

YouGov Survey: Halloween Costumes



Sample 1106 U.S. adult citizens
Conducted October 11 - 14, 2024
Margin of Error ±3.9%

1. Last year, did you wear any type of costume for Halloween?

Yes	22%
No	76%
Not sure	2%

2. Do you plan to wear any type of costume for Halloween this year?

Yes, I have one picked out	10%
Yes, but I haven't picked one out yet	17%
No	65%
Not sure	8%

3. Have you worn any type of costume for any reason other than Halloween in the last year?

Yes	12%
No	84%
Not sure	4%

4. Is your Halloween costume... ?

Asked of people who have picked out a costume for Halloween

Completely homemade	15%
More homemade than store-bought	21%
More store-bought than homemade	19%
Completely store-bought	40%
Not sure	5%

5. For Halloween this year, do you plan to dress up as... ? Select all that apply.

Asked of people who have picked out a costume for Halloween

A fictional person or character	44%
An animal or creature	19%
A concept	16%
A person who is alive today	14%
A person from history	13%
An object	11%
Something else	11%

6. Some people coordinate their Halloween costumes with friends or family members. This year, did you coordinate your Halloween costume with any of the following people? Select all that apply.

Asked of people who have picked out a costume for Halloween

Your spouse or romantic partner	25%
Your child or children	25%
Your parent or parents	9%
Other family members	16%
A friend or group of friends	17%
Your coworkers	11%
Other people	1%
No one	33%

7. Which of the following describe your Halloween costume for this year? Select all that apply.

Asked of people who have picked out a costume for Halloween

Creative	39%
Simple	30%
Funny	30%
Unique	28%
Scary	23%
Sexy	13%
Relevant	13%
Extravagant	8%
Other	3%
Not sure	0%

8. Generally speaking, do you enjoy picking out a costume for Halloween or do you find it stressful?

I enjoy it	31%
I find it stressful	11%
Neither	17%
I don't ever wear Halloween costumes	40%

9. When it comes to Halloween costumes, is it acceptable or unacceptable for...?

	Acceptable	Unaccept- able	Not sure
An adult to dress up in a cultural costume if they are not part of that culture	56%	22%	22%
A child to dress up in a cultural costume if they are not part of that culture	62%	20%	19%
White people to wear black-face makeup in order to appear as a Black person	33%	52%	15%
A person who is not transgender to dress up as a transgender person	39%	38%	24%
A person to wear a costume with a realistic-looking gun or other weapon	34%	50%	16%

continued on the next page ...

continued from previous page

A non-Native American person dressing up as a Native American person	52%	30%	19%
A man to dress up as a woman	65%	23%	11%
A woman to dress up as a man	69%	19%	11%

Interviewing Dates	October 11 - 14, 2024
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, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.233, with a mean of one and a standard deviation of 0.864.
Number of respondents	1106
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



1. Wore Halloween Costume Last Year

Last year, did you wear any type of costume for Halloween?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	21%	23%	36%	39%	12%	6%	21%	26%	20%	24%
No	76%	76%	75%	60%	56%	87%	94%	77%	73%	77%	64%
Not sure	2%	3%	2%	4%	5%	1%	0%	1%	1%	2%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,105)	(510)	(595)	(302)	(228)	(313)	(262)	(683)	(159)	(154)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	22%	31%	16%	19%	29%	20%	17%	25%	36%	27%	15%	23%	24%
No	76%	69%	79%	80%	70%	79%	82%	71%	63%	68%	84%	75%	75%
Not sure	2%	0%	5%	1%	1%	1%	1%	4%	1%	5%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(427)	(358)	(320)	(471)	(425)	(422)	(332)	(234)	(196)	(226)	(429)	(254)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



2. Plan To Dress Up for Halloween

Do you plan to wear any type of costume for Halloween this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have one picked out	10%	8%	12%	15%	18%	5%	4%	9%	7%	16%	12%
Yes, but I haven't picked one out yet	17%	19%	16%	29%	33%	8%	3%	16%	25%	19%	18%
No	65%	65%	65%	45%	39%	81%	87%	68%	56%	61%	59%
Not sure	8%	8%	8%	11%	10%	6%	5%	7%	12%	4%	10%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,103)	(509)	(594)	(302)	(228)	(312)	(261)	(681)	(159)	(154)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I have one picked out	10%	13%	9%	7%	13%	9%	7%	12%	15%	10%	6%	9%	13%
Yes, but I haven't picked one out yet	17%	19%	17%	16%	20%	15%	16%	20%	22%	21%	10%	18%	21%
No	65%	59%	64%	73%	60%	69%	71%	60%	56%	62%	76%	66%	55%
Not sure	8%	8%	11%	4%	7%	6%	7%	8%	7%	6%	8%	7%	11%
Totals	100%	99%	101%	100%	100%	99%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,103)	(427)	(357)	(319)	(470)	(424)	(420)	(331)	(235)	(196)	(226)	(428)	(253)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



3. Plan To Dress Up for Reason Other Than Halloween

Have you worn any type of costume for any reason other than Halloween in the last year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	12%	14%	10%	21%	19%	6%	4%	10%	15%	18%	13%
No	84%	82%	86%	68%	76%	92%	96%	87%	79%	75%	77%
Not sure	4%	3%	4%	11%	6%	1%	0%	3%	5%	7%	10%
Totals	100%	99%	100%	100%	101%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,103)	(510)	(593)	(301)	(228)	(313)	(261)	(681)	(159)	(154)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	12%	11%	15%	9%	14%	11%	9%	14%	15%	15%	7%	12%	15%
No	84%	85%	79%	88%	85%	87%	89%	79%	83%	78%	89%	85%	83%
Not sure	4%	3%	6%	2%	1%	2%	2%	7%	3%	7%	5%	3%	2%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,103)	(428)	(357)	(318)	(471)	(423)	(420)	(332)	(234)	(195)	(226)	(428)	(254)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



4. Costume Homemade or Store-Bought

Is your Halloween costume... ?

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Completely homemade	15%	*	*	*	*	*	*	*	*	*	*
More homemade than store-bought	21%	*	*	*	*	*	*	*	*	*	*
More store-bought than homemade	19%	*	*	*	*	*	*	*	*	*	*
Completely store-bought	40%	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(55)	(75)	(55)	(46)	(18)	(11)	(68)	(18)	(30)	(14)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Completely homemade	15%	*	*	*	*	*	*	*	*	*	*	*	*
More homemade than store-bought	21%	*	*	*	*	*	*	*	*	*	*	*	*
More store-bought than homemade	19%	*	*	*	*	*	*	*	*	*	*	*	*
Completely store-bought	40%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(72)	(31)	(27)	(72)	(44)	(31)	(45)	(46)	(26)	(17)	(47)	(40)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



5. Type of Halloween Costume

For Halloween this year, do you plan to dress up as...? Select all that apply.

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A fictional person or character	44%	*	*	*	*	*	*	*	*	*	*
An animal or creature	19%	*	*	*	*	*	*	*	*	*	*
A concept	16%	*	*	*	*	*	*	*	*	*	*
A person who is alive today	14%	*	*	*	*	*	*	*	*	*	*
A person from history	13%	*	*	*	*	*	*	*	*	*	*
An object	11%	*	*	*	*	*	*	*	*	*	*
Something else	11%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(55)	(75)	(55)	(46)	(18)	(11)	(68)	(18)	(30)	(14)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A fictional person or character	44%	*	*	*	*	*	*	*	*	*	*	*	*
An animal or creature	19%	*	*	*	*	*	*	*	*	*	*	*	*
A concept	16%	*	*	*	*	*	*	*	*	*	*	*	*
A person who is alive today	14%	*	*	*	*	*	*	*	*	*	*	*	*
A person from history	13%	*	*	*	*	*	*	*	*	*	*	*	*
An object	11%	*	*	*	*	*	*	*	*	*	*	*	*
Something else	11%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(72)	(31)	(27)	(72)	(44)	(31)	(45)	(46)	(26)	(17)	(47)	(40)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



6. Group Halloween Costumes

Some people coordinate their Halloween costumes with friends or family members. This year, did you coordinate your Halloween costume with any of the following people? Select all that apply.

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your spouse or romantic partner	25%	*	*	*	*	*	*	*	*	*	*
Your child or children	25%	*	*	*	*	*	*	*	*	*	*
Your parent or parents	9%	*	*	*	*	*	*	*	*	*	*
Other family members	16%	*	*	*	*	*	*	*	*	*	*
A friend or group of friends	17%	*	*	*	*	*	*	*	*	*	*
Your coworkers	11%	*	*	*	*	*	*	*	*	*	*
Other people	1%	*	*	*	*	*	*	*	*	*	*
No one	33%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(55)	(75)	(55)	(46)	(18)	(11)	(68)	(18)	(30)	(14)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Your spouse or romantic partner	25%	*	*	*	*	*	*	*	*	*	*	*	*
Your child or children	25%	*	*	*	*	*	*	*	*	*	*	*	*
Your parent or parents	9%	*	*	*	*	*	*	*	*	*	*	*	*
Other family members	16%	*	*	*	*	*	*	*	*	*	*	*	*
A friend or group of friends	17%	*	*	*	*	*	*	*	*	*	*	*	*
Your coworkers	11%	*	*	*	*	*	*	*	*	*	*	*	*
Other people	1%	*	*	*	*	*	*	*	*	*	*	*	*

continued on the next page . . .

YouGov Survey: Halloween Costumes
 October 11 - 14, 2024 - 1106 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
No one	33%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(72)	(31)	(27)	(72)	(44)	(31)	(45)	(46)	(26)	(17)	(47)	(40)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



7. Describe Halloween Costume

Which of the following describe your Halloween costume for this year? Select all that apply.

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Creative	39%	*	*	*	*	*	*	*	*	*	*
Simple	30%	*	*	*	*	*	*	*	*	*	*
Funny	30%	*	*	*	*	*	*	*	*	*	*
Unique	28%	*	*	*	*	*	*	*	*	*	*
Scary	23%	*	*	*	*	*	*	*	*	*	*
Sexy	13%	*	*	*	*	*	*	*	*	*	*
Relevant	13%	*	*	*	*	*	*	*	*	*	*
Extravagant	8%	*	*	*	*	*	*	*	*	*	*
Other	3%	*	*	*	*	*	*	*	*	*	*
Not sure	0%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(55)	(75)	(55)	(46)	(18)	(11)	(68)	(18)	(30)	(14)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Creative	39%	*	*	*	*	*	*	*	*	*	*	*	*
Simple	30%	*	*	*	*	*	*	*	*	*	*	*	*
Funny	30%	*	*	*	*	*	*	*	*	*	*	*	*
Unique	28%	*	*	*	*	*	*	*	*	*	*	*	*
Scary	23%	*	*	*	*	*	*	*	*	*	*	*	*
Sexy	13%	*	*	*	*	*	*	*	*	*	*	*	*
Relevant	13%	*	*	*	*	*	*	*	*	*	*	*	*
Extravagant	8%	*	*	*	*	*	*	*	*	*	*	*	*
Other	3%	*	*	*	*	*	*	*	*	*	*	*	*

continued on the next page . . .

YouGov Survey: Halloween Costumes
 October 11 - 14, 2024 - 1106 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	0%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(130)	(72)	(31)	(27)	(72)	(44)	(31)	(45)	(46)	(26)	(17)	(47)	(40)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



8. Process of Selecting a Costume

Generally speaking, do you enjoy picking out a costume for Halloween or do you find it stressful?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I enjoy it	31%	30%	33%	43%	50%	23%	12%	31%	29%	34%	35%
I find it stressful	11%	10%	12%	19%	16%	8%	3%	11%	17%	10%	11%
Neither	17%	20%	15%	18%	15%	19%	18%	17%	20%	17%	17%
I don't ever wear Halloween costumes	40%	40%	40%	20%	18%	50%	67%	42%	34%	39%	38%
Totals	99%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,104)	(510)	(594)	(301)	(229)	(313)	(261)	(682)	(159)	(154)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I enjoy it	31%	39%	29%	26%	37%	29%	27%	36%	40%	38%	23%	30%	35%
I find it stressful	11%	11%	12%	11%	13%	9%	9%	13%	10%	12%	10%	11%	13%
Neither	17%	15%	19%	18%	16%	17%	19%	15%	18%	14%	21%	17%	17%
I don't ever wear Halloween costumes	40%	36%	39%	45%	35%	45%	46%	36%	33%	36%	46%	42%	34%
Totals	99%	101%	99%	100%	101%	100%	101%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,104)	(427)	(357)	(320)	(470)	(425)	(420)	(332)	(235)	(196)	(225)	(429)	(254)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9A. Acceptable Costumes — An adult to dress up in a cultural costume if they are not part of that culture

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	56%	60%	51%	57%	50%	56%	59%	58%	55%	50%	43%
Unacceptable	22%	19%	25%	20%	26%	26%	15%	21%	26%	23%	23%
Not sure	22%	21%	24%	23%	24%	18%	26%	21%	20%	27%	34%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,104)	(509)	(595)	(302)	(229)	(311)	(262)	(681)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	56%	48%	48%	72%	47%	75%	53%	60%	59%	54%	57%	59%	49%
Unacceptable	22%	30%	22%	15%	30%	12%	23%	21%	23%	24%	21%	18%	28%
Not sure	22%	23%	30%	14%	22%	14%	24%	19%	18%	22%	22%	22%	23%
Totals	100%	101%	100%	101%	99%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,104)	(426)	(358)	(320)	(471)	(425)	(421)	(332)	(234)	(195)	(225)	(429)	(255)

YouGov Survey: Halloween Costumes
 October 11 - 14, 2024 - 1106 U.S. adult citizens



9B. Acceptable Costumes — A child to dress up in a cultural costume if they are not part of that culture

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	62%	69%	55%	64%	54%	60%	69%	65%	57%	52%	60%
Unacceptable	20%	18%	21%	16%	22%	25%	13%	19%	22%	21%	20%
Not sure	19%	13%	24%	20%	24%	15%	18%	16%	21%	28%	20%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,104)	(509)	(595)	(301)	(229)	(312)	(262)	(682)	(159)	(154)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	62%	54%	58%	72%	53%	77%	60%	65%	64%	62%	62%	67%	52%
Unacceptable	20%	24%	18%	17%	25%	13%	22%	18%	20%	20%	19%	16%	27%
Not sure	19%	22%	24%	10%	23%	10%	19%	16%	17%	18%	19%	17%	21%
Totals	101%	100%	100%	99%	101%	100%	101%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,104)	(426)	(358)	(320)	(470)	(425)	(421)	(332)	(234)	(195)	(226)	(428)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9C. Acceptable Costumes — White people to wear black-face makeup in order to appear as a Black person

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	33%	41%	26%	34%	35%	36%	27%	33%	24%	38%	46%
Unacceptable	52%	46%	58%	47%	46%	54%	60%	52%	70%	40%	41%
Not sure	15%	13%	16%	19%	19%	10%	13%	15%	7%	21%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,106)	(510)	(596)	(302)	(229)	(313)	(262)	(683)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	33%	24%	33%	43%	21%	46%	32%	35%	40%	34%	32%	34%	32%
Unacceptable	52%	67%	49%	41%	69%	37%	53%	51%	47%	51%	51%	54%	52%
Not sure	15%	9%	18%	16%	10%	17%	15%	14%	13%	15%	16%	13%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,106)	(428)	(358)	(320)	(472)	(425)	(422)	(332)	(235)	(196)	(226)	(429)	(255)

YouGov Survey: Halloween Costumes
 October 11 - 14, 2024 - 1106 U.S. adult citizens



9D. Acceptable Costumes — A person who is not transgender to dress up as a transgender person

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	39%	41%	37%	31%	37%	43%	44%	41%	40%	33%	31%
Unacceptable	38%	41%	35%	39%	39%	37%	36%	37%	38%	36%	41%
Not sure	24%	19%	28%	31%	24%	21%	20%	22%	22%	31%	28%
Totals	101%	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(509)	(595)	(302)	(229)	(312)	(261)	(681)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	39%	32%	41%	44%	35%	49%	38%	42%	41%	39%	37%	41%	36%
Unacceptable	38%	41%	34%	37%	40%	34%	38%	37%	37%	34%	34%	39%	42%
Not sure	24%	27%	25%	19%	26%	17%	23%	22%	21%	26%	29%	20%	22%
Totals	101%	100%	100%	100%	101%	100%	99%	101%	99%	99%	100%	100%	100%
Unweighted N	(1,104)	(428)	(358)	(318)	(472)	(423)	(421)	(332)	(234)	(195)	(225)	(429)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9E. Acceptable Costumes — A person to wear a costume with a realistic-looking gun or other weapon

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	34%	44%	25%	39%	37%	34%	27%	34%	24%	42%	42%
Unacceptable	50%	42%	57%	40%	44%	52%	62%	52%	63%	33%	37%
Not sure	16%	14%	18%	21%	19%	14%	10%	14%	13%	25%	21%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,106)	(510)	(596)	(302)	(229)	(313)	(262)	(683)	(159)	(155)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	34%	28%	33%	41%	25%	43%	30%	38%	39%	38%	36%	33%	30%
Unacceptable	50%	60%	46%	45%	61%	40%	54%	46%	49%	50%	48%	50%	52%
Not sure	16%	12%	21%	14%	14%	17%	16%	15%	12%	12%	17%	16%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%
Unweighted N	(1,106)	(428)	(358)	(320)	(472)	(425)	(422)	(332)	(235)	(196)	(226)	(429)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9F. Acceptable Costumes — A non-Native American person dressing up as a Native American person

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	52%	56%	47%	49%	46%	56%	54%	55%	44%	46%	47%
Unacceptable	30%	28%	31%	34%	31%	29%	26%	27%	42%	29%	33%
Not sure	19%	16%	21%	18%	23%	16%	20%	18%	14%	25%	20%
Totals	101%	100%	99%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,106)	(510)	(596)	(302)	(229)	(313)	(262)	(683)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	52%	40%	49%	68%	38%	71%	51%	54%	56%	47%	49%	55%	53%
Unacceptable	30%	41%	30%	17%	42%	13%	31%	27%	28%	30%	30%	30%	28%
Not sure	19%	19%	21%	16%	20%	15%	18%	19%	15%	23%	21%	15%	20%
Totals	101%	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,106)	(428)	(358)	(320)	(472)	(425)	(422)	(332)	(235)	(196)	(226)	(429)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9G. Acceptable Costumes — A man to dress up as a woman

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	65%	64%	67%	55%	61%	71%	71%	70%	54%	59%	56%
Unacceptable	23%	27%	20%	29%	24%	21%	21%	21%	36%	20%	31%
Not sure	11%	9%	13%	16%	15%	8%	9%	10%	10%	21%	14%
Totals	99%	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%
Unweighted N	(1,106)	(510)	(596)	(302)	(229)	(313)	(262)	(683)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	65%	75%	63%	58%	76%	63%	61%	70%	73%	62%	69%	64%	67%
Unacceptable	23%	14%	23%	34%	13%	28%	25%	21%	17%	27%	19%	24%	24%
Not sure	11%	11%	14%	9%	11%	9%	14%	9%	10%	11%	12%	12%	9%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,106)	(428)	(358)	(320)	(472)	(425)	(422)	(332)	(235)	(196)	(226)	(429)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



9H. Acceptable Costumes — A woman to dress up as a man

When it comes to Halloween costumes, is it acceptable or unacceptable for... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	69%	69%	70%	63%	65%	73%	75%	71%	69%	65%	63%
Unacceptable	19%	23%	16%	23%	19%	19%	18%	19%	25%	14%	23%
Not sure	11%	8%	14%	15%	16%	8%	7%	10%	7%	21%	13%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,106)	(510)	(596)	(302)	(229)	(313)	(262)	(683)	(159)	(155)	(109)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	69%	78%	67%	63%	79%	66%	68%	71%	75%	66%	71%	70%	70%
Unacceptable	19%	12%	21%	25%	12%	23%	20%	18%	14%	22%	18%	18%	21%
Not sure	11%	10%	12%	12%	10%	11%	12%	10%	11%	12%	11%	12%	9%
Totals	99%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,106)	(428)	(358)	(320)	(472)	(425)	(422)	(332)	(235)	(196)	(226)	(429)	(255)

YouGov Survey: Halloween Costumes

October 11 - 14, 2024 - 1106 U.S. adult citizens



Interviewing Dates	October 11 - 14, 2024
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, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.233, with a mean of one and a standard deviation of 0.864.
Number of respondents	1106
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	88 questions not reported.