

# CHRISTMAS SPIRIT

## HOW STRONG IS YOURS?

According to recent research for the British Heart Foundation (BHF), Christmas Spirit seems to be much stronger in the North than in the South – at least when it comes to sending Christmas cards. The statistics, taken from a survey commissioned by the Charities Advisory Trust ('Charity Christmas Cards: Who buys them, how many and where from?'), indicate that 13% of southerners sent no Christmas cards at all last year compared to just 7% in the North.

The psychologist that analysed the findings attributed the results to a stronger 'nuclear family' element in the North – particularly in comparison to the South East. That said, the survey indicated that 50% of southerners send charity Christmas cards against a figure of just 37% from our northern counterparts.

The king of Christmas cards in terms of design is the perennial Christmas robin

– the most popular choice by far. The robin represents a neutral non-religious symbol that conjures up images of Christmas without the risk of causing offence.

Other popular designs include idyllic, homely scenes – Christmas trees, chestnuts roasting by an open fire, nights in by the fireside whilst a snowstorm rages outside. Winter scenes in general tend to be popular, the more old-fashioned the better.

The BHF's Christmas catalogue, available now, has a wide selection of Christmas gifts and cards to suit all tastes. To receive a free copy, call: 0207 487 9448 or visit

<http://www.bhfcatalogue.co.uk/home>

All statistics taken from a survey commissioned by the Charities Advisory Trust 2002, 'Charity Christmas Cards: Who buys them, how many and where from?'

The British Heart Foundation (BHF) is the leading national charity fighting heart and circulatory disease – the UK's biggest killer. The BHF funds research, education and life-saving equipment and helps heart patients return to a full and active way of life.



[www.christmasinberkshire.co.uk](http://www.christmasinberkshire.co.uk)