

Leger

REPORT

Halloween Habits

Survey of Canadians



THE
**CANADIAN
PRESS**

DATE 2023-10-24



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,521).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

October 20th to October 22th, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.51\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights

From October 20 to 22, 2023, we surveyed Canadians to know more about their spending and habits related to Halloween.

Some of the key highlights of our survey about Canadians' Halloween habits include...

- 79% of children old enough to go trick-or-treating will do so this Halloween, half of Canadians (48%) will be handing out candy, and 37% will decorate their house.
- 71% of Canadians plan to spend approximately the same amount of money on Halloween as they did last year. On average, Canadians will spend \$64.20 on costumes, candy, decorations, and other Halloween-related expenses. This average increases to \$115.80 among parents.
- Only 28% of adults will be celebrating Halloween this year. This proportion is higher among parents (41%).
- 59% of Canadians believe in at least one of the following phenomena: angels (with 45% saying they believe in them), ghosts and the paranormal (38%), that some people have special powers (35%), vampires (5%), or in zombies (4%).



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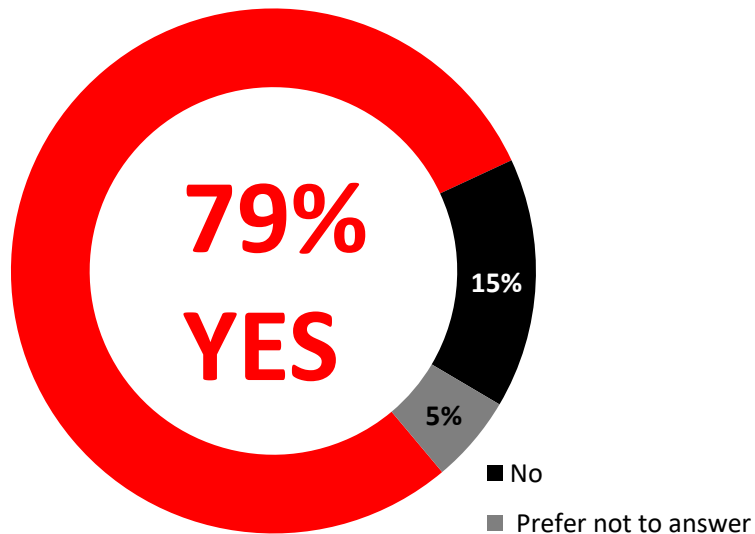
Detailed Results



Children Trick-or-Treating

Q1. Will your children be going out trick-or-treating this Halloween?

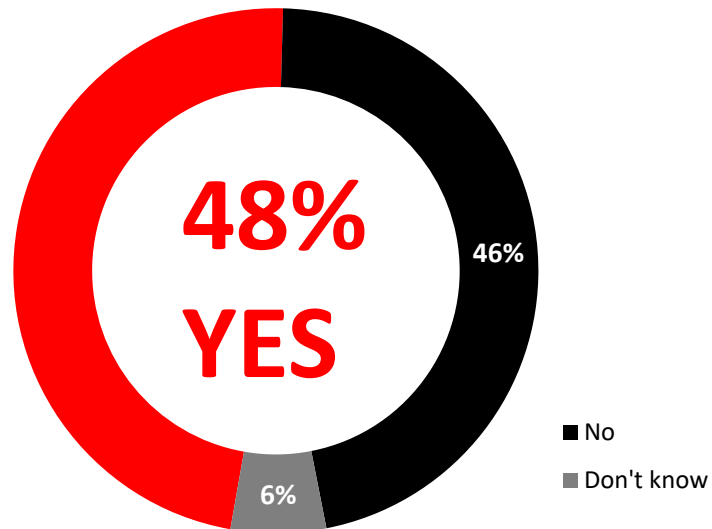
Base: Respondents who have children old enough to go trick-or-treating (n=350)



Handing out Candy

Q2. Will you or someone in the household be handing out candy and treats this Halloween?

Base: All respondents (n=1,521)

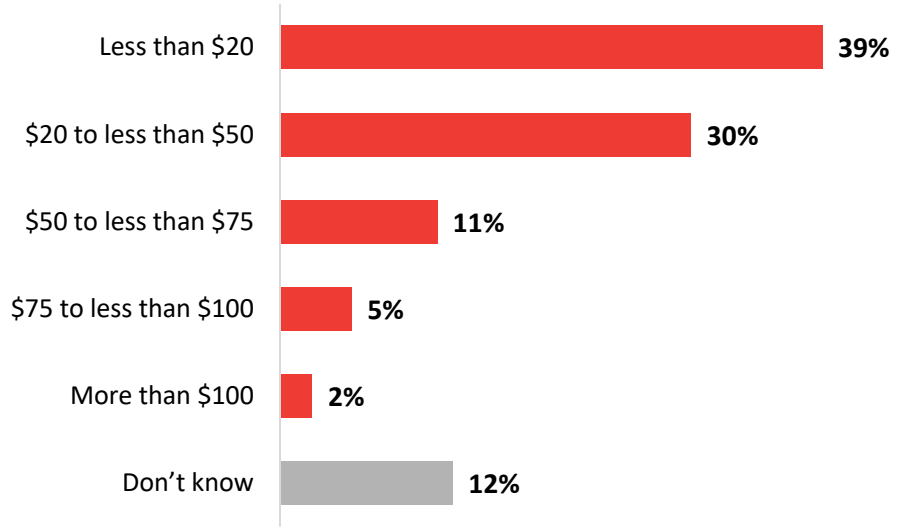


													Kids in the household	
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Yes	No
Weighted n=	1,521	103	352	590	97	169	211	404	490	627	740	781	406	1,108
Unweighted n=	1,521	100	409	601	126	126	159	388	585	548	795	726	428	1,087
Yes	48%	60%	32%	53%	51%	54%	47%	49%	49%	45%	49%	47%	63%	42%
No	46%	37%	63%	40%	41%	41%	46%	44%	44%	50%	46%	47%	30%	52%
Don't know	6%	2%	5%	7%	8%	4%	6%	7%	7%	4%	5%	6%	7%	5%

Budget for Candy

Q3. How much will you spend on candy and treats this Halloween?

Base: All respondents (n=1,521)

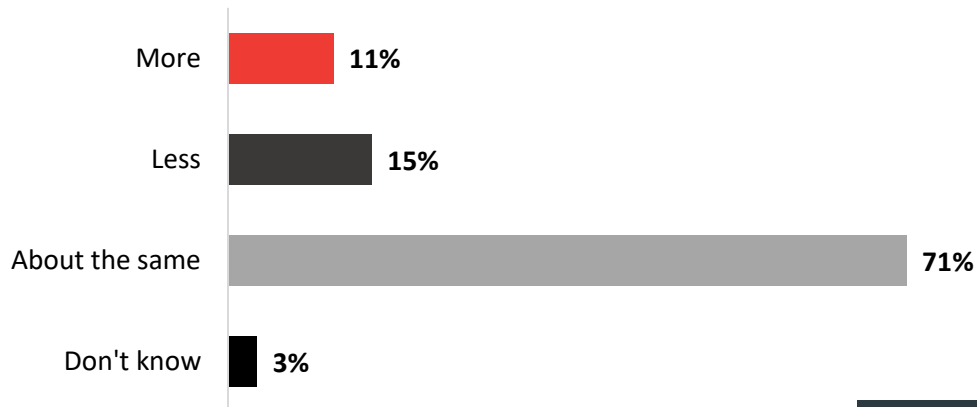


	Total Canada												Kids in the household	
		ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Yes	No
Weighted n=	1,521	103	352	590	97	169	211	404	490	627	740	781	406	1,108
Unweighted n=	1,521	100	409	601	126	126	159	388	585	548	795	726	428	1,087
Less than \$20	39%	40%	45%	37%	37%	34%	41%	35%	38%	43%	35%	43%	25%	44%
\$20 to less than \$50	30%	36%	26%	31%	30%	26%	32%	32%	28%	29%	29%	30%	38%	27%
\$50 to less than \$75	11%	12%	5%	12%	12%	21%	11%	12%	14%	9%	13%	10%	16%	10%
\$75 to less than \$100	5%	9%	4%	4%	6%	11%	2%	8%	5%	4%	7%	4%	9%	4%
More than \$100	2%	0%	3%	3%	2%	1%	3%	3%	3%	1%	3%	2%	4%	2%
Don't know	12%	5%	18%	12%	14%	7%	12%	11%	12%	14%	14%	11%	7%	14%

Difference in Budget Compared to Last Year

Q4. Compared to last year’s Halloween, is that more, less or about the same?

Base: Respondents who know how much they spent for Halloween (n=1,338)

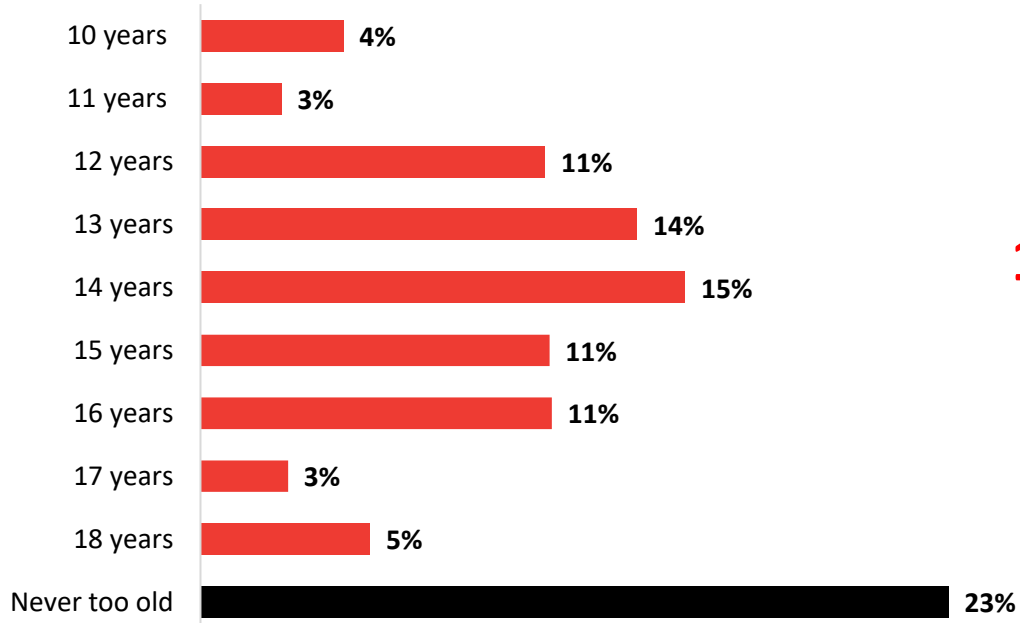


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household	
													Yes	No
Weighted n=	1,332	98	290	517	83	157	186	360	433	539	638	693	376	952
Unweighted n=	1,338	92	348	526	115	116	141	344	516	478	692	646	390	945
More	11%	7%	10%	14%	12%	8%	10%	18%	11%	6%	10%	12%	15%	10%
Less	15%	12%	18%	17%	16%	13%	7%	17%	17%	12%	14%	15%	17%	14%
About the same	71%	81%	67%	66%	65%	77%	83%	59%	69%	81%	73%	69%	65%	73%
Don't know	3%	0%	5%	3%	7%	2%	0%	6%	2%	1%	2%	3%	3%	3%

Age for Trick-or-Treating

Q5. At what age do you feel a child is too old to be going out collecting candy and treats for Halloween?

Base: All respondents (n=1,521)

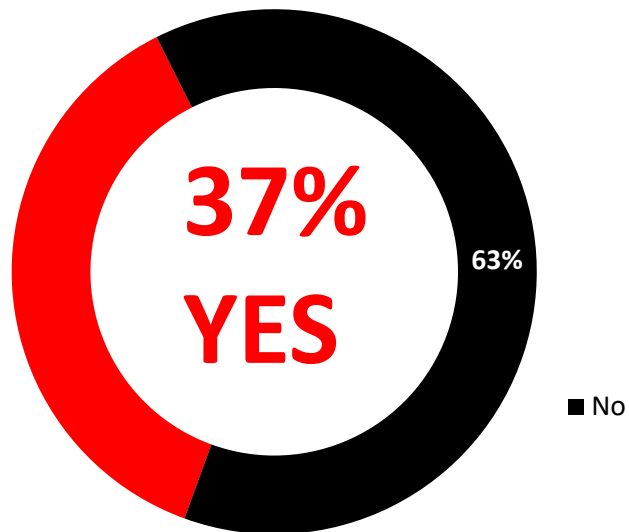


Average Age:
14 Years Old

Decorating for Halloween

Q6. Do you decorate your house/property for Halloween?

Base: All respondents (n=1,521)

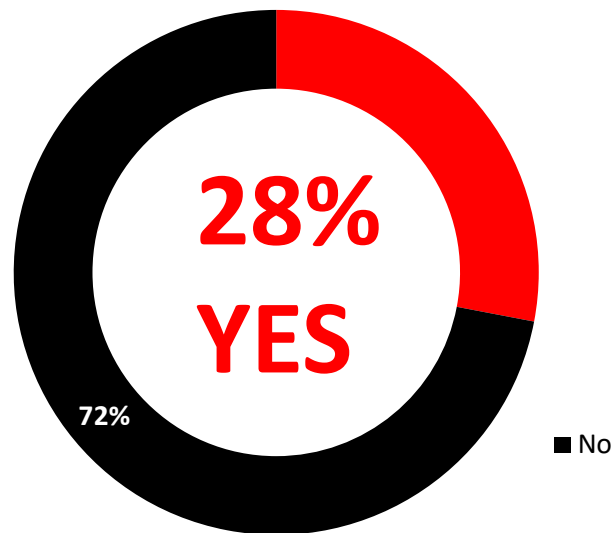


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household	
													Yes	No
Weighted n=	1,521	103	352	590	97	169	211	404	490	627	740	781	406	1108
Unweighted n=	1,521	100	409	601	126	126	159	388	585	548	795	726	428	1087
Yes	37%	46%	30%	39%	33%	41%	37%	49%	39%	28%	35%	39%	56%	30%
No	63%	54%	70%	61%	67%	59%	63%	51%	61%	72%	65%	61%	44%	70%

Celebrating Halloween as an Adult

Q7. As an adult, will you be celebrating Halloween in any way (costumed parties, special events, horror movie night, etc.)?

Base: All respondents (n=1,521)

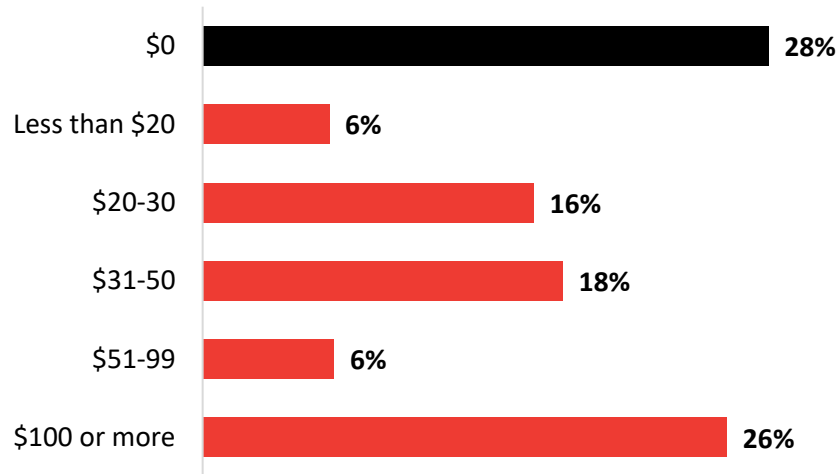


	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household	
													Yes	No
Weighted n=	1,521	103	352	590	97	169	211	404	490	627	740	781	406	1108
Unweighted n=	1,521	100	409	601	126	126	159	388	585	548	795	726	428	1087
Yes	28%	26%	24%	28%	28%	38%	32%	58%	29%	9%	27%	30%	41%	24%
No	72%	74%	76%	72%	72%	62%	68%	42%	71%	91%	73%	70%	59%	76%

Average Halloween-related Spending

Q8. How much will your household spend on Halloween altogether, including costumes, decorations, candy, events, whether they are for adults or children in your household?

Base: All respondents (n=1,521)



Average significantly higher among :

- Respondents with kids (\$ 115,80)
- 18-34 (\$ 92,60)

Average Spending
among Canadians:

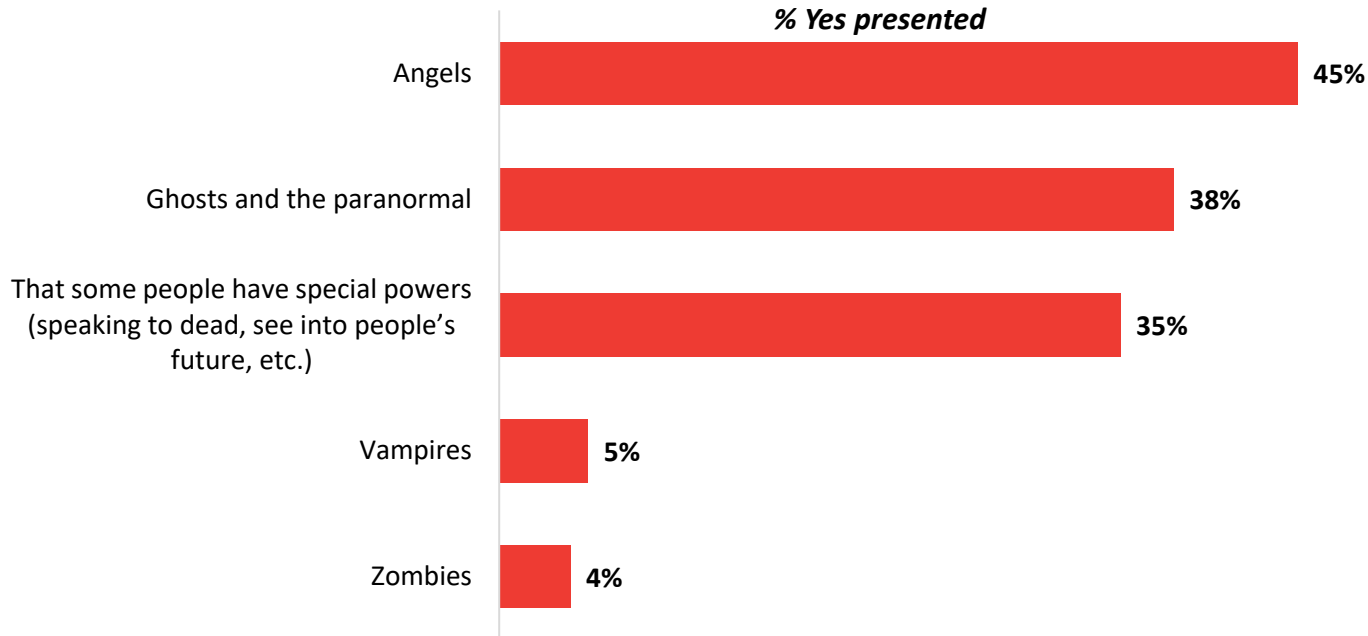
\$ 64,20

Excluding Canadians who do not spend money
on Halloween, the average amount spent rises
to **\$89.**

Beliefs in Various Phenomena

Q9. Do you believe in the following phenomena?

Base: All respondents (n=1,521)



59% of Canadians believe in **AT LEAST** one of the phenomena.

Beliefs in Various Phenomena

Q9. Do you believe in the following phenomena?

Base: All respondents

<i>% Yes presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,521	103	352	590	97	169	211	404	490	627	740	781
Unweighted n=	1,521	100	409	601	126	126	159	388	585	548	795	726
Angels	45%	51%	40%	45%	49%	49%	45%	43%	46%	46%	38%	52%
Ghosts and the paranormal	38%	41%	32%	37%	46%	42%	44%	46%	46%	27%	33%	43%
That some people have special powers (speaking to dead, see into people's future, etc.)	35%	33%	37%	35%	37%	34%	35%	36%	41%	30%	27%	43%
Vampires	5%	2%	3%	6%	4%	7%	8%	12%	5%	1%	7%	4%
Zombies	4%	1%	2%	5%	4%	3%	8%	9%	5%	0%	6%	2%

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Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,521	1,521
British Columbia	159	211
Alberta	126	169
Manitoba/Saskatchewan	126	97
Ontario	601	590
Quebec	409	352
Atlantic	100	103

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,521	1,521
Male	795	740
Female	726	781
Age	1,521	1,521
18 to 34	388	404
35 to 54	548	627
55+	548	627
Language (Mother tongue)	1,521	1,521
English	975	1,057
French	359	300
Other	186	162

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- **Leger Digital**
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