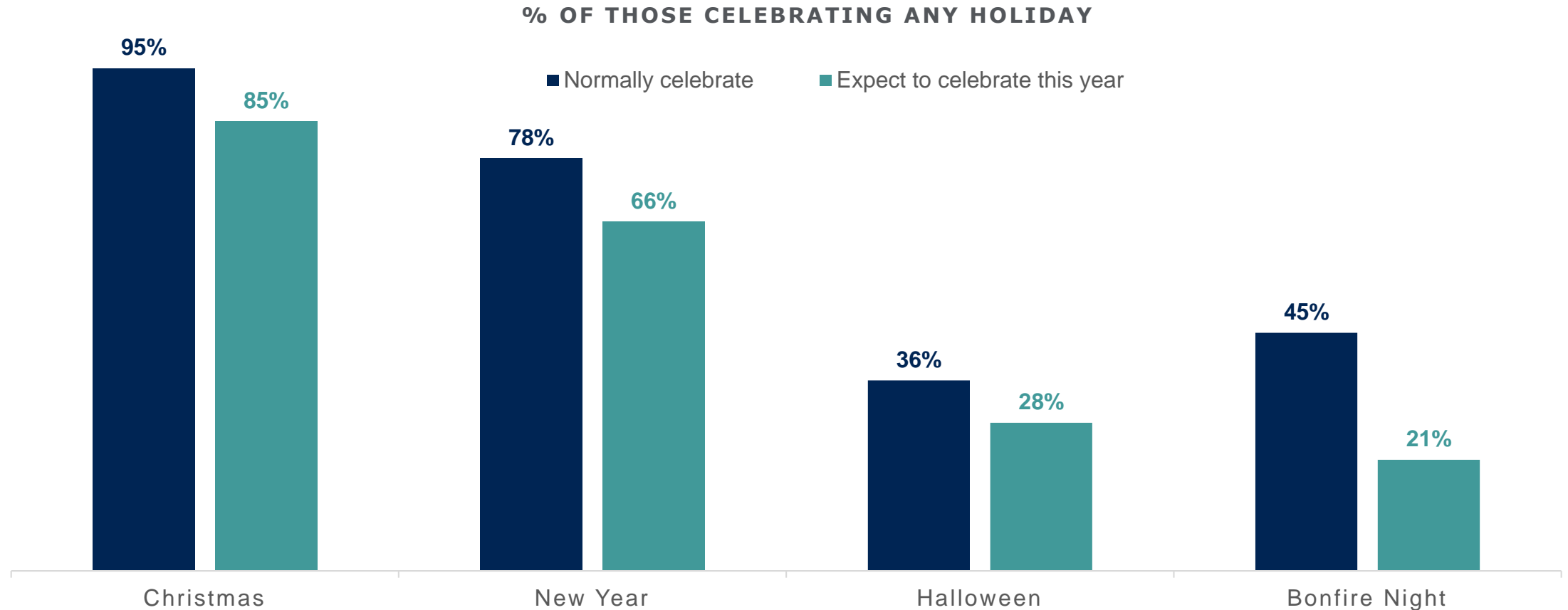


PUBLIC PERCEPTION OF HOLIDAYS IN 2020

Ipsos MORI - Omnibus Poll

September 2020

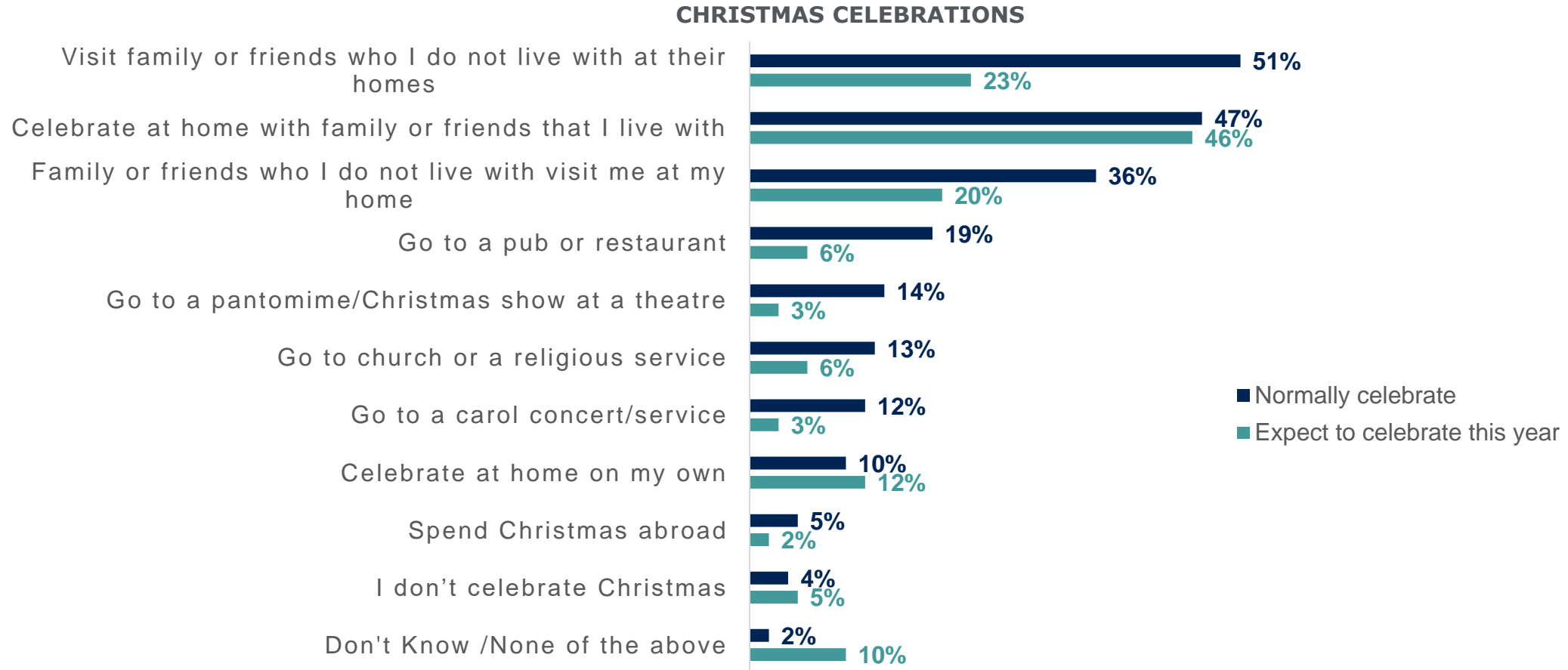
Over 4 in 5 Brits expect to celebrate Christmas this year, and 2 in 3 expect to celebrate New Year. Only 1 in 5 expect to celebrate Bonfire Night, less than half as those who celebrated it in the past years.



Q1/2/3/4a. Thinking about previous years, which of the following, if any, do you normally do to celebrate *Christmas/ New Year/ Halloween/ Bonfire Night* ?
Q1/2/3/4b. And which of the following, if any, do you expect to do to celebrate *Christmas/ New Year/ Halloween/ Bonfire Night* this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

Less than a quarter expect to visit family and friends at Christmas this year, this is a reduction by half compared to normal celebrations.



Q1a. Thinking about previous years, which of the following, if any, do you normally do to celebrate Christmas?

Q1b. And which of the following, if any, do you expect to do to celebrate Christmas this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

54%

Only half of Brits who normally celebrate Christmas outside of their home expect to do the same this year.

Q1b. And which of the following, if any, do you expect to do to celebrate Christmas this year?

Base: All Adults aged 16-75 in Great Britain who normally celebrate Christmas outside of their home (826)



Are you going to a panto this year ? Oh no, you are not!

7%

Less than 1 in 10 Brits who normally celebrate Christmas going to a pantomime / Christmas show at a theatre expect to do so this year.

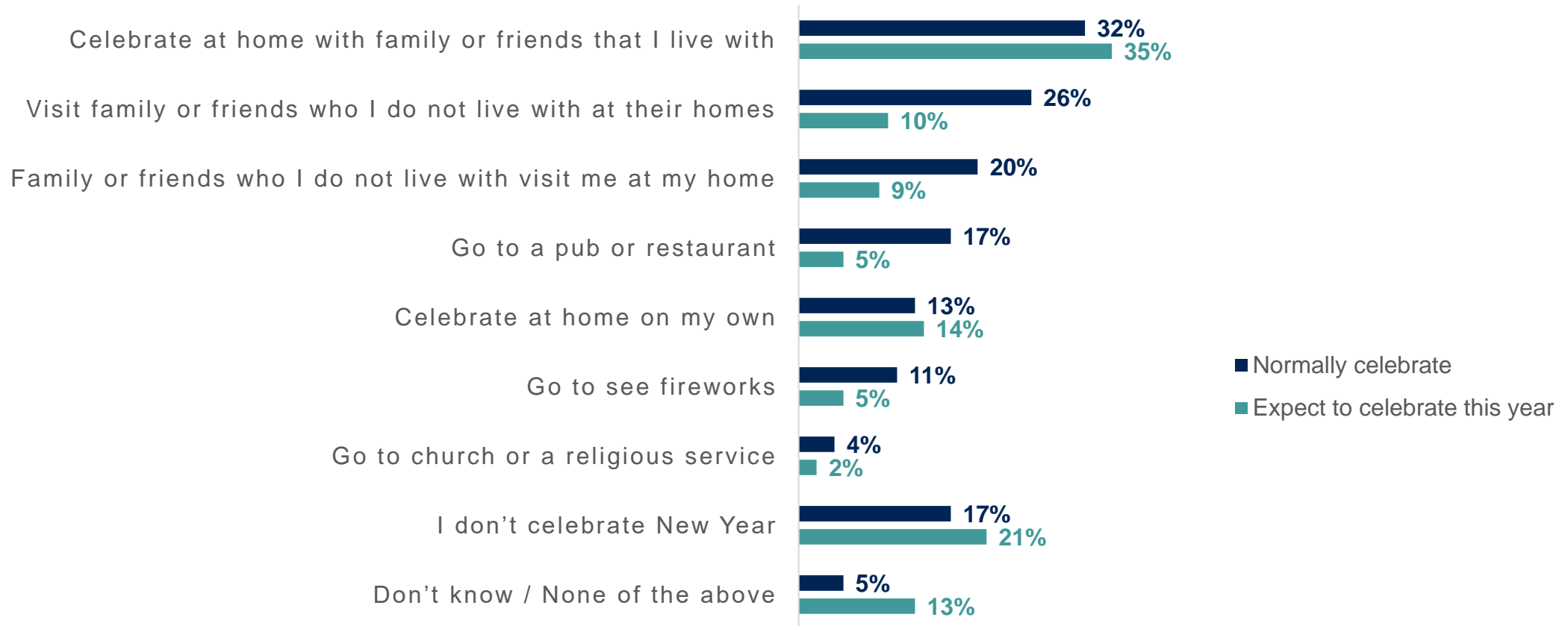
Q1b. And which of the following, if any, do you expect to do to celebrate Christmas this year?

Base: All Adults aged 16-75 in Great Britain who normally go to a pantomime / Christmas show at a theatre (160)



Over a third of Brits expect to celebrate New Year at home with people they live with. Overall only a quarter expect to celebrate New Year outside of their home.

NEW YEAR CELEBRATIONS



Q2a. Thinking about previous years, which of the following, if any, do you normally do to celebrate New Year?
 Q2b. And which of the following, if any, do you expect to do to celebrate New Year this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

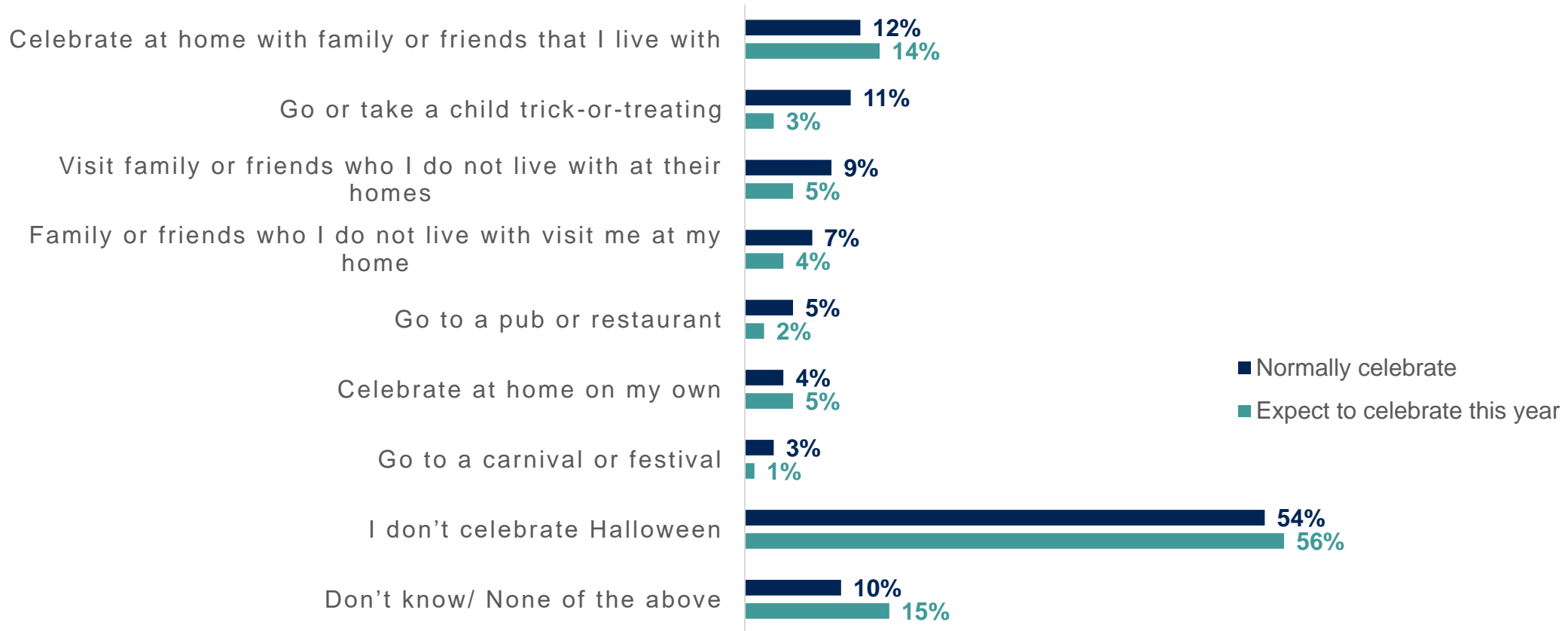
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While the majority still do not celebrate Halloween, going or taking a child for trick-or-treating is significantly lower this year

HALLOWEEN CELEBRATIONS

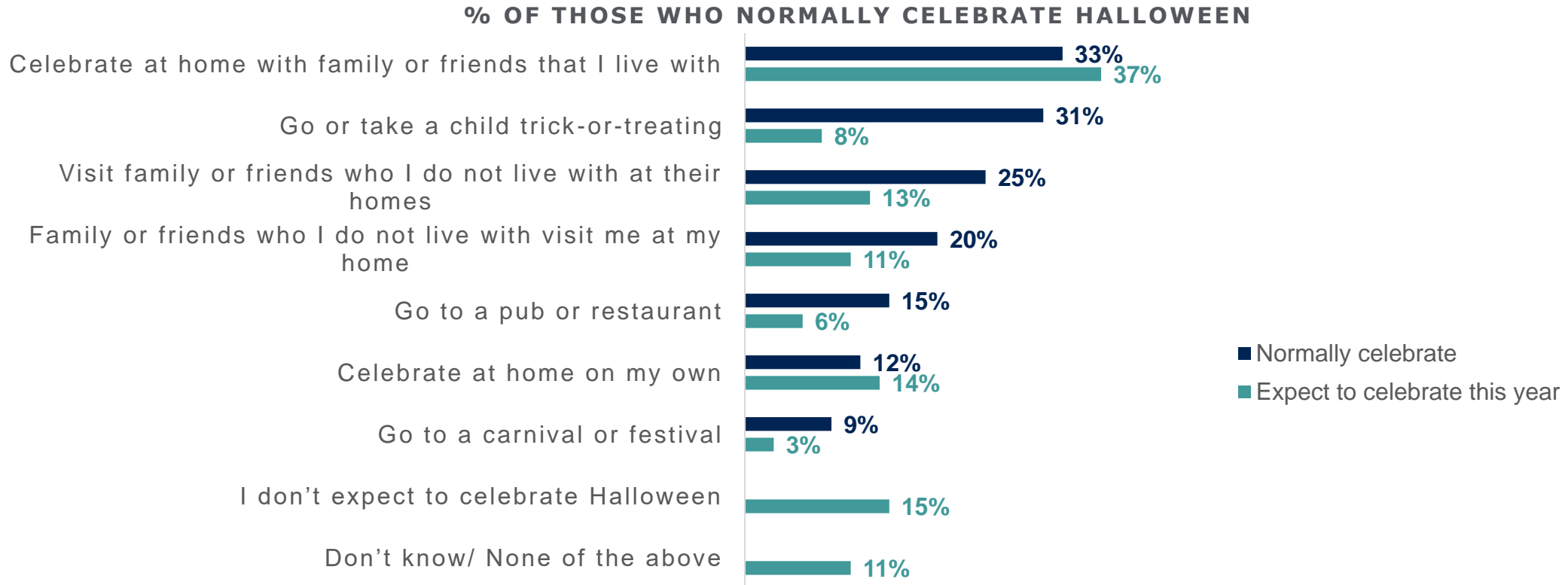


Q3a. Thinking about previous years, which of the following, if any, do you normally do to celebrate Halloween?

Q3b. And which of the following, if any, do you expect to do to celebrate Halloween this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

Amongst those who normally celebrate Halloween, 3 in 4 people expect to celebrate it this year. Just less than 2 in 5 people expect to celebrate it at home with family or friends they live with and only less than 1 in 10 expect to go or take a child to trick-or-treating



Q3a. Thinking about previous years, which of the following, if any, do you normally do to celebrate Halloween?

Q3b. And which of the following, if any, do you expect to do to celebrate Halloween this year?

Base: All Adults aged 16-75 in Great Britain who normally celebrate Halloween (407)

11%

Only 1 in 10 Brits who normally celebrate Halloween outside of their home expect to go or take a child to trick-or-treating this year, compared to 3 in 10 people who would normally do so.

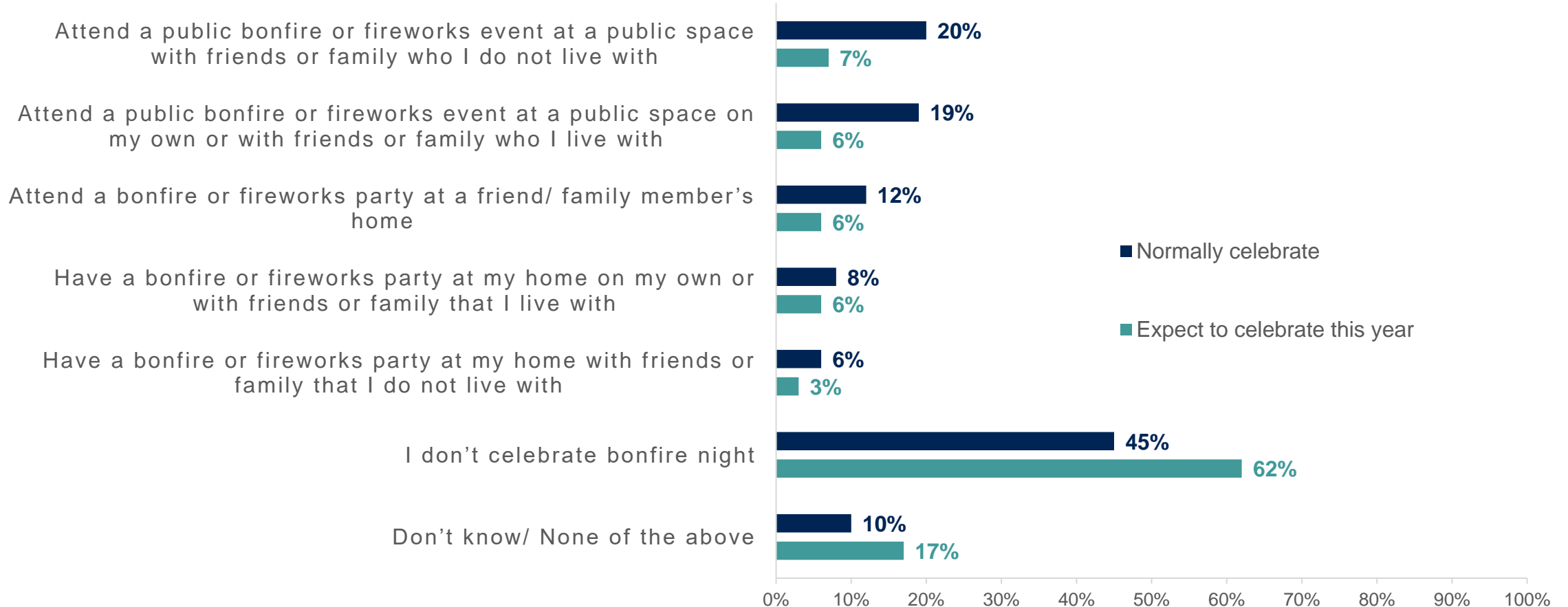
Q3b. And which of the following, if any, do you expect to do to celebrate Halloween this year?

Base: All Adults aged 16-75 in Great Britain who normally celebrate Halloween outside of their home (289)



3 in 5 Brits will not celebrate Bonfire Night this year compared to over 2 in 5 who did not normally celebrate it in the past years

BONFIRE NIGHT CELEBRATIONS



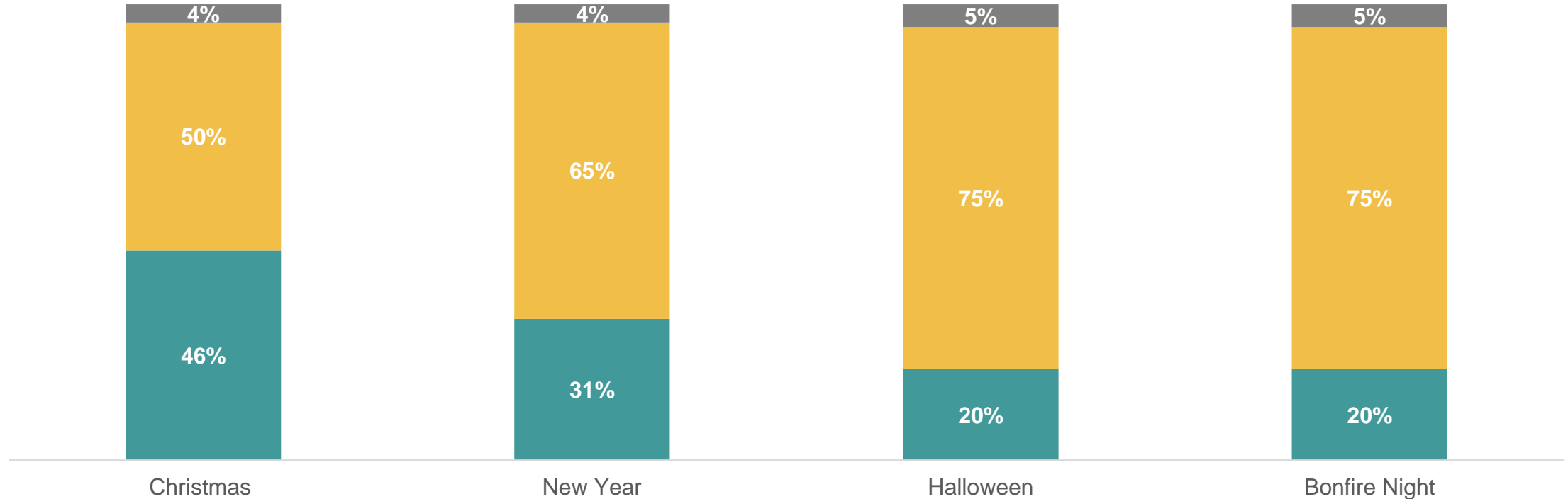
Q2a. Thinking about previous years, which of the following, if any, do you normally do to celebrate Bonfire night?

Q2b. And which of the following, if any, do you expect to do to celebrate Bonfire night this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

Less than half of Brits are more optimistic about Christmas being celebrated as normal this year compared to other festivities

LIKELIHOOD OF HOLIDAYS GOING AHEAD AS NORMAL



NET Likely: Very likely & Fairly likely
NET Unlikely: Not very likely & Not at all likely

■ NET Likely ■ NET Unlikely ■ Don't know

Q5. How likely or unlikely do you think it is that each of the following holidays will go ahead as normal this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

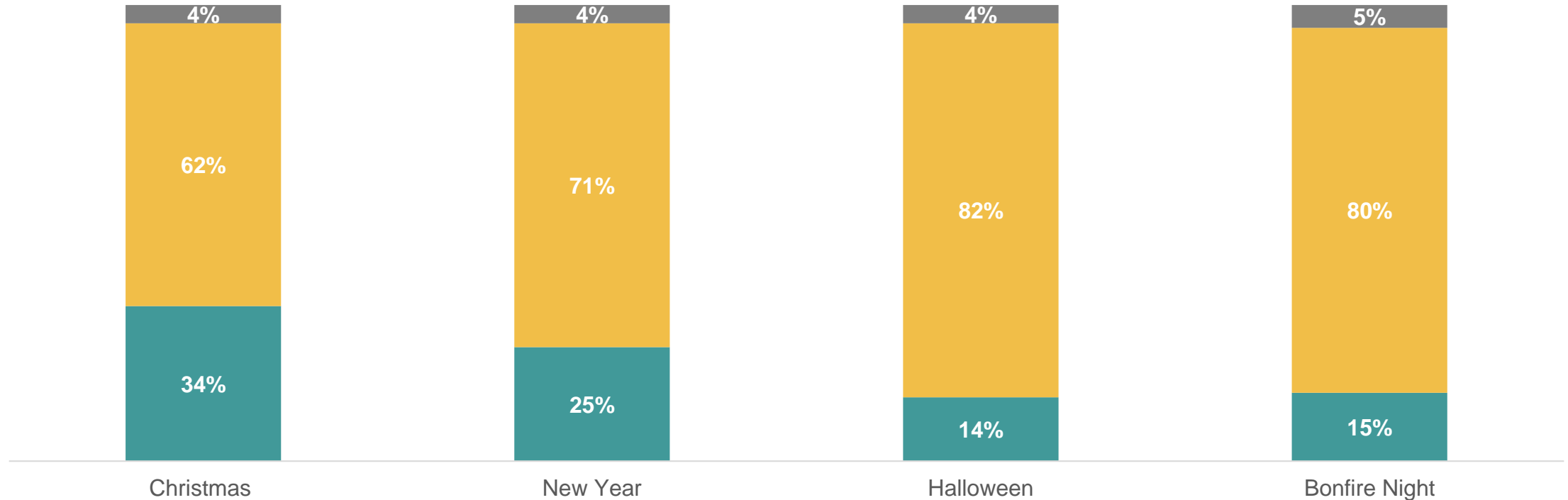
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A majority of Brits think that socialising with people from outside of their household for all festivities will be unlikely to be allowed this year

SOCIALISING FOR THE FESTIVITIES THIS YEAR



NET Likely: Very likely & Fairly likely
NET Unlikely: Not very likely & Not at all likely

■ NET Likely ■ NET Unlikely ■ Don't know

Q6. How likely or unlikely do you think it is that individuals will be allowed to mix with others (friends or family) from outside their household for each of the following this year?

Base: All Adults aged 16-75 in Great Britain: (1,098)

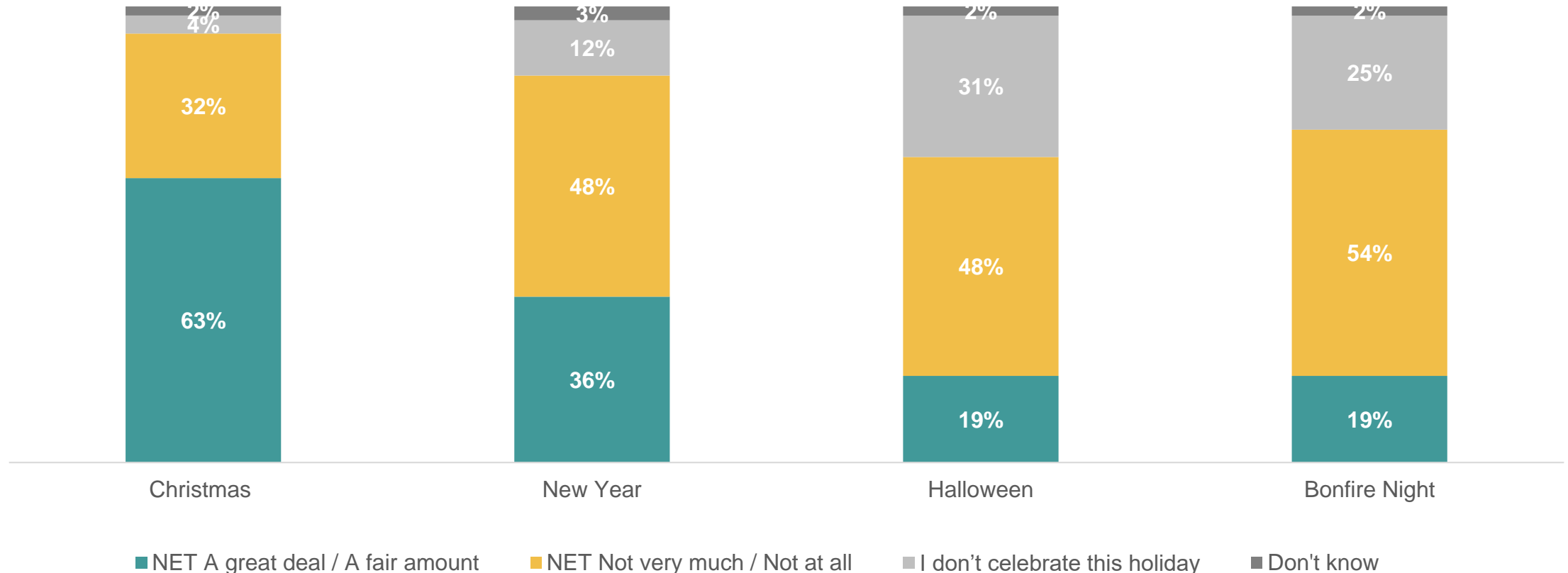
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Over 3 in 5 Brits are looking forward towards celebrating Christmas this year, compared to only a third who are looking forward to New Year

LOOKING FORWARD TO THE HOLIDAYS THIS YEAR



Q7. How much, if at all, are you looking forward towards each of the following holidays?

Base: All Adults aged 16-75 in Great Britain: (1,098)

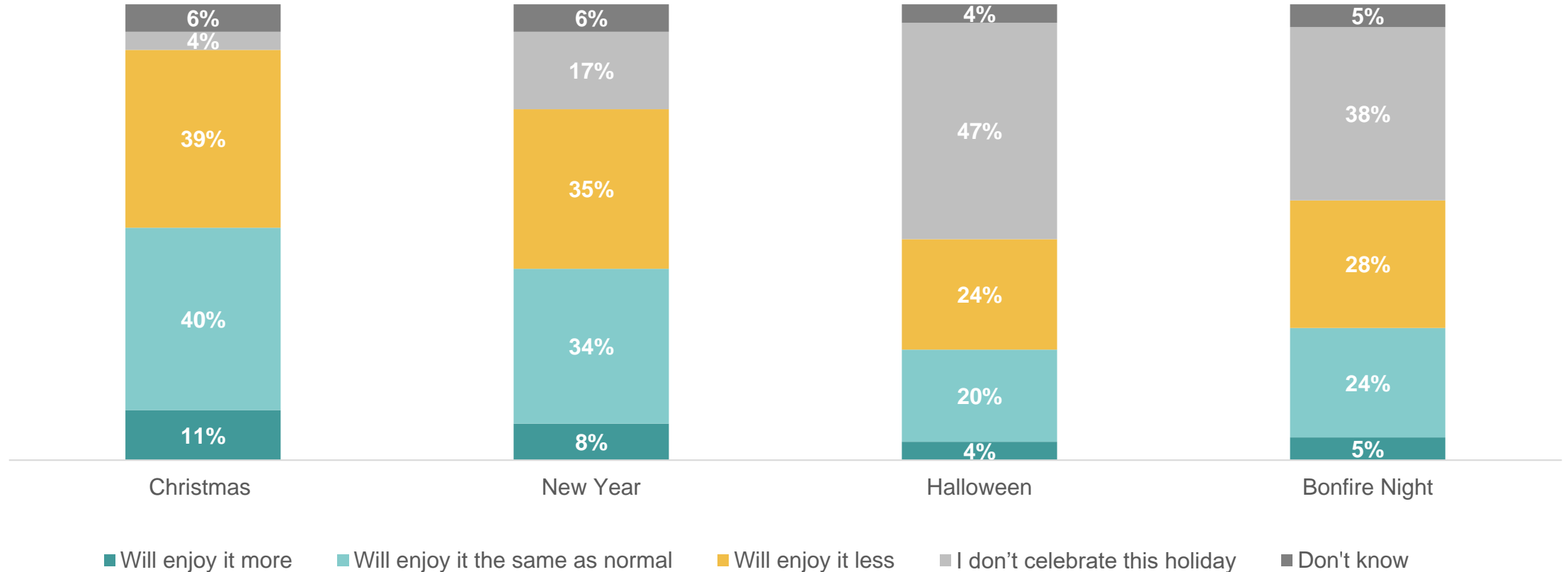
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2 in 5 people feel that they will enjoy Christmas less than normal this year

ENJOYING THE HOLIDAYS THIS YEAR



Q8. Do you think you will enjoy each of the following holidays more or less than normal this year, or will you enjoy it the same as normal?

Base: All Adults aged 16-75 in Great Britain: (1,098)

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Technical notes

- The research was carried out by Ipsos MORI.
- Ipsos MORI interviewed a representative quota sample of 1,098 adults aged 18-75 in Great Britain using its online i:omnibus between 23th and 24th Sep 2020.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Great Britain.
- All surveys are subject to a range of potential sources of error.
- For more information please contact the team at <https://www.ipsosomnibussurveys.com/>

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