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Ipsos Halloween Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: October 9-11, 2026
 Number of interviews: 1,020

Margin of error: +/- 3.1 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

Q1. Have you, personally, as an adult or as a child ever...?

Total Yes Summary

	Total October 2026 (N=1,020)	Total October 2021 (N=1,013)	Total April 2021 (N=1,017)	Total October 2007 (N=1,013)
Woken up from sleep with sense of a strange presence in the room	27%	27%	30%	30%
Seen or believed yourself to be in the presence of a ghost	21%	24%	24%	23%
Read your horoscope that accurately predicted your day/week/month	18%	21%	22%	N/A
Seen an unidentified flying object (UFO)	10%	10%	11%	14%
Experienced the healing power of crystals	4%	5%	4%	N/A

Q1_1. Have you, personally, as an adult or as a child ever...? - Seen or believed yourself to be in the presence of a ghost

	Total (N=1,020)
Yes	21%
No	67%
Don't know	10%
Skipped	1%



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Q1_2. Have you, personally, as an adult or as a child ever...? - Seen an unidentified flying object (UFO)

	Total (N=1,020)
Yes	10%
No	80%
Don't know	8%
Skipped	1%

Q1_3. Have you, personally, as an adult or as a child ever...? - Woken up from sleep with sense of a strange presence in the room

	Total (N=1,020)
Yes	27%
No	65%
Don't know	7%
Skipped	1%

Q1_4. Have you, personally, as an adult or as a child ever...? - Experienced the healing power of crystals

	Total (N=1,020)
Yes	4%
No	89%
Don't know	6%
Skipped	1%

Q1_5. Have you, personally, as an adult or as a child ever...? - Read your horoscope that accurately predicted your day/week/month

	Total (N=1,020)
Yes	18%
No	73%
Don't know	8%
Skipped	1%

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Q2. In general, do you believe in or do you not believe in...?

Total "Believe in it" Summary

	Total October 2026 (N=1,020)	Total October 2021 (N=1,013)	Total October 2007 (N=1,013)
Unidentified flying objects or U.F.O.s	37%	39%	34%
Ghosts	33%	36%	34%
Extra-sensory perception or E.S.P.	31%	36%	48%
Spells or witchcraft	20%	21%	19%

Q2_1. In general, do you believe in or do you not believe in...? - Ghosts

	Total (N=1,020)
Believe in it	33%
Do not believe in it	43%
Don't know	22%
Skipped	1%

Q2_2. In general, do you believe in or do you not believe in...? - Spells or witchcraft

	Total (N=1,020)
Believe in it	20%
Do not believe in it	59%
Don't know	19%
Skipped	1%

Q2_3. In general, do you believe in or do you not believe in...? - Extra-sensory perception or E.S.P.

	Total (N=1,020)
Believe in it	31%
Do not believe in it	40%
Don't know	28%
Skipped	2%

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Q2_4. In general, do you believe in or do you not believe in...? - Unidentified flying objects or U.F.O.s

	Total (N=1,020)
Believe in it	37%
Do not believe in it	35%
Don't know	27%
Skipped	1%

Q3. Do you celebrate Halloween or the Day of the Dead/Día de los Muertos? Please select all that apply.

	Total October 2026 (N=1,020)	Total October 2021 (N=1,013)
I celebrate Halloween	55%	62%
I celebrate the Day of the Dead/Día de los Muertos	8%	7%
I do not celebrate either holiday	42%	36%
Skipped	1%	1%

Q4. How excited, if at all, are you about Halloween this year?

	Total (N=1,020)
Very excited	12%
Somewhat excited	26%
Not too excited	25%
Not at all excited	36%
Skipped	1%
<i>Total excited (net)</i>	<i>38%</i>
<i>Total not excited (net)</i>	<i>61%</i>

Q5. [Base: Parent of Child under 18] How excited is your child, or children, about Halloween this year?

	Parents (N=201)
Very excited	40%
Somewhat excited	25%
Not too excited	16%
Not at all excited	18%
Skipped	1%
<i>Total excited (net)</i>	<i>65%</i>
<i>Total not excited (net)</i>	<i>34%</i>

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Q6. Do you generally do any of the following during the Halloween season? Please select all that apply

	Total October 2026 (N=1,020)	Total October 2021 (N=1,013)
Decorate your house	32%	39%
Watch scary movies	29%	36%
Carve pumpkins	27%	37%
Dress up in a costume	26%	32%
Go to a pumpkin patch	22%	26%
Go trick-or-treating	21%	25%
Go to a Halloween party	21%	21%
Go to a haunted house/corn maze	13%	17%
Host a Halloween party	5%	7%
Other	5%	6%
None of the above	38%	29%
Skipped	1%	1%

Q7. What is your favorite type of Halloween candy?

	Total October 2026 (N=1,020)	Total October 2021 (N=1,013)
Chocolate candy	51%	60%
Gummy/Jelly candy	9%	7%
Sour candy	9%	6%
Caramel candy	7%	7%
Hard candy	2%	3%
Other, please specify	5%	5%
I don't like any candy	15%	10%
Skipped	1%	1%

Q8. Thinking about your own local community, which of the following statements better describes your views?

	Total (N=1,020)
Halloween doesn't play a major role in my community	49%
Halloween brings members of my community together	47%
Skipped	3%

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Q9. How well, if at all, do the following statements describe your views?

Total Extremely/Very well Summary

	Total (N=1,020)
Children don't trick-or-treat as much as they did when I was a child	42%
Halloween is a fun holiday for me and my family	29%
I get concerned about my child or children's safety at Halloween (Among Parents)	18% (N=201)
I will spend more than I should on Halloween this year	8%

Q9_1. How well, if at all, do the following statements describe your views? - Children don't trick-or-treat as much as they did when I was a child

	Total (N=1,020)
Extremely well	21%
Very well	21%
Somewhat well	26%
Not too well	15%
Not at all well	15%
Skipped	3%
<i>Extremely/Very well (net)</i>	42%
<i>Not too/Not at all well (net)</i>	30%

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Q9_2. How well, if at all, do the following statements describe your views? - Halloween is a fun holiday for me and my family

	Total (N=1,020)
Extremely well	13%
Very well	15%
Somewhat well	29%
Not too well	15%
Not at all well	25%
Skipped	2%
<i>Extremely/Very well (net)</i>	29%
<i>Not too/Not at all well (net)</i>	40%

Q9_3. **[Base: Parent of Child under 18]** How well, if at all, do the following statements describe your views? - I get concerned about my child or children's safety at Halloween

	Parents (N=201)
Extremely well	7%
Very well	11%
Somewhat well	36%
Not too well	23%
Not at all well	21%
Skipped	3%
<i>Extremely/Very well (net)</i>	18%
<i>Not too/Not at all well (net)</i>	43%



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Q9_4. How well, if at all, do the following statements describe your views? - I will spend more than I should on Halloween this year

	Total (N=1,020)
Extremely well	4%
Very well	4%
Somewhat well	13%
Not too well	23%
Not at all well	54%
Skipped	2%
<i>Extremely/Very well (net)</i>	<i>8%</i>
<i>Not too/Not at all well (net)</i>	<i>77%</i>



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About the Study

This Ipsos poll was conducted October 9-11, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,020 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice, and political party identification. Political party identification benchmarks are from the 2026 NPORS annual survey. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.05. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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