Daily Survey: Halloween Costumes
October 14 - 17, 2022 - 1000 US Adult Citizens

YouGov

1. Wore Halloween Costume Last Year
Last year, did you wear any type of costume for Halloween?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	20%	21%	37%	34%	10%	4%	22%	14%	23%	14%
No	74%	74%	75%	51%	58%	87%	94%	76%	79%	62%	74%
Not sure	5%	6%	5%	12%	8%	2%	2%	3%	8%	14%	12%
Totals	99%	100%	101%	100%	100%	99%	100%	101%	101%	99%	100%
Unweighted N	(996)	(456)	(540)	(175)	(224)	(351)	(246)	(714)	(130)	(83)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	26%	16%	19%	21%	21%	18%	22%	32%	21%	17%	21%	22%
No	74%	69%	76%	78%	76%	77%	77%	75%	63%	73%	78%	74%	70%
Not sure	5%	4%	9%	2%	3%	2%	5%	3%	6%	6%	5%	4%	8%
Totals	99%	99%	101%	99%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(996)	(361)	(375)	(260)	(379)	(313)	(443)	(250)	(192)	(179)	(203)	(375)	(239)

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2. Plan To Dress Up for Halloween
Do you plan to wear any type of costume for Halloween this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have one picked out	12%	11%	12%	21%	23%	5%	1%	12%	11%	12%	10%
Yes, but I haven't picked one out yet	13%	12%	13%	26%	19%	7%	3%	13%	10%	15%	11%
No	65%	66%	64%	32%	45%	81%	93%	68%	62%	57%	56%
Not sure	11%	10%	11%	20%	13%	8%	3%	7%	17%	16%	23%
Totals	101%	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(995)	(456)	(539)	(175)	(223)	(352)	(245)	(713)	(130)	(83)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I have one picked out	12%	17%	8%	11%	14%	12%	10%	12%	19%	15%	5%	12%	15%
Yes, but I haven't picked one out yet	13%	15%	9%	16%	12%	13%	13%	15%	17%	12%	12%	13%	14%
No	65%	60%	67%	68%	66%	69%	66%	65%	53%	63%	70%	66%	60%
Not sure	11%	8%	16%	6%	8%	6%	11%	7%	11%	11%	13%	9%	11%
Totals	101%	100%	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(995)	(359)	(376)	(260)	(378)	(313)	(443)	(248)	(193)	(178)	(203)	(375)	(239)

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3. Costume Homemade or Store-Bought
Is your Halloween costume...?

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Completely homemade	16%	21%	12%	22%	13%	*	*	15%	*	*	*
More homemade than store-bought	27%	23%	31%	23%	28%	*	*	27%	*	*	*
More store-bought than homemade	21%	26%	17%	24%	25%	*	*	22%	*	*	*
Completely store-bought	35%	30%	39%	31%	34%	*	*	36%	*	*	*
Not sure	1%	0%	1%	0%	0%	*	*	1%	*	*	*
Totals	100%	100%	100%	100%	100%	*	*	101%	*	*	*
Unweighted N	(123)	(58)	(65)	(39)	(61)	(19)	(4)	(88)	(16)	(12)	(7)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Completely homemade	16%	17%	12%	*	16%	20%	20%	*	15%	*	*	16%	14%
More homemade than store-bought	27%	25%	37%	*	34%	17%	28%	*	24%	*	*	18%	35%
More store-bought than homemade	21%	23%	16%	*	21%	32%	19%	*	22%	*	*	9%	32%
Completely store-bought	35%	35%	33%	*	29%	31%	31%	*	38%	*	*	55%	19%
Not sure	1%	0%	2%	*	0%	0%	1%	*	0%	*	*	1%	0%
Totals	100%	100%	100%	*	100%	100%	99%	*	99%	*	*	99%	100%
Unweighted N	(123)	(63)	(32)	(28)	(49)	(38)	(50)	(27)	(39)	(25)	(12)	(47)	(39)

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

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A fictional person or character	34%	38%	30%	33%	30%	*	*	31%	*	*	*
A person from history	21%	28%	14%	21%	25%	*	*	20%	*	*	*
A person who is alive today	11%	17%	7%	14%	12%	*	*	10%	*	*	*
An animal or creature	25%	18%	31%	21%	29%	*	*	24%	*	*	*
An object	14%	18%	11%	15%	17%	*	*	16%	*	*	*
A concept	15%	20%	10%	12%	18%	*	*	17%	*	*	*
Something else	8%	3%	13%	10%	6%	*	*	8%	*	*	*
Unweighted N	(124)	(58)	(66)	(40)	(61)	(19)	(4)	(89)	(16)	(12)	(7)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A fictional person or character	34%	31%	49%	*	39%	28%	40%	*	35%	*	*	40%	24%
A person from history	21%	33%	7%	*	23%	20%	25%	*	23%	*	*	15%	24%
A person who is alive today	11%	17%	0%	*	9%	18%	11%	*	9%	*	*	8%	7%
An animal or creature	25%	24%	22%	*	21%	35%	22%	*	29%	*	*	23%	37%
An object	14%	10%	10%	*	12%	17%	12%	*	21%	*	*	21%	8%
A concept	15%	21%	5%	*	20%	17%	3%	*	25%	*	*	23%	8%
Something else	8%	4%	20%	*	4%	5%	8%	*	5%	*	*	7%	10%
Unweighted N	(124)	(63)	(33)	(28)	(49)	(38)	(50)	(28)	(39)	(26)	(12)	(47)	(39)

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5. Group Halloween Costumes

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

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Your spouse or romantic partner	42%	51%	33%	42%	55%	*	*	41%	*	*	*
Your child or children	30%	37%	24%	14%	52%	*	*	30%	*	*	*
Your parent or parents	19%	21%	17%	15%	28%	*	*	16%	*	*	*
Other family members	18%	16%	19%	23%	19%	*	*	18%	*	*	*
A friend or group of friends	13%	15%	12%	18%	14%	*	*	11%	*	*	*
Your coworkers	6%	9%	4%	7%	7%	*	*	6%	*	*	*
Other people	3%	4%	2%	7%	0%	*	*	0%	*	*	*
None of the above	23%	12%	32%	19%	5%	*	*	26%	*	*	*
Unweighted N	(124)	(58)	(66)	(40)	(61)	(19)	(4)	(89)	(16)	(12)	(7)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Your spouse or romantic partner	42%	48%	29%	*	48%	41%	37%	*	53%	*	*	34%	51%
Your child or children	30%	38%	20%	*	37%	26%	28%	*	42%	*	*	27%	31%
Your parent or parents	19%	23%	9%	*	19%	28%	10%	*	25%	*	*	16%	22%
Other family members	18%	16%	26%	*	23%	14%	12%	*	19%	*	*	17%	22%
A friend or group of friends	13%	13%	19%	*	12%	15%	6%	*	19%	*	*	9%	22%
Your coworkers	6%	7%	8%	*	3%	5%	3%	*	9%	*	*	6%	8%
Other people	3%	2%	4%	*	2%	0%	2%	*	3%	*	*	2%	3%
None of the above	23%	15%	31%	*	21%	21%	23%	*	16%	*	*	29%	15%
Unweighted N	(124)	(63)	(33)	(28)	(49)	(38)	(50)	(28)	(39)	(26)	(12)	(47)	(39)

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

Asked of people who have picked out a costume for Halloween

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Scary	18%	16%	21%	23%	16%	∗	∗	13%	∗	∗	∗
Creative	20%	20%	21%	20%	21%	∗	∗	19%	∗	∗	∗
Unique	25%	25%	24%	22%	32%	∗	∗	25%	∗	∗	∗
Funny	37%	41%	34%	40%	32%	∗	∗	34%	∗	∗	∗
Sexy	20%	25%	16%	20%	25%	∗	∗	20%	∗	∗	∗
Relevant	16%	22%	11%	9%	25%	∗	∗	18%	∗	∗	∗
Simple	32%	26%	38%	32%	31%	∗	∗	36%	∗	∗	∗
Extravagant	10%	16%	5%	5%	18%	∗	∗	7%	∗	∗	∗
Other	3%	1%	4%	4%	0%	∗	∗	3%	∗	∗	∗
Not sure	1%	2%	1%	2%	0%	∗	∗	0%	∗	∗	∗
Unweighted N	(124)	(58)	(66)	(40)	(61)	(19)	(4)	(89)	(16)	(12)	(7)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Scary	18%	13%	14%	*	16%	20%	19%	*	15%	*	*	20%	17%
Creative	20%	20%	30%	*	19%	26%	22%	*	10%	*	*	9%	26%
Unique	25%	29%	19%	*	21%	39%	20%	*	39%	*	*	21%	29%
Funny	37%	38%	43%	*	52%	26%	34%	*	41%	*	*	40%	25%
Sexy	20%	27%	9%	*	22%	26%	17%	*	21%	*	*	30%	12%
Relevant	16%	22%	9%	*	21%	13%	15%	*	17%	*	*	17%	24%
Simple	32%	27%	37%	*	30%	33%	29%	*	29%	*	*	29%	37%
Extravagant	10%	13%	3%	*	14%	8%	9%	*	14%	*	*	12%	13%
Other	3%	0%	10%	*	3%	0%	2%	*	2%	*	*	3%	0%
Not sure	1%	1%	4%	*	0%	0%	1%	*	0%	*	*	1%	3%
Unweighted N	(124)	(63)	(33)	(28)	(49)	(38)	(50)	(28)	(39)	(26)	(12)	(47)	(39)

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7. Process of Selecting a Costume
Generally speaking, do you enjoy picking out a costume for Halloween or do you find it stressful?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I enjoy it	27%	23%	31%	44%	40%	21%	8%	29%	22%	27%	23%
I find it stressful	11%	10%	12%	18%	18%	5%	5%	10%	11%	17%	7%
Neither	20%	20%	20%	23%	19%	20%	17%	17%	22%	25%	34%
I don't ever wear Halloween costumes	42%	47%	37%	14%	24%	55%	70%	44%	45%	31%	36%
Totals	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(995)	(455)	(540)	(175)	(224)	(352)	(244)	(712)	(130)	(84)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
I enjoy it	27%	32%	23%	27%	27%	27%	29%	29%	32%	24%	26%	28%	30%
I find it stressful	11%	15%	7%	12%	11%	9%	10%	11%	15%	14%	8%	10%	13%
Neither	20%	18%	26%	14%	19%	15%	20%	16%	19%	20%	20%	19%	21%
I don't ever wear Halloween costumes	42%	35%	44%	47%	43%	49%	41%	45%	33%	42%	46%	43%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(995)	(360)	(375)	(260)	(378)	(313)	(443)	(249)	(193)	(179)	(203)	(375)	(238)

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8A. Acceptable Costumes — An adult to dress up in a cultural costume if they are not part of that culture
When it comes to Halloween costumes, is it acceptable or unacceptable for. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	51%	51%	50%	43%	60%	53%	45%	54%	33%	55%	47%
Unacceptable	25%	24%	26%	30%	20%	21%	31%	23%	32%	24%	32%
Not sure	24%	25%	24%	27%	20%	26%	25%	23%	35%	21%	22%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(993)	(453)	(540)	(173)	(224)	(351)	(245)	(710)	(130)	(84)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	51%	43%	47%	65%	37%	69%	49%	53%	57%	52%	43%	50%	58%
Unacceptable	25%	34%	22%	18%	35%	14%	25%	26%	24%	25%	24%	25%	26%
Not sure	24%	22%	31%	18%	28%	17%	25%	21%	19%	24%	34%	24%	17%
Totals	100%	99%	100%	101%	100%	100%	99%	100%	100%	101%	101%	99%	101%
Unweighted N	(993)	(359)	(374)	(260)	(378)	(313)	(440)	(250)	(193)	(177)	(203)	(374)	(239)

8B. Acceptable Costumes — A child to dress up in a cultural costume if they are not part of that culture

When it comes to Halloween costumes, is it acceptable or unacceptable for. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	55%	55%	56%	42%	58%	60%	58%	58%	43%	58%	52%
Unacceptable	20%	21%	20%	23%	18%	19%	22%	20%	23%	15%	25%
Not sure	24%	25%	24%	34%	24%	21%	20%	22%	33%	27%	24%
Totals	99%	101%	100%	99%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(993)	(453)	(540)	(173)	(223)	(351)	(246)	(711)	(130)	(83)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	55%	48%	52%	68%	48%	70%	57%	55%	60%	51%	54%	55%	60%
Unacceptable	20%	27%	19%	14%	28%	14%	20%	21%	22%	25%	16%	21%	19%
Not sure	24%	24%	29%	18%	24%	16%	24%	25%	18%	23%	29%	24%	21%
Totals	99%	99%	100%	100%	100%	100%	101%	101%	100%	99%	99%	100%	100%
Unweighted N	(993)	(360)	(373)	(260)	(379)	(313)	(442)	(249)	(192)	(178)	(203)	(375)	(237)

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8C. Acceptable Costumes — White people to wear black-face makeup in order to appear as a Black person
When it comes to Halloween costumes, is it acceptable or unacceptable for. . . ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	26%	27%	26%	27%	37%	25%	17%	27%	16%	34%	29%
Unacceptable	55%	53%	57%	49%	47%	55%	70%	54%	68%	51%	50%
Not sure	18%	20%	17%	25%	16%	19%	14%	19%	17%	15%	21%
Totals	99%	100%	100%	101%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(993)	(453)	(540)	(174)	(224)	(350)	(245)	(711)	(130)	(83)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	26%	21%	24%	37%	14%	40%	23%	29%	32%	24%	18%	28%	34%
Unacceptable	55%	68%	51%	44%	74%	40%	57%	54%	53%	60%	57%	54%	51%
Not sure	18%	11%	25%	19%	12%	20%	20%	16%	14%	16%	25%	18%	15%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(993)	(360)	(374)	(259)	(378)	(313)	(441)	(249)	(192)	(179)	(202)	(373)	(239)

8D. Acceptable Costumes — A person who is not transgender to dress up as a transgender person

When it comes to Halloween costumes, is it acceptable or unacceptable for. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	40%	40%	40%	30%	49%	47%	31%	43%	23%	46%	37%
Unacceptable	34%	32%	35%	35%	25%	31%	46%	33%	44%	25%	37%
Not sure	26%	28%	24%	35%	26%	22%	24%	24%	33%	29%	27%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(995)	(456)	(539)	(174)	(224)	(351)	(246)	(712)	(130)	(84)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	40%	34%	38%	51%	31%	54%	37%	47%	47%	40%	34%	41%	45%
Unacceptable	34%	42%	29%	28%	44%	25%	33%	30%	33%	38%	35%	31%	33%
Not sure	26%	24%	32%	21%	26%	21%	29%	22%	21%	21%	31%	28%	22%
Totals	100%	100%	99%	100%	101%	100%	99%	99%	101%	99%	100%	100%	100%
Unweighted N	(995)	(361)	(375)	(259)	(379)	(313)	(442)	(249)	(193)	(179)	(202)	(375)	(239)

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8E. Acceptable Costumes — A person to wear a costume with a realistic-looking gun or other weapon
When it comes to Halloween costumes, is it acceptable or unacceptable for. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	31%	38%	25%	35%	45%	28%	17%	31%	16%	41%	43%
Unacceptable	51%	45%	57%	39%	35%	57%	71%	52%	60%	46%	38%
Not sure	18%	17%	18%	25%	20%	15%	12%	17%	25%	13%	19%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(994)	(455)	(539)	(174)	(223)	(351)	(246)	(712)	(130)	(84)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	31%	26%	29%	41%	17%	41%	32%	29%	40%	28%	27%	33%	34%
Unacceptable	51%	59%	50%	44%	67%	41%	51%	54%	46%	53%	53%	50%	50%
Not sure	18%	16%	22%	15%	16%	18%	17%	18%	13%	19%	20%	17%	16%
Totals	100%	101%	101%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(994)	(359)	(375)	(260)	(378)	(314)	(441)	(250)	(192)	(179)	(203)	(374)	(238)

Daily Survey: Halloween Costumes
October 14 - 17, 2022 - 1000 US Adult Citizens

YouGov

Interviewing Dates	October 14 - 17, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.324 to 4.538, with a mean of one and a standard deviation of 0.441.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.