



Halloween Paranormal

Fieldwork Dates: 30th September - 1st October 2019

**Conducted by YouGov
On behalf of YouGov RealTime**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1293 adults. Fieldwork was undertaken between 30th September - 1st October 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, of at least one child younger than 18	23%	21%	25%	4%	31%	40%	10%	3%	-	-	23%	21%	26%	21%	22%
			**	F,G	D,F,G		*	**	**						
Yes, of at least one child 18 years old or older	35%	29%	40%	-	8%	32%	56%	76%	-	-	35%	40%	32%	35%	40%
		A	**		D	D,E	D,E,F*	**	**		L				P,Q
No, I am neither a parent or guardian	41%	48%	35%	83%	55%	35%	34%	22%	-	-	42%	37%	41%	44%	41%
		B	**	E,F,G		*	**	**	**						
Don't know/Prefer not to say	4%	5%	4%	13%	8%	3%	3%	-	-	4%	4%	5%	5%	3%	
		**	E,F,G	*	**	**	**	**	**						

rhp_q1. Do you plan to dress up for Halloween this year?

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I do	19%	19%	19%	34%	35%	21%	6%	1%	-	-	21%	15%	19%	21%	18%
		**	E,F,G		*	**	**	**	**						
No, I do not	67%	67%	66%	57%	42%	65%	88%	95%	-	-	65%	76%	67%	61%	72%
		**	D	D,E	D,E*	**	**	**	**		J,M				P,Q
Don't know	14%	13%	14%	9%	23%	14%	6%	4%	-	-	14%	10%	13%	18%	10%
		**	E,F,G	F,G	*	**	**	**	**					K	

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, we do	42%	42%	42%	43%	39%	44%	43%	41%	-	-	45%	38%	40%	43%	45%
		**	**	**	**	**	**	**	**	**	**	**	**	**	O,Q
No, we do not	45%	45%	45%	38%	43%	40%	49%	51%	-	-	40%	49%	46%	44%	45%
		**	**	**	**	**	E	*	**	**	**	**	**	**	P
Don't know	13%	14%	13%	20%	18%	16%	8%	8%	-	-	15%	13%	13%	12%	10%
		**	**	F	F	*	**	**	**	**	**	**	**	**	

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Reese's Peanut Butter Cups	30%	26%	33%	29%	24%	40%	29%	23%	-	-	31%	33%	29%	27%	34%
		A	**	**	D,F,G		*	**	**	**					P,Q
Snickers	23%	21%	25%	4%	20%	22%	27%	25%	-	-	19%	23%	27%	19%	23%
		**	**	**	D	*	**	**	**	**		M			
Twix	11%	9%	13%	10%	16%	13%	6%	3%	-	-	11%	12%	9%	13%	12%
		A	**	F,G	F,G	*	**	**	**	**					
Kit Kat	21%	20%	22%	6%	26%	22%	18%	11%	-	-	27%	20%	20%	19%	20%
		**	**	F,G	G	*	**	**	**	**					
M&M's	21%	20%	23%	29%	15%	25%	23%	32%	-	-	21%	19%	23%	20%	22%
		**	**	**	D	D	D*	**	**	**					
Nerds	3%	3%	3%	1%	6%	3%	1%	-	-	-	2%	3%	4%	3%	3%
		**	**	**	F,G	*	**	**	**	**					
Butterfinger	12%	12%	12%	10%	9%	9%	16%	17%	-	-	10%	14%	13%	10%	14%
		**	**	**	D,E	D*	**	**	**	**					P
Sour Patch Kids	5%	5%	6%	12%	8%	5%	4%	1%	-	-	2%	4%	7%	7%	5%
		**	**	F	*	**	**	**	**	**		J	J	J	
Skittles	7%	8%	7%	-	10%	9%	5%	5%	-	-	5%	10%	7%	8%	6%
		**	**	**	*	**	**	**	**	**					
Hershey bar	12%	12%	12%	3%	11%	9%	15%	8%	-	-	15%	9%	12%	11%	13%
		**	**	**	E	*	**	**	**	**					P

YouGov RealTime

Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, of at least one child younger than 18	23%	23%	30%	27%	23%	21%	22%	33%	34%	28%	29%	4%	32%	12%	13%
			N	*				R.S.T*	AA.AB.AC	**	AA.AB*	**	AA.AB	*	*
Yes, of at least one child 18 years old or older	35%	31%	30%	11%	37%	33%	34%	35%	43%	49%	21%	9%	39%	10%	65%
			Q	Q				*	X.Z.AA	**	AA*	**	X.AA		V.X.Z.AA*
No, I am neither a parent or guardian	41%	45%	33%	54%	39%	46%	42%	34%	25%	19%	53%	85%	31%	73%	25%
			N.P*					*		**	V.Z.AB.AC*	**	V	V.X.Z.AB.AC	*
Don't know/Prefer not to say	4%	5%	12%	8%	6%	5%	3%	1%	3%	4%	0%	2%	3%	6%	-
			N.O	N*				*		**	*	**		X.Z.AB	*

rhp_q1. Do you plan to dress up for Halloween this year?

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, I do	19%	20%	29%	18%	18%	21%	21%	19%	19%	25%	29%	34%	21%	21%	11%
			N	*				*		**	V.AB.AC*	**	V.AB	*	*
No, I do not	67%	66%	47%	57%	65%	67%	70%	72%	73%	55%	50%	44%	68%	61%	80%
			P	*				*	X.Z.AA	**	*	**	X		X.Z.AA*
Don't know	14%	15%	24%	25%	17%	13%	10%	9%	8%	20%	20%	22%	11%	18%	9%
			N	N*	T			*		**	V.Z.AB*	**	V	V.Z	*

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, we do	42%	34%	41%	31%	37%	43%	46%	50%	51%	46%	41%	44%	50%	32%	33%
			*	*				R	R*	AA.AB.AC	**	**	AA.AB.AC	*	*
No, we do not	45%	51%	32%	51%	46%	45%	45%	43%	37%	34%	40%	44%	38%	54%	59%
			P	P*				*		**	*	**	V.X.Z	V.X.Z*	*
Don't know	13%	15%	27%	18%	17%	13%	9%	7%	11%	20%	19%	12%	12%	13%	8%
			N.O	N*	T.U			*		**	AB*	**			*

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Reese's Peanut Butter Cups	30%	26%	18%	19%	28%	33%	32%	22%	31%	15%	41%	34%	32%	30%	24%
			*	*				*	**	**	AB*	**		*	*
Snickers	23%	25%	21%	22%	20%	23%	27%	29%	25%	41%	23%	20%	25%	21%	23%
			*	*				R*	**	**	*	**		*	*
Twix	11%	8%	11%	13%	13%	11%	9%	8%	12%	4%	19%	19%	13%	9%	10%
			*	*				*	**	**	AA*	**		*	*
Kit Kat	21%	21%	25%	22%	19%	21%	25%	20%	25%	8%	22%	13%	24%	22%	12%
			*	*				*	AB	**	**	**	AB	*	*
M&M's	21%	20%	21%	18%	19%	22%	26%	20%	24%	26%	27%	23%	25%	15%	22%
			*	*				*	AA	**	AA*	**	AA	*	*
Nerds	3%	2%	5%	6%	2%	5%	3%	3%	2%	2%	5%	19%	3%	4%	2%
			*	*				*	**	**	*	**	V	*	*
Butterfinger	12%	9%	7%	11%	12%	12%	9%	16%	13%	23%	11%	6%	13%	12%	9%
			*	*				*	**	**	*	**		*	*
Sour Patch Kids	5%	7%	5%	9%	4%	7%	5%	7%	5%	-	4%	4%	5%	8%	3%
			*	*				R	*	**	*	**		*	*
Skittles	7%	13%	10%	10%	7%	7%	9%	4%	8%	16%	10%	2%	8%	7%	7%
			N	*				*	**	**	*	**		*	*
Hershey bar	12%	11%	6%	10%	13%	10%	12%	10%	13%	17%	10%	3%	12%	13%	12%
			*	*				*	**	**	*	**		*	*

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	Parent or guardian of any children									Income				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, of at least one child younger than 18	23%	19%	20%	-	7%	100%	11%	43%	-	-	22%	20%	28%	31%	12%
		*	**	**	**	AH.AI.AJ.AK	AJ.AK	AH.AJ.AK		*	AP		AM.AP	AM.AP	
Yes, of at least one child 18 years old or older	35%	65%	66%	11%	15%	16%	100%	64%	-	-	29%	37%	39%	38%	30%
		V.X.Z.AA*	**	**	**	AJ.AK	AG.AI.AJ.AK	AG.AJ.AK		*			AL		
No, I am neither a parent or guardian	41%	21%	11%	60%	52%	-	-	-	100%	-	45%	47%	34%	36%	46%
		*	**	**	**				AG.AH.AI.AK	*	AN	AN.AO		AN	AN
Don't know/Prefer not to say	4%	2%	4%	30%	32%	-	-	-	-	100%	5%	2%	3%	2%	13%
		*	**	**	**					AG.AH.AI.AJ*					AL.AM.AN.AO

rhp_q1. Do you plan to dress up for Halloween this year?

Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I do	19%	11%	19%	33%	4%	29%	10%	18%	23%	10%	21%	19%	18%	24%	14%
		*	**	**	**	AH.AI.AK		AH	AH	*	AP				
No, I do not	67%	80%	70%	-	45%	57%	83%	72%	62%	46%	61%	73%	71%	65%	63%
		X.AA*	**	**	**		AG.AI.AJ.AK	AG.AJ.AK		*		AL	AL		
Don't know	14%	9%	11%	67%	51%	14%	7%	10%	15%	45%	18%	8%	11%	11%	23%
		*	**	**	**	AH.AI		AH	AH.AI	AG.AH.AI.AJ*	AM.AN				AM.AN.AO

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, we do	42%	25%	57%	35%	6%	49%	47%	48%	35%	24%	35%	39%	47%	50%	39%
		*	**	**	**	AJ.AK	AJ.AK	AJ.AK		*	AL		AL	AL	
No, we do not	45%	69%	36%	31%	29%	38%	44%	42%	51%	33%	49%	47%	44%	41%	39%
		V.X.Z*	**	**	**				AG.AI.AK	*					
Don't know	13%	7%	7%	35%	65%	13%	9%	10%	14%	43%	16%	14%	9%	9%	22%
		*	**	**	**				AH	AG.AH.AI.AJ*	AN				AN.AO

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Reese's Peanut Butter Cups	30%	24%	34%	5%	13%	27%	30%	29%	32%	16%	32%	32%	29%	29%	22%
		*	**	**	**					*					
Snickers	23%	25%	33%	-	4%	23%	24%	24%	22%	28%	22%	19%	30%	21%	21%
		*	**	**	**					*			AL.AM		
Twix	11%	6%	-	32%	3%	15%	6%	10%	13%	11%	12%	10%	13%	11%	7%
		*	**	**	**	AH.AI		AH	AH	*					
Kit Kat	21%	12%	23%	14%	3%	29%	17%	22%	21%	17%	18%	23%	22%	20%	23%
		*	**	**	**	AH.AI.AJ		AH		*					
M&M's	21%	18%	29%	4%	12%	19%	28%	24%	19%	11%	16%	25%	22%	29%	18%
		*	**	**	**		AG.AI.AJ.AK	AG.AJ		*		AL		AL	
Nerds	3%	5%	7%	9%	-	4%	2%	2%	5%	4%	4%	3%	3%	2%	2%
		*	**	**	**				AH.AI	*					
Butterfinger	12%	10%	12%	20%	11%	10%	14%	12%	12%	7%	12%	11%	12%	16%	8%
		*	**	**	**					*				AP	
Sour Patch Kids	5%	5%	5%	-	-	9%	3%	5%	6%	-	3%	7%	5%	11%	3%
		*	**	**	**	AH.AI		AH		*		AL		AL.AN.AP	
Skittles	7%	3%	4%	19%	-	11%	5%	8%	8%	6%	9%	5%	7%	10%	6%
		*	**	**	**	AH.AI		AH		*					
Hershey bar	12%	8%	4%	-	2%	8%	11%	10%	14%	5%	11%	14%	14%	9%	7%
		*	**	**	**				AG	*					

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	Type of Area Lived in				Political Party					Political Viewpoint				
	Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, of at least one child younger than 18	23%	25%	20%	29%	34%	22%	25%	21%	20%	32%	20%	21%	28%	21%	19%
			AR	**	**			*	*			BF.BG			
Yes, of at least one child 18 years old or older	35%	29%	36%	42%	20%	33%	41%	37%	44%	11%	33%	33%	34%	45%	44%
			AQ	**	**	AY	AU.AY	AY	AY*	*	BE	BE	BE	AZ.BA.BB.BE.BF	BA.BB.BE.BF
No, I am neither a parent or guardian	41%	42%	45%	32%	33%	46%	36%	40%	43%	43%	49%	48%	37%	37%	39%
		AS	AS	**	**	AV			*	*	BB.BC.BG	BB.BC.BG			
Don't know/Prefer not to say	4%	7%	3%	3%	13%	3%	2%	5%	3%	15%	4%	2%	5%	2%	1%
		AR	**	**	**				*	AU.AV.AW*			BG		AZ.

rhp_q1. Do you plan to dress up for Halloween this year?

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I do	19%	28%	17%	12%	28%	20%	22%	19%	6%	20%	19%	25%	22%	17%	10%
		AR.AS		**	**	AX	AX		*	*		BD.BG	BD.BG		
No, I do not	67%	60%	71%	70%	39%	65%	70%	69%	85%	46%	67%	64%	65%	77%	78%
		AQ	AQ	**	**	AY	AY	AY	AU.AY*	*	BE	BE	BE	AZ.BA.BB.BE.BF	AZ.BA.BB.BE.BF
Don't know	14%	12%	12%	19%	19%	15%	9%	12%	9%	34%	15%	10%	13%	6%	12%
		AR	**	**	**	AV			*	AU.AV.AW.AX*		BC.BG	BC.BG		AZ.

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, we do	42%	44%	44%	33%	35%	43%	48%	40%	31%	28%	39%	43%	44%	50%	37%
		AS	AS	**	**	AY	AX.AY		*	*		BE	BE	BD.BE.BG	
No, we do not	45%	44%	44%	50%	20%	44%	43%	51%	42%	34%	54%	45%	46%	40%	48%
		**	**	**	**	AY		AY	*	*	BC.BE				
Don't know	13%	12%	12%	17%	45%	13%	8%	9%	27%	37%	7%	12%	11%	10%	14%
		**	**	**	**	AV			AU.AV.AW*	AU.AV.AW*					AZ.

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Reese's Peanut Butter Cups	30%	29%	30%	30%	19%	30%	30%	30%	29%	22%	30%	33%	28%	33%	25%
		**	**	**	**				*	*					
Snickers	23%	23%	25%	18%	6%	23%	22%	24%	26%	19%	26%	20%	26%	25%	20%
		**	**	**	**				*	*					
Twix	11%	11%	11%	12%	12%	12%	11%	9%	15%	13%	15%	12%	11%	7%	14%
		**	**	**	**				*	*	BC				BC
Kit Kat	21%	22%	22%	18%	3%	19%	25%	21%	17%	19%	17%	23%	21%	19%	27%
		**	**	**	**				*	*					
M&M's	21%	18%	24%	20%	19%	23%	22%	24%	10%	11%	20%	26%	23%	25%	17%
		**	**	**	**	AY	AY	AY	*	*		BE	BE	BE	
Nerds	3%	3%	3%	5%	-	2%	5%	2%	4%	4%	5%	4%	4%	3%	1%
		**	**	**	**				*	*	BE	BE			
Butterfinger	12%	14%	12%	8%	20%	12%	13%	11%	19%	10%	14%	17%	11%	13%	12%
		**	**	**	**				*	*	BE				
Sour Patch Kids	5%	7%	5%	4%	-	5%	6%	6%	1%	7%	6%	5%	6%	4%	5%
		**	**	**	**				*	*					
Skittles	7%	10%	6%	8%	-	10%	5%	7%	8%	5%	13%	6%	8%	4%	6%
		AR	**	**	**	AV			*	*	BC.BD.BG				
Hershey bar	12%	12%	12%	10%	5%	12%	15%	9%	11%	9%	11%	12%	8%	17%	15%
		**	**	**	**		AW		*	*				BB	

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	2012 Presidential Vote							2016 Presidential Vote						
	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President
	BE	BF	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR

parentyn. Are you a parent or guardian? Please select all that apply.

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, of at least one child younger than 18	23%	26%	20%	20%	26%	19%	23%	23%	21%	21%	29%	21%	19%	5%	26%
Yes, of at least one child 18 years old or older	35%	18%	33%	45%	39%	50%	28%	21%	38%	46%	29%	7%	30%	57%	27%
No, I am neither a parent or guardian	41%	45%	49%	38%	37%	33%	42%	51%	42%	36%	48%	53%	50%	38%	44%
Don't know/Prefer not to say	4%	12%	3%	1%	3%	2%	10%	7%	3%	1%	-	19%	-	-	7%
		BA.BB.BC.BD.BF.BG*					**	BH.BI			*	**	**	**	BL.BM

rhp_q1. Do you plan to dress up for Halloween this year?

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I do	19%	21%	22%	14%	22%	13%	28%	21%	20%	15%	32%	19%	50%	16%	21%
No, I do not	67%	47%	66%	78%	68%	81%	52%	58%	68%	80%	63%	51%	50%	81%	59%
Don't know	14%	31%	12%	8%	10%	6%	20%	22%	12%	5%	4%	30%	-	3%	20%
		BA.BB.BC.BD.BF.BG*					**	BH.BI		BM	*	**	**	**	BL.BM.BN

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, we do	42%	30%	41%	45%	47%	42%	49%	36%	46%	49%	34%	37%	75%	40%	35%
No, we do not	45%	39%	49%	43%	44%	48%	37%	45%	45%	45%	57%	34%	-	42%	45%
Don't know	13%	31%	10%	12%	10%	10%	14%	19%	9%	6%	9%	29%	25%	19%	20%
		BA.BB.BC.BD.BF.BG*					**	BH.BI			*	**	**	**	BL.BM

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Reese's Peanut Butter Cups	30%	29%	32%	30%	29%	28%	30%	31%	30%	33%	39%	42%	50%	22%	27%
Snickers	23%	17%	23%	23%	26%	27%	10%	19%	26%	27%	29%	21%	25%	27%	19%
Twix	11%	11%	13%	10%	11%	11%	5%	12%	13%	11%	5%	24%	19%	16%	10%
Kit Kat	21%	20%	20%	22%	20%	23%	13%	21%	20%	23%	4%	49%	-	18%	20%
M&M's	21%	14%	23%	22%	24%	24%	22%	17%	22%	23%	11%	17%	30%	25%	21%
Nerds	3%	0%	5%	2%	2%	4%	2%	4%	3%	3%	9%	-	-	3%	3%
Butterfinger	12%	6%	16%	13%	12%	16%	11%	10%	14%	17%	15%	8%	-	10%	8%
Sour Patch Kids	5%	6%	6%	4%	5%	3%	10%	7%	5%	4%	2%	7%	19%	-	7%
Skittles	7%	8%	10%	5%	10%	5%	2%	7%	9%	5%	8%	2%	-	-	9%
Hershey bar	12%	10%	11%	16%	10%	14%	12%	13%	10%	13%	8%	8%	25%	11%	12%
		*		BB			**				*	**	**	**	

YouGov RealTime

Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



Total	Voting Registration		
	Yes	No	Don't know
	BS	BT	BU

parentyn. Are you a parent or guardian? Please select all that apply.

	Unweighted base	1293	1102	151	40
Base	1293	866	344	83	
Yes, of at least one child younger than 18	23%	22%	30%	11%	
			BS.BU	*	
Yes, of at least one child 18 years old or older	35%	39%	28%	15%	
			BT.BU	*	
No, I am neither a parent or guardian	41%	40%	40%	58%	
			BS*		
Don't know/Prefer not to say	4%	2%	7%	16%	
			BS	BS*	

rhp_q1. Do you plan to dress up for Halloween this year?

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Yes, I do	19%	18%	21%	26%	
				*	
No, I do not	67%	73%	57%	40%	
			BT.BU	*	
Don't know	14%	9%	22%	34%	
			BS	BS*	

rhp_q2. Does your household plan to give candy to trick-or-treaters this year?

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Yes, we do	42%	46%	35%	26%	
			BT.BU	*	
No, we do not	45%	45%	46%	38%	
				*	
Don't know	13%	9%	19%	35%	
			BS	BS.BT*	

rhp_q3. Which, if any, of the following are your favorite Halloween candies? Please select up to three.

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Reese's Peanut Butter Cups	30%	32%	23%	32%	
			BT	*	
Snickers	23%	25%	22%	9%	
			BU	*	
Twix	11%	11%	11%	12%	
				*	
Kit Kat	21%	21%	22%	17%	
				*	
M&M's	21%	23%	20%	9%	
			BU	*	
Nerds	3%	3%	4%	4%	
				*	
Butterfinger	12%	15%	5%	13%	
			BT	*	
Sour Patch Kids	5%	5%	8%	4%	
				*	
Skittles	7%	7%	10%	3%	
				*	
Hershey bar	12%	12%	12%	9%	
				*	

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Crunch bar	5%	5%	4%	- **	6%	3%	5%	2% *	- **	- **	5%	4%	3%	7%	4%
Milky Way	11%	11%	12%	5% **	12%	10%	12%	13% *	- **	- **	13%	12%	10%	11%	12%
Starburst	4%	4%	4%	4% **	6% E.F	2%	3%	4% *	- **	- **	3%	5%	2%	6% L	4%
Smarties	4%	4%	4%	- **	5%	6% F	2%	2% *	- **	- **	5%	4%	3%	5%	4%
Candy corn	6%	5%	6%	- **	3%	6%	9% D	4% *	- **	- **	6%	6%	6%	5%	6%
Tootsie Rolls	6%	5%	8% A	4% **	5%	6%	8%	10% *	- **	- **	10%	6%	6%	5%	6%
Mike & Ike	3%	3%	2%	8% **	5% F	2%	1%	1% *	- **	- **	1%	4%	4%	1%	3%
3 Musketeers	8%	9%	7%	8% **	7%	8%	10%	13% *	- **	- **	8%	9%	9%	8%	9%
Mounds	7%	6%	7%	3% **	5%	3%	10% D.E	8% *	- **	- **	12%	9%	3%	5%	8% P
Almond Joy	11%	9%	13%	4% **	7%	10%	14% D	11% *	- **	- **	8%	13%	10%	13%	10%
Heath	6%	4%	9% A	8% **	4%	4%	11% D.E	5% *	- **	- **	6%	7%	5%	9%	8% O
York Peppermint Patty	7%	6%	8%	1% **	5%	9%	9%	3% *	- **	- **	7%	6%	8%	6%	8%
Other	3%	2%	3%	- **	2%	3%	4%	3% *	- **	- **	2%	4%	2%	3%	4% P
Don't know	1%	2%	1%	- **	2%	1%	1%	3% *	- **	- **	3%	2%	1%	1%	1%
Not applicable - I don't have a favorite Halloween candy	14%	19% B	10%	39% **	13%	15%	12%	24% D.F*	- **	- **	12%	12%	17%	14%	12%

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

Unweighted base	695	286	409	1	166	201	270	57	-	-	131	147	261	156	472
Base: All US Parents	701	295	406	1	163	189	283	65	-	-	133	139	269	159	489
Yes, I do	20%	21%	19%	- **	50% E.F.G	21% F.G	7%	- *	- **	- **	19%	16%	22%	22%	19%
No, I do not	71%	70%	72%	100% **	33%	69% D	89% D.E	98% D.E.F*	- **	- **	71%	78%	69%	70%	75% P
Don't know	8%	8%	9%	- **	17% F.G	10%	4%	2% *	- **	- **	10%	6%	9%	8%	6%

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

Unweighted base	695	286	409	1	166	201	270	57	-	-	131	147	261	156	472
Base: All US Parents	701	295	406	1	163	189	283	65	-	-	133	139	269	159	489
None of it	7%	8%	6%	- **	6%	7%	7%	8% *	- **	- **	4%	8%	7%	8%	6%
A few pieces	27%	29%	26%	- **	26%	38% F.G	23%	17% *	- **	- **	17%	25%	29%	36% J	28%
More than a few pieces, but less than half	12%	15%	11%	- **	24% E.F.G	13% G	8%	2% *	- **	- **	18%	12%	10%	12%	9%
About half of it	6%	5%	6%	- **	11% F.G	7% F	3%	- *	- **	- **	5%	3%	7%	7%	5%
More than half of it, but not all of it	3%	4%	3%	- **	9% E.F.G	3% F	0%	- *	- **	- **	2%	1%	4%	4%	3%
All of it	2%	2%	1%	- **	5% F	2%	1%	- *	- **	- **	5% K*	0%	2%	1%	2%

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Crunch bar	5%	2%	6%	10% N.O*	5%	4%	6%	3%	5%	8%	3%	12%	5%	6%	2%
Milky Way	11%	7%	9%	12%	14%	10%	10%	10%	11%	14%	13%	9%	11%	13%	12%
Starburst	4%	6%	4%	1%	3%	5%	6%	3%	3%	18%	3%	10%	4%	4%	3%
Smarties	4%	4%	6%	5%	3%	5%	4%	4%	3%	-	6%	13%	4%	3%	5%
Candy corn	6%	3%	5%	4%	5%	7%	4%	6%	5%	20%	4%	7%	5%	5%	8%
Tootsie Rolls	6%	12%	5%	2%	6%	8%	5%	5%	6%	-	4%	4%	5%	4%	15%
Mike & Ike	3%	1%	3%	4%	3%	3%	2%	1%	3%	18%	3%	6%	3%	2%	0%
3 Musketeers	8%	7%	7%	4%	9%	11%	5%	4%	10%	-	6%	10%	9%	9%	4%
Mounds	7%	7%	3%	4%	6%	5%	9%	8%	7%	6%	8%	3%	7%	4%	7%
Almond Joy	11%	12%	14%	10%	10%	11%	8%	16%	12%	14%	10%	4%	12%	8%	15%
Heath	6%	3%	4%	3%	5%	7%	9%	8%	7%	-	5%	5%	7%	4%	9%
York Peppermint Patty	7%	6%	6%	3%	7%	7%	8%	4%	5%	-	10%	5%	5%	9%	14%
Other	3%	0%	0%	3%	2%	3%	4%	5%	4%	-	1%	1%	3%	2%	4%
Don't know	1%	3%	1%	1%	1%	2%	1%	2%	1%	-	0%	-	1%	1%	1%
Not applicable - I don't have a favorite Halloween candy	14%	17%	19%	22%	16%	12%	12%	17%	11%	12%	10%	15%	11%	16%	17%

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

Unweighted base	695	76	113	34	296	202	122	75	432	9	48	6	495	64	81
Base: All US Parents	701	87	81	44	282	207	125	85	413	12	45	5	474	66	91
Yes, I do	20%	15%	31%	21%	18%	19%	24%	24%	21%	24%	38%	16%	23%	17%	14%
No, I do not	71%	73%	56%	56%	72%	74%	66%	70%	73%	51%	45%	84%	70%	62%	81%
Don't know	8%	12%	13%	23%	10%	7%	11%	5%	6%	26%	17%	-	7%	21%	5%

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

Unweighted base	695	76	113	34	296	202	122	75	432	9	48	6	495	64	81
Base: All US Parents	701	87	81	44	282	207	125	85	413	12	45	5	474	66	91
None of it	7%	11%	9%	2%	5%	9%	4%	12%	8%	-	-	12%	7%	4%	5%
A few pieces	27%	20%	22%	41%	23%	29%	32%	30%	31%	12%	36%	33%	31%	23%	16%
More than a few pieces, but less than half	12%	16%	28%	11%	14%	12%	9%	14%	11%	57%	10%	19%	12%	23%	4%
About half of it	6%	7%	7%	6%	8%	6%	3%	3%	4%	-	8%	-	4%	14%	9%
More than half of it, but not all of it	3%	3%	3%	9%	3%	3%	4%	2%	3%	18%	6%	-	3%	5%	3%
All of it	2%	2%	3%	-	2%	0%	2%	4%	2%	-	-	-	2%	4%	1%

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Parent or guardian of any children				Income									
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Crunch bar	5%	-	2%	-	6%	4%	4%	4%	5%	9%	5%	2%	5%	5%	7%
		*	**	**	**					*					AM
Milky Way	11%	13%	2%	20%	3%	10%	10%	10%	13%	12%	11%	9%	12%	11%	15%
		*	**	**	**					*					
Starburst	4%	4%	9%	-	-	6%	3%	4%	4%	-	4%	4%	4%	5%	2%
		*	**	**	**					*					
Smarties	4%	4%	11%	-	-	7%	4%	5%	3%	-	5%	5%	4%	2%	3%
		*	**	**	**	AJ				*					
Candy corn	6%	13%	3%	-	-	5%	8%	7%	5%	1%	7%	6%	6%	4%	3%
		V.Z.AA*	**	**	**					*					
Toolsie Rolls	6%	15%	8%	20%	-	8%	8%	7%	6%	-	6%	7%	8%	2%	7%
		V.X.Z.AA*	**	**	**					*		AO	AO		AO
Mike & Ike	3%	4%	-	10%	-	4%	2%	3%	3%	-	3%	1%	2%	6%	1%
		*	**	**	**	AH		AH		*				AM.AN.AP	
3 Musketeers	8%	9%	5%	-	2%	9%	9%	9%	8%	1%	9%	12%	9%	4%	5%
		*	**	**	**					*		AO.AP			
Mounds	7%	9%	37%	-	-	6%	9%	8%	6%	2%	8%	7%	5%	7%	5%
		*	**	**	**					*					
Almond Joy	11%	13%	9%	-	-	10%	14%	12%	9%	8%	9%	11%	10%	15%	9%
		*	**	**	**		AJ			*					
Heath	6%	7%	20%	-	4%	6%	9%	7%	6%	2%	9%	5%	5%	8%	6%
		*	**	**	**					*					
York Peppermint Patty	7%	8%	4%	9%	-	7%	8%	8%	6%	8%	5%	11%	8%	2%	7%
		*	**	**	**					*		AL.AO	AO		AO
Other	3%	4%	3%	-	-	2%	4%	3%	3%	-	1%	4%	3%	3%	4%
		*	**	**	**					*					
Don't know	1%	-	2%	-	22%	0%	2%	1%	1%	7%	1%	1%	1%	1%	5%
		*	**	**	**					AG.AH.AI.AJ*					AL.AN.AO
Not applicable - I don't have a favorite Halloween candy	14%	20%	-	21%	51%	12%	13%	12%	15%	31%	17%	9%	12%	12%	24%
		*	**	**	**					AG.AH.AI.AJ*	AM				AM.AN.AO

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

Unweighted base	695	37	14	1	3	317	428	695	-	-	162	129	216	121	67
Base: All US Parents	701	42	21	1	5	300	449	701	-	-	169	136	204	124	68
Yes, I do	20%	9%	14%	100%	-	38%	8%	20%	-	-	22%	18%	22%	22%	10%
		*	**	**	**	AH.AI		AH	**	**		*	AP	*	*
No, I do not	71%	84%	84%	-	16%	50%	86%	71%	-	-	67%	76%	71%	73%	70%
		X.AA*	**	**	**		AG.AI	AG	**	**		*	*	*	*
Don't know	8%	6%	2%	-	84%	12%	6%	8%	-	-	11%	6%	6%	5%	20%
		*	**	**	**	AH.AI		AH	**	**		*	*	*	AM.AN.AO*

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

Unweighted base	695	37	14	1	3	317	428	695	-	-	162	129	216	121	67
Base: All US Parents	701	42	21	1	5	300	449	701	-	-	169	136	204	124	68
None of it	7%	9%	23%	-	-	6%	7%	7%	-	-	3%	9%	7%	12%	4%
		*	**	**	**				**	**		*		AL*	*
A few pieces	27%	22%	16%	100%	-	40%	21%	27%	-	-	24%	32%	25%	32%	24%
		*	**	**	**	AH.AI		AH	**	**		*		*	*
More than a few pieces, but less than half	12%	19%	12%	-	-	18%	9%	12%	-	-	15%	8%	13%	16%	5%
		AB*	**	**	**	AH.AI		AH	**	**		*		*	*
About half of it	6%	-	9%	-	-	8%	4%	6%	-	-	9%	4%	5%	7%	-
		*	**	**	**				**	**		*		AP*	*
More than half of it, but not all of it	3%	1%	-	-	-	5%	2%	3%	-	-	5%	1%	4%	3%	-
		*	**	**	**				**	**		*		*	*
All of it	2%	-	-	-	-	4%	1%	2%	-	-	1%	2%	3%	2%	-
		*	**	**	**	AH.AI		AH	**	**		*		*	*

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Type of Area Lived in				Political Party					Political Viewpoint				
		Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative
Crunch bar	5%	5%	5%	3%	-	4%	4%	4%	4%	7%	6%	3%	4%	6%	4%
Milky Way	11%	12%	12%	9%	-	11%	11%	10%	16%	16%	6%	11%	11%	11%	11%
Starburst	4%	4%	4%	5%	-	5%	4%	3%	8%	4%	5%	2%	6%	5%	1%
Smarties	4%	4%	3%	5%	6%	3%	4%	4%	3%	6%	2%	4%	4%	2%	5%
Candy corn	6%	5%	6%	7%	6%	6%	5%	8%	2%	3%	4%	9%	4%	6%	8%
Tootsie Rolls	6%	5%	7%	6%	10%	9%	6%	6%	7%	2%	4%	9%	6%	8%	6%
Mike & Ike	3%	4%	3%	0%	-	3%	4%	2%	6%	2%	1%	4%	2%	3%	1%
3 Musketeers	8%	10%	8%	9%	-	10%	10%	8%	3%	5%	8%	6%	9%	8%	16%
Mounds	7%	7%	6%	6%	-	10%	4%	7%	5%	2%	6%	8%	7%	7%	5%
Almond Joy	11%	12%	11%	7%	-	11%	11%	12%	7%	5%	8%	13%	12%	12%	10%
Heath	6%	3%	8%	7%	12%	5%	8%	8%	10%	-	7%	6%	6%	11%	3%
York Peppermint Patty	7%	7%	7%	8%	-	7%	5%	9%	15%	2%	5%	10%	8%	5%	7%
Other	3%	3%	3%	3%	10%	3%	5%	2%	6%	-	3%	2%	4%	4%	3%
Don't know	1%	2%	2%	-	-	2%	0%	2%	2%	2%	0%	0%	2%	1%	3%
Not applicable - I don't have a favorite Halloween candy	14%	12%	12%	23%	53%	12%	10%	13%	19%	33%	16%	8%	13%	11%	14%

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

Unweighted base	695	211	333	146	5	242	198	187	29	39	85	108	216	134	94
Base: All US Parents	701	201	334	159	6	208	203	210	31	49	74	93	215	151	96
Yes, I do	20%	30%	16%	16%	53%	20%	20%	21%	9%	25%	18%	24%	22%	17%	11%
No, I do not	71%	59%	77%	76%	37%	70%	75%	72%	80%	53%	72%	69%	69%	79%	81%
Don't know	8%	11%	7%	8%	10%	9%	5%	7%	10%	22%	10%	7%	9%	4%	8%

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

Unweighted base	695	211	333	146	5	242	198	187	29	39	85	108	216	134	94
Base: All US Parents	701	201	334	159	6	208	203	210	31	49	74	93	215	151	96
None of it	7%	8%	8%	5%	-	5%	6%	10%	3%	8%	5%	3%	4%	12%	10%
A few pieces	27%	28%	26%	30%	11%	30%	28%	24%	22%	32%	33%	30%	29%	20%	28%
More than a few pieces, but less than half	12%	17%	11%	9%	-	17%	7%	12%	24%	10%	8%	26%	12%	9%	9%
About half of it	6%	7%	5%	6%	-	4%	7%	7%	3%	4%	6%	5%	9%	4%	3%
More than half of it, but not all of it	3%	5%	3%	1%	-	2%	5%	3%	-	1%	3%	3%	3%	2%	2%
All of it	2%	3%	1%	2%	-	2%	3%	1%	-	-	4%	1%	1%	3%	3%

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	2012 Presidential Vote						2016 Presidential Vote							
		Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President
Crunch bar	5%	6% *	4%	5%	4%	4%	2% **	5%	3%	4%	3% *	19% **	- **	14% **	5%
Milky Way	11%	18% AZ.BF*	8%	11%	11%	11%	15% **	12%	11%	12%	12% *	12% **	- **	17% **	11%
Starburst	4%	3% *	3%	3%	5%	3%	6% **	4%	4%	4%	6% *	3% **	25% **	8% **	3%
Smarties	4%	7% *	3%	3%	3%	4%	2% **	5%	4%	3%	10% *	- **	- **	7% **	4%
Candy corn	6%	3% *	7% AZ	7%	6%	6%	6% **	5%	6%	7%	18% BL.BM.BR*	8% **	- **	4% **	4%
Tootsie Rolls	6%	4% *	7%	7%	8%	7%	3% **	5%	8%	5%	9% *	- **	30% **	- **	6%
Mike & Ike	3%	4% *	3%	2%	3%	1%	- **	4%	2%	1%	4% *	3% **	- **	- **	4% BM
3 Musketeers	8%	4% *	7% BE	11%	9%	6%	10% **	9%	9%	8%	10% *	- **	25% **	7% **	8%
Mounds	7%	5% *	7% BI	6%	9%	3%	7% **	6%	7%	7%	6% *	7% **	- **	5% **	6%
Almond Joy	11%	5% *	11% BK	11%	12%	13%	11% **	8%	14%	13%	18% BR*	7% **	- **	- **	7%
Heath	6%	5% *	6% BD	8%	7%	9%	1% **	4%	5%	9%	10% *	4% **	- **	5% **	6%
York Peppermint Patty	7%	7% *	8% BI	6%	8%	5%	7% **	7%	8%	5%	4% *	3% **	25% **	5% **	8%
Other	3%	1% *	2%	3%	3%	4%	10% **	2%	3%	4%	4% *	7% **	- **	9% **	2%
Don't know	1%	2% *	0%	2%	1%	1%	3% **	2%	2%	0%	1% *	4% **	- **	- **	2%
Not applicable - I don't have a favorite Halloween candy	14%	27% A.BB.BC.BD.BF.BG*	12%	12%	11%	14%	19% **	17% BH	12%	12%	13% *	6% **	- **	16% **	17% BL

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

Unweighted base	695	58	193	228	329	194	15	157	245	220	22	7	2	11	188
Base: All US Parents	701	72	166	247	294	192	10	205	192	209	12	3	1	5	277
Yes, I do	20%	30% BD.BG*	21%	15%	24% BI	14%	17% **	21%	22%	15%	35% **	10% **	- **	6% **	23%
No, I do not	71%	52% *	71% BE	80% BB.BE	69% BH.BK	84%	72% **	64%	70%	81% BL.BR	65% **	68% **	100% **	94% **	64%
Don't know	8%	18% BC.BG*	8%	5% BI	8%	2%	12% **	15% BH.BI	8%	4%	- **	22% **	- **	- **	13% BM

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

Unweighted base	695	58	193	228	329	194	15	157	245	220	22	7	2	11	188
Base: All US Parents	701	72	166	247	294	192	10	205	192	209	12	3	1	5	277
None of it	7%	5% *	4% BA.BB.BF	11% **	8%	6%	20% **	6%	5%	7%	11% **	10% **	- **	6% **	9%
A few pieces	27%	27% *	31%	23%	30%	23%	39% **	26%	33%	26%	20% **	31% **	61% **	29% **	24%
More than a few pieces, but less than half	12%	13% *	18% AZ.BC.BG	9% BI	16%	8%	16% **	11%	13%	9%	21% **	- **	- **	- **	15%
About half of it	6%	3% *	5%	4%	5%	3%	- **	9%	3%	5%	4% **	12% **	- **	- **	9% BL
More than half of it, but not all of it	3%	5% *	3%	2%	4%	4%	- **	1%	2%	3%	6% **	- **	39% **	- **	4%
All of it	2%	- *	2%	3%	2%	2%	- **	2%	2%	2%	- **	12% **	- **	- **	1%

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Voting Registration		
		Yes	No	Don't know
Crunch bar	5%	4%	4%	8% *
Milky Way	11%	11%	10%	16% *
Starburst	4%	4%	4%	4% *
Smarties	4%	4%	4%	6% *
Candy corn	6%	6%	4%	4% *
Tootsie Rolls	6%	6%	8%	2% *
Mike & Ike	3%	2%	3%	7% BS*
3 Musketeers	8%	8%	9%	10% *
Mounds	7%	7%	8%	2% *
Almond Joy	11%	13%	7%	4% *
Heath	6%	7%	6%	2% *
York Peppermint Patty	7%	6%	8%	7% *
Other	3%	4% BT	1%	- *
Don't know	1%	1%	1%	4% *
Not applicable - I don't have a favorite Halloween candy	14%	13%	15%	26% BS*

rhp_q4a. Do you plan to dress up with your child/children this Halloween?

	Unweighted base	695	606	78	11
Base: All US Parents		701	497	182	21
Yes, I do		20%	19%	23%	32% **
No, I do not		71%	75%	66%	39% **
Don't know		8%	7%	12%	29% **

rhp_q4. If your child/children go trick-or-treating and collect candy, how much of their candy do you typically eat?

	Unweighted base	695	606	78	11
Base: All US Parents		701	497	182	21
None of it		7%	6%	9%	- **
A few pieces		27%	28%	24%	23% **
More than a few pieces, but less than half		12%	11%	14%	38% **
About half of it		6%	5%	9%	6% **
More than half of it, but not all of it		3%	3%	2%	11% **
All of it		2%	2%	1%	- **

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	4%	6%	3%	-	7%	4%	3%	-	-	-	5%	4%	5%	2%	3%
		B		**				*	**	**	*				
Not applicable - my child doesn't go trick-or-treating	39%	31%	44%	100%	11%	25%	56%	74%	-	-	45%	47%	36%	31%	44%
		A		**		D	D.E	D.E.F*	**	**	M*	M			P

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

Unweighted base	373	161	212	-	134	130	97	72	-	-	68	71	140	94	241
Base: All US Parents	352	161	190	-	124	120	96	72	-	-	62	57	139	95	230
Always	12%	10%	14%	-	16%	10%	10%	8%	-	-	10%	10%	13%	11%	13%
				**	*	*	*	**	**	**	*	*	*	*	*
Often	17%	17%	18%	-	28%	12%	13%	-	-	-	22%	24%	9%	22%	14%
				**	E.F*	*	*	**	**	**	L*	L*	*	L*	*
Rarely	20%	21%	19%	-	22%	19%	20%	16%	-	-	23%	17%	20%	21%	18%
				**	*	*	*	**	**	**	*	*	*	*	*
Never	49%	51%	47%	-	32%	57%	57%	64%	-	-	43%	47%	56%	42%	53%
				**	*	D*	D*	**	**	**	*	*	*	*	P
Don't know	2%	1%	3%	-	2%	2%	1%	11%	-	-	2%	2%	2%	3%	2%
				**	*	*	*	**	**	**	*	*	*	*	*

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Definitely exist	20%	16%	24%	9%	21%	24%	19%	8%	-	-	19%	15%	23%	19%	17%
				**	G	G	G	*	**	**	*	*	K	*	*
Probably exist	25%	23%	26%	37%	23%	23%	26%	25%	-	-	26%	25%	25%	23%	26%
				**	**	**	*	*	**	**	*	*	*	*	*
Probably do not exist	16%	16%	16%	17%	17%	13%	18%	12%	-	-	17%	16%	14%	19%	17%
				**	**	*	*	*	**	**	*	*	*	*	*
Definitely do not exist	27%	34%	21%	28%	23%	26%	29%	45%	-	-	21%	33%	26%	29%	31%
				**	**	*	*	D.E.F*	**	**	J	J	*	P	
Don't know	12%	12%	12%	9%	14%	13%	9%	10%	-	-	16%	11%	11%	10%	9%
				**	F	*	*	*	**	**	*	*	*	*	*

rhp_q6_2. Demons

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Definitely exist	22%	19%	24%	7%	20%	29%	22%	5%	-	-	17%	25%	25%	18%	17%
				**	G	D.F.G	G	*	**	**	J	J	*	*	
Probably exist	24%	21%	26%	19%	24%	19%	28%	17%	-	-	28%	24%	23%	22%	23%
				**	**	E	*	*	**	**	*	*	*	*	*
Probably do not exist	14%	13%	14%	29%	15%	12%	13%	14%	-	-	19%	10%	12%	16%	16%
				**	**	*	*	*	**	**	KL	*	*	O	
Definitely do not exist	29%	35%	23%	14%	26%	25%	31%	51%	-	-	23%	29%	28%	35%	34%
				**	**	*	*	D.E.F*	**	**	J	J	*	O.P	
Don't know	12%	12%	12%	30%	15%	14%	7%	13%	-	-	14%	12%	13%	10%	9%
				**	F	F	*	*	**	**	*	*	*	*	*

rhp_q6_3. Vampires

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Definitely exist	4%	5%	3%	-	8%	3%	1%	-	-	-	7%	3%	4%	3%	2%
				**	E.F.G	*	*	*	**	**	*	*	*	*	*
Probably exist	9%	8%	9%	4%	14%	7%	7%	1%	-	-	10%	7%	9%	10%	5%
				**	E.F.G	*	*	*	**	**	*	*	*	*	*
Probably do not exist	17%	16%	19%	37%	16%	19%	17%	12%	-	-	22%	12%	18%	16%	18%
				**	**	*	*	*	**	**	K	*	*	*	

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Don't know	4%	11%	8%	-	4%	5%	4%	1%	2%	-	8%	-	2%	9%	9%
		N*	N*	**			*	*		**	V.Z*	**		V.Z*	V.Z*
Not applicable - my child doesn't go trick-or-treating	39%	30%	20%	32%	41%	36%	41%	34%	40%	13%	32%	36%	38%	19%	53%
		*	*	**			*	*	AA	**	*	**	AA	*	Z.AA*

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

Unweighted base	373	40	70	22	152	114	69	38	234	7	31	3	275	39	33
Base: All US Parents	352	42	50	29	140	103	63	45	210	11	27	2	250	45	30
Always	12%	8%	15%	-	14%	10%	9%	14%	12%	21%	10%	-	12%	11%	7%
		**	*	**		*	*	**		**	**	**		**	**
Often	17%	9%	27%	40%	20%	16%	13%	20%	18%	21%	14%	-	18%	14%	21%
		**	N*	**		*	*	**		**	**	**		**	**
Rarely	20%	27%	31%	6%	18%	20%	24%	21%	17%	9%	26%	37%	18%	24%	21%
		**	N*	**		*	*	**		**	**	**		**	**
Never	49%	54%	26%	44%	47%	52%	51%	42%	50%	48%	47%	63%	50%	47%	51%
		**	*	**		*	*	**		**	**	**		**	**
Don't know	2%	2%	-	10%	2%	1%	3%	3%	2%	-	3%	-	2%	4%	-
		**	*	**		*	*	**		**	**	**		**	**

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Definitely exist	20%	27%	28%	26%	21%	22%	16%	16%	17%	43%	22%	26%	19%	21%	23%
		N	N	*		*	*	*		**	**	**		*	*
Probably exist	25%	20%	25%	22%	26%	26%	24%	17%	28%	18%	18%	20%	26%	22%	25%
		*	*	*		*	*	*		**	*	**		*	*
Probably do not exist	16%	14%	16%	10%	16%	16%	19%	11%	12%	29%	16%	22%	14%	19%	19%
		*	*	*		*	*	*		**	*	**		V	*
Definitely do not exist	27%	22%	14%	24%	21%	27%	33%	42%	33%	10%	28%	28%	31%	21%	25%
		*	*	*		R	R	R.S*	AA	**	*	**	AA	*	*
Don't know	12%	17%	17%	18%	16%	8%	8%	13%	10%	-	15%	4%	10%	16%	8%
		N	N	N*	S.T		*	*	**	**	*	**		V.Z	*

rhp_q6_2. Demons

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Definitely exist	22%	36%	30%	20%	23%	24%	16%	19%	22%	33%	12%	28%	22%	21%	18%
		N.Q	N	*		T	*	*	X	**	**	**	X	*	*
Probably exist	24%	21%	26%	28%	26%	21%	25%	20%	25%	31%	27%	14%	25%	21%	31%
		*	*	*		*	*	*		**	*	**		*	*
Probably do not exist	14%	6%	10%	13%	13%	16%	15%	8%	13%	8%	11%	16%	13%	19%	8%
		*	*	*		*	*	*		**	*	**		V.Z.AB	*
Definitely do not exist	29%	18%	15%	23%	22%	27%	39%	45%	31%	10%	30%	39%	31%	26%	33%
		*	*	*		R.S	R.S	R.S*	**	**	*	**	AA	*	*
Don't know	12%	19%	19%	16%	17%	11%	6%	9%	9%	18%	20%	4%	10%	13%	10%
		N	N	*	T	T	*	*	**	**	V.Z.AC*	**	V	*	*

rhp_q6_3. Vampires

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Definitely exist	4%	8%	11%	6%	5%	3%	1%	9%	4%	4%	4%	3%	4%	4%	3%
		N	N	N*	T	*	*	S.T*	**	**	*	**		*	*
Probably exist	9%	14%	16%	20%	9%	11%	6%	3%	6%	14%	4%	16%	6%	11%	11%
		N	N	N*	U	*	*	*		**	*	**		V.Z	*
Probably do not exist	17%	11%	21%	16%	20%	18%	13%	13%	18%	14%	16%	14%	18%	19%	12%
		*	O	*		*	*	*		**	*	**		*	*

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Parent or guardian of any children								Income					
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Don't know	4%	-	-	-	100%	4%	4%	4%	-	-	4%	4%	1%	1%	20%
		*	**	**	**				**	**	*	*	*	*	AL,AM,AN,AO*
Not applicable - my child doesn't go trick-or-treating	39%	50%	40%	-	-	15%	51%	39%	-	-	39%	40%	42%	27%	47%
		AA*	**	**	**		AG,AI	AG	**	**	*	*	AO	*	AO*

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

	Unweighted base	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Unweighted base	373	16	9	1	-	241	172	373	-	-	97	67	113	75	21
Base: All US Parents	352	17	8	1	-	223	168	352	-	-	91	65	102	74	20
Always	12%	4%	37%	-	-	10%	12%	12%	-	-	17%	7%	14%	8%	4%
		**	**	**	**				**	**	*	*	*	*	**
Often	17%	24%	10%	-	-	20%	12%	17%	-	-	20%	12%	23%	15%	6%
		**	**	**	**			AH	**	**	*	*	*	*	**
Rarely	20%	36%	15%	100%	-	17%	24%	20%	-	-	12%	30%	24%	20%	6%
		**	**	**	**				**	**	*	AL*	AL*	*	**
Never	49%	36%	38%	-	-	50%	50%	49%	-	-	48%	51%	38%	56%	74%
		**	**	**	**				**	**	*	*	*	AN*	**
Don't know	2%	-	-	-	-	2%	1%	2%	-	-	3%	1%	1%	1%	9%
		**	**	**	**				**	**	*	*	*	*	**

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

	Unweighted base	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Definitely exist	20%	25%	33%	19%	4%	26%	20%	22%	19%	7%	28%	25%	18%	14%	7%
		*	**	**	**	AJ,AK		AK	*	*	AN,AO,AP	AO,AP	AP		
Probably exist	25%	27%	29%	-	26%	23%	26%	25%	26%	11%	24%	26%	26%	21%	25%
		*	**	**	**				*	*	*	*	*	*	*
Probably do not exist	16%	17%	23%	9%	18%	13%	18%	16%	17%	9%	16%	15%	15%	18%	19%
		*	**	**	**				*	*	*	*	*	*	*
Definitely do not exist	27%	25%	16%	38%	13%	29%	27%	28%	26%	33%	18%	24%	33%	40%	25%
		*	**	**	**				*	*	*	*	AL	AL,AM,AP	*
Don't know	12%	6%	-	35%	40%	8%	9%	9%	13%	3%	13%	9%	8%	8%	25%
		*	**	**	**				AG,AH,AI,AJ*	*	*	*	*	*	AL,AM,AN,AO

rhp_q6_2. Demons

	Unweighted base	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Definitely exist	22%	30%	47%	9%	3%	28%	23%	25%	18%	13%	26%	25%	19%	19%	16%
		X*	**	**	**	AJ		AJ	*	*	AP				
Probably exist	24%	20%	24%	4%	21%	22%	28%	26%	23%	7%	26%	26%	27%	16%	17%
		*	**	**	**	AK	AK	AK	AK	*	AO	AO	AO,AP		
Probably do not exist	14%	12%	2%	42%	12%	12%	11%	11%	17%	13%	14%	15%	14%	10%	16%
		*	**	**	**				AH,AI	*	*	*	*	*	*
Definitely do not exist	29%	32%	22%	5%	10%	27%	29%	29%	30%	23%	19%	26%	33%	45%	26%
		*	**	**	**				*	*	*	*	AL	AL,AM,AN,AP	*
Don't know	12%	6%	5%	40%	55%	10%	9%	9%	12%	4%	15%	8%	7%	9%	25%
		*	**	**	**				AG,AH,AI,AJ*	*	AM,AN	*	*	*	AL,AM,AN,AO

rhp_q6_3. Vampires

	Unweighted base	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Definitely exist	4%	7%	14%	4%	1%	9%	0%	4%	4%	-	6%	4%	4%	2%	2%
		*	**	**	**	AH,AI,AJ		AH	AH	*	*	*	*	*	*
Probably exist	9%	19%	20%	-	13%	10%	7%	8%	10%	4%	12%	11%	7%	5%	8%
		V,X,Z*	**	**	**				*	*	AO	AO			
Probably do not exist	17%	10%	13%	22%	25%	19%	18%	18%	18%	10%	16%	24%	15%	18%	13%
		*	**	**	**				*	*	AL,AN,AP	*	*	*	*

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Type of Area Lived in				Political Party					Political Viewpoint				
		Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative
Don't know	4%	6%	3%	3%	51% **	4%	3%	2%	14% **	14% **	0% *	1% *	5% BF	3% *	7% BF*
Not applicable - my child doesn't go trick-or-treating	39%	26%	43% AQ	45% AQ	37% **	36%	42%	41%	35% **	30% **	41% *	32% *	36% BA*	47% BA*	38% *

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

Unweighted base	373	132	171	69	1	143	103	95	14	18	51	68	120	63	44
Base: All US Parents	352	120	155	75	1	115	100	100	15	23	40	59	118	57	43
Always	12%	14%	13%	6%	-	11%	18%	9%	-	7%	9%	13%	9%	17%	13%
Often	17%	24%	17%	9%	-	16%	14%	21%	24%	19%	13%	28%	14%	14%	13%
Rarely	20%	20%	17%	26%	100% **	24%	19%	20%	11%	11%	21%	25%	24%	21%	11%
Never	49%	41%	50%	57%	-	47%	47%	48%	64%	55%	54%	34%	52%	45%	61%
Don't know	2%	1%	3%	2%	-	2%	1%	2%	-	8%	3%	-	1%	4%	2%

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Definitely exist	20%	21%	20%	20%	40% **	18%	18%	23%	20%	25%	16%	15%	24%	22%	17%
Probably exist	25%	28%	25%	21%	-	23%	28%	28%	10%	17%	18%	28%	27%	28%	22%
Probably do not exist	16%	14%	17%	17%	19% **	18%	14%	18%	20%	8%	14%	22%	17%	16%	12%
Definitely do not exist	27%	27%	27%	28%	28% **	29%	32%	21%	41%	22%	42%	25%	25%	26%	36%
Don't know	12%	11%	12%	15%	13% **	12%	9%	10%	9%	28% AU.AV.AW.AX*	10%	9%	7%	9%	13%

rhp_q6_2. Demons

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Definitely exist	22%	23%	20%	23%	46% **	16%	25%	23%	25%	24%	10%	18%	22%	26%	33%
Probably exist	24%	23%	24%	25%	-	21%	28%	26%	24%	13%	18%	18%	26%	32%	21%
Probably do not exist	14%	15%	15%	9%	13% **	16%	15%	14%	7%	4%	15%	19%	13%	16%	9%
Definitely do not exist	29%	28%	29%	30%	29% **	36% AV.AW.AY	25%	27%	39%	19%	50%	36%	29%	21%	28%
Don't know	12%	11%	12%	14%	13% **	11%	7%	10%	5%	40% AU.AV.AW.AX*	7%	10%	10%	5%	10%

rhp_q6_3. Vampires

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Definitely exist	4%	6%	3%	2%	28% **	3%	4%	3%	5%	9%	1%	5%	4%	5%	3%
Probably exist	9%	11%	9%	5%	-	4%	10%	12%	7%	9%	4%	8%	9%	14%	4%
Probably do not exist	17%	19%	17%	15%	23% **	18%	17%	17%	12%	21%	10%	19%	23%	17%	14%

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	2012 Presidential Vote						2016 Presidential Vote							
		Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President
Don't know	4%	10%	1%	4%	2%	4%	-	8%	2%	4%	-	10%	-	-	6%
		AZ.BA.BF*					**	BH			**	**	**	**	
Not applicable - my child doesn't go trick-or-treating	39%	36%	36%	44%	33%	49%	25%	37%	41%	45%	38%	25%	-	65%	32%
		*				BH.BK	**			BR	**	**	**	**	**

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

	Unweighted base	373	27	119	107	196	83	7	87	136	105	10	4	2	3	113
Base: All US Parents	352	35	99	100	167	79	5	100	102	93	6	2	1	2	147	
Always	12%	14%	11%	15%	17%	10%	-	5%	11%	14%	13%	-	39%	29%	10%	
		**	*	*	BK	*	**	*	*	*	**	**	**	**	*	
Often	17%	27%	22%	13%	20%	17%	9%	13%	15%	18%	49%	-	61%	-	17%	
		**	*	*	*	*	**	*	*	*	**	**	**	**	*	
Rarely	20%	6%	24%	17%	20%	18%	39%	20%	26%	15%	-	48%	-	-	20%	
		**	*	*	*	*	**	*	BM	*	**	**	**	**	*	
Never	49%	47%	42%	52%	41%	54%	52%	57%	46%	51%	38%	31%	-	71%	50%	
		**	*	BA*	*	*	**	BH*	*	*	**	**	**	**	*	
Don't know	2%	5%	1%	3%	1%	2%	-	4%	2%	1%	-	22%	-	-	3%	
		**	*	*	*	*	**	*	*	*	**	**	**	**	*	

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

	Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569	
Definitely exist	20%	22%	15%	20%	19%	13%	23%	25%	15%	17%	23%	14%	-	19%	25%	
		*	*	*	*	*	**	BI	*	*	*	**	**	**	BL.BM	
Probably exist	25%	20%	24%	26%	26%	25%	14%	24%	25%	26%	33%	13%	50%	13%	24%	
		*	AZ	*	*	*	**	**	*	*	*	**	**	**	*	
Probably do not exist	16%	14%	18%	14%	17%	18%	11%	15%	16%	17%	13%	29%	30%	19%	15%	
		*	*	*	*	*	**	**	*	*	*	**	**	**	*	
Definitely do not exist	27%	15%	33%	30%	29%	33%	32%	22%	33%	29%	18%	40%	19%	48%	23%	
		*	BA.BB.BE	BE	*	BK	**	**	BR	*	*	**	**	**	*	
Don't know	12%	30%	10%	10%	10%	10%	20%	14%	11%	11%	14%	3%	-	-	13%	
		**	BA.BB.BC.BD.BF.BG*	**	**	**	**	**	*	*	*	**	**	**	**	

rhp_q6_2. Demons

	Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569	
Definitely exist	22%	18%	14%	29%	19%	28%	23%	20%	15%	28%	26%	18%	70%	30%	22%	
		*	AZ	AZ.BA.BE.BF	*	BH.BK	**	**	BL	*	*	**	**	**	BL	
Probably exist	24%	22%	18%	28%	22%	24%	22%	26%	18%	24%	23%	14%	30%	17%	27%	
		*	*	AZ.BA.BD.BF	*	*	**	**	BL	*	*	**	**	**	BL	
Probably do not exist	14%	9%	17%	13%	14%	14%	8%	14%	16%	13%	13%	19%	-	12%	13%	
		*	BD	BD	*	*	**	**	*	*	*	**	**	**	*	
Definitely do not exist	29%	16%	42%	23%	36%	27%	33%	23%	43%	27%	25%	26%	-	30%	21%	
		*	A.BB.BC.BD.BE.BG	BI.BK	*	*	**	**	BM.BN.BR	*	*	**	**	**	*	
Don't know	12%	35%	9%	7%	10%	8%	13%	17%	9%	7%	13%	23%	-	11%	17%	
		**	BA.BB.BC.BD.BF.BG*	**	**	**	**	BH.BI	*	*	*	**	**	**	BL.BM	

rhp_q6_3. Vampires

	Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569	
Definitely exist	4%	6%	3%	4%	4%	3%	-	5%	2%	4%	10%	3%	-	-	5%	
		*	*	*	*	*	**	**	*	*	BL*	**	**	**	BL	
Probably exist	9%	10%	6%	10%	9%	7%	7%	11%	5%	5%	2%	8%	-	-	14%	
		*	*	AZ.BD	*	*	**	**	*	*	*	**	**	**	BL.BM.BN	
Probably do not exist	17%	14%	15%	16%	16%	14%	6%	21%	17%	15%	18%	25%	25%	15%	19%	
		*	AZ	*	*	*	**	BI	*	*	*	**	**	**	**	

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US_nat_int Sample: 30th September - 1st October 2019



	Total	Voting Registration		
		Yes	No	Don't know
Don't know	4%	3%	7%	-
			*	**
Not applicable - my child doesn't go trick-or-treating	39%	41%	34%	23%
			*	**

rhp_q5. You mentioned that you eat at least some of your child's trick-or-treating candy. How often, if ever, do you keep this secret from your child?

	Unweighted base	373	320	44	9
Base: All US Parents		352	244	91	16
Always	12%	14%	7%	14%	**
			*	**	
Often	17%	15%	16%	67%	**
			*	**	
Rarely	20%	20%	21%	19%	**
			*	**	
Never	49%	50%	55%	-	**
			*	**	
Don't know	2%	2%	2%	-	**
			*	**	

Generally speaking, do you think each of the following do or do not exist?

rhp_q6_1. Ghosts

	Unweighted base	1293	1102	151	40
Base: All US Adults		1293	866	344	83
Definitely exist	20%	18%	28%	10%	*
			BS.BU	*	
Probably exist	25%	26%	19%	31%	*
			*	*	
Probably do not exist	16%	16%	17%	7%	*
			*	*	
Definitely do not exist	27%	30%	25%	11%	*
			BU	*	
Don't know	12%	10%	10%	41%	BS.BT*

rhp_q6_2. Demons

	Unweighted base	1293	1102	151	40
Base: All US Adults		1293	866	344	83
Definitely exist	22%	22%	22%	13%	*
			*	*	
Probably exist	24%	21%	29%	27%	*
			BS	*	
Probably do not exist	14%	15%	11%	15%	*
			*	*	
Definitely do not exist	29%	34%	23%	1%	*
			BT.BU	*	
Don't know	12%	8%	14%	43%	BS.BT*
			BS	BS.BT*	

rhp_q6_3. Vampires

	Unweighted base	1293	1102	151	40
Base: All US Adults		1293	866	344	83
Definitely exist	4%	2%	9%	4%	*
			BS	*	
Probably exist	9%	6%	14%	21%	*
			BS	BS*	
Probably do not exist	17%	17%	17%	24%	*
			*	*	

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Definitely do not exist	60%	60%	45% **	49%	57%	70%	78%	-	-	52%	70%	57%	64%	69%
Don't know	10%	11%	15% **	12% F	14% F	5%	8% *	-	**	10%	8%	12%	8%	6%

rhp_q6_4. Other supernatural beings

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Definitely exist	19%	18%	21%	1%	18%	24%	20%	10%	-	-	20%	16%	22%	17%	16%
Probably exist	27%	25%	29%	33% **	28%	24%	28%	23% *	**	**	25%	25%	28%	27%	27%
Probably do not exist	15%	16%	14%	21% **	15%	12%	18%	6% E.G	-	**	17%	17%	12%	17%	16%
Definitely do not exist	25%	28% B	21%	20% **	23%	23%	24%	46% D.E.F*	-	**	19%	30% J	24%	26%	28% P
Don't know	15%	14%	15%	25% **	16%	17% F	11%	16% *	-	**	19%	13%	14%	14%	13%

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults who Believe in the Supernatural	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I do	43%	35%	51%	41% A	41%	49%	46%	25% *	-	**	43%	40%	48%	40%	42%
No, I do not	33%	41% B	25%	8% **	35%	33%	28%	49% D.E.F*	-	**	30%	38%	30%	36%	36% P
Don't know	24%	24%	24%	51% **	24%	18%	26% E	26% *	-	**	28%	23%	22%	24%	22%

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I have	36%	31%	41%	14% A	34%	43%	37%	24% *	-	**	32%	34%	39%	37%	37%
No, I have not	51%	55% B	47%	50% **	47%	45%	55%	70% E	-	**	51%	54%	50%	50%	55% O.P
Don't know	13%	13%	12%	36% **	19% E.F.G	12%	8%	6% *	-	**	16%	11%	12%	13%	8%

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I have	13%	11%	14%	9% **	16% F	13%	10%	8% *	-	**	16%	11%	12%	13%	12%
No, I have not	77%	78%	76%	60% **	69%	78%	85%	87% D	-	**	71%	83% J	79% J	76%	82% O.P.Q
Don't know	10%	10%	10%	31% **	15% E.F.G	9%	5%	5% *	-	**	14% K	7%	9%	11%	6%

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I have	14%	12%	16%	10% **	18% F.G	13%	11%	8% *	-	**	16%	11%	13%	14%	14%

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Definitely do not exist	60%	49%	35%	40%	53%	59%	75%	67%	65%	43%	62%	61%	64%	55%	64%
		P		*			R.S	R*	AA	**	*	**	AA		*
Don't know	10%	18%	16%	17%	13%	9%	5%	8%	7%	25%	14%	6%	8%	12%	10%
		N	N	N*	T			*		**	V*	**	V		*

rhp_q6_4. Other supernatural beings

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Definitely exist	19%	28%	28%	19%	19%	23%	12%	21%	17%	23%	16%	22%	17%	20%	27%
		N	N	*	T	T		T*	**	**	*	**	V.Z*		*
Probably exist	27%	27%	25%	27%	28%	27%	30%	16%	29%	39%	25%	19%	28%	24%	26%
				*	U	U		*	**	**	*	**			*
Probably do not exist	15%	7%	15%	18%	14%	15%	17%	11%	15%	24%	13%	20%	15%	18%	14%
				O*				*	**	**	*	**			*
Definitely do not exist	25%	20%	11%	21%	21%	24%	28%	36%	27%	14%	24%	34%	26%	21%	24%
				P*				R.S*	**	**	*	**			*
Don't know	15%	18%	22%	15%	18%	11%	13%	16%	13%	-	21%	5%	13%	17%	9%
			N	*	S			*	**	**	Z.AB.AC*	**			*

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults who Believe in the Supernatural	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, I do	43%	47%	49%	39%	46%	46%	38%	36%	45%	70%	41%	46%	45%	41%	51%
				*				*	**	**	*	**			*
No, I do not	33%	27%	20%	35%	29%	31%	37%	45%	36%	16%	32%	41%	35%	34%	28%
				P*				R.S*	**	**	*	**			*
Don't know	24%	26%	32%	27%	25%	23%	25%	18%	19%	14%	27%	13%	20%	25%	21%
			N	*				*	**	**	*	**			*

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, I have	36%	33%	39%	32%	36%	41%	34%	28%	36%	70%	37%	46%	37%	33%	47%
				*	U			*	**	**	*	**	AA*		*
No, I have not	51%	43%	42%	45%	46%	49%	58%	64%	55%	30%	46%	44%	53%	52%	40%
				*			R.S	R.S*	Z.AB	**	*	**	AB		*
Don't know	13%	24%	20%	23%	18%	10%	8%	8%	9%	-	16%	10%	10%	15%	12%
		N	N	N*	S.T.U			*	**	**	*	**	V.Z		*

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, I have	13%	10%	18%	13%	13%	13%	11%	12%	13%	40%	12%	7%	13%	10%	12%
				*				*	**	**	*	**			*
No, I have not	77%	71%	63%	72%	72%	78%	85%	83%	80%	46%	77%	89%	80%	77%	81%
				*			R	R*	**	**	*	**			*
Don't know	10%	18%	19%	15%	15%	9%	4%	5%	7%	14%	11%	3%	7%	13%	7%
		N	N	N*	S.T.U	T		*	**	**	*	**	V.Z		*

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
Yes, I have	14%	8%	17%	16%	12%	14%	14%	18%	15%	16%	14%	13%	15%	10%	17%
			O	*				*	**	**	*	**			*

YouGov RealTime
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US_nat_int Sample: 30th September - 1st October 2019



Total	Parent or guardian of any children				Income									
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Definitely do not exist	61%	49%	44%	22%	53%	67%	62%	58%	48%	51%	53%	71%	68%	57%
Don't know	5%	4%	30%	39%	9%	7%	8%	9%	38%	15%	8%	4%	8%	19%

rhp_q6_4. Other supernatural beings

	Unweighted base	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Definitely exist	19%	23%	38%	10%	7%	21%	19%	20%	19%	13%	24%	28%	14%	15%	11%
Probably exist	27%	30%	33%	21%	22%	27%	29%	28%	26%	15%	30%	26%	26%	25%	24%
Probably do not exist	15%	6%	-	16%	17%	16%	15%	16%	15%	10%	11%	16%	14%	19%	17%
Definitely do not exist	25%	35%	24%	5%	8%	24%	25%	25%	24%	23%	18%	20%	33%	30%	22%
Don't know	15%	7%	5%	48%	46%	12%	12%	12%	16%	40%	16%	10%	14%	12%	26%

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

	Unweighted base	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults who Believe in the Supernatural	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I do	43%	40%	41%	31%	7%	48%	45%	46%	42%	22%	51%	51%	42%	35%	28%
No, I do not	33%	32%	16%	24%	9%	36%	32%	33%	33%	25%	24%	30%	38%	46%	32%
Don't know	24%	28%	44%	45%	83%	15%	23%	20%	25%	54%	25%	19%	20%	19%	40%

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

	Unweighted base	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I have	36%	42%	19%	23%	15%	39%	42%	41%	32%	24%	46%	32%	36%	35%	26%
No, I have not	51%	48%	78%	27%	34%	52%	50%	51%	53%	33%	38%	58%	56%	57%	50%
Don't know	13%	10%	3%	50%	51%	9%	8%	8%	15%	42%	16%	10%	8%	8%	24%

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

	Unweighted base	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I have	13%	23%	14%	-	13%	19%	14%	15%	10%	4%	15%	13%	12%	11%	8%
No, I have not	77%	70%	86%	59%	37%	74%	79%	78%	79%	57%	71%	80%	83%	82%	70%
Don't know	10%	7%	-	41%	50%	6%	7%	6%	12%	38%	13%	7%	5%	7%	22%

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

	Unweighted base	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I have	14%	15%	8%	25%	5%	17%	15%	15%	13%	6%	15%	11%	14%	20%	8%

YouGov RealTime Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Type of Area Lived in				Political Party					Political Viewpoint				
		Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative
Definitely do not exist	60%	55%	61%	66%	29%	63%	64%	59%	76%	32%	77%	64%	54%	61%	69%
				AQ	**	AY	AY	AY	AY*	*	ABB.BC.BE.BF.BG	BE		BE	BB.BE
Don't know	10%	10%	9%	13%	21%	11%	5%	8%	-	30%	7%	5%	10%	10%	
				**	AV.AX				*	AU.AV.AW.AX*		BC	3%	BC.BG	

rhp_q6_4. Other supernatural beings

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Definitely exist	19%	19%	18%	20%	30%	17%	20%	21%	14%	23%	12%	17%	19%	23%	26%
					**				*	*				AZ.BF	AZ.BF
Probably exist	27%	30%	26%	24%	5%	24%	30%	31%	23%	13%	17%	28%	32%	33%	17%
					**		AY	AY	*	*		AZ.BD.BF	AZ.BD.BF	AZ.BD.BF.BG	
Probably do not exist	15%	14%	15%	15%	13%	18%	12%	13%	17%	17%	14%	19%	15%	15%	10%
					**				*	*		BD			
Definitely do not exist	25%	24%	25%	25%	29%	27%	27%	20%	36%	17%	43%	22%	21%	19%	33%
					**				AW.AY*	*	ABB.BC.BE.BF.BG			BB.BC.BE.BG	
Don't know	15%	13%	15%	15%	23%	15%	11%	14%	10%	30%	14%	13%	12%	10%	14%
				**					*	AU.AV.AW.AX*					AZ.

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults who Believe in the Supernatural	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I do	43%	45%	44%	40%	40%	41%	47%	47%	30%	37%	35%	42%	48%	45%	38%
					**		AX		*	*			AZ.BF		
No, I do not	33%	33%	34%	32%	28%	31%	35%	32%	52%	24%	46%	32%	30%	33%	40%
					**				AU.AV.AW.AY*	*	ABB.BC.BE.BF.BG			BB.BE	
Don't know	24%	23%	23%	29%	32%	28%	18%	21%	18%	40%	19%	26%	22%	22%	22%
				**	AV.AW				*	AV.AW.AX*					A.

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I have	36%	35%	36%	39%	43%	32%	38%	39%	42%	33%	30%	37%	43%	41%	25%
					**				*	*	BD	AZ.BD.BE.BF.BG	BD.BG		
No, I have not	51%	49%	54%	47%	31%	53%	55%	51%	45%	33%	57%	51%	46%	51%	69%
					**	AY	AY	AY	*	*	BB.BE			BA.BB.BC.BE.BF.BG	
Don't know	13%	16%	10%	14%	26%	14%	7%	10%	13%	34%	13%	12%	11%	9%	6%
		AR		**	AV				*	AU.AV.AW.AX*					AZ.

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I have	13%	14%	12%	11%	28%	12%	11%	15%	9%	16%	12%	17%	12%	14%	9%
					**				*	*					
No, I have not	77%	73%	80%	78%	37%	79%	84%	77%	73%	54%	82%	75%	80%	80%	84%
			AQ		**	AY	AY	AY	*	*	BE	BE	BE	BE	BE
Don't know	10%	13%	8%	10%	36%	9%	5%	8%	18%	31%	6%	8%	8%	7%	6%
		AR		**					AV.AW*	AU.AV.AW*					AZ.

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I have	14%	15%	13%	12%	9%	12%	16%	16%	10%	7%	12%	19%	14%	17%	7%
					**				*	*		BD		BD.BG	

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US_nat_int Sample: 30th September - 1st October 2019



	Total	2012 Presidential Vote						2016 Presidential Vote							
		Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President
Definitely do not exist	60%	42% *	70% BA, BB, BE	64% BB, BE	63% BK	72% BH, BK	76% **	49%	69% BR	71% BR	62% *	45% **	75% **	70% **	48%
Don't know	10%	28% BA, BB, BC, BD, BF, BG*	6%	6% BC	8%	5%	11% **	15% BH, BI	7%	5%	8% *	19% **	- **	15% **	14% BL, BM

rhp_q6_4. Other supernatural beings

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Definitely exist	19%	17% *	15% AZ, BF	24% AZ, BF	18%	18%	17% **	22%	14% BL	21% BL	11% *	14% **	25% **	18% **	22% BL
Probably exist	27%	22% *	23% AZ	27% AZ, BD	27%	28%	18% **	26%	25% *	28% *	35% *	26% **	30% **	31% **	27%
Probably do not exist	15%	15% *	17%	13%	14%	16%	10% **	15%	15% *	16% *	7% *	17% **	- **	7% **	15%
Definitely do not exist	25%	16% *	32% BA, BB, BC, BE	25% BC	28% BK	26%	30% **	20%	32% BM, BR	24% *	24% *	40% **	45% **	32% **	20%
Don't know	15%	30% BA, BB, BC, BD, BF, BG*	14%	12%	12%	12%	25% **	18% BH, BI	14%	12%	22% *	3% **	- **	12% **	17%

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults who Believe in the Supernatural	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I do	43%	43% *	39% BA, BB, BE	42% BE	43%	41%	30% **	46% **	40% BR	44% BR	39% *	31% **	75% **	33% **	46%
No, I do not	33%	22% *	39% BA, BB, BE	36% BE	36%	39%	44% **	25% BR	37% BR	35% BR	37% *	30% **	25% **	48% **	28%
Don't know	24%	35% Z, BB, BC, BD, BF, BG*	23%	22%	21%	20%	27% **	29% BH, BI	23% *	21% *	24% *	39% **	- **	19% **	26%

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I have	36%	30% *	34% BD	35% BD	37%	36%	17% **	37% **	34% BR	38% BR	31% *	24% **	50% **	48% **	37%
No, I have not	51%	39% *	54% BE	58% BB, BC, BE	52%	58%	60% **	45% BR	57% BR	56% BR	60% *	35% **	50% **	52% **	44%
Don't know	13%	31% BA, BB, BC, BD, BF, BG*	12%	8%	11% BI	6%	23% **	18% BH, BI	9% *	6% *	9% *	40% **	- **	19% **	19% BL, BM

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I have	13%	11% *	15% BI	12% BI	16%	10%	2% **	11% **	12% BR	11% BR	11% *	4% **	- **	15% **	14%
No, I have not	77%	61% *	78% BE	82% BE	76%	85% BH, BK	89% **	74% **	83% BR	84% BR	89% BR*	67% **	100% **	85% **	70%
Don't know	10%	28% BA, BB, BC, BD, BF, BG*	7%	7%	8%	5%	10% **	15% BH, BI	5% *	5% *	- **	28% **	- **	16% **	16% BL, BM, BN

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I have	14%	10% *	16% BD	13% BD	16%	13%	3% **	13% **	11% *	15% *	14% *	11% **	- **	28% **	15%

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Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Voting Registration		
		Yes	No	Don't know
Definitely do not exist	60%	69%	49%	16%
		BT.BU	BU	*
Don't know	10%	7%	11%	35%
				BS.BT*

rhp_q6_4. Other supernatural beings

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Definitely exist	19%	18%	25%	13%	*
Probably exist	27%	27%	27%	24%	*
Probably do not exist	15%	15%	14%	15%	*
Definitely do not exist	25%	28%	21%	6%	*
		BU	BU	*	
Don't know	15%	12%	14%	42%	
					BS.BT*

rhp_q7. Generally speaking, do you believe that ghosts/spirits can come back to certain places on Earth after death?

	Unweighted base	1293	1102	151	40
Base: All US Adults who Believe in the Supernatural	1293	866	344	83	
Yes, I do	43%	44%	46%	28%	*
No, I do not	33%	35%	31%	23%	*
Don't know	24%	22%	23%	49%	
					BS.BT*

For each of the following please let us know whether or not you have done or experienced it. Please select one option on each row.

rhp_q8_1. Seen or felt the presence of a supernatural being (e.g., a spirit or ghost)

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Yes, I have	36%	37%	38%	29%	*
No, I have not	51%	56%	46%	23%	*
		BT.BU	BU	*	
Don't know	13%	8%	16%	48%	
			BS		BS.BT*

rhp_q8_2. Communicated directly with a ghost or spirit of someone who has died

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Yes, I have	13%	11%	16%	15%	*
No, I have not	77%	84%	71%	38%	*
		BT.BU	BU	*	
Don't know	10%	5%	14%	47%	
			BS		BS.BT*

rhp_q8_3. Contacted spirits or ghosts using a Ouija board (a board with letters and numbers and a small moveable triangle to convey messages)

	Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83	
Yes, I have	14%	13%	14%	18%	*

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	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
No, I have not	78%	80%	76%	49% **	68%	78% D	87% D.E	88% D*	- **	- **	72%	82% J	79%	76%	81% P.Q
Don't know	8%	9%	8%	40% **	14% F.G	9% F	2%	4% *	- **	- **	12%	7%	7%	9%	5%
rhp_q8_4. Consulted a psychic															
Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I have	15%	10%	20% A	- **	14% G	19% G	17% G	4% *	- **	- **	22% K.L.M	14%	14%	13%	16%
No, I have not	77%	81% B	73%	61% **	73% **	74% D.E	82% D.E	89% D.E*	- **	- **	66% K	80% J	79% J	79% J	80% P
Don't know	8%	9%	7%	39% **	13% F	7% F	2%	8% F*	- **	- **	12%	5%	7%	8%	4%
rhp_q8_5. Had your tarot cards read															
Unweighted base	1293	611	682	20	449	319	430	75	-	-	240	261	475	317	848
Base: All US Adults	1293	628	665	22	436	302	451	83	-	-	247	235	500	311	859
Yes, I have	21%	14%	28% A	1% **	19% G	26% G	24% G	9% *	- **	- **	23% O	20%	20%	22%	23%
No, I have not	71%	76% B	66% **	55% **	67% **	67% D	75% D	87% D.E.F*	- **	- **	66% K.L	75% K.L	73% K.L	67% K.L	74% P
Don't know	8%	10% B	6%	43% **	14% E.F.G	8% F	2%	5% *	- **	- **	11% K.L	5%	6%	11% K.L	4%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO/AP, AQ/AR/AS/AT, AU/AV/AW/AX/AY, AZ/BA/BB/BC/BD/BE/BF/BC

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Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Race			Education				Marital Status							
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
rhp_q8_4. Consulted a psychic	No, I have not	78%	78%	65%	69%	74%	79%	85%	78%	79%	70%	76%	87%	79%	80%	78%
	Don't know	8%	14%	18%	15%	14%	7%	2%	4%	6%	14%	10%	-	6%	9%	5%
			P	N	N*	S.T.U	T	R	*	**	*	**	**			*
			N	N	N*	S.T.U	T	R	*	**	*	**	**			*
	Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
	Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
	Yes, I have	15%	12%	19%	9%	14%	16%	15%	20%	16%	42%	14%	11%	16%	10%	20%
	No, I have not	77%	72%	64%	75%	73%	78%	84%	75%	79%	58%	76%	89%	79%	80%	74%
	Don't know	8%	16%	17%	16%	13%	6%	1%	5%	4%	-	10%	-	5%	9%	5%
			N	N	N*	S.T.U	T	T*	*	**	V.Z*	**	**	V.Z		*
	Unweighted base	1293	149	190	106	508	427	233	125	584	15	105	43	747	330	113
	Base: All US Adults	1293	171	146	117	509	422	231	131	573	16	95	38	721	327	122
	Yes, I have	21%	13%	24%	18%	18%	24%	24%	22%	21%	38%	32%	34%	23%	16%	27%
	No, I have not	71%	70%	60%	63%	69%	69%	75%	76%	74%	62%	62%	59%	72%	73%	70%
	Don't know	8%	16%	16%	19%	13%	8%	1%	2%	5%	-	6%	8%	5%	11%	3%
			N	N	N*	S.T.U	T.U		*	**	*	**	**	V.Z AB		*

Cell Contents (Col), BH/BI/BJ/BK, BL/BM/BN/BO/BP/BQ/BR, BS/BI/BU, Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	Parent or guardian of any children								Income					
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
No, I have not	78%	81%	91%	15%	40%	78%	81%	80%	77%	57%	74%	84%	80%	77%	72%
		*	**	**	**	AK	AK	AK	AK	*		AL,AP			
Don't know	8%	4%	2%	59%	56%	6%	5%	5%	10%	38%	11%	5%	6%	4%	20%
		*	**	**	**				AH,AI	AG,AH,AI,AJ*	AO				AL,AM,AN,AO
rhp_q8_4. Consulted a psychic															
Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I have	15%	28%	16%	14%	4%	19%	16%	17%	14%	9%	17%	13%	15%	21%	12%
		V,Z,AA*	**	**	**					*					
No, I have not	77%	62%	80%	33%	43%	75%	80%	78%	77%	54%	74%	81%	81%	76%	69%
		*	**	**	**	AK	AK	AK	AK	*		AP	AP		
Don't know	8%	9%	5%	53%	54%	6%	4%	4%	9%	36%	10%	6%	4%	3%	19%
		*	**	**	**				AH,AI	AG,AH,AI,AJ*	AN,AO				AL,AM,AN,AO
rhp_q8_5. Had your tarot cards read															
Unweighted base	1293	49	18	9	27	317	428	695	550	48	331	255	346	202	159
Base: All US Adults	1293	54	25	13	31	300	449	701	535	57	342	264	322	200	165
Yes, I have	21%	29%	14%	4%	5%	23%	22%	22%	21%	12%	24%	21%	19%	23%	18%
		AA*	**	**	**					*					
No, I have not	71%	66%	77%	36%	45%	72%	73%	73%	69%	53%	66%	74%	75%	72%	65%
		*	**	**	**	AK	AK	AK	AK	*		AL	AL		
Don't know	8%	5%	9%	59%	50%	5%	5%	4%	10%	35%	10%	5%	6%	5%	17%
		*	**	**	**				AG,AH,AI	AG,AH,AI,AJ*					AM,AN,AO

Cell Contents (Col

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	Type of Area Lived in				Political Party					Political Viewpoint				
		Urban	Suburban/ Town	Rural	Other	Democrat	Republican	Independent	Other	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative
No, I have not	78%	74%	80%	78%	65%	81%	78%	78%	84%	61%	83%	75%	80%	79%	86%
Don't know	8%	10%	7%	10%	26%	7%	6%	5%	6%	32%	5%	6%	6%	4%	7%
					**	AY	AY	AY	AY*	AU.AV.AW.AX*	BE	6%	BE	BE	AZ.
rhp_q8_4. Consulted a psychic															
Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I have	15%	18%	14%	15%	14%	17%	17%	14%	9%	11%	14%	25%	16%	16%	9%
No, I have not	77%	72%	81%	76%	61%	77%	77%	79%	91%	60%	84%	70%	78%	79%	86%
Don't know	8%	11%	5%	9%	26%	6%	5%	7%	-	29%	2%	5%	6%	5%	5%
		AR			**	AY	AY	AY	AU.AY*	AU.AV.AW.AX*	BA.BE.BF		BE	BE	BA.BE.BF
rhp_q8_5. Had your tarot cards read															
Unweighted base	1293	409	647	226	11	480	316	363	56	78	195	221	376	223	155
Base: All US Adults	1293	395	640	246	11	410	327	385	57	114	157	188	372	246	160
Yes, I have	21%	21%	21%	21%	26%	25%	19%	20%	24%	17%	28%	30%	22%	21%	9%
No, I have not	71%	69%	73%	68%	44%	68%	74%	75%	71%	57%	67%	67%	71%	75%	81%
Don't know	8%	10%	5%	11%	31%	7%	7%	5%	4%	26%	5%	3%	7%	4%	9%
		AR		AR	**	AY	AY	AY	*	AU.AV.AW.AX*	BD.BE.BG	BD.BE.BG	BD	BD.BG	AZ.BA.BB.BE.BF

Cell Contents (Col

YouGov RealTime
Halloween Paranormal

US_nat_int Sample: 30th September - 1st October 2019



	Total	2012 Presidential Vote						2016 Presidential Vote							
		Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President
No, I have not	78%	63%	79%	81%	79%	83%	87%	73%	85%	82%	83%	68%	100%	62%	71%
		*	BE	BE		BK	**		BR	BR	*	**	**	**	
Don't know	8%	27%	6%	5%	5%	4%	10%	14%	4%	3%	2%	21%	-	10%	14%
		BA.BB.BC.BD.BF.BG*					**	BH.BI			*	**	**	**	BL.BM.BN
rhp_q8_4. Consulted a psychic															
Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I have	15%	11%	20%	13%	23%	13%	9%	10%	19%	17%	17%	15%	-	19%	12%
		*	AZ.BD.BG		BI.BK		**		BR	*	**	**	**	**	
No, I have not	77%	63%	76%	82%	73%	82%	80%	77%	77%	81%	82%	67%	100%	77%	74%
		*	BA.BE	BA.BE		BH	**				*	**	**	**	
Don't know	8%	26%	4%	5%	5%	4%	11%	13%	4%	3%	1%	19%	-	3%	14%
		BA.BB.BC.BD.BF.BG*					**	BH.BI			*	**	**	**	BL.BM.BN
rhp_q8_5. Had your tarot cards read															
Unweighted base	1293	123	416	378	580	305	31	377	461	352	45	23	4	19	389
Base: All US Adults	1293	169	345	407	490	297	20	486	347	332	23	11	2	9	569
Yes, I have	21%	15%	29%	16%	30%	14%	17%	17%	28%	19%	25%	26%	25%	23%	18%
		*	BD.BE.BG	BD	BI.BK		**		BM.BR	*	**	**	**	**	
No, I have not	71%	61%	67%	77%	65%	82%	71%	70%	70%	79%	73%	53%	75%	70%	67%
		*	AZ.BA.BE.BF		BH.BK		**			BL.BR	*	**	**	**	
Don't know	8%	24%	4%	6%	5%	4%	12%	13%	3%	3%	2%	21%	-	7%	15%
		BA.BB.BC.BD.BF.BG*					**	BH.BI			*	**	**	**	BL.BM.BN

Cell Contents (Col

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	Total	Voting Registration		
		Yes	No	Don't know
No, I have not	78%	84%	73%	38%
		BT.BU	BU	*
Don't know	8%	3%	13%	44%
			BS	BS.BT*

rhp_q8_4. Consulted a psychic

Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83
Yes, I have	15%	17%	12%	14%
				*
No, I have not	77%	80%	78%	36%
		BU	BU	*
Don't know	8%	3%	9%	49%
			BS	BS.BT*

rhp_q8_5. Had your tarot cards read

Unweighted base	1293	1102	151	40
Base: All US Adults	1293	866	344	83
Yes, I have	21%	24%	16%	16%
		BT		*
No, I have not	71%	73%	71%	41%
		BU	BU	*
Don't know	8%	3%	13%	43%
			BS	BS.BT*

Cell Contents (Col