

YouGov Survey: Fall Activities

September 25 - 28, 2026 - 1,055 U.S. adult citizens



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

	Yes	No	Not sure
Watch scary movies	47%	42%	11%
Consume pumpkin-flavored foods or drinks	46%	42%	12%
Display Halloween decorations	43%	48%	9%
Hand out candy on Halloween	39%	47%	14%
Carve a pumpkin	29%	57%	13%
Dress up in a Halloween costume	25%	62%	13%
Visit a pumpkin patch	24%	64%	11%
Take a child trick-or-treating	23%	70%	7%
Attend a Halloween party	23%	62%	15%
Play tricks on friends, family, or neighbors	18%	76%	6%
Go on a hayride	13%	75%	12%
Visit a haunted house	13%	77%	11%

Interviewing Dates	September 25 - 28, 2026
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, U.S. region, 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, 33% Republican). The weights range from 0.052 to 6.585, with a mean of one and a standard deviation of 0.981.
Number of respondents	1,055
Margin of error	± 4.2 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	80 questions not reported.

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1A. Participation in Fall Activities — Watch scary movies

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	47%	51%	43%	55%	51%	53%	27%	47%	45%	52%	50%	41%
No	42%	39%	44%	31%	39%	38%	60%	42%	43%	37%	38%	49%
Not sure	11%	10%	13%	14%	10%	9%	13%	11%	12%	11%	12%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,042)	(508)	(534)	(249)	(276)	(297)	(220)	(698)	(126)	(143)	(682)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	47%	52%	45%	45%	42%	47%	48%	52%	41%	54%	43%	46%
No	42%	38%	40%	48%	49%	45%	39%	38%	50%	38%	44%	45%
Not sure	11%	11%	15%	6%	9%	8%	13%	11%	9%	8%	13%	9%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,042)	(358)	(387)	(297)	(218)	(354)	(642)	(444)	(322)	(378)	(313)	(251)

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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?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	46%	42%	49%	47%	50%	49%	35%	49%	40%	37%	41%	54%
No	42%	44%	41%	40%	39%	40%	50%	39%	49%	53%	44%	39%
Not sure	12%	15%	10%	12%	11%	11%	15%	13%	11%	10%	15%	7%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,044)	(511)	(533)	(251)	(274)	(296)	(223)	(697)	(127)	(144)	(683)	(361)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	46%	47%	44%	47%	52%	51%	44%	45%	49%	43%	45%	55%
No	42%	42%	40%	45%	41%	41%	42%	43%	44%	42%	44%	36%
Not sure	12%	11%	16%	8%	7%	9%	14%	13%	7%	15%	12%	9%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,044)	(358)	(387)	(299)	(218)	(355)	(643)	(444)	(323)	(376)	(315)	(250)

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1C. Participation in Fall Activities — Display Halloween decorations

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	43%	40%	47%	47%	48%	44%	33%	48%	38%	35%	42%	46%
No	48%	51%	44%	37%	45%	50%	59%	44%	57%	58%	48%	46%
Not sure	9%	9%	9%	16%	7%	6%	8%	8%	5%	7%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,043)	(507)	(536)	(251)	(275)	(297)	(220)	(694)	(127)	(146)	(683)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	43%	48%	38%	46%	44%	49%	42%	47%	45%	38%	46%	55%
No	48%	46%	48%	49%	50%	44%	48%	47%	51%	53%	47%	37%
Not sure	9%	6%	14%	5%	6%	7%	10%	6%	4%	9%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,043)	(361)	(385)	(297)	(216)	(352)	(645)	(448)	(319)	(379)	(312)	(251)

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1D. Participation in Fall Activities — Hand out candy on Halloween

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	39%	41%	37%	31%	39%	43%	41%	42%	39%	32%	36%	44%
No	47%	48%	46%	51%	45%	43%	50%	44%	46%	56%	49%	43%
Not sure	14%	11%	17%	18%	16%	14%	8%	14%	15%	12%	15%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,043)	(511)	(532)	(249)	(277)	(299)	(218)	(696)	(126)	(145)	(683)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	39%	45%	33%	42%	43%	44%	39%	48%	45%	33%	43%	51%
No	47%	43%	50%	46%	49%	45%	47%	40%	45%	53%	40%	40%
Not sure	14%	12%	17%	12%	8%	11%	15%	12%	10%	13%	17%	9%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,043)	(360)	(382)	(301)	(220)	(353)	(644)	(447)	(322)	(378)	(315)	(251)

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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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	29%	28%	30%	35%	36%	26%	20%	31%	30%	21%	27%	32%
No	57%	61%	54%	51%	47%	60%	72%	55%	60%	63%	59%	55%
Not sure	13%	11%	16%	13%	17%	14%	9%	14%	10%	16%	14%	12%
Totals	99%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,044)	(511)	(533)	(250)	(276)	(297)	(221)	(698)	(127)	(144)	(683)	(361)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	29%	28%	28%	32%	26%	33%	28%	29%	35%	27%	31%	35%
No	57%	59%	58%	55%	60%	55%	59%	59%	54%	62%	56%	50%
Not sure	13%	13%	14%	13%	14%	12%	13%	12%	11%	11%	13%	14%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,044)	(361)	(384)	(299)	(218)	(355)	(643)	(445)	(323)	(379)	(314)	(249)

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1F. Participation in Fall Activities — Dress up in a Halloween costume

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	25%	23%	26%	38%	36%	19%	9%	26%	26%	22%	23%	28%
No	62%	63%	60%	44%	50%	68%	81%	61%	62%	64%	62%	61%
Not sure	13%	13%	14%	18%	13%	13%	10%	13%	12%	14%	15%	11%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,045)	(510)	(535)	(249)	(278)	(297)	(221)	(699)	(126)	(144)	(683)	(362)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	25%	25%	24%	26%	25%	28%	25%	28%	24%	20%	29%	35%
No	62%	62%	58%	66%	63%	63%	60%	60%	66%	71%	58%	48%
Not sure	13%	13%	17%	9%	12%	10%	15%	11%	10%	9%	13%	17%
Totals	100%	100%	99%	101%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,045)	(360)	(384)	(301)	(220)	(354)	(645)	(446)	(323)	(379)	(315)	(251)

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1G. Participation in Fall Activities — Visit a pumpkin patch

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	24%	22%	27%	34%	33%	18%	14%	25%	24%	23%	21%	31%
No	64%	69%	61%	54%	54%	68%	80%	63%	66%	64%	67%	60%
Not sure	11%	10%	13%	12%	13%	13%	6%	12%	10%	13%	12%	9%
Totals	99%	101%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,047)	(510)	(537)	(250)	(275)	(299)	(223)	(700)	(127)	(144)	(685)	(362)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	24%	24%	22%	27%	24%	30%	21%	24%	29%	21%	22%	30%
No	64%	65%	64%	65%	64%	59%	68%	66%	63%	68%	68%	56%
Not sure	11%	11%	13%	9%	12%	10%	11%	10%	8%	11%	10%	14%
Totals	99%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,047)	(362)	(387)	(298)	(219)	(354)	(647)	(447)	(323)	(379)	(317)	(249)

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1H. 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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	23%	21%	25%	20%	36%	23%	13%	23%	28%	25%	22%	26%
No	70%	71%	69%	65%	57%	73%	83%	69%	68%	67%	71%	68%
Not sure	7%	8%	6%	15%	7%	4%	4%	7%	5%	9%	7%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%	101%
Unweighted N	(1,044)	(509)	(535)	(251)	(274)	(297)	(222)	(695)	(127)	(146)	(683)	(361)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	23%	26%	19%	27%	23%	29%	20%	22%	25%	22%	22%	31%
No	70%	71%	69%	70%	71%	62%	75%	74%	70%	73%	72%	61%
Not sure	7%	3%	12%	4%	7%	9%	4%	4%	5%	5%	7%	8%
Totals	100%	100%	100%	101%	101%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,044)	(364)	(385)	(295)	(217)	(350)	(648)	(449)	(317)	(378)	(314)	(250)

11. Participation in Fall Activities — Attend a Halloween party

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	23%	25%	21%	36%	27%	20%	11%	23%	24%	22%	20%	28%
No	62%	62%	62%	45%	58%	65%	79%	63%	59%	62%	64%	58%
Not sure	15%	13%	16%	19%	15%	15%	10%	14%	17%	16%	15%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,043)	(511)	(532)	(248)	(277)	(298)	(220)	(696)	(127)	(144)	(683)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	23%	26%	22%	23%	28%	27%	21%	25%	24%	20%	23%	30%
No	62%	58%	65%	62%	57%	61%	62%	56%	63%	68%	63%	51%
Not sure	15%	17%	13%	15%	15%	12%	17%	19%	13%	12%	14%	19%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,043)	(359)	(386)	(298)	(217)	(353)	(644)	(444)	(321)	(379)	(313)	(250)

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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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	18%	21%	14%	34%	25%	11%	4%	16%	25%	22%	19%	14%
No	76%	72%	80%	57%	67%	85%	93%	77%	73%	71%	75%	79%
Not sure	6%	7%	6%	9%	8%	5%	3%	7%	2%	7%	6%	6%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,045)	(510)	(535)	(251)	(276)	(298)	(220)	(698)	(127)	(145)	(683)	(362)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	18%	16%	17%	20%	21%	23%	14%	16%	17%	16%	17%	20%
No	76%	80%	78%	71%	70%	70%	82%	80%	78%	81%	75%	74%
Not sure	6%	4%	6%	9%	8%	7%	4%	4%	5%	3%	8%	6%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,045)	(362)	(384)	(299)	(219)	(355)	(644)	(446)	(323)	(378)	(316)	(250)

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1K. Participation in Fall Activities — Go on a hayride

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	13%	13%	13%	15%	20%	10%	7%	13%	18%	8%	13%	13%
No	75%	75%	75%	68%	67%	76%	88%	75%	74%	73%	74%	76%
Not sure	12%	12%	12%	16%	14%	14%	4%	12%	8%	19%	13%	11%
Totals	100%	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,039)	(509)	(530)	(249)	(276)	(295)	(219)	(694)	(126)	(144)	(679)	(360)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	13%	11%	11%	17%	15%	18%	10%	12%	19%	14%	13%	14%
No	75%	79%	76%	69%	67%	69%	81%	80%	69%	77%	77%	67%
Not sure	12%	10%	13%	13%	18%	13%	9%	9%	12%	9%	10%	19%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,039)	(357)	(382)	(300)	(220)	(356)	(637)	(439)	(323)	(378)	(310)	(248)

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1L. Participation in Fall Activities — Visit a haunted house

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	13%	12%	13%	20%	13%	13%	5%	11%	21%	18%	15%	8%
No	77%	76%	77%	68%	72%	77%	90%	78%	74%	73%	74%	83%
Not sure	11%	11%	10%	12%	15%	10%	5%	11%	5%	9%	12%	8%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,043)	(509)	(534)	(250)	(277)	(296)	(220)	(696)	(126)	(146)	(684)	(359)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Yes	13%	11%	12%	15%	12%	13%	11%	11%	14%	15%	12%	11%
No	77%	78%	77%	76%	77%	77%	78%	80%	78%	77%	79%	76%
Not sure	11%	11%	12%	9%	11%	10%	11%	10%	8%	9%	10%	13%
Totals	101%	100%	101%	100%	100%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(1,043)	(360)	(384)	(299)	(218)	(351)	(646)	(446)	(320)	(378)	(313)	(251)

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Number of respondents	1,055
Margin of error	± 4.2 points (adjusted for weighting)
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