



Halloween
Fieldwork Dates: 9th - 10th October 2018

Conducted by YouGov
On behalf of YouGov Omnibus

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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 1207 adults. Fieldwork was undertaken between 9th - 10th October 2018. 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.

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | |

GOH_q1. Do you plan on wearing a costume at any point for Halloween 2018?

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Yes, I do | 22% | 20% | 23% | 37% | 23% | 6% | 22% | 21% | 21% | 22% | 19% | 17% | 33% | 28% | 17% |
| | | | D,E | E | | | | | | | | | J,K* | * | |
| No, I don't | 67% | 69% | 64% | 46% | 66% | 87% | 68% | 67% | 65% | 67% | 69% | 69% | 57% | 61% | 70% |
| | | | C | C | C,D | | | | | | L | | * | * | P |
| Don't know | 12% | 11% | 12% | 17% | 12% | 7% | 10% | 11% | 13% | 11% | 12% | 14% | 10% | 11% | 14% |
| | | | E | E | | | | | | | | * | * | * | Q |

GOH_q2. From which, if any, of the following sources do you typically get ideas for Halloween costumes? Please select all the apply.

| | | | | | | | | | | | | | | | |
|--|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|
| Unweighted base | 389 | 153 | 236 | 181 | 146 | 62 | 70 | 86 | 147 | 86 | 247 | 44 | 64 | 34 | 130 |
| Base: All US Adults Possibly Planning for Costume | 400 | 183 | 217 | 205 | 140 | 55 | 72 | 85 | 158 | 85 | 242 | 46 | 79 | 33 | 153 |
| Looking at social media posts | 26% | 17% | 33% | 27% | 28% | 12% | 20% | 30% | 24% | 29% | 25% | 34% | 24% | 21% | 23% |
| | | | A | E | E | * | * | * | * | * | * | * | * | * | * |
| Reading articles online | 13% | 10% | 16% | 12% | 17% | 9% | 23% | 13% | 12% | 7% | 16% | 3% | 11% | 15% | 11% |
| | | | * | I* | * | | | | | K | * | * | * | * | |
| Shopping in-person | 39% | 37% | 40% | 36% | 42% | 42% | 43% | 43% | 37% | 35% | 38% | 51% | 39% | 32% | 46% |
| | | | * | * | * | * | * | * | * | * | * | * | * | * | O |
| Shopping online | 33% | 23% | 41% | 35% | 33% | 26% | 37% | 34% | 29% | 36% | 35% | 32% | 29% | 34% | 30% |
| | | | A | * | * | * | * | * | * | * | * | * | * | * | * |
| Talking to friends | 31% | 26% | 35% | 38% | 26% | 19% | 38% | 36% | 29% | 25% | 36% | 20% | 24% | 31% | 25% |
| | | | D,E | * | * | * | * | * | * | * | * | * | * | * | * |
| Talking to my partner | 25% | 25% | 26% | 24% | 30% | 19% | 22% | 29% | 25% | 26% | 28% | 12% | 25% | 25% | 24% |
| | | | * | * | * | * | * | * | * | K | * | * | * | * | * |
| Other | 9% | 9% | 8% | 7% | 8% | 19% | 8% | 6% | 9% | 11% | 10% | 5% | 1% | 21% | 8% |
| | | | C,D* | * | * | * | * | * | * | * | * | * | * | K,L* | * |
| Don't know | 14% | 20% | 9% | 13% | 12% | 19% | 12% | 5% | 16% | 19% | 12% | 4% | 25% | 9% | 13% |
| | | B | | | * | * | * | * | G | G* | * | * | K* | * | * |

GOH_q3. When looking for a Halloween costume, which ONE word best describes the look you are typically hoping to achieve? Please select the option that best applies.

| | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|------|-----|-----|
| Unweighted base | 389 | 153 | 236 | 181 | 146 | 62 | 70 | 86 | 147 | 86 | 247 | 44 | 64 | 34 | 130 |
| Base: All US Adults Possibly Planning for Costume | 400 | 183 | 217 | 205 | 140 | 55 | 72 | 85 | 158 | 85 | 242 | 46 | 79 | 33 | 153 |
| Scary | 11% | 15% | 8% | 8% | 15% | 17% | 20% | 10% | 9% | 9% | 13% | 11% | 10% | 6% | 20% |
| | | | C | C* | H* | * | * | * | * | * | * | * | * | * | O,P |
| Sexy | 9% | 1% | 15% | 12% | 6% | 2% | 5% | 9% | 11% | 7% | 6% | 32% | 7% | - | 7% |
| | | | A | E | * | * | * | * | * | * | * | J,L,M* | * | * | * |
| Funny | 14% | 16% | 12% | 16% | 12% | 9% | 11% | 10% | 15% | 19% | 13% | 14% | 17% | 14% | 10% |
| | | | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Creative | 24% | 19% | 29% | 24% | 27% | 19% | 28% | 24% | 24% | 22% | 27% | 17% | 18% | 31% | 22% |
| | | | A | * | * | * | * | * | * | * | * | * | * | * | * |
| Unique | 21% | 23% | 20% | 20% | 22% | 24% | 23% | 23% | 19% | 21% | 22% | 16% | 20% | 23% | 21% |
| | | | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Topical | 4% | 5% | 4% | 4% | 5% | 4% | 5% | 7% | 4% | 2% | 4% | 2% | 5% | 6% | 2% |
| | | | * | * | * | * | * | * | * | * | * | * | * | * | * |
| Other | 4% | 3% | 4% | 4% | 3% | 7% | 2% | 3% | 2% | 8% | 5% | - | - | 8% | 3% |
| | | | * | * | * | * | * | * | * | * | * | * | * | L* | * |
| Don't know | 12% | 18% | 8% | 13% | 9% | 18% | 6% | 13% | 16% | 12% | 10% | 5% | 23% | 12% | 15% |
| | | B | | | * | * | * | * | * | * | * | * | J,K* | * | * |

GOH_q4. Which ONE, if any, of the following do you think will be the MOST popular fictional character-based Halloween costume this year?

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|-------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|
| | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| | O | P | Q | R | S | T | U | V | W | X | Y | Z | AA | AB |

GOH_q1. Do you plan on wearing a costume at any point for Halloween 2018?

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|--------|-------|------|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Yes, I do | 22% | 24% | 30% | 22% | 20% | 22% | 13% | 6% | 27% | 31% | 35% | 17% | 22% | 20% | 27% |
| | | N | N | U | U | ** | | * | R.T.U | T.U* | Y | | AC | AC | AC |
| No, I don't | 67% | 67% | 57% | 72% | 70% | 71% | 78% | 85% | 57% | 54% | 49% | 73% | 64% | 69% | 63% |
| | | P | P | P | V.W | ** | V.W | R.V.W* | * | * | X | | X | | |
| Don't know | 12% | 10% | 14% | 7% | 10% | 8% | 9% | 8% | 16% | 15% | 16% | 10% | 14% | 10% | 9% |
| | | | | | | ** | | * | R | * | Y | | | | |

GOH_q2. From which, if any, of the following sources do you typically get ideas for Halloween costumes? Please select all the apply.

| | | | | | | | | | | | | | | | |
|--|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 389 | 126 | 98 | 35 | 166 | 6 | 34 | 9 | 150 | 24 | 163 | 226 | 152 | 105 | 91 |
| Base: All US Adults Possibly Planning for Costume | 400 | 126 | 90 | 32 | 158 | 6 | 30 | 9 | 169 | 28 | 166 | 234 | 161 | 102 | 96 |
| Planning at social media posts | 26% | 25% | 30% | 28% | 22% | 60% | 32% | 8% | 30% | 8% | 27% | 24% | 22% | 34% | 21% |
| | | * | * | * | ** | ** | * | ** | ** | ** | ** | ** | ** | Z* | * |
| Reading articles online | 13% | 11% | 16% | 29% | 13% | 29% | 18% | - | 14% | 7% | 14% | 13% | 12% | 11% | 17% |
| | | * | * | N.O* | ** | ** | * | ** | ** | ** | ** | ** | ** | * | * |
| Shopping in-person | 39% | 30% | 39% | 39% | 41% | 46% | 52% | 54% | 34% | 35% | 48% | 32% | 44% | 37% | 40% |
| | | * | * | * | ** | ** | * | ** | ** | ** | Y | ** | AC | AC* | AC* |
| Shopping online | 33% | 32% | 35% | 42% | 38% | 17% | 38% | - | 32% | 19% | 40% | 28% | 29% | 37% | 36% |
| | | * | * | * | ** | ** | * | ** | ** | ** | Y | ** | * | * | * |
| Talking to friends | 31% | 31% | 41% | 35% | 29% | 58% | 39% | 20% | 32% | 26% | 33% | 30% | 33% | 31% | 33% |
| | | * | N* | * | ** | ** | * | ** | ** | ** | ** | ** | ** | * | * |
| Talking to my partner | 25% | 23% | 32% | 22% | 33% | 30% | 18% | - | 18% | 42% | 28% | 24% | 22% | 29% | 33% |
| | | * | * | * | V | ** | * | ** | ** | ** | ** | ** | ** | * | AC* |
| Other | 9% | 9% | 10% | 7% | 8% | - | 5% | 33% | 8% | 18% | 7% | 10% | 6% | 12% | 8% |
| | | * | * | * | ** | * | * | ** | ** | ** | ** | ** | * | * | * |
| Don't know | 14% | 18% | 9% | 13% | 10% | - | 12% | 10% | 20% | 4% | 9% | 17% | 15% | 9% | 13% |
| | | * | * | * | ** | ** | * | ** | R | ** | X | * | * | * | * |

GOH_q3. When looking for a Halloween costume, which ONE word best describes the look you are typically hoping to achieve? Please select the option that best applies.

| | | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 389 | 126 | 98 | 35 | 166 | 6 | 34 | 9 | 150 | 24 | 163 | 226 | 152 | 105 | 91 |
| Base: All US Adults Possibly Planning for Costume | 400 | 126 | 90 | 32 | 158 | 6 | 30 | 9 | 169 | 28 | 166 | 234 | 161 | 102 | 96 |
| Scary | 11% | 7% | 5% | 7% | 11% | 29% | 18% | 12% | 11% | 8% | 11% | 11% | 16% | 5% | 9% |
| | | * | * | * | ** | ** | * | ** | ** | ** | ** | ** | AA | * | * |
| Sexy | 9% | 15% | 4% | 4% | 6% | 43% | 6% | 13% | 10% | 12% | 9% | 8% | 11% | 8% | 5% |
| | | P* | * | * | ** | ** | * | ** | ** | ** | ** | ** | ** | * | * |
| Funny | 14% | 13% | 22% | 12% | 16% | 28% | 3% | 22% | 14% | 9% | 17% | 12% | 10% | 16% | 17% |
| | | * | N* | * | ** | ** | * | ** | ** | ** | ** | ** | ** | * | * |
| Creative | 24% | 22% | 29% | 27% | 29% | - | 29% | 8% | 21% | 19% | 25% | 23% | 23% | 28% | 22% |
| | | * | * | * | ** | * | * | ** | ** | ** | ** | ** | ** | * | * |
| Unique | 21% | 21% | 19% | 26% | 22% | - | 21% | 11% | 19% | 37% | 22% | 21% | 24% | 22% | 22% |
| | | * | * | * | ** | ** | * | ** | ** | ** | ** | ** | AC | AC* | AC* |
| Topical | 4% | 3% | 8% | 11% | 4% | - | 14% | - | 3% | 4% | 4% | 4% | 3% | 6% | 6% |
| | | * | * | N* | ** | ** | R.V* | ** | ** | ** | ** | ** | * | * | * |
| Other | 4% | 5% | 4% | 3% | 5% | - | - | 11% | 3% | 7% | 4% | 4% | 1% | 6% | 7% |
| | | * | * | * | ** | ** | * | ** | ** | ** | ** | ** | * | Z* | Z* |
| Don't know | 12% | 13% | 8% | 9% | 7% | - | 9% | 22% | 19% | 4% | 7% | 16% | 12% | 9% | 12% |
| | | * | * | * | ** | ** | * | ** | R | ** | X | * | * | * | * |

GOH_q4. Which ONE, if any, of the following do you think will be the MOST popular fictional character-based Halloween costume this year?

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |
| | AC |

GOH_q1. Do you plan on wearing a costume at any point for Halloween 2018?

| | | |
|----------------------------|------|------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Yes, I do | 22% | 14% |
| No, I don't | 67% | 74% |
| Don't know | 12% | 13% |
| | | Z AB |

GOH_q2. From which, if any, of the following sources do you typically get ideas for Halloween costumes? Please select all the apply.

| | | |
|--|-----|-----|
| Unweighted base | 389 | 41 |
| Base: All US Adults Possibly Planning for Costume | 400 | 40 |
| Looking at social media posts | 26% | 30% |
| Reading articles online | 13% | 16% |
| Shopping in-person | 39% | 19% |
| Shopping online | 33% | 34% |
| Talking to friends | 31% | 21% |
| Talking to my partner | 25% | 14% |
| Other | 9% | 12% |
| Don't know | 14% | 22% |
| | | AA* |

GOH_q3. When looking for a Halloween costume, which ONE word best describes the look you are typically hoping to achieve? Please select the option that best applies.

| | | |
|--|-----|-----|
| Unweighted base | 389 | 41 |
| Base: All US Adults Possibly Planning for Costume | 400 | 40 |
| Scary | 11% | 17% |
| Sexy | 9% | 12% |
| Funny | 14% | 17% |
| Creative | 24% | 23% |
| Unique | 21% | 7% |
| Topical | 4% | 3% |
| Other | 4% | - |
| Don't know | 12% | 22% |
| | | * |

GOH_q4. Which ONE, if any, of the following do you think will be the MOST popular fictional character-based Halloween costume this year?

YouGov Omnibus
Halloween

US_nat Sample: 9th - 10th October 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|----------------------------|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Black Panther | 13% | 13% | 14% | 16% | 13% | 11% | 14% | 11% | 14% | 14% | 10% | 36% | 8% | 18% | 11% |
| The Incredibles | 5% | 4% | 5% | 4% | 7% | 3% | 5% | 6% | 4% | 4% | 5% | 3% | 6% | 3% | 4% |
| Deadpool | 7% | 9% | 4% | 7% | 9% | 5% | 6% | 8% | 6% | 7% | 8% | 3% | 7% | 5% | 7% |
| Iron Man | 4% | 5% | 3% | 2% | 5% | 4% | 6% | 3% | 4% | 2% | 3% | 4% | 4% | 3% | 4% |
| Thor | 2% | 3% | 1% | 4% | 1% | 1% | 5% | 1% | 1% | 3% | 2% | 6% | 4% | - | 2% |
| Hulk | 1% | 2% | 1% | 1% | 1% | 2% | 0% | 1% | 2% | 2% | 1% | 2% | 4% | - | 1% |
| Black Widow | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 0% | 2% | 1% | 1% | 2% | 1% | 1% | 1% |
| Aquaman | 1% | 0% | 2% | 2% | 1% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| Captain America | 5% | 5% | 4% | 6% | 3% | 5% | 5% | 3% | 6% | 4% | 6% | 1% | 5% | 1% | 5% |
| Wonder Woman | 10% | 7% | 12% | 11% | 9% | 10% | 10% | 8% | 9% | 12% | 9% | 5% | 13% | 14% | 9% |
| Fortnite skins | 9% | 8% | 9% | 17% | 8% | 2% | 5% | 12% | 10% | 8% | 8% | 5% | 12% | 12% | 7% |
| Wreck-it Ralph | 0% | 0% | 0% | - | 1% | - | 1% | - | 0% | 0% | 0% | - | 0% | - | 0% |
| Harley Quinn | 3% | 3% | 3% | 4% | 4% | 2% | 3% | 2% | 4% | 3% | 3% | 3% | 4% | 4% | 4% |
| Gamora | 1% | 1% | 1% | 2% | - | 0% | 0% | - | 1% | 0% | 0% | 2% | 2% | - | 1% |
| Han Solo | 1% | 2% | 1% | 2% | 2% | 1% | 0% | 2% | 1% | 3% | 2% | - | 1% | 1% | 1% |
| Other | 3% | 4% | 3% | 5% | 3% | 3% | 4% | 4% | 3% | 3% | 4% | 4% | 3% | 1% | 4% |
| Don't know | 34% | 32% | 35% | 17% | 32% | 50% | 34% | 34% | 33% | 34% | 38% | 23% | 24% | 35% | 37% |

GOH_q5. Which ONE, if any, of the following do you think will be the MOST popular celebrity costume this year?

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Donald Trump | 35% | 37% | 33% | 35% | 33% | 36% | 39% | 37% | 31% | 35% | 40% | 19% | 29% | 30% | 33% |
| Stormy Daniels | 4% | 5% | 3% | 3% | 6% | 4% | 3% | 7% | 4% | 4% | 5% | 2% | 2% | 5% | 3% |
| Hillary Clinton | 2% | 3% | 1% | 2% | 3% | 3% | 1% | 1% | 4% | 2% | 2% | 1% | 6% | 1% | 2% |
| Ted Cruz | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | - | 1% |
| Ariana Grande | 1% | 0% | 2% | 2% | 0% | 1% | 2% | 1% | 1% | - | 1% | 3% | 0% | 1% | 1% |
| LeBron James | 2% | 3% | 1% | 3% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 0% | 3% | 2% |
| Beyonce | 3% | 3% | 4% | 3% | 4% | 3% | 5% | 1% | 3% | 4% | 2% | 10% | 3% | 4% | 4% |
| Cardi B | 5% | 3% | 7% | 12% | 3% | 1% | 5% | 4% | 6% | 4% | 2% | 17% | 7% | 6% | 5% |

YouGov Omnibus
Halloween

US_nat Sample: 9th - 10th October 2018



| | Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|----------------------------|-------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|-----|-------------|----------------|--------|
| | | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Black Panther | 13% | 14% | 17% | 14% | 10% | 19% | 18% | 12% | 16% | 13% | 11% | 14% | 13% | 17% | 11% |
| The Incredibles | 5% | 4% | 6% | 5% | 5% | 5% | 2% | 3% | 4% | 4% | 6% | 4% | 4% | 6% | 5% |
| Deadpool | 7% | 6% | 7% | 7% | 7% | 4% | 6% | 7% | 6% | 10% | 10% | 6% | 6% | 7% | 8% |
| Iron Man | 4% | 4% | 2% | 4% | 4% | 4% | 3% | 7% | 3% | 3% | 3% | 4% | 4% | 3% | 5% |
| Thor | 2% | 2% | 3% | 3% | 2% | 8% | 1% | 1% | 3% | 2% | 2% | 2% | 3% | 1% | 3% |
| Hulk | 1% | 1% | 2% | 1% | 3% | 4% | - | - | 1% | - | 2% | 1% | 1% | 3% | 1% |
| Black Widow | 1% | 1% | 2% | 2% | 1% | - | 1% | 6% | 1% | 2% | 1% | 1% | 2% | 1% | 1% |
| Aquaman | 1% | 1% | 2% | 2% | 1% | 4% | 2% | - | 1% | - | 1% | 1% | 1% | 2% | 1% |
| Captain America | 5% | 5% | 3% | 5% | 5% | 4% | 2% | 2% | 5% | 5% | 6% | 4% | 4% | 5% | 5% |
| Wonder Woman | 10% | 11% | 9% | 10% | 11% | - | 15% | 6% | 8% | 10% | 10% | 10% | 9% | 12% | 9% |
| Fortnite skins | 9% | 11% | 10% | 7% | 7% | 9% | 7% | - | 14% | 7% | 12% | 8% | 8% | 6% | 14% |
| Wreck-it Ralph | 0% | 0% | 0% | - | 0% | - | - | - | 0% | 2% | 1% | 0% | 1% | - | 0% |
| Harley Quinn | 3% | 3% | 2% | 3% | 3% | - | 1% | 1% | 5% | 5% | 5% | 3% | 4% | 3% | 2% |
| Gamora | 1% | 0% | 0% | 0% | 0% | 14% | 1% | - | 0% | - | 1% | 0% | 1% | 0% | 0% |
| Han Solo | 1% | 2% | 1% | 2% | 2% | - | 1% | 1% | 2% | - | 2% | 1% | 2% | 1% | 2% |
| Other | 3% | 4% | 3% | 1% | 4% | - | 2% | 6% | 4% | 4% | 3% | 4% | 3% | 3% | 4% |
| Don't know | 34% | 31% | 29% | 35% | 35% | 24% | 39% | 47% | 28% | 33% | 23% | 37% | 34% | 31% | 29% |

GOH_q5. Which ONE, if any, of the following do you think will be the MOST popular celebrity costume this year?

| | Total | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
|----------------------------|-------|----------------------|--------|-----------|---------|-----------|----------|---------|---------------|------------------------------|-----|-----|-------------|----------------|--------|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Donald Trump | 35% | 34% | 42% | 34% | 38% | 21% | 36% | 22% | 33% | 36% | 35% | 35% | 33% | 37% | 39% |
| Stormy Daniels | 4% | 5% | 6% | 5% | 5% | - | 2% | 3% | 4% | 10% | 3% | 5% | 3% | 5% | 4% |
| Hillary Clinton | 2% | 3% | 3% | 3% | 3% | 14% | 2% | - | 1% | - | 3% | 2% | 2% | 2% | 4% |
| Ted Cruz | 0% | 1% | 0% | - | 0% | - | - | 1% | 0% | 4% | 1% | 0% | 1% | 0% | 0% |
| Ariana Grande | 1% | 1% | 0% | 1% | 1% | - | - | - | 1% | 1% | 3% | 0% | 1% | 1% | 1% |
| LeBron James | 2% | 2% | 1% | 3% | 1% | 8% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% |
| Beyonce | 3% | 3% | 3% | 2% | 2% | - | 6% | 6% | 4% | - | 3% | 3% | 6% | 3% | 1% |
| Cardi B | 5% | 7% | 3% | 1% | 4% | 18% | 4% | - | 7% | 8% | 8% | 4% | 7% | 5% | 2% |

**YouGov Omnibus
Halloween**

US_nat Sample: 9th - 10th October 2018



| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Black Panther | 13% | 11% |
| The Incredibles | 5% | 3% |
| Deadpool | 7% | 6% |
| Iron Man | 4% | 3% |
| Thor | 2% | 1% |
| Hulk | 1% | - |
| Black Widow | 1% | 1% |
| Aquaman | 1% | 1% |
| Captain America | 5% | 5% |
| Wonder Woman | 10% | 7% |
| Fortnite skins | 9% | 11% |
| Wreck-it Ralph | 0% | - |
| Harley Quinn | 3% | 3% |
| Gamora | 1% | - |
| Han Solo | 1% | 1% |
| Other | 3% | 4% |
| Don't know | 34% | 45% |
| | | Z_AA_AB |

GOH_q5. Which ONE, if any, of the following do you think will be the MOST popular celebrity costume this year?

| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Donald Trump | 35% | 31% |
| Stormy Daniels | 4% | 5% |
| Hillary Clinton | 2% | 1% |
| Ted Cruz | 0% | - |
| Ariana Grande | 1% | 1% |
| LeBron James | 2% | 1% |
| Beyonce | 3% | - |
| Cardi B | 5% | 5% |

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|----------------|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| Prince Harry | 2% | 2% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 2% | 5% | 2% | 2% |
| Meghan Markle | 4% | 2% | 6% | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 7% | 4% | 5% | 3% |
| Kim Kardashian | 2% | 2% | 3% | 3% | 1% | 2% | 2% | 4% | 2% | 1% | 2% | 1% | 4% | 1% | 2% |
| Kanye West | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | - | 1% |
| Tonya Harding | 1% | 2% | 0% | 1% | 2% | 0% | 0% | 0% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| Elon Musk | 1% | 2% | 0% | 3% | 0% | 0% | 1% | 0% | 2% | 0% | 1% | - | 4% | - | 1% |
| Melania Trump | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 3% | 1% |
| Other | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 4% | 1% |
| Don't know | 33% | 32% | 33% | 22% | 35% | 40% | 29% | 33% | 32% | 35% | 33% | 31% | 29% | 34% | 37% |

GOH_q6. To what extent, if at all, do you enjoy wearing a "couple's costume" with a significant other?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Enjoy a lot | 10% | 9% | 11% | 15% | 12% | 5% | 10% | 9% | 13% | 8% | 8% | 15% | 12% | 15% | 11% |
| Somewhat enjoy | 14% | 12% | 16% | 19% | 16% | 8% | 16% | 16% | 12% | 15% | 13% | 15% | 20% | 11% | 10% |
| Don't enjoy very much | 6% | 6% | 5% | 9% | 5% | 3% | 6% | 5% | 6% | 5% | 5% | 5% | 9% | 6% | 6% |
| Do not enjoy at all | 11% | 11% | 12% | 7% | 11% | 16% | 11% | 13% | 10% | 13% | 13% | 9% | 9% | 5% | 8% |
| Don't know | 5% | 6% | 5% | 6% | 5% | 4% | 6% | 4% | 6% | 4% | 4% | 11% | 6% | 6% | 5% |
| Not applicable - I have never worn a "couple's costume" | 54% | 56% | 52% | 45% | 51% | 64% | 51% | 54% | 54% | 55% | 57% | 45% | 43% | 57% | 59% |

GOH_q7. To what extent, if at all, do you enjoy participating in wearing a "group costume" with friends or family members?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Enjoy a lot | 8% | 6% | 11% | 13% | 9% | 4% | 8% | 8% | 9% | 8% | 8% | 14% | 8% | 8% | 8% |
| Somewhat enjoy | 16% | 16% | 15% | 22% | 18% | 8% | 20% | 12% | 17% | 14% | 13% | 17% | 27% | 18% | 14% |
| Don't enjoy very much | 6% | 5% | 6% | 8% | 7% | 3% | 6% | 5% | 5% | 7% | 5% | 6% | 10% | 5% | 7% |
| Do not enjoy at all | 12% | 12% | 11% | 10% | 11% | 13% | 10% | 15% | 11% | 11% | 12% | 10% | 11% | 7% | 7% |
| Don't know | 4% | 4% | 4% | 2% | 6% | 4% | 5% | 3% | 5% | 3% | 3% | 6% | 5% | 4% | 4% |
| Not applicable - I have never participated in wearing a "group costume" | 54% | 56% | 53% | 46% | 49% | 67% | 52% | 56% | 52% | 58% | 59% | 46% | 40% | 58% | 60% |

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GOH_q8_1. Halloween costumes are mostly for children

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | | |
|----------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|-----|-------------|----------------|--------|-----|
| | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ | |
| Prince Harry | 2% | 2% | 2% | 6% | 2% | - | 2% | 3% | 3% | 4% | 2% | 3% | 2% | 1% | 4% |
| Meghan Markle | 4% | 5% | 7% | 5% | 4% | 3% | 6% | 3% | 5% | 1% | 5% | 4% | 4% | 3% | 5% |
| Kim Kardashian | 2% | 2% | 2% | 3% | 2% | - | 4% | 6% | 1% | 2% | 3% | 2% | 3% | 2% | 3% |
| Kanye West | 1% | 1% | 3% | 1% | 1% | - | - | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 1% |
| Tonya Harding | 1% | 1% | 0% | 0% | 1% | - | 1% | - | 1% | - | 2% | 1% | 1% | 2% | 1% |
| Elon Musk | 1% | 2% | - | 1% | 0% | - | - | - | 3% | - | 0% | 2% | 0% | - | 4% |
| Melania Trump | 1% | 2% | 2% | 0% | 1% | - | 2% | 1% | 1% | - | 1% | 2% | 1% | 1% | 2% |
| Other | 1% | 2% | 0% | 1% | 1% | - | 1% | - | 1% | - | 1% | 1% | 1% | 0% | 1% |
| Don't know | 33% | 29% | 27% | 34% | 32% | 36% | 32% | 52% | 31% | 29% | 27% | 34% | 32% | 34% | 27% |

GOH_q6. To what extent, if at all, do you enjoy wearing a "couple's costume" with a significant other?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Enjoy a lot | 10% | 9% | 12% | 9% | 11% | 9% | 9% | - | 9% | 22% | 19% | 7% | 13% | 10% | 11% |
| Somewhat enjoy | 14% | 15% | 20% | 18% | 18% | 6% | 9% | 3% | 14% | 9% | 20% | 12% | 12% | 14% | 21% |
| Don't enjoy very much | 6% | 6% | 4% | 6% | 6% | 23% | 3% | - | 6% | 5% | 7% | 5% | 5% | 6% | 7% |
| Do not enjoy at all | 11% | 11% | 17% | 16% | 13% | 12% | 13% | 16% | 8% | 7% | 9% | 12% | 9% | 11% | 15% |
| Don't know | 5% | 5% | 4% | 6% | 5% | 8% | 4% | 5% | 5% | 6% | 5% | 5% | 4% | 6% | 4% |
| Not applicable - I have never worn a "couple's costume" | 54% | 55% | 42% | 46% | 47% | 42% | 61% | 76% | 58% | 51% | 41% | 59% | 57% | 54% | 43% |

GOH_q7. To what extent, if at all, do you enjoy participating in wearing a "group costume" with friends or family members?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Enjoy a lot | 8% | 6% | 13% | 10% | 9% | - | 5% | - | 9% | 15% | 15% | 6% | 9% | 9% | 10% |
| Somewhat enjoy | 16% | 17% | 20% | 17% | 18% | 6% | 11% | 13% | 16% | 13% | 22% | 14% | 15% | 17% | 17% |
| Don't enjoy very much | 6% | 5% | 3% | 7% | 6% | 23% | 3% | 8% | 5% | 7% | 7% | 5% | 6% | 4% | 9% |
| Do not enjoy at all | 12% | 15% | 15% | 15% | 14% | 21% | 11% | 8% | 9% | 7% | 9% | 13% | 6% | 13% | 19% |
| Don't know | 4% | 4% | 4% | 4% | 4% | 6% | 4% | 2% | 4% | 3% | 3% | 4% | 4% | 3% | 4% |
| Not applicable - I have never participated in wearing a "group costume" | 54% | 54% | 45% | 47% | 48% | 44% | 66% | 69% | 57% | 55% | 44% | 58% | 60% | 54% | 41% |

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GOH_q8_1. Halloween costumes are mostly for children

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| | Total | Prefer not to say |
|----------------|-------|-------------------|
| Prince Harry | 2% | 3% |
| Meghan Markle | 4% | 6% |
| Kim Kardashian | 2% | - |
| Kanye West | 1% | 1% |
| Tonya Harding | 1% | 1% |
| Elon Musk | 1% | 2% |
| Melania Trump | 1% | 1% |
| Other | 1% | 2% |
| Don't know | 33% | 41% |

GOH_q6. To what extent, if at all, do you enjoy wearing a "couple's costume" with a significant other?

| | 1207 | 152 |
|---|------|-----|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Enjoy a lot | 10% | 3% |
| Somewhat enjoy | 14% | 10% |
| Don't enjoy very much | 6% | 4% |
| Do not enjoy at all | 11% | 13% |
| Don't know | 5% | 8% |
| Not applicable - I have never worn a "couple's costume" | 54% | 62% |

GOH_q7. To what extent, if at all, do you enjoy participating in wearing a "group costume" with friends or family members?

| | 1207 | 152 |
|---|------|-----|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Enjoy a lot | 8% | 4% |
| Somewhat enjoy | 16% | 15% |
| Don't enjoy very much | 6% | 3% |
| Do not enjoy at all | 12% | 11% |
| Don't know | 4% | 6% |
| Not applicable - I have never participated in wearing a "group costume" | 54% | 61% |

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

GOH_q8_1. Halloween costumes are mostly for children

**YouGov Omnibus
Halloween**

US_nat Sample: 9th - 10th October 2018



| | Total | Gender | | Age | | | Region | | | | Race | | | | No HS, High school graduate |
|----------------------------|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|-----------------------------|
| | | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | |
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Strongly agree | 26% | 30% | 23% | 15% | 28% | 36% | 28% | 28% | 27% | 23% | 26% | 31% | 25% | 21% | 31% |
| | | B | | | C | C.D | | | | | * | * | * | * | O.P |
| Somewhat agree | 22% | 22% | 21% | 19% | 20% | 26% | 18% | 18% | 24% | 25% | 24% | 17% | 16% | 22% | 17% |
| | | | | | D.E | C.D | | | | | * | * | * | * | |
| Neither agree nor disagree | 17% | 16% | 17% | 17% | 17% | 15% | 17% | 16% | 17% | 17% | 15% | 23% | 20% | 17% | 17% |
| | | | | | | | | | | | J | * | * | * | |
| Somewhat disagree | 14% | 14% | 14% | 20% | 13% | 10% | 14% | 16% | 13% | 15% | 14% | 11% | 15% | 17% | 12% |
| | | | | D.E | | | | | | | * | * | * | * | |
| Strongly disagree | 18% | 15% | 21% | 26% | 18% | 11% | 22% | 20% | 16% | 17% | 18% | 17% | 18% | 19% | 18% |
| | | | A | D.E | E | | | | | | * | * | * | * | |
| Don't know | 3% | 2% | 4% | 3% | 4% | 2% | 1% | 2% | 4% | 4% | 3% | 2% | 6% | 3% | 5% |
| | | | | E | | | | | | | * | * | * | * | Q |

GOH_q8_2. It's offensive to dress up in a cultural costume (i.e., Native American headdress, geisha robes, Mexican sombreros) if you are not part of that culture

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----|-----|-----|-------|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Strongly agree | 13% | 12% | 14% | 17% | 16% | 7% | 12% | 13% | 14% | 13% | 12% | 18% | 11% | 18% | 9% |
| | | | | E | E | | | | | | * | * | * | * | |
| Somewhat agree | 12% | 13% | 11% | 17% | 7% | 12% | 12% | 13% | 12% | 11% | 11% | 15% | 12% | 13% | 10% |
| | | | | D.E | D | | | | | | * | * | * | * | |
| Neither agree nor disagree | 22% | 24% | 20% | 22% | 23% | 20% | 23% | 22% | 22% | 21% | 18% | 36% | 28% | 21% | 26% |
| | | | | | | | | | | | J.M | J* | * | * | P.Q |
| Somewhat disagree | 13% | 11% | 14% | 11% | 11% | 15% | 14% | 12% | 13% | 11% | 14% | 6% | 13% | 11% | 11% |
| | | | | | | | | | | | K | * | * | * | |
| Strongly disagree | 34% | 34% | 34% | 26% | 35% | 40% | 34% | 35% | 31% | 36% | 39% | 15% | 27% | 28% | 35% |
| | | | | C | C | | | | | | K.L.M | K* | K* | K* | |
| Don't know | 7% | 7% | 6% | 6% | 8% | 6% | 5% | 5% | 8% | 7% | 5% | 11% | 8% | 8% | 10% |
| | | | | | | | | | | | J | * | * | * | O.P.Q |

GOH_q8_3. Halloween is one of my favorite holidays

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 529 | 678 | 328 | 411 | 468 | 221 | 272 | 446 | 268 | 828 | 152 | 139 | 88 | 451 |
| Base: All US Adults | 1201 | 595 | 606 | 379 | 398 | 423 | 226 | 262 | 454 | 259 | 784 | 148 | 184 | 85 | 503 |
| Strongly agree | 18% | 16% | 20% | 24% | 24% | 7% | 17% | 19% | 17% | 20% | 18% | 12% | 21% | 22% | 18% |
| | | | | E | E | | | | | | * | * | * | * | |
| Somewhat agree | 19% | 21% | 18% | 27% | 18% | 15% | 20% | 19% | 19% | 21% | 21% | 12% | 18% | 24% | 16% |
| | | | | D.E | | | | | | | K | * | * | K* | |
| Neither agree nor disagree | 25% | 27% | 24% | 23% | 23% | 30% | 27% | 24% | 27% | 24% | 24% | 34% | 28% | 20% | 29% |
| | | | | | | | | | | | J.M | * | * | * | Q |
| Somewhat disagree | 13% | 13% | 12% | 9% | 12% | 16% | 13% | 16% | 12% | 11% | 14% | 9% | 7% | 14% | 9% |
| | | | | | | | | | | | L | * | * | * | |
| Strongly disagree | 22% | 21% | 22% | 14% | 20% | 29% | 21% | 20% | 22% | 22% | 21% | 31% | 20% | 19% | 23% |
| | | | | C | C | C.D | | | | | J | * | * | * | |
| Don't know | 3% | 2% | 3% | 3% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 2% | 6% | 1% | 5% |
| | | | | | | | | | | | * | * | * | * | O.Q |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): AB, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

YouGov Omnibus Halloween

US_nat Sample: 9th - 10th October 2018



| | Total | Education | | | Marital Status | | | | | | Children under the age of 18 | | Income | | |
|----------------------------|-------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|-----|-------------|----------------|---------|
| | | Some college, 2-year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Strongly agree | 26% | 23% | 20% | 29% | 33% | 21% | 22% | 35% | 19% | 20% | 26% | 26% | 26% | 25% | 26% |
| | | | | | T.V | ** | | V* | | * | | | | | |
| Somewhat agree | 22% | 23% | 29% | 25% | 23% | 28% | 26% | 25% | 19% | 17% | 21% | 22% | 19% | 23% | 25% |
| | | N | N | N | | ** | | * | | * | | | | | |
| Neither agree nor disagree | 17% | 18% | 13% | 18% | 15% | 16% | 18% | 18% | 17% | 21% | 15% | 17% | 15% | 20% | 14% |
| | | | | | | ** | | * | | * | | | | | |
| Somewhat disagree | 14% | 16% | 13% | 17% | 12% | 17% | 17% | 15% | 17% | 10% | 13% | 15% | 13% | 12% | 20% |
| | | | | | | ** | | * | R | * | | | | | Z.AA.AC |
| Strongly disagree | 18% | 17% | 22% | 12% | 15% | 14% | 17% | 8% | 24% | 25% | 21% | 17% | 20% | 18% | 14% |
| | | | Q | | | ** | | * | R.U | R.U* | | | | | |
| Don't know | 3% | 2% | 2% | - | 3% | 4% | 1% | - | 4% | 6% | 4% | 3% | 4% | 2% | 1% |
| | | | | | | ** | | - | * | * | | | AA.AB | | |

GOH_q8_2. It's offensive to dress up in a cultural costume (i.e., Native American headdress, geisha robes, Mexican sombreros) if you are not part of that culture

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|------|-------|------|-----|-----|-----|-----|-----|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Strongly agree | 13% | 14% | 19% | 19% | 12% | 12% | 9% | 3% | 17% | 18% | 14% | 13% | 15% | 10% | 15% |
| | | N | N | N | | ** | | * | R.T.U | U* | | | AA | | |
| Somewhat agree | 12% | 13% | 13% | 16% | 12% | 26% | 9% | 10% | 14% | 1% | 13% | 12% | 12% | 11% | 14% |
| | | | | | W | ** | | * | W | * | | | | | |
| Neither agree nor disagree | 22% | 23% | 16% | 15% | 21% | 12% | 21% | 21% | 23% | 27% | 20% | 23% | 24% | 25% | 15% |
| | | | | | ** | ** | | * | * | * | | | AB | AB | |
| Somewhat disagree | 13% | 14% | 13% | 16% | 13% | 12% | 12% | 11% | 12% | 8% | 11% | 13% | 12% | 11% | 16% |
| | | | | | ** | ** | | * | * | * | | | | | |
| Strongly disagree | 34% | 32% | 35% | 32% | 37% | 29% | 44% | 41% | 25% | 32% | 34% | 34% | 28% | 38% | 38% |
| | | | | | V | ** | V | V* | | * | | | Z | Z | Z |
| Don't know | 7% | 4% | 4% | 3% | 5% | 8% | 4% | 13% | 8% | 13% | 7% | 6% | 9% | 5% | 2% |
| | | | | | ** | ** | | R.T* | R | R.T* | | | AB | | |

GOH_q8_3. Halloween is one of my favorite holidays

| | | | | | | | | | | | | | | | |
|----------------------------|------|-----|-----|-----|-----|-----|-----|----------|-------|--------|-----|-----|-------|-----|-------|
| Unweighted base | 1207 | 396 | 233 | 127 | 556 | 22 | 155 | 60 | 359 | 55 | 326 | 881 | 436 | 345 | 274 |
| Base: All US Adults | 1201 | 379 | 207 | 112 | 531 | 22 | 135 | 59 | 394 | 60 | 325 | 876 | 450 | 333 | 263 |
| Strongly agree | 18% | 21% | 14% | 14% | 15% | 17% | 15% | 3% | 23% | 28% | 23% | 16% | 21% | 15% | 17% |
| | | P | | | U | ** | U | * | R.T.U | R.T.U* | Y | | | | |
| Somewhat agree | 19% | 17% | 27% | 29% | 20% | 11% | 9% | 17% | 23% | 24% | 22% | 18% | 16% | 20% | 27% |
| | | | N.O | N.O | T | ** | * | * | T | T* | | | | | Z.A.C |
| Neither agree nor disagree | 25% | 24% | 24% | 18% | 24% | 20% | 34% | 27% | 24% | 25% | 24% | 26% | 26% | 26% | 20% |
| | | | | | ** | ** | R.V | * | * | * | | | | | |
| Somewhat disagree | 13% | 16% | 14% | 15% | 15% | 4% | 17% | 10% | 10% | 7% | 11% | 13% | 9% | 15% | 17% |
| | | N | N | | V | ** | V | * | * | * | | | Z | Z | Z |
| Strongly disagree | 22% | 21% | 19% | 23% | 23% | 44% | 24% | 40% | 17% | 12% | 16% | 24% | 23% | 23% | 18% |
| | | | | | V | ** | | R.T.V.W* | | * | X | | | | |
| Don't know | 3% | 1% | 2% | - | 2% | 4% | 2% | 4% | 3% | 5% | 4% | 2% | 4% | 1% | 1% |
| | | | | | ** | ** | | * | * | * | | | AA.AB | | |

Cell Contents (Col

**YouGov Omnibus
Halloween**

US_nat Sample: 9th - 10th October 2018



| | Total | Prefer not to say |
|----------------------------|-------|-------------------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Strongly agree | 26% | 26% |
| Somewhat agree | 22% | 20% |
| Neither agree nor disagree | 17% | 20% |
| Somewhat disagree | 14% | 11% |
| Strongly disagree | 18% | 18% |
| Don't know | 3% | 5% |
| | | AAAB |

GOH_q8_2. It's offensive to dress up in a cultural costume (i.e., Native American headdress, geisha robes, Mexican sombreros) if you are not part of that culture

| | | |
|----------------------------|------|------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Strongly agree | 13% | 13% |
| Somewhat agree | 12% | 10% |
| Neither agree nor disagree | 22% | 20% |
| Somewhat disagree | 13% | 12% |
| Strongly disagree | 34% | 34% |
| Don't know | 7% | 11% |
| | | AAAB |

GOH_q8_3. Halloween is one of my favorite holidays

| | | |
|----------------------------|------|------|
| Unweighted base | 1207 | 152 |
| Base: All US Adults | 1201 | 154 |
| Strongly agree | 18% | 16% |
| Somewhat agree | 19% | 17% |
| Neither agree nor disagree | 25% | 30% |
| Somewhat disagree | 13% | 10% |
| Strongly disagree | 22% | 21% |
| Don't know | 3% | 6% |
| | | AAAB |

Cell Contents (Col