

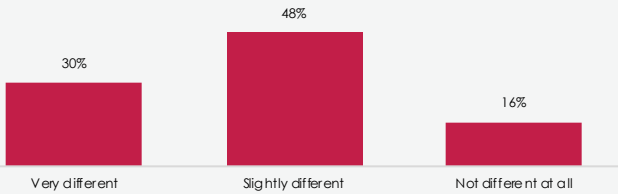
Christmas 2020

In September 2020, as part of our *Six Things September* survey, we asked our community of Urbanites all about their Christmas plans. In light of COVID-19, we wanted to find out if they expected this festive season to be any different than usual. We also discovered how Christmas planning and spending habits are likely to change. Here's a snapshot of what they told us...



Covid-19 impact on Christmas

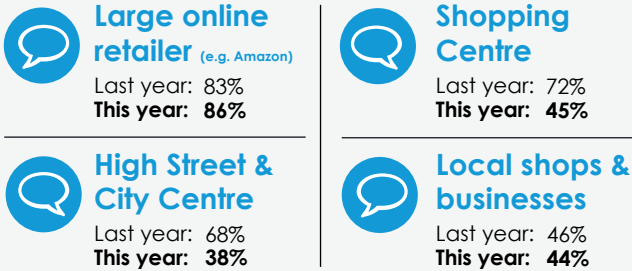
Almost a third say they feel the coronavirus pandemic would mean Christmas 2020 would be very different than usual



Changes to Christmas spending



Christmas shopping 2019 Vs 2020

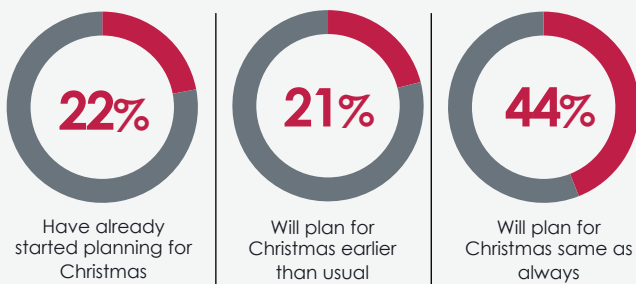


Christmas 2020: A time to gather?

28% Will celebrate Christmas with less people this year to avoid the risk of spreading COVID-19 with almost half expecting to celebrate with the same numbers as before.

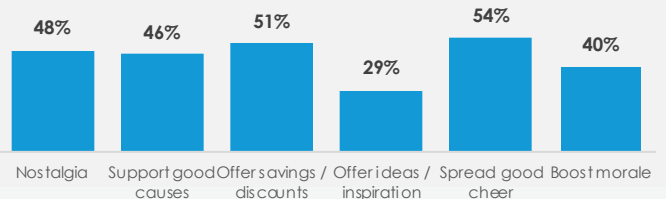


Planning for Christmas 2020



The role of brands at Christmas

Our urbanites told us what roles they would most like to see. Brands and advertisers play this Christmas in light of the current situation...



SANTA SHOPS LOCAL IN 2020

37% say they will make an effort to shop locally this year for Christmas, to support local businesses

HITTING THE HIGH STREET (EARLIER)

27% will start their Christmas shopping earlier this year to avoid crowds and queues in malls and high streets

A NORMAL NOEL

39% Are going to work hard to ensure Christmas feels as normal as possible this year despite COVID-19