

1. Attitude toward Halloween

Do you consider Halloween to be a pagan holiday, a holiday without ties to any religious beliefs, a holiday that targets Christian beliefs, or something else?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A pagan holiday	29%	28%	30%	18%	30%	35%	28%	21%	32%	36%	30%	16%
A holiday without ties to any religious beliefs	42%	46%	39%	54%	42%	39%	36%	49%	39%	38%	42%	42%
A holiday that targets Christian beliefs	5%	4%	5%	5%	5%	4%	6%	6%	4%	4%	4%	12%
Something else	19%	19%	19%	15%	17%	19%	26%	18%	19%	20%	19%	19%
Prefer not to say	5%	4%	6%	7%	6%	3%	5%	6%	6%	2%	5%	10%
Totals (Unweighted N)	100% (1,000)	100% (462)	100% (538)	100% (164)	100% (282)	100% (383)	100% (171)	100% (346)	100% (406)	100% (248)	100% (915)	100% (85)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A pagan holiday	29%	29%	33%	25%	24%	29%	31%	28%	28%	21%	27%	31%	32%
A holiday without ties to any religious beliefs	42%	43%	36%	45%	46%	43%	37%	48%	42%	51%	41%	41%	39%
A holiday that targets Christian beliefs	5%	4%	7%	10%	4%	6%	5%	4%	4%	5%	3%	5%	6%
Something else	19%	21%	15%	11%	19%	15%	22%	17%	25%	16%	22%	18%	20%
Prefer not to say	5%	4%	10%	9%	6%	7%	6%	3%	—	7%	6%	5%	3%
Totals (Unweighted N)	100% (1,000)	100% (795)	100% (110)	100% (95)	100% (44)	100% (332)	100% (348)	100% (188)	100% (88)	100% (186)	100% (217)	100% (367)	100% (230)

2. Dressing up in Halloween costumes

Is it acceptable or unacceptable to dress up in Halloween costumes?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Acceptable	76%	80%	73%	74%	79%	76%	76%	77%	75%	78%	78%	60%
Neither acceptable nor unacceptable	16%	13%	19%	15%	13%	17%	19%	15%	17%	16%	15%	28%
Unacceptable	5%	5%	5%	8%	4%	5%	2%	6%	4%	5%	5%	7%
Not sure	3%	3%	3%	4%	3%	3%	2%	3%	4%	2%	3%	5%
Totals (Unweighted N)	100% (999)	100% (462)	100% (537)	100% (163)	100% (282)	100% (383)	100% (171)	100% (345)	100% (406)	100% (248)	100% (914)	100% (85)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Acceptable	76%	80%	52%	76%	77%	72%	75%	83%	79%	75%	83%	68%	85%
Neither acceptable nor unacceptable	16%	15%	25%	14%	14%	18%	14%	15%	18%	20%	10%	21%	10%
Unacceptable	5%	2%	16%	9%	7%	6%	6%	1%	2%	3%	4%	7%	3%
Not sure	3%	3%	7%	1%	2%	4%	4%	1%	0%	3%	3%	3%	2%
Totals (Unweighted N)	100% (999)	100% (794)	100% (110)	100% (95)	100% (44)	100% (332)	100% (348)	100% (187)	100% (88)	100% (186)	100% (217)	100% (367)	100% (229)

3. Dressing pets in Halloween costumes

Is it acceptable or unacceptable to dress up pets in Halloween costumes?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Acceptable	51%	51%	52%	54%	58%	47%	45%	56%	49%	47%	51%	54%
Neither acceptable nor unacceptable	26%	24%	28%	21%	22%	31%	29%	21%	27%	32%	27%	19%
Unacceptable	16%	19%	13%	16%	13%	16%	20%	18%	17%	12%	16%	19%
Not sure	7%	6%	7%	10%	7%	6%	6%	5%	7%	9%	7%	7%
Totals (Unweighted N)	100% (999)	100% (461)	100% (538)	100% (164)	100% (282)	100% (382)	100% (171)	100% (346)	100% (405)	100% (248)	100% (914)	100% (85)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Acceptable	51%	51%	48%	53%	58%	47%	52%	61%	37%	53%	56%	46%	54%
Neither acceptable nor unacceptable	26%	28%	20%	19%	22%	26%	27%	25%	32%	25%	21%	30%	25%
Unacceptable	16%	15%	24%	16%	14%	19%	15%	12%	22%	14%	16%	19%	12%
Not sure	7%	6%	8%	11%	6%	9%	7%	2%	9%	8%	6%	6%	8%
Totals (Unweighted N)	100% (999)	100% (795)	100% (110)	100% (94)	100% (44)	100% (332)	100% (347)	100% (188)	100% (88)	100% (185)	100% (217)	100% (367)	100% (230)

4. Trick or treat in your community

In the community where you live, do people trick or treat on Halloween?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes, and in my neighborhood	69%	69%	70%	64%	73%	76%	58%	73%	68%	67%	69%	68%
Yes, but not in my neighborhood	21%	20%	21%	21%	16%	19%	30%	17%	19%	28%	21%	18%
No	4%	4%	4%	3%	2%	4%	9%	4%	5%	3%	4%	5%
Not sure	6%	7%	5%	11%	9%	1%	2%	5%	8%	3%	5%	9%
Totals (Unweighted N)	100% (1,000)	100% (462)	100% (538)	100% (164)	100% (282)	100% (383)	100% (171)	100% (346)	100% (406)	100% (248)	100% (915)	100% (85)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Yes, and in my neighborhood	69%	69%	66%	73%	71%	68%	68%	72%	72%	77%	80%	63%	65%
Yes, but not in my neighborhood	21%	22%	17%	16%	13%	19%	23%	23%	23%	17%	12%	25%	25%
No	4%	5%	6%	1%	7%	6%	3%	3%	2%	2%	3%	6%	4%
Not sure	6%	4%	11%	10%	9%	7%	6%	2%	3%	5%	5%	6%	6%
Totals (Unweighted N)	100% (1,000)	100% (795)	100% (110)	100% (95)	100% (44)	100% (332)	100% (348)	100% (188)	100% (88)	100% (186)	100% (217)	100% (367)	100% (230)

5. Trick or treat in your community

Nowadays, is trick or treating more safe, about the same, or less safe than it used to be when you were a child?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
More safe	7%	10%	4%	10%	9%	6%	5%	9%	6%	6%	7%	9%
About the same	37%	42%	32%	53%	43%	29%	21%	39%	38%	33%	37%	41%
Less safe	51%	43%	59%	28%	41%	62%	73%	48%	49%	57%	52%	40%
Not sure	5%	5%	5%	9%	7%	3%	1%	4%	7%	3%	4%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(462)	(538)	(164)	(282)	(383)	(171)	(346)	(406)	(248)	(915)	(85)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
More safe	7%	7%	6%	7%	5%	7%	8%	9%	5%	10%	4%	8%	7%
About the same	37%	35%	32%	51%	37%	40%	35%	35%	35%	42%	43%	32%	36%
Less safe	51%	53%	53%	37%	56%	49%	50%	51%	56%	43%	49%	54%	54%
Not sure	5%	4%	9%	5%	2%	3%	8%	5%	4%	5%	4%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(795)	(110)	(95)	(44)	(332)	(348)	(188)	(88)	(186)	(217)	(367)	(230)

6. Approve of trick or treating

Do you approve or disapprove of trick or treating?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Approve	79%	83%	75%	78%	81%	79%	76%	84%	76%	76%	79%	79%
Disapprove	12%	9%	14%	11%	13%	12%	11%	10%	11%	16%	12%	10%
Not sure	9%	8%	11%	10%	6%	9%	13%	6%	14%	8%	9%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(462)	(538)	(164)	(282)	(383)	(171)	(346)	(406)	(248)	(915)	(85)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Approve	79%	81%	66%	79%	81%	78%	75%	85%	80%	83%	82%	74%	80%
Disapprove	12%	9%	26%	15%	10%	14%	13%	10%	7%	10%	10%	15%	10%
Not sure	9%	10%	8%	6%	9%	8%	12%	5%	13%	7%	8%	11%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(795)	(110)	(95)	(44)	(332)	(348)	(188)	(88)	(186)	(217)	(367)	(230)

7. Age when one should stop trick or treating

At what age should people stop trick or treating?

Asked of those who approve of trick or treating

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Mean	20	21	20	22	22	19	17	20	21	19	20	23

	Race			Education					Region				
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Mean	20	20	20	22	15	21	22	19	20	20	19	20	23

8. Items are GOOD trick or treat items.

Which of the following items are GOOD trick or treat items.

Asked of those who approve of trick or treating

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
3 Musketeers	80%	81%	79%	70%	82%	84%	82%	81%	78%	83%	82%	67%
Bottle caps (the candy)	42%	43%	40%	38%	51%	45%	23%	36%	48%	40%	42%	38%
Box of raisins	44%	40%	47%	21%	36%	49%	73%	44%	41%	46%	44%	35%
Bubble gum	55%	53%	57%	52%	59%	56%	49%	56%	55%	52%	55%	50%
Butterfingers	80%	80%	81%	80%	77%	84%	77%	80%	81%	81%	81%	78%
Candy corn	51%	53%	49%	44%	54%	51%	53%	50%	49%	55%	51%	47%
Fritos	29%	27%	31%	23%	29%	32%	32%	30%	27%	31%	29%	33%
Hershey's (Chocolate bars)	84%	81%	86%	82%	78%	89%	83%	80%	84%	89%	84%	80%
Jelly beans	45%	48%	43%	39%	48%	45%	49%	45%	47%	43%	44%	52%
Juice box	24%	20%	28%	24%	18%	25%	33%	25%	23%	27%	24%	30%
M and M's	87%	88%	85%	85%	87%	93%	77%	86%	88%	86%	86%	92%
Mike n Ikes	46%	45%	47%	42%	56%	51%	25%	45%	49%	41%	45%	50%
Milky way	81%	80%	83%	76%	81%	86%	81%	80%	82%	82%	82%	80%
Reese's	85%	87%	84%	89%	84%	89%	75%	86%	85%	85%	86%	79%
Skittles	75%	75%	74%	75%	79%	77%	62%	77%	75%	71%	75%	72%
Snickers	84%	83%	85%	78%	85%	90%	80%	85%	84%	84%	84%	82%
Totals	(776)	(379)	(397)	(125)	(227)	(298)	(126)	(286)	(301)	(189)	(708)	(68)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
3 Musketeers	80%	83%	71%	70%	89%	74%	82%	82%	78%	76%	83%	82%	78%
Bottle caps (the candy)	42%	44%	40%	28%	54%	32%	47%	45%	31%	36%	43%	40%	47%
Box of raisins	44%	43%	50%	41%	67%	40%	38%	41%	45%	38%	48%	45%	42%
Bubble gum	55%	53%	55%	67%	61%	52%	61%	52%	39%	46%	61%	58%	52%
Butterfingers	80%	82%	74%	76%	91%	77%	80%	79%	80%	73%	84%	83%	79%
Candy corn	51%	51%	58%	41%	65%	50%	54%	45%	35%	45%	46%	54%	55%
Fritos	29%	27%	36%	33%	32%	28%	33%	25%	22%	36%	32%	29%	21%
Hershey's (Chocolate bars)	84%	86%	80%	71%	93%	76%	88%	86%	81%	80%	87%	83%	84%
Jelly beans	45%	45%	44%	46%	59%	42%	49%	39%	37%	35%	39%	45%	59%
Juice box	24%	23%	31%	24%	42%	24%	20%	23%	19%	30%	22%	22%	26%
M and M's	87%	88%	90%	74%	93%	81%	91%	85%	85%	85%	90%	89%	81%
Mike n lkes	46%	46%	54%	41%	69%	39%	49%	42%	35%	54%	50%	38%	46%
Milky way	81%	85%	70%	71%	93%	74%	85%	81%	81%	77%	84%	84%	79%
Reese's	85%	88%	79%	78%	87%	84%	86%	84%	88%	81%	88%	88%	83%
Skittles	75%	76%	72%	71%	78%	65%	79%	80%	79%	74%	77%	73%	76%
Snickers	84%	86%	81%	76%	93%	79%	85%	84%	89%	81%	85%	89%	80%
Totals	(776)	(636)	(72)	(68)	(34)	(257)	(259)	(157)	(69)	(151)	(180)	(268)	(177)

9. Trick or treat

Trick or treat?

Asked of those who approve of trick or treating

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Trick	14%	19%	10%	22%	20%	9%	9%	15%	18%	8%	13%	23%
Treat	86%	81%	90%	78%	80%	91%	91%	85%	82%	92%	87%	77%
Totals (Unweighted N)	100% (771)	100% (374)	100% (397)	100% (124)	100% (226)	100% (296)	100% (125)	100% (286)	100% (300)	100% (185)	100% (703)	100% (68)

	Race				Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Trick	14%	15%	9%	17%	19%	14%	13%	15%	12%	12%	14%	14%	17%
Treat	86%	85%	91%	83%	81%	86%	87%	85%	88%	88%	86%	86%	83%
Totals (Unweighted N)	100% (771)	100% (634)	100% (71)	100% (66)	100% (34)	100% (254)	100% (257)	100% (157)	100% (69)	100% (150)	100% (179)	100% (267)	100% (175)