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Contact:
PATRICK MURRAY
732-979-6769 (cell); 732-263-5858 (office)
pdmurray@monmouth.edu
Follow on Twitter: @PollsterPatrick

NATIONAL: HALLOWEEN FAVES, COSTUME DON'TS

Very few trick-or-treaters will be unchaperoned

West Long Branch, NJ – The **Monmouth University Poll** finds that about half the American public loves Halloween and half does not. Most parents say their kids will be trick-or-treating this year, but not without an adult chaperone – even the teenagers. Just under one-third of adults will also be donning a Halloween costume, but one with blackface makeup is a definite no-no. The poll also finds the nation's most popular candy is a runaway favorite.

Almost 1-in-10 Americans (8%) say that Halloween is their favorite holiday of the year and another 37% say it is one of their favorite holidays. A slight majority (53%), though, say it is not a favorite holiday for them. Younger adults aged 18 to 34 years old (58%) are the most likely to rank Halloween as among their favorite holidays, while those aged 55 and older (32%) are the least likely. People aged 35 to 54 years old (48%) fall in between those two groups. Hispanic (53%) and white Americans (46%) are more likely than black Americans (28%) to rate Halloween as a favorite holiday.

"It's a split decision on Halloween. Nearly half the country ranks it up there with their top holidays while the other half could do without it," said Patrick Murray, director of the independent Monmouth University Polling Institute.

Halloween would not be complete without treats. Among a list of eight top-selling types of candy, the most popular one by far is Reese's Peanut Butter Cups, with 36% of Americans picking this as their favorite. In second place is Snickers at 18%, and M&M's round out the top three at 11%. The other five candies named in the poll receive far fewer votes as top choice, including Hershey bars (6%), candy corn (6%), Skittles (5%), Starburst (4%), and Tootsie Pops (2%). There are some slight regional variations – e.g. Reese's cups are somewhat more likely to be the top pick in the Midwest (41%), Northeast (37%), and Southeast (36%) than they are in the West (32%) and Southwest/Mountain (30%) regions – while Snickers bars are slightly more popular in the West (22%) and Southwest/Mountain

(21%) regions than they are in the Southeast (17%), Northeast (16%), and Midwest (16%). However, the top three candies stay in the same order across every region of the country.

"Candy corn even making the list may surprise some people, but it is one of the top-selling Halloween candies in the country. We don't know if it's one of the top-eaten candies, but it does have a fan base. And candy corn make great fake teeth to creep out your parents with," said Murray.

Seven-in-ten parents and caregivers (70%) report that their children plan to go trick-or-treating this year, including 82% who have at least one child age 12 or younger in the household and 37% of those who only have teenagers in the household. Very few of these parents will be allowing their children to go out on their own for Halloween. Nearly all (95%) of those with younger children who are trick-or-treating this year will have an adult chaperone. Even most parents of teenagers who will be trick-or-treating this year (76%) say that these older children will also be accompanied by an adult.

"Those days are long gone when parents would usher their costumed little ones out the door and tell them to be home by dark. Even teenagers get a watchful eye, which was pretty much unheard of a generation ago," said Murray.

The poll finds that 3-in-10 adults (29%) intend to dress up in a costume themselves for Halloween. This includes 50% of those aged 18-34, 29% of those aged 35-54, and 10% of those aged 55 and older. Women (32%) are slightly more likely than men (25%) to don a Halloween costume. This is also somewhat more popular on the coasts (37% of Western US residents and 32% of Northeast residents) than it is in other parts of the country (28% Southwest/Mountain region, 24% Midwest, 24% Southeast). Hispanic adults (38%) are more likely than white (27%) or black (19%) adults to say they will dress up.

One practice that most Americans frown upon is when white people use face-darkening makeup to dress up as a different race as part of a Halloween costume. Just 31% say this is acceptable and 58% say it is not. Negative opinion softens a bit, but not much, if the intention is to dress up as a specific celebrity or famous person – 38% say darkening one's skin for this type of costume is acceptable and 52% say it is not.

White (30%), Hispanic (28%), and black adults (24%) are about as equally as likely to say that it is acceptable for a white person to darken their skin as part of a Halloween costume in general. Acceptance of this practice rises somewhat among whites (39%) and Hispanics (39%) if the costume is of a known celebrity, but opinion among black Americans (25%) does not budge regardless of who the costume is meant to portray.

There is also a partisan difference in views of this practice among white Americans. Four-in-10 white Republicans (41%) are okay with the idea of skin darkening for a Halloween costume in general and 51% say this is acceptable if the costume is of a known celebrity. Three-in-ten white independents (30%) are okay with skin darkening for a costume in general and 41% say it is acceptable for a celebrity

costume. On the other hand, just 18% of white Democrats find skin darkening for a Halloween costume to be acceptable and only slightly more (22%) say the same if the costume is portraying a known celebrity or famous person.

"Prominent figures dressing in blackface has been in the news recently, but those incidents all occurred many years ago. While most of the public finds this behavior objectionable, there is still a sizable minority who say it could be acceptable under certain circumstances," said Murray.

The *Monmouth University Poll* was conducted by telephone from September 23 to 29, 2019 with 1,161 adults in the United States. The question results in this release have a margin of error of +/- 2.9 percentage points. The poll was conducted by the Monmouth University Polling Institute in West Long Branch, NJ.

QUESTIONS AND RESULTS
(* Some columns may not add to 100% due to rounding.)

[*Q1-24 previously released.*]

25. Would you say Halloween is your most favorite holiday of the year, one of your favorite holidays, or not a favorite holiday?

	Sept. 2019
Most favorite holiday	8%
One of your favorite holidays	37%
Not a favorite holiday	53%
(VOL) Don't know	2%
(n)	(1,161)

[*Q26 was asked of households with children under the age of 18; n=328, moe +/-5.4*]
26. Will any children in your household go trick-or-treating this year, or not? [*If YES:* Will they go out on their own, or will they be accompanied by an adult chaperone?]

	Sept. 2019
Yes, on their own or with teen/sibling	4%
Yes, adult chaperone	64%
Yes, not sure who with	2%
No, will not go	26%
(VOL) Don't know	4%
(n)	(328)

27. Of the following choices, which is your favorite candy for Halloween? [*CHOICES WERE ROTATED*]

	Sept. 2019
Candy corn	6%
Skittles	5%
Reese's Peanut Butter Cups	36%
Snickers	18%
M&M's	11%
Starburst	4%
Tootsie Pops	2%
Plain Hershey bars	6%
(VOL) Other/none of these	6%
(VOL) Do not eat candy	4%
(VOL) Don't know	2%
(n)	(1,161)

28. Will you personally wear a Halloween costume this year, or not?

	Sept. 2019
Yes	**29%**
No	**67%**
(VOL) Don't know	**4%**
(n)	*(1,161)*

29. Do you think it is generally acceptable or not acceptable for a white person to use makeup to darken their face to dress up as a different race as part of a Halloween costume?

	Sept. 2019
Acceptable	**31%**
Not acceptable	**58%**
(VOL) Depends	**6%**
(VOL) Don't know	**5%**
(n)	*(1,161)*

30. Do you think it is acceptable or not acceptable for a white person to use makeup to darken their face to dress for Halloween if they are going as a celebrity or other famous person of a different race?

	Sept. 2019
Acceptable	**38%**
Not acceptable	**52%**
(VOL) Depends	**4%**
(VOL) Don't know	**6%**
(n)	*(1,161)*

METHODOLOGY

The *Monmouth University Poll* was sponsored and conducted by the Monmouth University Polling Institute from September 23 to 29, 2019 with a national random sample of 1,161 adults age 18 and older, in English. This includes 465 contacted by a live interviewer on a landline telephone and 696 contacted by a live interviewer on a cell phone. Telephone numbers were selected through random digit dialing and landline respondents were selected with a modified Troldahl-Carter youngest adult household screen. Monmouth is responsible for all aspects of the survey design, data weighting and analysis. Final sample is weighted for region, age, education, gender and race based on US Census information. Data collection support provided by Braun Research (field) and Dynata (RDD sample). For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 2.9 percentage points (unadjusted for sample design). Sampling error can be larger for sub-groups (see table below). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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DEMOGRAPHICS (weighted)
  Self-Reported
  26% Republican
  44% Independent
  30% Democrat

  48% Male
  52% Female

  31% 18-34
  33% 35-54
  35% 55+

  64% White
  12% Black
  16% Hispanic
   8% Asian/Other

  69% No degree
  31% 4 year degree
```

MARGIN OF ERROR		unweighted sample	moe (+/-)
TOTAL		1,161	2.9%
SELF-REPORTED	Republican	309	5.6%
PARTY ID	Independent	484	4.5%
	Democrat	342	5.3%
CHILDREN IN HOME	Yes, age 12 or less	235	6.4%
BY AGE	Yes, teen only	84	10.7%
	No children	827	3.4%
GENDER	Male	570	4.1%
	Female	591	4.0%
AGE	18-34	273	5.9%
	35-54	390	5.0%
	55+	487	4.5%
RACE	White, non-Hispanic	835	3.4%
	Black	125	8.8%
	Hispanic	105	9.6%
INCOME	<$50K	365	5.1%
	$50 to <100K	332	5.4%
	$100K+	364	5.1%
US REGIONS	Northeast	248	6.2%
	Midwest	249	6.2%
	Southeast	302	5.6%
	Southwest-Mountain	179	7.3%
	West	183	7.3%

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		TOTAL	PARTY ID			CHILD IN HOME			GENDER	
			Rep	Ind	Dem	Age 12 or <	Teen only	None	Male	Female
25. Would you say Halloween is your most favorite holiday of the year, one of your favorite holidays, or not a favorite holiday?	Most favorite holiday	8%	4%	8%	11%	8%	10%	8%	6%	10%
	One of your favorite holidays	37%	35%	39%	37%	42%	35%	36%	39%	36%
	Not a favorite holiday	53%	58%	50%	52%	49%	53%	54%	53%	52%
	[VOL] Dont know	2%	3%	3%	1%	1%	2%	3%	3%	2%

		AGE 3-WAY			RACE			INCOME		
		18-34	35-54	55+	White non-Hisp	Black	Hispanic	<$50K	$50-100K	$100K+
25. Would you say Halloween is your most favorite holiday of the year, one of your favorite holidays, or not a favorite holiday?	Most favorite holiday	10%	10%	3%	7%	3%	18%	10%	6%	6%
	One of your favorite holidays	48%	38%	29%	39%	25%	35%	36%	40%	41%
	Not a favorite holiday	40%	51%	64%	52%	70%	45%	51%	53%	51%
	[VOL] Dont know	2%	1%	4%	2%	3%	2%	3%	1%	2%

		US REGIONS				
		NE	MW	SE	SW-MTN	WEST
25. Would you say Halloween is your most favorite holiday of the year, one of your favorite holidays, or not a favorite holiday?	Most favorite holiday	10%	8%	7%	8%	5%
	One of your favorite holidays	35%	35%	37%	36%	47%
	Not a favorite holiday	53%	55%	53%	53%	47%
	[VOL] Dont know	2%	2%	3%	3%	1%

		TOTAL	CHILD IN HOME	
			Age 12 or <	Teen only
26. Will any children in your household go trick-or-treating this year, or not? [IF YES: Will they go out on their own, or will they be accompanied by an adult chaperone?]	Yes, on own [or w\teen sibling]	4%	2%	8%
	Yes, adult chaperone	64%	78%	28%
	Yes, not sure who with	2%	2%	1%
	No	26%	14%	58%
	[VOL] Dont know	4%	4%	5%

		TOTAL	PARTY ID			CHILD IN HOME			GENDER	
			Rep	Ind	Dem	Age 12 or <	Teen only	None	Male	Female
27. Of the following choices, which is your favorite candy for Halloween?	Candy corn	6%	6%	6%	8%	5%	6%	7%	5%	8%
	Skittles	5%	4%	5%	5%	9%	5%	4%	4%	5%
	Reeses Peanut Butter Cups	36%	39%	35%	33%	48%	32%	32%	38%	34%
	Snickers	18%	19%	16%	21%	14%	21%	19%	15%	21%
	M & Ms	11%	10%	12%	10%	10%	15%	11%	12%	10%
	Starburst	4%	5%	4%	4%	6%	2%	4%	4%	4%
	Tootsie Pops	2%	2%	3%	2%	2%	3%	2%	2%	2%
	Plain Hershey bars	6%	4%	6%	9%	2%	6%	7%	7%	5%
	[VOL] Other, none of these	6%	4%	9%	3%	3%	6%	7%	6%	5%
	[VOL] Do not eat candy	4%	6%	4%	2%	1%	3%	5%	5%	3%
	[VOL] Dont know	2%	1%	2%	2%	1%	2%	2%	1%	3%

		AGE 3-WAY			RACE			INCOME		
		18-34	35-54	55+	White non-Hisp	Black	Hispanic	<$50K	$50-100K	$100K+
27. Of the following choices, which is your favorite candy for Halloween?	Candy corn	4%	5%	9%	7%	4%	4%	7%	5%	7%
	Skittles	7%	6%	2%	5%	6%	5%	5%	4%	5%
	Reeses Peanut Butter Cups	33%	40%	34%	41%	25%	25%	36%	37%	36%
	Snickers	19%	19%	17%	17%	20%	27%	17%	17%	21%
	M & Ms	9%	11%	12%	10%	11%	13%	11%	11%	13%
	Starburst	7%	5%	1%	3%	5%	8%	4%	4%	4%
	Tootsie Pops	3%	2%	1%	2%	6%	2%	2%	2%	2%
	Plain Hershey bars	7%	3%	8%	6%	9%	4%	7%	7%	5%
	[VOL] Other, none of these	7%	5%	6%	5%	6%	5%	4%	9%	5%
	[VOL] Do not eat candy	2%	2%	7%	3%	6%	7%	4%	3%	1%
	[VOL] Dont know	2%	1%	2%	2%	3%	1%	2%	1%	1%

		US REGIONS				
		NE	MW	SE	SW-MTN	WEST
27. Of the following choices, which is your favorite candy for Halloween?	Candy corn	4%	6%	7%	8%	7%
	Skittles	4%	2%	6%	8%	4%
	Reeses Peanut Butter Cups	37%	41%	36%	30%	32%
	Snickers	16%	16%	17%	21%	22%
	M & Ms	10%	11%	10%	13%	13%
	Starburst	6%	4%	5%	5%	1%
	Tootsie Pops	1%	2%	2%	3%	1%
	Plain Hershey bars	9%	8%	6%	4%	4%
	[VOL] Other, none of these	7%	5%	5%	4%	9%
	[VOL] Do not eat candy	4%	5%	4%	3%	3%
	[VOL] Dont know	1%	1%	2%	1%	3%

		TOTAL	PARTY ID			CHILD IN HOME			GENDER		AGE 3-WAY
			Rep	Ind	Dem	Age 12 or <	Teen only	None	Male	Female	18-34
28. Will you personally wear a Halloween costume this year, or not?	Yes	29%	21%	32%	29%	32%	32%	27%	25%	32%	50%
	No	67%	75%	64%	66%	61%	66%	70%	71%	64%	46%
	[VOL] Dont know	4%	4%	4%	5%	7%	2%	3%	4%	4%	4%

		AGE 3-WAY		RACE			INCOME			US REGIONS
		35-54	55+	White non-Hisp	Black	Hispanic	<$50K	$50-100K	$100K+	NE
28. Will you personally wear a Halloween costume this year, or not?	Yes	29%	10%	27%	19%	38%	26%	33%	31%	32%
	No	65%	89%	69%	78%	56%	70%	62%	66%	61%
	[VOL] Dont know	6%	2%	4%	2%	6%	4%	4%	3%	7%

		US REGIONS			
		MW	SE	SW-MTN	WEST
28. Will you personally wear a Halloween costume this year, or not?	Yes	24%	24%	28%	37%
	No	74%	72%	67%	59%
	[VOL] Dont know	2%	3%	5%	4%

		TOTAL	PARTY ID			CHILD IN HOME			GENDER		AGE 3-WAY
			Rep	Ind	Dem	Age 12 or <	Teen only	None	Male	Female	18-34
29. Do you think it is generally acceptable or not acceptable for a white person to use makeup to darken their face to dress up as a different race as part of a Halloween costume?	Acceptable	31%	40%	33%	19%	33%	26%	30%	34%	28%	32%
	Not acceptable	58%	47%	53%	75%	57%	64%	58%	55%	61%	59%
	[VOL] Depends	6%	8%	8%	3%	8%	4%	6%	7%	6%	6%
	[VOL] Dont know	5%	5%	6%	3%	2%	6%	5%	5%	5%	4%

		AGE 3-WAY		RACE			INCOME			US REGIONS
		35-54	55+	White non-Hisp	Black	Hispanic	<$50K	$50-100K	$100K+	NE
29. Do you think it is generally acceptable or not acceptable for a white person to use makeup to darken their face to dress up as a different race as part of a Halloween costume?	Acceptable	31%	29%	30%	24%	28%	27%	38%	28%	27%
	Not acceptable	59%	57%	58%	67%	61%	61%	49%	64%	63%
	[VOL] Depends	6%	7%	7%	5%	5%	8%	7%	5%	8%
	[VOL] Dont know	4%	7%	4%	4%	5%	4%	6%	3%	2%

		US REGIONS			
		MW	SE	SW-MTN	WEST
29. Do you think it is generally acceptable or not acceptable for a white person to use makeup to darken their face to dress up as a different race as part of a Halloween costume?	Acceptable	33%	29%	34%	32%
	Not acceptable	57%	59%	53%	58%
	[VOL] Depends	6%	7%	6%	5%
	[VOL] Dont know	5%	4%	8%	6%

		TOTAL	PARTY ID			CHILD IN HOME			GENDER		AGE 3-WAY
			Rep	Ind	Dem	Age 12 or <	Teen only	None	Male	Female	18-34
30. Do you think it is acceptable or not acceptable for a white person to use makeup to darken their face to dress for Halloween if they are going as a celebrity or other famous person of a different race?	Acceptable	38%	52%	42%	22%	45%	38%	36%	39%	38%	36%
	Not acceptable	52%	36%	48%	73%	48%	51%	54%	51%	53%	59%
	[VOL] Depends	4%	5%	4%	2%	4%	2%	4%	5%	3%	3%
	[VOL] Dont know	6%	7%	6%	3%	3%	9%	6%	5%	6%	3%

		AGE 3-WAY		RACE			INCOME			US REGIONS
		35-54	55+	White non-Hisp	Black	Hispanic	<$50K	$50-100K	$100K+	NE
30. Do you think it is acceptable or not acceptable for a white person to use makeup to darken their face to dress for Halloween if they are going as a celebrity or other famous person of a different race?	Acceptable	42%	38%	39%	25%	39%	36%	47%	36%	36%
	Not acceptable	49%	49%	51%	66%	56%	55%	46%	55%	56%
	[VOL] Depends	4%	5%	4%	7%	2%	3%	4%	5%	3%
	[VOL] Dont know	6%	8%	6%	2%	3%	6%	4%	4%	5%

		US REGIONS			
		MW	SE	SW-MTN	WEST
30. Do you think it is acceptable or not acceptable for a white person to use makeup to darken their face to dress for Halloween if they are going as a celebrity or other famous person of a different race?	Acceptable	41%	36%	47%	34%
	Not acceptable	51%	54%	44%	53%
	[VOL] Depends	4%	4%	3%	6%
	[VOL] Dont know	4%	6%	6%	7%