

## YouGov / Sky Movies Survey Results

Sample Size: 2082

Fieldwork: 27th - 30th November 2009

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2082	1081	1001	200	379	410	381	712	1063	1019	486	289	190	274	544	96	203
All GB Adults	2082	999	1083	250	346	393	365	729	1145	937	512	341	200	266	477	104	181

**On Christmas Day, at approximately what time do you/ your family usually open your presents? (Please tick the option that BEST applies)**

Before 6am	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	1%	0%	2%	2%	1%	3%	3%
After 6am but before 8am	11%	12%	11%	7%	12%	22%	12%	6%	9%	14%	13%	14%	10%	6%	8%	19%	15%
After 8am but before 10am	34%	34%	35%	32%	34%	35%	44%	31%	35%	34%	40%	39%	40%	28%	28%	32%	30%
After 10am but before midday	30%	30%	31%	34%	34%	23%	26%	34%	32%	29%	28%	26%	29%	31%	37%	23%	30%
After midday but before 2pm	6%	6%	7%	9%	7%	3%	4%	8%	7%	6%	6%	4%	5%	6%	9%	8%	8%
After 2pm	9%	11%	8%	7%	7%	9%	8%	11%	10%	8%	7%	8%	8%	15%	11%	10%	4%
We open them on Christmas Eve	2%	1%	2%	2%	1%	2%	0%	2%	1%	2%	2%	2%	1%	1%	1%	1%	4%
We open them on another day (e.g. Boxing Day)	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-
Not applicable – I/ we do not give or receive presents	2%	2%	2%	1%	0%	2%	2%	3%	2%	2%	1%	2%	4%	2%	2%	0%	1%
Not applicable – I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

**Which, if any, of the following Christmas Day traditions do you usually carry out? (Please tick all that apply)**

Exchange/ give/ receive presents	89%	87%	90%	87%	91%	91%	92%	86%	91%	86%	92%	87%	90%	85%	89%	87%	89%
Pull crackers	78%	77%	80%	81%	83%	86%	75%	72%	81%	75%	78%	78%	79%	73%	83%	82%	71%
Watch a film with the people in my household	53%	49%	56%	57%	58%	58%	54%	45%	53%	52%	52%	56%	52%	52%	53%	60%	44%
Visit relatives	52%	52%	52%	55%	65%	60%	51%	41%	52%	52%	54%	48%	54%	52%	51%	63%	49%
Watch the Queen's Christmas Day speech	26%	26%	26%	19%	18%	24%	29%	33%	29%	23%	20%	28%	25%	30%	34%	26%	17%
Go to church	14%	15%	13%	14%	12%	12%	13%	16%	16%	11%	13%	8%	15%	19%	14%	20%	13%
Go carol singing	3%	3%	2%	2%	3%	2%	4%	3%	3%	2%	3%	0%	3%	6%	3%	4%	0%
None of these	2%	2%	2%	1%	0%	2%	1%	3%	1%	2%	1%	2%	3%	2%	2%	1%	2%
Not applicable – I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

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Fieldwork: 27th - 30th November 2009

	Total	Working Status						Marital Status						Number of Children in Household				
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	0	1	2	3+	Refused
Unweighted Base	2082	1059	311	110	340	55	207	1016	255	181	49	543	38	1472	267	204	78	61
All GB Adults	2082	1041	315	113	344	57	212	1008	259	184	55	542	33	1457	284	208	73	59

**On Christmas Day, at approximately what time do you/ your family usually open your presents? (Please tick the option that BEST applies)**

Before 6am	1%	1%	1%	5%	1%	6%	2%	1%	2%	1%	-	2%	2%	1%	1%	7%	2%	1%
After 6am but before 8am	11%	12%	11%	3%	9%	13%	14%	12%	18%	14%	10%	6%	10%	6%	21%	26%	36%	12%
After 8am but before 10am	34%	35%	38%	34%	29%	21%	40%	38%	34%	29%	27%	31%	42%	32%	41%	40%	39%	32%
After 10am but before midday	30%	32%	25%	30%	32%	41%	23%	28%	29%	32%	29%	35%	29%	35%	22%	18%	14%	27%
After midday but before 2pm	6%	6%	6%	11%	9%	9%	4%	6%	6%	3%	16%	8%	8%	8%	3%	1%	3%	9%
After 2pm	9%	9%	13%	7%	10%	3%	5%	8%	7%	9%	11%	11%	1%	11%	6%	4%	5%	5%
We open them on Christmas Eve	2%	2%	0%	1%	2%	-	2%	2%	2%	2%	-	1%	3%	2%	1%	1%	-	2%
We open them on another day (e.g. Boxing Day)	1%	1%	0%	1%	2%	-	1%	1%	1%	-	3%	1%	-	1%	0%	-	-	-
Not applicable – I/ we do not give or receive presents	2%	1%	1%	2%	3%	6%	4%	2%	0%	4%	1%	2%	-	2%	1%	-	-	3%
Not applicable – I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

**Which, if any, of the following Christmas Day traditions do you usually carry out? (Please tick all that apply)**

Exchange/ give/ receive presents	89%	91%	90%	90%	85%	79%	86%	91%	95%	79%	81%	87%	86%	88%	88%	94%	92%	83%
Pull crackers	78%	80%	87%	77%	69%	71%	73%	81%	84%	69%	62%	76%	79%	75%	84%	90%	87%	72%
Watch a film with the people in my household	53%	56%	53%	55%	43%	62%	51%	54%	58%	41%	40%	53%	55%	49%	60%	65%	60%	55%
Visit relatives	52%	57%	54%	53%	42%	38%	42%	51%	61%	50%	38%	53%	48%	50%	58%	59%	48%	51%
Watch the Queen's Christmas Day speech	26%	25%	25%	18%	33%	34%	26%	28%	23%	23%	41%	24%	36%	27%	24%	24%	22%	29%
Go to church	14%	13%	17%	15%	15%	13%	10%	16%	7%	11%	11%	14%	27%	14%	13%	13%	13%	20%
Go carol singing	3%	2%	5%	1%	3%	3%	2%	3%	2%	3%	-	2%	10%	3%	3%	3%	5%	2%
None of these	2%	1%	1%	3%	3%	6%	2%	1%	0%	7%	-	3%	3%	2%	1%	-	-	-
Not applicable – I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2082	1081	1001	200	379	410	381	712	1063	1019	486	289	190	274	544	96	203
All GB Adults	2082	999	1083	250	346	393	365	729	1145	937	512	341	200	266	477	104	181

Traditionally it has always been The Queen who has delivered the official Christmas message to the country...

Who, if anyone, from the following list would you prefer to deliver the Christmas message?

Ricky Gervais	6%	6%	6%	10%	13%	8%	3%	2%	6%	6%	8%	6%	3%	7%	5%	4%	10%
Michael Caine	3%	5%	2%	2%	6%	5%	3%	2%	3%	4%	3%	3%	3%	5%	4%	5%	3%
George Clooney	2%	1%	3%	4%	2%	2%	1%	2%	2%	2%	1%	1%	2%	3%	3%	1%	4%
Megan Fox	2%	3%	1%	4%	4%	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	4%	1%
Angelina Jolie	1%	1%	1%	3%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	-	3%
Robert Pattinson	1%	1%	1%	4%	0%	0%	-	0%	1%	1%	0%	1%	-	0%	1%	-	2%
Cameron Diaz	0%	1%	-	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	-	1%	-
Harrison Ford	0%	0%	0%	-	-	1%	1%	0%	0%	0%	0%	1%	0%	-	0%	-	1%
Other	9%	9%	8%	13%	12%	9%	8%	6%	8%	9%	9%	7%	6%	6%	9%	11%	17%
Not applicable - I would prefer The Queen to continue to deliver the Christmas speech	73%	71%	76%	55%	59%	72%	80%	83%	76%	70%	74%	76%	81%	69%	76%	72%	55%
Not applicable - I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

Below is a list of things which some people have complained about happening on Christmas Day...

In your opinion, which ONE, if any, would be the WORST thing that could happen on Christmas Day?

Family arguments	39%	37%	40%	43%	36%	35%	40%	39%	40%	37%	40%	40%	41%	36%	36%	43%	37%
Financial pressures	18%	19%	17%	25%	26%	23%	14%	11%	17%	19%	17%	18%	16%	18%	20%	17%	17%
Having to spend time with people I don't want to be with	15%	12%	18%	10%	13%	17%	19%	15%	16%	14%	17%	15%	14%	16%	14%	12%	15%
Boredom	7%	8%	6%	8%	7%	6%	5%	7%	7%	7%	4%	7%	5%	8%	8%	7%	10%
Over eating/ drinking	5%	6%	5%	3%	3%	5%	7%	6%	6%	5%	6%	6%	7%	3%	6%	5%	5%
Only having a limited choice of things to watch on TV	3%	3%	4%	1%	4%	3%	3%	4%	3%	3%	3%	2%	6%	4%	2%	5%	2%
Stress/ pressure of the cooking	3%	2%	3%	1%	2%	2%	3%	4%	3%	2%	3%	3%	1%	5%	3%	-	1%
None of these	8%	9%	6%	4%	5%	8%	8%	10%	6%	9%	8%	5%	9%	3%	10%	9%	9%
Not applicable - I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

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Traditionally it has always been The Queen who has delivered the official Christmas message to the country...

Who, if anyone, from the following list would you prefer to deliver the Christmas message?

Ricky Gervais	6%	8%	5%	13%	1%	7%	4%	4%	10%	3%	3%	10%	3%	6%	6%	9%	6%	11%
Michael Caine	3%	4%	3%	4%	2%	-	3%	3%	3%	2%	5%	5%	3%	3%	4%	5%	0%	2%
George Clooney	2%	2%	3%	2%	0%	7%	1%	2%	2%	2%	-	3%	-	2%	2%	1%	-	-
Megan Fox	2%	2%	0%	4%	1%	-	0%	1%	1%	1%	3%	2%	-	1%	2%	4%	2%	-
Angelina Jolie	1%	1%	0%	0%	0%	-	1%	1%	1%	0%	-	1%	-	1%	1%	1%	2%	-
Robert Pattinson	1%	0%	1%	3%	-	1%	0%	0%	1%	-	-	2%	-	0%	1%	1%	1%	-
Cameron Diaz	0%	0%	-	1%	0%	1%	1%	0%	1%	1%	-	0%	-	0%	1%	0%	-	1%
Harrison Ford	0%	0%	-	-	1%	2%	1%	0%	0%	0%	-	0%	-	0%	1%	0%	1%	-
Other	9%	8%	12%	16%	3%	14%	11%	7%	12%	10%	1%	11%	4%	8%	14%	8%	11%	7%
Not applicable - I would prefer The Queen to continue to deliver the Christmas speech	73%	72%	70%	51%	87%	68%	73%	79%	70%	74%	85%	62%	86%	76%	63%	69%	74%	71%
Not applicable - I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

Below is a list of things which some people have complained about happening on Christmas Day...

In your opinion, which ONE, if any, would be the WORST thing that could happen on Christmas Day?

Family arguments	39%	39%	39%	41%	40%	30%	35%	41%	41%	31%	34%	37%	25%	38%	42%	42%	35%	34%
Financial pressures	18%	21%	15%	17%	11%	23%	16%	15%	20%	20%	4%	23%	35%	17%	21%	20%	22%	22%
Having to spend time with people I don't want to be with	15%	14%	20%	13%	14%	16%	18%	14%	15%	24%	22%	13%	13%	15%	16%	15%	13%	11%
Boredom	7%	7%	5%	9%	6%	8%	8%	5%	8%	7%	4%	10%	9%	8%	3%	3%	3%	3%
Over eating/ drinking	5%	6%	3%	2%	9%	3%	3%	7%	4%	4%	8%	4%	5%	5%	4%	8%	4%	1%
Only having a limited choice of things to watch on TV	3%	3%	3%	2%	4%	7%	3%	4%	1%	4%	5%	3%	-	4%	2%	2%	7%	6%
Stress/ pressure of the cooking	3%	2%	4%	3%	3%	2%	3%	4%	3%	1%	4%	1%	1%	3%	3%	3%	6%	4%
None of these	8%	7%	7%	6%	10%	10%	10%	9%	7%	4%	15%	7%	8%	8%	5%	6%	8%	11%
Not applicable - I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2082	1081	1001	200	379	410	381	712	1063	1019	486	289	190	274	544	96	203
<b>All GB Adults</b>	2082	999	1083	250	346	393	365	729	1145	937	512	341	200	266	477	104	181

**On Christmas Day, which THREE, if any, of the following are your favourite ways to entertain yourself/ your family? (Please tick up to three options)**

Watch films	63%	62%	65%	69%	73%	69%	64%	53%	64%	63%	64%	67%	61%	63%	63%	67%	57%
Play board games	53%	49%	57%	51%	60%	61%	47%	49%	55%	51%	46%	55%	57%	56%	58%	66%	43%
Play computer games	26%	30%	23%	34%	36%	32%	25%	17%	24%	30%	28%	27%	24%	22%	26%	28%	30%
Tell each other jokes	23%	24%	23%	36%	25%	21%	20%	22%	23%	24%	27%	22%	19%	26%	19%	28%	25%
Play charades	19%	16%	22%	16%	14%	16%	21%	23%	18%	19%	19%	17%	20%	20%	21%	17%	
Play drinking games	8%	9%	6%	21%	11%	7%	5%	3%	6%	9%	9%	5%	12%	7%	6%	4%	11%
None of these	15%	16%	14%	3%	7%	12%	18%	23%	16%	14%	16%	14%	16%	12%	15%	13%	19%
Not applicable – I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

**If you watch films on Christmas Day, who in your household usually makes the decision about which film to watch?**

An individual adult	7%	8%	6%	6%	7%	7%	6%	8%	7%	7%	7%	8%	6%	7%	8%	7%	6%
An individual child	2%	3%	1%	4%	3%	1%	1%	2%	2%	2%	2%	1%	3%	1%	3%	7%	2%
A joint decision by the people in the household	70%	68%	71%	74%	71%	75%	71%	64%	70%	69%	71%	72%	71%	66%	68%	74%	67%
None of the above	3%	4%	2%	2%	3%	2%	4%	4%	3%	4%	3%	5%	4%	3%	4%	2%	2%
Not applicable – I/ we don't tend to watch films on Christmas Day	15%	14%	17%	10%	12%	14%	17%	18%	16%	14%	15%	11%	15%	17%	17%	7%	20%
Not applicable – I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%

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**On Christmas Day, which THREE, if any, of the following are your favourite ways to entertain yourself/ your family? (Please tick up to three options)**

Watch films	63%	66%	61%	74%	53%	78%	59%	60%	68%	55%	55%	70%	71%	61%	67%	72%	68%	66%
Play board games	53%	56%	59%	43%	46%	36%	52%	55%	62%	45%	49%	49%	47%	51%	53%	65%	72%	43%
Play computer games	26%	28%	25%	29%	20%	35%	26%	25%	24%	22%	22%	32%	36%	23%	35%	39%	30%	28%
Tell each other jokes	23%	23%	25%	36%	23%	24%	19%	22%	23%	19%	14%	29%	27%	24%	25%	21%	14%	20%
Play charades	19%	17%	22%	13%	21%	8%	25%	20%	27%	20%	7%	13%	22%	19%	16%	18%	22%	25%
Play drinking games	8%	10%	5%	21%	1%	9%	4%	5%	9%	4%	5%	14%	-	8%	10%	5%	4%	2%
None of these	15%	13%	12%	6%	24%	16%	17%	17%	11%	24%	29%	9%	16%	17%	9%	10%	13%	16%
Not applicable – I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

**If you watch films on Christmas Day, who in your household usually makes the decision about which film to watch?**

An individual adult	7%	7%	4%	8%	10%	12%	6%	6%	5%	11%	12%	8%	9%	8%	5%	5%	1%	10%
An individual child	2%	2%	2%	3%	3%	-	2%	2%	2%	0%	2%	2%	-	2%	3%	1%	5%	-
A joint decision by the people in the household	70%	72%	72%	73%	60%	78%	64%	71%	77%	60%	55%	68%	70%	67%	72%	79%	76%	71%
None of the above	3%	3%	1%	3%	6%	2%	4%	2%	4%	7%	8%	4%	4%	4%	1%	3%	1%	2%
Not applicable – I/ we don't tend to watch films on Christmas Day	15%	14%	16%	8%	18%	8%	21%	16%	13%	16%	21%	14%	13%	16%	13%	11%	14%	8%
Not applicable – I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%

Total	Gender		Age					Social Grade		Region							
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Unweighted Base	2082	1081	1001	200	379	410	381	712	1063	1019	486	289	190	274	544	96	203
All GB Adults	2082	999	1083	250	346	393	365	729	1145	937	512	341	200	266	477	104	181

You said that you tend to watch films on Christmas Day...

What is your favourite genre of film to watch on Christmas Day?

Family film	30%	23%	36%	28%	30%	39%	31%	25%	30%	30%	29%	28%	38%	22%	31%	37%	31%
Comedy	21%	24%	19%	27%	21%	17%	23%	22%	19%	24%	24%	24%	22%	18%	20%	20%	20%
Adventure	9%	10%	7%	3%	8%	7%	12%	10%	9%	8%	7%	11%	7%	11%	9%	5%	10%
Animated	5%	5%	5%	8%	6%	7%	3%	4%	6%	5%	5%	7%	5%	5%	5%	6%	4%
Science fiction	4%	5%	2%	2%	4%	3%	4%	4%	4%	3%	4%	5%	2%	4%	3%	2%	2%
Costume drama	3%	2%	5%	1%	2%	2%	3%	6%	4%	2%	3%	4%	3%	3%	4%	2%	2%
Spy	2%	3%	1%	1%	3%	2%	2%	2%	2%	2%	2%	1%	1%	4%	2%	3%	2%
Horror film	0%	1%	0%	1%	0%	1%	0%	-	0%	1%	0%	1%	0%	0%	0%	-	1%
Other	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	0%	2%	1%	1%	0%
Don't know	6%	8%	5%	13%	9%	5%	4%	4%	6%	6%	6%	4%	5%	7%	7%	15%	4%
Not applicable – I/ we don't celebrate Christmas	3%	3%	3%	4%	3%	1%	2%	3%	2%	4%	2%	4%	1%	7%	1%	3%	3%
Not applicable – I/ we don't tend to watch films on Christmas Day	15%	14%	17%	10%	12%	14%	17%	18%	16%	14%	15%	11%	15%	17%	17%	7%	20%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Working Status						Marital Status						Number of Children in Household					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	0	1	2	3+	Refused
Unweighted Base	2082	1059	311	110	340	55	207	1016	255	181	49	543	38	1472	267	204	78	61
All GB Adults	2082	1041	315	113	344	57	212	1008	259	184	55	542	33	1457	284	208	73	59

You said that you tend to watch films on Christmas Day...

What is your favourite genre of film to watch on Christmas Day?

Family film	30%	30%	32%	32%	24%	21%	34%	33%	35%	33%	18%	23%	20%	23%	38%	54%	60%	35%
Comedy	21%	23%	20%	23%	20%	24%	15%	21%	18%	16%	27%	24%	34%	24%	19%	13%	9%	24%
Adventure	9%	9%	8%	5%	11%	12%	4%	8%	11%	10%	9%	8%	6%	10%	8%	5%	1%	7%
Animated	5%	5%	5%	4%	4%	7%	9%	6%	7%	4%	-	5%	6%	5%	7%	7%	3%	8%
Science fiction	4%	4%	1%	2%	5%	12%	4%	3%	2%	3%	8%	5%	7%	4%	3%	1%	-	4%
Costume drama	3%	2%	5%	1%	7%	7%	2%	4%	3%	3%	8%	2%	-	5%	0%	1%	-	-
Spy	2%	2%	1%	1%	3%	-	0%	2%	3%	1%	3%	1%	9%	2%	0%	1%	3%	1%
Horror film	0%	0%	0%	3%	-	2%	0%	0%	2%	-	-	1%	-	1%	1%	-	1%	-
Other	1%	1%	1%	4%	1%	-	2%	1%	1%	1%	-	2%	1%	1%	0%	2%	4%	0%
Don't know	6%	7%	5%	12%	5%	7%	4%	4%	7%	7%	3%	10%	-	7%	5%	4%	2%	3%
Not applicable – I/ we don't celebrate Christmas	3%	2%	5%	5%	3%	0%	4%	2%	-	6%	3%	4%	4%	2%	5%	2%	2%	9%
Not applicable – I/ we don't tend to watch films on Christmas Day	15%	14%	16%	8%	18%	8%	21%	16%	13%	16%	21%	14%	13%	16%	13%	11%	14%	8%

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