

NORC AmeriSpeak Omnibus Survey: 50 Percent Fewer Households Plan to Trick-or-Treat This Halloween

Interview Dates

October 8-12, 2020

Nationally representative sample of 1,070 English-speaking adults age 18 and over, conducted using the AmeriSpeak® Panel, the probability-based panel of NORC at the University of Chicago. Of the 1,070 respondents, 110 completed the survey by phone and 960 via the web.

The self-funded poll was conducted during a monthly Omnibus survey. It included 1,070 interviews with a nationally representative sample (margin of error +/- 4.15 percent) of adult Americans age 18+ using the AmeriSpeak Panel. AmeriSpeak® is NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

NOTE: All results show percentages among respondents, unless otherwise labeled. The reported percentages exclude respondents who skipped the question. Frequencies may not add to 100 percent due to rounding.

IMPORTANCE. How important is it to you to celebrate Halloween?

AmeriSpeak (10/8/20-10/12/20)	All adults (N=1,066)
Extremely important	5
Very important	9
Somewhat important	24
Not very important	21
Not important at all	41

LAST YEAR'S CELEBRATION. How did you or members of your household celebrate Halloween last year? (Check all that apply.)

AmeriSpeak (10/8/20-10/12/20)	All adults (N=1,070)
Attended adult party	11
Attended family party	13
Went trick-or-treating	24
Gave out candy	38
Decorated home/carved pumpkins	29
Watched a scary movie	25
Attended event at a religious institution (church, synagogue, mosque, etc.)	5
I did not celebrate	31
Other	3

THIS YEAR'S CELEBRATION. How do you or members of your household plan to celebrate Halloween this year? (Check all that apply.)

AmeriSpeak (10/8/20-10/12/20)	All adults (N=1,070)
Attend adult party	5
Attend a family party	10
Go trick-or-treating	12
Give out candy	25
Decorate home/carve pumpkins	29
Watch a scary movie	26
Attend event at a religious institution (church, synagogue, mosque, etc.)	2
I do not plan to celebrate	41
Other	6

HAVE SCHOOL-AGED CHILDREN. Are you the parent or guardian of a child in kindergarten through 12th grade?

AmeriSpeak (10/8/20-10/12/20)	All adults (N=1,062)
Yes	26
No	74

LAST YEAR'S SCHOOL CELEBRATION. How did your children celebrate Halloween at school last year?

AmeriSpeak (10/8/20-10/12/20)	All adults (N=281)
Attended an in-person costume parade	20
Wore costumes to school	46
Created Halloween arts and crafts	35
Created or ate Halloween-themed snacks	28
Attended a virtual event	2
Attended an in-person event	24
They did not celebrate	27
Other	3

THIS YEAR'S SCHOOL CELEBRATION. How will your children celebrate Halloween at school this year?

AmeriSpeak (10/8/20-10/12/20)	All adults (N=281)
Attend an in-person costume parade	4
Wear costumes to school	10
Create Halloween arts and crafts	21
Create or eat Halloween-themed snacks	16
Attend a virtual event	14
Attend an in-person event	6
They will not celebrate	36
Other	3

FEELINGS ABOUT EXPECTED CHANGES THIS YEAR. Which word or phrase best describes how you and your children are feeling about the expected changes to your Halloween celebrations this year?

Response Category	AmeriSpeak (10/8/20-10/12/20)	All adults (N=261)
You	Happy	5
	Excited	5
	Doesn't matter much	60
	Disappointed	28
	Angry	1
Your children	Happy	6
	Excited	10
	Doesn't matter much	43
	Disappointed	38
	Angry	3