

One In Six Britons Plan To Send Home-Made Christmas Cards This Year: A Study Of Britain's Christmas Card Sending Habits

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New Royal Mail research reveals the who, what, when and why of Britain's contemporary Christmas card sending behaviour.

New Royal Mail research reveals that four in ten Brits plan to send a custom-made Christmas card this year, either by making their own (17%), purchasing from an online specialist cards retailer such as Moonpig.com (18%) or a card using their child's drawings from nursery or school (5%).

This complements previously released figures indicating that over half (55%) of UK adults believe that sending Christmas cards to loved ones is more important this year than ever. Three quarters (75%) also agree that sending a Christmas card is a more meaningful way of letting loved ones know that they are thinking of them than a social media message or text[1].

A Stamp of Approval for Christmas Stamps

The comprehensive study of modern British Christmas card sending habits revealed that four in ten (39%) UK adults believe it is important to include a Christmas stamp on the envelope of their Christmas cards.

When asked why, responses include it "not feeling like Christmas without one" (40%), tradition (49%) and it "looking great on the envelope" (43%).

The Modern Christmas Card

The 1st and the 10th of December are the two days when the nation is most likely to send their Christmas cards. However, almost one in six (16%) send them as early as November.

Three in ten (29%) Britons include a handwritten personal note or letter in their Christmas cards – more than a standard greeting. More than one in ten (12%) incorporate a family photograph, and nearly one in ten (9%) sneak in a paw print from the family pet.

The majority (65%) of Britons prefer to receive traditional, festive Christmas cards. Christmas trees are officially the nation's favourite Christmas card cover, followed by snow scenes. One in ten (11%) like to see animals wearing festive clothing on the front of their cards.

Source: [Royal Mail](#)