

Daily Survey: Halloween 2021



Sample 1000 U.S. Adult Citizens
Conducted October 8 - 12, 2021
Margin of Error ±3.9%

1. Do you think each of the following do or do not exist?

	Do exist	Do not exist	Not sure
Ghosts	41%	39%	20%
Demons	43%	39%	18%
Werewolves	9%	78%	13%
Vampires	8%	81%	12%
Psychics	46%	33%	21%
Other supernatural beings	31%	34%	34%

2. Have you ever had a personal encounter with any of the following?

	Yes	No	Not sure
Ghosts	20%	66%	14%
Demons	11%	80%	9%
Werewolves	4%	91%	5%
Vampires	3%	94%	3%
Psychics	19%	74%	8%
Other supernatural beings	11%	70%	18%

3. At any point in your life have you been a parent or guardian of a child, or not?

Yes57%
No43%

4. Are you the parent or guardian of any children under the age of 18?

Yes19%
No81%

5. Will your child/children be trick-or-treating at other people's homes as part of Halloween this year?

Asked of parents of children under 18

Yes40%
No49%
Not sure11%

6. How much of your child/children's Halloween candy do you typically eat?

Asked of parents whose children are going trick-or-treating

None of it	6%
A few pieces	47%
More than a few pieces, but less than half	27%
About half of it	7%
More than half of it, but not all of it	9%
All of it	5%
Not sure	0%

7. Do you like Halloween more or less than the following holidays?

	I like Halloween more than this holiday	I like this holiday more than I like Halloween	Not sure
Thanksgiving	23%	65%	13%
Christmas	13%	75%	12%
New Year's Eve	35%	49%	16%
Valentine's Day	47%	36%	17%
4th of July	25%	57%	18%

8. If a group of children came to your house to trick-or-treat, what comes closest to what you would normally do?

Give them candy/treats	63%
Give them something else	4%
Answer the door but give them nothing	2%
Pretend not to be home	21%
Don't know	10%

9. At what age, if ever, does a child become too old to go trick-or-treating?

Before age 10	2%
10	5%
11	2%
12	12%
13	11%
14	8%
15	7%
16	6%
17	1%
18	2%
After age 18	3%
Don't know	9%
I don't think children should ever go trick or treating	5%
I don't think children/teens should ever be considered too old to go trick-or-treating	26%

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

Yes	8%
No, but I plan to wear a costume	10%
No, and I don't plan to wear a costume	74%
Not sure	8%

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

It's one of my favorite holidays	23%
I like it, but it isn't one of my favorite holidays	40%
I don't really like it	20%
I refuse to celebrate Halloween	10%
Not sure	7%

Interviewing Dates	October 8 - 12, 2021
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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.202 to 6.556, with a mean of one and a standard deviation of 0.735.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	58 questions not reported.