Halloween Costumes

Fieldwork Dates: 19th - 20th October 2017

Conducted by YouGov
On behalf of YouGovNY

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1093 adults. Fieldwork was undertaken between 19th - 20th October 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGovNY

Halloween Costumes

US_nat Sample: 19th - 20th October 2017

YouGov
What the world thinks

	Total	Gender		Age			Region				Race				Education		
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year
HYH_q1. Which, if any, of the following activities will you do for Halloween this year? Please select all that apply.																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Wear a costume to a halloween party	11%	10%	12%	19%	11%	3%	10%	12%	11%	11%	10%	13%	9%	19%	7%	15%	11%
Go to a halloween party not in costume	5%	6%	4%	9%	5%	2%	4%	5%	6%	5%	4%	11%	2%	8%	3%	7%	7%
Wear a costume with another person as part of a theme	5%	5%	6%	10%	5%	1%	6%	5%	5%	5%	6%	6%	3%	5%	3%	7%	4%
Wear a costume at work	6%	5%	7%	11%	6%	3%	6%	6%	7%	6%	5%	7%	6%	16%	4%	7%	10%
Wear a costume to give out candy to trick or treaters	11%	10%	11%	12%	13%	6%	9%	10%	10%	12%	9%	9%	16%	15%	8%	14%	8%
Wear a costume and go out trick or treating	7%	7%	6%	12%	7%	1%	6%	4%	7%	8%	6%	8%	8%	8%	7%	9%	4%
Not wear a costume but still go out trick or treating	8%	5%	10%	12%	10%	1%	7%	6%	6%	13%	7%	8%	11%	11%	8%	9%	6%
Decorate my house	22%	16%	27%	23%	26%	17%	25%	23%	20%	22%	24%	9%	25%	21%	20%	26%	19%
Go to a haunted house	9%	10%	8%	16%	9%	3%	9%	12%	7%	9%	8%	12%	10%	9%	9%	10%	9%
Watch a scary movie	22%	21%	24%	30%	27%	10%	28%	26%	17%	20%	25%	14%	19%	22%	21%	25%	22%
None of these	24%	24%	24%	13%	22%	37%	22%	25%	28%	21%	28%	14%	21%	17%	26%	22%	24%
Don't know	6%	6%	5%	6%	7%	5%	7%	5%	6%	5%	6%	8%	4%	5%	7%	6%	4%
Not applicable - I don't celebrate Halloween	20%	23%	18%	15%	17%	29%	17%	23%	20%	21%	18%	35%	18%	21%	22%	19%	20%
HYH_q2. And will the costume you wear at work be different or the same as the costume you wear outside of work?																	
Unweighted base	*41*	*11*	*30*	*22*	*15*	*4*	*8*	*5*	*16*	*12*	*21*	*5*	*4*	*11*	*10*	*18*	*8*
Base: All US adults who plan on wearing a costume to work and outside of work	*42*	*14*	*28*	*26*	*13*	*3*	*8*	*5*	*19*	*10*	*20*	*7*	*5*	*11*	*14*	*16*	*8*
It will be the same costume	*66%*	*61%*	*69%*	*66%*	*59%*	*100%*	*81%*	*67%*	*73%*	*41%*	*74%*	*77%*	*51%*	*51%*	*67%*	*66%*	*67%*
It will be a different costume	*26%*	*23%*	*28%*	*25%*	*34%*	-	*19%*	*17%*	*27%*	*34%*	*20%*	*23%*	*49%*	*27%*	*26%*	*25%*	*33%*
Don't know	*8%*	*17%*	*4%*	*10%*	*6%*	-	-	*17%*	-	*25%*	*5%*	-	-	*22%*	*7%*	*9%*	-
HYH_q3_1. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Donald Trump																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Completely appropriate	44%	49%	40%	44%	45%	43%	43%	47%	42%	47%	47%	31%	37%	58%	38%	50%	47%
Somewhat appropriate	17%	18%	16%	14%	19%	18%	18%	17%	15%	19%	15%	22%	21%	17%	17%	17%	16%
Somewhat inappropriate	9%	10%	9%	12%	7%	9%	6%	10%	9%	11%	10%	7%	7%	9%	9%	8%	11%
Completely inappropriate	16%	11%	20%	13%	16%	18%	16%	14%	22%	7%	15%	26%	14%	8%	18%	16%	11%
Don't know	14%	13%	15%	17%	14%	11%	17%	12%	12%	15%	13%	14%	21%	9%	18%	9%	15%
Net: Appropriate	61%	66%	56%	58%	63%	61%	61%	64%	56%	66%	62%	53%	57%	75%	55%	67%	63%
Net: Inappropriate	25%	21%	29%	25%	23%	28%	22%	24%	32%	19%	25%	33%	22%	17%	27%	24%	22%
HYH_q3_2. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Barack Obama																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Completely appropriate	43%	45%	41%	44%	43%	42%	45%	41%	41%	46%	45%	34%	38%	54%	42%	45%	44%
Somewhat appropriate	19%	19%	18%	20%	19%	18%	19%	17%	20%	19%	16%	27%	27%	14%	17%	21%	19%
Somewhat inappropriate	10%	9%	10%	11%	7%	11%	6%	13%	8%	13%	10%	6%	8%	12%	10%	8%	11%
Completely inappropriate	15%	13%	16%	11%	15%	17%	14%	14%	18%	10%	15%	19%	11%	12%	16%	16%	11%
Don't know	14%	13%	14%	14%	15%	11%	16%	14%	13%	12%	14%	14%	16%	9%	17%	10%	15%
Net: Appropriate	62%	64%	60%	64%	62%	61%	64%	58%	61%	65%	61%	61%	65%	68%	58%	66%	63%
Net: Inappropriate	24%	23%	26%	22%	23%	28%	20%	27%	26%	23%	25%	25%	19%	23%	25%	24%	22%
HYH_q3_3. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Hillary Clinton																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Completely appropriate	43%	46%	39%	42%	42%	44%	41%	42%	40%	49%	45%	31%	39%	53%	40%	44%	45%
Somewhat appropriate	19%	19%	19%	20%	20%	18%	21%	18%	20%	18%	17%	32%	20%	20%	17%	22%	19%
Somewhat inappropriate	9%	10%	9%	8%	8%	12%	7%	12%	9%	10%	10%	5%	9%	11%	10%	7%	10%
Completely inappropriate	14%	12%	17%	14%	15%	14%	15%	13%	18%	9%	15%	17%	14%	7%	14%	17%	12%
Don't know	14%	13%	15%	17%	15%	12%	16%	15%	14%	13%	14%	16%	18%	9%	19%	10%	14%

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Halloween Costumes

US_nat Sample: 19th - 20th October 2017

	Total	Gender		Age			Region				Race				Education		
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year
Net: Appropriate	62%	65%	59%	62%	62%	62%	62%	60%	59%	68%	61%	62%	59%	72%	57%	66%	64%
Net: Inappropriate	24%	22%	26%	21%	23%	27%	22%	25%	27%	20%	25%	22%	23%	18%	24%	24%	22%
HYH_q3_4. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Religious figures (e.g., the Pope, Jesus, Buddha)																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Completely appropriate	26%	31%	21%	34%	25%	21%	22%	27%	24%	34%	26%	20%	32%	30%	25%	27%	28%
Somewhat appropriate	12%	13%	12%	13%	13%	10%	13%	11%	12%	13%	13%	11%	11%	9%	10%	14%	15%
Somewhat inappropriate	17%	16%	18%	15%	14%	20%	15%	15%	16%	20%	17%	14%	14%	22%	14%	20%	14%
Completely inappropriate	30%	24%	37%	22%	29%	40%	30%	34%	35%	20%	32%	33%	22%	30%	33%	28%	26%
Don't know	15%	16%	13%	15%	19%	9%	19%	14%	13%	12%	12%	21%	21%	9%	18%	11%	17%
Net: Appropriate	38%	44%	33%	47%	38%	31%	35%	38%	36%	47%	39%	31%	42%	39%	35%	41%	43%
Net: Inappropriate	47%	40%	54%	38%	43%	60%	46%	49%	51%	41%	49%	47%	36%	53%	47%	47%	40%
HYH_q4. In general, how much more or less age-appropriate do you think halloween cosutmes for minors (under 18) have become over the last 5 years? Please select the option that best applies.																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Much more	11%	12%	10%	16%	7%	10%	7%	9%	13%	12%	10%	16%	11%	9%	12%	11%	9%
Somewhat more	12%	13%	12%	16%	10%	12%	13%	14%	10%	14%	10%	22%	16%	12%	14%	12%	11%
No more or less	23%	25%	22%	25%	25%	21%	24%	26%	23%	21%	22%	22%	28%	26%	25%	19%	27%
Somewhat less	13%	11%	16%	13%	14%	12%	12%	13%	15%	13%	16%	7%	8%	14%	8%	17%	17%
Much less	17%	14%	19%	10%	21%	18%	19%	16%	17%	14%	17%	11%	17%	19%	15%	20%	14%
Don't know	24%	25%	22%	20%	23%	28%	24%	24%	22%	26%	25%	22%	19%	21%	26%	22%	22%
Net: More age-appropriate	23%	25%	22%	32%	17%	22%	21%	22%	23%	27%	20%	38%	27%	21%	26%	23%	20%
Net: Less age-appropriate	30%	25%	35%	24%	35%	29%	31%	28%	32%	27%	33%	18%	26%	32%	23%	36%	31%
HYH_q5a. Which, if any, of the following activites do you believe people use Halloween as an excuse to participate in? Please select all that apply.																	
Unweighted base	1093	454	639	252	420	421	245	243	367	238	807	115	82	89	379	382	213
Base: All US adults	1080	536	544	320	406	354	240	220	383	238	703	135	158	83	455	341	184
Dress up as something offensive for the purpose of offending others	38%	40%	35%	38%	41%	34%	37%	38%	37%	39%	40%	39%	26%	41%	33%	42%	34%
Dress up as something with a political undertone	35%	37%	33%	33%	35%	36%	30%	36%	35%	39%	37%	28%	29%	38%	28%	37%	37%
Dress up in sexy costumes	54%	51%	57%	58%	60%	44%	52%	57%	57%	50%	56%	41%	55%	64%	49%	56%	57%
Dress up solely to take advantage of business promotions (i.e., promotions for customers who come in wearing costumes)	27%	28%	26%	28%	26%	28%	20%	29%	27%	33%	27%	23%	27%	34%	26%	29%	21%
Cause public mischief	37%	37%	38%	30%	42%	39%	42%	35%	38%	35%	40%	35%	24%	43%	31%	44%	33%
None of these	15%	14%	16%	10%	14%	20%	14%	15%	16%	13%	15%	17%	19%	5%	18%	17%	9%
Don't know	14%	13%	15%	10%	13%	18%	16%	16%	10%	14%	14%	20%	9%	10%	15%	12%	16%

Cell Contents (Column Percentages)

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Halloween Costumes

US_nat Sample: 19th - 20th October 2017

	Total		Marital Status						Children under the age of 18		Income						
		Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook	Twitter	LinkedIn
HYH_q1. Which, if any, of the following activities will you do for Halloween this year? Please select all that apply.																	
Unweighted base	1093	119	532	17	142	52	317	33	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	18	128	40	374	38	321	759	429	302	208	142	848	424	294
Wear a costume to a halloween party	11%	14%	9%	-	9%	2%	14%	20%	15%	9%	11%	10%	15%	5%	11%	14%	15%
Go to a halloween party not in costume	5%	4%	4%	4%	6%	-	7%	7%	8%	4%	6%	6%	5%	3%	5%	7%	6%
Wear a costume with another person as part of a theme	5%	11%	5%	-	3%	-	6%	14%	9%	3%	4%	6%	9%	2%	5%	7%	7%
Wear a costume at work	6%	6%	6%	16%	5%	-	7%	2%	8%	5%	7%	6%	7%	3%	5%	7%	6%
Wear a costume to give out candy to trick or treaters	11%	15%	14%	4%	6%	2%	9%	14%	19%	7%	9%	11%	17%	4%	11%	11%	13%
Wear a costume and go out trick or treating	7%	2%	6%	-	8%	6%	6%	20%	15%	3%	10%	5%	4%	3%	6%	5%	6%
Not wear a costume but still go out trick or treating	8%	6%	7%	12%	6%	2%	9%	14%	18%	3%	9%	9%	5%	5%	9%	9%	7%
Decorate my house	22%	21%	26%	15%	19%	16%	17%	37%	34%	17%	18%	28%	26%	16%	24%	24%	25%
Go to a haunted house	9%	4%	5%	25%	7%	2%	11%	45%	15%	7%	11%	10%	5%	5%	10%	12%	8%
Watch a scary movie	22%	18%	22%	22%	16%	4%	25%	40%	33%	18%	24%	25%	20%	16%	25%	30%	24%
None of these	24%	28%	26%	18%	34%	37%	19%	20%	15%	28%	22%	23%	27%	29%	24%	21%	23%
Don't know	6%	5%	7%	7%	4%	6%	5%	4%	6%	6%	8%	4%	4%	7%	6%	6%	7%
Not applicable - I don't celebrate Halloween	20%	18%	18%	20%	27%	34%	21%	7%	11%	24%	21%	17%	16%	31%	18%	18%	16%
HYH_q2. And will the costume you wear at work be different or the same as the costume you wear outside of work?																	
Unweighted base	41	5	18	-	6	-	17	-	14	27	13	14	12	2	32	22	13
Base: All US adults who plan on wearing a costume to work and outside of work	42	4	17	-	5	-	20	-	13	29	16	13	10	2	29	21	11
It will be the same costume	66%	62%	67%	-	81%	-	61%	-	67%	65%	74%	72%	53%	33%	66%	73%	56%
It will be a different costume	26%	19%	33%	-	-	-	27%	-	25%	26%	20%	28%	39%	-	31%	23%	36%
Don't know	8%	19%	-	-	19%	-	12%	-	8%	8%	6%	-	8%	67%	3%	4%	7%
HYH_q3_1. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Donald Trump																	
Unweighted base	1093	119	532	17	142	52	317	33	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	18	128	40	374	38	321	759	429	302	208	142	848	424	294
Completely appropriate	44%	45%	41%	35%	45%	32%	49%	53%	42%	45%	44%	45%	51%	35%	43%	47%	44%
Somewhat appropriate	17%	21%	19%	9%	18%	9%	16%	17%	15%	18%	15%	18%	20%	17%	17%	17%	19%
Somewhat inappropriate	9%	12%	9%	30%	8%	15%	9%	-	8%	10%	9%	9%	11%	9%	9%	9%	9%
Completely inappropriate	16%	13%	18%	13%	13%	31%	13%	13%	19%	14%	17%	17%	12%	16%	17%	15%	12%
Don't know	14%	9%	13%	12%	17%	13%	14%	16%	16%	13%	16%	10%	7%	24%	14%	12%	15%
Net: Appropriate	61%	66%	60%	44%	63%	41%	65%	70%	57%	63%	58%	64%	71%	51%	60%	64%	63%
Net: Inappropriate	25%	25%	27%	44%	21%	46%	22%	13%	27%	24%	25%	26%	23%	24%	26%	24%	22%
HYH_q3_2. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Barack Obama																	
Unweighted base	1093	119	532	17	142	52	317	33	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	18	128	40	374	38	321	759	429	302	208	142	848	424	294
Completely appropriate	43%	43%	40%	28%	44%	30%	49%	43%	41%	44%	43%	46%	45%	37%	43%	42%	42%
Somewhat appropriate	19%	21%	20%	9%	18%	7%	20%	15%	17%	20%	17%	20%	22%	18%	19%	19%	19%
Somewhat inappropriate	10%	15%	10%	-	13%	12%	9%	2%	8%	10%	8%	9%	13%	10%	10%	10%	12%
Completely inappropriate	15%	13%	17%	46%	10%	36%	9%	25%	18%	13%	17%	14%	13%	13%	15%	15%	13%
Don't know	14%	9%	13%	17%	16%	15%	13%	15%	16%	13%	16%	11%	7%	22%	13%	14%	14%
Net: Appropriate	62%	64%	60%	37%	61%	37%	69%	58%	58%	64%	59%	66%	67%	55%	62%	61%	61%
Net: Inappropriate	24%	27%	27%	46%	22%	48%	17%	28%	26%	24%	25%	23%	26%	23%	25%	25%	25%
HYH_q3_3. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Hillary Clinton																	
Unweighted base	1093	119	532	17	142	52	317	33	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	18	128	40	374	38	321	759	429	302	208	142	848	424	294
Completely appropriate	43%	47%	40%	39%	44%	30%	48%	32%	39%	44%	42%	45%	46%	36%	42%	40%	42%
Somewhat appropriate	19%	20%	20%	9%	17%	11%	20%	24%	18%	20%	16%	20%	23%	22%	19%	21%	20%
Somewhat inappropriate	9%	14%	11%	11%	13%	8%	7%	2%	7%	10%	9%	9%	12%	6%	10%	10%	10%
Completely inappropriate	14%	10%	16%	13%	11%	36%	10%	27%	18%	13%	15%	16%	12%	12%	15%	14%	12%
Don't know	14%	9%	13%	27%	15%	15%	15%	15%	18%	13%	17%	11%	7%	24%	14%	14%	15%

YouGovNY

Halloween Costumes

US_nat Sample: 19th - 20th October 2017

	Total		Marital Status						Children under the age of 18		Income						
		Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say	Facebook	Twitter	LinkedIn
Net: Appropriate	62%	67%	60%	*49%*	61%	41%	69%	*56%*	57%	64%	58%	65%	69%	58%	61%	62%	63%
Net: Inappropriate	24%	24%	27%	*24%*	24%	44%	17%	*29%*	25%	23%	25%	25%	24%	18%	25%	24%	22%
HYH_q3_4. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Religious figures (e.g., the Pope, Jesus, Buddha)																	
Unweighted base	1093	119	532	*17*	142	52	317	*33*	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	*18*	128	40	374	*38*	321	759	429	302	208	142	848	424	294
Completely appropriate	26%	24%	22%	*15%*	30%	13%	31%	*41%*	24%	27%	25%	28%	29%	21%	25%	28%	28%
Somewhat appropriate	12%	12%	14%	*9%*	9%	10%	11%	*8%*	12%	12%	9%	15%	16%	10%	12%	14%	13%
Somewhat inappropriate	17%	24%	17%	*41%*	15%	14%	17%	*8%*	16%	17%	16%	19%	18%	13%	17%	18%	18%
Completely inappropriate	30%	34%	36%	*26%*	33%	50%	22%	*24%*	33%	29%	30%	30%	31%	32%	32%	27%	30%
Don't know	15%	7%	11%	*8%*	13%	13%	19%	*20%*	15%	14%	19%	9%	6%	25%	14%	13%	10%
Net: Appropriate	38%	36%	36%	*25%*	39%	24%	42%	*49%*	36%	39%	34%	43%	45%	31%	37%	42%	42%
Net: Inappropriate	47%	57%	53%	*67%*	48%	64%	39%	*31%*	49%	46%	46%	48%	49%	44%	49%	45%	48%
HYH_q4. In general, how much more or less age-appropriate do you think halloween cosutmes for minors (under 18) have become over the last 5 years? Please select the option that best applies.																	
Unweighted base	1093	119	532	*17*	142	52	317	*33*	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	*18*	128	40	374	*38*	321	759	429	302	208	142	848	424	294
Much more	11%	8%	9%	*26%*	8%	13%	11%	*22%*	12%	10%	14%	10%	6%	8%	11%	11%	8%
Somewhat more	12%	9%	12%	*31%*	10%	13%	12%	*14%*	15%	11%	13%	13%	13%	10%	13%	14%	12%
No more or less	23%	22%	22%	*8%*	24%	20%	27%	*15%*	20%	25%	21%	29%	23%	19%	24%	24%	25%
Somewhat less	13%	18%	15%	*15%*	13%	14%	11%	*4%*	15%	13%	11%	15%	17%	13%	14%	14%	15%
Much less	17%	20%	19%	-	19%	10%	13%	*21%*	23%	14%	14%	16%	23%	14%	16%	14%	20%
Don't know	24%	23%	22%	*21%*	25%	30%	25%	*24%*	15%	27%	27%	17%	18%	36%	23%	22%	19%
Net: More age-appropriate	23%	18%	22%	*56%*	18%	26%	24%	*36%*	27%	21%	27%	23%	19%	19%	24%	25%	20%
Net: Less age-appropriate	30%	37%	35%	*15%*	33%	24%	24%	*25%*	38%	26%	25%	31%	40%	27%	30%	29%	35%
HYH_q5a. Which, if any, of the following activites do you believe people use Halloween as an excuse to participate in? Please select all that apply.																	
Unweighted base	1093	119	532	*17*	142	52	317	*33*	308	785	412	311	228	142	874	417	320
Base: All US adults	1080	99	481	*18*	128	40	374	*38*	321	759	429	302	208	142	848	424	294
Dress up as something offensive for the purpose of offending others	38%	53%	36%	*57%*	37%	43%	40%	*24%*	40%	37%	34%	39%	51%	27%	39%	39%	46%
Dress up as something with a political undertone	35%	56%	38%	*24%*	37%	37%	33%	*17%*	33%	36%	31%	32%	51%	28%	37%	39%	49%
Dress up in sexy costumes	54%	66%	53%	*46%*	56%	41%	58%	*45%*	61%	52%	49%	61%	66%	41%	58%	58%	64%
Dress up solely to take advantage of business promotions (i.e., promotions for customers who come in wearing costumes)	27%	39%	27%	*30%*	29%	35%	27%	*20%*	27%	27%	29%	28%	29%	18%	29%	31%	33%
Cause public mischief	37%	51%	40%	*34%*	37%	42%	35%	*30%*	39%	37%	34%	40%	46%	29%	38%	40%	45%
None of these	15%	7%	15%	*12%*	22%	19%	12%	*18%*	15%	15%	17%	13%	10%	20%	13%	14%	10%
Don't know	14%	8%	15%	*18%*	14%	16%	11%	*15%*	10%	15%	15%	11%	8%	23%	13%	10%	10%

Cell Contents (Col

YouGovNY

Halloween Costumes

US_nat Sample: 19th - 20th October 2017

YouGov
What the world thinks

	Total	Social networks membership										
		Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
HYH_q1. Which, if any, of the following activities will you do for Halloween this year? Please select all that apply.												
Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Wear a costume to a halloween party	11%	17%	15%	15%	15%	17%	-	21%	*4%*	*12%*	*11%*	1%
Go to a halloween party not in costume	5%	9%	2%	5%	11%	9%	-	7%	*14%*	*5%*	-	2%
Wear a costume with another person as part of a theme	5%	5%	8%	8%	7%	10%	-	13%	*9%*	*7%*	-	-
Wear a costume at work	6%	8%	5%	8%	5%	9%	-	10%	*5%*	*7%*	-	3%
Wear a costume to give out candy to trick or treaters	11%	15%	17%	14%	9%	14%	-	18%	*9%*	-	-	2%
Wear a costume and go out trick or treating	7%	7%	10%	6%	4%	10%	-	10%	*4%*	-	-	2%
Not wear a costume but still go out trick or treating	8%	10%	7%	13%	9%	13%	-	13%	*4%*	*4%*	*11%*	4%
Decorate my house	22%	26%	26%	31%	24%	26%	-	33%	*18%*	-	*11%*	9%
Go to a haunted house	9%	15%	21%	11%	8%	15%	-	18%	*5%*	*10%*	-	3%
Watch a scary movie	22%	31%	33%	33%	28%	31%	-	43%	*18%*	*10%*	*24%*	7%
None of these	24%	17%	18%	21%	31%	18%	*66%*	11%	*56%*	*23%*	-	38%
Don't know	6%	6%	6%	7%	6%	5%	-	6%	-	*6%*	*22%*	4%
Not applicable - I don't celebrate Halloween	20%	14%	21%	13%	7%	13%	*34%*	8%	*4%*	*31%*	*43%*	40%
HYH_q2. And will the costume you wear at work be different or the same as the costume you wear outside of work?												
Unweighted base	*41*	*17*	*2*	*17*	*1*	*22*	-	*15*	*1*	*1*	-	*3*
Base: All US adults who plan on wearing a costume to work and outside of work	*42*	*18*	*2*	*17*	*1*	*22*	-	*15*	*1*	*1*	-	*3*
It will be the same costume	*66%*	*77%*	*44%*	*80%*	*100%*	*56%*	-	*63%*	-	*100%*	-	*49%*
It will be a different costume	*26%*	*18%*	*56%*	*21%*	-	*40%*	-	*37%*	*100%*	-	-	-
Don't know	*8%*	*5%*	-	-	-	*4%*	-	-	-	-	-	*51%*
HYH_q3_1. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Donald Trump												
Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Completely appropriate	44%	42%	32%	48%	54%	46%	*34%*	45%	*53%*	*46%*	*21%*	52%
Somewhat appropriate	17%	20%	24%	20%	12%	12%	-	13%	*23%*	*15%*	*11%*	10%
Somewhat inappropriate	9%	12%	13%	10%	13%	10%	*66%*	8%	-	*16%*	-	10%
Completely inappropriate	16%	15%	20%	13%	8%	19%	-	20%	*24%*	-	*37%*	13%
Don't know	14%	11%	11%	10%	13%	12%	-	14%	-	*23%*	*31%*	16%
Net: Appropriate	61%	62%	56%	68%	66%	58%	*34%*	58%	*76%*	*61%*	*33%*	61%
Net: Inappropriate	25%	27%	33%	23%	21%	29%	*66%*	28%	*24%*	*16%*	*37%*	23%
HYH_q3_2. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Barack Obama												
Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Completely appropriate	43%	44%	39%	45%	43%	45%	-	47%	*58%*	*43%*	*32%*	48%
Somewhat appropriate	19%	20%	22%	19%	18%	16%	-	17%	*32%*	*23%*	-	11%
Somewhat inappropriate	10%	10%	12%	12%	12%	10%	*37%*	7%	-	*11%*	*11%*	10%
Completely inappropriate	15%	16%	15%	13%	11%	16%	*34%*	17%	*10%*	-	*26%*	14%
Don't know	14%	10%	11%	11%	16%	13%	*30%*	12%	-	*23%*	*31%*	17%
Net: Appropriate	62%	63%	61%	64%	61%	62%	-	64%	*90%*	*66%*	*32%*	59%
Net: Inappropriate	24%	26%	28%	25%	23%	26%	*70%*	24%	*10%*	*11%*	*37%*	24%
HYH_q3_3. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Hillary Clinton												
Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Completely appropriate	43%	42%	29%	44%	44%	40%	-	39%	*67%*	*43%*	*21%*	49%
Somewhat appropriate	19%	24%	24%	21%	23%	20%	-	18%	*28%*	*23%*	*22%*	12%
Somewhat inappropriate	9%	9%	11%	11%	10%	9%	*70%*	7%	-	*11%*	-	10%
Completely inappropriate	14%	14%	20%	13%	10%	17%	-	20%	*5%*	-	*14%*	12%
Don't know	14%	12%	15%	12%	13%	14%	*30%*	16%	-	*23%*	*43%*	16%

YouGovNY

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US_nat Sample: 19th - 20th October 2017

YouGov
What the world thinks

	Total	Social networks membership										
		Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
Net: Appropriate	62%	65%	53%	65%	67%	60%	-	57%	*95%*	*66%*	*43%*	61%
Net: Inappropriate	24%	23%	31%	24%	20%	26%	*70%*	27%	*5%*	*11%*	*14%*	23%

HYH_q3_4. To what extent do you think it is appropriate or inappropriate to see someone wearing a costume depicting the following people. Please select the option that best applies on each row. - Religious figures (e.g., the Pope, Jesus, Buddha)

Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Completely appropriate	26%	25%	24%	27%	26%	26%	-	32%	*14%*	*17%*	*21%*	29%
Somewhat appropriate	12%	14%	11%	11%	13%	15%	-	14%	*28%*	*8%*	-	7%
Somewhat inappropriate	17%	17%	21%	21%	21%	17%	*66%*	17%	*8%*	*10%*	-	18%
Completely inappropriate	30%	29%	26%	30%	22%	29%	*34%*	25%	*10%*	*48%*	*37%*	30%
Don't know	15%	15%	18%	11%	18%	13%	-	12%	*39%*	*18%*	*42%*	15%
Net: Appropriate	38%	39%	35%	38%	39%	41%	-	45%	*43%*	*24%*	*21%*	36%
Net: Inappropriate	47%	46%	47%	51%	43%	46%	*100%*	43%	*18%*	*58%*	*37%*	49%

HYH_q4. In general, how much more or less age-appropriate do you think halloween cosutmes for minors (under 18) have become over the last 5 years? Please select the option that best applies.

Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Much more	11%	15%	10%	11%	9%	10%	-	13%	-	*14%*	-	9%
Somewhat more	12%	17%	25%	11%	11%	15%	-	15%	*9%*	*17%*	*12%*	6%
No more or less	23%	20%	19%	21%	15%	25%	*30%*	21%	*12%*	*36%*	-	20%
Somewhat less	13%	11%	12%	15%	19%	16%	*37%*	18%	*21%*	*19%*	*10%*	11%
Much less	17%	16%	19%	21%	13%	16%	-	14%	*3%*	*9%*	*33%*	22%
Don't know	24%	20%	16%	21%	34%	18%	*34%*	19%	*54%*	*4%*	*45%*	33%
Net: More age-appropriate	23%	32%	34%	22%	19%	25%	-	28%	*9%*	*31%*	*12%*	15%
Net: Less age-appropriate	30%	28%	31%	36%	32%	32%	*37%*	31%	*24%*	*29%*	*43%*	32%

HYH_q5a. Which, if any, of the following activites do you believe people use Halloween as an excuse to participate in? Please select all that apply.

Unweighted base	1093	288	62	334	88	355	*3*	183	*15*	*15*	*8*	125
Base: All US adults	1080	307	67	294	88	358	*2*	197	*20*	*16*	*7*	122
Dress up as something offensive for the purpose of offending others	38%	43%	53%	44%	44%	39%	*34%*	40%	*23%*	*37%*	*35%*	29%
Dress up as something with a political undertone	35%	42%	47%	42%	44%	38%	*34%*	40%	*46%*	*40%*	*24%*	22%
Dress up in sexy costumes	54%	61%	60%	65%	67%	60%	*70%*	65%	*66%*	*68%*	*23%*	40%
Dress up solely to take advantage of business promotions (i.e., promotions for customers who come in wearing costumes)	27%	34%	38%	31%	28%	30%	*37%*	27%	*46%*	*52%*	*23%*	15%
Cause public mischief	37%	38%	51%	42%	42%	40%	*34%*	33%	*27%*	*38%*	*23%*	36%
None of these	15%	13%	9%	12%	6%	11%	*30%*	8%	*10%*	*11%*	*14%*	30%
Don't know	14%	9%	4%	10%	9%	10%	-	9%	*9%*	*9%*	*51%*	15%

Cell Contents (Col