



# little black book



...of Christmas



A stylized illustration of a young boy with reddish hair, wearing a green jacket and a dark scarf, looking towards a large, smiling snowman. They are in a snowy landscape with falling snow. The snowman has a carrot nose, black eyes, and a green scarf. The background is a dark blue sky with white snowflakes.

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01



Just how much  
do they get into  
Christmas?





91%

celebrate Christmas  
in some way

## Do they celebrate Christmas?

Of those who don't...

14%

for religious  
reasons

11%

can't afford to



24%

have no-one  
to celebrate  
with

38%

don't want to

41%

think it's too  
commercial



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For our audiences,  
Christmas is all  
about the exciting  
build up and the  
chance to give  
presents...

## *What's your favourite thing about the lead up to Christmas?*

"The **excitement** building up, buying presents for everyone you know"

"The general **atmosphere** - dark nights, lit up with Christmas lights".

"**Wrapping presents** and wondering what the reaction to them will be"

"Seeing the lovely decorations everywhere and **the adverts of course..** especially the Coca Cola one"

"Prospect of **seeing members of my family** that I don't often see."

"The excitement, **the films on TV**...but its the food that tops it!"



## Do they prefer to give or receive gifts?

*In fact, our viewers are a generous lot when it comes to presents, as most prefer to give them...*

# 40%

said their favourite thing about Christmas is opening presents



Whereas...

# 84%

just love seeing people opening the gifts they've bought



POSTER BY NAZMUS SHARIF

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The  
**GRINCH**

02



## Activities & TV

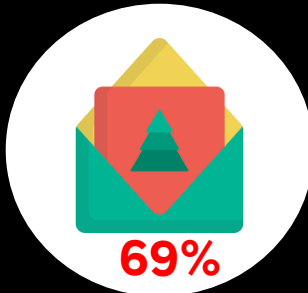
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# They're a festive bunch and love Christmas activities

Which of the following festive activities did you do this year?



send Christmas cards  
(including **59% for 16-34s!**)



went to a Christmas market  
(**40% for 16-34s**)



made a Christmas donation to charity



went to a big city especially to do their Christmas shopping



went to see a Pantomime  
(**15% for More4 viewers**)



went to a Christmas light switch on  
(**14% for 16-34s**)






# Christmas TV, films & ads are essential for getting them in the Christmas mood

What puts you in the Christmas spirit?

## CHRISTMAS SPIRIT TOP 5...



**1. Putting up decorations (64%)**



**2. Watching Christmas films (55%)**



**3. Watching Christmas TV (52%)**



**4. Listening to Christmas music (41%)**



**5. Seeing Christmas ads on TV (37%)**

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The EPG now trumps  
the traditional print  
TV guide for helping  
viewers decide what  
to watch at  
Christmas...

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## How do you find out what to watch at Christmas?



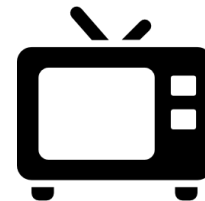
58%

look at the  
programme guide  
on their TV



57%

look through the TV  
guide in a  
newspaper or  
magazine



26%

just look at  
what is on  
at the time



23%

decide with the  
people they're  
with at the time



11%

check social  
media



9%

go to their favourite  
online player and  
see what's  
suggested



# Christmas films, comedy and drama come out top over the festive period

What type of TV do you normally watch during the Christmas period?



1. Christmas films **64%**  
(this goes up to **78%** for 16-34s!)

2. Comedy **64%**  
(**68%** for 16-34s)

3. Dramas **55%**  
(**59%** for ABC1s)

4. Entertainment programmes **54%**  
(**60%** of 16-34s)



5. Documentaries **35%**

6. Christmas specials of my favourite shows **33%**

7. Soaps **28%**  
(**37%** for 16-34s)

**Only 24% watch the Queen's Speech!**



# But comedy dominates their 'favourite ever Christmas TV moments'

What is your favourite Christmas TV moment?

"No single specific moment but I still look back with fondest at the annual **Morecambe and Wise Christmas Show** on the BBC. It was always the highlight of the Christmas schedule."



"**Blackadder's** Christmas Carol"

"Angie and Den in **Eastenders**"



"I liked the **Great Christmas Bake Off**"

"No single favourite, but favourite Christmas programme might be **Top of the Pops** - when the content and format were still good, in the 1970s/80s"

"Mark and Jeremy opening presents in **Peep Show**"



"**The Snowman** - I love love love watching this every Christmas."

"**The Royle Family** when Baby David was born"

"**Mrs Brown's boys** and the tree"



"I love the **Father Ted** Christmas special"

"**League of Gentlemen Christmas Special**. An hour of the darkest festive entertainment ever!"

"**Only Fools & Horses**, Batman & Robin Del & Rodney"

"**The Office** Christmas special"



"Enjoyed **Vicar of Dibley** Christmas special"

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# The Christmas period has a huge effect on our audience's viewing habits...

What are your viewing habits like around Christmas?



**50%**

watch more TV with their family at Christmas (58% of 16-34s!)



**72%**

love it when their favourite programmes make Christmas specials (87% of 16-24s think this!)



**44%**

think Christmas TV brings their family together (60% of 16-34s agree!)

**1 in 4**

think Christmas TV is the best part of Christmas (53% of 16-24s agree!)



**1 in 2**

watch programmes they wouldn't normally watch at Christmas (57% of 16-34s!)





03



# Oh Christmas tree? Decorating trends

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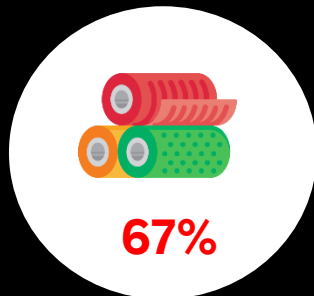


# Christmassy bits

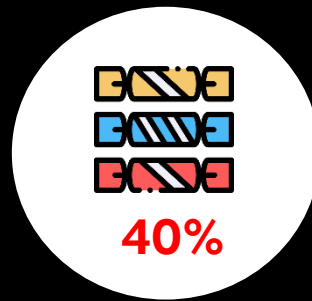
What do you purchase around Christmas?



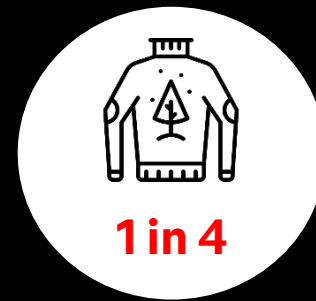
The following are the most popular items our audience's purchased at Christmas...



Bought wrapping paper  
(including 72% of 16-34s!)



Bought crackers



Bought a Christmas jumper  
(including 42% of 16-34s!)



Bought a Christmas tree



Bought baubles



**44%** said a couple of weeks before Christmas was an acceptable time to put up decorations.



04



# Christmas shopaholics

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# Parents like to splurge on their kids

*How much do you buy for your children at Christmas time?*



34%



always get their children the **latest toys/gadgets.**



69%



put together a **sack of presents/stockings** for their children.



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# And us Brits do love a bargain!

*Do you shop in the Boxing day/January sales?*

**7%**

said they shop the Boxing Day and January sales **in-store.**



**16%** said they shop both in-store **AND** online

VS...

**20%**

Who said they shop Boxing day and January sales **online.**



# Amazon and big department stores are top Boxing day/January sales destinations



What retailers do they look out for in the Boxing day/January sales?



Amazon



John Lewis



Boots



Debenhams



Tesco



Argos



Currys PC World



# And clothes were the no.1 purchase in the sales

#Guilty ...we asked them what they purchased in the sales



Clothes



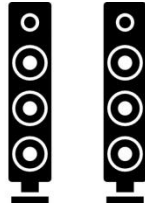
69%

Footwear



37%

Electronics



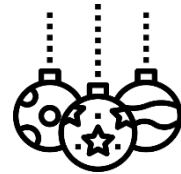
35%

Health/beauty products



1 in 3

Christmas Products or decorations for next year



29%

Christmas presents for next year



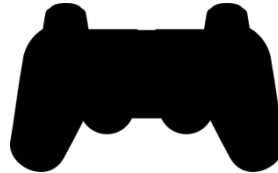
19%

Jewellery



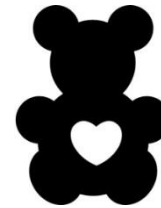
14%

Games console or games



14%

Toys



14%





05



# Turkey (*xmas food*) trends

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43% of our audiences do several top up shops across the Christmas period

## How do you normally get your food for the Christmas period?



36%

Do one big Christmas shop **in-store**

"Butchers for meat and farm shop for veg. All other bits from supermarket"

"Buy several things online several weeks before to make sure of getting them (frozen turkey, chipolatas, bread sauce, some veg) and then add other things as required nearer Christmas"



10%

Do one big Christmas shop **online**

"I do a couple of big shops and a couple off top ups as needed - much like I usually would"



5%

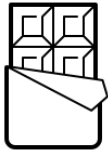
**Pre-order** their food online to collect in-store

# Christmas time, mistletoe and wine...

*What grub do they eat over the Christmas period?*



**Chocolate**



**85%**

**Cheese & Biscuits**



**68%**

**Mince Pies**



**68%**

**Turkey Roast**



**67%**

**Wine**



**59%**

**Nuts**



**50%**

**Champagne/Pro  
secco**



**49%**

**Christmas  
Pudding**



**48%**

**Selection Boxes**



**44%**





06

Our  
channels/  
audiences

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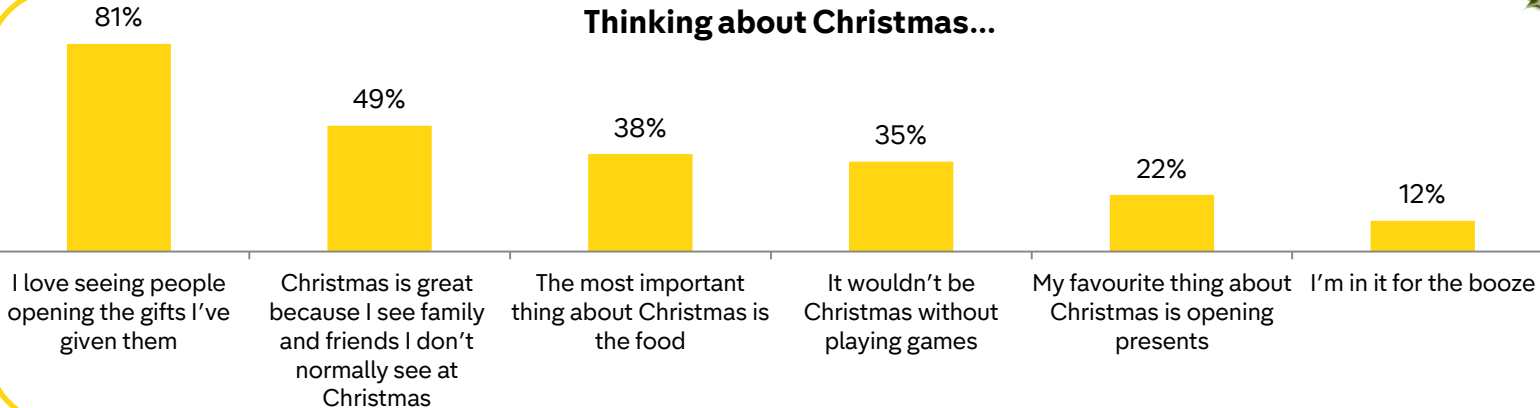
## Items bought in the lead up to Christmas



## Top brands they shop for sales



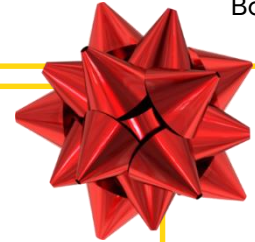
## Thinking about Christmas...



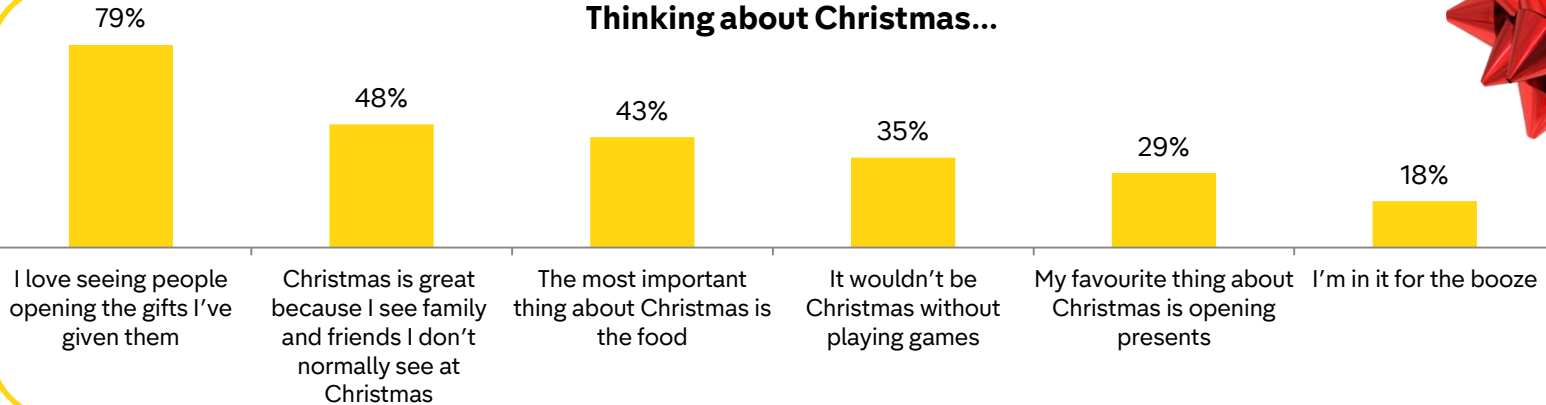
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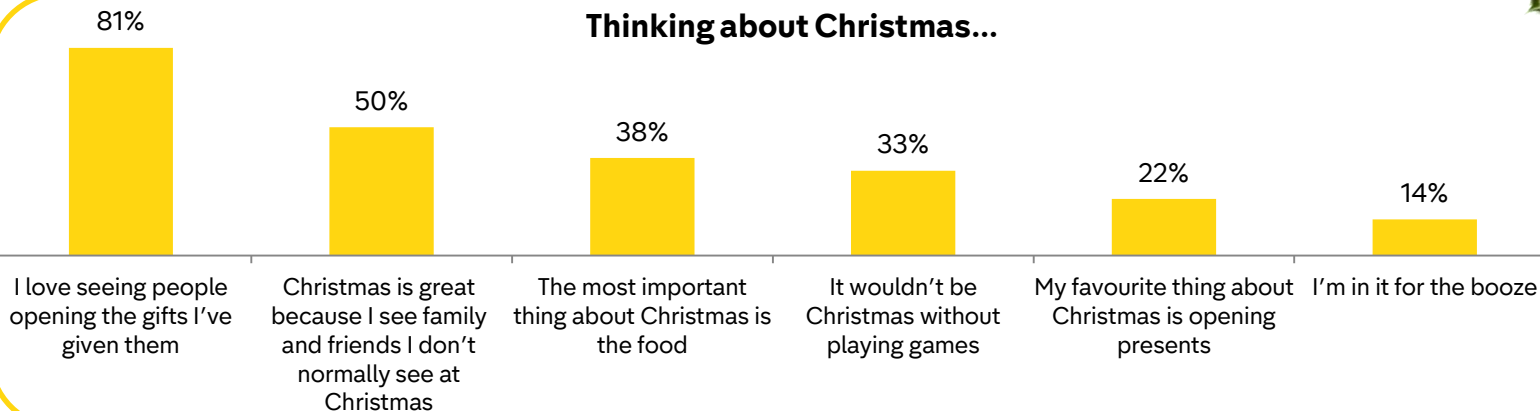
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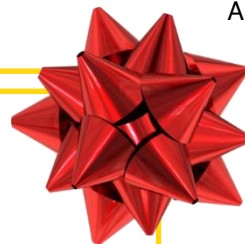
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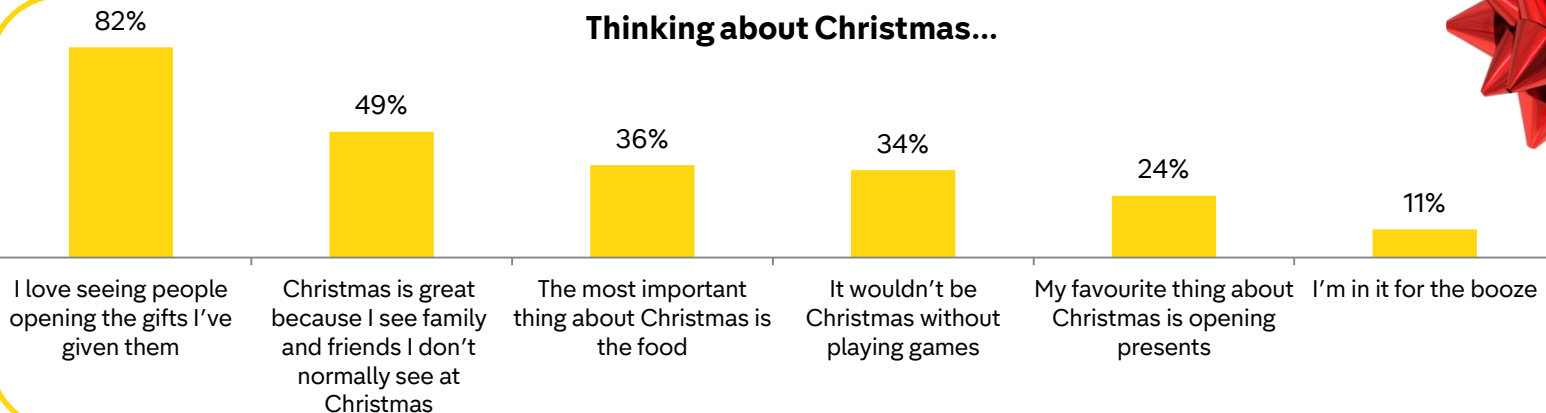
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## Top brands they shop for sales



## Thinking about Christmas...



# ABC1 Adults



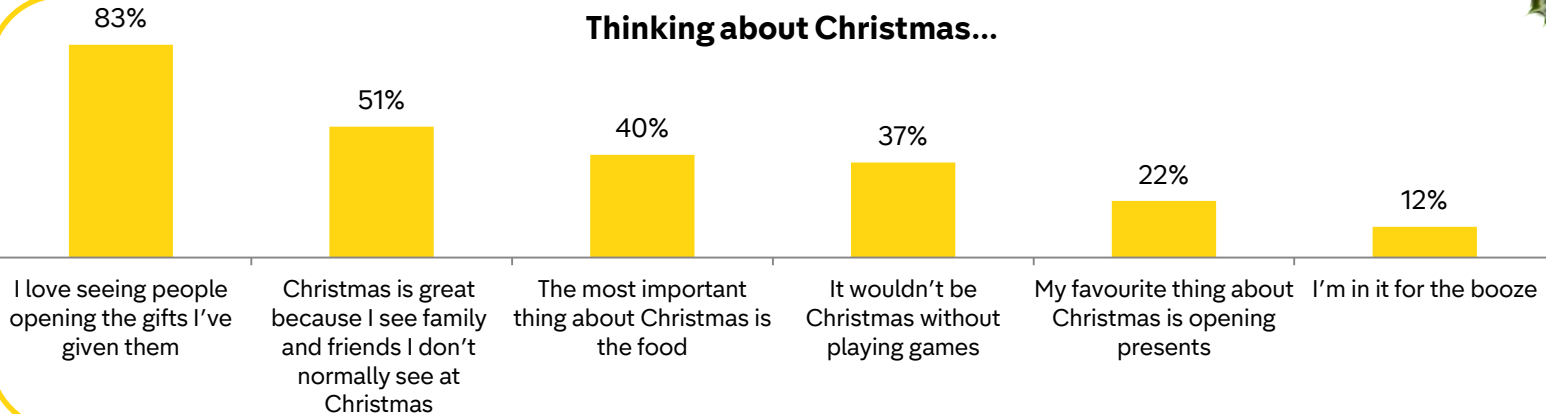
## Items bought in the lead up to Christmas



## Top brands they shop for sales



## Thinking about Christmas...





## Items bought in the lead up to Christmas



## Top brands they shop for sales



## Thinking about Christmas...

