

# American Views on Halloween



Phone Survey of 1,000 Americans

# Methodology

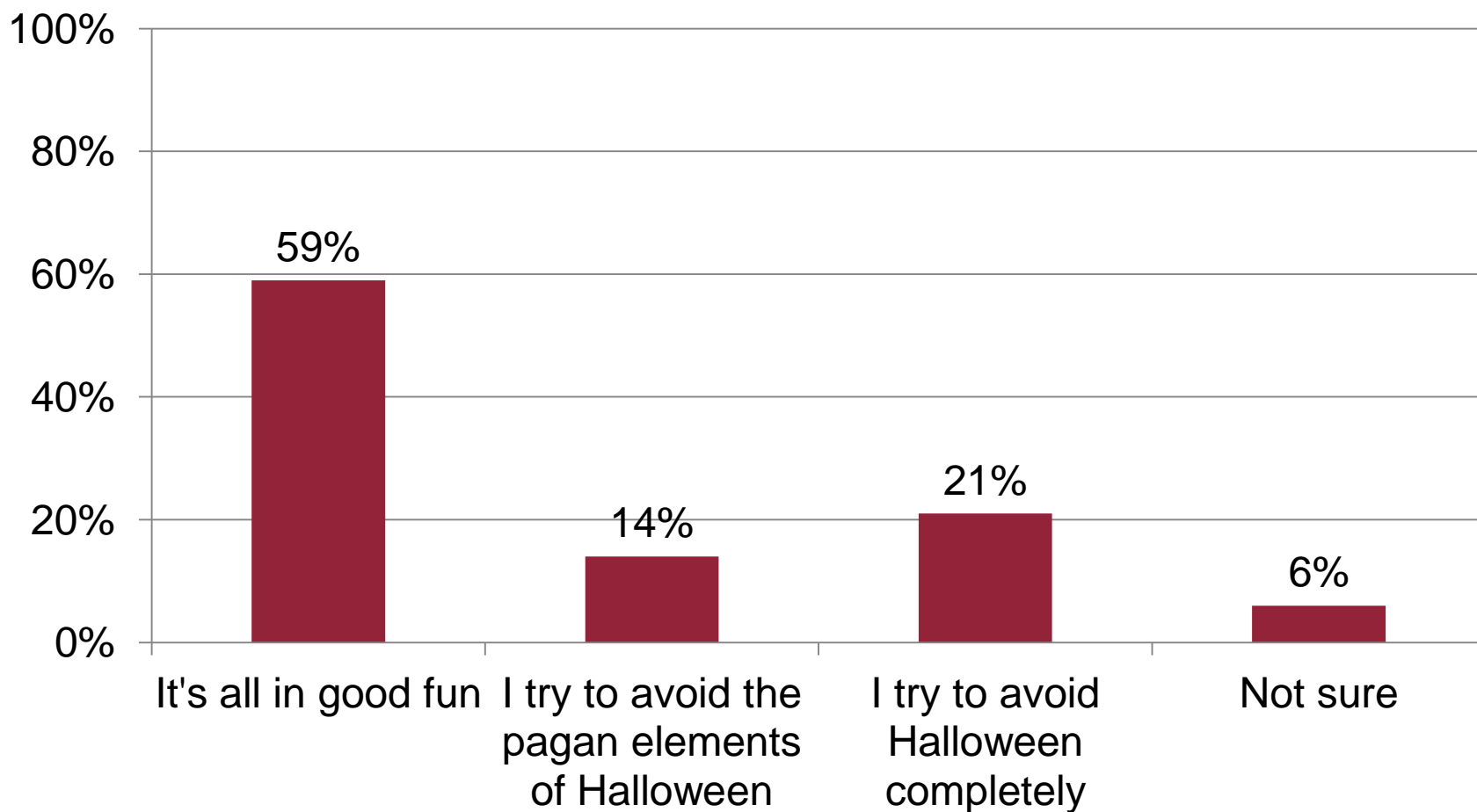
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- ❑ The phone survey of Americans was conducted September 14-28, 2015
- ❑ The calling utilized Random Digit Dialing. 50% of completes were among landlines and 50% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed  $\pm 3.6\%$
- ❑ Margins of error are higher in sub-groups

# Survey Responses

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## 6 in 10 say Halloween is all in good fun



Q: "When you consider the pagan elements of Halloween, which is closer to your attitude?"

# Significant Differences

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Gender

Region

Age

Ethnicity

Education Level

Religious Preference

Catholic/Protestant

Born again/Evangelical/Fundamentalist

Religious Service Attendance

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region of the country, age, ethnicity, and educational level.

Gender	Region	Age	Ethnicity	Education Level
Male	Northeast	18-24	White	High school graduate or less
Female	Midwest	25-34	African American	Some college
	South	35-44	Hispanic	College Graduate
	West	45-54	Other Ethnicities	Graduate degree
		55-64		
		65+		

Notes: Region is defined by US Census locations

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, and Born again/ Evangelical/ Fundamentalist, and religious service attendance.

Religious Preference	Denomination	Evangelical Christian	Religious Service Attendance
Christian*	Protestant / Nondenominational	Yes	Once a week or more
Other Religions	Catholic	No / not sure	Once or twice a month
Nonreligious**			Only on religious holidays
			Rarely or never

\*includes Catholic, Protestant, Nondenominational, and Orthodox

\*\*includes Atheist, Agnostic, and No Preference

## **“When you consider the pagan origins of Halloween, which is closer to your attitude?”**

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- Women are more likely to select “I try to avoid Halloween completely” (24% v 17%)
- Southerners (53%) are less likely to select “It’s all in good fun” than Midwesterners (62%) and Northeasterners (68%)
- Southerners are most likely to select “I try to avoid Halloween completely” (27%)
- Those age 18-24 (67%), 25-34 (67%), and 45-54 (64%) are more likely to select “It’s all in good fun” than those 55-64 (48%) and 65+ (52%)
- Those age 55-64 (29%) are more likely to select “I try to avoid Halloween completely” than those age 18-24 (17%), 25-34 (15%), 35-44 (19%), and 45-54 (18%)
- Those age 65+ (26%) are more likely to select “I try to avoid Halloween completely” than those age 25-34 (15%) and 45-54 (18%)
- African Americans are least likely to select “It’s all in good fun” (37%) and most likely to select “I try to avoid Halloween completely” (44%)



# “When you consider the pagan origins of Halloween, which is closer to your attitude?”

cont.

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- High school graduates or less are least likely to select “It’s all in good fun” (52%) and most likely to select “I try to avoid Halloween completely” (26%)
- College graduates (17%) are more likely to select “I try to avoid the pagan elements of Halloween” than those with some college (10%)
- Nonreligious are most likely to select “It’s all in good fun” (75%) and least likely to select “I try to avoid Halloween completely” (11%)
- Christians (18%) are most likely to select “I try to avoid the pagan elements of Halloween”
- Compared to Catholics, Protestants are less likely to select “It’s all in good fun” (49% v 71%) and more likely to select “I try to avoid Halloween completely” (27% v 11%)
- Evangelical Christians are less likely to select “It’s all in good fun” (45% v 65%), more likely to select “I try to avoid the pagan elements of Halloween” (23% v 11%), and more likely to select “I try to avoid Halloween completely” (28% v 18%)

# “When you consider the pagan origins of Halloween, which is closer to your attitude?”

## cont.

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- Those attending a religious service once a week or more are the least likely to select “It’s all in good fun” (44%), most likely to select “I try to avoid the pagan elements of Halloween (20%), and most likely to select “I try to avoid Halloween completely” (30%)
- Those attending a religious service once or twice a month (68%) are less likely to select “It’s all in good fun” than those attending only on religious holidays (82%)

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