Daily Survey: Halloween Costumes

YouGov

Sample   1000 U.S. Adult Citizens
Conducted   October 14 - 17, 2022
Margin of Error   ±3.4%

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

Yes 20%
No 74%
Not sure 5%

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

Yes, I have one picked out 12%
Yes, but I haven't picked one out yet 13%
No 65%
Not sure 11%

3. Is your Halloween costume. . . ?
Asked of people who have picked out a costume for Halloween

Completely homemade 16%
More homemade than store-bought 27%
More store-bought than homemade 21%
Completely store-bought 35%
Not sure 1%

4. 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

A fictional person or character 34%
A person from history 21%
A person who is alive today 11%
An animal or creature 25%
An object 14%
A concept 15%
Something else 8%

5. 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

Your spouse or romantic partner 42%
Your child or children 30%
Your parent or parents 19%
Other family members 18%
A friend or group of friends 13%
Your coworkers 6%
Other people 3%
None of the above 23%

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6. 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

Scary 18%
Creative 20%
Unique 25%
Funny 37%
Sexy 20%
Relevant 16%
Simple 32%
Extravagant 10%
Other 3%
Not sure 1%

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

I enjoy it 27%
I find it stressful 11%
Neither 20%
I don't ever wear Halloween costumes 42%

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

	Acceptable	Unaccept-able	Not sure
An adult to dress up in a cultural costume if they are not part of that culture	51%	25%	24%
A child to dress up in a cultural costume if they are not part of that culture	55%	20%	24%
White people to wear black-face makeup in order to appear as a Black person	26%	55%	18%
A person who is not transgender to dress up as a transgender person	40%	34%	26%
A person to wear a costume with a realistic-looking gun or other weapon	31%	51%	18%

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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.