YouGov Survey: Fall Activities

YouGov

Sample   1136 U.S. adult citizens
Conducted   October 1 - 6, 2025
Margin of Error   ±3.7%

1. Have you or do you plan to do each of the following this fall?

	Yes	No	Not sure
Watch scary movies	48%	41%	11%
Consume pumpkin-flavored foods or drinks	46%	43%	11%
Display Halloween decorations	43%	49%	8%
Hand out candy on Halloween	39%	49%	11%
Carve a pumpkin	30%	57%	13%
Visit a pumpkin patch	27%	57%	16%
Attend a Halloween party	26%	56%	17%
Dress up in a Halloween costume	25%	61%	13%
Take a child trick-or-treating	23%	69%	8%
Play tricks on friends, family, or neighbors	17%	75%	8%
Go on a hayride	15%	71%	14%
Visit a haunted house	13%	76%	11%

YouGov Survey: Fall Activities

YouGov

Interviewing Dates	October 1 - 6, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.05, with a mean of one and a standard deviation of 0.799.
Number of respondents	1136
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1A. Participation in Fall Activities — Watch scary movies
Have you or do you plan to do each of the following this fall?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	49%	48%	60%	56%	48%	30%	45%	55%	61%	*
No	41%	38%	43%	28%	32%	42%	60%	43%	35%	30%	*
Not sure	11%	14%	9%	12%	12%	10%	10%	12%	9%	9%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,126)	(529)	(597)	(290)	(307)	(315)	(214)	(734)	(142)	(174)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	48%	56%	46%	44%	54%	42%	53%	49%	47%	48%	52%	47%	48%
No	41%	33%	41%	47%	35%	50%	36%	42%	45%	41%	38%	45%	37%
Not sure	11%	11%	13%	9%	11%	8%	11%	9%	9%	12%	10%	9%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	101%
Unweighted N	(1,126)	(390)	(436)	(300)	(460)	(369)	(446)	(311)	(271)	(200)	(224)	(438)	(264)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

1B. Participation in Fall Activities — Consume pumpkin-flavored foods or drinks
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	40%	52%	58%	50%	40%	41%	47%	36%	48%	*
No	43%	47%	39%	29%	38%	51%	51%	42%	52%	46%	*
Not sure	11%	13%	9%	14%	12%	9%	8%	12%	12%	6%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,128)	(528)	(600)	(291)	(305)	(319)	(213)	(735)	(142)	(174)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	46%	50%	47%	41%	50%	45%	44%	49%	51%	50%	51%	41%	48%
No	43%	40%	41%	49%	42%	45%	46%	42%	44%	42%	39%	50%	37%
Not sure	11%	10%	12%	11%	8%	10%	10%	9%	6%	9%	10%	10%	14%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	101%	99%
Unweighted N	(1,128)	(392)	(437)	(299)	(461)	(369)	(448)	(312)	(271)	(201)	(224)	(437)	(266)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1C. Participation in Fall Activities — Display Halloween decorations
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	40%	46%	49%	44%	40%	40%	44%	36%	49%	*
No	49%	51%	46%	38%	50%	52%	53%	48%	52%	43%	*
Not sure	8%	8%	8%	13%	6%	8%	7%	8%	12%	7%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,126)	(526)	(600)	(289)	(306)	(317)	(214)	(736)	(141)	(173)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	43%	51%	37%	42%	52%	46%	35%	49%	56%	49%	48%	38%	41%
No	49%	40%	54%	51%	39%	49%	57%	43%	39%	43%	47%	53%	47%
Not sure	8%	9%	9%	7%	9%	5%	8%	8%	5%	8%	5%	9%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(389)	(436)	(301)	(458)	(370)	(449)	(310)	(269)	(199)	(225)	(437)	(265)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1D. Participation in Fall Activities — Hand out candy on Halloween
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	40%	39%	35%	40%	38%	45%	40%	43%	45%	*
No	49%	50%	49%	45%	51%	49%	52%	48%	49%	45%	*
Not sure	11%	10%	12%	20%	9%	13%	3%	13%	8%	10%	*
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,126)	(528)	(598)	(291)	(307)	(316)	(212)	(735)	(142)	(174)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	47%	31%	43%	49%	50%	30%	51%	49%	46%	39%	36%	42%
No	49%	43%	56%	48%	40%	43%	58%	40%	41%	44%	52%	53%	45%
Not sure	11%	11%	13%	9%	11%	6%	12%	8%	10%	10%	9%	11%	14%
Totals	99%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,126)	(391)	(435)	(300)	(460)	(367)	(447)	(310)	(272)	(200)	(225)	(436)	(265)

4

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

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1E. Participation in Fall Activities — Carve a pumpkin
Have you or do you plan to do each of the following this fall?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	29%	32%	40%	38%	27%	18%	30%	26%	33%	*
No	57%	59%	55%	39%	49%	63%	74%	57%	60%	53%	*
Not sure	13%	13%	13%	21%	14%	10%	8%	13%	14%	14%	*
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,125)	(528)	(597)	(290)	(306)	(317)	(212)	(733)	(143)	(173)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	30%	32%	30%	29%	30%	32%	26%	33%	35%	28%	33%	29%	30%
No	57%	56%	55%	60%	56%	57%	62%	55%	51%	55%	56%	58%	58%
Not sure	13%	12%	16%	11%	13%	11%	12%	13%	14%	17%	11%	13%	12%
Totals	100%	100%	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,125)	(391)	(436)	(298)	(461)	(367)	(448)	(308)	(273)	(199)	(225)	(435)	(266)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1F. Participation in Fall Activities — Visit a pumpkin patch
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	22%	33%	38%	37%	20%	18%	26%	31%	33%	*
No	57%	62%	53%	42%	47%	63%	75%	58%	56%	53%	*
Not sure	16%	17%	14%	21%	16%	17%	8%	17%	13%	14%	*
Totals	100%	101%	100%	101%	100%	100%	101%	101%	100%	100%	*
Unweighted N	(1,128)	(530)	(598)	(291)	(307)	(315)	(215)	(736)	(141)	(174)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	27%	30%	25%	28%	25%	31%	24%	30%	35%	25%	32%	27%	25%
No	57%	59%	54%	58%	60%	58%	63%	56%	50%	57%	57%	57%	59%
Not sure	16%	11%	21%	14%	15%	11%	14%	14%	15%	19%	12%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,128)	(391)	(437)	(300)	(462)	(367)	(447)	(311)	(272)	(200)	(224)	(438)	(266)

YouGov

1G. Participation in Fall Activities — Attend a Halloween party
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	25%	28%	41%	32%	20%	16%	24%	28%	39%	*
No	56%	56%	57%	34%	55%	59%	75%	58%	54%	43%	*
Not sure	17%	19%	16%	25%	13%	21%	9%	18%	18%	18%	*
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(526)	(595)	(288)	(307)	(312)	(214)	(731)	(141)	(174)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	26%	31%	20%	29%	27%	29%	22%	33%	31%	28%	26%	23%	32%
No	56%	54%	55%	61%	54%	60%	62%	52%	49%	56%	59%	58%	52%
Not sure	17%	14%	26%	10%	19%	12%	16%	14%	20%	17%	14%	19%	16%
Totals	99%	99%	101%	100%	100%	101%	100%	99%	100%	101%	99%	100%	100%
Unweighted N	(1,121)	(386)	(434)	(301)	(456)	(367)	(445)	(308)	(271)	(197)	(225)	(435)	(264)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1H. Participation in Fall Activities — Dress up in a Halloween costume
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	22%	29%	40%	33%	19%	13%	23%	33%	29%	*
No	61%	64%	58%	39%	55%	66%	82%	64%	54%	55%	*
Not sure	13%	14%	13%	21%	12%	15%	5%	13%	12%	16%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,121)	(531)	(590)	(289)	(307)	(316)	(209)	(731)	(143)	(172)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	25%	32%	20%	25%	30%	26%	22%	30%	30%	25%	25%	26%	25%
No	61%	55%	63%	67%	58%	66%	67%	58%	58%	63%	62%	61%	61%
Not sure	13%	13%	17%	8%	12%	8%	11%	12%	12%	12%	12%	13%	15%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,121)	(388)	(437)	(296)	(461)	(363)	(444)	(309)	(270)	(199)	(224)	(436)	(262)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1I. Participation in Fall Activities — Take a child trick-or-treating
Have you or do you plan to do each of the following this fall?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	23%	23%	21%	35%	21%	13%	21%	28%	27%	*
No	69%	70%	68%	65%	60%	69%	82%	69%	64%	67%	*
Not sure	8%	8%	9%	13%	6%	9%	4%	9%	9%	5%	*
Totals	100%	101%	100%	99%	101%	99%	99%	99%	101%	99%	*
Unweighted N	(1,125)	(529)	(596)	(289)	(306)	(317)	(213)	(735)	(142)	(173)	(75)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	23%	28%	16%	26%	24%	27%	22%	26%	26%	23%	23%	20%	26%
No	69%	67%	73%	65%	71%	65%	70%	67%	64%	67%	68%	73%	65%
Not sure	8%	5%	10%	9%	5%	8%	7%	7%	10%	10%	8%	7%	9%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,125)	(389)	(437)	(299)	(459)	(368)	(447)	(310)	(270)	(201)	(224)	(435)	(265)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1J. Participation in Fall Activities — Play tricks on friends, family, or neighbors
Have you or do you plan to do each of the following this fall?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	20%	14%	34%	20%	13%	6%	13%	23%	32%	*
No	75%	71%	78%	53%	71%	79%	92%	78%	73%	58%	*
Not sure	8%	8%	8%	13%	9%	9%	3%	9%	4%	10%	*
Totals	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,128)	(529)	(599)	(288)	(308)	(318)	(214)	(735)	(144)	(173)	(76)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	20%	15%	16%	16%	17%	18%	16%	19%	15%	15%	17%	22%
No	75%	72%	74%	77%	78%	77%	73%	78%	75%	77%	75%	74%	72%
Not sure	8%	7%	10%	7%	6%	6%	9%	6%	6%	7%	10%	9%	6%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,128)	(391)	(436)	(301)	(461)	(371)	(449)	(311)	(271)	(201)	(224)	(439)	(264)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1K. Participation in Fall Activities — Go on a hayride
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	12%	17%	21%	22%	11%	5%	14%	20%	15%	*
No	71%	74%	69%	57%	66%	74%	87%	71%	70%	72%	*
Not sure	14%	15%	14%	22%	12%	15%	8%	15%	11%	14%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,124)	(524)	(600)	(288)	(307)	(317)	(212)	(732)	(143)	(174)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	15%	18%	12%	14%	14%	17%	15%	12%	20%	20%	15%	14%	11%
No	71%	72%	70%	73%	73%	72%	73%	75%	66%	64%	71%	71%	77%
Not sure	14%	11%	18%	13%	13%	12%	13%	13%	14%	16%	14%	15%	11%
Totals	100%	101%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,124)	(391)	(435)	(298)	(460)	(365)	(449)	(308)	(270)	(201)	(224)	(437)	(262)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

YouGov

1L. Participation in Fall Activities — Visit a haunted house
Have you or do you plan to do each of the following this fall?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	11%	14%	20%	14%	14%	3%	9%	22%	23%	*
No	76%	75%	77%	63%	75%	73%	94%	79%	66%	71%	*
Not sure	11%	14%	9%	17%	12%	13%	3%	12%	12%	6%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,126)	(527)	(599)	(290)	(306)	(316)	(214)	(733)	(144)	(174)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	13%	15%	13%	10%	13%	10%	15%	14%	9%	10%	12%	15%	11%
No	76%	75%	73%	81%	77%	83%	73%	78%	77%	74%	77%	74%	80%
Not sure	11%	10%	14%	9%	11%	7%	13%	8%	14%	16%	11%	11%	9%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(392)	(432)	(302)	(460)	(369)	(447)	(312)	(270)	(199)	(224)	(438)	(265)

YouGov Survey: Fall Activities
October 1 - 6, 2025 - 1136 U.S. adult citizens

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Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.05, with a mean of one and a standard deviation of 0.799.
Number of respondents	1136
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
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