

HuffPost: Christmas and Campaign Seasons

November 25 - 27, 2019 - 1000 US adult citizens



1. Looking forward to Christmas music

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

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	29%	34%		24%	34%	21%	24%	32%	37%	29%	34%	26%	25%
Some	31%	32%		31%	31%	28%	32%	33%	29%	33%	30%	27%	17%
Not much	15%	15%		17%	13%	14%	17%	13%	15%	14%	12%	11%	24%
Not at all	17%	16%		21%	14%	18%	18%	18%	15%	19%	13%	19%	11%
Not sure	9%	2%		8%	9%	19%	10%	5%	4%	5%	11%	17%	23%
Totals	101%	99%		101%	101%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(998)	(747)		(452)	(546)	(217)	(228)	(347)	(206)	(700)	(106)	(113)	(79)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	29%	27%	19%	50%	24%	48%	26%	32%	30%	32%	22%	32%	28%
Some	31%	34%	33%	23%	35%	31%	30%	34%	36%	28%	34%	31%	30%
Not much	15%	18%	11%	16%	18%	10%	14%	16%	17%	17%	14%	13%	15%
Not at all	17%	18%	20%	11%	19%	10%	19%	17%	16%	17%	23%	14%	18%
Not sure	9%	2%	17%	1%	3%	1%	12%	1%	1%	7%	7%	10%	9%
Totals	101%	99%	100%	101%	99%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(998)	(328)	(433)	(237)	(299)	(253)	(404)	(285)	(188)	(164)	(206)	(381)	(247)

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2. Looking forward to campaign ads

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

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	6%	6%	7%	4%	12%	9%	2%	2%	5%	7%	6%	7%
Some	14%	15%	16%	12%	13%	16%	15%	10%	11%	20%	23%	16%
Not much	19%	21%	19%	20%	16%	19%	17%	29%	21%	20%	17%	13%
Not at all	51%	54%	49%	53%	34%	47%	62%	56%	58%	37%	36%	38%
Not sure	10%	4%	9%	11%	25%	9%	5%	3%	5%	16%	18%	26%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(989)	(743)	(450)	(539)	(215)	(228)	(344)	(202)	(697)	(105)	(108)	(79)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	6%	8%	2%	10%	5%	8%	5%	8%	6%	9%	4%	4%	7%
Some	14%	19%	10%	14%	16%	15%	16%	18%	10%	16%	9%	17%	12%
Not much	19%	19%	17%	23%	20%	21%	18%	18%	25%	18%	18%	22%	18%
Not at all	51%	50%	52%	52%	55%	55%	48%	54%	57%	51%	62%	45%	52%
Not sure	10%	4%	19%	1%	4%	2%	14%	2%	1%	6%	7%	12%	10%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(989)	(324)	(428)	(237)	(297)	(251)	(398)	(285)	(187)	(163)	(206)	(378)	(242)

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3. Start playing Christmas music

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

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than a month before Christmas	8%	9%	8%	8%	9%	12%	8%	3%	8%	11%	6%	7%
A month before Christmas	41%	48%	36%	45%	22%	39%	49%	49%	46%	34%	31%	25%
Two weeks before Christmas	22%	23%	22%	21%	16%	20%	22%	28%	22%	22%	19%	21%
The week before Christmas	10%	7%	11%	8%	17%	5%	8%	10%	9%	10%	11%	11%
Christmas Eve	4%	4%	4%	4%	7%	4%	3%	3%	4%	5%	5%	4%
Never	6%	5%	8%	5%	4%	10%	6%	6%	5%	8%	9%	8%
Not sure	10%	5%	10%	9%	24%	10%	4%	3%	6%	10%	20%	23%
Totals	101%	101%	99%	100%	99%	100%	100%	102%	100%	100%	101%	99%
Unweighted N	(996)	(747)	(453)	(543)	(216)	(228)	(346)	(206)	(700)	(104)	(113)	(79)

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than a month before Christmas	8%	8%	5%	12%	8%	10%	6%	11%	8%	8%	10%	8%	6%
A month before Christmas	41%	41%	35%	51%	44%	58%	34%	45%	56%	43%	44%	39%	40%
Two weeks before Christmas	22%	28%	18%	20%	26%	20%	22%	21%	24%	23%	22%	22%	21%
The week before Christmas	10%	7%	12%	8%	7%	6%	12%	9%	6%	8%	8%	10%	10%
Christmas Eve	4%	3%	4%	6%	4%	3%	4%	5%	2%	3%	5%	3%	5%
Never	6%	6%	9%	2%	6%	2%	9%	6%	1%	7%	5%	6%	8%

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	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	10%	6%	17%	1%	5%	2%	13%	4%	3%	9%	6%	11%	10%
Totals	101%	99%	100%	100%	100%	101%	100%	101%	100%	101%	100%	99%	100%
Unweighted N	(996)	(328)	(431)	(237)	(299)	(252)	(405)	(284)	(188)	(164)	(205)	(380)	(247)

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4. Start airing campaign ads

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

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than a month before the election	22%	26%		22%	21%	15%	22%	23%	24%	22%	25%	15%	24%
A month before the election	27%	34%		24%	30%	19%	24%	28%	38%	30%	21%	28%	13%
Two weeks before the election	8%	8%		8%	8%	6%	10%	7%	9%	7%	10%	8%	6%
The week before the election	5%	5%		6%	5%	9%	7%	3%	4%	5%	3%	12%	5%
The day before the election	2%	2%		1%	2%	2%	2%	1%	2%	2%	2%	2%	1%
Never	22%	18%		22%	22%	18%	19%	29%	18%	25%	16%	14%	19%
Not sure	14%	8%		16%	13%	30%	16%	9%	6%	9%	23%	21%	33%
Totals	100%	101%		99%	101%	99%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(998)	(747)		(453)	(545)	(217)	(228)	(347)	(206)	(700)	(106)	(113)	(79)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than a month before the election	22%	28%	14%	27%	28%	25%	19%	27%	27%	24%	17%	24%	21%
A month before the election	27%	30%	22%	33%	33%	38%	20%	32%	38%	26%	35%	23%	28%
Two weeks before the election	8%	8%	6%	9%	10%	8%	7%	8%	10%	9%	6%	6%	11%
The week before the election	5%	6%	4%	6%	4%	3%	6%	7%	3%	7%	4%	6%	5%

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	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The day before the election	2%	1%	2%	2%	2%	1%	2%	2%	1%	0%	4%	1%	1%
Never	22%	16%	29%	19%	17%	19%	28%	19%	15%	23%	24%	21%	22%
Not sure	14%	11%	23%	3%	7%	5%	18%	5%	7%	10%	11%	18%	13%
Totals	100%	100%	100%	99%	101%	99%	100%	100%	101%	99%	101%	99%	101%
Unweighted N	(998)	(327)	(433)	(238)	(298)	(253)	(405)	(284)	(188)	(164)	(205)	(382)	(247)

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5. Rather hear

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

	Total	Registered voters	Gender		Age (4 category)				Race (4 category)			
		Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Christmas music	77%	84%	73%	81%	62%	70%	85%	88%	83%	75%	58%	63%
Campaign ads for next year's election	8%	8%	10%	6%	12%	15%	5%	2%	7%	8%	14%	9%
Not sure	15%	8%	17%	13%	27%	15%	10%	9%	10%	17%	28%	28%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(997)	(748)	(452)	(545)	(217)	(227)	(347)	(206)	(701)	(106)	(112)	(78)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Christmas music	77%	79%	70%	87%	82%	91%	70%	83%	86%	76%	81%	77%	76%
Campaign ads for next year's election	8%	11%	7%	7%	10%	5%	9%	9%	8%	10%	4%	9%	10%
Not sure	15%	10%	23%	6%	8%	4%	20%	8%	6%	15%	15%	15%	14%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%
Unweighted N	(997)	(327)	(432)	(238)	(299)	(253)	(404)	(284)	(188)	(164)	(206)	(380)	(247)

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Interviewing Dates	November 25 - 27, 2019
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 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, and 2016 Presidential vote. The weights range from 0.232 to 5.27, with a mean of one and a standard deviation of 0.457.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.