

1. Do you plan on doing anything to celebrate Halloween this year?

Yes 40%
 No 60%

2. Do you personally have any objections on religious grounds to celebrating Halloween?

Among people who don't plan on doing anything to celebrate Halloween this year

Yes 9%
 No 91%

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

Yes 22%
 No 75%
 Not sure 4%

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

Yes, I have one picked out 11%
 Yes, but I haven't picked one out yet 12%
 No 65%
 Not sure 12%

5. Is your Halloween costume... ?

Among people who have picked out a costume for Halloween

Completely homemade 15%
 More homemade than store-bought 25%
 More store-bought than homemade 22%
 Completely store-bought 33%
 Not sure 5%

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

Among people who have picked out a costume for Halloween

A fictional person or character 52%
 A concept 14%
 An animal or creature 13%
 A person who is alive today 10%
 A person from history 10%
 An object 10%
 Something else 7%

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

Among people who have picked out a costume for Halloween

Your spouse or romantic partner	42%
Your child or children	26%
A friend or group of friends	14%
Other family members	12%
Your parent or parents	5%
Your coworkers	4%
Other people	0%
No one	29%
Not sure	4%

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

Among people who have picked out a costume for Halloween

Simple	49%
Creative	27%
Funny	25%
Unique	24%
Relevant	17%
Scary	12%
Sexy	8%
Extravagant	3%
None of the above	4%
Not sure	1%

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

I enjoy it	30%
I find it stressful	8%
Neither	20%
I don't ever wear Halloween costumes	41%

YouGov Survey: Halloween

October 9 - 13, 2026 - 1,042 U.S. adult citizens



Interviewing Dates	October 9 - 13, 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 6.573, with a mean of one and a standard deviation of 0.948.
Number of respondents	1,042
Margin of error	± 4.2 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.

YouGov Survey: Halloween

October 9 - 13, 2026 - 1,042 U.S. adult citizens



1. Celebrate Halloween

Do you plan on doing anything to celebrate Halloween this year?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	40%	40%	41%	55%	61%	32%	17%	41%	31%	56%	39%	43%
No	60%	60%	59%	45%	39%	68%	83%	59%	69%	44%	61%	57%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,041)	(504)	(537)	(241)	(265)	(314)	(221)	(702)	(117)	(151)	(687)	(354)

	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	40%	44%	41%	36%	41%	37%	41%	41%	35%	38%	45%	43%
No	60%	56%	59%	64%	59%	63%	59%	59%	65%	62%	55%	57%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,041)	(333)	(419)	(289)	(215)	(369)	(609)	(433)	(329)	(423)	(285)	(222)

2. Religious Objections

Do you personally have any objections on religious grounds to celebrating Halloween?

Among people who don't plan on doing anything to celebrate Halloween this year

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	9%	7%	11%	5%	11%	8%	11%	8%	*	*	11%	6%
No	91%	93%	89%	95%	89%	92%	89%	92%	*	*	89%	94%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	100%	100%
Unweighted N	(611)	(314)	(297)	(120)	(107)	(211)	(173)	(405)	(79)	(79)	(420)	(191)

	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	9%	5%	10%	12%	13%	13%	6%	5%	13%	11%	9%	5%
No	91%	95%	90%	88%	87%	87%	94%	95%	87%	89%	91%	95%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(611)	(181)	(251)	(179)	(126)	(228)	(343)	(237)	(210)	(259)	(160)	(118)

3. Wore Halloween Costume Last Year

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

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	22%	20%	23%	37%	36%	11%	7%	22%	20%	23%	18%	29%
No	75%	77%	73%	56%	60%	84%	93%	75%	78%	67%	78%	68%
Not sure	4%	3%	4%	6%	4%	4%	0%	3%	2%	10%	4%	3%
Totals	101%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,040)	(503)	(537)	(240)	(265)	(313)	(222)	(701)	(117)	(151)	(687)	(353)

		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	22%	23%	22%	21%	26%	21%	22%	27%	21%	17%	29%	25%
No	75%	73%	73%	78%	71%	77%	74%	72%	78%	79%	68%	73%
Not sure	4%	4%	6%	1%	3%	2%	4%	1%	1%	4%	2%	2%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,040)	(331)	(419)	(290)	(216)	(369)	(608)	(431)	(330)	(424)	(283)	(222)

4. Plan To Dress Up for Halloween

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes, I have one picked out	11%	11%	11%	16%	19%	6%	4%	11%	8%	15%	9%	13%
Yes, but I haven't picked one out yet	12%	13%	12%	24%	18%	8%	2%	12%	16%	11%	12%	13%
No	65%	63%	66%	49%	44%	73%	91%	66%	69%	53%	67%	60%
Not sure	12%	13%	11%	12%	19%	13%	4%	11%	7%	21%	11%	14%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,040)	(503)	(537)	(241)	(265)	(313)	(221)	(701)	(117)	(151)	(687)	(353)

		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, I have one picked out	11%	16%	8%	10%	11%	9%	12%	14%	10%	8%	15%	14%
Yes, but I haven't picked one out yet	12%	8%	15%	13%	14%	14%	11%	12%	12%	10%	17%	10%
No	65%	66%	60%	70%	64%	68%	65%	66%	71%	66%	59%	64%
Not sure	12%	10%	17%	8%	11%	9%	12%	9%	7%	16%	8%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,040)	(332)	(418)	(290)	(216)	(370)	(607)	(432)	(330)	(423)	(284)	(222)

5. Costume Homemade or Store-Bought

Is your Halloween costume. . . ?

Among people who have picked out a costume for Halloween

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Completely homemade	15%	*	*	*	*	*	*	*	*	*	*	*
More homemade than store-bought	25%	*	*	*	*	*	*	*	*	*	*	*
More store-bought than homemade	22%	*	*	*	*	*	*	*	*	*	*	*
Completely store-bought	33%	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(49)	(76)	(38)	(51)	(24)	(12)	(84)	(11)	(24)	(72)	(53)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Completely homemade	15%	*	*	*	*	*	*	*	*	*	*	*
More homemade than store-bought	25%	*	*	*	*	*	*	*	*	*	*	*
More store-bought than homemade	22%	*	*	*	*	*	*	*	*	*	*	*
Completely store-bought	33%	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(61)	(35)	(29)	(24)	(38)	(83)	(72)	(32)	(38)	(45)	(36)

6. Type of Halloween Costume

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

Among people who have picked out a costume for Halloween

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A fictional person or character	52%	*	*	*	*	*	*	*	*	*	*	*
A concept	14%	*	*	*	*	*	*	*	*	*	*	*
An animal or creature	13%	*	*	*	*	*	*	*	*	*	*	*
A person who is alive today	10%	*	*	*	*	*	*	*	*	*	*	*
A person from history	10%	*	*	*	*	*	*	*	*	*	*	*
An object	10%	*	*	*	*	*	*	*	*	*	*	*
Something else	7%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(49)	(76)	(38)	(51)	(24)	(12)	(84)	(11)	(24)	(72)	(53)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
A fictional person or character	52%	*	*	*	*	*	*	*	*	*	*	*
A concept	14%	*	*	*	*	*	*	*	*	*	*	*
An animal or creature	13%	*	*	*	*	*	*	*	*	*	*	*
A person who is alive today	10%	*	*	*	*	*	*	*	*	*	*	*
A person from history	10%	*	*	*	*	*	*	*	*	*	*	*
An object	10%	*	*	*	*	*	*	*	*	*	*	*
Something else	7%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(61)	(35)	(29)	(24)	(38)	(83)	(72)	(32)	(38)	(45)	(36)

7. Group Halloween Costumes

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

Among people who have picked out a costume for Halloween

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Your spouse or romantic partner	42%	*	*	*	*	*	*	*	*	*	*	*
Your child or children	26%	*	*	*	*	*	*	*	*	*	*	*
A friend or group of friends	14%	*	*	*	*	*	*	*	*	*	*	*
Other family members	12%	*	*	*	*	*	*	*	*	*	*	*
Your parent or parents	5%	*	*	*	*	*	*	*	*	*	*	*
Your coworkers	4%	*	*	*	*	*	*	*	*	*	*	*
Other people	0%	*	*	*	*	*	*	*	*	*	*	*
No one	29%	*	*	*	*	*	*	*	*	*	*	*
Not sure	4%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(49)	(76)	(38)	(51)	(24)	(12)	(84)	(11)	(24)	(72)	(53)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Your spouse or romantic partner	42%	*	*	*	*	*	*	*	*	*	*	*
Your child or children	26%	*	*	*	*	*	*	*	*	*	*	*
A friend or group of friends	14%	*	*	*	*	*	*	*	*	*	*	*
Other family members	12%	*	*	*	*	*	*	*	*	*	*	*
Your parent or parents	5%	*	*	*	*	*	*	*	*	*	*	*
Your coworkers	4%	*	*	*	*	*	*	*	*	*	*	*

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	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Other people	0%	*	*	*	*	*	*	*	*	*	*	*
No one	29%	*	*	*	*	*	*	*	*	*	*	*
Not sure	4%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(61)	(35)	(29)	(24)	(38)	(83)	(72)	(32)	(38)	(45)	(36)

8. Describe Halloween Costume

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

Among people who have picked out a costume for Halloween

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Simple	49%	*	*	*	*	*	*	*	*	*	*	*
Creative	27%	*	*	*	*	*	*	*	*	*	*	*
Funny	25%	*	*	*	*	*	*	*	*	*	*	*
Unique	24%	*	*	*	*	*	*	*	*	*	*	*
Relevant	17%	*	*	*	*	*	*	*	*	*	*	*
Scary	12%	*	*	*	*	*	*	*	*	*	*	*
Sexy	8%	*	*	*	*	*	*	*	*	*	*	*
Extravagant	3%	*	*	*	*	*	*	*	*	*	*	*
None of the above	4%	*	*	*	*	*	*	*	*	*	*	*
Not sure	1%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(49)	(76)	(38)	(51)	(24)	(12)	(84)	(11)	(24)	(72)	(53)

	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Simple	49%	*	*	*	*	*	*	*	*	*	*	*
Creative	27%	*	*	*	*	*	*	*	*	*	*	*
Funny	25%	*	*	*	*	*	*	*	*	*	*	*
Unique	24%	*	*	*	*	*	*	*	*	*	*	*
Relevant	17%	*	*	*	*	*	*	*	*	*	*	*
Scary	12%	*	*	*	*	*	*	*	*	*	*	*
Sexy	8%	*	*	*	*	*	*	*	*	*	*	*
Extravagant	3%	*	*	*	*	*	*	*	*	*	*	*
None of the above	4%	*	*	*	*	*	*	*	*	*	*	*

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	Total	Party ID			MAGA	Trump job approval		House vote intent		Family income		
		Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
Not sure	1%	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(125)	(61)	(35)	(29)	(24)	(38)	(83)	(72)	(32)	(38)	(45)	(36)

9. Process of Selecting a Costume

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
I enjoy it	30%	27%	33%	47%	48%	21%	9%	31%	29%	34%	29%	32%
I find it stressful	8%	7%	10%	13%	12%	7%	2%	9%	5%	8%	7%	12%
Neither	20%	22%	18%	21%	17%	23%	19%	18%	21%	29%	21%	18%
I don't ever wear Halloween costumes	41%	44%	39%	19%	23%	48%	70%	42%	45%	29%	42%	38%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,039)	(502)	(537)	(241)	(264)	(312)	(222)	(701)	(117)	(151)	(686)	(353)

		Party ID			MAGA	Trump job approval		House vote intent		Family income		
	Total	Dem	Ind	Rep	Supporter	Approve	Disapprove	Dem	Rep	< \$50K	\$50-100K	\$100K+
I enjoy it	30%	29%	35%	25%	29%	27%	30%	33%	27%	27%	36%	32%
I find it stressful	8%	9%	8%	8%	10%	9%	9%	12%	7%	8%	7%	12%
Neither	20%	17%	24%	18%	18%	18%	19%	15%	16%	24%	20%	12%
I don't ever wear Halloween costumes	41%	45%	33%	48%	43%	46%	42%	40%	50%	42%	37%	44%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,039)	(331)	(418)	(290)	(216)	(370)	(607)	(431)	(330)	(423)	(284)	(222)

YouGov Survey: Halloween

October 9 - 13, 2026 - 1,042 U.S. adult citizens



Interviewing Dates	October 9 - 13, 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 6.573, with a mean of one and a standard deviation of 0.948.
Number of respondents	1,042
Margin of error	± 4.2 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	89 questions not reported.