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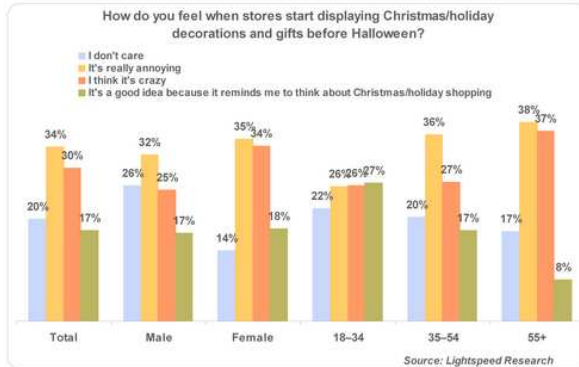


US shoppers dislike Christmas decorations in early fall

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Lightspeed Research, an [online marketing company](#), released a study that shows 64% of Americans think it's annoying or crazy that stores have Christmas decorations up before Halloween.



Third of the polled assert that Christmas displays should wait until after Thanksgiving, with 55+ year olds most clearly against earlier displays. Almost no one of the respondents supports Christmas goods appearing before October. Still other age groups said that a mid-November start would be fine with them.

The research further shows that men are most likely to postpone gift shopping until December and that the 55+ group are much more likely than other ages to shop throughout the year. As for buying Christmas cards 33% of men said they don't buy any holiday cards with 22% saying the same.



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