

YouGov Survey: Dressing Up: When Growing Up and Now

Sample 1000 U.S. Adult Citizens
Conducted October 24 - 28, 2023
Margin of Error ±3.9%

1. When you were a kid, which, if any, of the following did you ever dress up as? Select all that apply.

Cowboy or cowgirl	20%
Witch	18%
Prince or Princess	17%
Ghost	15%
Superhero	15%
Pirate	13%
Vampire	12%
Fairy	10%
Cat	10%
Athlete	10%
Rock star	9%
Soldier	9%
Angel	9%
Adult	8%
Doctor	7%
Monster	7%
Ballerina	7%
Skeleton	7%
Zombie	7%
King or Queen	6%
Ninja	6%
Actor or actress	6%
Police officer	6%
Wild animal	6%
Nurse	5%
Bride	5%
Firefighter	5%
Videogame character	5%
Mummy	5%
Fashion model	4%
Werewolf	4%
Astronaut	4%
Baby	4%
Dog	4%
Scarecrow	4%
Mermaid	4%
Robot	3%
Magician	3%
Parent	3%

continued on the next page ...

continued from previous page

Alien	3%
Knight	3%
Unicorn	3%
Dinosaur	2%
Dragon	2%
The President	1%
Other	10%
I never dressed up as a kid	13%
Not sure	10%

2. As an adult, would you ever consider dressing up as any of the following? Select all that apply.

Witch	16%
Vampire	15%
Pirate	15%
Cowboy or cowgirl	14%
Superhero	13%
King or Queen	13%
Prince or Princess	13%
Fairy	12%
Ghost	12%
Rock star	12%
Cat	12%
Zombie	12%
Angel	11%
Doctor	10%
Alien	10%
Skeleton	10%
Actor or actress	10%
Videogame character	10%
Monster	9%
Werewolf	9%
Nurse	9%
Police officer	9%
Soldier	8%
Mummy	8%
Bride	8%
Magician	8%
Firefighter	8%
Scarecrow	8%
Mermaid	7%
Athlete	7%
Astronaut	7%

continued on the next page ...

YouGov Survey: Dressing Up: When Growing Up and Now **YouGov**

continued from previous page

Wild animal	7%
Robot	7%
Dog	6%
Dinosaur	6%
Knight	6%
Ninja	6%
Adult	6%
Fashion model	6%
Dragon	5%
Ballerina	5%
Unicorn	4%
The President	4%
Parent	4%
Baby	3%
Other	4%
I would never dress up as someone today	33%
Not sure	12%

3. Do you have a Halloween costume planned for this year?

Yes	16%
No, but I plan to wear a costume	10%
No, and I don't plan to wear a costume	68%
Not sure	6%

4. Which of the following best describes how you feel about Halloween?

It's one of my favorite holidays	27%
I like it, but it isn't one of my favorite holidays	43%
I don't really like it	15%
I refuse to celebrate Halloween	9%
Not sure	5%

YouGov Survey: Dressing Up: When Growing Up and Now

Interviewing Dates	October 24 - 28, 2023
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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.079 to 6.51, with a mean of one and a standard deviation of 0.781.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	81 questions not reported.