YouGov

October 25 - 26, 2013

YouGov

1. Wearing a costume

Do you plan to wear a costume for Halloween this year?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	17%	14%	20%	40%	20%	9%	3%	21%	16%	13%	17%	22%
No	73%	76%	69%	43%	70%	82%	93%	72%	70%	79%	75%	60%
Not sure	10%	10%	11%	17%	10%	9%	4%	6%	14%	8%	9%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(467)	(531)	(177)	(259)	(392)	(170)	(337)	(438)	(223)	(873)	(125)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	17%	16%	19%	21%	14%	15%	22%	18%	12%	19%	17%	17%	17%
No	73%	74%	75%	61%	66%	75%	71%	72%	78%	70%	78%	72%	71%
Not sure	10%	9%	6%	17%	19%	10%	8%	10%	10%	11%	5%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(808)	(118)	(72)	(44)	(326)	(347)	(184)	(97)	(147)	(226)	(370)	(255)

		Children under the age of 18	
	Total	Yes	No
Yes	17%	29%	14%
No	73%	64%	76%
Not sure	10%	8%	11%
Totals	100%	100%	100%
(Unweighted N)	(998)	(243)	(755)

2. Trick-or-treating this year
Do you plan to go trick-or-treating for Halloween this year?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	16%	12%	21%	35%	25%	5%	3%	17%	18%	14%	14%	32%
No	79%	82%	76%	55%	70%	92%	97%	80%	76%	84%	82%	60%
Not sure	5%	6%	4%	10%	5%	2%	1%	4%	6%	2%	4%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(467)	(528)	(176)	(259)	(390)	(170)	(338)	(435)	(222)	(873)	(122)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	16%	14%	21%	25%	21%	17%	15%	20%	9%	15%	16%	16%	17%
No	79%	82%	68%	73%	68%	79%	80%	77%	90%	78%	79%	79%	80%
Not sure	5%	4%	10%	2%	11%	4%	5%	3%	1%	6%	5%	5%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(804)	(119)	(72)	(45)	(324)	(344)	(184)	(98)	(146)	(224)	(370)	(255)

		Children under the age of 18	
	Total	Yes	No
Yes	16%	46%	7%
No	79%	48%	89%
Not sure	5%	5%	4%
Totals	100%	100%	100%
(Unweighted N)	(995)	(243)	(752)

3. Attending a Halloween party

Do you plan to attend any Halloween parties this year?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	19%	20%	19%	40%	22%	11%	7%	24%	17%	19%	19%	23%
No	70%	68%	72%	44%	66%	81%	88%	64%	73%	74%	72%	60%
Not sure	10%	12%	9%	16%	12%	8%	5%	12%	10%	7%	9%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(465)	(528)	(174)	(258)	(390)	(171)	(336)	(436)	(221)	(869)	(124)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	19%	20%	21%	17%	14%	16%	23%	22%	18%	20%	19%	21%	16%
No	70%	70%	67%	73%	78%	76%	62%	67%	73%	69%	71%	70%	72%
Not sure	10%	10%	11%	10%	8%	7%	14%	10%	10%	12%	10%	9%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(805)	(116)	(72)	(44)	(323)	(344)	(184)	(98)	(147)	(225)	(367)	(254)

		Children under the age of 18	
	Total	Yes	No
Yes	19%	24%	18%
No	70%	65%	72%
Not sure	10%	11%	10%
Totals	100%	100%	100%
(Unweighted N)	(993)	(242)	(751)

4. Children trick-or-treating this year
Will your children go trick-or-treating this year?
Asked of those who are parents of children under the age of 18

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	16%	11%	21%	21%	36%	6%	1%	13%	19%	16%	16%	20%
No	7%	8%	6%	2%	9%	11%	1%	5%	8%	8%	7%	6%
Not sure	1%	2%	1%	2%	2%	1%	–	2%	2%	–	1%	1%
(Do not have any children under the age of 18)	75%	79%	72%	75%	52%	81%	98%	80%	72%	76%	76%	72%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(468)	(531)	(176)	(260)	(392)	(171)	(338)	(438)	(223)	(874)	(125)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes	16%	14%	16%	26%	11%	18%	14%	23%	11%	16%	18%	15%	17%
No	7%	5%	10%	13%	5%	8%	8%	6%	4%	8%	6%	7%	7%
Not sure	1%	1%	4%	1%	–	1%	2%	2%	–	0%	2%	2%	0%
(Do not have any children under the age of 18)	75%	79%	70%	61%	84%	73%	76%	69%	84%	76%	75%	75%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(808)	(119)	(72)	(45)	(326)	(346)	(184)	(98)	(146)	(226)	(372)	(255)

		Children under the age of 18	
	Total	Yes	No
Yes	16%	66%	–
No	7%	28%	–
Not sure	1%	6%	–
(Do not have any children under the age of 18)	75%	–	100%

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		Children under the age of 18	
	Total	Yes	No
Totals	100%	100%	100%
(Unweighted N)	(999)	(242)	(757)