1) In your opinion, should children be allowed to trick-or-treat on Halloween in your community this year?

Parent Status / Family Life Cycle

			Young family: I	Adult family: I have children living at home	Active empty nester: I am 46 years old or older without	Senior citizen / inactive empty nester: I am 46 years old or older without
1) In your opinion, should		Pre family: I am		where the	children living	children living
children be allowed to trick-or-		18-45 years old	where the	youngest child	at home and is	at home and is
treat on Halloween in your		without	youngest child	is 7 years old or	active on the	inactive in the
community this year?	All	children	is 0-6 years old	older	job market	job market
1) They should be allowed	49%	33%	55%	60%	58%	50%
2) They should not be allowed						
because of COVID-19	40%	58%	31%	30%	37%	42%
3) They should not be allowed for						
reasons other than COVID-19	6%	2%	7%	5%	4%	6%
4) Don't know	6%	7%	7%	5%	1%	3%
Unweighted N	1500	307	169	252	235	316

2) Are you planning to give out treats to trick-or-treaters this year?

Parent Status / Family Life Cycle

2) Are you planning to give out treats to trick-or-treaters this year?	All	Pre family: I am 18-45 years old without children	Young family: I have children living at home where the youngest child is 0-6 years old	Adult family: I have children living at home where the youngest child is 7 years old or older	Active empty nester: I am 46 years old or older without children living at home and is active on the job market	Senior citizen / inactive empty nester: I am 46 years old or older without children living at home and is inactive in the job market
1) I am planning to give out			•		•	•
treats	30%	17%	35%	43%	34%	29%
2) I usually give out treats, but						
not this year	26%	23%	35%	28%	23%	25%
3) I never give out treats	35%	46%	20%	23%	36%	41%
4) Don't know	9%	14%	10%	6%	8%	5%
Unweighted N	1500	307	169	252	235	316

3) If children do trick-or-treat on Halloween this year, should they be required to wear face masks, or not?

Parent Status / Family Life Cycle

						Senior citizen /
					Active empty	inactive empty
				Adult family: I	nester: I am 46	nester: I am 46
			Young family: I	have children	years old or	years old or
			have children	living at home	older without	older without
3) If children do trick-or-treat on		Pre family: I am	living at home	where the	children living	children living
Halloween this year, should		18-45 years old	where the	youngest child	at home and is	at home and is
they be required to wear face		without	youngest child	is 7 years old or	active on the	inactive in the
masks, or not?	All	children	is 0-6 years old	older	job market	job market
1) They should be required to						
wear face masks	69%	78%	71%	63%	60%	75%
2) They should not be required to						
wear face masks	24%	15%	25%	31%	36%	21%
3) Don't know	6%	7%	4%	7%	4%	4%
Unweighted N	1500	307	169	252	235	316

4) When do you think is the earliest acceptable time to display Halloween decorations?

Parent Status / Family Life Cycle

4) When do you think is the earliest acceptable time to display Halloween decorations?	All	Pre family: I am 18-45 years old without children	Young family: I have children living at home where the youngest child is 0-6 years old	Adult family: I have children living at home where the youngest child is 7 years old or older	Active empty nester: I am 46 years old or older without children living at home and is active on the job market	Senior citizen / inactive empty nester: I am 46 years old or older without children living at home and is inactive in the job market
1) Before Labor Day	5%	6%	7%	6%	1%	2%
2) Between Labor Day and						
September 30	16%	20%	29%	15%	12%	9%
3) Between October 1 and 15	47%	48%	43%	55%	39%	47%
4) Between October 16 and 30	21%	14%	11%	12%	37%	31%
5) On Halloween (October 31)	3%	2%	1%	3%	4%	2%
6) Don't know	8%	10%	9%	8%	7%	8%
Unweighted N	1500	307	169	252	235	316

5) When do you think is the earliest acceptable time for businesses to sell Halloween merchandise (e.g. costumes, decorations, them

Parent Status / Family Life Cycle

5) When do you think is the earliest acceptable time for businesses to sell Halloween merchandise (e.g. costumes, decorations, themed candy)?	AII	Pre family: I am 18-45 years old without children	Young family: I have children living at home where the youngest child is 0-6 years old	Adult family: I have children living at home where the youngest child is 7 years old or older	Active empty nester: I am 46 years old or older without children living at home and is active on the job market	Senior citizen / inactive empty nester: I am 46 years old or older without children living at home and is inactive in the job market
1) Before Labor Day	11%	14%	17%	9%	9%	7%
2) Between Labor Day and						
September 30	39%	36%	40%	47%	40%	36%
3) Between October 1 and 15	34%	32%	30%	29%	39%	40%
4) Between October 16 and 30	7%	6%	1%	9%	6%	8%
5) On Halloween (October 31)	1%	1%	1%	1%	1%	1%
6) Don't know	8%	11%	11%	5%	5%	7%
Unweighted N	1500	307	169	252	235	316

6) Which of the following do you plan to do to celebrate Halloween this year? Please select all that apply.

Parent Status / Family Life Cycle

6) Which of the following do you plan to do to celebrate Halloween this year? Please select all that apply.	AII	Pre family: I am 18-45 years old without children	Young family: I have children living at home where the youngest child is 0-6 years old	Adult family: I have children living at home where the youngest child is 7 years old or older	Active empty nester: I am 46 years old or older without children living at home and is active on the job market	Senior citizen / inactive empty nester: I am 46 years old or older without children living at home and is inactive in the job market
1) Carve a pumpkin	28%	24%	52%	41%	19%	13%
2) Wear a costume	19%	23%	42%	25%	10%	6%
3) Go trick-or-treating	11%	5%	36%	21%	1%	1%
4) Hand out candy to trick-or-						
treaters	26%	14%	34%	40%	26%	26%
5) Go to a party/event	12%	16%	25%	13%	6%	5%
6) Host a party/event	4%	6%	4%	9%	2%	1%
7) Go to a haunted house	6%	10%	18%	7%	2%	0%
8) Decorate your house	28%	20%	44%	47%	19%	24%
9) Watch a scary/Halloween						
movie	33%	41%	54%	45%	19%	16%
10) Other	5%	6%	7%	5%	4%	4%
None of the above	31%	30%	10%	15%	46%	48%
Not sure/Other	4%	7%	2%	4%	3%	3%
Unweighted N	1500	307	169	252	235	316

Parent Status / Family Life Cycle

7) At what age, if ever, does a child become too old to go trick- or-treating?	All	Pre family: I am 18-45 years old without children	Young family: I have children living at home where the youngest child is 0-6 years old	Adult family: I have children living at home where the youngest child is 7 years old or older	Active empty nester: I am 46 years old or older without children living at home and is active on the job market	Senior citizen / inactive empty nester: I am 46 years old or older without children living at home and is inactive in the job market
1) Before age 10	2%	2%	1%	1%	0%	2%
2) 10 years old	3%	1%	5%	4%	3%	2%
3) 11 years old	2%	1%	2%	2%	2%	2%
4) 12 years old	10%	9%	7%	8%	11%	14%
5) 13 years old	16%	9%	15%	15%	27%	19%
6) 14 years old	10%	9%	11%	4%	12%	15%
7) 15 years old	10%	9%	8%	9%	11%	13%
8) 16 years old	8%	9%	6%	10%	6%	10%
9) 17 years old	3%	2%	4%	5%	4%	2%
10) 18 years old	4%	4%	3%	7%	4%	2%
11) Older than 18 years old	6%	7%	7%	9%	3%	4%
12) N/A – I don't think children						
should ever go trick-or-treating	3%	8%	4%	2%	3%	2%
13) N/A – I don't think anyone is						
ever too old to go trick or						
treating	20%	22%	25%	23%	11%	10%
14) Don't know	4%	8%	2%	1%	2%	2%
Unweighted N	1500	307	169	252	235	316