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YouGov

1A. Existence of Supernatural — Ghosts
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	41%	31%	50%	45%	38%	44%	35%	39%	43%	52%	37%
Do not exist	39%	49%	30%	33%	38%	39%	44%	39%	38%	39%	38%
Not sure	20%	20%	20%	22%	24%	17%	21%	22%	19%	9%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(988)	(467)	(521)	(137)	(170)	(421)	(260)	(711)	(127)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	41%	40%	42%	40%	36%	43%	46%	40%	36%	34%	40%	41%	46%
Do not exist	39%	41%	37%	40%	43%	38%	36%	39%	50%	45%	35%	38%	38%
Not sure	20%	19%	21%	20%	21%	19%	17%	21%	14%	20%	25%	21%	16%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(988)	(334)	(389)	(265)	(387)	(346)	(421)	(253)	(180)	(200)	(239)	(365)	(184)

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1B. Existence of Supernatural — Demons
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	43%	38%	48%	42%	36%	50%	42%	39%	63%	45%	49%
Do not exist	39%	46%	32%	39%	42%	33%	43%	43%	22%	38%	33%
Not sure	18%	16%	20%	19%	22%	17%	15%	19%	16%	17%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(993)	(467)	(526)	(138)	(171)	(425)	(259)	(717)	(126)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	43%	34%	46%	51%	31%	51%	51%	36%	36%	32%	41%	53%	38%
Do not exist	39%	51%	33%	33%	53%	30%	33%	41%	50%	49%	38%	31%	45%
Not sure	18%	15%	21%	16%	15%	18%	15%	23%	14%	19%	21%	16%	17%
Totals	100%	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(334)	(395)	(264)	(388)	(348)	(423)	(253)	(182)	(199)	(241)	(368)	(185)

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1C. Existence of Supernatural — Werewolves
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	9%	7%	10%	14%	8%	9%	5%	7%	18%	7%	18%
Do not exist	78%	82%	75%	69%	73%	83%	85%	83%	64%	76%	66%
Not sure	13%	11%	14%	17%	18%	8%	10%	11%	18%	17%	16%
Totals	100%	100%	99%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(994)	(468)	(526)	(138)	(171)	(425)	(260)	(717)	(127)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	9%	10%	10%	6%	6%	5%	10%	9%	6%	9%	10%	10%	6%
Do not exist	78%	81%	76%	80%	83%	83%	74%	86%	84%	81%	80%	75%	80%
Not sure	13%	10%	14%	14%	11%	12%	15%	6%	10%	11%	10%	15%	14%
Totals	100%	101%	100%	100%	100%	100%	99%	101%	100%	101%	100%	100%	100%
Unweighted N	(994)	(334)	(395)	(265)	(388)	(349)	(424)	(253)	(182)	(200)	(241)	(368)	(185)

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1D. Existence of Supernatural — Vampires
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	8%	6%	9%	16%	5%	8%	3%	6%	15%	6%	13%
Do not exist	81%	83%	78%	68%	78%	86%	88%	84%	67%	84%	69%
Not sure	12%	11%	12%	16%	17%	7%	9%	10%	18%	10%	18%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(992)	(467)	(525)	(138)	(171)	(425)	(258)	(716)	(126)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	8%	7%	10%	5%	4%	6%	9%	5%	8%	6%	8%	7%	9%
Do not exist	81%	83%	77%	84%	85%	84%	78%	88%	85%	85%	80%	81%	77%
Not sure	12%	10%	13%	11%	11%	10%	13%	7%	7%	9%	12%	11%	13%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(992)	(334)	(395)	(263)	(388)	(347)	(423)	(253)	(182)	(199)	(241)	(367)	(185)

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1E. Existence of Supernatural — Psychics
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	46%	38%	53%	41%	36%	47%	56%	43%	57%	52%	36%
Do not exist	33%	43%	25%	36%	42%	33%	23%	34%	27%	35%	38%
Not sure	21%	20%	22%	22%	22%	20%	21%	23%	16%	13%	26%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(463)	(523)	(136)	(170)	(422)	(258)	(713)	(126)	(80)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	46%	47%	44%	47%	46%	47%	50%	51%	42%	47%	43%	45%	48%
Do not exist	33%	29%	35%	35%	30%	33%	32%	29%	40%	35%	33%	32%	35%
Not sure	21%	24%	21%	18%	24%	20%	18%	20%	18%	18%	24%	23%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(333)	(390)	(263)	(387)	(345)	(420)	(250)	(181)	(197)	(239)	(367)	(183)

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1F. Existence of Supernatural — Other supernatural beings
Do you think each of the following do or do not exist?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Do exist	31%	25%	38%	31%	28%	35%	31%	30%	41%	32%	27%
Do not exist	34%	44%	26%	30%	39%	33%	35%	35%	30%	39%	29%
Not sure	34%	31%	37%	39%	33%	32%	34%	35%	28%	29%	44%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(991)	(466)	(525)	(138)	(171)	(423)	(259)	(715)	(127)	(79)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Do exist	31%	31%	30%	33%	25%	38%	37%	25%	27%	32%	30%	34%	28%
Do not exist	34%	37%	35%	30%	40%	30%	29%	37%	47%	34%	37%	32%	36%
Not sure	34%	31%	35%	37%	34%	33%	34%	37%	26%	35%	34%	33%	36%
Totals	99%	99%	100%	100%	99%	101%	100%	99%	100%	101%	101%	99%	100%
Unweighted N	(991)	(333)	(394)	(264)	(387)	(347)	(424)	(252)	(181)	(200)	(241)	(365)	(185)

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2A. Supernatural Encounters — Ghosts
Have you ever had a personal encounter with any of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	16%	25%	27%	16%	20%	20%	21%	18%	22%	17%
No	66%	72%	60%	48%	73%	68%	71%	66%	70%	56%	69%
Not sure	14%	12%	15%	25%	11%	12%	9%	13%	12%	22%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(963)	(453)	(510)	(133)	(166)	(413)	(251)	(689)	(127)	(79)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	21%	22%	18%	20%	20%	24%	18%	17%	18%	23%	21%	19%
No	66%	71%	60%	70%	70%	69%	65%	65%	72%	67%	60%	65%	71%
Not sure	14%	8%	19%	12%	11%	11%	12%	17%	11%	15%	17%	13%	10%
Totals	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(963)	(319)	(384)	(260)	(371)	(342)	(408)	(246)	(177)	(194)	(232)	(357)	(180)

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2B. Supernatural Encounters — Demons
Have you ever had a personal encounter with any of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	12%	10%	14%	6%	15%	8%	7%	18%	17%	23%
No	80%	80%	80%	69%	84%	80%	86%	83%	71%	81%	65%
Not sure	9%	8%	10%	18%	11%	5%	6%	9%	11%	3%	12%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	100%	101%	100%
Unweighted N	(961)	(454)	(507)	(132)	(166)	(415)	(248)	(689)	(126)	(79)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	11%	9%	12%	11%	8%	10%	12%	9%	9%	7%	8%	12%	14%
No	80%	86%	76%	80%	85%	81%	78%	85%	86%	88%	82%	78%	77%
Not sure	9%	6%	11%	9%	7%	9%	11%	6%	6%	6%	10%	10%	9%
Totals	100%	101%	99%	100%	100%	100%	101%	100%	101%	101%	100%	100%	100%
Unweighted N	(961)	(320)	(383)	(258)	(372)	(340)	(406)	(247)	(177)	(193)	(232)	(357)	(179)

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2C. Supernatural Encounters — Werewolves
Have you ever had a personal encounter with any of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	4%	5%	4%	14%	3%	2%	0%	3%	7%	4%	9%
No	91%	89%	93%	74%	92%	96%	99%	94%	87%	85%	83%
Not sure	5%	6%	3%	13%	6%	2%	1%	3%	6%	11%	8%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(960)	(456)	(504)	(133)	(165)	(413)	(249)	(687)	(127)	(78)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	4%	2%	4%	6%	1%	7%	4%	3%	5%	6%	2%	3%	7%
No	91%	95%	88%	91%	96%	92%	91%	95%	90%	89%	93%	93%	89%
Not sure	5%	2%	8%	3%	3%	2%	4%	2%	5%	5%	5%	4%	5%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(960)	(318)	(383)	(259)	(370)	(339)	(405)	(247)	(176)	(193)	(233)	(355)	(179)

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2D. Supernatural Encounters — Vampires
Have you ever had a personal encounter with any of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	3%	4%	2%	8%	2%	3%	0%	2%	7%	4%	5%
No	94%	92%	96%	86%	92%	96%	99%	95%	91%	94%	87%
Not sure	3%	4%	2%	5%	6%	1%	1%	3%	2%	2%	7%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(958)	(454)	(504)	(131)	(167)	(412)	(248)	(686)	(127)	(78)	(67)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	3%	2%	3%	3%	1%	4%	3%	1%	5%	3%	3%	0%	8%
No	94%	95%	92%	96%	97%	94%	96%	96%	90%	95%	91%	98%	89%
Not sure	3%	2%	5%	1%	2%	1%	1%	3%	5%	3%	7%	1%	3%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	101%	99%	100%
Unweighted N	(958)	(319)	(382)	(257)	(369)	(339)	(405)	(245)	(176)	(191)	(234)	(355)	(178)

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2E. Supernatural Encounters — Psychics
Have you ever had a personal encounter with any of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	16%	21%	16%	16%	18%	25%	16%	22%	27%	29%
No	74%	77%	70%	65%	76%	78%	72%	76%	73%	68%	58%
Not sure	8%	7%	9%	19%	8%	5%	3%	8%	5%	5%	12%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(962)	(453)	(509)	(133)	(167)	(412)	(250)	(690)	(125)	(79)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	22%	17%	18%	22%	19%	20%	17%	23%	20%	16%	16%	26%
No	74%	74%	71%	77%	71%	76%	74%	76%	71%	75%	77%	76%	64%
Not sure	8%	4%	12%	6%	6%	5%	6%	7%	6%	5%	7%	8%	10%
Totals	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(962)	(319)	(385)	(258)	(372)	(340)	(406)	(246)	(177)	(192)	(233)	(358)	(179)

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2F. Supernatural Encounters — Other supernatural beings
Have you ever had a personal encounter with any of the following?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	10%	13%	14%	7%	13%	10%	10%	17%	12%	15%
No	70%	71%	69%	54%	73%	73%	79%	72%	71%	69%	61%
Not sure	18%	19%	18%	31%	20%	14%	11%	18%	13%	19%	24%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(961)	(454)	(507)	(132)	(167)	(414)	(248)	(687)	(127)	(79)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	11%	10%	12%	13%	7%	15%	14%	6%	9%	9%	11%	12%	13%
No	70%	77%	67%	68%	78%	66%	68%	75%	77%	73%	70%	71%	67%
Not sure	18%	14%	21%	19%	15%	19%	18%	19%	14%	18%	19%	17%	21%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(961)	(319)	(384)	(258)	(371)	(340)	(404)	(247)	(177)	(192)	(234)	(356)	(179)

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3. Parent
At any point in your life have you been a parent or guardian of a child, or not?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	52%	61%	15%	54%	66%	83%	60%	60%	44%	42%
No	43%	48%	39%	85%	46%	34%	17%	40%	40%	56%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(470)	(530)	(138)	(173)	(427)	(262)	(720)	(128)	(82)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	57%	55%	50%	69%	56%	73%	52%	64%	73%	55%	67%	57%	49%
No	43%	45%	50%	31%	44%	27%	48%	36%	27%	45%	33%	43%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(335)	(397)	(268)	(390)	(352)	(425)	(255)	(182)	(202)	(242)	(368)	(188)

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4. Children Under 18

Are you the parent or guardian of any children under the age of 18?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	17%	21%	14%	44%	15%	4%	21%	16%	17%	16%
No	81%	83%	79%	86%	56%	85%	96%	79%	84%	83%	84%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(467)	(525)	(134)	(173)	(424)	(261)	(713)	(127)	(82)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	19%	16%	25%	19%	21%	15%	21%	34%	28%	20%	15%	19%
No	81%	81%	84%	75%	81%	79%	85%	79%	66%	72%	80%	85%	81%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(331)	(396)	(265)	(385)	(351)	(420)	(255)	(181)	(201)	(241)	(365)	(185)

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5. Trick-Or-Treating
Will your child/children be trick-or-treating at other people's homes as part of Halloween this year?

Asked of parents of children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	48%	35%	*	49%	35%	*	44%	*	*	*
No	49%	43%	53%	*	42%	50%	*	44%	*	*	*
Not sure	11%	9%	12%	*	9%	14%	*	12%	*	*	*
Totals	100%	100%	100%	*	100%	99%	*	100%	*	*	*
Unweighted N	(178)	(69)	(109)	(19)	(85)	(65)	(9)	(131)	(19)	(16)	(12)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	40%	34%	34%	52%	48%	51%	33%	49%	48%	39%	68%	26%	32%
No	49%	57%	50%	40%	38%	42%	55%	36%	44%	47%	22%	59%	65%
Not sure	11%	9%	16%	8%	14%	7%	12%	15%	8%	15%	10%	15%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(178)	(49)	(66)	(63)	(60)	(75)	(58)	(51)	(51)	(45)	(45)	(58)	(30)

6. Trick-Or-Treating (1)

How much of your child/children's Halloween candy do you typically eat?

Asked of parents whose children are going trick-or-treating

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None of it	6%	7%	5%	*	3%	*	*	7%	*	*	*
A few pieces	47%	41%	52%	*	43%	*	*	47%	*	*	*
More than a few pieces, but less than half	27%	22%	32%	*	27%	*	*	25%	*	*	*
About half of it	7%	9%	6%	*	7%	*	*	8%	*	*	*
More than half of it, but not all of it	9%	12%	6%	*	14%	*	*	7%	*	*	*
All of it	5%	9%	0%	*	7%	*	*	6%	*	*	*
Not sure	0%	0%	0%	*	0%	*	*	0%	*	*	*
Totals	101%	100%	101%	*	101%	*	*	100%	*	*	*
Unweighted N	(79)	(36)	(43)	(8)	(45)	(25)	(1)	(60)	(1)	(11)	(7)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
None of it	6%	*	*	6%	*	8%	*	*	*	*	11%	*	*
A few pieces	47%	*	*	55%	*	49%	*	*	*	*	51%	*	*
More than a few pieces, but less than half	27%	*	*	33%	*	29%	*	*	*	*	19%	*	*
About half of it	7%	*	*	3%	*	1%	*	*	*	*	8%	*	*
More than half of it, but not all of it	9%	*	*	0%	*	3%	*	*	*	*	4%	*	*
All of it	5%	*	*	3%	*	10%	*	*	*	*	8%	*	*
Not sure	0%	*	*	0%	*	0%	*	*	*	*	0%	*	*
Totals	101%	*	*	100%	*	100%	*	*	*	*	101%	*	*

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(79)	(20)	(22)	(37)	(27)	(40)	(20)	(26)	(28)	(18)	(30)	(19)	(12)

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7A. Halloween Compared to Other Holidays — Thanksgiving
Do you like Halloween more or less than the following holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Halloween more than this holiday	23%	19%	26%	38%	28%	18%	10%	25%	14%	18%	21%
I like this holiday more than I like Halloween	65%	67%	62%	44%	53%	71%	86%	64%	79%	52%	68%
Not sure	13%	13%	12%	18%	19%	11%	4%	11%	8%	29%	10%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(990)	(466)	(524)	(138)	(172)	(420)	(260)	(715)	(125)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I like Halloween more than this holiday	23%	27%	23%	18%	25%	18%	26%	22%	24%	25%	24%	18%	27%
I like this holiday more than I like Halloween	65%	67%	59%	71%	69%	73%	61%	68%	68%	65%	66%	64%	63%
Not sure	13%	6%	18%	12%	7%	10%	13%	10%	8%	9%	10%	17%	10%
Totals	101%	100%	100%	101%	101%	101%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(990)	(332)	(391)	(267)	(385)	(351)	(419)	(254)	(179)	(201)	(240)	(363)	(186)

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7B. Halloween Compared to Other Holidays — Christmas
Do you like Halloween more or less than the following holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Halloween more than this holiday	13%	12%	14%	19%	16%	11%	8%	15%	7%	8%	14%
I like this holiday more than I like Halloween	75%	74%	75%	66%	65%	77%	90%	75%	85%	66%	72%
Not sure	12%	13%	11%	15%	19%	12%	2%	10%	8%	26%	14%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(467)	(527)	(138)	(172)	(425)	(259)	(716)	(127)	(81)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I like Halloween more than this holiday	13%	15%	15%	9%	16%	6%	13%	13%	19%	17%	15%	10%	14%
I like this holiday more than I like Halloween	75%	78%	68%	83%	75%	86%	74%	82%	73%	70%	74%	77%	76%
Not sure	12%	8%	18%	8%	9%	8%	13%	4%	8%	13%	11%	13%	10%
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(994)	(333)	(394)	(267)	(387)	(351)	(422)	(254)	(180)	(201)	(241)	(366)	(186)

7C. Halloween Compared to Other Holidays — New Year's Eve

Do you like Halloween more or less than the following holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Halloween more than this holiday	35%	30%	39%	43%	44%	29%	26%	41%	10%	23%	34%
I like this holiday more than I like Halloween	49%	53%	47%	42%	33%	55%	65%	44%	79%	49%	52%
Not sure	16%	18%	14%	16%	23%	16%	10%	15%	12%	28%	13%
Totals	100%	101%	100%	101%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(994)	(466)	(528)	(138)	(172)	(422)	(262)	(717)	(126)	(81)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I like Halloween more than this holiday	35%	35%	35%	34%	35%	33%	34%	37%	39%	41%	40%	30%	32%
I like this holiday more than I like Halloween	49%	54%	44%	53%	54%	54%	47%	54%	52%	45%	45%	52%	52%
Not sure	16%	11%	22%	13%	11%	13%	19%	10%	9%	13%	15%	17%	16%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(994)	(335)	(392)	(267)	(389)	(352)	(421)	(255)	(180)	(201)	(241)	(365)	(187)

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7D. Halloween Compared to Other Holidays — Valentine's Day
Do you like Halloween more or less than the following holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Halloween more than this holiday	47%	48%	46%	59%	57%	43%	33%	52%	28%	42%	48%
I like this holiday more than I like Halloween	36%	33%	39%	25%	19%	41%	56%	33%	60%	26%	37%
Not sure	17%	19%	15%	16%	24%	17%	11%	15%	12%	32%	16%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(991)	(464)	(527)	(138)	(169)	(422)	(262)	(716)	(126)	(80)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I like Halloween more than this holiday	47%	49%	49%	42%	50%	42%	47%	52%	53%	54%	47%	41%	53%
I like this holiday more than I like Halloween	36%	40%	29%	44%	38%	44%	35%	35%	38%	36%	35%	40%	31%
Not sure	17%	12%	22%	14%	12%	14%	18%	13%	9%	10%	18%	19%	16%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(333)	(392)	(266)	(386)	(351)	(420)	(255)	(180)	(200)	(240)	(364)	(187)

7E. Halloween Compared to Other Holidays — 4th of July
Do you like Halloween more or less than the following holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Halloween more than this holiday	25%	21%	28%	39%	32%	18%	15%	28%	9%	30%	18%
I like this holiday more than I like Halloween	57%	59%	56%	35%	40%	68%	79%	57%	80%	34%	55%
Not sure	18%	20%	16%	27%	28%	13%	5%	15%	10%	36%	27%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	99%	100%	100%
Unweighted N	(991)	(465)	(526)	(138)	(171)	(422)	(260)	(715)	(126)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I like Halloween more than this holiday	25%	32%	25%	15%	32%	15%	25%	25%	29%	35%	22%	21%	27%
I like this holiday more than I like Halloween	57%	57%	51%	69%	56%	73%	57%	63%	55%	49%	64%	60%	53%
Not sure	18%	11%	24%	16%	12%	12%	18%	13%	15%	17%	14%	19%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%	100%	100%
Unweighted N	(991)	(333)	(392)	(266)	(387)	(351)	(421)	(252)	(180)	(200)	(241)	(362)	(188)

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8. Trick-Or-Treaters at Your House
If a group of children came to your house to trick-or-treat, what comes closest to what you would normally do?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Give them candy/treats	63%	57%	68%	54%	59%	67%	70%	68%	55%	48%	50%
Give them something else	4%	4%	4%	9%	2%	2%	5%	3%	3%	7%	12%
Answer the door but give them nothing	2%	3%	1%	4%	4%	1%	1%	2%	4%	0%	5%
Pretend not to be home	21%	23%	19%	16%	19%	25%	20%	19%	29%	21%	20%
Don't know	10%	13%	8%	17%	17%	6%	4%	8%	10%	24%	12%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%	99%
Unweighted N	(997)	(469)	(528)	(138)	(172)	(425)	(262)	(719)	(128)	(80)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Give them candy/treats	63%	63%	61%	65%	67%	69%	59%	71%	67%	68%	68%	60%	60%
Give them something else	4%	3%	3%	5%	4%	5%	3%	3%	7%	5%	2%	4%	5%
Answer the door but give them nothing	2%	2%	2%	3%	1%	1%	2%	2%	4%	2%	3%	2%	1%
Pretend not to be home	21%	22%	20%	20%	20%	19%	24%	18%	19%	17%	17%	23%	23%
Don't know	10%	8%	14%	7%	7%	6%	12%	5%	3%	8%	10%	11%	11%
Totals	100%	98%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(997)	(335)	(394)	(268)	(388)	(352)	(424)	(255)	(181)	(200)	(242)	(367)	(188)

9. Too Old to Trick-Or-Treat
At what age, if ever, does a child become too old to go trick-or-treating?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Before age 10	2%	3%	1%	1%	2%	1%	4%	2%	4%	1%	2%
10	5%	4%	5%	3%	4%	4%	8%	5%	5%	0%	6%
11	2%	2%	2%	4%	3%	2%	1%	3%	0%	1%	6%
12	12%	15%	10%	5%	7%	15%	18%	12%	13%	9%	13%
13	11%	14%	8%	5%	14%	10%	15%	12%	9%	11%	2%
14	8%	9%	7%	11%	5%	8%	8%	9%	13%	1%	5%
15	7%	7%	8%	5%	8%	9%	7%	7%	8%	10%	10%
16	6%	5%	8%	7%	4%	7%	6%	7%	7%	3%	3%
17	1%	2%	1%	1%	1%	3%	1%	2%	1%	0%	0%
18	2%	0%	4%	3%	2%	3%	0%	2%	3%	3%	0%
After age 18	3%	3%	4%	3%	3%	4%	4%	3%	4%	7%	2%
Don't know	9%	8%	9%	9%	6%	11%	7%	8%	7%	10%	16%
I don't think children should ever go trick or treating	5%	5%	4%	2%	3%	6%	6%	3%	11%	9%	6%
I don't think children/teens should ever be considered too old to go trick-or-treating	26%	23%	29%	41%	37%	17%	14%	26%	14%	36%	29%
Totals	99%	100%	100%	100%	99%	100%	99%	101%	99%	101%	100%
Unweighted N	(998)	(469)	(529)	(138)	(172)	(426)	(262)	(719)	(128)	(81)	(70)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Before age 10	2%	1%	2%	3%	1%	4%	2%	2%	3%	3%	1%	2%	2%
10	5%	4%	4%	6%	6%	7%	5%	5%	5%	7%	5%	4%	3%
11	2%	3%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%
12	12%	12%	11%	15%	12%	16%	10%	16%	14%	6%	13%	14%	12%
13	11%	16%	9%	8%	14%	11%	10%	8%	17%	8%	9%	11%	15%
14	8%	6%	8%	10%	6%	10%	7%	10%	7%	13%	10%	5%	8%
15	7%	6%	9%	7%	7%	8%	9%	9%	3%	11%	7%	6%	8%
16	6%	6%	6%	6%	7%	6%	6%	7%	6%	6%	6%	8%	3%
17	1%	2%	2%	1%	2%	1%	1%	0%	3%	4%	0%	1%	2%
18	2%	2%	2%	3%	2%	3%	2%	1%	1%	3%	2%	2%	2%
After age 18	3%	3%	3%	4%	3%	4%	3%	3%	5%	5%	4%	2%	4%
Don't know	9%	10%	9%	6%	11%	5%	9%	5%	8%	7%	5%	9%	13%
I don't think children should ever go trick or treating	5%	4%	5%	4%	3%	5%	5%	2%	6%	3%	3%	6%	5%
I don't think children/teens should ever be considered too old to go trick-or-treating	26%	24%	29%	24%	25%	21%	29%	29%	19%	21%	32%	27%	23%
Totals	99%	99%	101%	99%	101%	103%	100%	99%	100%	100%	99%	99%	102%
Unweighted N	(998)	(335)	(395)	(268)	(389)	(352)	(424)	(255)	(181)	(201)	(242)	(367)	(188)

10. Halloween Costume
Do you have a Halloween costume planned for this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	8%	8%	9%	10%	17%	4%	4%	9%	1%	10%	6%
No, but I plan to wear a costume	10%	7%	13%	23%	14%	4%	4%	11%	6%	6%	18%
No, and I don't plan to wear a costume	74%	75%	73%	48%	60%	88%	91%	74%	85%	73%	60%
Not sure	8%	10%	5%	19%	9%	4%	1%	6%	9%	10%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(998)	(469)	(529)	(137)	(173)	(426)	(262)	(720)	(127)	(81)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	8%	9%	9%	7%	11%	7%	7%	12%	12%	14%	7%	8%	5%
No, but I plan to wear a costume	10%	17%	5%	10%	9%	6%	11%	6%	15%	8%	11%	7%	16%
No, and I don't plan to wear a costume	74%	71%	75%	77%	76%	82%	74%	78%	69%	68%	76%	77%	71%
Not sure	8%	4%	12%	6%	4%	5%	8%	5%	4%	9%	6%	8%	7%
Totals	100%	101%	101%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(998)	(335)	(396)	(267)	(389)	(352)	(425)	(254)	(181)	(202)	(241)	(367)	(188)

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11. Feeling about Halloween

Which of the following best describes how you feel about Halloween?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
It's one of my favorite holidays	23%	19%	26%	30%	29%	22%	11%	27%	6%	23%	17%
I like it, but it isn't one of my favorite holidays	40%	39%	41%	29%	37%	43%	51%	41%	44%	30%	40%
I don't really like it	20%	23%	17%	22%	16%	20%	22%	20%	20%	20%	17%
I refuse to celebrate Halloween	10%	11%	9%	6%	10%	10%	13%	7%	19%	16%	16%
Not sure	7%	8%	6%	13%	9%	5%	3%	5%	10%	11%	11%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(998)	(469)	(529)	(138)	(173)	(426)	(261)	(719)	(128)	(81)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
It's one of my favorite holidays	23%	23%	25%	20%	28%	17%	23%	23%	23%	27%	27%	20%	20%
I like it, but it isn't one of my favorite holidays	40%	46%	37%	39%	44%	43%	40%	49%	41%	38%	42%	41%	40%
I don't really like it	20%	20%	16%	26%	18%	24%	19%	16%	22%	18%	18%	21%	21%
I refuse to celebrate Halloween	10%	8%	11%	10%	7%	11%	9%	7%	12%	8%	9%	10%	13%
Not sure	7%	3%	11%	5%	4%	5%	9%	5%	2%	8%	5%	9%	5%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	101%	99%
Unweighted N	(998)	(335)	(396)	(267)	(389)	(351)	(424)	(255)	(181)	(202)	(242)	(366)	(188)

Daily Survey: Halloween 2021
October 8 - 12, 2021 - 1000 US Adult Citizens

YouGov

Interviewing Dates	October 8 - 12, 2021
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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.202 to 6.556, with a mean of one and a standard deviation of 0.735.
Number of respondents	1000
Margin of error	$\pm$ 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	58 questions not reported.