

1. Christmas Music

Thinking about the holiday season, how much do you look forward to the playing of Christmas music in stores and public places?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	31%	23%	38%	29%	25%	35%	35%	32%	24%	30%	32%
Some	31%	31%	30%	27%	31%	33%	29%	29%	36%	32%	28%
Not much	17%	19%	15%	17%	19%	16%	16%	16%	11%	21%	29%
Not at all	17%	21%	14%	21%	20%	13%	17%	19%	22%	10%	10%
Not sure	4%	6%	3%	7%	4%	3%	3%	4%	6%	6%	–
Totals (Unweighted N)	100% (1,000)	100% (479)	100% (521)	100% (195)	100% (255)	100% (381)	100% (169)	100% (687)	100% (121)	100% (120)	100% (72)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A lot	31%	29%	26%	45%	29%	40%	25%	28%	33%	29%	30%	33%
Some	31%	36%	29%	27%	31%	29%	32%	29%	29%	31%	29%	35%
Not much	17%	15%	19%	15%	18%	13%	20%	17%	18%	18%	18%	14%
Not at all	17%	16%	22%	10%	16%	17%	22%	18%	19%	18%	20%	9%
Not sure	4%	4%	5%	3%	5%	1%	1%	7%	1%	4%	3%	9%
Totals (Unweighted N)	100% (1,000)	100% (348)	100% (417)	100% (235)	100% (479)	100% (249)	100% (117)	100% (155)	100% (204)	100% (215)	100% (383)	100% (198)

2. Campaign Ads

Thinking about the election season, how much do you look forward to the playing of campaign ads on TV and radio stations?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	5%	5%	4%	8%	4%	4%	1%	2%	6%	12%	8%
Some	12%	12%	12%	19%	10%	12%	6%	9%	27%	14%	14%
Not much	24%	27%	22%	21%	26%	25%	23%	22%	22%	37%	23%
Not at all	55%	52%	57%	44%	55%	56%	67%	63%	36%	31%	54%
Not sure	4%	4%	5%	8%	6%	3%	2%	4%	9%	6%	2%
Totals (Unweighted N)	100% (999)	100% (478)	100% (521)	100% (195)	100% (255)	100% (380)	100% (169)	100% (686)	100% (121)	100% (120)	100% (72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A lot	5%	8%	3%	4%	5%	3%	2%	5%	4%	6%	5%	3%
Some	12%	13%	10%	15%	13%	12%	11%	10%	5%	9%	14%	16%
Not much	24%	22%	24%	28%	24%	24%	22%	27%	29%	22%	24%	23%
Not at all	55%	51%	60%	49%	52%	60%	60%	52%	58%	61%	52%	50%
Not sure	4%	5%	4%	4%	6%	1%	4%	5%	3%	2%	4%	9%
Totals (Unweighted N)	100% (999)	100% (348)	100% (417)	100% (234)	100% (478)	100% (249)	100% (117)	100% (155)	100% (204)	100% (215)	100% (382)	100% (198)

3. Start Music

If you could decide, when would you want stores and radio stations to start playing Christmas music?

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More than a month before Christmas	4%	2%	7%	6%	5%	4%	1%	4%	5%	7%	7%
A month before Christmas	43%	39%	46%	36%	43%	48%	42%	47%	24%	36%	45%
Two weeks before Christmas	24%	25%	23%	18%	21%	25%	32%	24%	32%	20%	19%
The week before Christmas	12%	14%	11%	14%	9%	12%	14%	12%	13%	12%	11%
Christmas Eve	5%	5%	4%	5%	7%	4%	3%	4%	3%	9%	9%
Never	7%	10%	5%	10%	10%	5%	5%	7%	12%	6%	4%
Not sure	5%	5%	5%	11%	6%	2%	3%	3%	11%	10%	6%
Totals (Unweighted N)	100% (1,000)	100% (479)	100% (521)	100% (195)	100% (255)	100% (381)	100% (169)	100% (687)	100% (121)	100% (120)	100% (72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More than a month before Christmas	4%	7%	4%	2%	5%	4%	1%	6%	6%	3%	4%	5%
A month before Christmas	43%	35%	41%	57%	37%	51%	51%	44%	41%	49%	37%	47%
Two weeks before Christmas	24%	28%	23%	20%	25%	24%	23%	20%	28%	25%	21%	23%
The week before Christmas	12%	14%	13%	9%	13%	10%	7%	13%	9%	13%	14%	11%
Christmas Eve	5%	4%	4%	7%	5%	5%	6%	2%	2%	3%	7%	4%
Never	7%	6%	11%	2%	8%	3%	10%	9%	10%	4%	10%	4%
Not sure	5%	6%	5%	4%	6%	3%	3%	6%	4%	3%	7%	6%
Totals (Unweighted N)	100% (1,000)	100% (348)	100% (417)	100% (235)	100% (479)	100% (249)	100% (117)	100% (155)	100% (204)	100% (215)	100% (383)	100% (198)

4. Start Ads

If you could decide, when would you want stores and radio stations to start airing campaign ads for next year's election?

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More than a month before the election	17%	19%	15%	19%	14%	19%	14%	19%	14%	14%	15%
A month before the election	27%	27%	26%	22%	24%	28%	33%	27%	23%	21%	36%
Two weeks before the election	9%	8%	9%	8%	7%	9%	12%	10%	4%	9%	6%
The week before the election	8%	7%	10%	13%	4%	6%	13%	5%	18%	15%	12%
The day before the election	2%	3%	1%	1%	2%	3%	0%	2%	2%	3%	1%
Never	27%	28%	27%	23%	33%	28%	24%	31%	23%	18%	22%
Not sure	10%	8%	12%	14%	15%	7%	3%	7%	16%	21%	7%
Totals (Unweighted N)	100% (998)	100% (479)	100% (519)	100% (194)	100% (255)	100% (381)	100% (168)	100% (685)	100% (121)	100% (120)	100% (72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More than a month before the election	17%	15%	14%	27%	13%	23%	19%	19%	17%	16%	19%	16%
A month before the election	27%	27%	24%	33%	23%	28%	37%	29%	26%	26%	22%	35%
Two weeks before the election	9%	10%	8%	8%	8%	10%	11%	7%	10%	11%	8%	7%
The week before the election	8%	12%	7%	6%	10%	7%	1%	10%	3%	8%	12%	6%
The day before the election	2%	4%	1%	2%	3%	1%	2%	1%	1%	4%	1%	3%
Never	27%	21%	37%	17%	30%	25%	25%	25%	33%	30%	26%	23%
Not sure	10%	11%	11%	7%	13%	7%	4%	8%	9%	6%	12%	11%
Totals (Unweighted N)	100% (998)	100% (346)	100% (417)	100% (235)	100% (477)	100% (249)	100% (117)	100% (155)	100% (204)	100% (214)	100% (382)	100% (198)

5. Music or Ads

If you had to pick, which of these would you rather hear on the radio?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Christmas music	81%	78%	84%	71%	77%	85%	91%	84%	69%	75%	82%
Campaign ads for next year's election	7%	12%	3%	14%	9%	5%	2%	7%	7%	6%	8%
Not sure	12%	11%	13%	15%	14%	11%	7%	9%	24%	19%	10%
Totals (Unweighted N)	100% (997)	100% (478)	100% (519)	100% (193)	100% (255)	100% (381)	100% (168)	100% (685)	100% (121)	100% (119)	100% (72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Christmas music	81%	81%	78%	86%	80%	86%	82%	78%	81%	85%	75%	87%
Campaign ads for next year's election	7%	7%	8%	6%	7%	6%	9%	10%	7%	9%	9%	2%
Not sure	12%	12%	14%	8%	14%	8%	9%	12%	12%	6%	16%	11%
Totals (Unweighted N)	100% (997)	100% (348)	100% (414)	100% (235)	100% (477)	100% (249)	100% (116)	100% (155)	100% (203)	100% (214)	100% (383)	100% (197)

Interviewing Dates	November 25 - 30, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.181 to 4.025, with a mean of one and a standard deviation of 0.832.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.