



**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS PUBLIC AFFAIRS
PROJECT #81-5681-64**

NOTE: all results shown are percentages unless otherwise labeled.

HALLOWEEN STUDY

NOTE: Results represent all adults unless otherwise indicated.

1. Will you or someone in your household be giving out treats on Halloween this year, or not?

	<u>ALL ADULTS</u>
Yes	63
No	36
(DK/NS)	1

2. How many children, under age 15, are you the parent of?

	<u>ALL ADULTS</u>
None	62
1	17
2	12
3	6
4	2
5	1
6	0
7	0
8 or more	0
DK/NS	0
Summary	
None	62
1 or more	37

[ASK Qu. 3 ONLY AMONGST PARENTS OF CHILDREN UNDER AGE 15.]

3. Will any of your children go trick-or-treating "door-to-door" this Halloween, or not?

	<u>PARENTS</u>
Yes	66
No	32
(DK/NS)	2

[ASK Qu. 3a ONLY AMONGST PARENTS WHOSE CHILDREN UNDER AGE 15 ARE NOT GOING TRICK-OR-TREATING "DOOR-TO-DOOR" THIS HALLOWEEN.]

- 3a. Why aren't your children trick-or-treating this year?

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>
Because your children are too young or too old, or not?	47	50	3
Because you don't celebrate Halloween, or not?	48	52	-
Because you don't think it's safe to trick-or-treat in your neighborhood, or not?	25	73	2
For some other reason	14	86	-

4. In general, how safe is it for children to go out and trick or treat on Halloween in your neighborhood?

	<u>ALL ADULTS</u>
Very safe	61
Somewhat safe	25
Not too safe	6
Not at all safe	6
DK/NS	2
Summary	
Very/ Somewhat safe	86
Not too/ Not at all safe	12

5. How concerned are you that pranks or acts of vandalism will be committed to your property this Halloween?

	<u>ALL ADULTS</u>
Very concerned	4
Somewhat concerned	10
Not too concerned	27
Not at all concerned	59
DK/NS	-
Summary	
Very/ Somewhat concerned	14
Not too/ Not at all concerned	86

PARTY AFFILIATION / IDEOLOGY

A. Are you currently registered to vote at this address, or not?

	<u>ALL ADULTS</u>
Yes	80
No	20
(DK/NS)	-

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

INITIAL PARTY IDENTIFICATION

	<u>ALL ADULTS</u>
Republican	26
Democrat	32
Independent	20
None of these	19
(DK/NS)	3

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
 2c. Do you lean strongly or only moderately toward the Republican Party?
 2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

	<u>ALL ADULTS</u>
Strongly Democrat	20
Moderately Democrat	11
Lean Democrat	13
Strongly Republican	15
Moderately Republican	11
Lean Republican	11
Independent	16
(DK/REF)	3
Total Republican	36
Total Democrat	45

3. Generally speaking, do you consider yourself a liberal, moderate or conservative? (IF "LIBERAL" OR "CONSERVATIVE", ASK:) Would you say you are very (liberal/conservative) or somewhat (liberal/conservative)?

	<u>ALL ADULTS</u>
Very liberal	9
Somewhat liberal	17
Moderate	31
Somewhat conservative	24
Very conservative	15
(DK/NS)	4
Total Liberal	26
Total Conservative	39

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

	<u>ALL ADULTS</u>
18-34	30
35-49	26
50-64	27
65+	16
(DK/NS)	1

Z2. Are you employed:

	<u>ALL ADULTS</u>
TOTAL EMPLOYED	63
Full time	52
Part time	11
Not employed	13
Retired	23
(DK/NS)	1

D3. What is the last year of school you completed?

	<u>ALL ADULTS</u>
Grade school or some high school	7
Completed high school	21
Some community college or university, did not finish	22
Completed technical school or a community college	12
Completed a university or Bachelor's degree	21
Completed a post-graduate degree such as a Master's or Ph.D.	16
(DK/NS)	1

D4. Are you currently married?

	<u>ALL ADULTS</u>
Married	65
Other	35
(DK / NS)	-

D5. Including yourself and any children, how many people are currently living in your household?

	<u>ALL ADULTS</u>
1	16
2	34
3	18
4	17
5	8
6+	6
(DK/NS)	1
Summary	
Mean	2.9
Median	2.0

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

- D6a. How many children under 6 years are currently living in your household?
D6b. How many children ages 6 to 12 are currently living in your household?
D6c. How many children ages 13 to 17 are currently living in your household?

	<u>ALL ADULTS</u>
ANY CHILDREN (NET)	40
Under 6	22
6-12	21
13-17	14
NO CHILDREN	59
(DK/NS)	1
Any children 12 or younger	33
Any children 6 to 17	29

- D9a. Would you describe yourself as a born-again or evangelical Christian, or not?

	<u>ALL ADULTS</u>
Yes	36
No	62
(DK/NS)	2

- D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

	<u>ALL ADULTS</u>
Protestant	46
Catholic	24
Mormon	1
Jewish	2
Muslim	-
Some other religion	4
None	21
(DK/NS)	2

- ZZ5b. How often do you attend religious services?

	<u>ALL ADULTS</u>
At least once a week (Net)	40
More than once a week	16
Once a week	24
Less than once a week (Net)	38
A few times a month	13
A few times a year	25
Never	20
(DK/NS)	2

D12a. Are you of Hispanic ethnicity?

D12b. Are you White, Black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

	<u>ALL ADULTS</u>
White	76
Hispanic	13
Black	12
Asian	3
(NOT READ) American Indian	2
(NOT READ) Other	3
(DK/NS)	2

D13. Could you please tell me your household income from all sources in 2006?

	<u>ALL ADULTS</u>
Under \$15,000	11
\$15,000 to less than \$20,000	6
\$20,000 to less than \$25,000	6
\$25,000 to less than \$30,000	5
\$30,000 to less than \$40,000	9
\$40,000 to less than \$50,000	10
\$50,000 to less than \$75,000	16
\$75,000 to less than \$100,000	9
\$100,000 or more	16
(DK/NS)	12

REGION:

	<u>ALL ADULTS</u>
Northeast	19
Midwest	22
South	36
West	23

METROPOLITAN STATUS:

	<u>ALL ADULTS</u>
Urban	28
Suburban	51
Rural	21

GENDER:

	<u>ALL ADULTS</u>
Male	48
Female	52