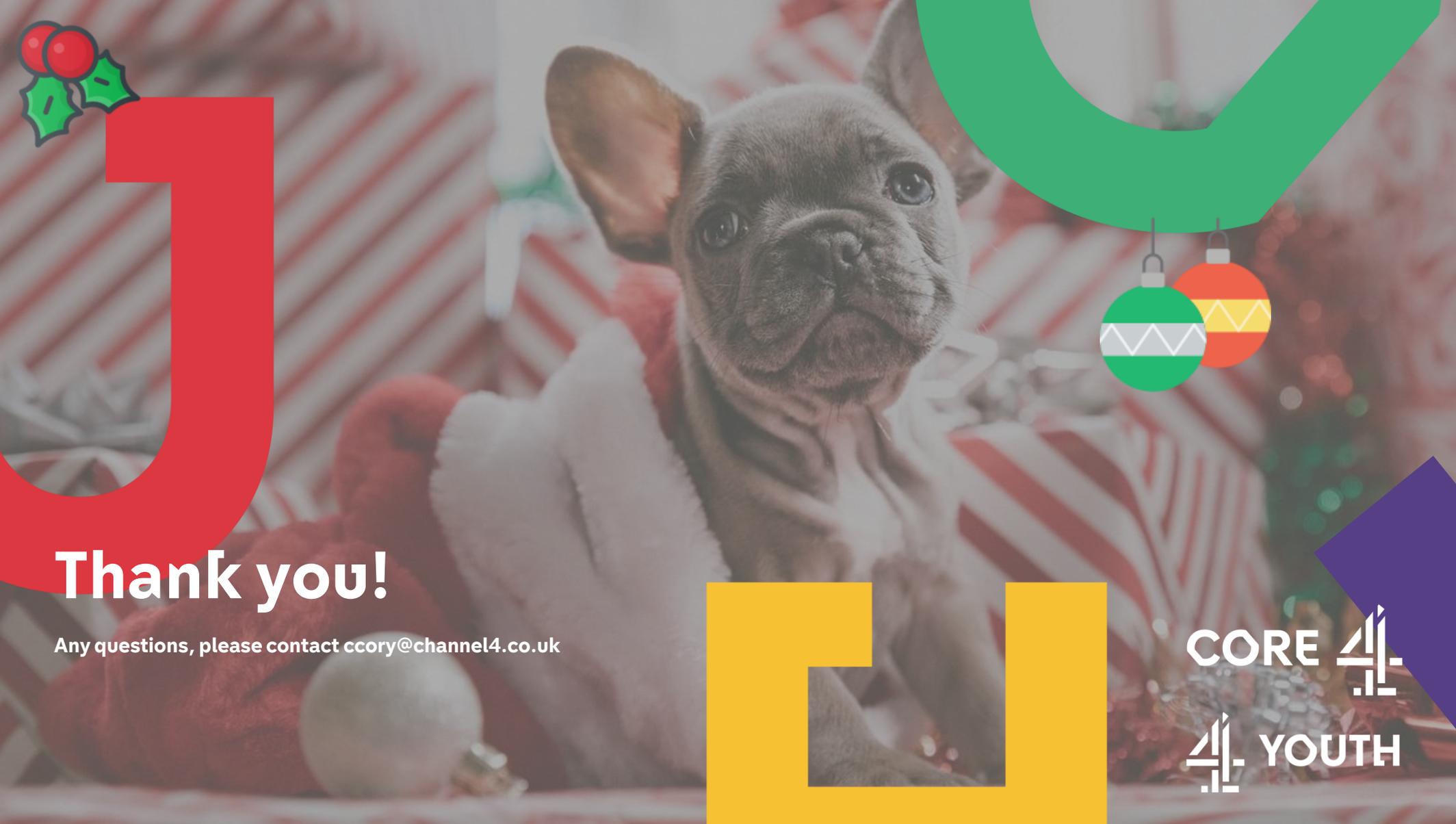
*"I think everyone will appreciate cheering up, so positive, warm, forward looking, funny messages will be well received."*

## 3). COMPASSION & FINANCIAL SUPPORT:

They would like to see brands showing their compassion for people who have been financially affected by the pandemic in their advertising. They wanted brands to acknowledge the situation and offer support to consumers with a few discussing ideas such as offering discounts on products/services or added benefits through having loyalty cards.



*"Recognition of the situation - special offers, better deals, in order to improve morale and boost the economy."*



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**Thank you!**

Any questions, please contact [ccory@channel4.co.uk](mailto:ccory@channel4.co.uk)

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