

Short study 2022

CHRISTMAS BAROMETER: HOW ARE PEOPLE CELEBRATING IN 2022 DESPITE THE CRISES?

A FESTIVE MOOD INSTEAD OF A SENSE OF CRISIS. CHRISTMAS IS A TIME FOR TOGETHERNESS.

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First the glad tidings: Christmas is important to 76.8% of respondents and means time for friends and family for 89.2%. Current crises such as COVID, inflation, war or the energy crisis have not altered that. Quite the opposite: **For 31.2% of respondents, this Christmas is even more important than usual – and 46.7% of respondents want to spend more or much more time with company at Christmas.**

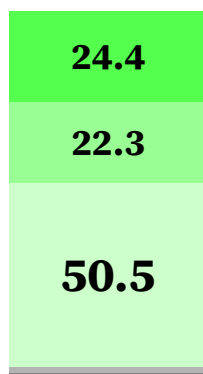
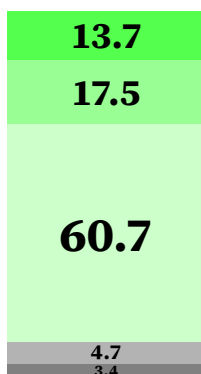
The latter is especially true of Generation Z (16 to 25-year-olds: 55.2%) and Generation Y (26 to 40-year-olds: 52.0%). In comparison: Among people aged between 41 and 55 (Generation X), only 40.9% wanted this; among people aged between 56 and 65 (Baby-Boomer), only 41.9% wanted this.

CHRISTMAS IS IMPORTANT. CHRISTMAS BRINGS PEOPLE CLOSER.

To what extent have the following aspects changed for you due to the current crises (e.g. inflation, the war in Ukraine, the energy crisis)? In %

For me, Christmas is... important.

- ...much more...
- ...more...
- ...the same amount of...
- ...less...
- ... much less...



I want to spend... time with family and friends.

- ...much more...
- ...more...
- ...the same amount of...
- ...less...
- ...much less...

***When thinking about Christmas generally, to what extent do you agree with the following statements?**

In %: only the answers "completely agree", "agree" and "somewhat agree" on a scale of 1 to 6

Due to rounding off, there could be marginal deviations in the results.

76.8*

Christmas is important to me.

89.2*

At Christmas, I like spending time with family and friends.

ABOVE ALL, CHRISTMAS MEANS FAMILY.

For the majority of respondents, Christmas means “family” and “tradition”. “Religion” is far behind in third place and is cited by less than a quarter of respondents.

If you think very generally about Christmas: What does Christmas mean to you?
In %: top 3 answers

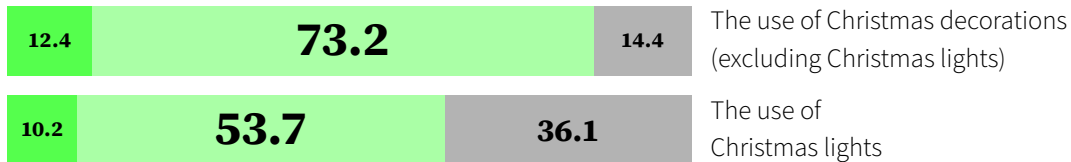


LIMITATIONS DUE TO THE CURRENT CRISES? THERE AREN'T MANY.

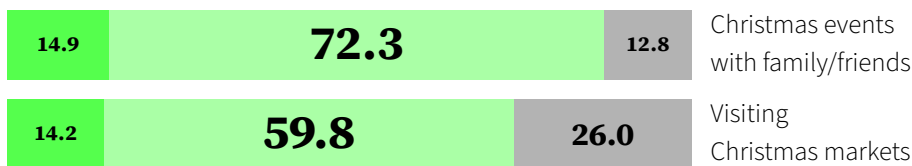
Despite war and various crises, most people are celebrating many aspects of Christmas the same way as always. Some restraint is evident regarding Christmas lights, visiting Christmas markets and buying presents. Here, around a third or a quarter use or consume less than usual.

To what extent has your Christmas been affected by the current crises (e.g. inflation, the war in Ukraine and the energy crisis) in the following areas?
In %: only respondents who generally use/consume the respective area

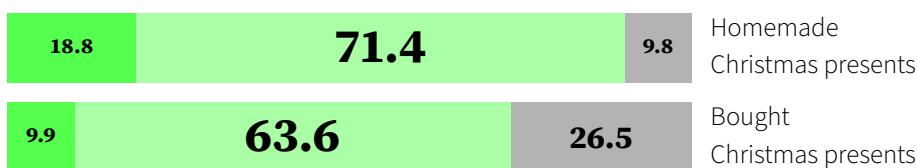
CHRISTMAS AT HOME.



CHRISTMAS TOGETHER.



CHRISTMAS AND PRESENTS.



■ Much more than usual/More than usual ■ The same ■ Less than usual/Much less than usual

*Other areas included in the survey: Spending on Christmas food | Monetary donations | Spending on travel at Christmas | Other Christmas activities



For many respondents, Christmas has become even more important this year due to the various crises. This can be explained by the reactance effect – a “now more than ever” reaction: People had a great deal of freedom taken away from them by the COVID pandemic, and again by the high rate of inflation. They wish to win back this freedom. This is indicated in our study by the fact that many do not want to have their Christmas taken away from them and some are even celebrating more intensely this year.”

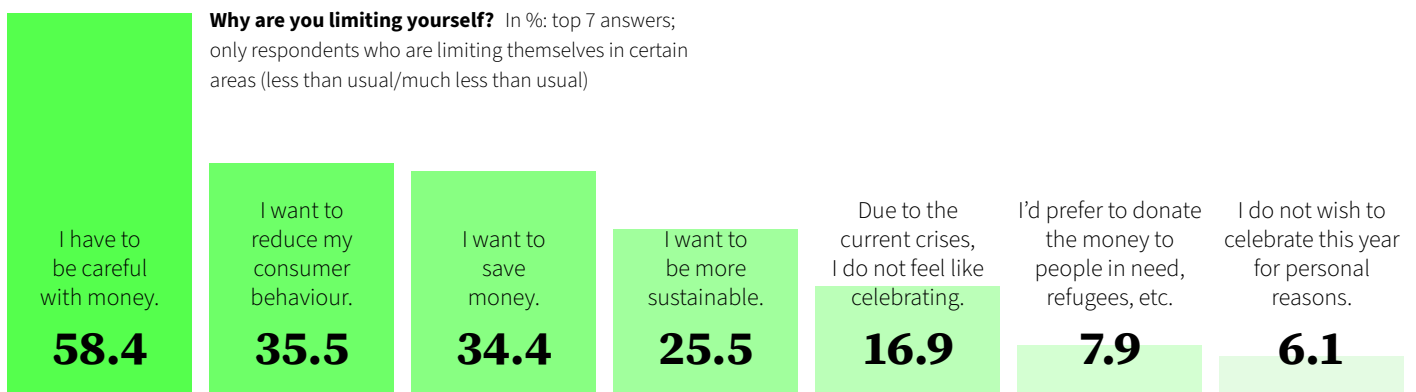


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IF YOU'RE PUTTING A LIMIT ON CHRISTMAS, WHY? THE NUMBER ONE REASON IS MONEY.

When asked about the reasons why they are limiting certain areas, significantly more than half of respondents stated that it was about the money. They have to be careful with it, even at Christmas. A little more than a third would like to save money. One in three cite less consumption, while one in four cite more sustainability. **And one in six do not feel like celebrating because of the crises.**



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The Ministry of Economics, Science and Digital Society of the State of Thuringia is responsible for the IU International University of Applied Sciences at all study locations in matters relating to higher education law.

Target group:

1,204 respondents between the ages of 16 and 65, representative of age and gender

Panel: Cint/Gapfish
Survey period: 11.11.2022 – 14.11.2022

Although gender requires more than a binary classification into female and male, the data currently available for such an analysis is limited. In general, the numbers are too small to allow a statistically significant breakdown by additional variables. Therefore, for the purposes of this study, gender is considered in a binary system.

Contact us

If you have any questions or comments, please contact us: research@iu.org

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