

## Mainland Christmas

Field 14th november to 4th december 2018



Country							
Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
A	B	C	D	E	F	G	H

### S0. Generally speaking, would you say you like Christmas?

	1043	1013	1023	1010	1011	1007	1064	2135
<b>Unweighted base</b>	1043	1013	1023	1010	1011	1007	1064	2135
<b>Base: base: Adults 18+</b>	1043	1013	1023	1010	1011	1007	1064	2135
I like Christmas a lot	43%	34%	38%	30%	48%	32%	34%	34%
	B.C.D.F.G.H	D	D.F		A.B.C.D.F.G.H		D	D
I like Christmas	39%	48%	43%	51%	37%	44%	35%	43%
		A.C.E.G.H	E.G	A.C.E.F.G.H		A.E.G		A.E.G
I don't like Christmas	14%	12%	12%	12%	9%	18%	22%	13%
	E	E	E	E		A.B.C.D.E.H	A.B.C.D.E.F.H	E
I really don't like Christmas	4%	3%	4%	5%	4%	6%	8%	7%
						A.B	A.B.C.D.E.F	A.B.C.D.E
I don't know	1%	3%	4%	3%	1%	1%	1%	3%
		A.E.F.G	A.E.F.G	E.F				A.E.F.G
<b>Net: Out</b>	<b>81%</b>	<b>82%</b>	<b>80%</b>	<b>80%</b>	<b>86%</b>	<b>76%</b>	<b>69%</b>	<b>77%</b>
	<b>F.G.H</b>	<b>F.G.H</b>	<b>F.G</b>	<b>F.G.H</b>	<b>A.B.C.D.F.G.H</b>	<b>G</b>		<b>G</b>
<b>Net: Non</b>	<b>17%</b>	<b>15%</b>	<b>16%</b>	<b>17%</b>	<b>13%</b>	<b>23%</b>	<b>30%</b>	<b>19%</b>
	<b>E</b>	<b>E</b>	<b>E</b>	<b>E</b>		<b>A.B.C.D.E.H</b>	<b>A.B.C.D.E.F.H</b>	<b>B.C.E</b>

### S0bis. In general, do you usually celebrate Christmas?

	1043	1013	1023	1010	1011	1007	1064	2135
<b>Unweighted base</b>	1043	1013	1023	1010	1011	1007	1064	2135
<b>Base: base: Adults 18+</b>	1043	1013	1023	1010	1011	1007	1064	2135
Yes	93%	88%	89%	86%	91%	92%	85%	77%
	B.C.D.G.H	H	G.H	H	B.D.G.H	B.C.D.G.H	H	
No	6%	10%	9%	12%	8%	7%	14%	20%
		A	A	A.E.F			A.B.C.E.F	A.B.C.D.E.F.G
I don't know	1%	2%	2%	2%	1%	0%	1%	3%
	F	F.G	F	F.G	F			A.E.F.G

### S1. Will you be celebrating Christmas this year?

	1043	1013	1023	1010	1011	1007	1064	2135
<b>Unweighted base</b>	1043	1013	1023	1010	1011	1007	1064	2135
<b>Base: base: Adults 18+</b>	1043	1013	1023	1010	1011	1007	1064	2135
Yes	92%	87%	88%	83%	89%	88%	79%	76%
	B.C.D.E.F.G.H	D.G.H	D.G.H	G.H	D.G.H	D.G.H		
No	7%	9%	8%	12%	7%	8%	14%	19%
				A.C.E.F			A.B.C.E.F	A.B.C.D.E.F.G
I don't know	1%	4%	4%	5%	4%	4%	8%	5%
		A	A	A	A	A	A.B.C.D.E.F.H	A

### S2. From the following list, which statement applies to you the most?

	1043	1013	1023	1010	1011	1007	1064	2135
<b>Unweighted base</b>	1043	1013	1023	1010	1011	1007	1064	2135
<b>Base: base: Adults 18+</b>	1043	1013	1023	1010	1011	1007	1064	2135
It is a time with family	83%	76%	74%	71%	79%	78%	77%	72%
	B.C.D.E.F.G.H	D.H			C.D.H	C.D.H	D.H	
It is the occasion to share a nice meal	55%	56%	45%	54%	29%	30%	51%	52%
	C.E.F	C.E.F.G.H	E.F	C.E.F			C.E.F	C.E.F
It is a friendly time	23%	25%	28%	33%	13%	37%	49%	44%
	E	E	A.E	A.B.C.E		A.B.C.E	A.B.C.D.E.F.H	A.B.C.D.E.F
It is a commercial holiday	20%	34%	24%	36%	31%	43%	38%	28%
		A.C.H	A	A.C.E.H	A.C.H	A.B.C.D.E.G.H	A.C.E.H	A
It is a religious holiday	25%	26%	25%	27%	44%	26%	31%	38%
					A.B.C.D.F.G.H		A.B.C.F	A.B.C.D.F.G
It is the opportunity to help others in need	9%	12%	13%	19%	15%	19%	7%	15%
		A.G	A.G	A.B.C.E.G.H	A.G	A.B.C.E.G.H		A.G
None of these answers	3%	3%	3%	4%	1%	3%	2%	3%
		E.G	E	E.G		E		E.G
I don't know	2%	2%	2%	2%	0%	1%	1%	3%
	E.F.G	E.F.G	E.F.G	E.F.G				E.F.G

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Chs1. You mentioned that you were planning to celebrate Christmas this year. With who will you spend this moment?

	Unweighted base	958	881	898	842	899	889	835	1627
<b>Base: base: Adults 18+ planning to celebrate Christmas this year</b>		957	882	899	842	897	889	835	1627
With one or several member of my family	91%	89%	87%	83%	92%	93%	89%	75%	
	C.D.H	D.H	D.H	H	B.C.D.G.H	B.C.D.G.H	D.H		
With my partner	40%	41%	36%	42%	39%	45%	48%	19%	
	H	C.H	H	C.H	H	A.C.E.H	A.B.C.D.E.H		
With some friends	9%	11%	9%	16%	13%	36%	14%	43%	
				A.B.C	A.C	A.B.C.D.E.G	A.B.C	A.B.C.D.E.F.G	
With some coworkers	2%	1%	1%	2%	2%	7%	2%	2%	
						A.B.C.D.E.G.H			
With some strangers (volunteering...)	1%	1%	2%	1%	2%	3%	3%	3%	
						A.B.D	A.B	A.B.D	
I don't know	1%	2%	1%	3%	1%	0%	1%	2%	
	F	E.F	F	A.C.E.F.G			F	A.E.F.G	

Chs2. You mentioned that you were planning to celebrate Christmas this year. What have you planned for Christmas Eve?

	Unweighted base	958	881	898	842	899	889	835	1627
<b>Base: base: Adults 18+ planning to celebrate Christmas this year</b>		957	882	899	842	897	889	835	1627
A dinner	86%	85%	85%	85%	74%	88%	89%	83%	
	E	E	E	E		D.E.H	B.C.D.E.H	E	
Watch television	6%	42%	25%	46%	17%	11%	13%	23%	
		A.C.E.F.G.H	A.E.F.G	A.C.E.F.G.H	A.F.G	A	A	A.E.F.G	
An evening clubbing	1%	1%	3%	1%	2%	19%	1%	2%	
			A.B.D.E.G.H		A.D	A.B.C.D.E.G.H		A.D	
An evening at a bar	1%	1%	2%	2%	7%	3%	1%	2%	
				A	A.B.C.D.F.G.H	A.B.C.G		A.B	
Do some volunteering	2%	1%	2%	2%	4%	2%	2%	2%	
					A.B.C.D.F.G.H				
Other, please specify:	12%	17%	17%	23%	9%	4%	5%	13%	
	E.F.G	A.E.F.G.H	A.E.F.G.H	A.B.C.E.F.G.H	F.G			E.F.G	
I don't know	5%	3%	2%	3%	8%	2%	4%	5%	
	B.C.F			C	A.B.C.D.F.G.H		C.F	B.C.F	

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Chs3. From the following list, what is essential for your Christmas meal?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
	A	B	C	D	E	F	G	H
Unweighted base	-	-	-	-	-	-	905	-
Base: base: Adults 18+ who usually celebrate Christmas	-	-	-	-	-	-	905	-
Du vin	-	-	-	-	-	-	52%	-
	**	**	**	**	**	**	F,H	**
Une bûche de Noël	-	-	-	-	-	-	66%	-
	**	**	**	**	**	**	E,F,H	**
Du saumon	-	-	-	-	-	-	48%	-
	**	**	**	**	**	**	E,H	**
Du fromage	-	-	-	-	-	-	45%	-
	**	**	**	**	**	**	E,H	**
Du champagne	-	-	-	-	-	-	52%	-
	**	**	**	**	**	**	F,H	**
Des spiritueux	-	-	-	-	-	-	14%	-
	**	**	**	**	**	**	**	**
Du foie gras	-	-	-	-	-	-	65%	-
	**	**	**	**	**	**	E,F,H	**
Des fruits de mer	-	-	-	-	-	-	44%	-
	**	**	**	**	**	**	E,H	**
De la dinde	-	-	-	-	-	-	22%	-
	**	**	**	**	**	**	E	**
Du poisson	-	-	-	-	-	-	15%	-
	**	**	**	**	**	**	H	**
De la viande rouge	-	-	-	-	-	-	16%	-
	**	**	**	**	**	**	**	**
Du chapon	-	-	-	-	-	-	22%	-
	**	**	**	**	**	**	E,F,H	**
Du caviar	-	-	-	-	-	-	5%	-
	**	**	**	**	**	**	H	**
Kartoffelklöße	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**
Knödel	-	-	-	-	-	-	-	-
	**	**	**	**	**	**	**	**
Autre type de volaille	-	-	-	-	-	-	2%	-
	**	**	**	**	**	**	**	**
Autre, veuillez préciser	-	-	-	-	-	-	5%	-
	**	**	**	**	**	**	**	**
Je ne sais pas	-	-	-	-	-	-	4%	-
	**	**	**	**	**	**	F	**

Chs4. When do you usually open your gifts?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
	A	B	C	D	E	F	G	H
Unweighted base	-	-	908	-	922	928	905	1653
Base: base: Adults 18+ who usually celebrate Christmas	-	-	908	-	920	928	905	1653
On Christmas Eve	-	-	93%	-	41%	36%	60%	91%
	**	**	E,F,G	**	F		E,F	E,F,G
During the morning of the 25th	-	-	3%	-	41%	30%	30%	3%
	**	**		**	C,F,G,H	C,H	C,H	
Later during the day of the 25th	-	-	2%	-	12%	5%	6%	2%
	**	**		**	C,F,G,H	C,H	C,H	
Another time	-	-	1%	-	2%	24%	2%	1%
	**	**		**		C,E,G,H		
I don't know	-	-	1%	-	4%	5%	2%	2%
	**	**		**	C,H	C,G,H	C	

Chs5. Would you rather receive some money or some gifts for Christmas?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
	A	B	C	D	E	F	G	H
Unweighted base	970	886	908	868	922	928	905	1653
Base: base: Adults 18+ who usually celebrate Christmas	968	889	908	868	920	928	905	1653
I would rather receive some money	8%	20%	27%	42%	28%	25%	21%	30%
		A	A,B,G	A,B,C,E,F,G,H	A,B,G	A,B,G	A	A,B,F,G
I would rather receive some gifts	74%	52%	56%	37%	60%	66%	72%	53%
	B,C,D,E,F,H	D	D		B,D,H	B,C,D,E,H	B,C,D,E,F,H	D
I don't know	18%	29%	17%	21%	11%	9%	7%	17%
	E,F,G	A,C,D,E,F,G,H	E,F,G	C,E,F,G,H	G			E,F,G

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A	B	C	D	E	F	G	H

**Chs6. You would rather?**

	Unweighted base	970	896	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
Receive some « surprised » gifts	40%	51%	60%	70%	80%	71%	62%	59%	
		A	A.B	A.B.C.G.H	A.B.C.D.F.G.H	A.B.C.G.H	A.B	A.B	
Make a list of gifts	45%	26%	28%	13%	13%	23%	27%	31%	
		B.C.D.E.F.G.H	D.E	D.E.F		D.E	D.E.F	B.D.E.F.G	
I don't know	15%	22%	11%	17%	7%	6%	11%	10%	
		C.E.F.G.H	A.C.D.E.F.G.H	E.F	C.E.F.G.H		E.F	E.F	

**Chs7b. Have you ever returned or exchanged Christmas presents after Christmas?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
Yes, once	24%	12%	16%	12%	10%	13%	8%	13%	
		B.C.D.E.F.G.H	G	B.D.E.G.H	G	G	E.G	G	
Yes, several times	53%	20%	42%	5%	14%	32%	6%	10%	
		B.C.D.E.F.G.H	D.E.G.H	B.D.E.F.G.H		D.G.H	B.D.E.G.H	D.G	
No, never	13%	53%	35%	73%	71%	52%	84%	71%	
		A.C	A	A.B.C.F	A.B.C.F	A.C	A.B.C.D.E.F.H	A.B.C.F	
Don't know / not specified	10%	16%	7%	10%	4%	3%	2%	6%	
		E.F.G.H	A.C.D.E.F.G.H	E.F.G	C.E.F.G.H	G		E.F.G	
<b>Net: Out</b>	<b>78%</b>	<b>32%</b>	<b>58%</b>	<b>16%</b>	<b>25%</b>	<b>45%</b>	<b>14%</b>	<b>23%</b>	
	<b>B.C.D.E.F.G.H</b>	<b>D.E.G.H</b>	<b>B.D.E.F.G.H</b>		<b>D.G</b>	<b>B.D.E.G.H</b>		<b>D.G</b>	

**Chs8. From the following list, what gift do you usually ask for?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
Cultural products (CD, books, video games)	32%	20%	28%	25%	22%	34%	36%	28%	
		B.C.D.E.H	B.E	B		B.C.D.E.H	B.C.D.E.H	B.E	
Outwear clothes/accessories	15%	14%	23%	15%	42%	48%	32%	21%	
			A.B.D		A.B.C.D.G.H	A.B.C.D.E.G.H	A.B.C.D.H	A.B.D	
Beauty products	34%	20%	22%	21%	23%	27%	28%	23%	
		B.C.D.E.F.G.H				B.C.D.H	B.C.D.E.H		
High Tech/Computer goods	12%	15%	19%	21%	23%	29%	29%	18%	
		A	A.B	A.B	A.B.C.H	A.B.C.D.E.H	A.B.C.D.E.H	A	
Sportswear/ sports accessories	23%	11%	27%	14%	26%	27%	21%	12%	
		B.D.H	A.B.D.G.H		B.D.G.H	A.B.D.G.H	B.D.H		
Travels /Tourist attraction/Leisure	21%	21%	23%	16%	15%	21%	15%	19%	
		D.E.G	D.E.G	D.E.G.H		D.E.G		E.G	
Jewelry	25%	15%	14%	14%	17%	13%	25%	19%	
		B.C.D.E.F.H			C.D.F		B.C.D.E.F.H	B.C.D.F	
Household appliance	27%	18%	23%	12%	12%	12%	12%	15%	
		B.D.E.F.G.H	D.E.F.G	B.D.E.F.G.H				D.E	
Shoes	21%	8%	15%	8%	21%	32%	14%	10%	
		B.C.D.G.H		B.D.H	B.C.D.G.H	A.B.C.D.E.G.H	B.D.H	B	
Wellness treatment (massages...)	11%	12%	15%	25%	11%	13%	17%	15%	
			A.B.E	A.B.C.E.F.G.H			A.B.E	A.B.E	
Games/Board game	15%	9%	11%	11%	9%	16%	15%	8%	
		B.C.D.E.H	H	H		B.C.D.E.H	B.C.E.H		
Furniture / Decorations	22%	12%	12%	7%	7%	5%	11%	11%	
		B.C.D.E.F.G.H	D.E.F	D.E.F			D.E.F	D.E.F	
Computer games	6%	6%	8%	6%	13%	9%	8%	8%	
					A.B.C.D.F.G.H	A.B		A.B	
Office supplies/Professional equipment	6%	4%	6%	3%	3%	5%	3%	5%	
		B.D.E.G	B.D.E.G						
Kids clothing/ Baby goods	4%	3%	3%	4%	6%	7%	6%	2%	
				H	A.B.C.H	A.B.C.D.H	A.B.C.H		
Other, please specify:	11%	9%	12%	10%	2%	5%	6%	8%	
		E.F.G.H	E.F.G	B.E.F.G.H	E.F.G.H	E	E	E.F	
None of these answers – I do not ask for any specific gift	20%	35%	23%	30%	25%	18%	15%	26%	
		G	A.C.D.E.F.G.H	F.G	A.C.E.F.G.H	A.F.G	G	A.F.G	

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Chs9bis. How many people do you buy a Christmas presents for?

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Unweighted base	958	881	898	842	899	889	835	1627
Base: base: Adults 18+ who usually celebrate Christmas	957	882	899	842	897	889	835	1627
Mean	8,01	6,13	10,44	6,55	7,12	6,18	7,35	5,59
	B.D.E.F.G.H	H	A.B.D.E.F.G.H	H	B.D.F.H	H	B.D.F.H	

Chs9. This year, what budget do you intend to spend for Christmas gifts?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
Unweighted base	958	881	898	842	899	889	835	1627
Base: base: Adults 18+ who usually celebrate Christmas	957	882	899	842	897	889	835	1627
Mean without 0	3661,85	3617,80	4999,69	326,01	271,00	311,58	365,55	302,78
	D.E.F.G.H	D.E.F.G.H	A.B.D.E.F.G.H	E		E	E.F.H	E
Mean with 0	3159,90	2862,84	4413,00	279,33	264,35	299,27	358,48	281,30
	D.E.F.G.H	D.E.F.G.H	A.B.D.E.F.G.H			E	D.E.F.H	

Chs9\_recoded. Chs9recoded

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
Unweighted base	705	627	642	688	700	759	620	1299
Base	699	627	644	689	700	759	621	1294
Less than 20 Pounds	14%	24%	13%	18%	4%	6%	3%	9%
	E.F.G.H	A.C.D.E.F.G.H	E.F.G.H	C.E.F.G.H		G		E.F.G
21-50 Pounds	4%	8%	2%	8%	9%	9%	4%	8%
		A.C.G		A.C.G	A.C.G	A.C.G	C	A.C.G
51-100 Pounds	9%	14%	7%	15%	19%	16%	9%	15%
		A.C.G		A.C.G	A.B.C.D.G.H	A.C.G		A.C.G
101-200 Pounds	22%	21%	16%	20%	30%	23%	23%	25%
	C	C			A.B.C.D.F.G.H	C	C	C.D
201-400 Pounds	26%	13%	28%	18%	22%	27%	33%	23%
	B.D		B.D.E.H	B	B	B.D.E.H	A.B.D.E.F.H	B.D
More than 400 Pounds	26%	21%	34%	21%	16%	19%	29%	20%
	B.D.E.F.H	E	A.B.D.E.F.H	E			B.D.E.F.H	E

Chs10. How are your Christmas gift spending this year compared to last year?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
Unweighted base	958	881	898	842	899	889	835	1627
Base: base: Adults 18+ planning to celebrate Christmas this year	957	882	899	842	897	889	835	1627
Much lower	2%	8%	4%	8%	8%	10%	8%	6%
		A.C	A	A.C	A.C	A.C.H	A.C	A.C
Slightly lower	10%	15%	14%	18%	18%	16%	25%	11%
		A.H	A.H	A.H	A.H	A.H	A.B.C.D.E.F.H	
Equally high	61%	55%	53%	52%	56%	57%	51%	64%
	B.C.D.E.F.G				G	G		B.C.D.E.F.G
A little higher	14%	11%	10%	12%	10%	13%	9%	10%
	B.C.E.G.H			G		G.H		
Much higher	2%	3%	2%	2%	2%	1%	3%	2%
	F						F	
Don't know / not specified	10%	8%	17%	9%	6%	3%	4%	7%
	E.F.G.H	E.F.G	A.B.D.E.F.G.H	E.F.G	F			F.G
Net: Moins élevé	12%	23%	16%	25%	26%	26%	33%	17%
		A.C.H	A	A.C.H	A.C.H	A.C.H	A.B.C.D.E.F.H	A
Net: Plus élevé	16%	13%	12%	14%	12%	14%	12%	12%
	C.E.G.H							

Chs11. Where do you buy the Christmas presents?

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
Unweighted base	970	886	908	868	922	928	905	1653
Base: base: Adults 18+ who usually celebrate Christmas	968	889	908	868	920	928	905	1653
In the store	27%	23%	37%	39%	32%	33%	26%	22%
	B.H		A.B.E.G.H	A.B.E.F.G.H	A.B.G.H	A.B.G.H	H	
In the internet /Online	12%	13%	9%	9%	17%	12%	15%	21%
		C.D			A.B.C.D.F	C	C.D	A.B.C.D.E.F.G
Both	54%	57%	50%	41%	49%	53%	56%	52%
	D.E	C.D.E.H	D		D	D	C.D.E.H	D
Don't know / not specified	7%	7%	4%	11%	3%	2%	3%	5%
	C.E.F.G	C.E.F.G.H		A.B.C.E.F.G.H				E.F.G

**Mainland  
Christmas**

Field 14th november to 4th december 2018



Country							
Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
A	B	C	D	E	F	G	H

**Chs12. When do you usually buy Christmas presents?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
All year round	8%	17%	24%	18%	14%	9%	16%	21%	A.B.E.F.G
During Black Friday/Cyber Monday	19%	16%	18%	12%	25%	26%	18%	11%	A.F
End of November/beginning of December	46%	35%	44%	32%	37%	38%	62%	44%	A.B.C.D.G.H
Two to three weeks before Christmas	41%	40%	36%	40%	49%	39%	21%	32%	D
The week before Christmas	18%	22%	15%	21%	18%	22%	12%	11%	A.B.C.D.F.G.H
On Christmas Eve	2%	2%	2%	3%	3%	3%	1%	2%	G
Don't know / not specified	7%	8%	4%	12%	5%	5%	4%	5%	A.B.G

**Chs13. You tend to enjoy more ...?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
... Christmas than New Year	70%	68%	77%	72%	70%	57%	67%	69%	F
... New Year than Christmas	9%	16%	9%	12%	18%	32%	15%	15%	A.C.D
I don't know	20%	16%	14%	17%	13%	11%	17%	16%	B.C.E.F.H

**Chs14. How often do you visit a Christmas market on average during the Christmas season?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
Several times a week	1%	2%	2%	1%	6%	8%	3%	4%	A.B.C.D.G.H
Once a week	4%	3%	6%	6%	14%	9%	8%	11%	B
Several times during the Christmas season	20%	16%	17%	16%	26%	38%	22%	36%	A.B.C.D.F.G.H
Once in the Christmas season	44%	48%	37%	44%	32%	27%	39%	36%	A.B.C.D
Never	24%	23%	30%	18%	17%	16%	22%	9%	F
Don't know / not specified	8%	8%	9%	15%	5%	2%	4%	4%	C.E.F.G.H

**Chs15. Do you ever give some money or your time for charity during Christmas?**

	Unweighted base	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653	
Yes, I give some of my time (ex: volunteering)	6%	4%	8%	8%	12%	7%	8%	5%	B
Yes, I give some money	28%	34%	40%	34%	20%	19%	18%	25%	A.B.H
Yes, but in the past	20%	20%	15%	17%	30%	21%	18%	22%	B.H
No, never	39%	34%	32%	27%	33%	46%	53%	41%	A.B.C.D.F.G.H
Don't know / not specified	10%	10%	8%	18%	8%	7%	5%	9%	C
<b>Net: Oui</b>	<b>51%</b>	<b>56%</b>	<b>60%</b>	<b>55%</b>	<b>59%</b>	<b>47%</b>	<b>41%</b>	<b>50%</b>	

**Mainland  
Christmas**

Field 14th november to 4th december 2018



Country							
Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
A	B	C	D	E	F	G	H

**Chst16. Why are you donating to charity at Christmas?**

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
<b>Unweighted base</b>	315	323	411	329	269	234	211	464
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	301	320	404	329	268	235	212	466
The Christmas season is a good time to help other people	50%	43%	60%	56%	46%	49%	46%	53%
			A.B.E.F.G.H	B.E.G			B	
Christmas is a tough month for the poor and homeless	49%	44%	52%	50%	40%	61%	46%	43%
	E		B.E.H	E.H		A.B.C.D.E.G.H		
It is the last chance to get a tax deduction (DK)	3%	3%	2%	1%	10%	5%	12%	6%
					A.B.C.D.F.H	D	A.B.C.D.F.H	C.D
There are more campaigns and focus on charity	20%	25%	21%	29%	31%	22%	20%	23%
			A.C.G	A.C.F.G.H				
Other, please specify:	6%	12%	4%	6%	4%	8%	6%	7%
		A.C.D.E.G.H						
Don't know	8%	6%	4%	4%	4%	-	7%	6%
	C.D.F	F	F	F	F		F	F

**Chst17. Which of the following fits on you?**

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
<b>Unweighted base</b>	970	886	908	868	922	928	905	1653
<b>Base: base: Adults 18+ who usually celebrate Christmas</b>	968	889	908	868	920	928	905	1653
I send Christmas cards by mail	24%	44%	40%	56%	14%	19%	23%	39%
	E.F	A.C.E.F.G.H	A.E.F.G	A.B.C.E.F.G.H		E	E.F	A.E.F.G
I send Christmas cards by email	21%	16%	11%	16%	21%	18%	20%	24%
	B.C.D	C		C	B.C.D	C	B.C.D	B.C.D.F.G
I send Christmas cards online (eg via Facebook or Instagram)	14%	19%	15%	17%	45%	46%	13%	15%
		A.C.G.H		G	A.B.C.D.G.H	A.B.C.D.G.H		
None of these	55%	39%	45%	33%	36%	36%	56%	40%
	B.C.D.E.F.H	D	B.D.E.F.H				B.C.D.E.F.H	D.E.F

**Chst18. Will you have a Christmas tree in your house this year?**

	Denmark	Sweden	Norway	Finland	Italy	Spain	France	Germany
<b>Unweighted base</b>	958	881	898	842	899	889	835	1627
<b>Base: base: Adults 18+ planning to celebrate Christmas this year</b>	957	882	899	842	897	889	835	1627
Yes, a real fir tree	54%	30%	28%	28%	11%	7%	34%	47%
	B.C.D.E.F.G.H	E.F	E.F	E.F	F		C.D.E.F	B.C.D.E.F.G
Yes, a plastic Christmas tree	11%	35%	44%	27%	74%	67%	47%	23%
		A.D.H	A.B.D.H	A.H	A.B.C.D.F.G.H	A.B.C.D.G.H	A.B.D.H	A
No, we do not have a Christmas tree	28%	28%	20%	35%	10%	19%	15%	26%
	C.E.F.G	C.E.F.G	E.G	A.B.C.E.F.G.H		E.G	E	C.E.F.G
Don't know	7%	7%	7%	10%	5%	7%	4%	5%
	E.G.H	E.G.H	E.G.H	A.B.C.E.F.G.H		E.G.H		