

1. How far in advance would you prefer retailers to put out displays for the following holiday?

Some response options originally presented to respondents have been combined. The full set of response options was: "year-round," "more than 8 weeks before," "7 weeks before," "6 weeks before," "5 weeks before," "4 weeks before," "3 weeks before," "2 weeks before," "1 week before," "a few days before," "I don't want them to ever put out displays," and "no preference."

	5 weeks or more before	3-4 weeks before	2 weeks or fewer before	I don't want them to ever put out displays	No preference
New Year's	23%	30%	32%	5%	11%
Valentine's Day	19%	34%	31%	6%	9%
Easter	21%	40%	25%	5%	9%
Mother's Day	17%	37%	31%	6%	9%
Juneteenth	14%	18%	27%	23%	18%
Father's Day	16%	33%	33%	7%	11%
Fourth of July	20%	39%	28%	4%	9%
Halloween	29%	40%	17%	5%	9%
Thanksgiving	27%	40%	21%	4%	8%
Christmas	49%	27%	11%	4%	9%

Interviewing Dates

October 3 - 9, 2023

Target population

U.S. citizens, aged 18 and over.

Sampling method

Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.

Weighting

The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.103 to 6.511, with a mean of 1 and a standard deviation of 0.812.

Number of respondents

1000

Margin of error

± 4% (adjusted for weighting)

Survey mode

Web-based interviews

Questions not reported

69 questions not reported.

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1A. Retail Holiday Display Timing — New Year's

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	5%	1%	7%	5%	1%	1%	2%	5%	6%	*
More than 8 weeks before	3%	3%	3%	3%	2%	5%	2%	2%	6%	6%	*
8 weeks before	6%	7%	5%	10%	5%	5%	5%	7%	5%	5%	*
7 weeks before	3%	1%	4%	8%	2%	1%	0%	2%	1%	6%	*
6 weeks before	3%	2%	4%	4%	3%	4%	4%	4%	0%	5%	*
5 weeks before	5%	3%	6%	9%	2%	2%	7%	5%	3%	5%	*
4 weeks before	21%	20%	22%	15%	21%	24%	22%	21%	22%	20%	*
3 weeks before	9%	8%	10%	10%	6%	10%	10%	9%	9%	8%	*
2 weeks before	17%	17%	17%	9%	15%	19%	22%	18%	14%	11%	*
1 week before	10%	13%	8%	10%	13%	8%	11%	10%	9%	7%	*
A few days before	5%	6%	4%	3%	5%	6%	4%	5%	6%	1%	*
I don't want them to ever put out displays	5%	6%	4%	2%	8%	5%	4%	5%	2%	7%	*
No preference	11%	9%	13%	8%	13%	12%	9%	9%	17%	12%	*
Totals	101%	100%	101%	98%	100%	102%	101%	99%	99%	99%	*
Unweighted N	(994)	(428)	(566)	(109)	(200)	(383)	(302)	(638)	(123)	(136)	(97)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	5%	2%	0%	3%	4%	1%	5%	6%	1%	4%	0%
More than 8 weeks before	3%	3%	3%	4%	3%	4%	5%	3%	2%	6%	1%	3%	3%
8 weeks before	6%	9%	4%	4%	9%	5%	5%	7%	4%	12%	6%	5%	3%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	3%	4%	2%	2%	1%	2%	2%	3%	1%	3%	2%	3%	2%
6 weeks before	3%	4%	3%	3%	5%	4%	4%	3%	5%	5%	4%	2%	4%
5 weeks before	5%	4%	5%	5%	2%	5%	5%	5%	2%	2%	3%	6%	5%
4 weeks before	21%	16%	23%	24%	19%	26%	17%	24%	26%	21%	15%	24%	21%
3 weeks before	9%	11%	8%	9%	13%	7%	7%	13%	8%	9%	11%	7%	11%
2 weeks before	17%	17%	15%	19%	20%	18%	16%	19%	15%	14%	15%	16%	21%
1 week before	10%	11%	10%	9%	11%	10%	12%	9%	10%	11%	9%	9%	12%
A few days before	5%	4%	4%	6%	4%	3%	5%	3%	9%	1%	6%	7%	3%
I don't want them to ever put out displays	5%	1%	10%	3%	3%	5%	5%	5%	6%	2%	9%	4%	4%
No preference	11%	13%	9%	10%	11%	9%	14%	5%	6%	8%	16%	9%	10%
Totals	101%	99%	101%	100%	101%	101%	101%	100%	99%	100%	98%	99%	99%
Unweighted N	(994)	(342)	(363)	(289)	(354)	(345)	(419)	(298)	(170)	(177)	(218)	(379)	(220)

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1B. Retail Holiday Display Timing — Valentine's Day

How far in advance would you prefer retailers to put out displays for the following holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	5%	0%	7%	4%	0%	1%	2%	6%	5%	*
More than 8 weeks before	3%	2%	3%	6%	2%	2%	1%	3%	3%	2%	*
8 weeks before	5%	5%	5%	7%	4%	5%	3%	5%	3%	8%	*
7 weeks before	2%	1%	3%	4%	3%	1%	0%	1%	1%	7%	*
6 weeks before	4%	4%	5%	5%	3%	5%	5%	5%	1%	7%	*
5 weeks before	3%	1%	4%	2%	4%	2%	3%	2%	6%	2%	*
4 weeks before	23%	20%	25%	10%	18%	29%	31%	24%	20%	17%	*
3 weeks before	12%	11%	13%	18%	7%	11%	13%	13%	12%	7%	*
2 weeks before	19%	21%	18%	16%	16%	22%	22%	21%	11%	19%	*
1 week before	7%	10%	5%	8%	10%	6%	5%	7%	9%	7%	*
A few days before	5%	5%	4%	5%	6%	3%	5%	4%	11%	4%	*
I don't want them to ever put out displays	6%	7%	5%	4%	12%	4%	5%	6%	2%	5%	*
No preference	9%	7%	11%	9%	11%	9%	7%	6%	16%	12%	*
Totals	101%	99%	101%	101%	100%	99%	101%	99%	101%	102%	*
Unweighted N	(991)	(425)	(566)	(109)	(201)	(384)	(297)	(639)	(121)	(135)	(96)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	4%	2%	1%	3%	3%	1%	5%	5%	2%	4%	0%
More than 8 weeks before	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%	2%	3%	2%
8 weeks before	5%	8%	3%	3%	4%	3%	4%	4%	4%	10%	6%	3%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	2%	2%	2%	1%	2%	2%	2%	0%	3%	3%	1%	3%
6 weeks before	4%	5%	3%	5%	6%	5%	3%	8%	3%	6%	4%	4%	5%
5 weeks before	3%	4%	2%	2%	4%	1%	3%	3%	3%	2%	2%	4%	2%
4 weeks before	23%	19%	21%	29%	22%	31%	25%	23%	21%	21%	18%	27%	20%
3 weeks before	12%	13%	14%	8%	15%	10%	8%	14%	17%	17%	12%	8%	13%
2 weeks before	19%	21%	16%	20%	21%	20%	18%	24%	17%	14%	20%	21%	20%
1 week before	7%	5%	8%	9%	6%	8%	8%	8%	7%	8%	6%	5%	11%
A few days before	5%	4%	2%	7%	5%	3%	4%	3%	7%	1%	2%	6%	6%
I don't want them to ever put out displays	6%	5%	10%	3%	5%	4%	6%	5%	8%	3%	13%	5%	4%
No preference	9%	10%	11%	6%	8%	7%	13%	2%	5%	7%	9%	8%	12%
Totals	101%	101%	99%	98%	101%	99%	101%	100%	100%	100%	99%	99%	100%
Unweighted N	(991)	(341)	(364)	(286)	(352)	(342)	(421)	(295)	(170)	(178)	(217)	(377)	(219)

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1C. Retail Holiday Display Timing — Easter

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	4%	1%	6%	5%	1%	1%	2%	5%	6%	*
More than 8 weeks before	1%	1%	1%	1%	0%	2%	1%	1%	3%	2%	*
8 weeks before	5%	5%	5%	8%	3%	5%	5%	6%	4%	6%	*
7 weeks before	2%	1%	2%	4%	1%	1%	1%	1%	0%	5%	*
6 weeks before	6%	6%	7%	5%	5%	8%	7%	6%	3%	10%	*
5 weeks before	4%	3%	5%	4%	7%	3%	4%	4%	3%	7%	*
4 weeks before	28%	25%	31%	22%	24%	34%	31%	31%	25%	24%	*
3 weeks before	12%	9%	14%	11%	10%	11%	15%	13%	8%	7%	*
2 weeks before	15%	17%	14%	11%	12%	18%	20%	17%	15%	10%	*
1 week before	5%	7%	3%	8%	7%	2%	4%	5%	8%	5%	*
A few days before	4%	8%	1%	8%	4%	4%	2%	4%	7%	2%	*
I don't want them to ever put out displays	5%	6%	5%	5%	9%	4%	3%	5%	4%	4%	*
No preference	9%	8%	10%	7%	14%	9%	6%	6%	15%	13%	*
Totals	99%	100%	99%	100%	101%	102%	100%	101%	100%	101%	*
Unweighted N	(999)	(429)	(570)	(109)	(201)	(387)	(302)	(643)	(123)	(136)	(97)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	3%	3%	1%	3%	4%	1%	2%	5%	2%	4%	0%
More than 8 weeks before	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	2%	1%
8 weeks before	5%	6%	5%	6%	4%	5%	5%	3%	6%	11%	7%	3%	3%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%
6 weeks before	6%	5%	7%	7%	6%	7%	7%	7%	5%	10%	6%	5%	4%
5 weeks before	4%	5%	4%	4%	5%	4%	5%	5%	1%	3%	4%	5%	4%
4 weeks before	28%	27%	25%	34%	29%	35%	26%	34%	32%	24%	25%	33%	27%
3 weeks before	12%	14%	12%	8%	15%	10%	8%	13%	14%	12%	13%	9%	13%
2 weeks before	15%	16%	14%	16%	18%	16%	13%	18%	14%	12%	15%	17%	16%
1 week before	5%	5%	3%	7%	4%	3%	5%	4%	4%	6%	5%	4%	6%
A few days before	4%	3%	6%	4%	3%	2%	4%	3%	10%	6%	2%	5%	5%
I don't want them to ever put out displays	5%	3%	9%	3%	5%	3%	6%	5%	4%	1%	7%	5%	6%
No preference	9%	10%	11%	5%	9%	7%	11%	2%	8%	7%	10%	7%	12%
Totals	99%	99%	101%	100%	101%	98%	97%	98%	101%	98%	99%	100%	99%
Unweighted N	(999)	(343)	(366)	(290)	(355)	(346)	(423)	(298)	(171)	(179)	(218)	(381)	(221)

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1D. Retail Holiday Display Timing — Mother's Day

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	4%	1%	4%	5%	1%	1%	2%	5%	5%	*
More than 8 weeks before	2%	2%	1%	2%	0%	3%	1%	1%	3%	2%	*
8 weeks before	4%	3%	5%	6%	3%	4%	4%	4%	3%	8%	*
7 weeks before	2%	3%	1%	6%	2%	1%	0%	2%	2%	2%	*
6 weeks before	3%	2%	5%	3%	2%	5%	2%	3%	3%	6%	*
5 weeks before	3%	3%	4%	3%	3%	3%	5%	3%	6%	4%	*
4 weeks before	24%	22%	25%	16%	20%	28%	29%	26%	16%	21%	*
3 weeks before	14%	9%	17%	22%	8%	11%	14%	15%	11%	13%	*
2 weeks before	17%	19%	16%	11%	17%	19%	22%	20%	11%	12%	*
1 week before	9%	11%	7%	8%	12%	6%	9%	8%	19%	6%	*
A few days before	5%	7%	3%	6%	4%	5%	4%	4%	8%	3%	*
I don't want them to ever put out displays	6%	8%	4%	4%	11%	4%	4%	6%	2%	5%	*
No preference	9%	7%	11%	9%	12%	9%	5%	6%	12%	15%	*
Totals	101%	100%	100%	100%	99%	99%	100%	100%	101%	102%	*
Unweighted N	(993)	(427)	(566)	(109)	(200)	(384)	(300)	(640)	(122)	(136)	(95)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	3%	2%	1%	2%	3%	1%	2%	3%	2%	4%	0%
More than 8 weeks before	2%	2%	1%	2%	2%	1%	2%	1%	0%	1%	1%	2%	2%
8 weeks before	4%	5%	3%	4%	3%	3%	4%	4%	4%	6%	6%	3%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	2%	4%	1%	1%	2%	3%	0%	4%	7%	2%	1%	0%
6 weeks before	3%	3%	3%	4%	3%	5%	4%	5%	1%	6%	3%	3%	3%
5 weeks before	3%	5%	2%	4%	4%	4%	4%	5%	3%	4%	3%	4%	3%
4 weeks before	24%	20%	21%	31%	22%	30%	22%	25%	26%	25%	20%	25%	23%
3 weeks before	14%	15%	13%	12%	17%	13%	9%	18%	14%	15%	13%	11%	17%
2 weeks before	17%	18%	17%	18%	20%	19%	16%	20%	19%	12%	17%	19%	18%
1 week before	9%	8%	9%	9%	12%	7%	11%	7%	6%	5%	8%	10%	11%
A few days before	5%	5%	4%	5%	4%	3%	5%	5%	7%	5%	4%	6%	4%
I don't want them to ever put out displays	6%	5%	10%	2%	4%	4%	6%	4%	7%	3%	9%	5%	6%
No preference	9%	8%	11%	7%	7%	7%	11%	5%	6%	7%	12%	7%	11%
Totals	101%	98%	101%	101%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(993)	(343)	(363)	(287)	(355)	(341)	(420)	(297)	(171)	(179)	(216)	(379)	(219)

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1E. Retail Holiday Display Timing — Juneteenth

How far in advance would you prefer retailers to put out displays for the following holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	4%	2%	4%	6%	2%	1%	3%	6%	5%	*
More than 8 weeks before	2%	2%	2%	5%	1%	1%	1%	2%	3%	1%	*
8 weeks before	2%	2%	2%	1%	4%	1%	2%	2%	2%	2%	*
7 weeks before	1%	2%	1%	4%	1%	1%	0%	1%	0%	3%	*
6 weeks before	3%	3%	2%	5%	1%	3%	0%	2%	5%	2%	*
5 weeks before	2%	2%	3%	4%	4%	1%	2%	2%	5%	1%	*
4 weeks before	12%	10%	14%	10%	9%	15%	13%	11%	21%	10%	*
3 weeks before	6%	5%	8%	10%	5%	4%	9%	7%	6%	6%	*
2 weeks before	13%	12%	13%	12%	15%	14%	9%	14%	10%	7%	*
1 week before	8%	9%	7%	9%	12%	6%	6%	7%	13%	9%	*
A few days before	6%	8%	5%	8%	5%	8%	4%	6%	10%	5%	*
I don't want them to ever put out displays	23%	27%	19%	8%	19%	26%	37%	27%	5%	18%	*
No preference	18%	14%	23%	21%	18%	18%	17%	17%	14%	30%	*
Totals	99%	100%	101%	101%	100%	100%	101%	101%	100%	99%	*
Unweighted N	(996)	(428)	(568)	(107)	(201)	(386)	(302)	(642)	(122)	(136)	(96)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	3%	4%	2%	3%	2%	4%	1%	3%	3%	4%	4%	1%
More than 8 weeks before	2%	2%	3%	1%	1%	1%	2%	1%	3%	5%	2%	1%	1%
8 weeks before	2%	3%	2%	2%	1%	1%	3%	1%	1%	2%	3%	1%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	1%	2%	0%	2%	1%	3%	2%	0%	2%	4%	0%	1%	1%
6 weeks before	3%	4%	2%	2%	3%	1%	3%	2%	1%	2%	1%	3%	3%
5 weeks before	2%	4%	2%	1%	3%	1%	2%	2%	3%	6%	2%	2%	1%
4 weeks before	12%	18%	10%	8%	16%	10%	12%	15%	11%	15%	10%	13%	9%
3 weeks before	6%	13%	5%	1%	12%	1%	6%	9%	5%	6%	6%	6%	7%
2 weeks before	13%	17%	9%	11%	19%	10%	9%	14%	20%	11%	10%	13%	15%
1 week before	8%	6%	11%	7%	9%	7%	9%	9%	6%	5%	6%	11%	8%
A few days before	6%	6%	6%	7%	6%	5%	6%	4%	13%	6%	8%	6%	6%
I don't want them to ever put out displays	23%	7%	22%	40%	9%	45%	20%	26%	23%	17%	27%	23%	24%
No preference	18%	16%	24%	15%	17%	13%	22%	15%	9%	17%	22%	15%	22%
Totals	99%	101%	100%	99%	100%	100%	100%	99%	100%	99%	101%	99%	100%
Unweighted N	(996)	(342)	(365)	(289)	(354)	(345)	(420)	(298)	(171)	(179)	(217)	(380)	(220)

YouGov Survey: Holiday Retail Displays

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1F. Retail Holiday Display Timing — Father's Day

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	5%	1%	5%	6%	1%	1%	2%	5%	5%	*
More than 8 weeks before	2%	1%	3%	3%	2%	3%	0%	2%	2%	3%	*
8 weeks before	3%	2%	3%	3%	3%	2%	3%	3%	3%	3%	*
7 weeks before	1%	1%	1%	4%	1%	0%	0%	1%	1%	2%	*
6 weeks before	4%	3%	6%	6%	4%	5%	2%	4%	4%	7%	*
5 weeks before	3%	1%	4%	0%	3%	3%	5%	3%	4%	2%	*
4 weeks before	21%	19%	24%	16%	16%	26%	25%	23%	16%	18%	*
3 weeks before	12%	9%	14%	14%	10%	10%	15%	12%	12%	9%	*
2 weeks before	19%	21%	17%	13%	15%	22%	23%	21%	11%	15%	*
1 week before	8%	10%	7%	10%	8%	8%	7%	10%	5%	5%	*
A few days before	6%	8%	4%	7%	5%	6%	4%	4%	10%	7%	*
I don't want them to ever put out displays	7%	11%	4%	6%	14%	4%	6%	6%	12%	6%	*
No preference	11%	9%	13%	12%	14%	11%	8%	9%	17%	18%	*
Totals	100%	100%	101%	99%	101%	101%	99%	100%	102%	100%	*
Unweighted N	(997)	(429)	(568)	(108)	(201)	(386)	(302)	(643)	(122)	(136)	(96)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	4%	2%	2%	2%	4%	1%	1%	3%	4%	4%	0%
More than 8 weeks before	2%	3%	2%	2%	1%	2%	3%	3%	2%	1%	2%	2%	2%
8 weeks before	3%	4%	2%	2%	2%	1%	3%	2%	1%	3%	5%	2%	1%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	1%	2%	0%	1%	1%	2%	1%	0%	2%	4%	0%	1%	0%
6 weeks before	4%	6%	4%	3%	3%	4%	5%	4%	2%	9%	3%	2%	6%
5 weeks before	3%	2%	3%	3%	2%	4%	3%	3%	4%	3%	2%	3%	3%
4 weeks before	21%	20%	16%	30%	21%	28%	18%	26%	21%	20%	19%	25%	18%
3 weeks before	12%	12%	13%	10%	15%	12%	9%	14%	14%	13%	11%	11%	12%
2 weeks before	19%	21%	15%	21%	21%	21%	15%	23%	24%	13%	21%	17%	24%
1 week before	8%	9%	10%	6%	8%	8%	11%	8%	6%	6%	7%	8%	11%
A few days before	6%	4%	7%	6%	6%	3%	5%	4%	8%	9%	4%	5%	6%
I don't want them to ever put out displays	7%	5%	12%	4%	7%	5%	9%	5%	9%	6%	8%	8%	6%
No preference	11%	11%	14%	9%	11%	8%	14%	8%	6%	11%	14%	10%	11%
Totals	100%	101%	102%	99%	100%	100%	100%	101%	100%	101%	100%	98%	100%
Unweighted N	(997)	(343)	(365)	(289)	(355)	(345)	(421)	(298)	(171)	(179)	(218)	(380)	(220)

YouGov Survey: Holiday Retail Displays

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1G. Retail Holiday Display Timing — Fourth of July

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	6%	1%	5%	7%	2%	1%	3%	5%	8%	*
More than 8 weeks before	1%	1%	1%	1%	0%	2%	1%	1%	2%	2%	*
8 weeks before	3%	3%	3%	2%	3%	4%	4%	3%	3%	5%	*
7 weeks before	2%	2%	2%	4%	2%	1%	1%	1%	0%	7%	*
6 weeks before	5%	4%	6%	6%	3%	6%	6%	5%	5%	4%	*
5 weeks before	5%	4%	6%	7%	5%	3%	5%	5%	4%	6%	*
4 weeks before	27%	25%	29%	19%	23%	33%	30%	29%	16%	22%	*
3 weeks before	12%	10%	14%	17%	7%	8%	20%	14%	11%	7%	*
2 weeks before	18%	17%	18%	12%	19%	20%	17%	18%	16%	16%	*
1 week before	7%	10%	4%	6%	9%	7%	7%	7%	9%	5%	*
A few days before	4%	4%	3%	7%	3%	4%	2%	3%	7%	4%	*
I don't want them to ever put out displays	4%	5%	4%	4%	6%	3%	3%	3%	9%	3%	*
No preference	9%	9%	9%	10%	13%	9%	5%	7%	13%	13%	*
Totals	100%	100%	100%	100%	100%	102%	102%	99%	100%	102%	*
Unweighted N	(993)	(426)	(567)	(108)	(200)	(385)	(300)	(640)	(123)	(135)	(95)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	4%	4%	0%	3%	3%	3%	3%	3%	4%	5%	1%
More than 8 weeks before	1%	2%	1%	1%	1%	1%	2%	1%	0%	2%	1%	1%	0%
8 weeks before	3%	3%	3%	4%	2%	3%	4%	3%	2%	3%	7%	2%	3%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	3%	1%	2%	2%	3%	2%	1%	2%	5%	1%	2%	1%
6 weeks before	5%	5%	6%	4%	4%	6%	6%	6%	3%	8%	4%	5%	4%
5 weeks before	5%	6%	5%	3%	4%	5%	6%	6%	3%	2%	5%	6%	6%
4 weeks before	27%	20%	23%	39%	24%	36%	23%	30%	35%	28%	31%	25%	25%
3 weeks before	12%	14%	12%	11%	16%	11%	10%	14%	10%	16%	10%	10%	15%
2 weeks before	18%	21%	18%	13%	24%	15%	16%	20%	18%	12%	16%	20%	18%
1 week before	7%	7%	8%	6%	7%	6%	9%	6%	5%	9%	6%	7%	7%
A few days before	4%	5%	2%	5%	4%	2%	4%	3%	6%	4%	1%	5%	4%
I don't want them to ever put out displays	4%	2%	7%	3%	4%	2%	5%	4%	3%	1%	7%	4%	3%
No preference	9%	10%	12%	5%	8%	7%	12%	3%	9%	9%	8%	8%	13%
Totals	100%	100%	102%	100%	100%	100%	102%	100%	99%	102%	101%	100%	100%
Unweighted N	(993)	(341)	(364)	(288)	(353)	(344)	(420)	(296)	(171)	(178)	(215)	(381)	(219)

YouGov Survey: Holiday Retail Displays

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1H. Retail Holiday Display Timing — Halloween

How far in advance would you prefer retailers to put out displays for the following holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	4%	2%	5%	5%	3%	0%	3%	4%	6%	*
More than 8 weeks before	3%	2%	4%	7%	1%	3%	1%	2%	2%	7%	*
8 weeks before	5%	4%	6%	3%	7%	4%	5%	5%	4%	5%	*
7 weeks before	2%	3%	2%	4%	3%	1%	1%	2%	2%	5%	*
6 weeks before	11%	8%	14%	20%	9%	11%	5%	13%	1%	15%	*
5 weeks before	5%	4%	6%	8%	6%	4%	4%	5%	7%	7%	*
4 weeks before	27%	26%	28%	14%	22%	31%	39%	29%	17%	25%	*
3 weeks before	13%	12%	14%	12%	8%	15%	18%	14%	15%	5%	*
2 weeks before	9%	13%	6%	4%	13%	10%	9%	10%	13%	5%	*
1 week before	4%	6%	2%	5%	5%	4%	4%	4%	4%	6%	*
A few days before	3%	5%	2%	4%	4%	2%	2%	3%	7%	2%	*
I don't want them to ever put out displays	5%	6%	5%	4%	7%	4%	7%	5%	10%	3%	*
No preference	9%	7%	10%	10%	12%	8%	5%	6%	14%	9%	*
Totals	99%	100%	101%	100%	102%	100%	100%	101%	100%	100%	*
Unweighted N	(999)	(429)	(570)	(109)	(201)	(387)	(302)	(643)	(123)	(136)	(97)

	Party ID				2020 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	3%	3%	3%	2%	3%	4%	2%	2%	2%	1%	5%	3%
More than 8 weeks before	3%	2%	4%	3%	2%	2%	4%	3%	3%	6%	4%	2%	1%
8 weeks before	5%	6%	4%	4%	5%	3%	6%	3%	5%	6%	9%	3%	3%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	3%	1%	2%	2%	3%	2%	2%	2%	3%	1%	2%	4%
6 weeks before	11%	13%	8%	12%	9%	11%	9%	13%	10%	12%	8%	13%	10%
5 weeks before	5%	7%	5%	4%	8%	4%	4%	7%	7%	9%	3%	4%	7%
4 weeks before	27%	26%	24%	32%	28%	35%	26%	28%	29%	24%	29%	30%	22%
3 weeks before	13%	12%	16%	12%	15%	12%	12%	16%	12%	17%	12%	11%	15%
2 weeks before	9%	8%	10%	10%	11%	11%	10%	11%	6%	5%	9%	11%	11%
1 week before	4%	6%	2%	6%	5%	3%	3%	4%	7%	3%	3%	4%	6%
A few days before	3%	4%	2%	3%	3%	2%	4%	3%	4%	2%	2%	3%	4%
I don't want them to ever put out displays	5%	3%	8%	5%	4%	6%	6%	5%	6%	2%	9%	6%	4%
No preference	9%	8%	12%	5%	6%	6%	10%	3%	7%	10%	10%	6%	11%
Totals	99%	101%	99%	101%	100%	101%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(999)	(343)	(366)	(290)	(355)	(346)	(423)	(298)	(171)	(179)	(218)	(381)	(221)

YouGov Survey: Holiday Retail Displays

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11. Retail Holiday Display Timing — Thanksgiving

How far in advance would you prefer retailers to put out displays for the following holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	4%	2%	8%	4%	1%	0%	2%	3%	6%	*
More than 8 weeks before	3%	3%	4%	5%	3%	3%	1%	3%	4%	5%	*
8 weeks before	5%	4%	5%	5%	5%	5%	5%	5%	5%	4%	*
7 weeks before	2%	2%	3%	5%	1%	2%	1%	1%	1%	7%	*
6 weeks before	8%	6%	9%	10%	4%	9%	7%	8%	3%	9%	*
5 weeks before	7%	4%	9%	10%	6%	4%	7%	6%	8%	9%	*
4 weeks before	25%	25%	26%	12%	20%	32%	33%	27%	18%	24%	*
3 weeks before	15%	13%	16%	12%	13%	13%	22%	16%	18%	9%	*
2 weeks before	14%	18%	10%	12%	16%	16%	11%	16%	12%	5%	*
1 week before	4%	5%	3%	7%	4%	3%	4%	4%	6%	3%	*
A few days before	3%	4%	1%	4%	3%	2%	2%	2%	6%	3%	*
I don't want them to ever put out displays	4%	5%	3%	4%	7%	3%	3%	4%	2%	4%	*
No preference	8%	7%	10%	6%	12%	9%	5%	6%	12%	12%	*
Totals	101%	100%	101%	100%	98%	102%	101%	100%	98%	100%	*
Unweighted N	(991)	(426)	(565)	(108)	(201)	(383)	(299)	(639)	(121)	(136)	(95)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	4%	3%	2%	1%	2%	3%	3%	2%	3%	2%	5%	1%
More than 8 weeks before	3%	3%	1%	6%	1%	4%	3%	2%	4%	6%	2%	3%	2%
8 weeks before	5%	6%	4%	4%	5%	3%	6%	4%	4%	4%	9%	4%	2%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	2%	3%	2%	1%	2%	2%	2%	2%	0%	4%	3%	2%	1%
6 weeks before	8%	7%	9%	7%	8%	7%	9%	9%	8%	14%	6%	7%	5%
5 weeks before	7%	5%	6%	10%	7%	7%	7%	6%	8%	5%	4%	8%	8%
4 weeks before	25%	25%	21%	31%	27%	34%	22%	27%	32%	26%	25%	28%	21%
3 weeks before	15%	16%	17%	12%	19%	14%	14%	19%	12%	15%	16%	14%	15%
2 weeks before	14%	14%	15%	13%	13%	14%	15%	14%	13%	11%	12%	14%	17%
1 week before	4%	4%	3%	6%	5%	3%	3%	4%	4%	2%	4%	2%	8%
A few days before	3%	4%	1%	3%	4%	2%	4%	2%	4%	2%	2%	3%	4%
I don't want them to ever put out displays	4%	3%	7%	1%	3%	2%	5%	4%	2%	2%	8%	3%	4%
No preference	8%	8%	11%	5%	6%	5%	9%	5%	7%	5%	9%	7%	12%
Totals	101%	102%	100%	101%	101%	99%	102%	101%	100%	99%	102%	100%	100%
Unweighted N	(991)	(339)	(364)	(288)	(352)	(343)	(417)	(297)	(171)	(177)	(215)	(380)	(219)

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1J. Retail Holiday Display Timing — Christmas

How far in advance would you prefer retailers to put out displays for the following holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Year-round	3%	5%	1%	6%	6%	1%	1%	2%	3%	8%	*
More than 8 weeks before	5%	4%	7%	6%	5%	7%	2%	5%	9%	8%	*
8 weeks before	12%	10%	14%	9%	10%	15%	13%	12%	11%	16%	*
7 weeks before	3%	2%	3%	4%	2%	2%	3%	2%	1%	8%	*
6 weeks before	14%	12%	17%	10%	9%	17%	21%	17%	5%	9%	*
5 weeks before	11%	10%	12%	18%	9%	6%	14%	12%	7%	11%	*
4 weeks before	21%	22%	20%	13%	22%	25%	22%	21%	25%	15%	*
3 weeks before	6%	6%	5%	4%	4%	6%	9%	6%	6%	3%	*
2 weeks before	5%	7%	4%	4%	6%	7%	5%	6%	7%	3%	*
1 week before	4%	6%	2%	7%	6%	1%	2%	4%	6%	2%	*
A few days before	2%	3%	2%	4%	3%	2%	1%	3%	4%	1%	*
I don't want them to ever put out displays	4%	5%	4%	6%	7%	3%	2%	4%	3%	5%	*
No preference	9%	9%	9%	9%	11%	10%	5%	6%	14%	11%	*
Totals	99%	101%	100%	100%	100%	102%	100%	100%	101%	100%	*
Unweighted N	(996)	(429)	(567)	(109)	(200)	(385)	(302)	(642)	(122)	(135)	(97)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Year-round	3%	2%	5%	2%	2%	2%	4%	1%	2%	4%	3%	4%	2%
More than 8 weeks before	5%	5%	5%	6%	7%	5%	5%	6%	5%	10%	4%	6%	3%
8 weeks before	12%	12%	9%	16%	11%	14%	9%	15%	15%	15%	18%	9%	9%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 weeks before	3%	3%	2%	3%	2%	3%	2%	2%	2%	7%	1%	1%	3%
6 weeks before	14%	15%	12%	17%	14%	18%	16%	14%	15%	14%	16%	15%	12%
5 weeks before	11%	11%	12%	10%	10%	13%	8%	16%	12%	8%	10%	13%	11%
4 weeks before	21%	20%	23%	20%	26%	24%	23%	20%	21%	21%	16%	24%	21%
3 weeks before	6%	7%	5%	4%	7%	4%	4%	6%	9%	3%	6%	7%	6%
2 weeks before	5%	4%	5%	7%	6%	8%	6%	6%	4%	4%	4%	7%	5%
1 week before	4%	5%	3%	4%	3%	1%	4%	3%	3%	5%	3%	2%	7%
A few days before	2%	3%	0%	4%	2%	1%	3%	2%	1%	0%	1%	2%	6%
I don't want them to ever put out displays	4%	4%	7%	2%	4%	2%	5%	5%	3%	1%	9%	4%	4%
No preference	9%	8%	13%	5%	6%	6%	10%	4%	8%	9%	9%	6%	13%
Totals	99%	99%	101%	100%	100%	101%	99%	100%	100%	101%	100%	100%	102%
Unweighted N	(996)	(342)	(365)	(289)	(354)	(345)	(422)	(298)	(170)	(179)	(217)	(379)	(221)

YouGov Survey: Holiday Retail Displays

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Interviewing Dates	October 3 - 9, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.103 to 6.511, with a mean of 1 and a standard deviation of 0.812.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	67 questions not reported.