

CZECH CHRISTMAS 2023

What does a typical Czech Christmas look like is what you find in this completely average report. But it is not that average after all, as it is based on the answers of 5,000 Czechs.

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WHY AND HOW DID WE DO THIS PROJECT?

Let's admit that from the marketing point of view, Christmas is the most important event of the year. And that is why every year around this time we can read and listen about what Czechs like and do not like about Christmas. But what does the real Czech Christmas look like, when you ask 5,000 Czechs?

If you have clicked through to this point, you have already seen our Christmas website. Here, you will find everything about the Czech average Christmas in numbers.

GroupM wishes you very Merry Christmas

Information about the project

We used the opportunity of another wave of our GroupM mPanel update and added several Christmas questions into it. (mPanel continuously and comprehensively maps the behaviour of the Czech population and offers detailed insights into the consumer, media and lifestyle habits of Czechs).

Number of respondents: 5,000

Characteristics of the sample: a representative sample of the Czech online population aged 15-80. Representative quotas by sex, age, size of place of residence, region.

Data collection took place at the turn of September and October 2023

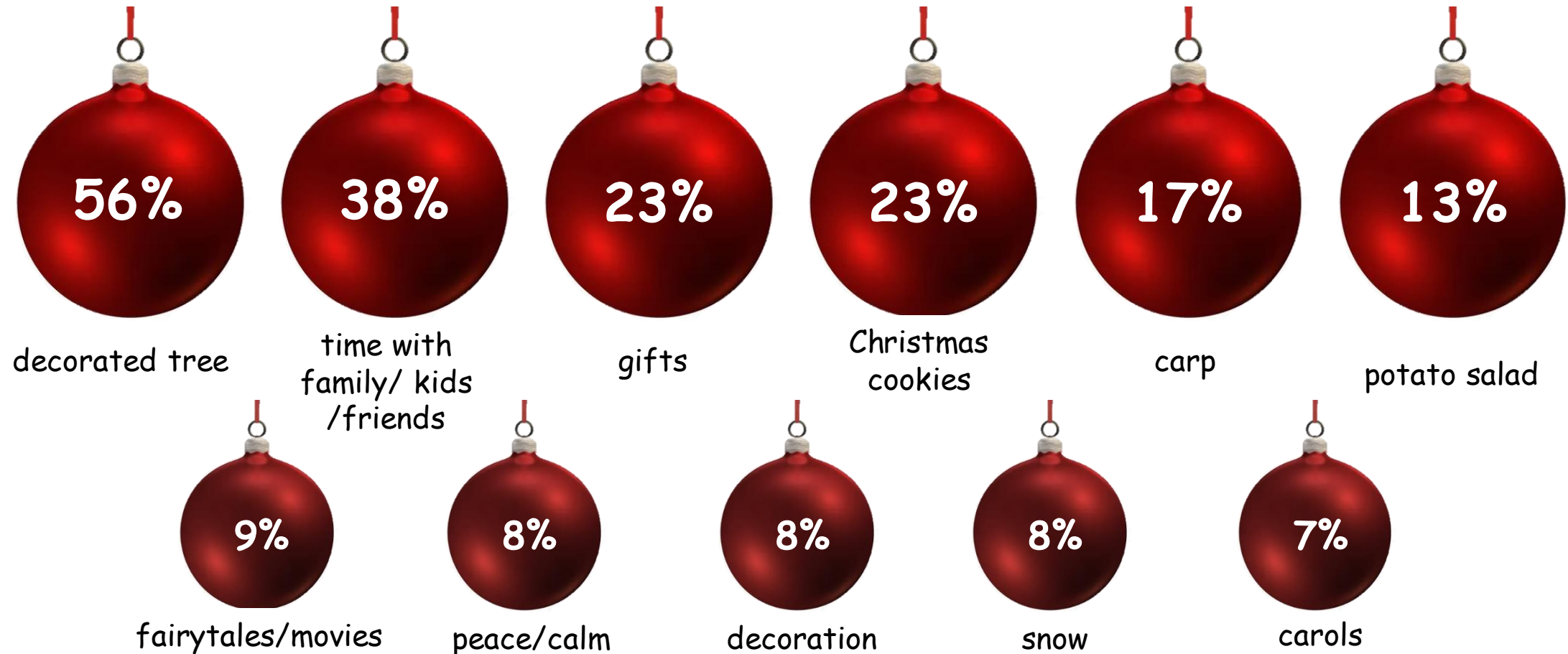
Note: with the number of respondents we have, all subgroups are at least in the lower hundreds of respondents, and most differences are significant. Therefore, we do not list sample size on individual slides, except for questions under some filter.

SYMBOLS OF CZECH CHRISTMAS

What do Czechs spontaneously associate with Christmas?
And what is important for making Christmas the best one?
As not all that glitters is gold, not even at Christmas, what do
Czechs dislike about Christmas?

SYMBOLS OF CHRISTMAS - SPONTANEOUS ASSOCIATIONS

We asked 5,000 Czechs what the symbols of Christmas are. As you can see, having a piece of forest at home once a year (sometimes in plastic form) is the key element of Czech Christmas. And, by the way, the richer the family, the more often they mention the tree and the carp. And the more people mention Christmas cookies, the earlier they start buying presents.

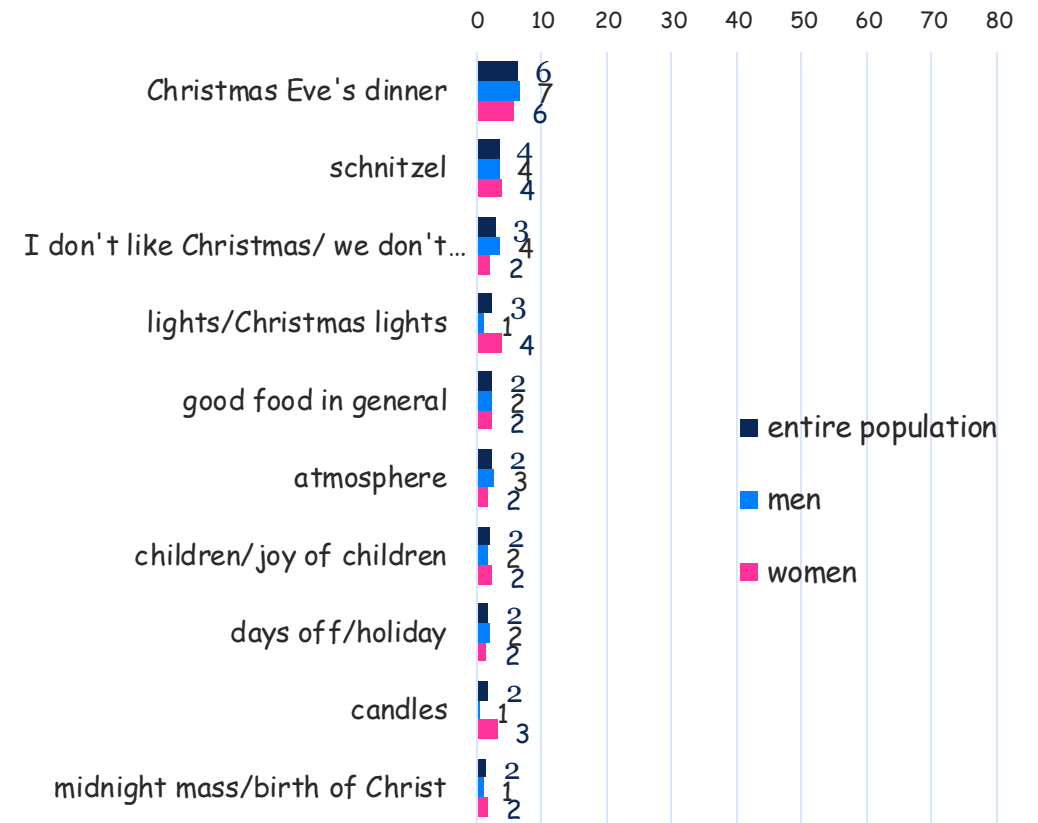
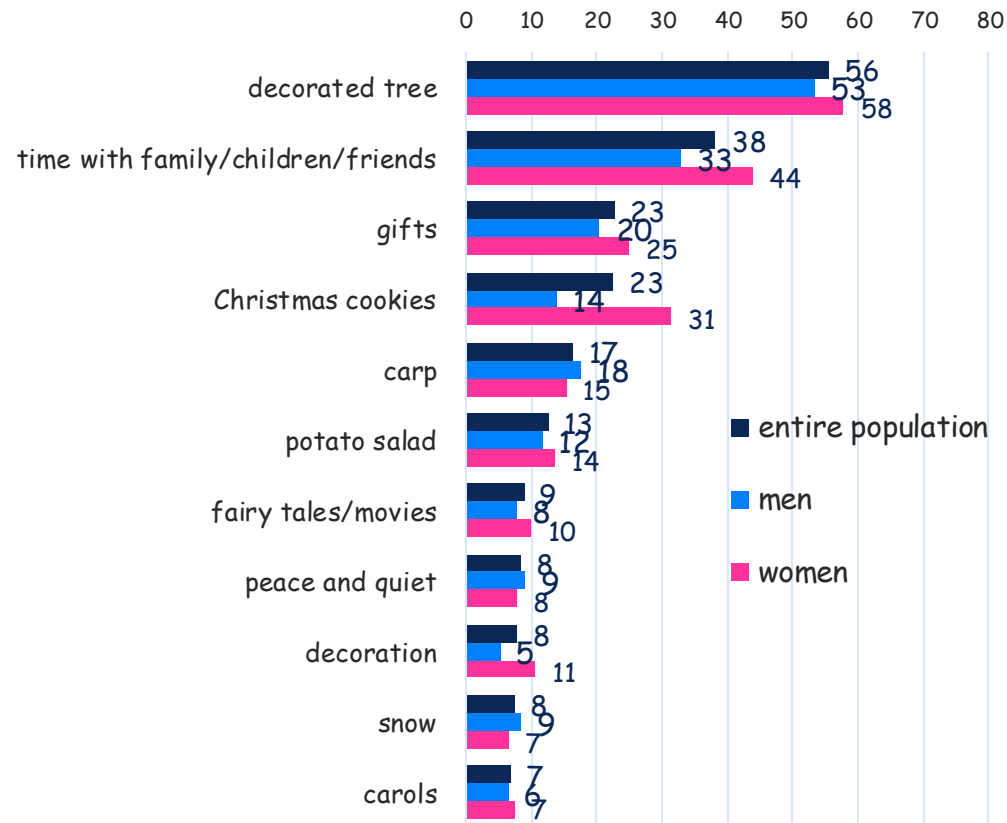


Question: What are the symbols of Christmas for you?

Data source: GroupM mPanel

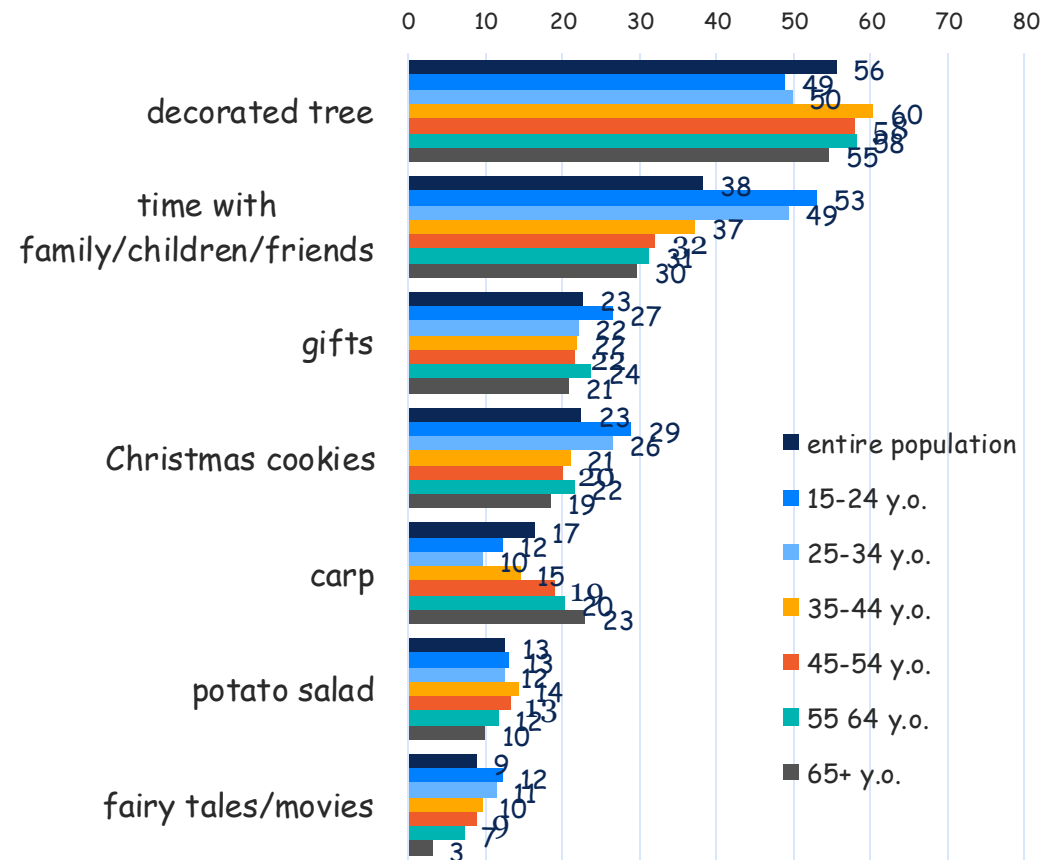
SYMBOLS OF CHRISTMAS - SPONTANEOUSLY, DETAIL 1/2

For women, Christmas is more about time with family/loved ones and about Christmas cookies (but not always in a good way, because the baking and shopping is mostly up to them). Men mentioned carp slightly more often - once a year they can prove the qualities of hunters.

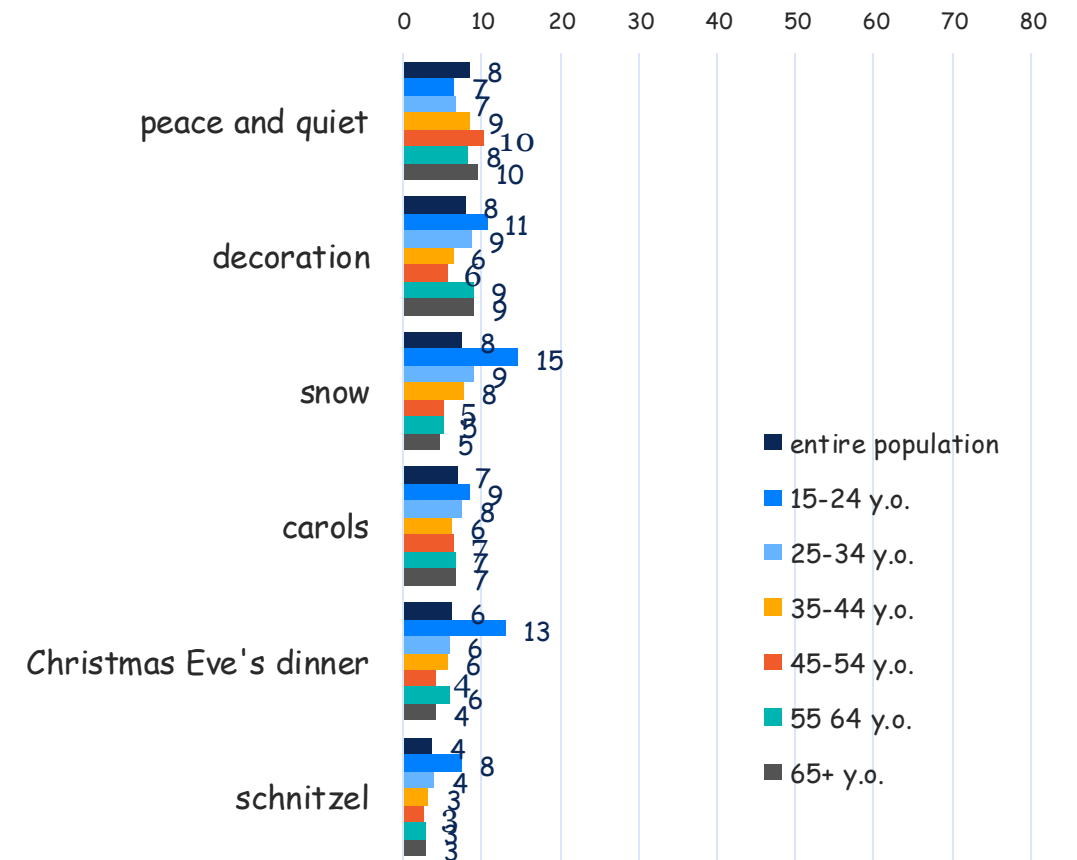


SYMBOLS OF CHRISTMAS - SPONTANEOUSLY, DETAIL 2/2

Decorated tree is mentioned more by Czechs aged 35+ y. o., as well as the carp. For young people, on the other hand, the symbol of Christmas is time with the family with cookies and good dinner at Christmas Eve's table. Also, as the global warming generation, they also crave for snow the most.



Question: What are the symbols of Christmas for you?



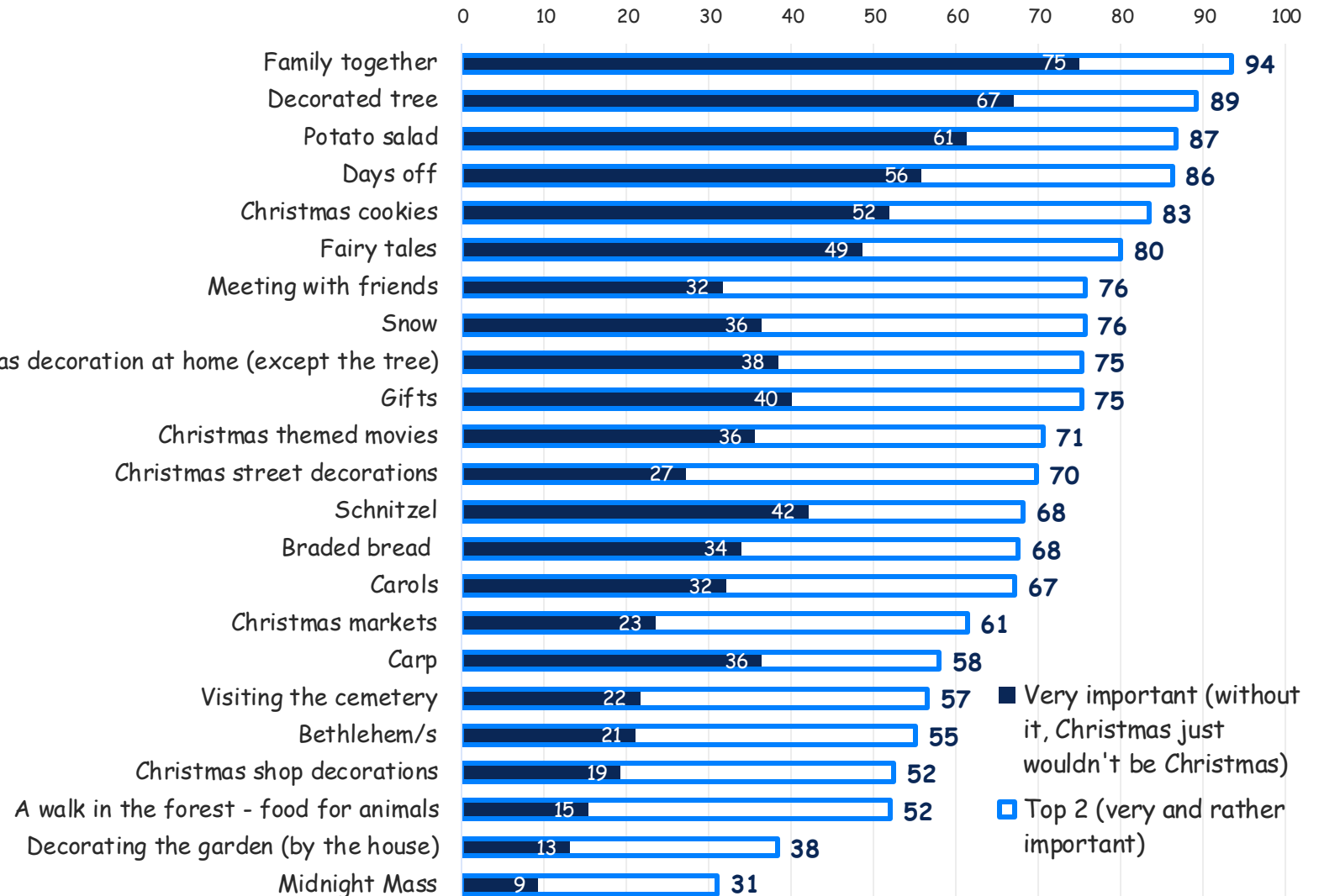
Data source: GroupM mPanel

WHAT IS IMPORTANT TO MAKE CHRISTMAS THE BEST ONES

A family together is essential, even the most ardent critics of Christmas agree with that - without it, there would simply be no Christmas.

Then there are the decorated tree, potato salad and Christmas cookies - and to decorate and eat it all, there must be days off and fairytales on TV.

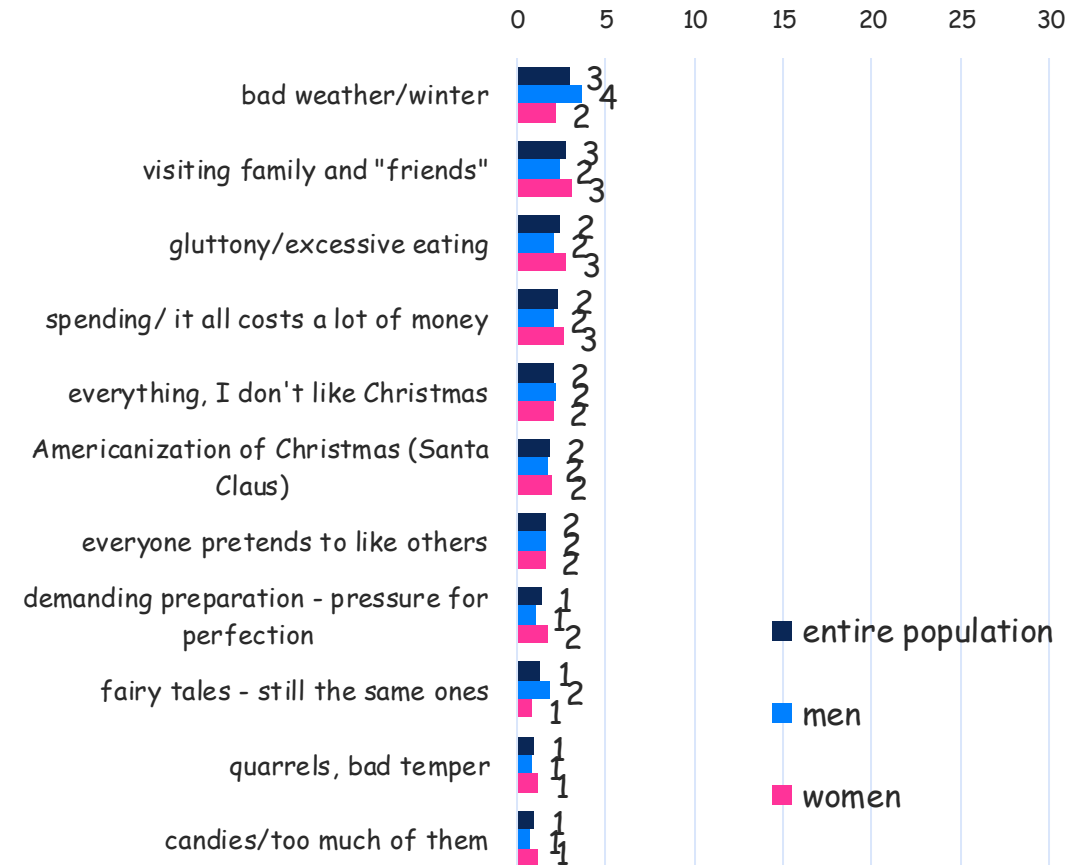
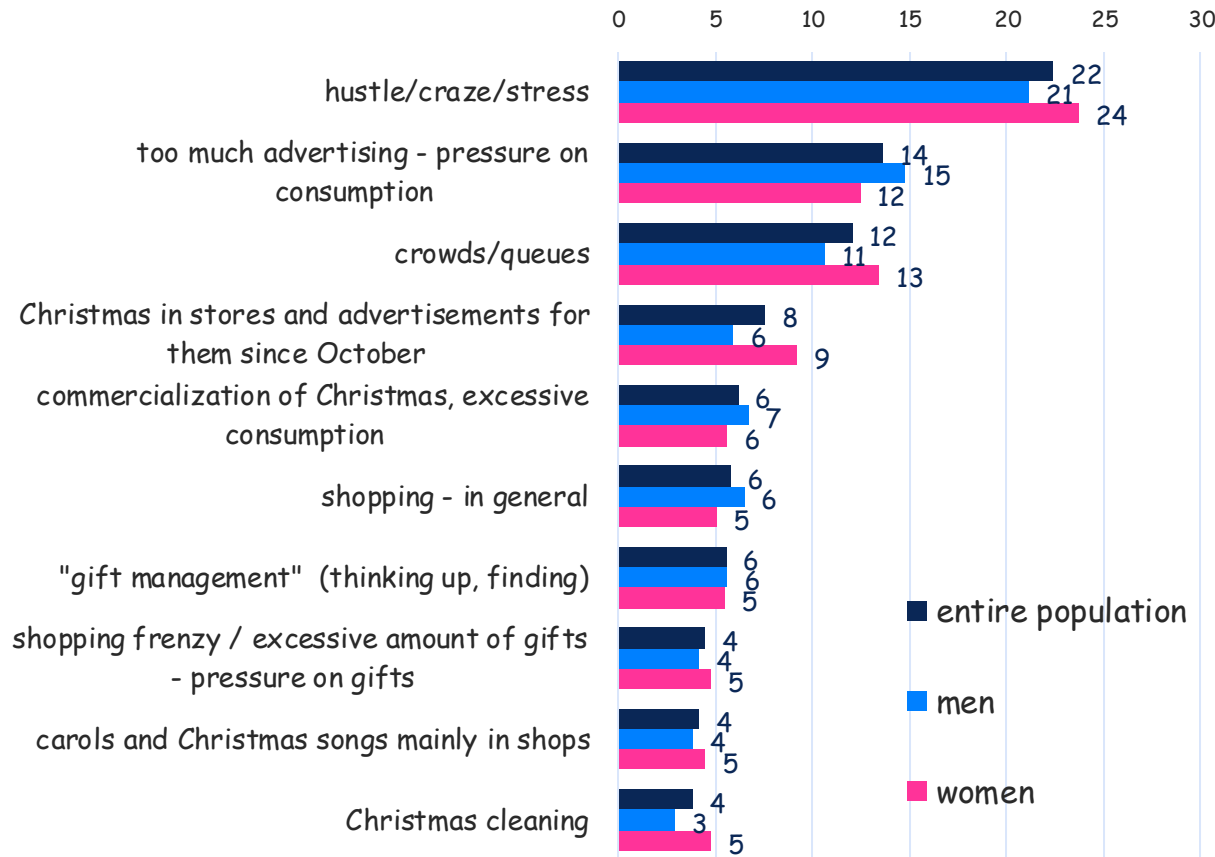
The schnitzel and carp, although relatively lower in terms of overall score (top 2), have plenty of ardent adherents (dark blue).



Q: You will now see a list of things that may or may not be associated with Christmas. For each item, state how important this thing is to you at Christmas.

WHAT CZECHS DISLIKE ABOUT CHRISTMAS

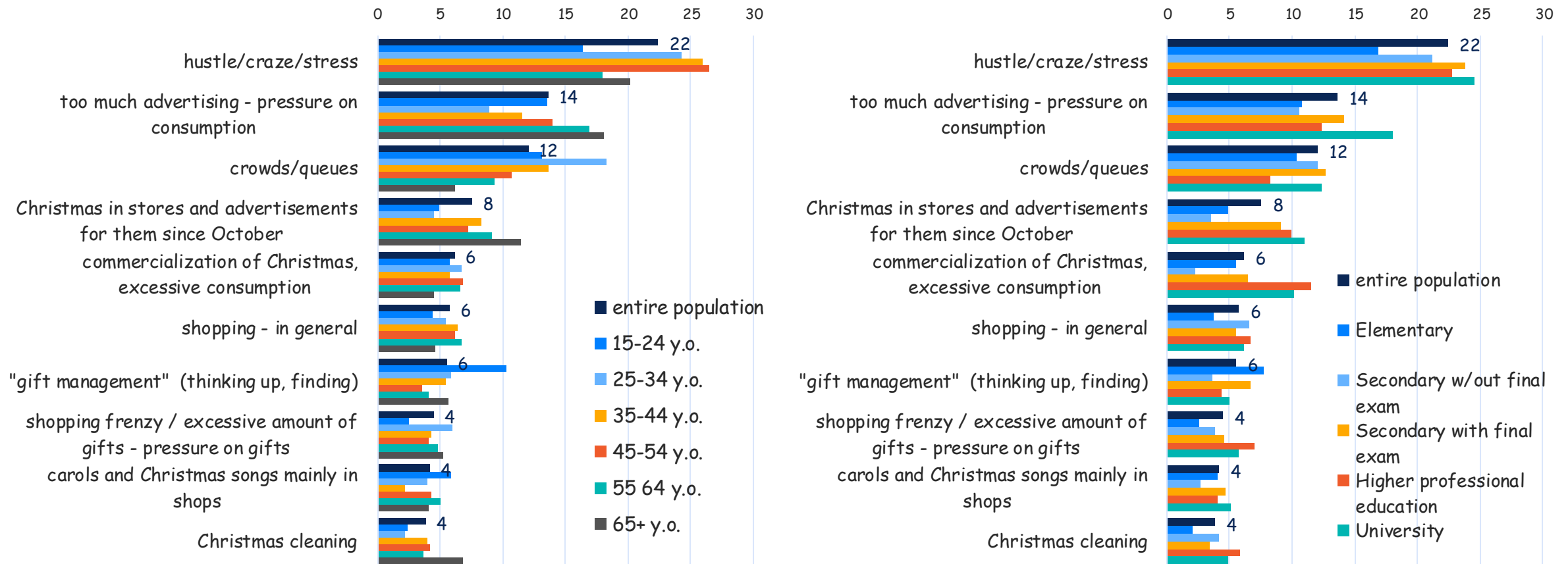
Hustle, frenzy and stress are the main objections of Czechs to Christmas. The over-commercialisation of Christmas is also a problem (for more than a fifth of Czechs in total). Crowds and queues in shops and cities in general are third.



Q: What, if anything, do you dislike about Christmas? What is bothering you, there is too much of it, etc.

WHAT CZECHS DISLIKE ABOUT CHRISTMAS (TOP 10, DETAIL)

The hustle is objected mainly by the middle age generation (it has also a lot to do with preparing Christmas for the kids). The younger generations are mainly bothered by the crowds and thinking up what presents to buy. The older generations are most bothered by the advertising and by Christmas starting too early in the shops. And the biggest objections to over-commercialisation and consumerism come from Czechs with university degrees.



Q: What, if anything, do you dislike about Christmas? What is bothering you, there is too much of it, etc.

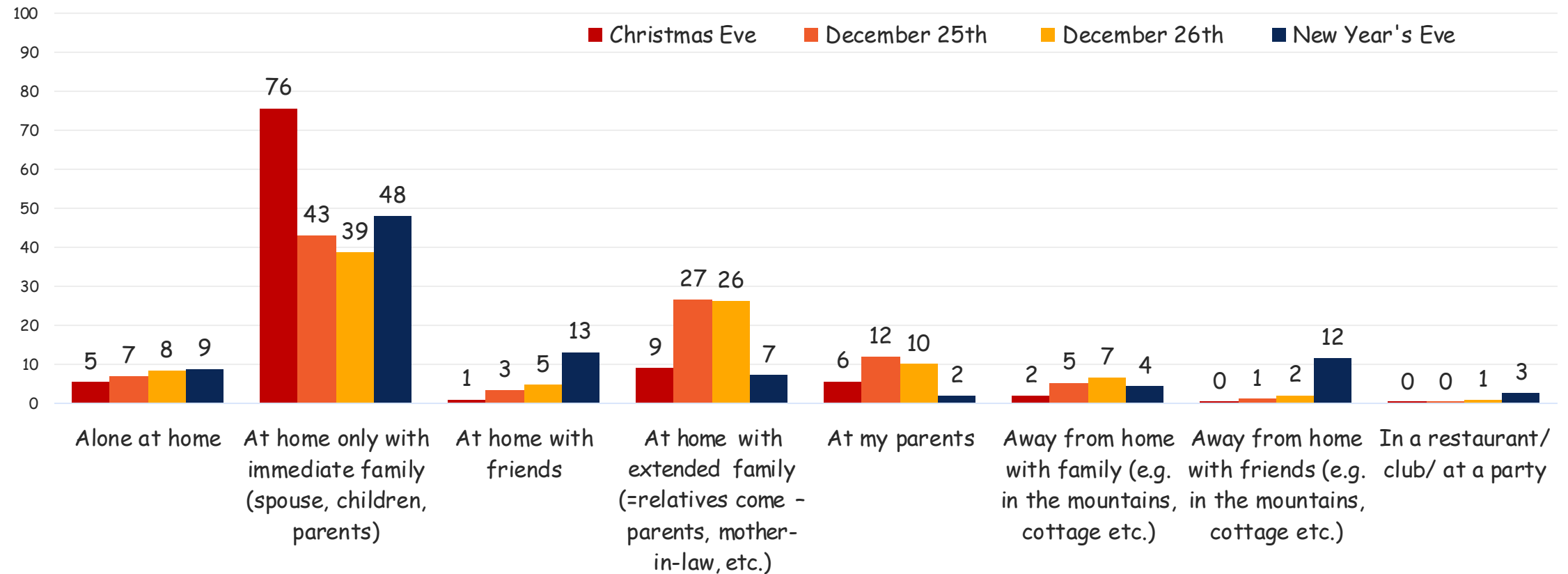
WHERE DO CZECHS SPEND CHRISTMAS

Where are the Czechs on Christmas Eve, December 25th and 26th?

And where do they spend New Year's Eve?

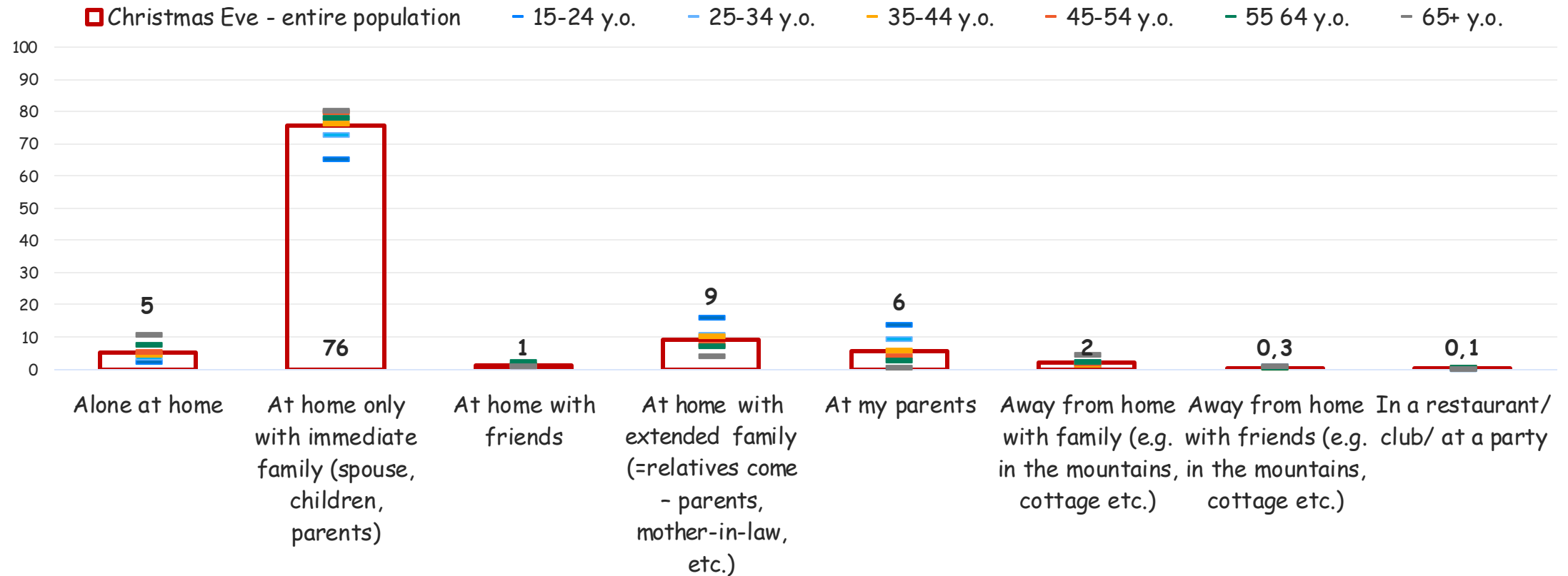
WHERE CZECHS SPEND CHRISTMAS AND NEW YEAR'S EVE

3/4 of Czechs spend Christmas Eve at home, with their immediate family. The fun starts from December 25th on, when people start visiting each other's. On New Year's Eve, some Czechs venture outside the family circle. And if you want to know if and how it is in different subgroups, you have to keep reading on.



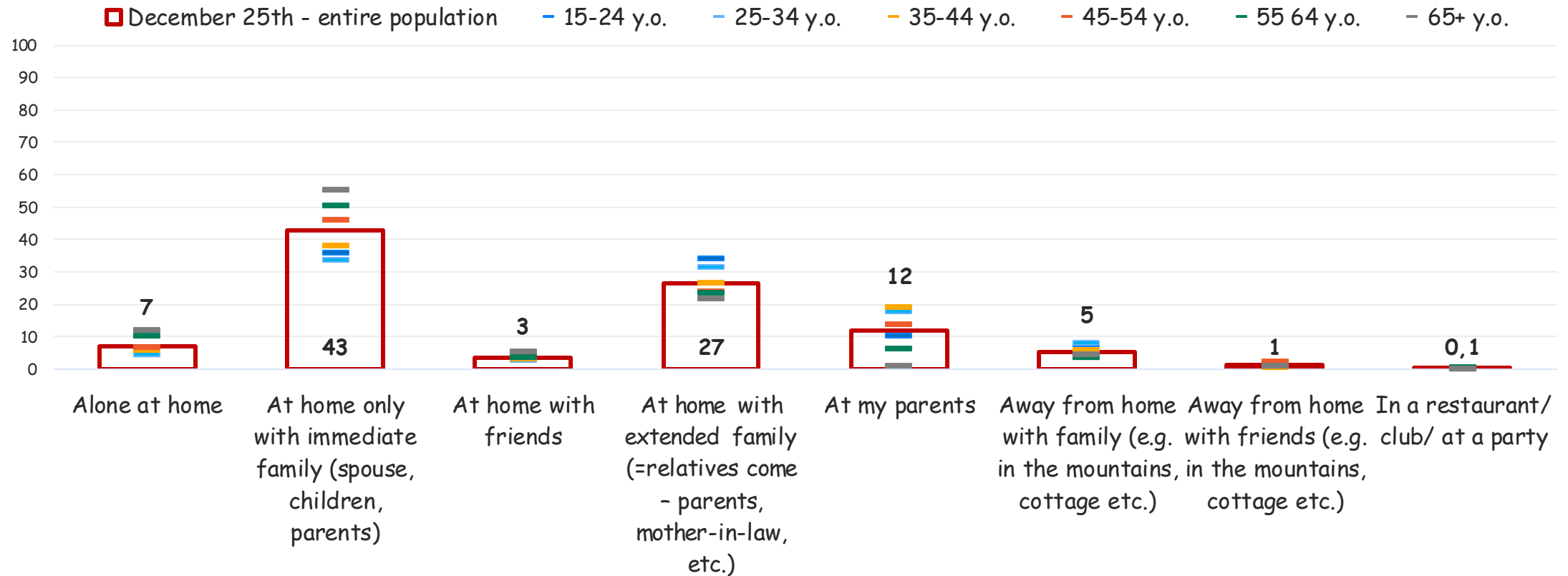
WHERE WE SPEND CHRISTMAS EVE - DETAIL

On Christmas Eve, there is almost a rare unity in the Czech Republic. 3/4 of Czechs are at home with their immediate family. Some from younger generation are with their parents. 5% of Czechs are alone on Christmas Eve - and it's 10% among people over 65 y. o.



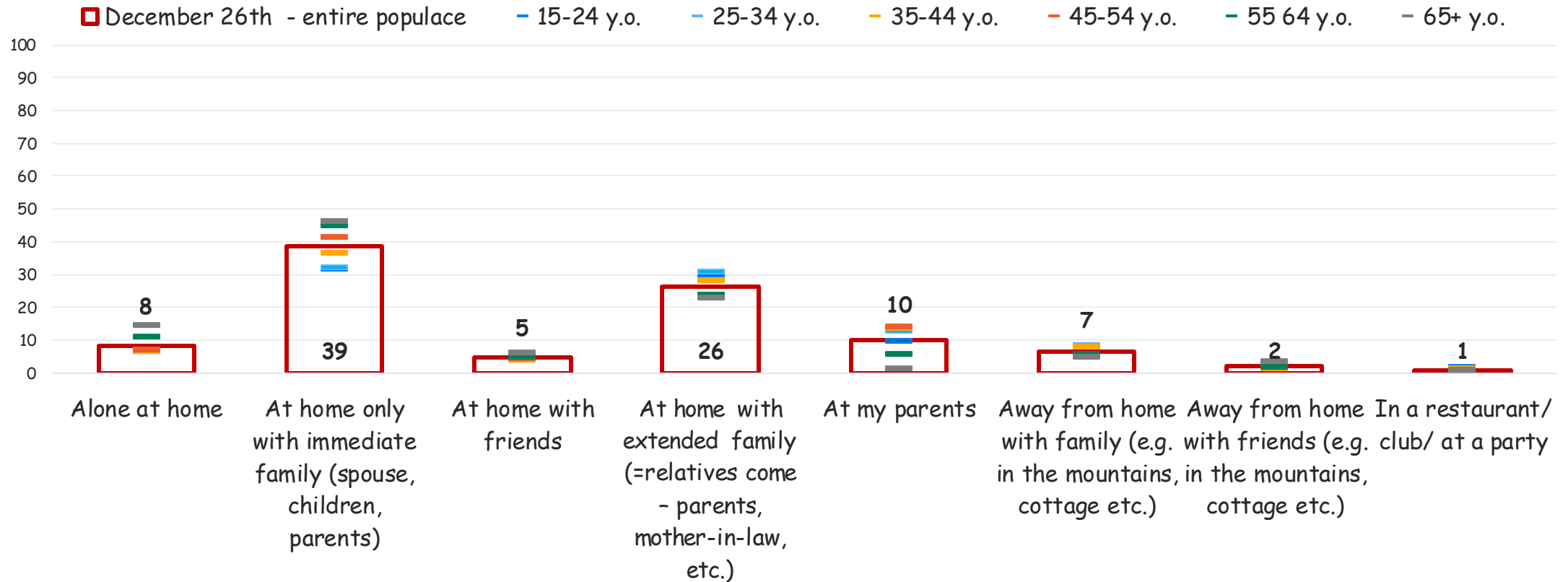
WHERE WE SPEND DECEMBER 25TH - DETAIL

Just after Christmas Eve, maneuvers break out as extended families gather. More precisely, it seems that mainly young Czechs are on the move (to parents, extended families).



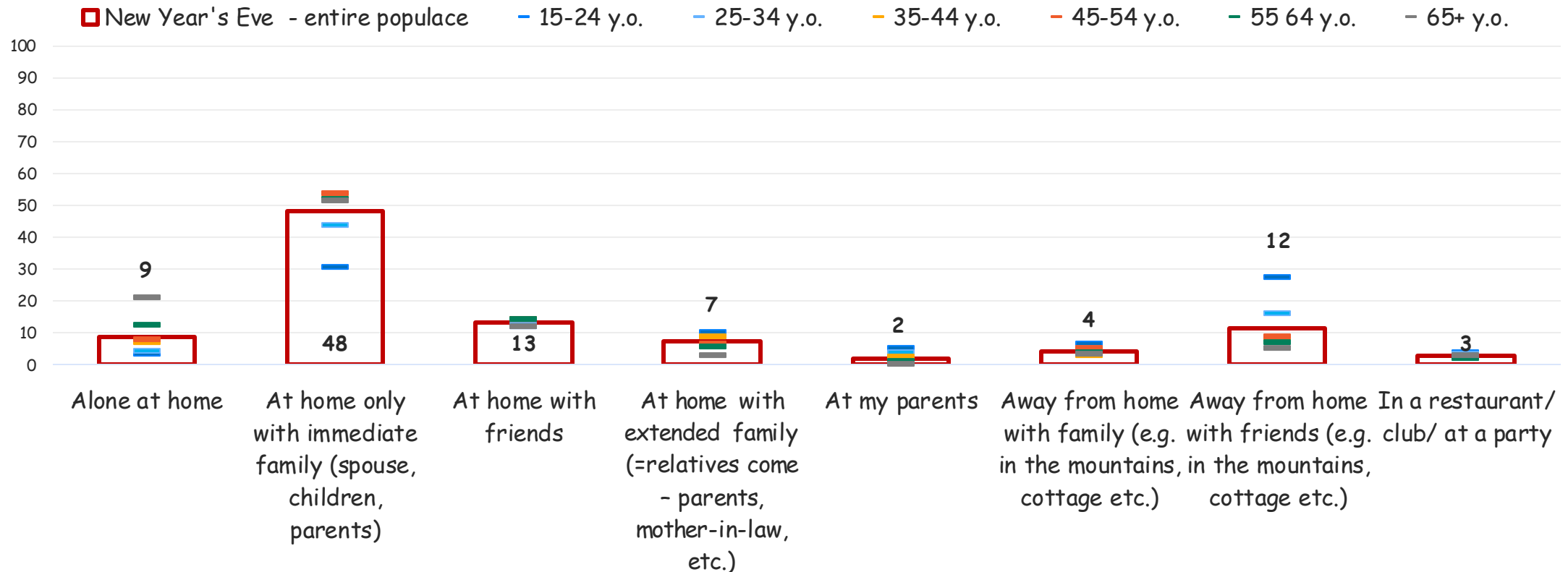
WHERE WE SPEND DECEMBER 26TH - DETAIL

On December 26th, the maneuvers continue - unless, of course, people sleep over from the 25th to enjoy the right Christmas atmosphere with their relatives.



WHERE WE SPEND NEW YEAR'S EVE - DETAIL

On New Year's Eve, it is more varied. Almost half of Czechs stay at home with only their immediate family. But a third of young people go out, to a party or to the mountains. A tenth of Czechs are alone on New Year's Eve (among seniors it is a fifth). People from big cities are slightly more likely to stay with their parents or away from home.



WHAT WOULD CHRISTMAS BE WITHOUT PRESENTS

When do Czechs buy gifts for Christmas?

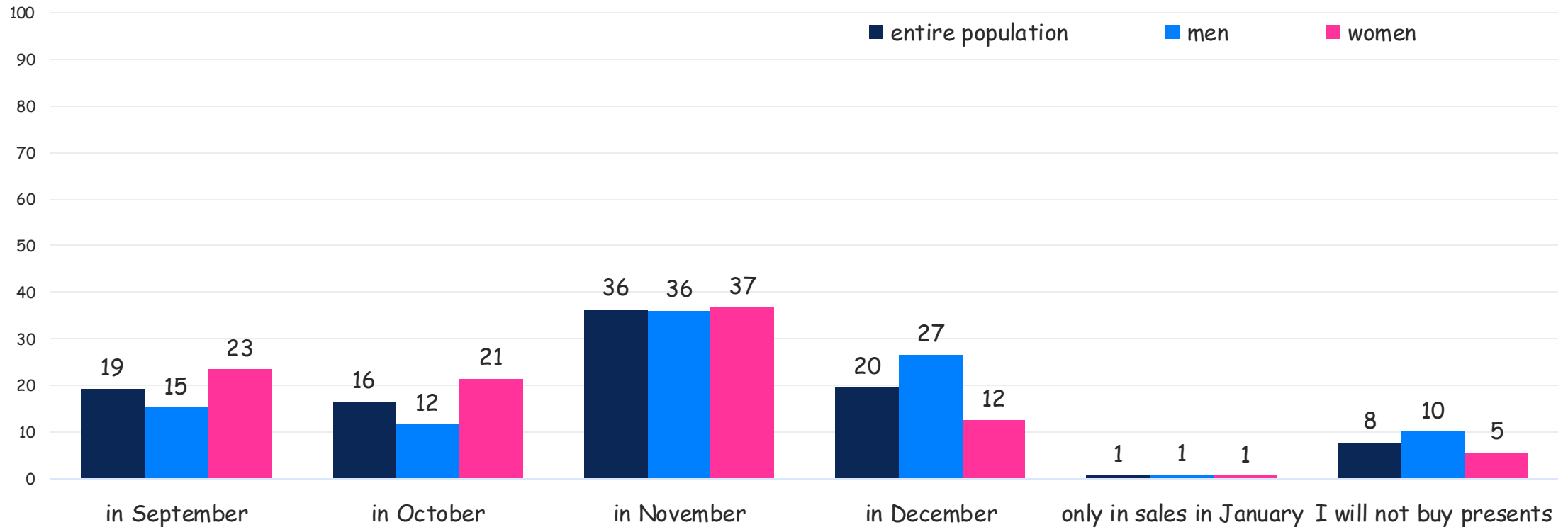
Who will bring them in the end?

What gifts do Czechs want to find under the tree and what would they rather avoid?

And what do parents think their children want under the tree?

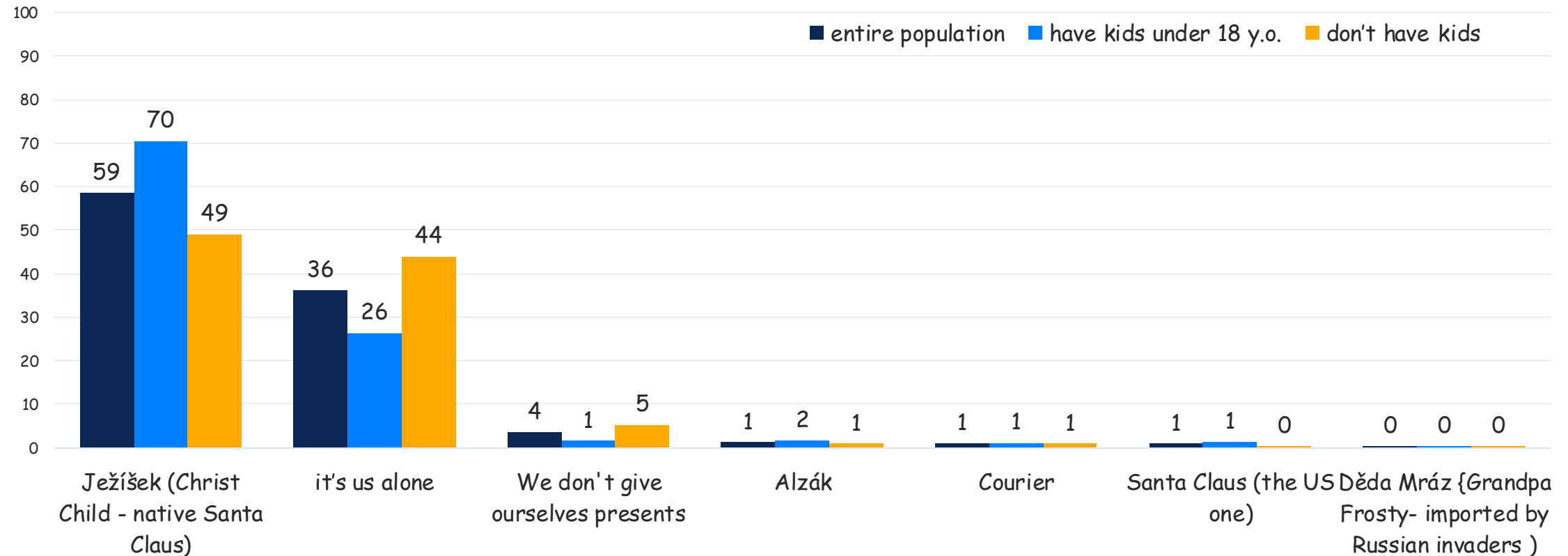
WHEN CZECHS START BUYING GIFTS

A third of Czechs start shopping for gifts before November (more often women, parents with small children, people from smaller towns and cities and the middle and older generations). Men, young people, residents of large cities and people without children are the ones who often leave shopping till December.



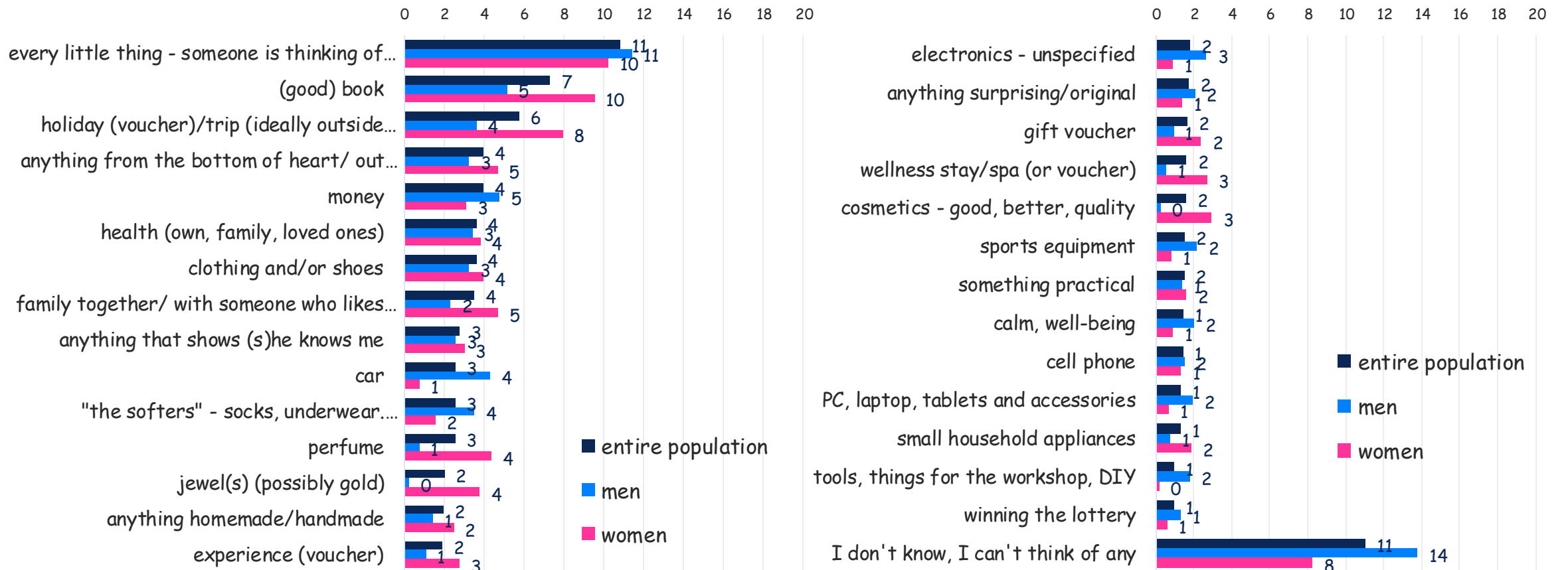
WHO DELIVERS CHRISTMAS GIFTS IN THE CZECH REPUBLIC

It is still mostly Ježíšek that delivers gifts to Czech households on Christmas Day - especially where there are small children. When the children grow up or leave the house, a better alarm is installed and no outsider can enter the house anymore, so the Czechs deliver their gifts under the tree themselves.



WHAT GIFTS CZECHS WANT TO FIND UNDER THE TREE, GENDER SPLIT

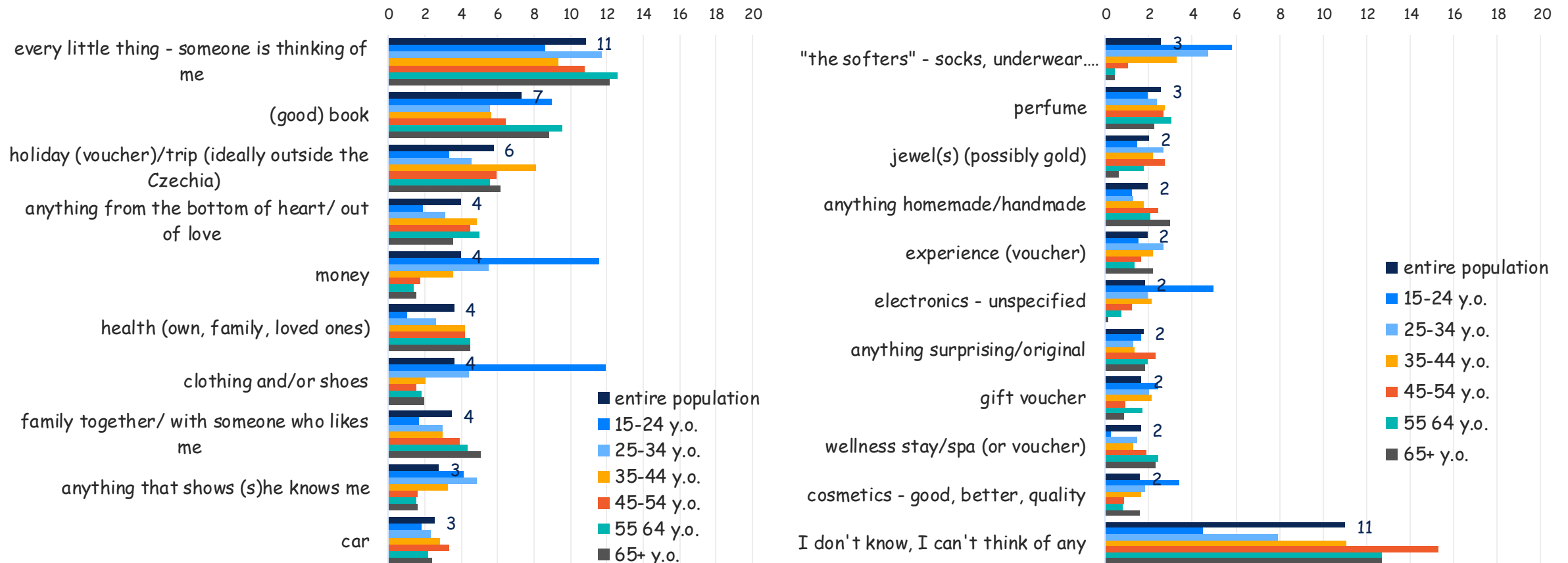
There is no single item a whole nation would crave for. A tenth of Czechs will be satisfied with anything (as a proof that someone is thinking of them). Books or a holiday voucher are quite popular gifts - both will please mainly women (and you can add a wellness voucher or good cosmetics/perfume). Men value money, cars, electronics, tools and sport items more often.



Question: What Christmas gift would you personally like to get this year?

WHAT GIFTS CZECHS WANT TO FIND UNDER THE TREE, AGE SPLIT

Young people differ from the rest the most - they appreciate money, clothes and electronics much more. The oldest generation, on the other hand, will appreciate even a little thing, a good book, anything from the bottom of the heart, the family together and health.

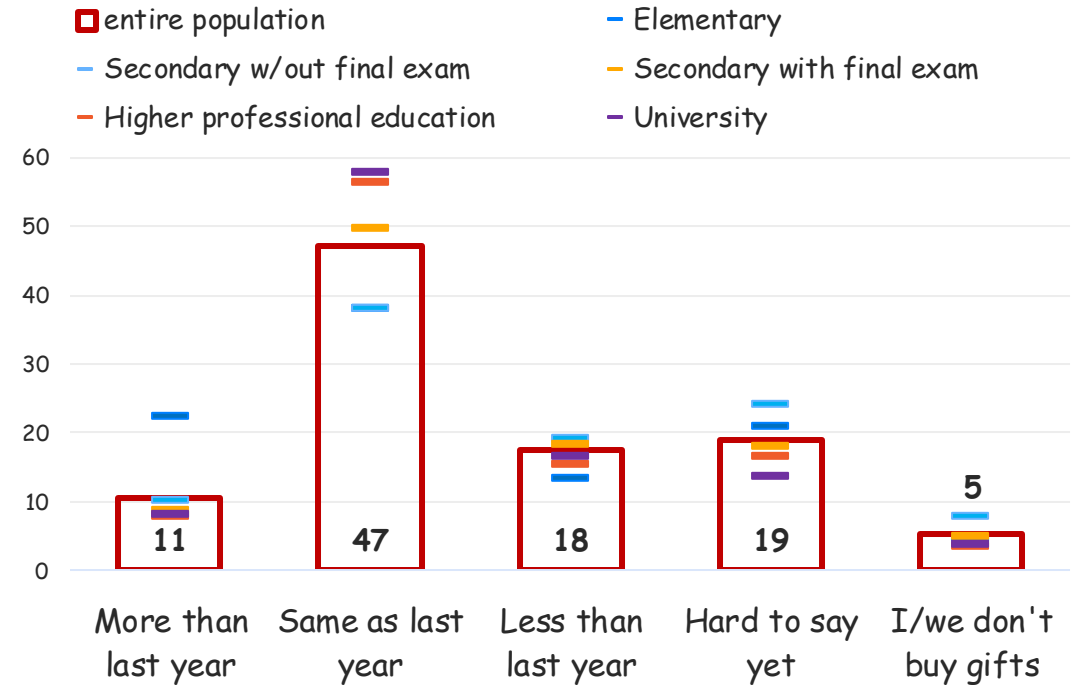
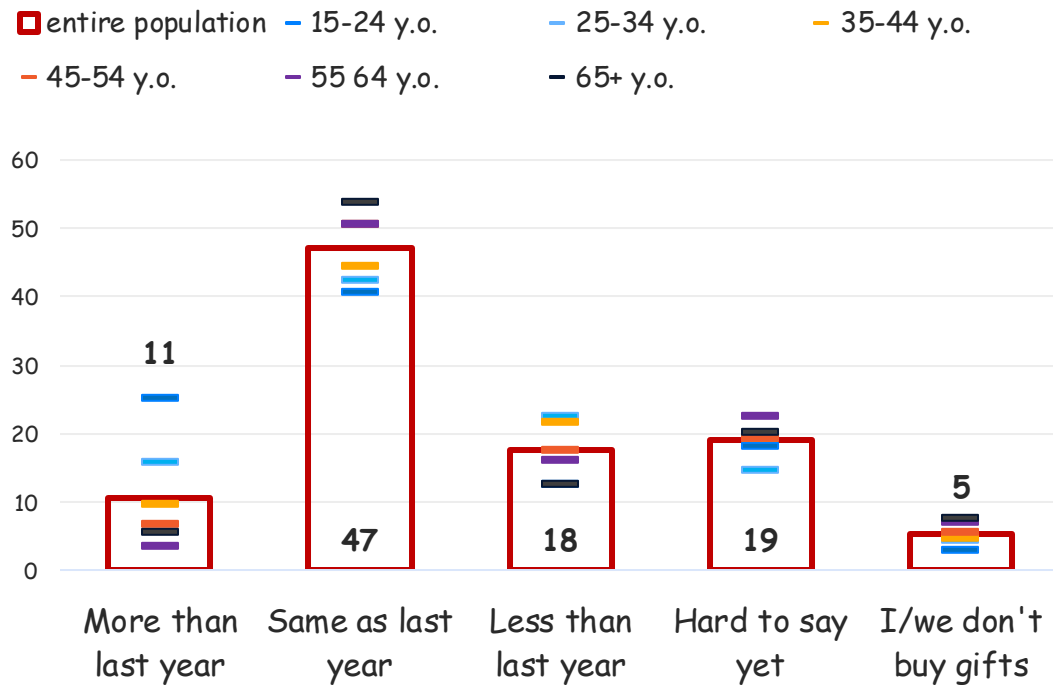


Question: What Christmas gift would you personally like to get this year?

Data source: GroupM mPanel

HOW MUCH WILL WE SPEND ON GIFTS THIS YEAR - 1/2

The survey was conducted at the beginning of October, but if things have changed since then, it is probably for the worse. In any case, only a tenth of Czechs plan to spend more than last year (more often younger people). Half plan to spend the same as last year, mostly people over 55 y. o. A fifth then plan to spend less. The education level does not differentiate it much - the fact that people with basic education plan to spend more is driven by young people.

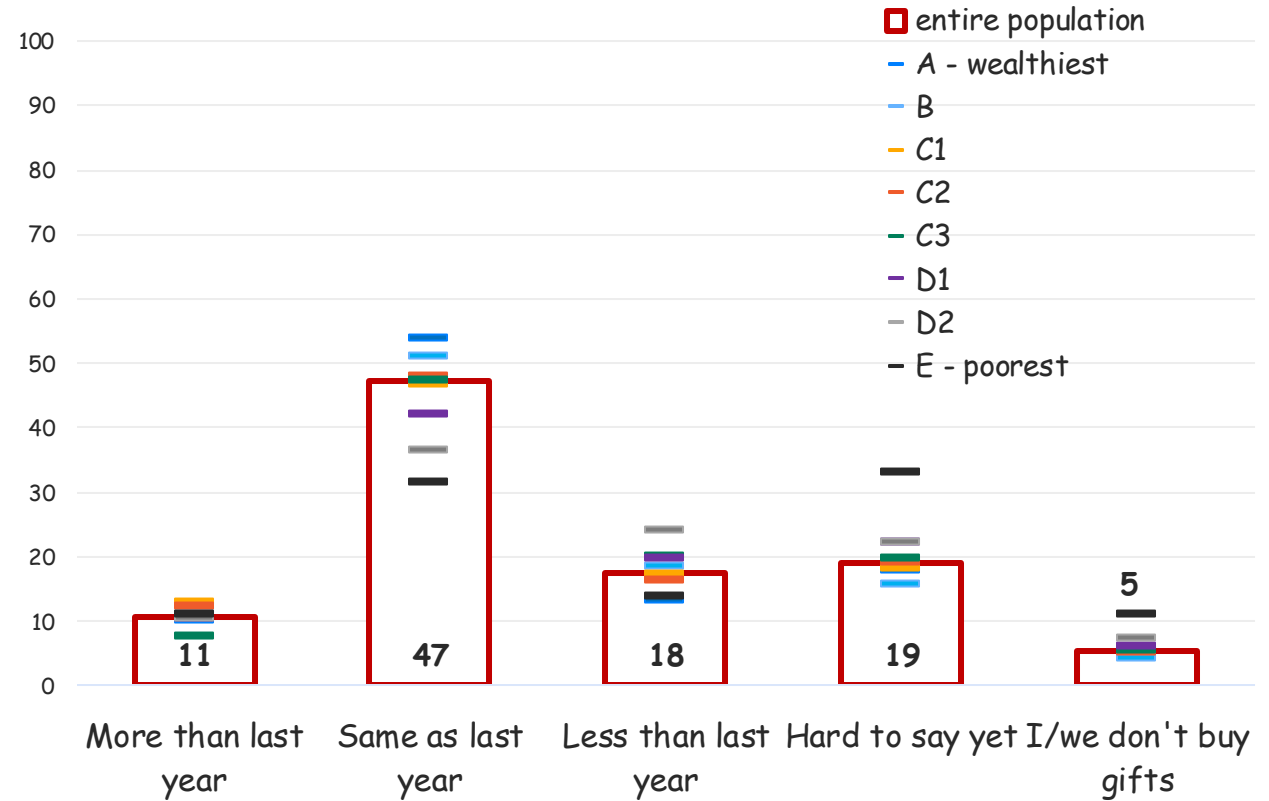


HOW MUCH WE WILL SPEND ON GIFTS THIS YEAR - 2/2

This year, even shopping for children will probably not save the stores. On the contrary - families with children plan to spend less than last year.

And not even the rich families will compensate it this year. They plan to spend mostly the same as last year. Poorer households are probably unsurprisingly planning to cut back on spending, or they do not know yet and are waiting to see how they manage with money.

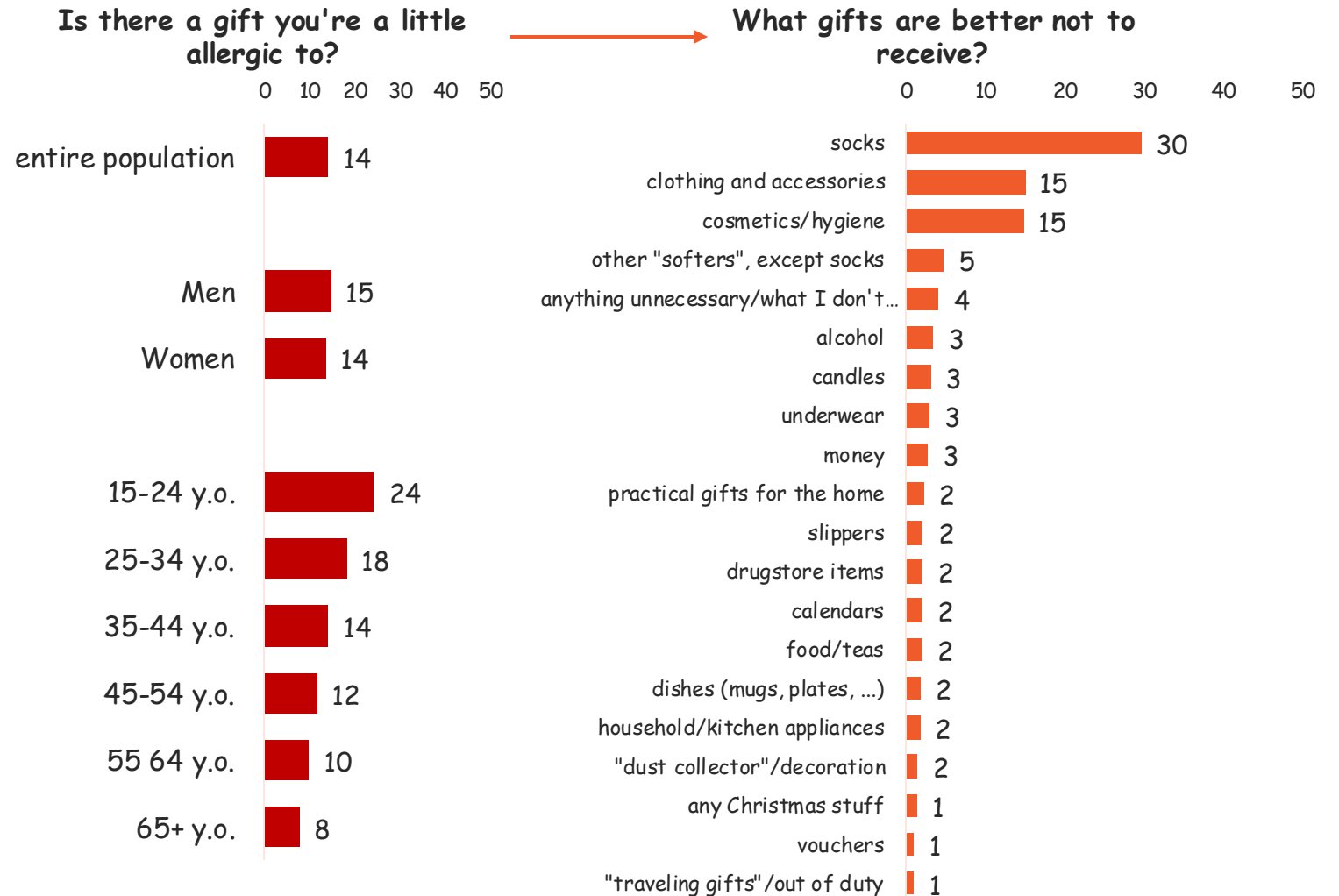
And there are not even big differences between big cities and the rest of the country.



NIGHTMARE GIFTS

Despite the rumors about "měkkouši" (meaning something like "the softies" - it's derived from the soft nature of these items), not that many Czechs complain about gifts. Only 14% have some type of gift that they really hate.

- The youngest generation is by far the biggest complainer - it is really better to ask them first.
- And yes, the proverbial "měkkouši" ("the softies") are leading the chart of unwanted gifts (or socks to be precise). This is followed by clothes and accessories, which are mainly a reflection of the taste of the giver and not the recipient.
- And the trio is rounded off by cheap cosmetics.



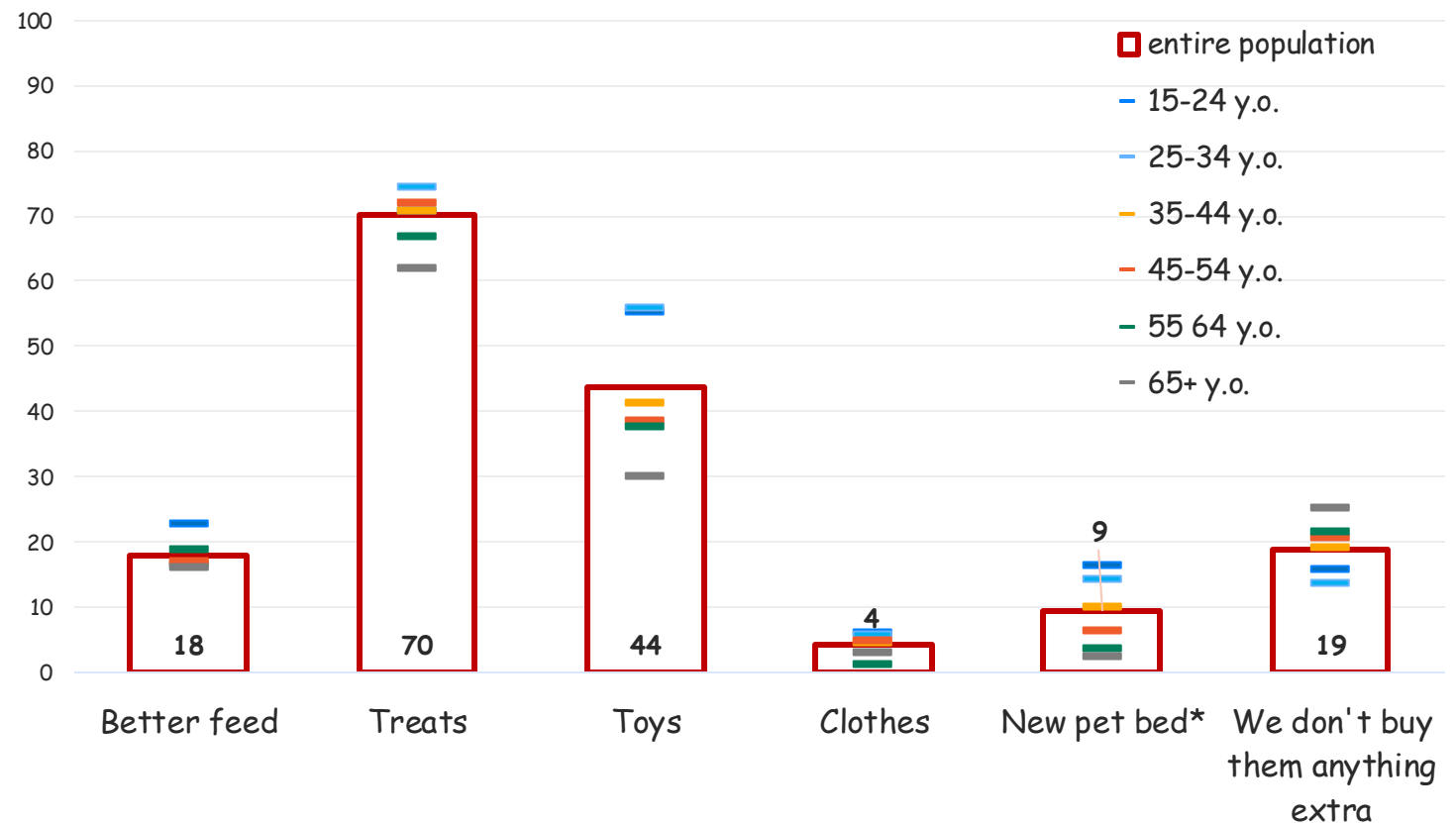
AND WHAT FOUR- (AND OTHER)LEGGED RESIDENTS OF THE CZECH REPUBLIC GET FOR CHRISTMAS

Our pets mainly receive various treats and/or toys for Christmas.

Less than a fifth of the animals receive better feed.

However, one fifth of the poorest creatures will get nothing at all.

Younger people are more generous towards their pets, on the contrary, especially the 65+ generation is rather mean to their furry friends (especially when it comes to toys).

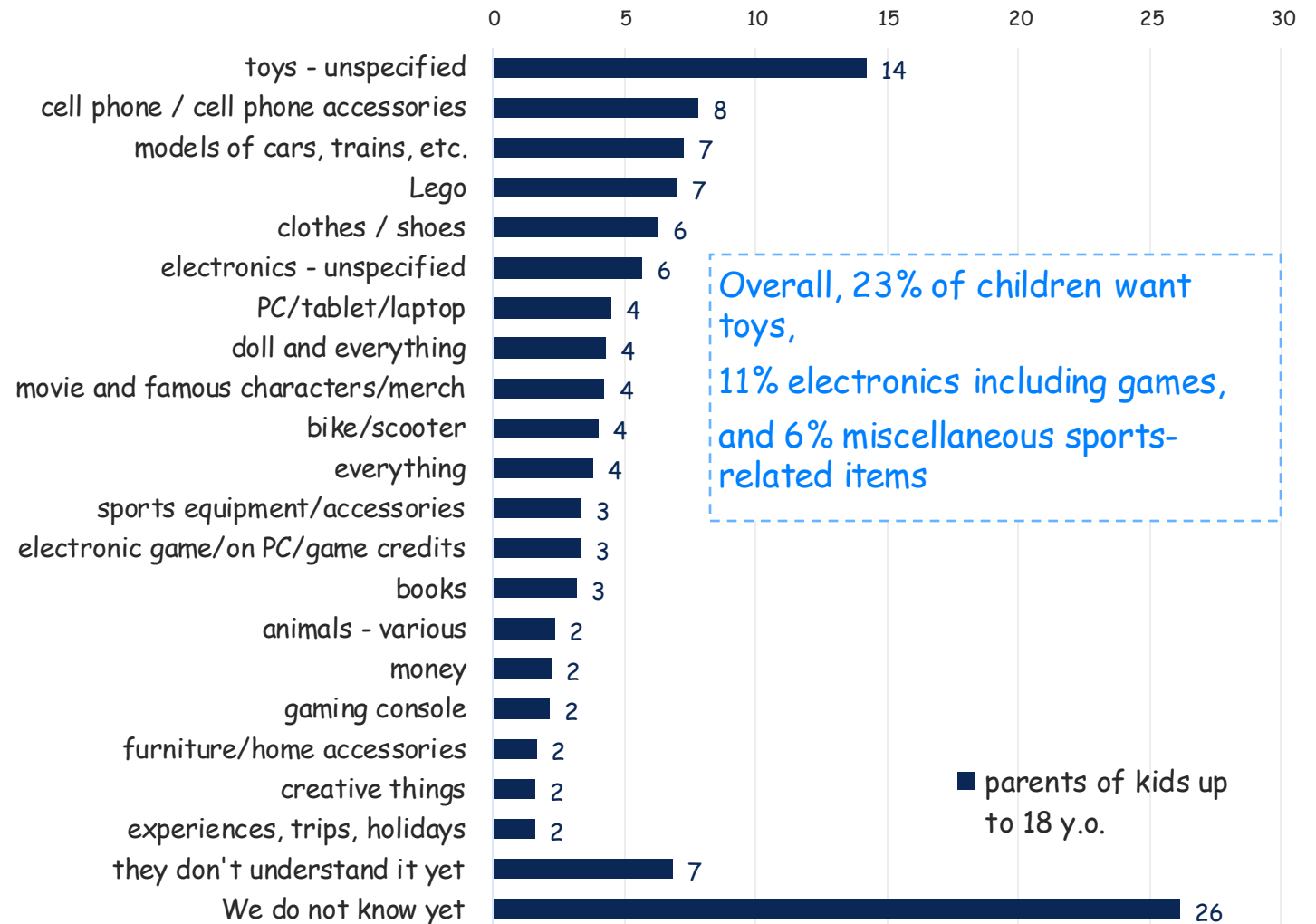


WHAT DO CZECH KIDS WISH FOR CHRISTMAS

The survey was done at the turn of September and October, so a quarter of parents did not know yet.

Otherwise, unsurprisingly, toys lead the way. Cell phones, model cars or trains, and Lego lead the list of particular things.

There are not many differences according to the size of the place of residence or other social. dem. characteristics - except the age of the children.



WHAT WOULD CHRISTMAS BE WITHOUT FOOD?

What does a typical *Czech* potato salad contain?

What do *Czechs* eat with it on *Christmas Eve*?

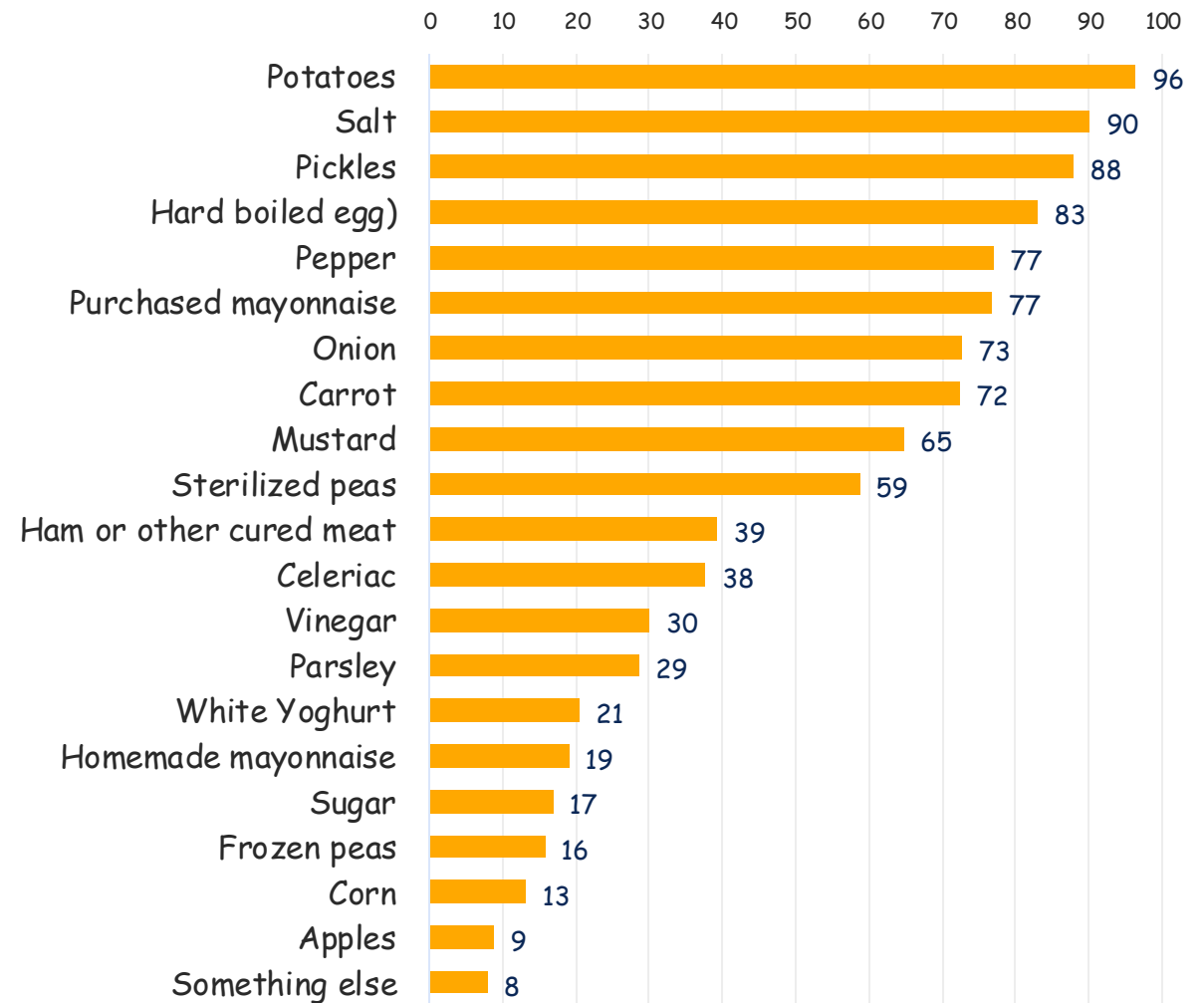
And what about *Christmas cookies*?

WHAT DOES A COMPLETELY AVERAGE CZECH POTATO SALAD CONTAIN - 1/2

92% of Czechs make potato salad at home.

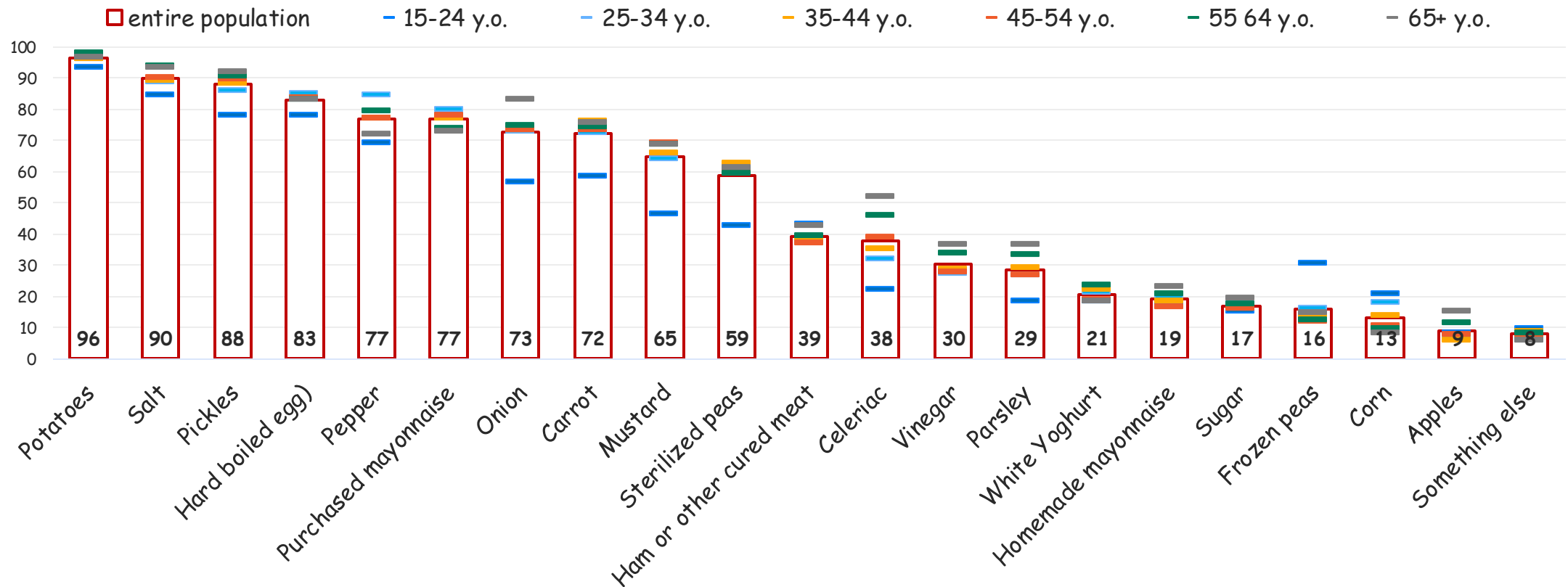
The rest get it, but there are also those who do not eat it at all.

In addition to potatoes, you will almost always find pickled cucumbers, hard-boiled eggs and salt in potato salad, which, as we know, is better than gold.



WHAT DOES A COMPLETELY AVERAGE CZECH POTATO SALAD CONTAIN - 2/2

Potato salad varies quite a bit depending on the age of the adults in the household. Young people would put a little less cucumbers and definitely less onion, carrot and mustard in it. For the oldest generation, on the other hand, in addition to potatoes and cucumbers, it is onion and celeriac that must be there.

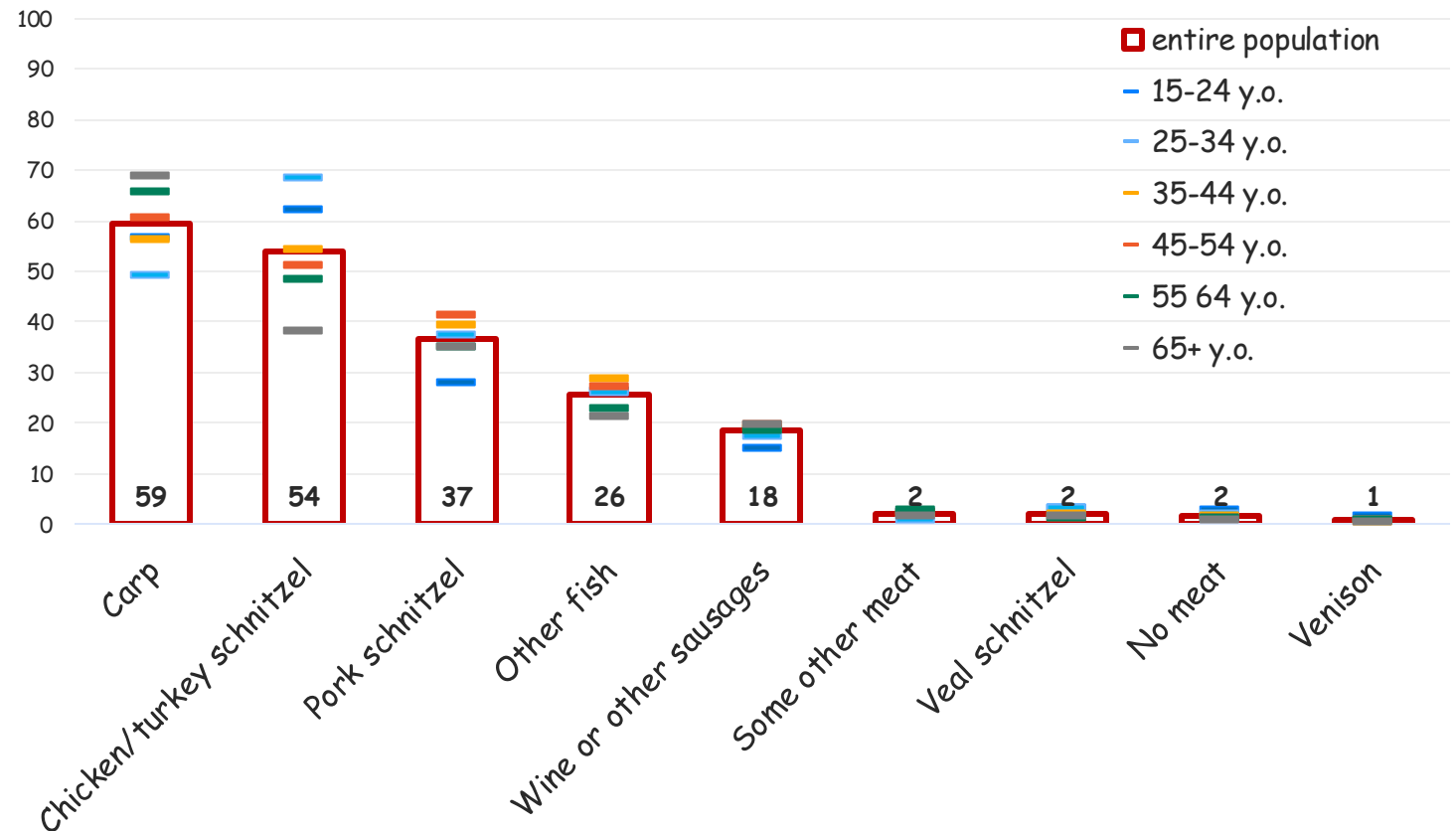


WHAT MEAT DO WE EAT ON CHRISTMAS DAY - 1/2

Carp is still narrowly the most consumed meat on Christmas Eve in the Czech Republic. But while it is 70% among people over 65 y. o., who consume it, it is only half among young people under 25 y. o.

On the 2nd place, just behind carp, there are turkey or chicken schnitzels. In their case, it is the other way round - the younger the people are, the more often they eat them on Christmas Eve.

Third come pork schnitzels.

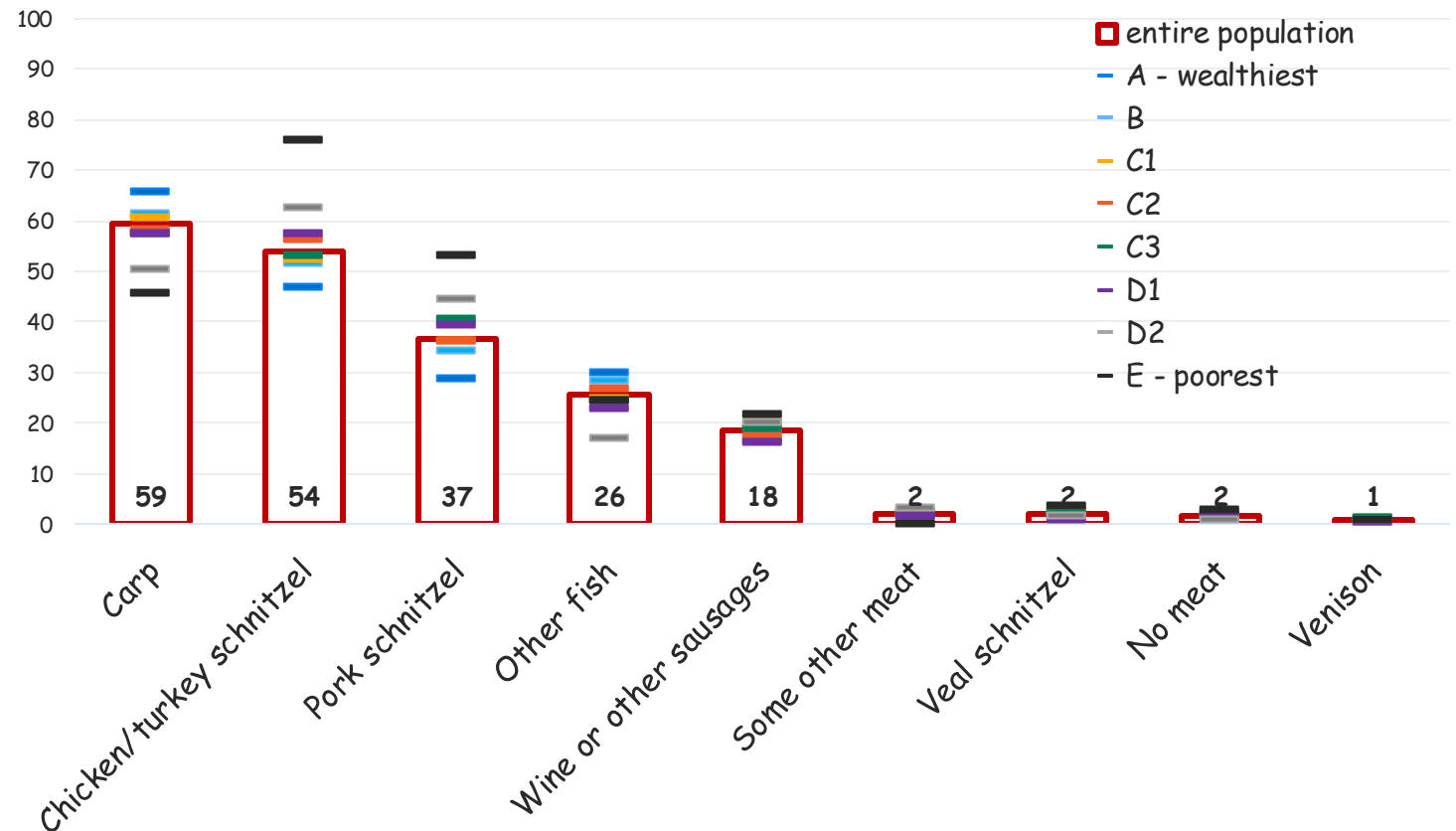


WHAT MEAT WE EAT ON CHRISTMAS DAY - 2/2

It is simple, the wealthier the family, the more often carp or other fish is on the Christmas Eve's table.

Conversely, the less well-to-do family, the more often it is schnitzel on Christmas Eve's table.

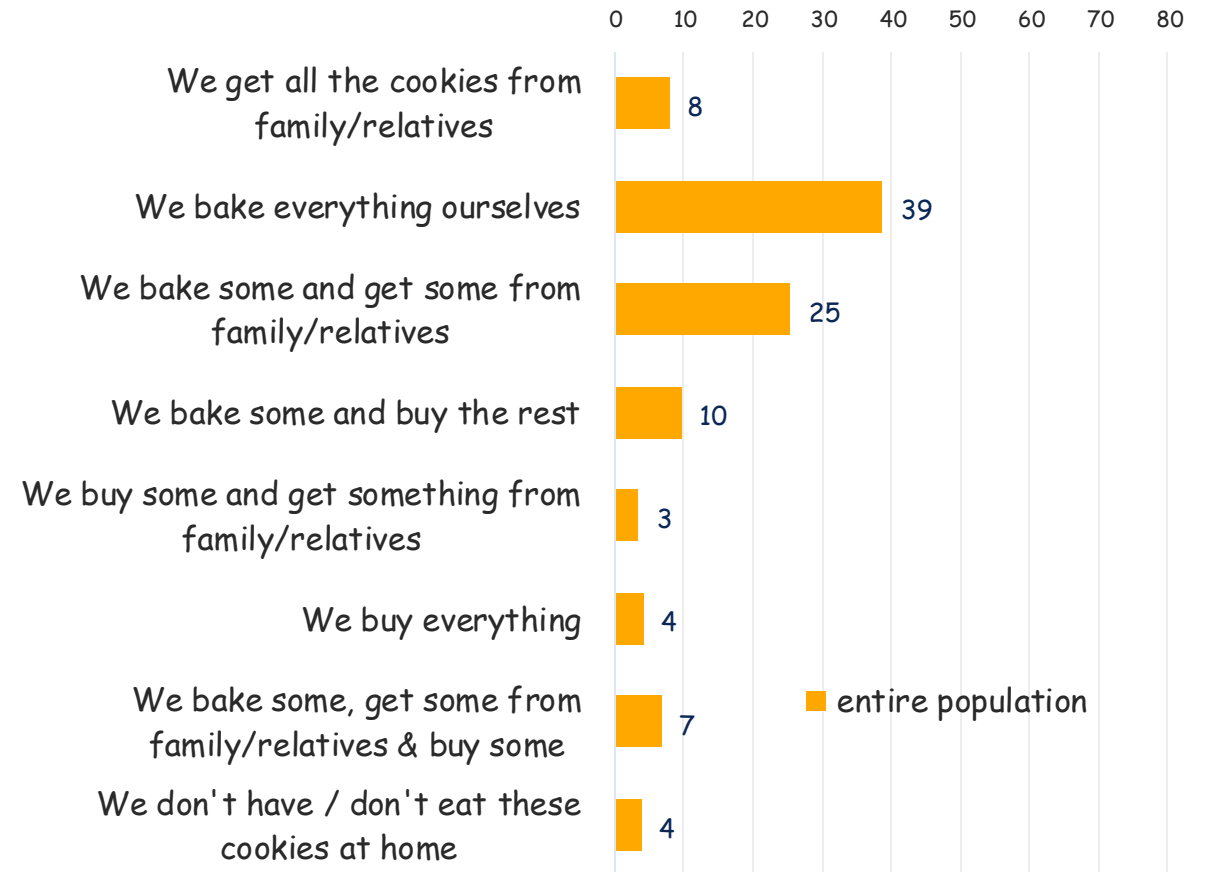
There are also differences according to the settlement size, especially in case of sausages. They are eaten much more often outside of big cities.



CHRISTMAS COOKIES - WHO BAKES, RECEIVES, BUYS THEM

Most Czechs bake cookies at home - although only 40% will completely cover their Christmas consumption in this way. A quarter of Czechs bake part of them and get another.

- People over 45 (and still mainly women) bake the most. And you find more cookies bakers in small towns and cities.
- Wealthy households bake less but get more (?!) and buy cookies more often.
- Young households mainly rely on deliveries from relatives and so do households with higher education levels.
- Also, Christmas cookies are generally bought more in big cities.



OTHER CHRISTMAS HIGHLIGHTS

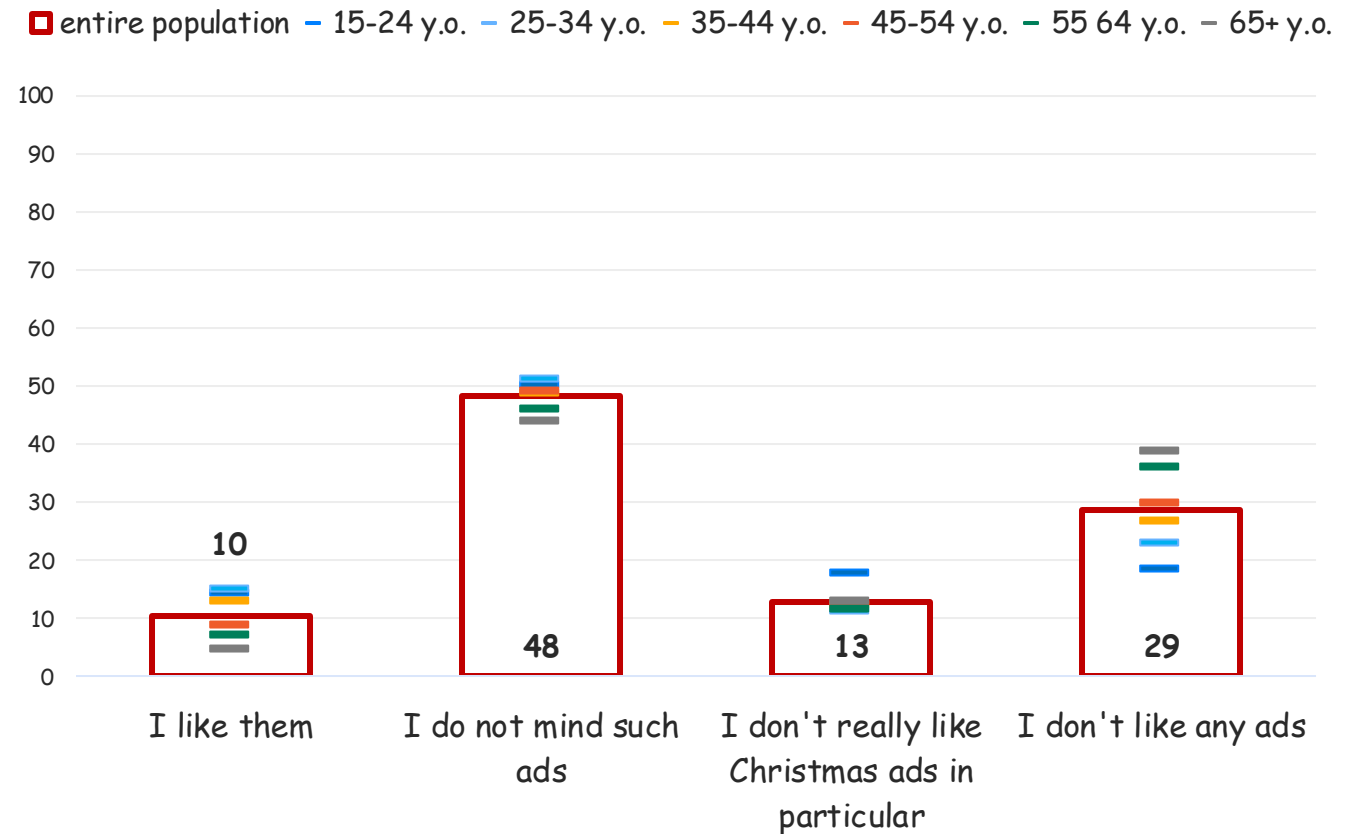
Christmas ads

Contributions to charity

CHRISTMAS ADS 1/2 - DETAIL BY AGE SUBGROUPS

Half of Czechs do not mind Christmas ads and one tenth of them really like them (women and younger age segments of the population are more likely to be in favour of ads). People who like Christmas ads are more likely to donate to charity at Christmas.

Conversely, almost 40% of people over 55 say they dislike any kind of advertising. Also, men are more likely to reject Christmas advertising than women (15% vs. 10%).



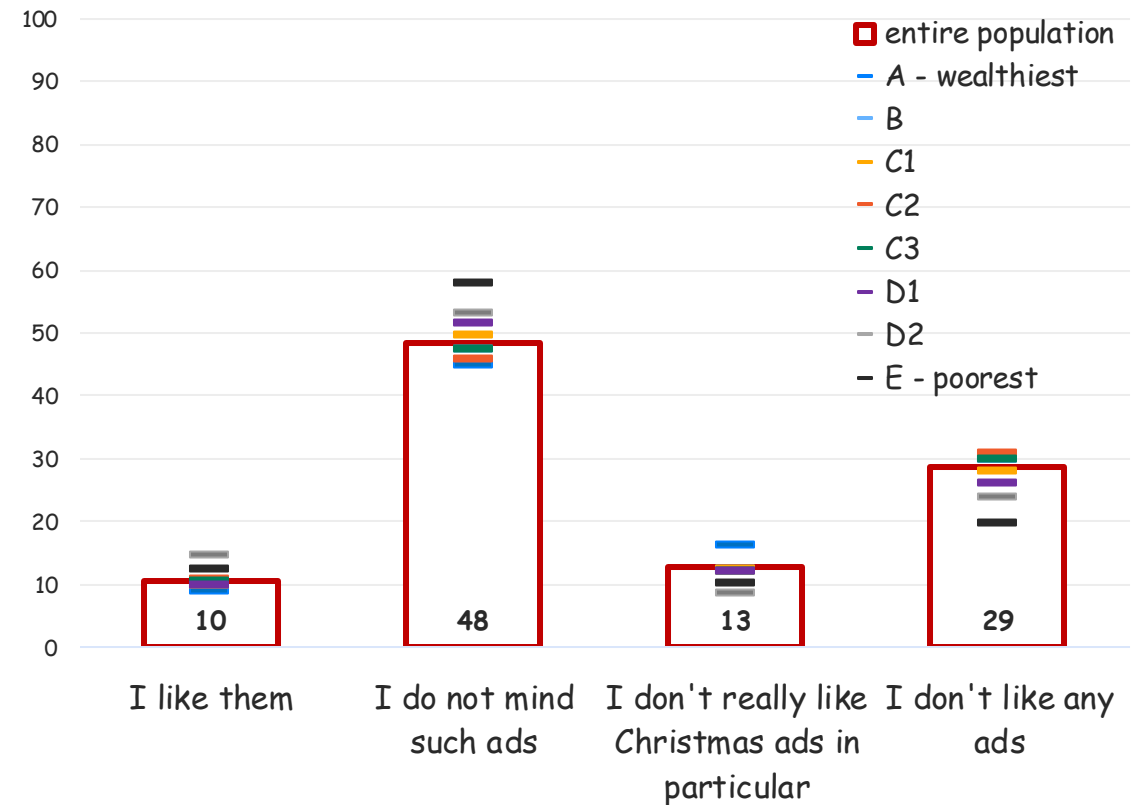
Question: Especially in December, but sometimes even earlier, you can see Christmas ads on TV, on the Internet, or perhaps in public transport and at stops. What is your opinion about them?

CHRISTMAS ADS 2/2 - DETAIL BY SOCIOECONOMICAL STATUS

Rich Czechs mind ads more often, poorer people mind them less (but when it is the case, it is a very strong refusal) - see also www.ceskevanoce2023.cz.

And did you know that:

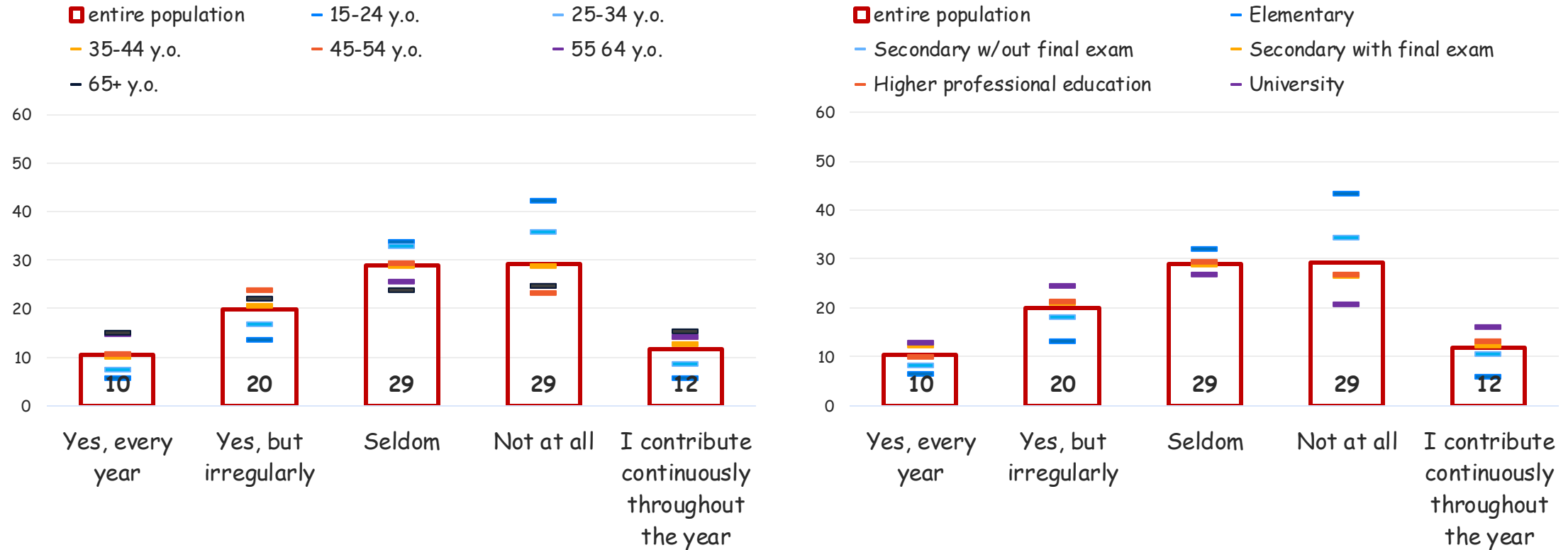
- The less people like modern furniture and the less they like to improve their apartment, the more they curse at ads?
- If people like Christmas ads, they also like to try new food products?
- The more often people check what is new on the social networks, the more they like Christmas ads?
- Half of people who like Christmas ads enjoy shopping. (among those who do not like any ads, it is only 20%).
- People who do not like ads, do not also like new technologies much (it has a lot to do with the age of this group).
- Czechs, or rather Czech women who like Christmas ads, buy food supplements more often? Those who do not like ads at all drink more coffee instead.



Question: Especially in December, but sometimes even earlier, you can see Christmas ads on TV, on the Internet, or perhaps in public transport and at stops. What is your opinion about them?

AND WHAT ABOUT SOME CHARITY CONTRIBUTION AT CHRISTMAS

10% of Czechs say they contribute to charity every Christmas. Older Czechs contribute more. On the other hand, 30% of Czechs contribute rarely and 30% never contribute a crown (much more those under 35). Education also plays a role - people with higher education contribute the most. And also, Czechs from wealthier families contribute the most.



MERRY CHRISTMAS
