



National Halloween Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Halloween?
- Favorable*..... 62%
 - Unfavorable* 25%
 - Not sure* 13%
- Q2** Will you be dressing up for Halloween this year, or not?
- Will be dressing up*..... 26%
 - Will not be*..... 70%
 - Not sure* 4%
- Q3** [Asked of those dressing up] Have you decided on your Halloween costume yet, or not?
- Have decided*..... 85%
 - Have not decided*..... 15%
- Q4** What's your favorite kind of Halloween candy: chocolate bars, candy corn, fruit-flavored candies, candy apples, or something else?
- Chocolate bars*..... 62%
 - Candy corn* 11%
 - Fruit-flavored candies* 7%
 - Candy apples*..... 6%
 - Something else* 12%
 - Not sure* 4%
- Q5** Do you wish you could still go trick or treating, or not?
- Yes*..... 36%
 - No*..... 61%
 - Still go trick-or-treating anyway*..... 3%
- Q6** Do you think black cats are good luck, or bad luck?
- Good luck*..... 36%
 - Bad luck*..... 23%
 - Not sure* 42%
- Q7** Do you believe in ghosts, or not?
- Yes*..... 37%
 - No*..... 51%
 - Not sure*..... 12%
- Q8** Have you ever seen a ghost, or not?
- Yes, seen a ghost*...26% *No, never seen a ghost*.....74%
- Q9** Do you think it's possible for a house to be haunted, or not?
- Yes*..... 52%
 - No*..... 40%
 - Not sure*..... 8%
- Q10** Would you be willing to spend the night in a house that people said was haunted?
- Yes*..... 47%
 - No*..... 45%
 - Not sure*..... 8%
- Q11** What do you think is the scariest monster: zombies, werewolves, vampires, Frankenstein, mummies, ghosts, witches, or something else?
- Zombies*..... 29%
 - Werewolves* 12%
 - Vampires*..... 15%
 - Frankenstein*..... 3%
 - Mummies* 5%
 - Ghosts* 6%
 - Witches*..... 5%
 - Something else* 17%
 - Not sure* 7%





Q12 If you were turned into a monster, would you rather be turned into a vampire, a werewolf, a zombie, a witch, or something else?

<i>Vampire</i>	27%
<i>Werewolf</i>	12%
<i>Zombie</i>	6%
<i>Witch</i>	22%
<i>Something else</i>	25%
<i>Not sure</i>	7%

Q13 Do you think it's possible for people to become possessed by demons, or not?

<i>Yes</i>	57%	<i>Not sure</i>	8%
<i>No</i>	35%		

Q14 If zombies took over the world and human civilization collapsed, how long do you think you could survive: less than one week, less than one month, less than six months, less than one year, or more than a year?

<i>Less than one week</i>	27%
<i>Less than one month</i>	13%
<i>Less than six months</i>	9%
<i>Less than one year</i>	8%
<i>More than one year</i>	32%
<i>Not sure</i>	11%

Q15 Do you enjoy watching horror movies, or not?

<i>Enjoy horror movies</i>	45%
<i>Do not enjoy horror movies</i>	55%

Q16 [Asked of those who enjoy horror movies] What do you think is the best horror movie franchise: Friday the 13th, the Michael Myers' Halloween movies, a Nightmare on Elm Street, Night of the Living Dead, the Scream movies, the Saw movies, Paranormal Activity, or something else?

<i>Friday the 13th</i>	19%
<i>Michael Myers' Halloween movies</i>	16%
<i>A Nightmare on Elm Street</i>	16%
<i>Night of the Living Dead</i>	11%
<i>Scream movies</i>	5%
<i>Saw movies</i>	9%
<i>Paranormal Activity</i>	10%
<i>Something else</i>	12%
<i>Not sure</i>	1%

Q17 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q18 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	38%
<i>Republican</i>	41%
<i>Independent/Other</i>	21%

Q19 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic</i>	14%
<i>White</i>	68%
<i>African-American</i>	10%
<i>Other</i>	7%



Q20 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	18%
<i>30 to 45</i>	30%
<i>46 to 65</i>	34%
<i>Older than 65</i>	18%