



Christmas: The UK Mood 2021

This report is based around a survey sent to Channel 4's **Core4** community as well as opinion panel **OnePulse** to form part of a wider report, with a total of 1280 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 2021.





INSIGHT METHODOLOGY

THIS REPORT WILL INCLUDE:

C4 INSIGHT TOOLS



A survey sent out to our **Core4** community which delves into how people are preparing for Christmas, 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 2021.

We collected **980** responses in total.



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

We collected **300** responses in total.

EXTERNAL RESEARCH



There will be some insights from secondary research sources also.



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#1 The Mood towards Christmas 2021

An insight into how people are feeling about Christmas this year, how Christmas 2020 differed for them and what they're most looking forward to in 2021.

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60% have already started thinking about Christmas

60% of respondents have started thinking about Christmas, over half of which (33%) have also started their Christmas prep. For some (16%), whilst they haven't thought about Christmas yet, they will do soon. 19% are yet to think about Christmas and don't intend to anytime soon. Lastly, a small proportion (5%) don't celebrate Christmas.



72% of **Women** have started to think about Christmas vs. just **46%** of **Men**



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



29% are feeling hopeful for Christmas this year

In comparison to last year, UK adults are feeling more positive about Christmas. In 2020, **35%** of respondents expressed feeling **anxious** or **gloomy** whereas this number has fell to **16%** in 2021. The top 3 emotions are Hopeful (**29%**), Relaxed (**24%**) and Happy (**12%**).

Last Christmas was very different and for some it was a devastatingly lonely time

After such a difficult year, we wanted to know how Christmas 2020 differed from previous years and if they would carry forward anything new.

The majority of respondents expressed upset around not being able to see their family and friends as normal – in particular, elderly members of their families. With fewer chances to see loved ones, people were forced to become more selective in who they saw over the Christmas period; this is something that appears to have inspired them to let go of the usual pressures to see all their friends and family within December.

For some, covid restrictions meant they spent the day completely alone and their Christmas' were much quieter than normal.



"We couldn't have my grandparents over due to risk of covid, so we dropped off dinner to them and opened presents outside and socially distanced."

"Less pressure to socialise - which actually I think is a good thing - it's better to be more selective and/or just spend time with a small of VERY close friends/family."

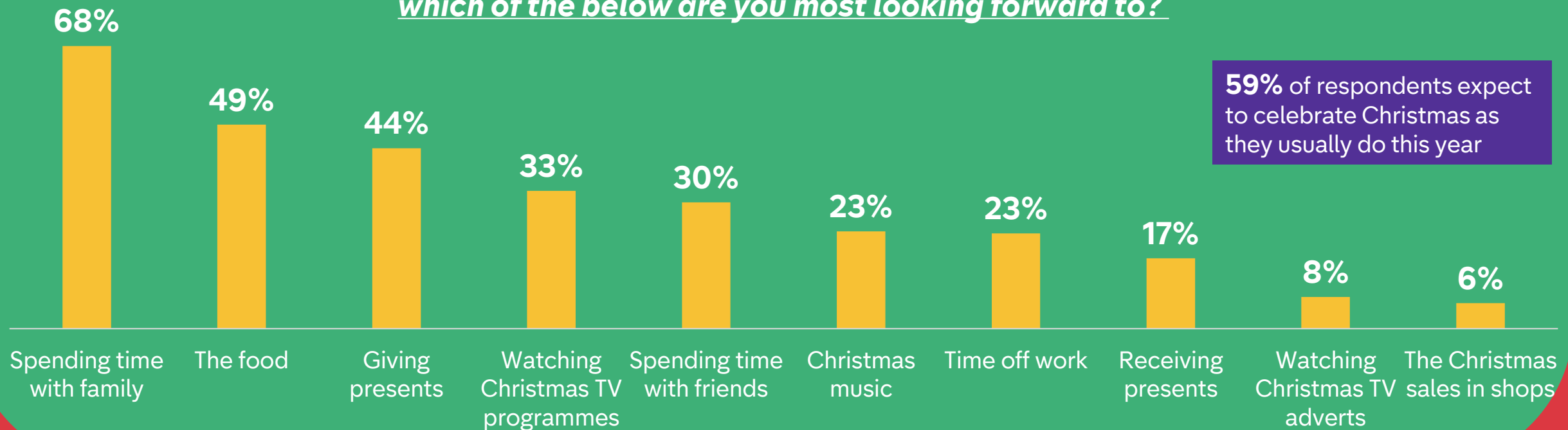
49% of respondents said they felt Christmas 2020 has made them **more appreciative** of their usual celebrations

68% are looking forward to spending time with family this Christmas

Following a lot of time apart, most (68%) are looking forward to spending time with their families this Christmas. They are excited to share the festivities with other people; connecting through food and giving presents. Watching Christmas TV is another key Christmas tradition for many and (33%) expressed looking forward to watching the Christmas TV schedule!

“What is important this Christmas is being able to be with loved ones”

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



59% of respondents expect to celebrate Christmas as they usually do this year



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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, how they'll be shopping, how much they plan on spending and an insight into their Christmas food shopping.

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44% agree “Shopping for Christmas presents gets me excited for Christmas”

This year specifically, **44%** said they are looking forward to giving presents.

41% prioritise quality over quantity when it comes to buying for their loved ones.

Although quality is important for shoppers at Christmas, the top purchase factors relate to **cost** and **convenience***

1. Overall cost of purchase
2. Ease or speed of purchase
3. Availability of local items
4. Cost of shipping
5. Brand’s values and practices
6. In-store pick up options

** Half of 18-24s want to have a ‘green’ Christmas and will look to buy sustainably



*****13%** of adults say they are going to “splash out more than usual” -TGI

24% of respondents are planning to spend less on presents this year



The main reasons for reducing present budgets this year are new **financial challenges** such as loss of earnings due to the pandemic. For some, the past year has caused a shift in their **priorities** as they come to value quality time with loved ones.

Will you spend more/less on presents this year, compared to last year?



■ Much less ■ Slightly less ■ No change ■ Slightly more ■ Much more

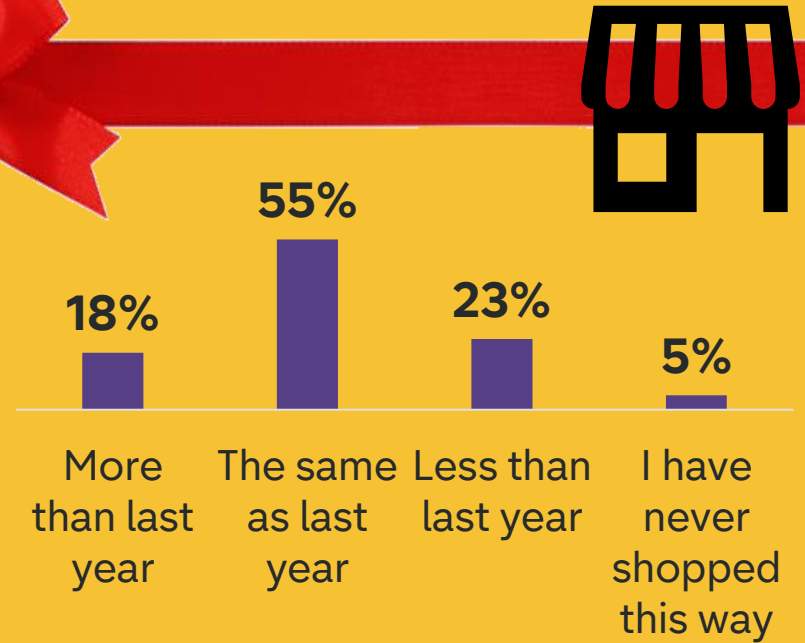
87% agree "The thought that goes into a gift is more important than it's price"

18% plan to shop in store more this year vs. last year

Will you be shopping **online** more or less this year?



Will you be shopping **in store** more or less this year?



22% of Women plan to shop in store more than last year vs. **14% of Men**

Online OR In Store?

Online

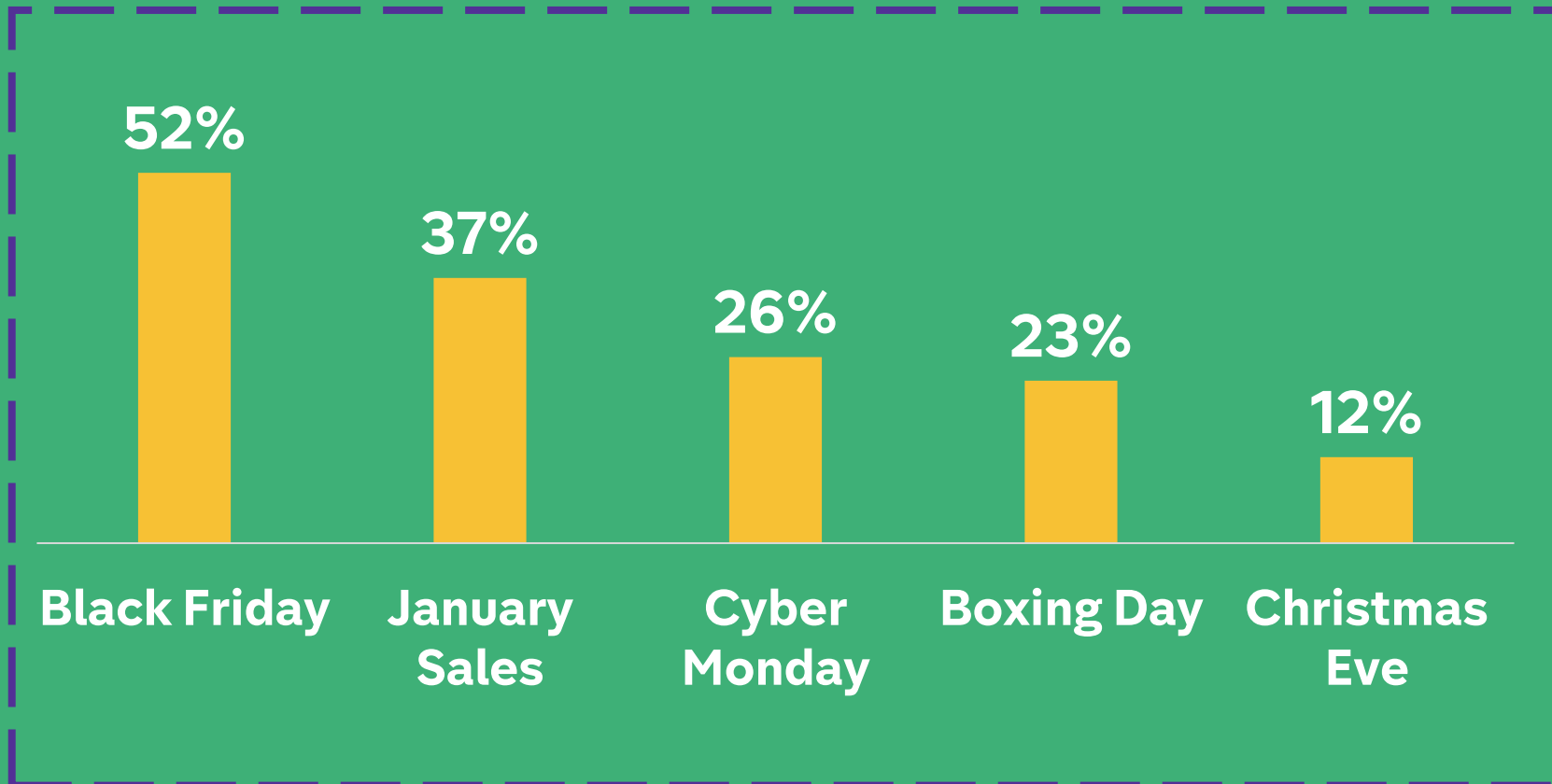
Thinking about Christmas shopping; please select which of the following you are more likely to buy in store or online.

In store



Source; OnePulse survey, 3rd November 2021, n=300, Q='Thinking about Christmas shopping; please select which of the following you are more likely to buy in store/online.'

Thinking about key retail dates, over half of respondents expect to shop on Black Friday



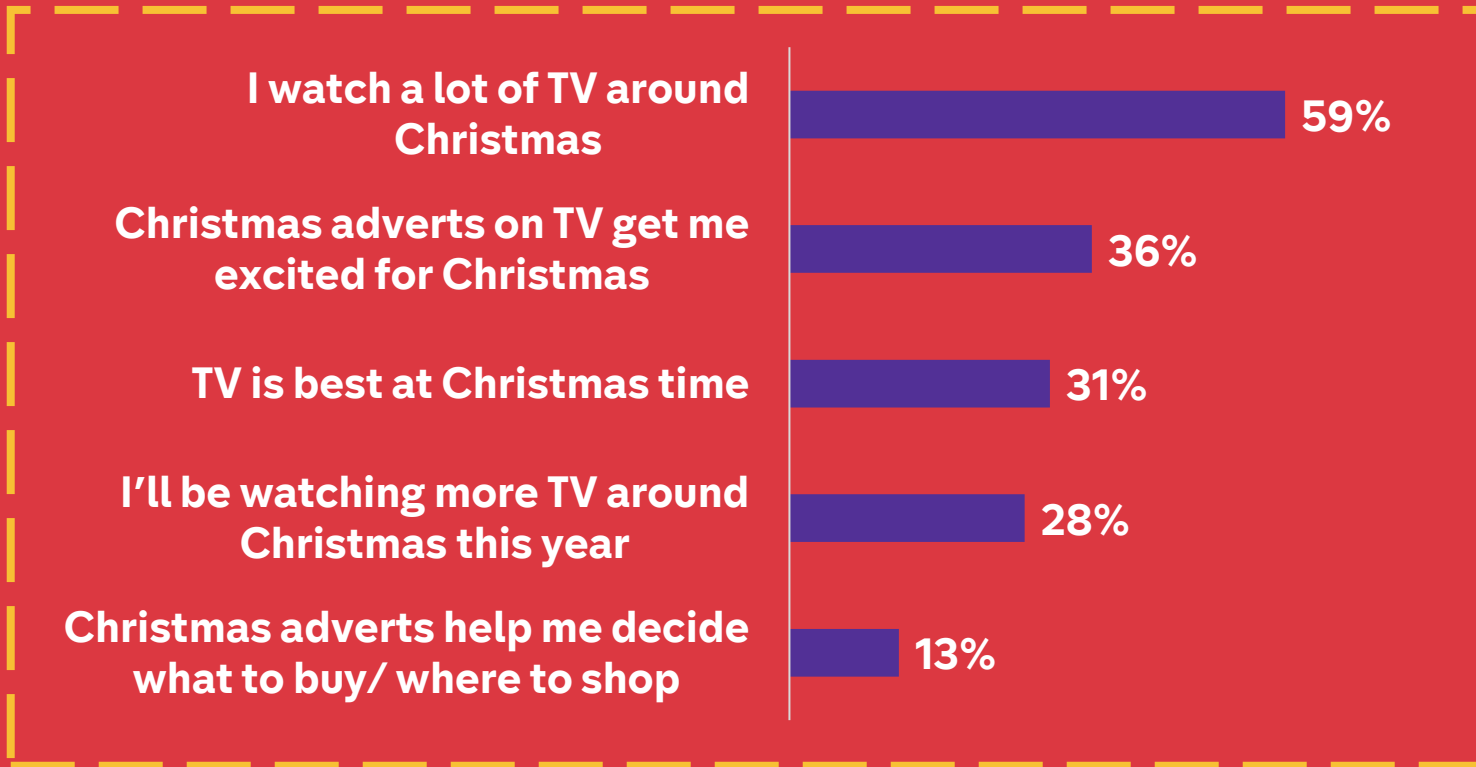
*Brits spent
£7.5Bn
over Black Friday
Weekend in 2020!



#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% say that they watch a lot of TV around Christmas



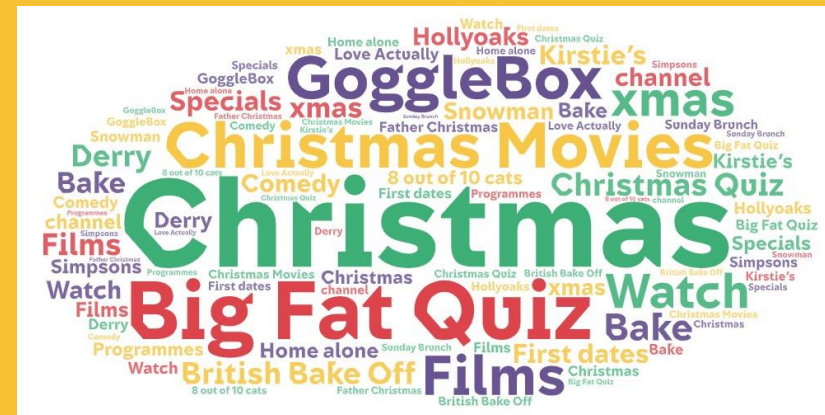
Christmas time has a positive association with television, **31%** of respondents agree that **"TV is best at Christmas time"** and the majority (**59%**) say that they watch a lot of TV during the festive period.

In addition, TV advertising is a key source of inspiration for Christmas shopping. **36%** also agree that adverts help to make them excited for Christmas.

31% Of Respondents agree that TV is best at Christmas Time

When asked what Channel 4 Christmas programming they're most looking forward to seeing, the most mentioned were **Christmas specials** of their favourite shows: **The Great British Bake Off** and **Gogglebox** were firm favourites! Many are excited to watch Christmas films and named **The Snowman** in relation to viewing on Channel 4. The **Big Fat Quiz of the Year** also got several mentions as an annual TV tradition.

"Big Fat Quiz of the year; 8 out of 10 cats does Countdown Christmas Special."



Respondents feel brands have a responsibility to create purpose driven ads

"Less about consumption. More about valuing people."

Values & Charity

Many want ads to be purpose driven and spread positive messages to be **kind and charitable** this year. Key values include emphasising the importance of your **loved ones**, food banks and consideration of the **environment**.

"Concentrate less on monetary value and the quantity of presents and more on buying locally, sustainable brands and preloved gifts."

Uplifting Messages

Although they feel it is important brands are considerate of the difficulties of the past year, consumers don't need brands to remind them. Instead, they're looking for **joy and escapism** in ads – some want ads that'll make them laugh!

Financial Support

Awareness of the **financial pressures** of the past year and Christmas in general. Consumers want brands to recognise Christmas can be a stressful time and offer **value for money** via discount promotions.

"Prices will be a real challenge this year. I would like to see shops etc responding by offering discounts, rather than the traditional price hike."

What messages would you like to see from brands this Christmas?

"I would really love to see more brands incorporate sustainability into Christmas. It can feel wasteful as a holiday and last year I started looking at more sustainable brands"



"Taking into consideration last year and how we want a special Christmas this year. We all need more hugs and togetherness, family and friends make the world go round."



"More thoughtful promotions and honesty as to price and availability. Less obvious commercialisation of Christmas."

"I like heart warming adverts with Christmas music. Even though I am a mature adult, I don't feel it's Christmas until I see the coca cola advert!"



"Funny ads. Reconnecting. Supporting the high street and small businesses who have suffered during the pandemic. Kindness to those suffering financially who will struggle to put food on the table."



"Supermarkets should be mindful about the increasing number of our population suffering from food poverty and relying on food banks. (They cant put on a huge Christmas spread as seen on the adverts)"



"I'd like to see brands giving to food banks, free deliveries to the vulnerable and support for front line workers who haven't stopped for eighteen months."

"Really supporting charities who have been helping people through the pandemic, but not just over Xmas but onwards into the new year."

"Concentrate less on monetary value and the quantity of presents and more on buying locally, sustainable brands and preloved gifts."



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Thank you!

Any questions, please contact iturner@channel4.co.uk

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