YouGov Survey Results

Sample Size: 1641 GB Adults; 1023 German Adults; 1009 French Adults; 1015 Danish Adults; 1016 Swedish Adults; 876 Finnish Adults and 550 Norwegian Adults

Fieldwork: 20th - 26th November 2014

Weighted Sample

<table>
<thead>
<tr>
<th>Country</th>
<th>GB</th>
<th>Germany</th>
<th>France</th>
<th>Denmark</th>
<th>Sweden</th>
<th>Finland</th>
<th>Norway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sample</td>
<td>1641</td>
<td>1032</td>
<td>1009</td>
<td>1014</td>
<td>1020</td>
<td>876</td>
<td>550</td>
</tr>
</tbody>
</table>

Thinking about Christmas, which two or three of the following, if any, are you most excited about? (Please select up to three)

- Spending time with friends and family: GB 60, Germany 61, France 58, Denmark 73, Sweden 62, Finland 68, Norway 71
- Giving presents: GB 33, Germany 26, France 40, Denmark 36, Sweden 25, Finland 24, Norway 29
- Christmas food: GB 31, Germany 33, France 40, Denmark 45, Sweden 46, Finland 50, Norway 50
- Having some time away from work: GB 14, Germany 24, France 20, Denmark 29, Sweden 26, Finland 20, Norway 24
- Celebrating the birth of Jesus Christ: GB 13, Germany 16, France 12, Denmark 8, Sweden 7, Finland 5, Norway 6
- Shopping for presents: GB 7, Germany 8, France 15, Denmark 5, Sweden 8, Finland 6, Norway 6
- Receiving presents: GB 7, Germany 11, France 14, Denmark 8, Sweden 7, Finland 6, Norway 5
- None of the above – I don’t get excited about Christmas: GB 15, Germany 6, France 12, Denmark 4, Sweden 6, Finland 5, Norway 6
- Not applicable – I don’t celebrate Christmas: GB 3, Germany 5, France 3, Denmark 1, Sweden 1, Finland 3, Norway 2
- Don’t know: GB 2, Germany 3, France 2, Denmark 1, Sweden 2, Finland 3, Norway 5

To what extent do you agree or disagree with each of the following statements?

[I was asked to those who celebrate Christmas; GB n=1586, Germany n=981, France n=973, Denmark n=999, Sweden n=987, Finland n=850 Norway n=537]

I am looking forward to Christmas this year

- Strongly agree: GB 26, Germany 30, France 10, Denmark 34, Sweden 32, Finland 27, Norway 38
- Tend to agree: GB 43, Germany 41, France 27, Denmark 42, Sweden 39, Finland 40, Norway 36
- Total agree: GB 69, Germany 71, France 37, Denmark 76, Sweden 71, Finland 67, Norway 74
- Tend to disagree: GB 18, Germany 17, France 29, Denmark 12, Sweden 16, Finland 20, Norway 14
- Strongly disagree: GB 7, Germany 8, France 28, Denmark 7, Sweden 9, Finland 9, Norway 7
- Total disagree: GB 25, Germany 25, France 57, Denmark 19, Sweden 25, Finland 29, Norway 21
- Don’t know: GB 6, Germany 5, France 6, Denmark 5, Sweden 3, Finland 5, Norway 5

Christmas is my favourite time of year

- Strongly agree: GB 13, Germany 13, France 10, Denmark 10, Sweden 8, Finland 15, Norway 12
- Tend to agree: GB 28, Germany 28, France 29, Denmark 33, Sweden 28, Finland 35, Norway 32
- Total agree: GB 41, Germany 41, France 29, Denmark 33, Sweden 50, Finland 44, Norway 44
- Tend to disagree: GB 36, Germany 35, France 29, Denmark 30, Sweden 33, Finland 30, Norway 31
- Strongly disagree: GB 16, Germany 18, France 28, Denmark 17, Sweden 27, Finland 16, Norway 18
- Total disagree: GB 52, Germany 53, France 57, Denmark 47, Sweden 60, Finland 46, Norway 49
- Don’t know: GB 7, Germany 5, France 5, Denmark 10, Sweden 5, Finland 5, Norway 7

The true meaning of Christmas has been lost

- Strongly agree: GB 33, Germany 40, France 37, Denmark 21, Sweden 19, Finland 27, Norway 22
- Tend to agree: GB 44, Germany 42, France 38, Denmark 37, Sweden 37, Finland 42, Norway 37
- Total agree: GB 77, Germany 82, France 75, Denmark 58, Sweden 56, Finland 69, Norway 59
- Tend to disagree: GB 14, Germany 11, France 14, Denmark 25, Sweden 21, Finland 17, Norway 21
- Strongly disagree: GB 3, Germany 2, France 6, Denmark 9, Sweden 14, Finland 7, Norway 12
- Total disagree: GB 17, Germany 13, France 20, Denmark 34, Sweden 35, Finland 24, Norway 33
- Don’t know: GB 6, Germany 4, France 5, Denmark 8, Sweden 9, Finland 8, Norway 8

There is too much focus on spending money at Christmas

- Strongly agree: GB 48, Germany 45, France 34, Denmark 37, Sweden 41, Finland 43, Norway 52
- Tend to agree: GB 40, Germany 34, France 47, Denmark 44, Sweden 35, Finland 40, Norway 33
- Total agree: GB 88, Germany 79, France 81, Denmark 81, Sweden 76, Finland 83, Norway 85
- Tend to disagree: GB 7, Germany 13, France 10, Denmark 12, Sweden 14, Finland 10, Norway 8
- Strongly disagree: GB 1, Germany 4, France 6, Denmark 3, Sweden 7, Finland 3, Norway 4
- Total disagree: GB 8, Germany 17, France 16, Denmark 15, Sweden 21, Finland 13, Norway 12
- Don’t know: GB 3, Germany 3, France 3, Denmark 4, Sweden 4, Finland 2, Norway 3

I feel under pressure to have a good time at Christmas

- Strongly agree: GB 10, Germany 10, France 13, Denmark 5, Sweden 9, Finland 9, Norway 19
- Tend to agree: GB 34, Germany 20, France 28, Denmark 18, Sweden 26, Finland 34, Norway 30
- Total agree: GB 44, Germany 30, France 41, Denmark 23, Sweden 35, Finland 43, Norway 49
- Tend to disagree: GB 35, Germany 32, France 27, Denmark 29, Sweden 32, Finland 32, Norway 24
- Strongly disagree: GB 16, Germany 35, France 26, Denmark 44, Sweden 29, Finland 18, Norway 21
- Total disagree: GB 51, Germany 67, France 53, Denmark 73, Sweden 61, Finland 50, Norway 45
- Don’t know: GB 6, Germany 4, France 6, Denmark 4, Sweden 4, Finland 4, Norway 6

Who will you be spending the majority of Christmas day with this year?

- My immediate family: GB 74, Germany 68, France 77, Denmark 59, Sweden 65, Finland 61, Norway 72
- My extended family: GB 9, Germany 12, France 2, Denmark 23, Sweden 17, Finland 20, Norway 12
- My partner’s family: GB 6, Germany 4, France 8, Denmark 10, Sweden 8, Finland 6, Norway 7
- No one: GB 4, Germany 5, France 6, Denmark 3, Sweden 3, Finland 5, Norway 2
- My friends: GB 3, Germany 5, France 2, Denmark 1, Sweden 1, Finland 2, Norway 1
- Other people: GB 2, Germany 1, France 1, Denmark 2, Sweden 1, Finland 2, Norway 2
- Don’t know: GB 3, Germany 3, France 5, Denmark 2, Sweden 4, Finland 4, Norway 5