

Mood For Holiday
Fieldwork Dates: 3rd - 6th November 2017

Conducted by YouGov
On behalf of YouGov NY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1151 adults. Fieldwork was undertaken between 3rd - 6th November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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US_nat Sample: 3rd - 6th November 2017



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

HYM_Holiday. Which, if any, of the following fall/winter holidays do you celebrate?

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
Thanksgiving	82%	75%	88%	67%	85%	91%	76%	84%	82%	82%	85%	80%	78%	67%	77%
			A	C	C.D		F				M	*	*	*	
Diwali	2%	3%	1%	4%	2%	0%	4%	2%	1%	1%	2%	4%	-	5%	1%
			B	E	E		H.I				*	*	J.L*		
Kwanzaa	3%	4%	2%	7%	2%	0%	5%	3%	3%	2%	2%	7%	2%	6%	3%
			B	D.E	E							J*	*	J*	
Hanukkah	4%	5%	3%	4%	4%	5%	6%	3%	3%	6%	5%	3%	1%	6%	3%
											L	*	*	L*	
Christmas	85%	79%	90%	75%	86%	92%	81%	85%	88%	83%	87%	86%	85%	65%	84%
			A	C	C.D						M	M*	M*	*	
New Years	70%	69%	70%	68%	75%	67%	75%	70%	69%	67%	70%	73%	69%	67%	65%
					E						*	*	*	*	
None of these	6%	7%	5%	8%	5%	4%	5%	8%	5%	6%	5%	5%	7%	7%	7%
			E								*	*	*	*	

HYM_q1. When, if ever, is it too soon to put up decorations before an upcoming Fall/Winter holiday (i.e., Diwali, Thanksgiving, Kwanzaa, Hanukkah, Christmas, New Year)?

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
It's never too soon	17%	15%	19%	24%	16%	11%	15%	18%	18%	15%	15%	18%	20%	20%	17%
				D.E	E						*	*	*	*	
Less than a week	5%	7%	3%	9%	4%	2%	6%	3%	5%	6%	4%	8%	8%	4%	6%
			B	D.E							*	*	*	*	
One week to less than two weeks	10%	13%	8%	10%	12%	9%	10%	7%	11%	11%	8%	11%	17%	15%	11%
			B								*	J*	J*	J*	
Two weeks to less than a month	26%	28%	23%	17%	24%	34%	20%	28%	26%	27%	28%	16%	24%	21%	24%
				C	C.D						K	*	*	*	
A month or longer	37%	32%	43%	31%	39%	41%	42%	36%	36%	38%	40%	41%	28%	29%	34%
			A	C	C						L.M	*	*	*	
Not applicable - It's never acceptable to put holiday decorations up	5%	6%	4%	9%	4%	3%	6%	8%	5%	3%	5%	7%	4%	11%	7%
				D.E				I			*	*	*	J*	P

HYM_q2. When is it too soon for brands and businesses to start selling or advertising for an upcoming holiday?

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
It's never too soon	13%	11%	15%	17%	14%	9%	9%	15%	15%	12%	11%	23%	15%	12%	15%
				E	E						J*	*	*	*	Q
Less than a week	5%	6%	3%	8%	5%	1%	8%	3%	5%	4%	3%	5%	11%	6%	7%
				E	E		G				*	J*	*	*	O
One week to less than two weeks	8%	11%	5%	14%	8%	2%	7%	6%	9%	8%	6%	6%	13%	14%	8%
			B	D.E	E						*	J*	J*	J*	
Two weeks to less than a month	16%	18%	14%	13%	14%	20%	13%	15%	17%	17%	17%	10%	15%	19%	17%
					C						*	*	*	*	
A month or longer	52%	47%	57%	37%	52%	66%	57%	54%	48%	54%	59%	47%	37%	40%	45%
			A	C	C.D						L.M	*	*	*	
Not applicable - it's never acceptable for brands/businesses to start selling or advertising products for an upcoming holiday	6%	7%	5%	11%	7%	2%	6%	7%	7%	5%	5%	10%	9%	10%	8%
				E	E						*	*	*	J*	P

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYM_Holiday. Which, if any, of the following fall/winter holidays do you celebrate?

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
Thanksgiving	82%	84%	84%	88%	84%	59%	87%	91%	75%	85%	82%	81%	75%	88%	86%
		N		N	V	**	V*	V*	*	*				Z	Z
Diwali	2%	2%	2%	4%	2%	-	-	-	3%	2%	2%	2%	1%	3%	2%
					**	**	*	*	*	*					
Kwanzaa	3%	2%	2%	6%	2%	15%	4%	5%	3%	2%	4%	3%	5%	2%	3%
				O	**	*	*	*	*	*			AC		
Hanukkah	4%	4%	5%	8%	4%	10%	5%	7%	5%	4%	2%	5%	4%	3%	7%
				N	**	*	*	*	*	*		X			
Christmas	85%	87%	84%	85%	87%	59%	88%	91%	80%	88%	88%	83%	80%	89%	88%
				V	**	*	*	*	*	*				Z	Z
New Years	70%	72%	78%	67%	70%	61%	72%	63%	70%	66%	76%	67%	65%	75%	76%
				N	**	*	*	*	*	*	Y			Z.AC	Z.AC
None of these	6%	6%	3%	4%	5%	-	4%	4%	8%	8%	2%	7%	8%	3%	3%
				**	**	*	*	*	*	*	X		AA,AB		

HYM_q1. When, if ever, is it too soon to put up decorations before an upcoming Fall/Winter holiday (i.e., Diwali, Thanksgiving, Kwanzaa, Hanukkah, Christmas, New Year)?

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
It's never too soon	17%	18%	15%	11%	15%	5%	13%	16%	20%	16%	20%	15%	20%	12%	15%
					**	**	*	*	*	*			AA		
Less than a week	5%	5%	5%	2%	4%	39%	3%	-	6%	4%	5%	5%	7%	6%	2%
					**	**	*	*	*	*			AB	AB	
One week to less than two weeks	10%	11%	7%	9%	11%	10%	10%	12%	8%	12%	10%	10%	12%	9%	10%
					**	**	*	*	*	*					
Two weeks to less than a month	26%	24%	32%	26%	27%	30%	27%	40%	21%	25%	24%	26%	23%	27%	29%
				Q	V	**	*	V*	*	*					
A month or longer	37%	38%	39%	47%	37%	16%	46%	31%	38%	34%	37%	38%	33%	41%	42%
				N	**	*	*	*	*	*				Z	Z
Not applicable - It's never acceptable to put holiday decorations up	5%	4%	3%	4%	6%	-	1%	2%	6%	8%	4%	6%	6%	4%	2%
					**	*	*	*	*	T*			AB		

HYM_q2. When is it too soon for brands and businesses to start selling or advertising for an upcoming holiday?

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
It's never too soon	13%	14%	10%	2%	10%	12%	12%	14%	16%	29%	15%	12%	15%	11%	10%
		Q	Q		**	*	*	*	R	R.T.V*					
Less than a week	5%	3%	3%	3%	5%	5%	1%	2%	6%	-	7%	4%	7%	4%	2%
					**	**	*	*	*	*			AB		
One week to less than two weeks	8%	7%	10%	6%	8%	26%	7%	3%	8%	4%	9%	7%	9%	9%	6%
					**	**	*	*	*	*			AC		
Two weeks to less than a month	16%	16%	15%	11%	17%	22%	14%	24%	14%	13%	14%	17%	16%	17%	17%
					**	**	*	*	*	*					
A month or longer	52%	54%	58%	73%	54%	35%	65%	53%	47%	48%	48%	54%	46%	54%	63%
		N	N	N.O.P	V	**	V*	*	*	*				Z	Z
Not applicable - it's never acceptable for brands/businesses to start selling or advertising products for an upcoming holiday	6%	6%	3%	4%	7%	-	1%	4%	9%	6%	6%	6%	7%	5%	2%
					T	**	*	*	T	*			AB		

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Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

HYM_Holiday. Which, if any, of the following fall/winter holidays do you celebrate?

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
Thanksgiving	82%	82%	83%	85%	87%	77%	75%	89%	80%	81%	80%	88%	93%	40%	83%
			AG	AG,AH	D,AG,AH,AJ,AK,AL		*	AE,AG,AH,AJ,AK	*			**	**	**	*
Diwali	2%	1%	2%	2%	2%	4%	8%	1%	6%	3%	3%	10%	-	-	1%
						AD,AI	AD,AE,AF,AI,AP*		AD,AE,AF,AI,AP*	AI		**	**	**	*
Kwanzaa	3%	1%	3%	3%	5%	5%	13%	2%	5%	4%	5%	17%	-	-	1%
					AD,AI	AD,AI	AF,AG,AI,AJ,AK,AL,AP*		*	AD,AI	AI	**	**	**	*
Hanukkah	4%	3%	4%	5%	7%	7%	9%	6%	5%	4%	4%	14%	7%	9%	3%
					AD,AE,AK	AD,AK	*		*			**	**	**	*
Christmas	85%	83%	86%	86%	86%	83%	84%	91%	81%	85%	85%	87%	93%	49%	86%
							*	AE,AF,AG,AJ,AK	*			**	**	**	*
New Years	70%	64%	72%	77%	76%	73%	77%	79%	78%	80%	81%	85%	86%	40%	64%
					AD,AP	AP	*	AD,AG,AP	AP*	AD,AG,AP	AD,AG,AP	**	**	**	*
None of these	6%	10%	4%	5%	4%	5%	6%	3%	9%	4%	5%	-	7%	43%	11%
		AA,AB					*		AD,AF,AI,AK*			**	**	**	AD,AF,AI,AK*

HYM_q1. When, if ever, is it too soon to put up decorations before an upcoming Fall/Winter holiday (i.e., Diwali, Thanksgiving, Kwanzaa, Hanukkah, Christmas, New Year)?

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
It's never too soon	17%	17%	18%	18%	14%	19%	25%	18%	15%	22%	19%	8%	33%	11%	13%
							AF*	*	*	AD,AE,AF,AI		**	**	**	*
Less than a week	5%	3%	5%	6%	3%	8%	9%	2%	9%	6%	9%	26%	-	-	2%
						AD,AF,AI,AP	AF,AI,AP*		AF,AI,AP*	AI	AD,AF,AI,AK,AP	**	**	**	*
One week to less than two weeks	10%	8%	10%	8%	5%	10%	7%	6%	5%	6%	4%	-	-	15%	13%
			AF,AI,AK,AL	AF,AI		AF,AI,AJ,AK,AL	*		*			**	**	**	AF,AI,AK,AL*
Two weeks to less than a month	26%	24%	26%	26%	29%	20%	17%	25%	25%	21%	20%	23%	7%	23%	21%
			AG,AK	AG	AG,AH,AK,AL		*	*	*			**	**	**	*
A month or longer	37%	38%	37%	38%	46%	39%	37%	45%	43%	40%	42%	43%	53%	14%	43%
					AD,AE,AG		*	AD,AE	*			**	**	**	*
Not applicable - It's never acceptable to put holiday decorations up	5%	9%	4%	4%	3%	4%	5%	4%	4%	4%	5%	-	7%	37%	8%
		AA,AB					*	*	*			**	**	**	AF*

HYM_q2. When is it too soon for brands and businesses to start selling or advertising for an upcoming holiday?

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
It's never too soon	13%	12%	14%	15%	9%	16%	15%	14%	16%	16%	15%	18%	18%	6%	10%
			AF	AF		AF	*	AF	AF*	AF		**	**	**	*
Less than a week	5%	3%	5%	6%	2%	7%	8%	3%	5%	5%	7%	7%	-	-	2%
			AF	AF,AI		AF,AI	AF*	*	*	AF	AF	**	**	**	*
One week to less than two weeks	8%	4%	7%	7%	4%	9%	10%	2%	6%	9%	10%	9%	-	-	7%
			AF,AI	AF,AI		AF,AI	AF,AI*		AI*	AF,AI	AF,AI	**	**	**	*
Two weeks to less than a month	16%	14%	17%	14%	14%	13%	18%	12%	13%	14%	10%	12%	7%	9%	14%
			AE,AG,AI,AL				*	*	*			**	**	**	*
A month or longer	52%	55%	52%	55%	67%	50%	41%	63%	56%	51%	54%	54%	68%	19%	58%
			AH	AH	AE,AG,AH,AJ,AK,AL		*	D,AE,AG,AH,AK,AL	AH*			**	**	**	AH*
Not applicable - it's never acceptable for brands/businesses to start selling or advertising products for an upcoming holiday	6%	12%	5%	4%	4%	5%	8%	5%	4%	5%	5%	-	7%	66%	9%
		AA,AB					*	*	*			**	**	**	*

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US_nat Sample: 3rd - 6th November 2017



Total	Holidays celebrated						
	Thanksgiving	Diwali	Kwanzaa	Hanukkah	Christmas	New Years	None of these
	AQ	AR	AS	AT	AU	AV	AW

HYM_Holiday. Which, if any, of the following fall/winter holidays do you celebrate?

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
Thanksgiving	82%	100%	45%	34%	70%	92%	92%	-
		AT.AU.AV.AW	**	**	AW*	AT.AW	AT.AW	*
Diwali	2%	1%	100%	17%	8%	1%	1%	-
		**	**	**	AQ.AU.AV.AW*			
Kwanzaa	3%	1%	26%	100%	14%	2%	2%	-
		**	**	**	AQ.AU.AV.AW*	AQ	AQ	*
Hanukkah	4%	4%	19%	20%	100%	3%	4%	-
		**	**	**	AQ.AU.AV.AW*			
Christmas	85%	95%	46%	51%	64%	100%	93%	-
		AT.AV.AW	**	**	AW*	AQ.AT.AV.AW	AT.AW	*
New Years	70%	78%	47%	50%	61%	77%	100%	-
		AT.AU.AW	**	**	AW*	AT.AW	AQ.AT.AU.AW	*
None of these	6%	-	-	-	-	-	-	100%
		**	**	*	-	-	-	AQ.AT.AU.AW*

HYM_q1. When, if ever, is it too soon to put up decorations before an upcoming Fall/Winter holiday (i.e., Diwali, Thanksgiving, Kwanzaa, Hanukkah, Christmas, New Year)?

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
It's never too soon	17%	17%	17%	23%	12%	17%	19%	3%
		AW	**	**	AW*	AW	AQ.AW	*
Less than a week	5%	3%	25%	24%	14%	3%	4%	9%
		**	**	**	AQ.AU.AV*			AQ.AU*
One week to less than two weeks	10%	8%	23%	21%	9%	9%	8%	10%
		**	**	**	AQ			*
Two weeks to less than a month	26%	27%	20%	10%	24%	27%	26%	13%
		AW	**	**	*	AW	AW	*
A month or longer	37%	43%	11%	22%	41%	41%	42%	14%
		AW	**	**	AW*	AW	AW	*
Not applicable - It's never acceptable to put holiday decorations up	5%	2%	4%	-	-	2%	2%	50%
		AU	**	**	*			AQ.AT.AU.AW*

HYM_q2. When is it too soon for brands and businesses to start selling or advertising for an upcoming holiday?

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
It's never too soon	13%	13%	15%	15%	9%	14%	15%	3%
		AW	**	**	*	AW	AQ.AW	*
Less than a week	5%	3%	23%	8%	7%	3%	4%	10%
		**	**	**	*			AQ.AU.AV*
One week to less than two weeks	8%	5%	26%	30%	7%	6%	6%	6%
		**	**	**	*	AQ	AQ	*
Two weeks to less than a month	16%	16%	13%	16%	15%	16%	15%	9%
		**	**	**	*			*
A month or longer	52%	59%	19%	23%	59%	58%	56%	26%
		AU.AV.AW	**	**	AW*	AW	AW	*
Not applicable - it's never acceptable for brands/businesses to start selling or advertising products for an upcoming holiday	6%	3%	4%	8%	3%	3%	3%	46%
		**	**	*				AQ.AT.AU.AV*

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Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

HYM_q3. To what extent do you think buying holiday gifts on Black Friday (November 24) is too soon or too late to buy them? Please select the option that best applies.

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
Way too soon	10%	14%	7%	10%	8%	12%	14%	9%	9%	11%	11%	9%	10%	11%	11%
		B										*	*	*	
Somewhat too soon	22%	26%	18%	23%	20%	22%	28%	20%	18%	24%	24%	13%	19%	27%	19%
		B					H				K	*	*	K*	
It is the perfect time	55%	50%	60%	49%	62%	53%	51%	58%	59%	49%	52%	69%	60%	47%	56%
		A							I		J.M*	*	*	*	
Somewhat too late	10%	8%	12%	12%	8%	11%	6%	9%	11%	13%	11%	6%	8%	14%	9%
		A								F		*	*	*	
Way too late	3%	3%	3%	5%	2%	2%	1%	5%	2%	4%	3%	3%	3%	1%	4%
				D.E				F				*	*	*	
Net: Too soon	32%	40%	25%	34%	28%	34%	42%	29%	28%	34%	34%	22%	29%	38%	31%
		B					G.H				K	*	*	K*	
Net: Too late	13%	11%	16%	17%	9%	13%	7%	14%	14%	16%	14%	9%	11%	15%	13%
		A		D				F	F	F		*	*	*	

HYM_q4. When is it MOST acceptable to start listening to Christmas jingles and tunes?

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
It's acceptable to listen to them all year round	12%	12%	12%	15%	11%	9%	11%	15%	12%	9%	10%	16%	12%	15%	14%
				E				I				*	*	*	Q
Anytime up to/ on Thanksgiving	6%	7%	6%	9%	6%	5%	6%	7%	5%	8%	6%	7%	8%	6%	6%
				E								*	*	*	
After Thanksgiving	51%	49%	54%	40%	55%	57%	54%	47%	52%	51%	53%	47%	52%	38%	50%
				C		C					M	*	*	*	
Any time in December, up to a week before the holiday	19%	20%	19%	21%	16%	20%	18%	18%	19%	21%	18%	22%	19%	22%	19%
												*	*	*	
A week before the holiday	5%	6%	5%	5%	4%	6%	6%	3%	6%	5%	6%	2%	3%	7%	4%
												*	*	*	
It's never acceptable to listen to jingles	6%	8%	5%	10%	7%	3%	6%	9%	5%	6%	6%	6%	6%	12%	7%
				E	E			H				*	*	J*	

HYM_q5. When do you think decorations should be taken down after a holiday?

Unweighted base	1151	511	640	314	365	472	224	235	405	287	813	125	118	95	437
Base: All US adults	1139	566	574	357	357	426	222	224	412	282	738	139	172	90	480
Immediately to within a week after	28%	28%	27%	22%	31%	30%	21%	27%	27%	33%	27%	34%	27%	23%	26%
				C		C				F		*	*	*	
A week to within two weeks after	45%	46%	44%	45%	41%	48%	47%	41%	46%	45%	47%	44%	38%	41%	45%
												*	*	*	
Two weeks to within a month after	20%	19%	22%	20%	22%	19%	26%	21%	20%	15%	19%	14%	28%	21%	21%
							I					*	J.K*	*	
A month or longer after	7%	8%	7%	13%	7%	3%	6%	10%	7%	6%	6%	9%	7%	15%	9%
				D.E								*	*	J*	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, AQ/AR/AS/AT/AU/AV/AW, Minimum Base: 30 (**), Small

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

HYM_q3. To what extent do you think buying holiday gifts on Black Friday (November 24) is too soon or too late to buy them? Please select the option that best applies.

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
Way too soon	10%	10%	7%	13%	11%	10%	7%	8%	10%	13%	8%	11%	11%	8%	12%
Somewhat too soon	22%	21%	29%	24%	22%	48%	14%	34%	23%	16%	15%	25%	18%	23%	24%
It is the perfect time	55%	56%	52%	49%	53%	33%	70%	46%	55%	51%	66%	50%	57%	59%	50%
Somewhat too late	10%	11%	10%	10%	11%	5%	8%	7%	10%	14%	8%	11%	11%	8%	11%
Way too late	3%	2%	2%	4%	3%	4%	1%	5%	2%	6%	2%	3%	3%	1%	3%
Net: Too soon	32%	31%	36%	37%	33%	58%	21%	42%	33%	29%	23%	36%	29%	31%	36%
Net: Too late	13%	13%	12%	14%	14%	9%	9%	12%	12%	20%	11%	14%	14%	9%	14%

HYM_q4. When is it MOST acceptable to start listening to Christmas jingles and tunes?

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
It's acceptable to listen to them all year round	12%	13%	9%	4%	11%	8%	11%	11%	13%	9%	12%	12%	14%	14%	6%
Anytime up to/ on Thanksgiving	6%	7%	6%	8%	8%	-	8%	2%	5%	2%	10%	5%	7%	6%	7%
After Thanksgiving	51%	49%	57%	55%	50%	69%	56%	68%	49%	49%	49%	52%	48%	50%	57%
Any time in December, up to a week before the holiday	19%	20%	20%	18%	20%	14%	16%	12%	19%	30%	20%	19%	20%	20%	19%
A week before the holiday	5%	6%	5%	6%	5%	6%	7%	6%	6%	2%	4%	6%	4%	7%	5%
It's never acceptable to listen to jingles	6%	6%	4%	10%	6%	4%	2%	2%	8%	8%	5%	7%	7%	3%	6%

HYM_q5. When do you think decorations should be taken down after a holiday?

Unweighted base	1151	381	209	124	575	17	129	51	334	45	317	834	435	322	229
Base: All US adults	1139	361	197	102	547	18	130	47	356	41	329	810	458	311	213
Immediately to within a week after	28%	30%	26%	29%	29%	5%	31%	29%	26%	24%	28%	27%	28%	29%	29%
A week to within two weeks after	45%	42%	50%	49%	46%	71%	41%	46%	43%	51%	47%	44%	44%	44%	51%
Two weeks to within a month after	20%	21%	19%	17%	20%	13%	21%	17%	21%	16%	20%	20%	19%	22%	17%
A month or longer after	7%	7%	5%	5%	6%	11%	7%	8%	10%	9%	5%	8%	10%	4%	3%

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Total	Social networks membership													
	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

HYM_q3. To what extent do you think buying holiday gifts on Black Friday (November 24) is too soon or too late to buy them? Please select the option that best applies.

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
Way too soon	10%	11%	11%	10%	9%	11%	19%	9%	12%	10%	11%	26%	7%	-	9%
							AD.AE.AF.AI.AK*		*			**	**	**	*
Somewhat too soon	22%	28%	22%	22%	27%	20%	17%	17%	23%	20%	20%	11%	22%	29%	19%
		Z	AI	AI	AD.AG.AI.AK		*	*	*			**	**	**	*
It is the perfect time	55%	44%	55%	59%	54%	57%	58%	60%	54%	61%	56%	53%	45%	26%	58%
							*	AD	*	AD.AF		**	**	**	*
Somewhat too late	10%	9%	10%	7%	8%	10%	5%	12%	9%	7%	9%	10%	16%	19%	8%
			AE				*	AE.AK	*			**	**	**	*
Way too late	3%	8%	2%	2%	2%	2%	1%	2%	2%	2%	4%	-	10%	26%	5%
		Z.AA.AB					*	*	*			**	**	**	*
Net: Too soon	32%	39%	33%	33%	35%	32%	36%	26%	36%	30%	31%	36%	29%	29%	28%
		Z	AI	AI	AI		*	*	AI*			**	**	**	*
Net: Too late	13%	17%	12%	9%	11%	12%	6%	14%	11%	10%	13%	10%	26%	45%	14%
		AA	AE				*	AE.AH.AK	*			**	**	**	*

HYM_q4. When is it MOST acceptable to start listening to Christmas jingles and tunes?

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
It's acceptable to listen to them all year round	12%	8%	11%	13%	10%	15%	12%	13%	12%	12%	12%	15%	25%	5%	10%
						AD.AF	*	*	*			**	**	**	*
Anytime up to/ on Thanksgiving	6%	5%	7%	7%	8%	7%	12%	8%	7%	9%	8%	7%	-	-	5%
							*	*	*			**	**	**	*
After Thanksgiving	51%	55%	54%	55%	55%	48%	44%	54%	53%	53%	57%	47%	37%	20%	47%
			AG	AG	AG		*	*	*		AG.AH	**	**	**	*
Any time in December, up to a week before the holiday	19%	15%	18%	17%	17%	20%	21%	17%	18%	16%	15%	27%	31%	24%	22%
							*	*	*			**	**	**	*
A week before the holiday	5%	7%	5%	4%	4%	3%	5%	4%	2%	4%	3%	-	-	9%	7%
							*	*	*			**	**	**	*
It's never acceptable to listen to jingles	6%	10%	5%	4%	6%	7%	5%	4%	8%	5%	4%	4%	7%	43%	9%
		AA				AI	*	*	*			**	**	**	*

HYM_q5. When do you think decorations should be taken down after a holiday?

Unweighted base	1151	165	894	459	300	320	73	342	107	348	166	23	12	13	135
Base: All US adults	1139	158	865	450	283	320	78	317	109	348	181	24	12	16	143
Immediately to within a week after	28%	22%	28%	30%	29%	32%	26%	30%	29%	27%	22%	28%	29%	-	29%
				AL		AL	*	AL	*			**	**	**	*
A week to within two weeks after	45%	42%	45%	45%	45%	43%	40%	47%	46%	46%	52%	52%	24%	24%	45%
							*	*	*		AG	**	**	**	*
Two weeks to within a month after	20%	25%	21%	19%	22%	16%	26%	20%	16%	21%	22%	20%	14%	41%	17%
			AG				AG*	*	*			**	**	**	*
A month or longer after	7%	11%	6%	5%	5%	8%	8%	3%	9%	6%	4%	-	33%	35%	8%
		AA.AB	AI			AI	*	*	AI*	AI		**	**	**	*

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Total	Holidays celebrated						
	Thanksgiving	Diwali	Kwanzaa	Hanukkah	Christmas	New Years	None of these

HYM_q3. To what extent do you think buying holiday gifts on Black Friday (November 24) is too soon or too late to buy them? Please select the option that best applies.

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
Way too soon	10%	9%	15%	22%	13%	9%	9%	17%
			**	**	*			AQ.AU.AV*
Somewhat too soon	22%	21%	52%	26%	26%	21%	21%	16%
			**	**	*			*
It is the perfect time	55%	59%	25%	36%	39%	58%	59%	41%
		AT.AW	**	**	*	AT.AW	AT.AW	*
Somewhat too late	10%	10%	8%	8%	22%	10%	9%	6%
			**	**	AQ.AU.AV.AW*			*
Way too late	3%	2%	-	8%	-	2%	2%	19%
			**	**	*			AQ.AT.AU.AV*
Net: Too soon	32%	30%	67%	48%	39%	30%	30%	34%
			**	**	*			*
Net: Too late	13%	11%	8%	16%	22%	12%	11%	25%
			**	**	AQ.AU.AV*			AQ.AU.AV*

HYM_q4. When is it MOST acceptable to start listening to Christmas jingles and tunes?

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
It's acceptable to listen to them all year round	12%	12%	15%	16%	13%	12%	13%	10%
			**	**	*			*
Anytime up to/ on Thanksgiving	6%	6%	18%	20%	10%	6%	7%	-
			**	**	AW*		AQ.AU.AW	*
After Thanksgiving	51%	57%	20%	29%	38%	56%	58%	14%
		AT.AW	**	**	AW*	AT.AW	AT.AU.AW	*
Any time in December, up to a week before the holiday	19%	18%	48%	21%	26%	19%	16%	16%
		AV	**	**	AV*	AV		*
A week before the holiday	5%	5%	-	-	7%	5%	3%	8%
		AV	**	**	*	AV		*
It's never acceptable to listen to jingles	6%	3%	-	14%	6%	3%	3%	53%
			**	**	*			AQ.AT.AU.AV*

HYM_q5. When do you think decorations should be taken down after a holiday?

Unweighted base	1151	957	22	31	54	984	795	64
Base: All US adults	1139	930	22	34	50	965	795	66
Immediately to within a week after	28%	28%	19%	22%	30%	27%	27%	42%
		AU	**	**	*			AQ.AU.AV*
A week to within two weeks after	45%	47%	44%	36%	40%	48%	47%	20%
		AW	**	**	AW*	AQ.AW	AW	*
Two weeks to within a month after	20%	20%	19%	27%	20%	20%	21%	12%
			**	**	*			*
A month or longer after	7%	5%	17%	16%	9%	5%	6%	26%
			**	**	*			AQ.AT.AU.AV*