

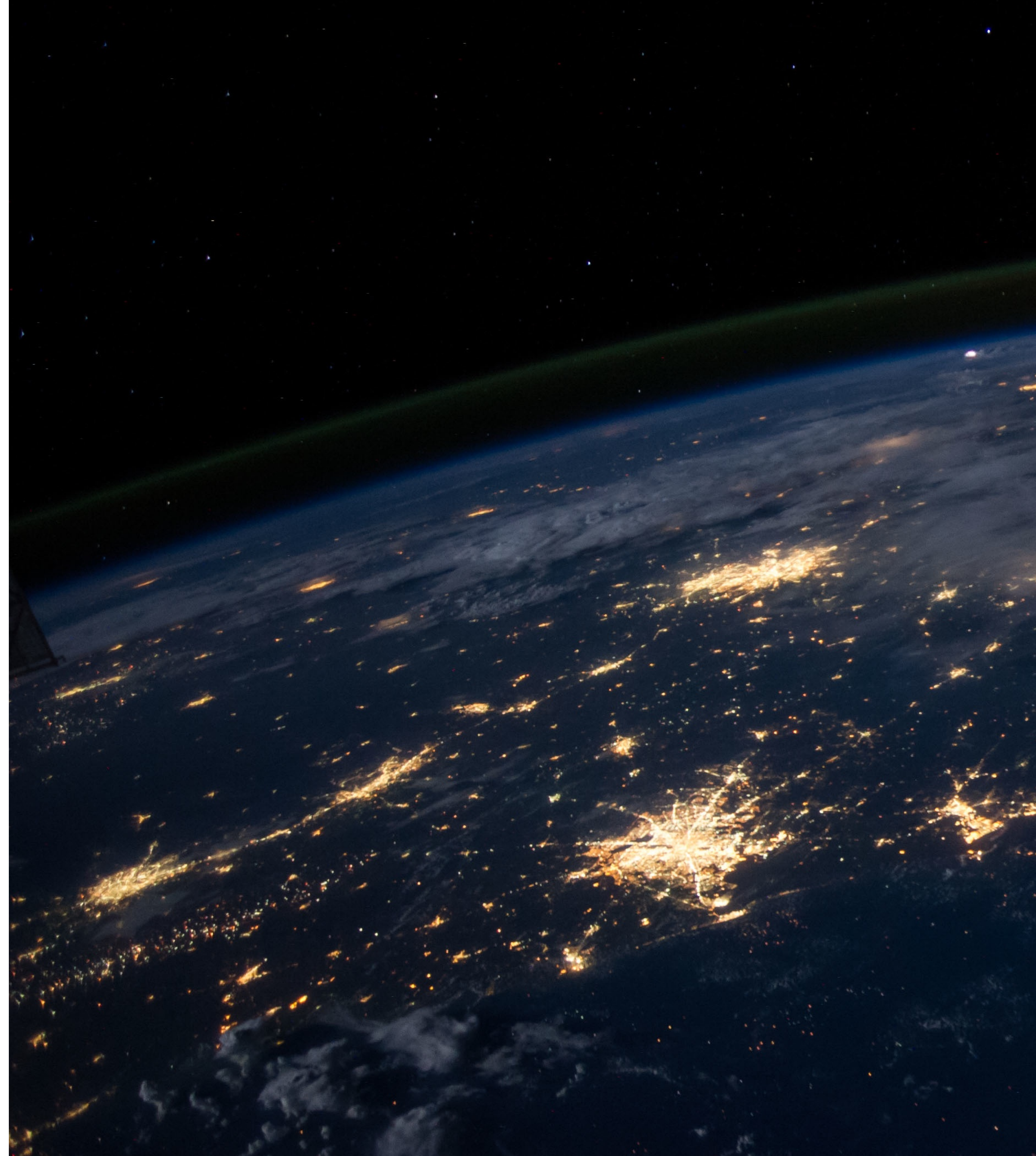


Halloween 2021

Verified Voter Omnibus Survey

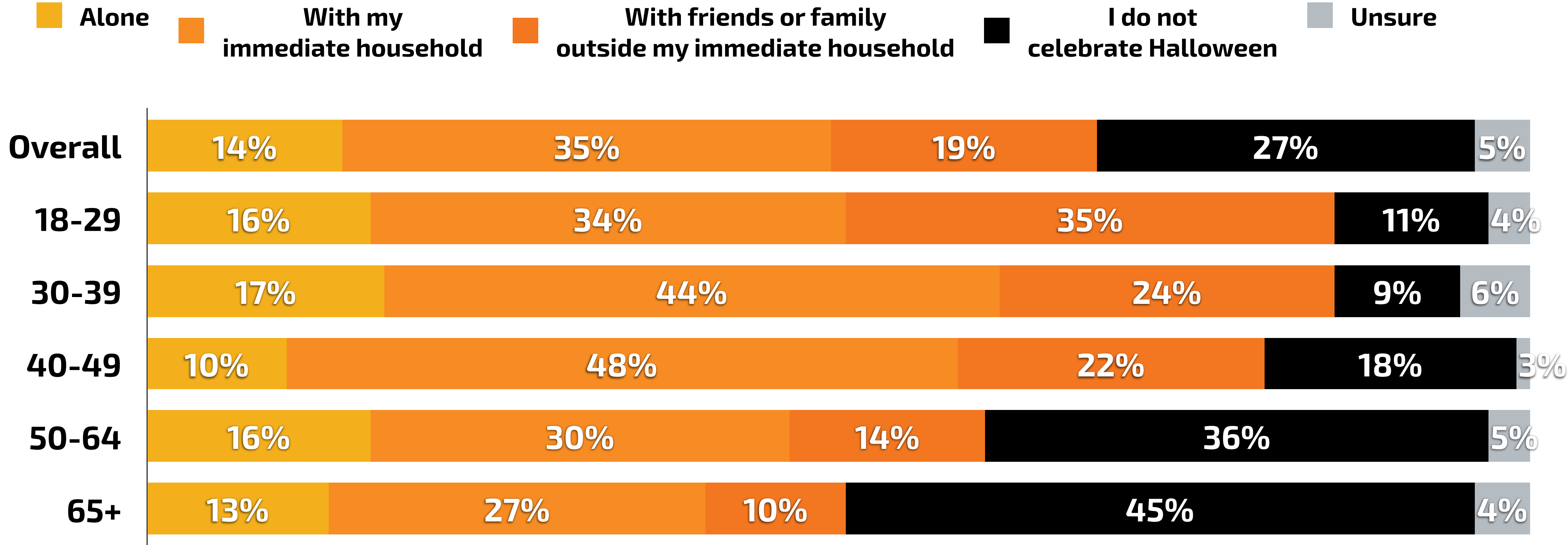
N=1,098 Registered Voters

Fielded October 15 - October 19, 2021



Fewer Older Voters Celebrating Halloween This Year

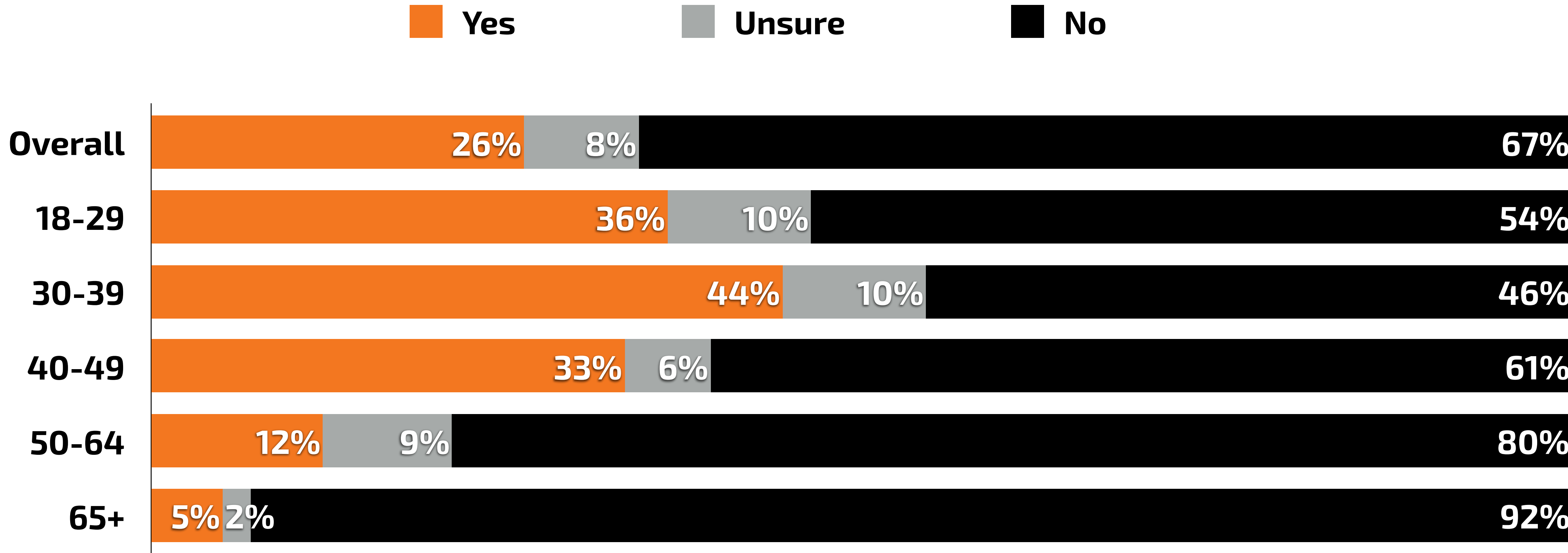
Q. How do you plan on celebrating Halloween this year?



N = 1,098 RV nationwide, fielded October 15-19, 2021

Younger Voters Most Likely To Go Trick Or Treating

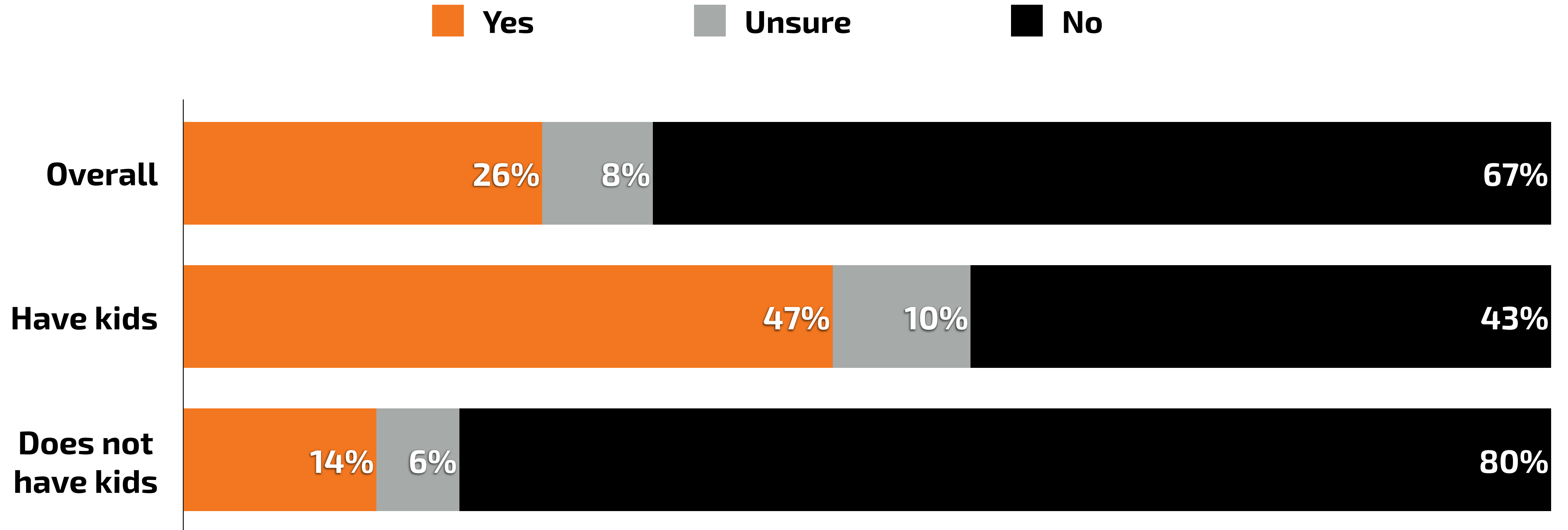
Q. Do you plan on going trick or treating for Halloween this year? [Asked of those celebrating Halloween]



N = 1,098 RV nationwide, fielded October 15-19, 2021

Plurality Of Parents Will Go Trick Or Treating

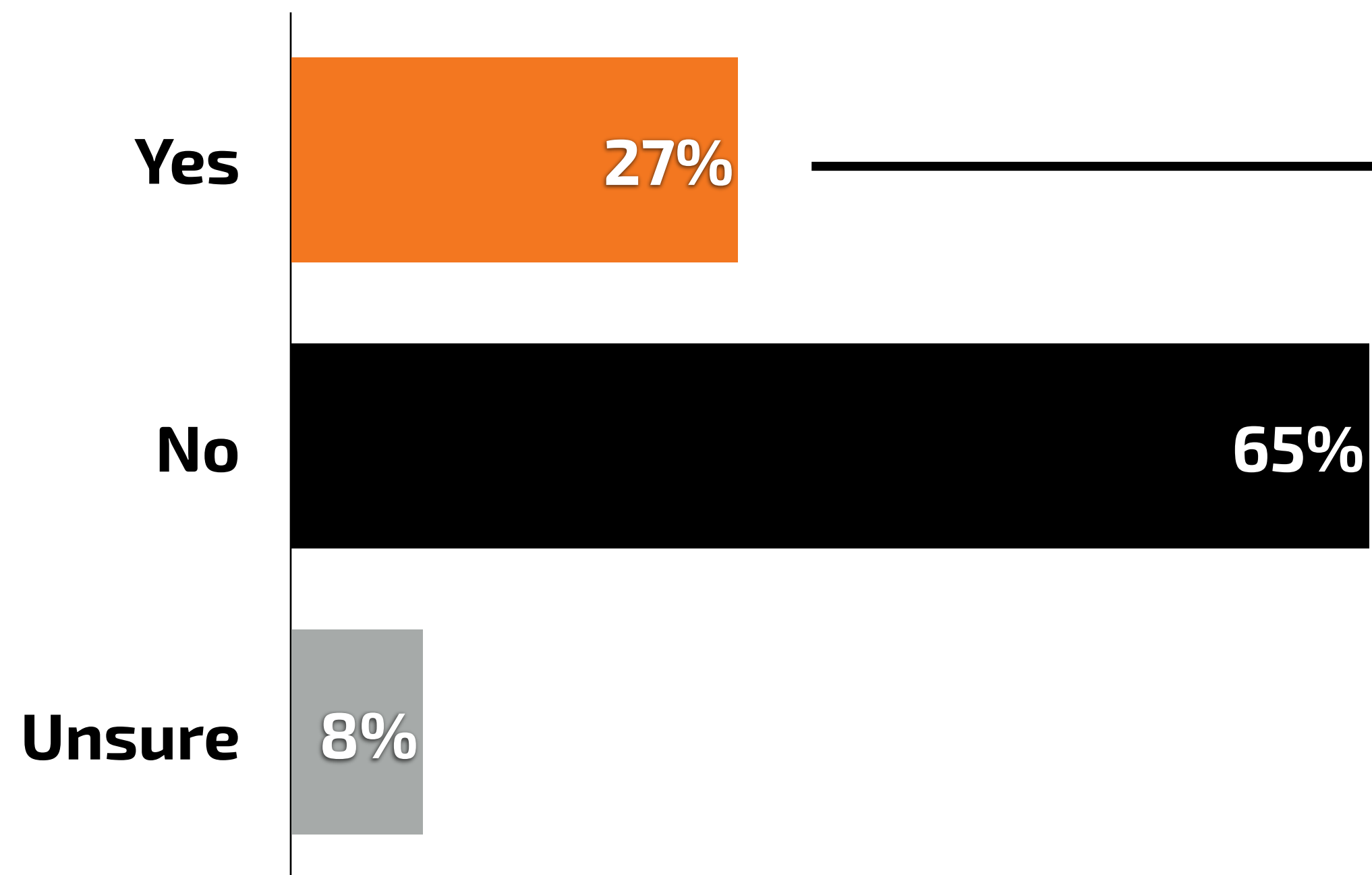
Q. Do you plan on going trick or treating for Halloween this year? [Asked of those celebrating Halloween]



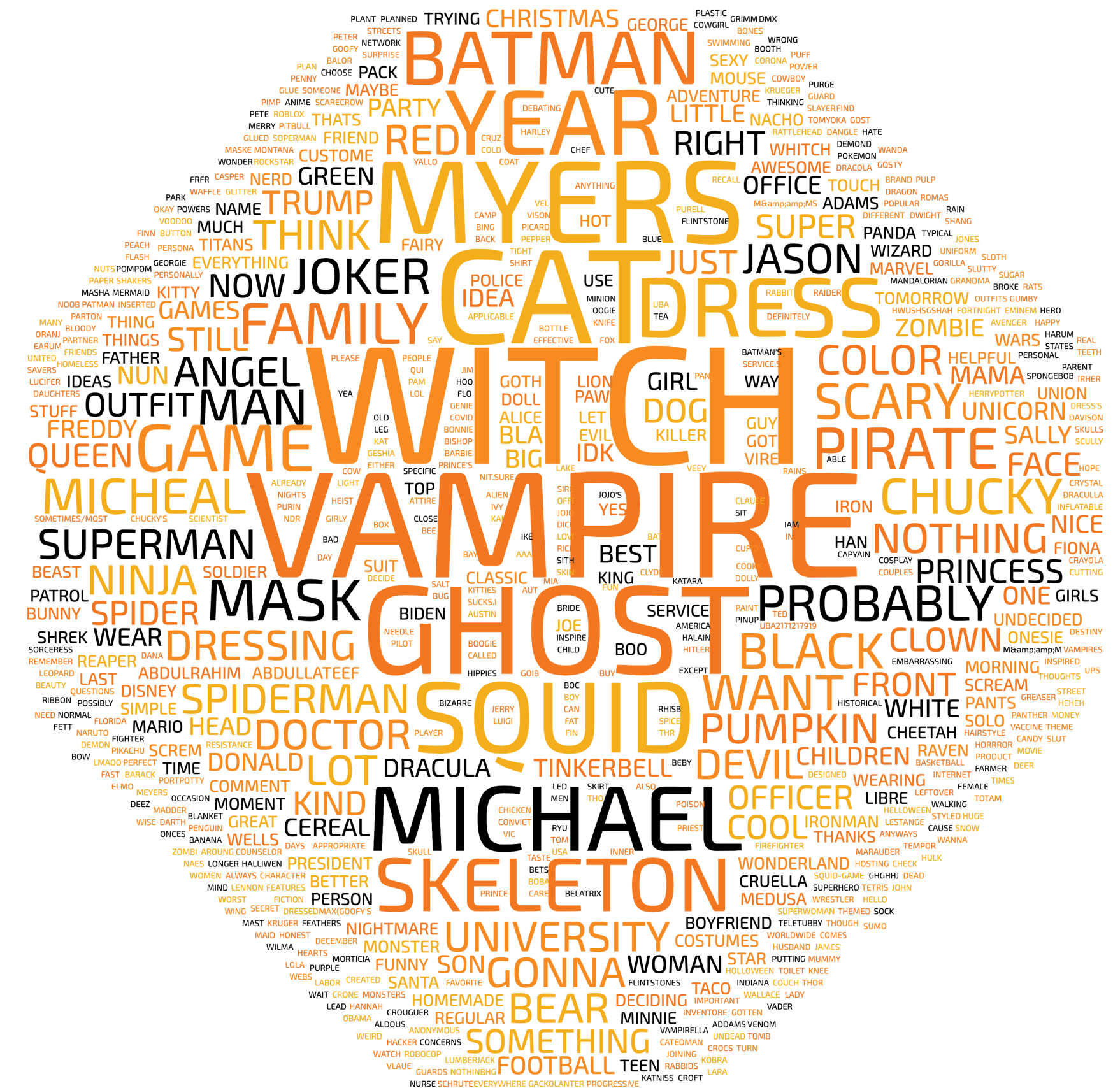
N = 1,098 RV nationwide, fielded October 15-19, 2021

Witches, Vampires, Ghosts Most Popular Among Costume Wearers

Q. Do you personally plan on wearing a Halloween costume this year? [Asked of those celebrating Halloween]



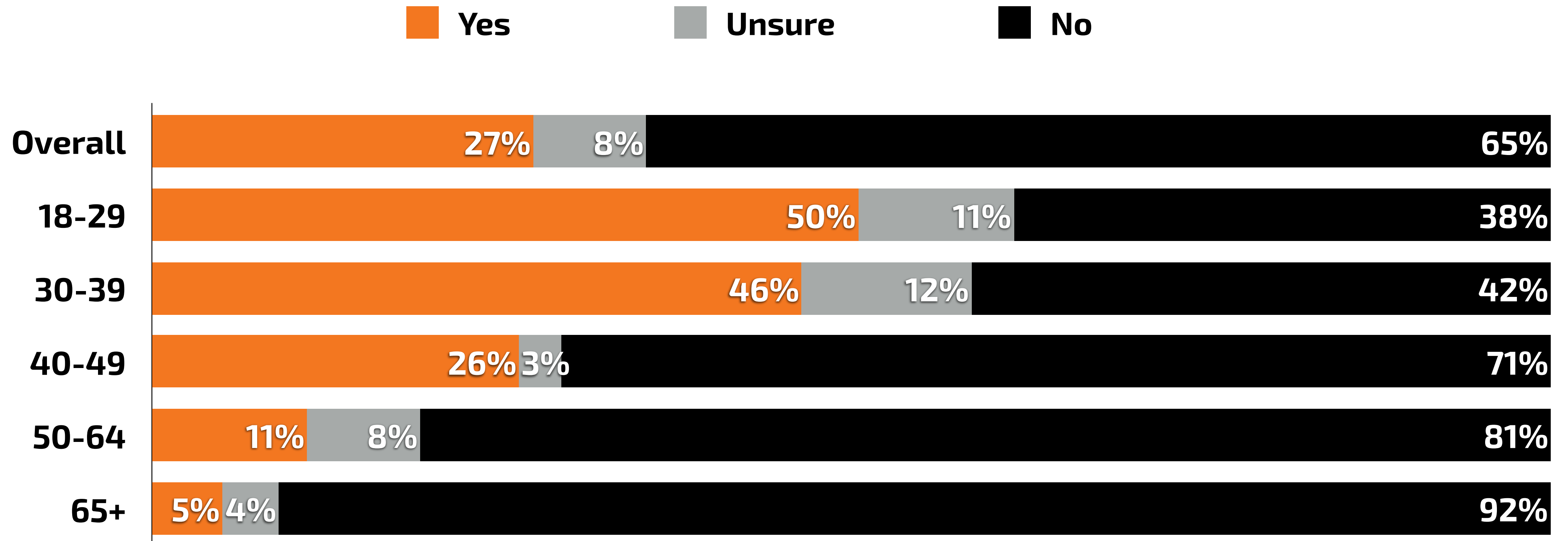
Q. What is your Halloween costume this year? [Asked of those wearing a Halloween costume]



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Halloween Costumes Most Popular With Younger Voters

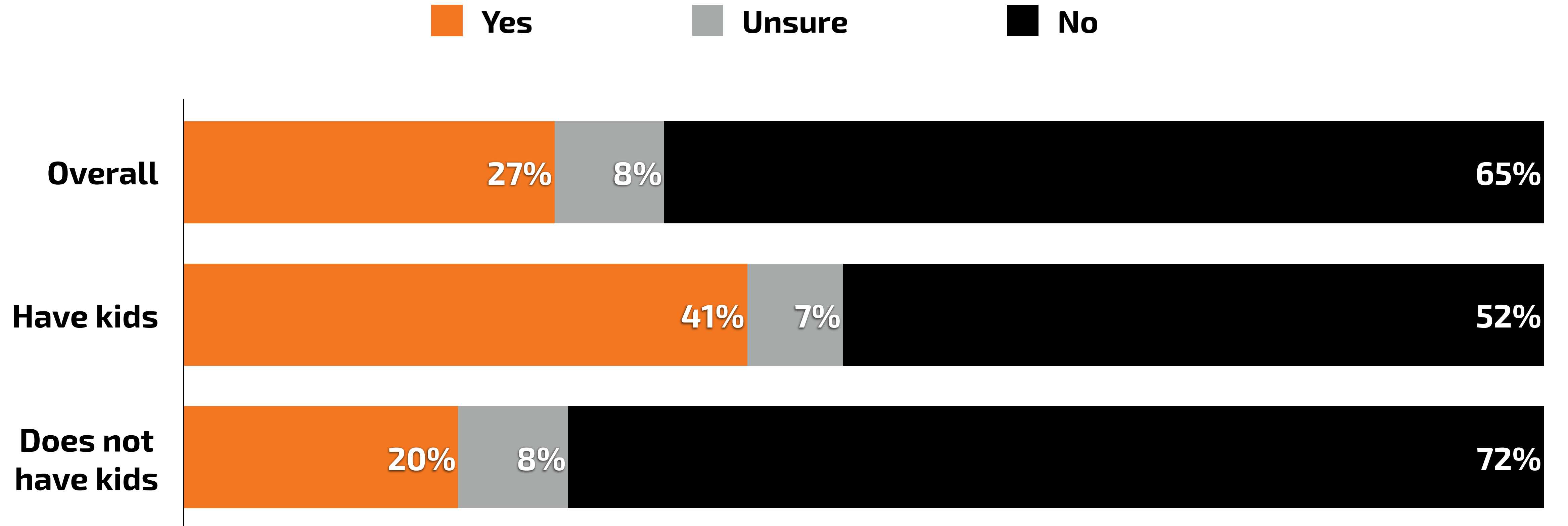
Q. Do you personally plan on wearing a Halloween costume this year? [Asked of those celebrating Halloween]



N = 1,098 RV nationwide, fielded October 15-19, 2021

Parents More Likely To Wear A Costume This Year

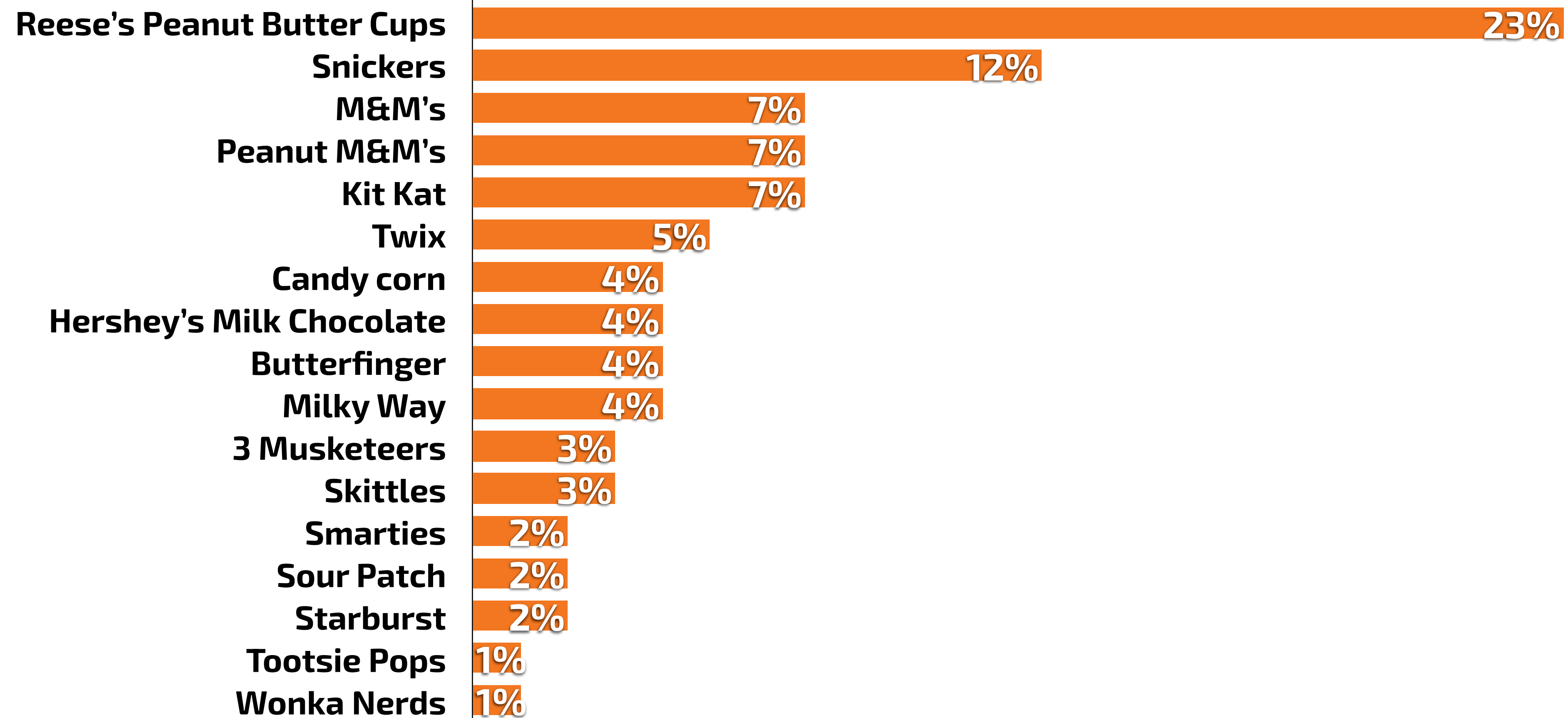
Q. Do you personally plan on wearing a Halloween costume this year? [Asked of those celebrating Halloween]



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Reese's Cups Is Top Halloween Candy Among Voters

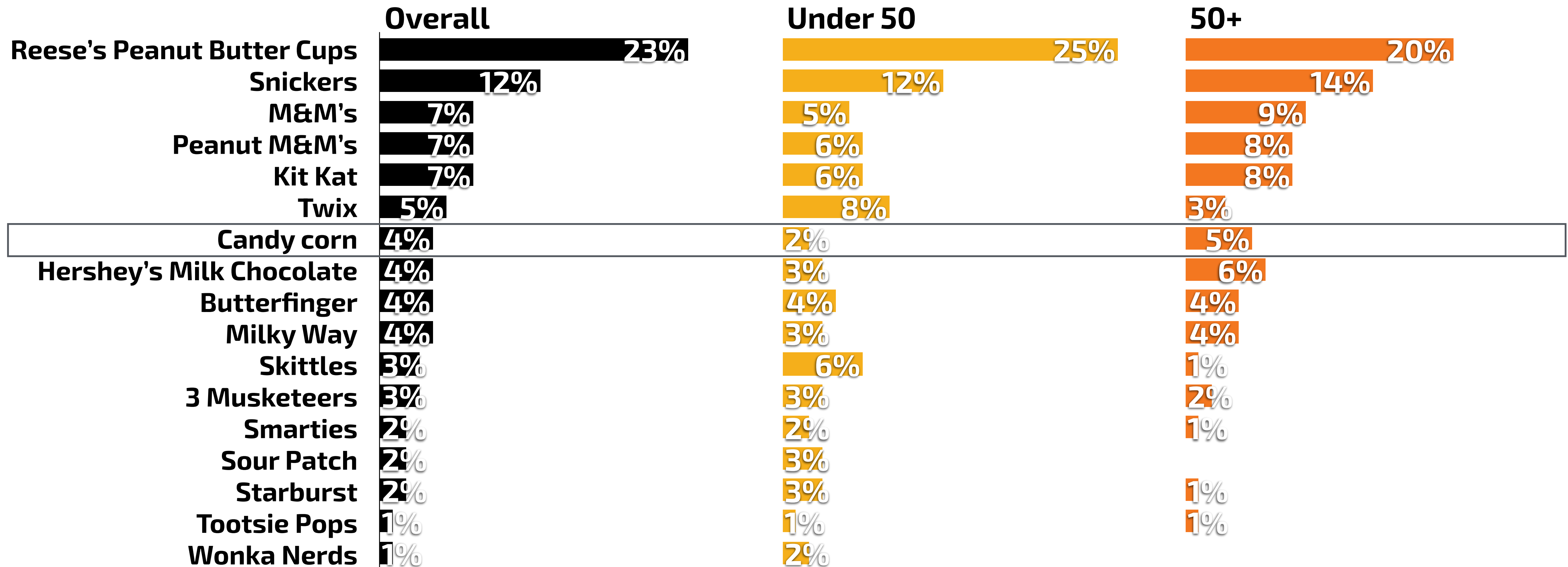
Q. Of the following choices, which is your favorite candy for Halloween?



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Candy Corn Support Dwindles Among Younger Voters

Q. Of the following choices, which is your favorite candy for Halloween?



N = 1,098 RV nationwide, fielded October 15-19, 2021



**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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