

Christmas

All around Europe



When do you usually open your gifts? Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908



60% France 36% Spain

91% Germany 93% Norway

25th

53% Italy

of Spaniards would usually open their gifts

on 6th January for Epiphany.



n°1 Christmas wish



Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

yougov.com



CLOTHES ACCESSORIES

Festive spending



Buy gifts in stores only Buy gifts online only

39% Finland

32% Italy

YouGov

37% Norway 33% Spain



27% Denmark 26% France 23% Sweden 22% Germany Buy gifts in stores and online



Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

21% Germany 17% Italy 15% France

13% Sweden 12% Spain 12% Denmark

9% Norway 9% Finland

57% Sweden 56% France 54% Denmark

52% Germany 50% Norway 49% Italy

41% Finland

53% Spain

54% Denmark 47% Germany 28% Finland

Real

Christmas tree





67% Spain 47% France

74% Italy

Plastic

Christmas tree

44% Norway 35% Sweden

of Norwegians who usually 40% celebrate Christmas give money

YouGov

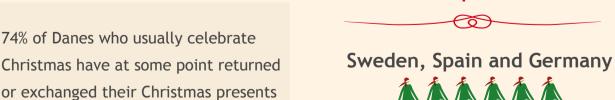
after Christmas.

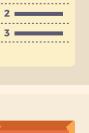
How many people do you buy Christmas presents for?

Fun Christmas

Facts

to charity during Christmas





celebrate Christmas would rather receive a surprise gift vs 28% from their list of gifts.



42% of Finns who usually celebrate Christmas would rather receive some money vs 37% who would

60% of Norwegians who usually

Finland, Italy and France

> **Denmark**

> > Norway

- Nordic countries usually send Christmas cards by mail Italy and Spain are more digital as they usually send Christmas
- cards via Facebook and Instagram The majority of French do not send any Christmas cards

Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

YouGovOmnibus

