



Has the Christmas message changed this year?

11th – 18th December 2020

Sample of 13,156 voters

If you want more information of the exact split of the sample size across the different categories below, please contact us at lara@votesforschools.com.

Question Primary Key Stage 1 (KS1):

"Is Christmas different this year?"

Question Primary Key Stage 2 (KS2):

"Has the Christmas message changed this year?"

Question Secondary:

"Has the Christmas message changed this year?"

Question Secondary 16+ & College:

"Has the message of Christmas adverts changed this year?"

Grand Total

Primary KS1:

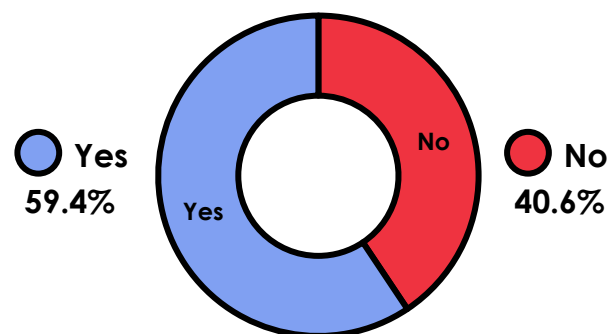
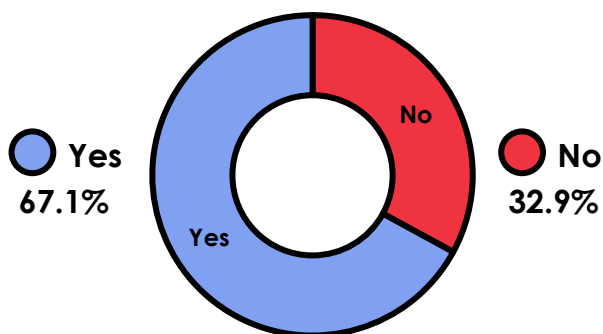
"Is Christmas different this year?"

Yes 67.06%
No 32.94%

Primary KS2:

"Has the Christmas message changed this year?"

Yes 59.37%
No 40.63%



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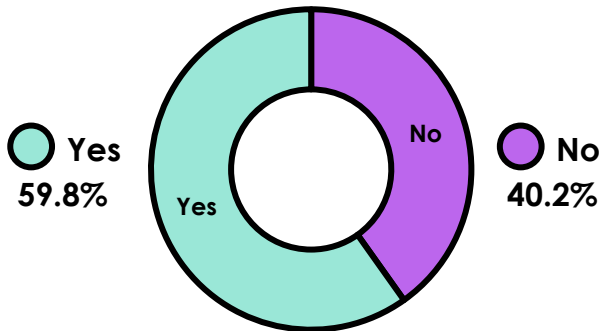


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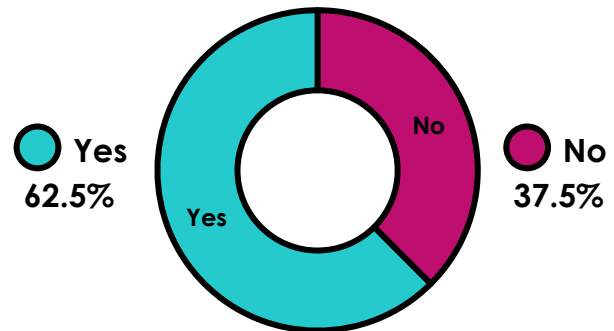
Secondary:
"Has the Christmas message
changed this year?"

Yes 59.83%
No 40.17%



Secondary 16+ & College:
"Has the message of Christmas
adverts changed this year?"

Yes 62.48%
No 37.52%



Gender

Primary KS1: "Is Christmas different this year?"

	Yes	No
Female	67.54%	32.46%
Male	66.62%	33.38%

Primary KS2: "Has the Christmas message changed this year?"

	Yes	No
Female	60.23%	39.77%
Male	58.29%	41.71%
Diverse*	63.10%	36.90%

Secondary: "Has the Christmas message changed this year?"

	Yes	No
Female	63.88%	36.12%
Male	54.11%	45.89%
Diverse*	69.74%	30.26%

16+ & College: "Has the message of Christmas adverts changed this year?"

	Yes	No
Female	54.50%	45.50%
Male	62.00%	38.00%
Diverse*	67.05%	32.95%

*Votes collected as "Diverse" include students that identify as gender diverse, as well as students that wish not to disclose or were not able to specify their gender.



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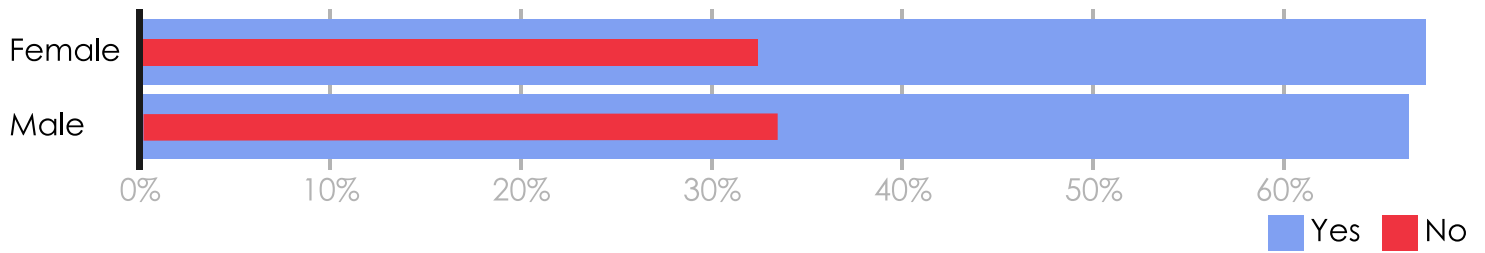
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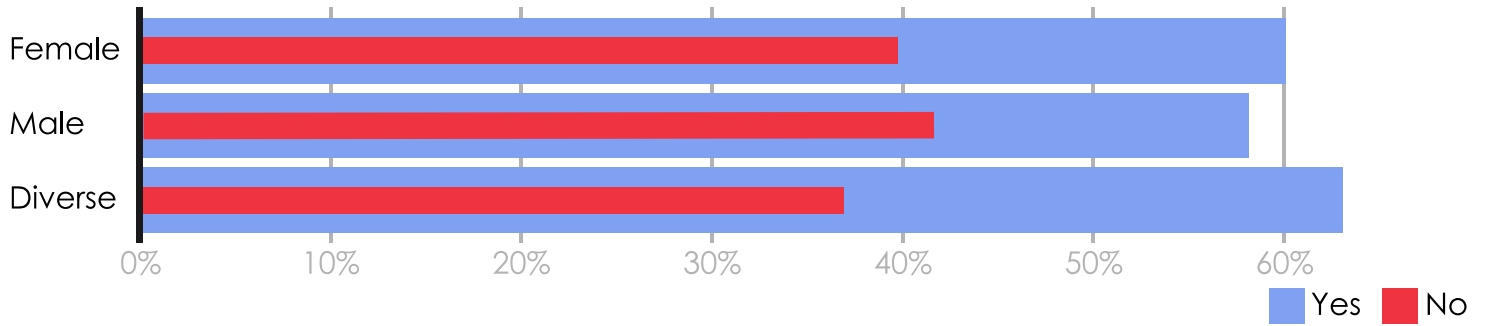
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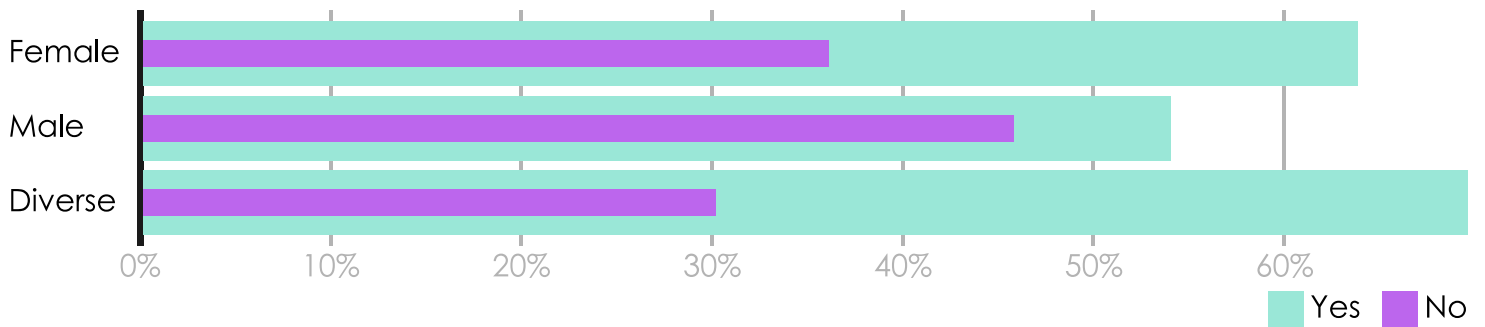
Primary KS1: "Is Christmas different this year?"



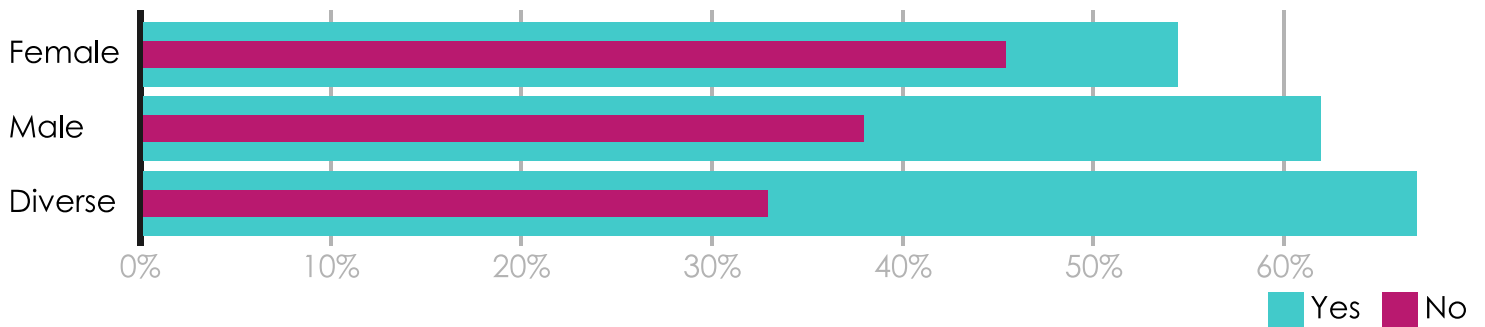
Primary KS2: "Has the Christmas message changed this year?"



Secondary: "Has the Christmas message changed this year?"



Secondary 16+ & College: "Has the message of Christmas adverts changed this year?"



When asked "Has the Christmas message changed this year?" amongst **Primary KS2 pupils and Secondary students, diverse voters had the biggest portion of Yes votes** with 63.1% of diverse Primary KS2 pupils and 69.7% of diverse Secondary students voting Yes. In both cases this was **followed by female voters**, with 2.9% fewer female KS2 pupils and 5.9% fewer female Secondary students voting Yes, compared to diverse voters. **Male students represented the lowest percentage of Yes votes**, with 4.8% fewer male KS2 pupils voting Yes and 15.6% fewer male Secondary students voting Yes, compared to diverse voters.



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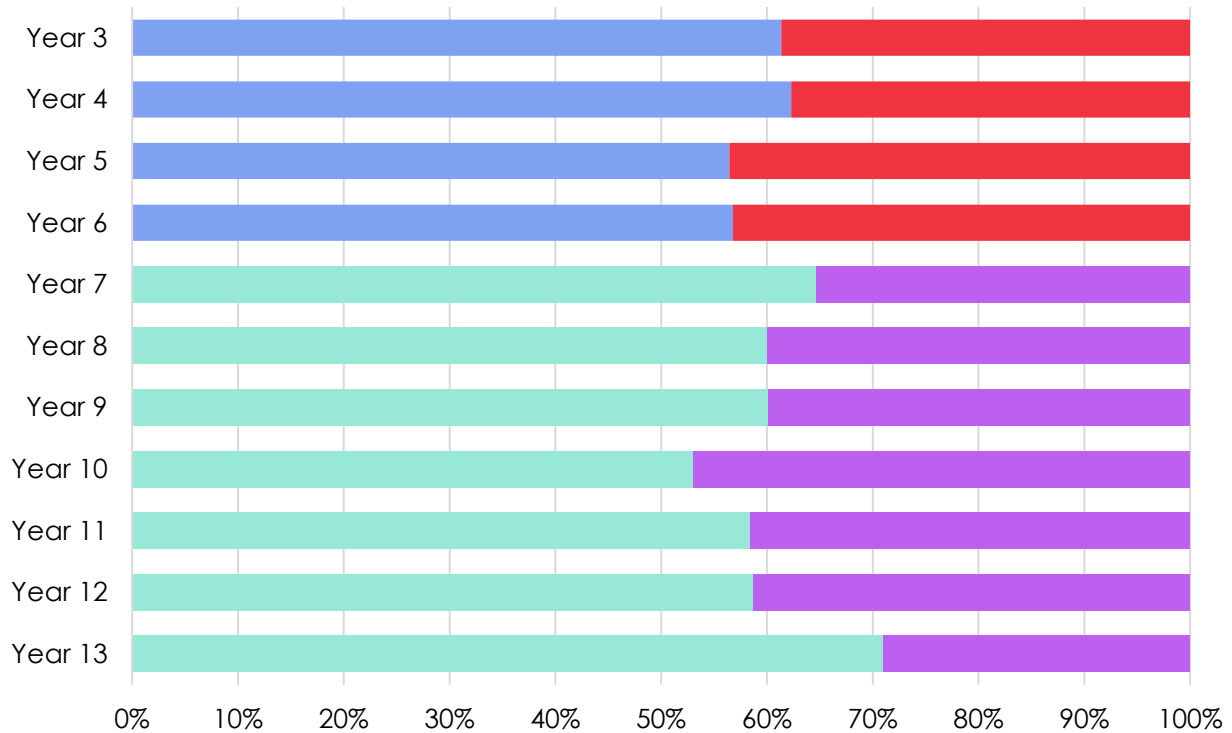
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Age

Primary KS2 & Secondary: "Has the Christmas message changed this year?"

Year Group	Yes	No
Year 3	61.36%	38.64%
Year 4	62.28%	37.72%
Year 5	56.45%	43.55%
Year 6	56.79%	43.21%
Year 7	64.71%	35.29%
Year 8	60.02%	39.98%
Year 9	60.13%	39.87%
Year 10	53.06%	46.94%
Year 11	58.45%	41.55%
Year 12	58.73%	41.27%
Year 13	71.05%	28.95%



Primary KS1: "Is Christmas different this year?"

Year Group	Yes	No
Reception	100%	0.00%
Year 1	57.36%	42.64%
Year 2	68.30%	31.70%
Year 3	64.42%	35.58%
Year 4	88.37%	11.63%
Year 5	57.69%	42.31%
Year 6	88.61%	11.39%



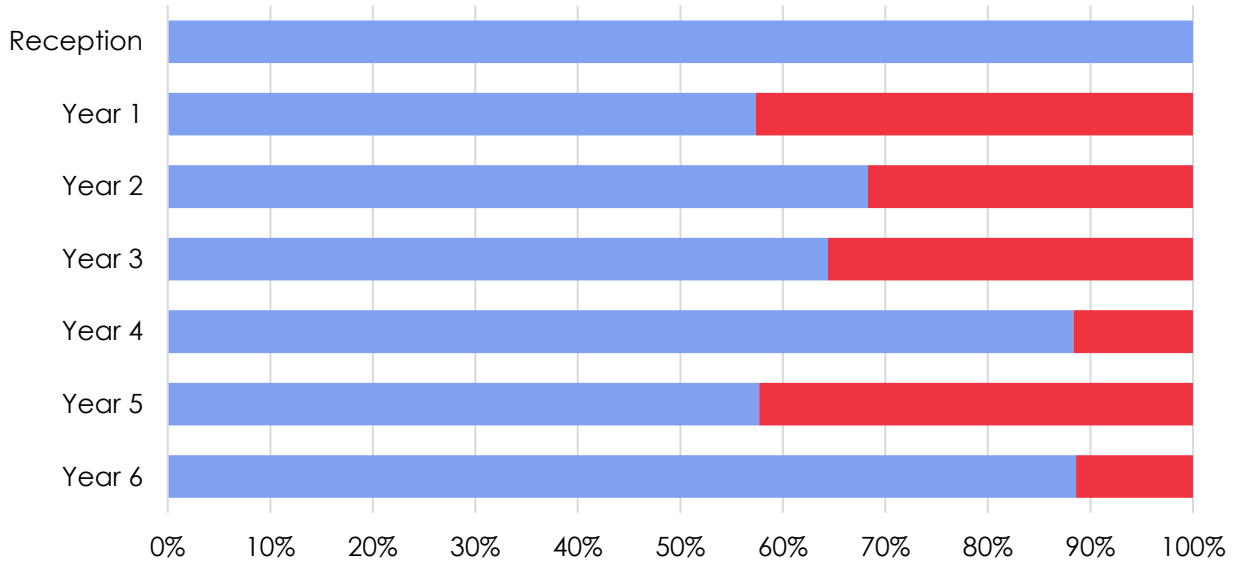
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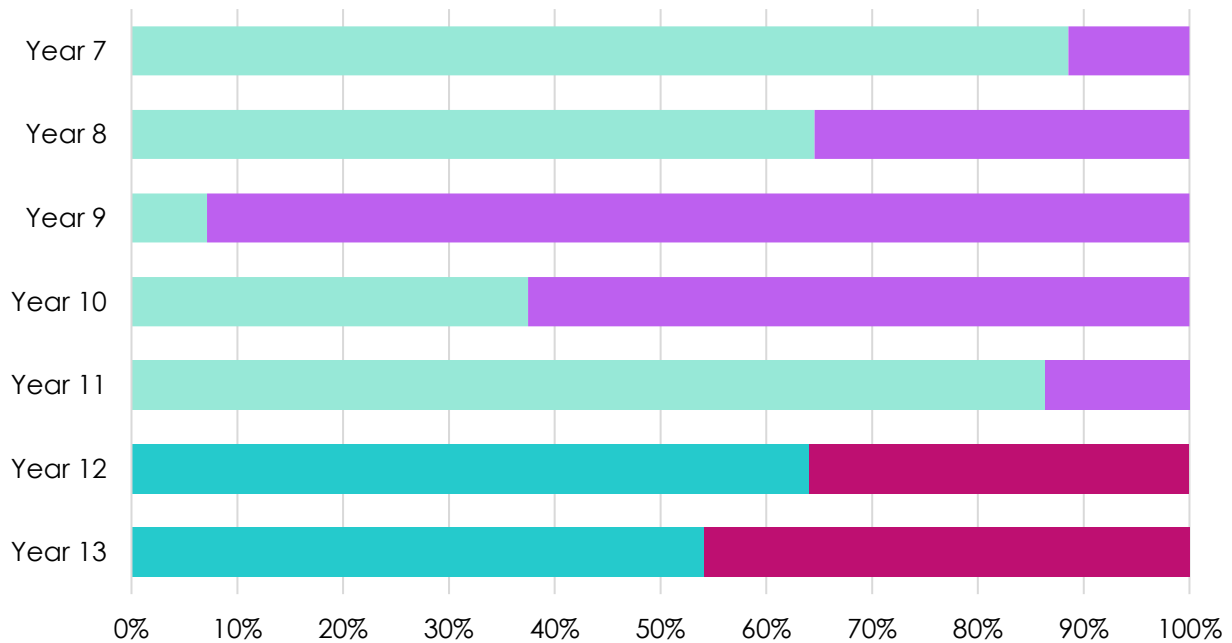


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Secondary, Secondary 16+ & College:
 "Has the message of Christmas adverts changed this year?"

Year Group	Yes	No
Year 7	88.57%	11.43%
Year 8	64.58%	35.42%
Year 9	7.14%	92.86%
Year 10	37.50%	62.50%
Year 11	86.36%	13.64%
Year 12	64.09%	35.91%
Year 13	54.10%	45.90%



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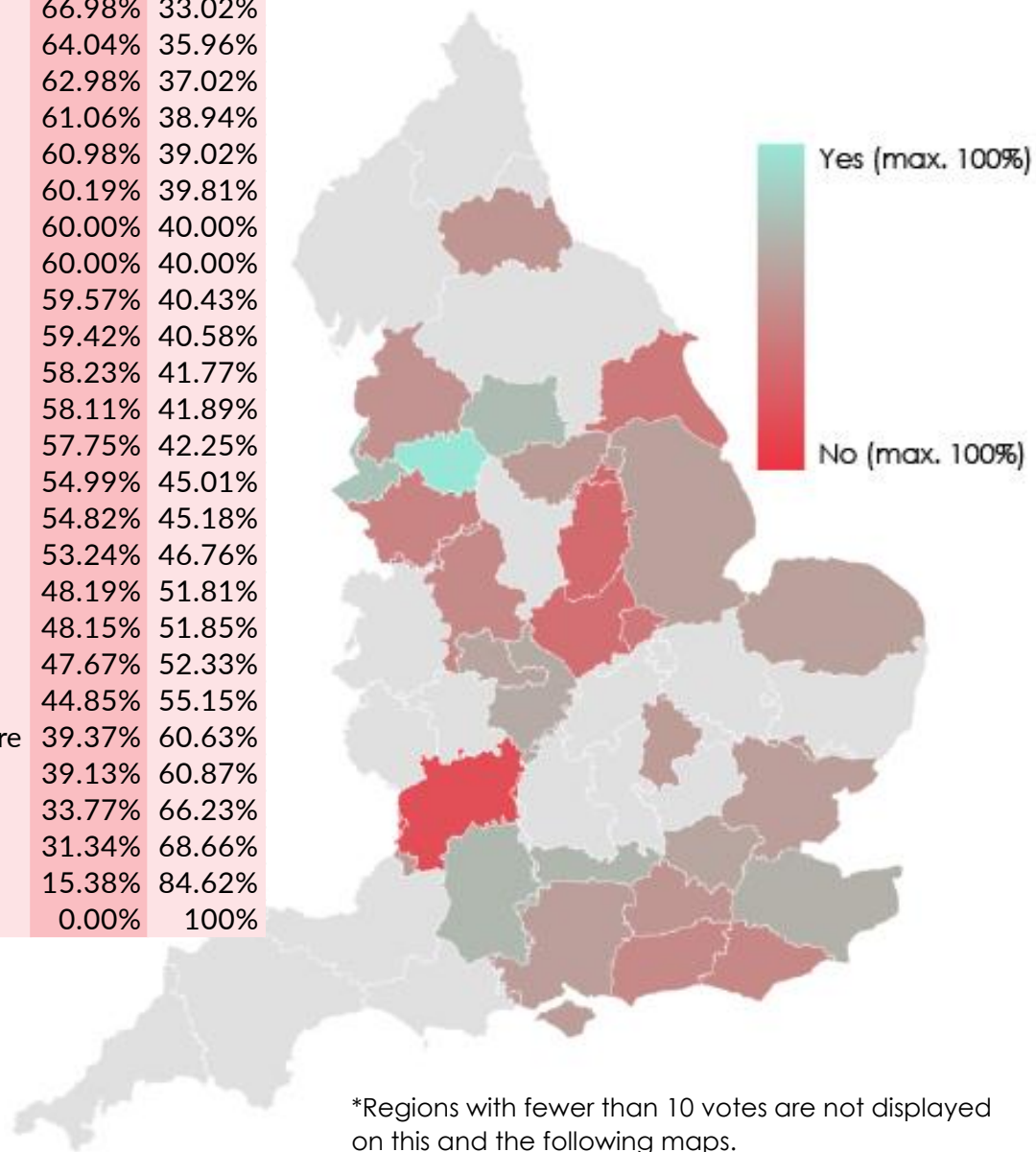
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Location

Total - Primary, Secondary & College:

	Yes	No
Greater Manchester	100%	0.00%
Northamptonshire	100%	0.00%
Merseyside	80.00%	20.00%
West Yorkshire	75.89%	24.11%
Wiltshire	74.13%	25.87%
Berkshire	73.31%	26.69%
Greater London	72.12%	27.88%
Kent	69.92%	30.08%
Warwickshire	66.98%	33.02%
West Midlands	64.04%	35.96%
London	62.98%	37.02%
Norfolk	61.06%	38.94%
Lincolnshire	60.98%	39.02%
Isle of Wight	60.19%	39.81%
Dorset	60.00%	40.00%
Hertfordshire	60.00%	40.00%
Hampshire	59.57%	40.43%
Essex	59.42%	40.58%
South Yorkshire	58.23%	41.77%
Bedfordshire	58.11%	41.89%
Bristol	57.75%	42.25%
Surrey	54.99%	45.01%
Durham	54.82%	45.18%
Lancashire	53.24%	46.76%
West Sussex	48.19%	51.81%
Staffordshire	48.15%	51.85%
East Sussex	47.67%	52.33%
Cheshire	44.85%	55.15%
East Riding of Yorkshire	39.37%	60.63%
Rutland	39.13%	60.87%
Leicestershire	33.77%	66.23%
Nottinghamshire	31.34%	68.66%
Gloucestershire	15.38%	84.62%
North Yorkshire	0.00%	100%



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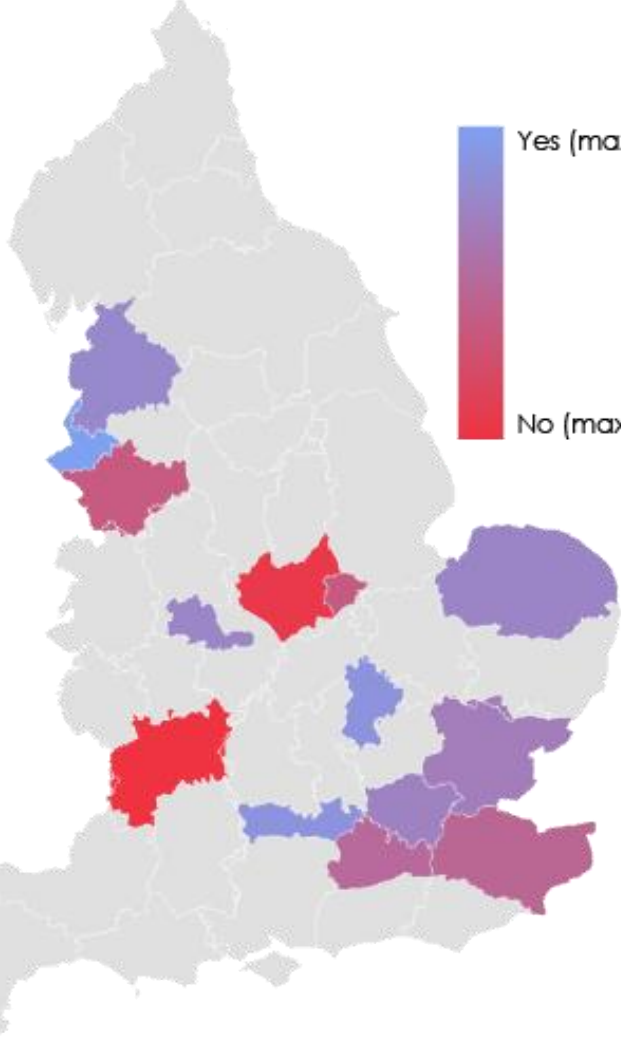
"Has the Christmas message changed this year?"

Primary KS2:

	Yes	No
Merseyside	80.00%	20.00%
Bedfordshire	72.34%	27.66%
Berkshire	72.22%	27.78%
Greater London	71.88%	28.13%
Lancashire	66.27%	33.73%
West Midlands	64.45%	35.55%
Norfolk	64.08%	35.92%
Essex	59.85%	40.15%
London	56.41%	43.59%
Surrey	48.25%	51.75%
Kent	45.95%	54.05%
Rutland	39.13%	60.87%
Cheshire	38.89%	61.11%
Leicestershire	19.09%	80.91%
Gloucestershire	15.38%	84.62%
Hertfordshire	0.00%	100%
Staffordshire	0.00%	100%

Secondary:

	Yes	No
Greater Manchester	100%	0.00%
Northamptonshire	100%	0.00%
Greater London	85.71%	14.29%
Kent	79.17%	20.83%
Cheshire	75.00%	25.00%
Hertfordshire	75.00%	25.00%
Wiltshire	73.45%	26.55%
Norfolk	66.88%	33.12%
London	63.23%	36.77%
West Midlands	63.14%	36.86%
Lincolnshire	60.98%	39.02%
Isle of Wight	60.19%	39.81%
Dorset	60.00%	40.00%
Surrey	59.41%	40.59%
Hampshire	59.17%	40.83%
South Yorkshire	58.51%	41.49%
Essex	58.06%	41.94%
Bristol	57.75%	42.25%
Lancashire	55.14%	44.86%
Durham	54.82%	45.18%
West Sussex	48.19%	51.81%
East Sussex	45.89%	54.11%
East Riding of Yorkshire	39.37%	60.63%
West Yorkshire	34.09%	65.91%
Staffordshire	33.33%	66.67%
Nottinghamshire	32.50%	67.50%
North Yorkshire	0.00%	100%





Students' Comments: "Has the Christmas message changed this year?"

"It won't be the same **without all of our families.**"

Primary School, Leicestershire

"Christmas has not really gone the way we planned this year, and **everybody may be doing things different.** Even though we are **trying to make it as normal as possible,** Christmas will have a different message; to me and my little sister, that is: **'Hope is within us all.'**"

Primary School, West Midlands

"It has because while people are going on about Christmas and festivity, they are **incorporating parts about saying safe from COVID-19.** Making it a safe Christmas."

Secondary School, Durham

"It **doesn't feel like Christmas,** because the **year went too fast** because all our usual traditions and those of others in Britain were so different and not celebrated in the ways we usually do."

Secondary School, Northamptonshire

"It's always about the gifts and such but now **people need Christmas to have fun with family and friends** now with all the lockdowns and restrictions it's time to socialise with others and **recognise the real-life superheroes.**"

Primary School, Surrey

"It is more important to **spend time with each other** this year."

Primary School, Essex

"It's **more appreciated.**"

Secondary School,
Greater London

"We should be grateful that we still have our family this year, as many people lost someone they love. Therefore, at Christmas we will be **more appreciative of family** and **grateful for what we have.**"

Secondary School, Norfolk

"I think the Christmas spirit is **more about caring and loving** than presents. We all have **been through so much** and seeing family is the most important. This year my present will be that my grandma comes to stay with us."

Secondary School, London



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"The Christmas message hasn't changed this year because **Christmas can't change**. It will always be the same. **Covid hasn't lowered the Christmas spirit.**"

Primary School, Gloucestershire

"Christmas is **still about family.**"

Primary School, Kent

"It has remained a **focus on family, food and generosity**, despite the new Covid restrictions."

Secondary School, London

"We are still **sharing joy** and seeing some of our **families.**"

Primary School, Lancashire

"I'm **still with my family** and Santa is still coming so it's still exciting. **We are very lucky.**"

Primary School, Essex

"Core values such as **kindness and gratitude** which are displayed everyday have not and will not ever change!"

Secondary School, West Midlands

"This depends on what it originally meant to people. Significant factors of the message are presents or spending time with family. Some find **Christmas as a time for greed and receiving things** (which can bring joy, but it is not authentic if it is from materialistic things), whereas **others find spending time with family more important**. 2020 has been a tough year with everything but quarantine too (where you may not be able to see your family) so the message of spending time with family has become stronger in those terms. Gift giving has not been happening as much this year. This year, however, the **tough times have made us realise what is really important**. It may or may not have changed the message for some but has **made it stronger.**"

Secondary School, West Yorkshire

"The Christmas message has just **made us all come together** as one and share the important message of how **we should value family and friends**, the same as any other year, but **maybe more so this year!**"

Secondary School, Staffordshire



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