Leger

Halloween Habits

Survev of Canadians

THE CANADIAN PRESS

DATE 2024-10-28

Methodology

Method

Online survey
among respondents 18 years of
age or older.
(Canadian sample: n= 1,520).

Respondents had the option of completing the

survey in English or in French and were

randomly recruited using LEO's online panel.

When

October 25th to
October 27th, 2024
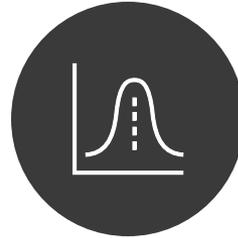
Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±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.

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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 Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: aenns@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	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights

From October 25 to 27, 2024, 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…

- 83% of children old enough to go trick-or-treating will do so this Halloween, half of Canadians (47%) will be handing out candy, and a third (34%) will decorate their house.

- 72% of Canadians plan to spend approximately the same amount of money on Halloween as they did last year. On average, Canadians will spend $67.65 on costumes, candy, decorations, and other Halloween-related expenses. This average increases to $121.57 among parents.

- Only one-quarter of adults (25%) will celebrate Halloween this year. This proportion is higher among parents (34%) and 18 to 34-year-olds (48%).

REPORT

# 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=371)

83% YES

12% — No

4% — Prefer not to answer
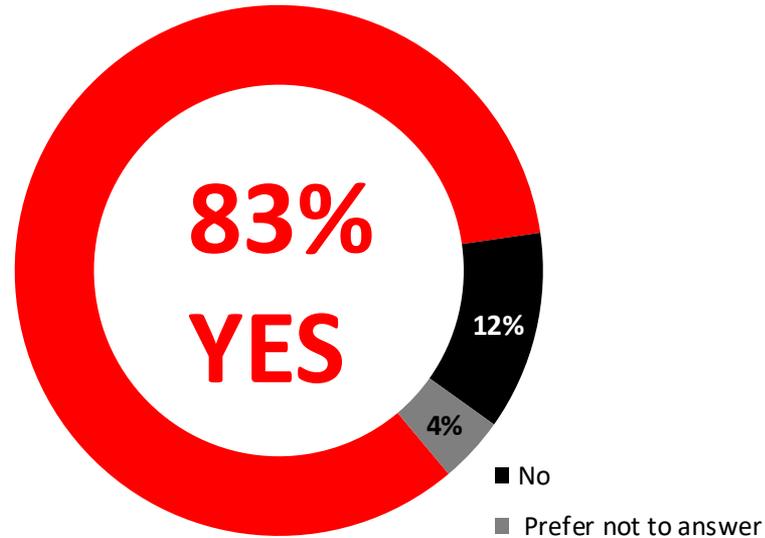
Handing out Candy

Q2. Will you or someone in the household be handing out candy and treats this Halloween?
Base: All respondents (n=1,520)

47% YES

47% No

6% Don't know

	Total Canada	**ATL**	**QC**	**ON**	**MB/ SK**	**AB**	**BC**	**18-34**	**35-54**	**55+**	**Male**	**Female**	**Kids in the household**	
													Yes	**No**
Weighted n=	*1,520*	*103*	*352*	*590*	*98*	*165*	*212*	*403*	*490*	*627*	*743*	*777*	*405*	*1,106*
Unweighted n=	*1,520*	*100*	*406*	*603*	*126*	*131*	*154*	*391*	*485*	*644*	*773*	*747*	*414*	*1,096*
Yes	**47%**	58%	30%	54%	51%	49%	47%	49%	51%	42%	46%	47%	65%	40%
No	**47%**	35%	67%	40%	39%	40%	47%	43%	42%	53%	48%	46%	28%	54%
Don't know	**6%**	7%	3%	6%	10%	11%	6%	8%	7%	4%	6%	6%	7%	6%

Budget for Candy

Q3. How much will you spend on candy and treats this Halloween?
Base: All respondents (n=1,520)
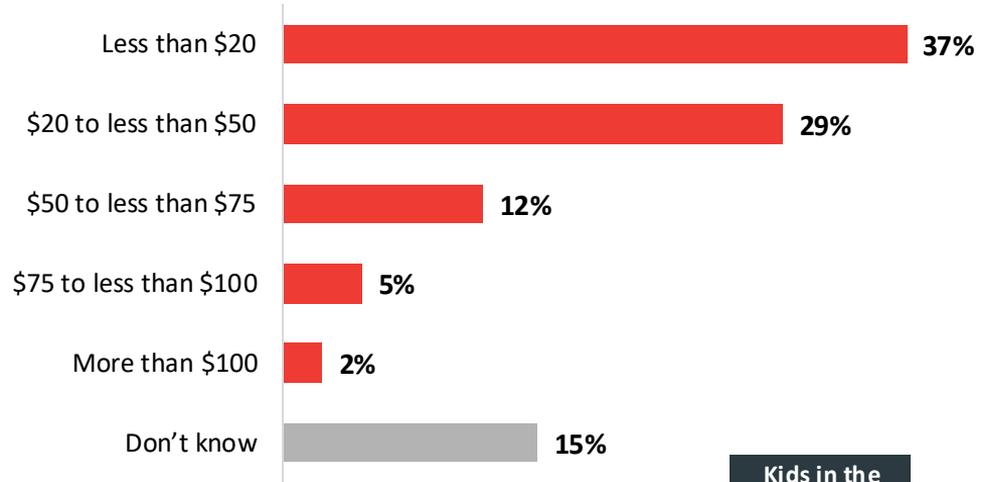
Less than $20	**37%**
$20 to less than $50	**29%**
$50 to less than $75	**12%**
$75 to less than $100	**5%**
More than $100	**2%**
Don't know	**15%**

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household Yes	No	2023	Gap
Weighted n=	*1,520*	*103*	*352*	*590*	*98*	*165*	*212*	*403*	*490*	*627*	*743*	*777*	*405*	*1,106*	*1,521*	
Unweighted n=	*1,520*	*100*	*406*	*603*	*126*	*131*	*154*	*391*	*485*	*644*	*773*	*747*	*414*	*1,096*	*1,521*	
Less than $20	**37%**	33%	48%	34%	26%	34%	37%	33%	30%	44%	36%	37%	21%	43%	39%	-2
$20 to less than $50	**29%**	32%	18%	33%	33%	31%	35%	27%	33%	28%	31%	28%	39%	26%	30%	-1
$50 to less than $75	**12%**	14%	8%	13%	14%	13%	11%	14%	15%	8%	11%	13%	19%	9%	11%	+1
$75 to less than $100	**5%**	2%	4%	4%	5%	11%	3%	7%	5%	3%	4%	5%	9%	3%	5%	-
More than $100	**2%**	2%	4%	3%	2%	1%	1%	2%	4%	1%	2%	3%	5%	1%	2%	-
Don't know	**15%**	17%	19%	14%	19%	9%	13%	16%	12%	16%	15%	15%	6%	18%	12%	+3

Difference in Budget Compared to Last Year

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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=1,304)
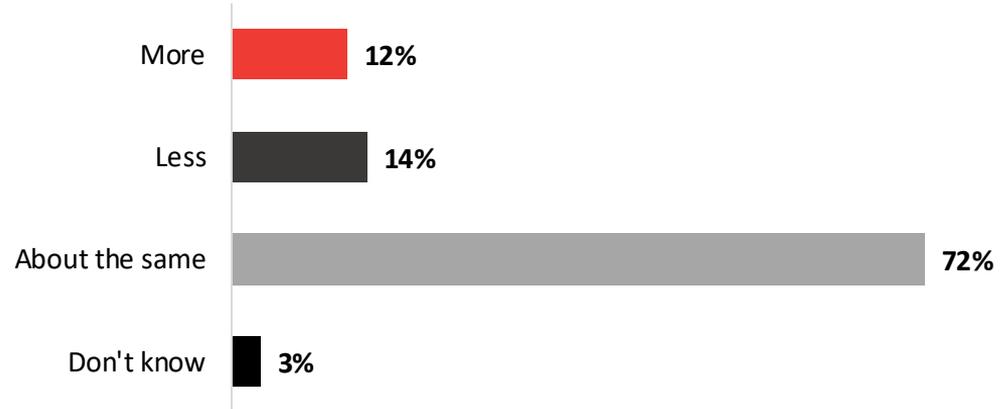
More	■ 12%
Less	■ 14%
About the same	■ 72%
Don't know	■ 3%

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household Yes	Kids in the household No	2023	Gap
Weighted n=	1,292	85	287	507	80	150	184	337	429	526	629	663	379	910	1,332	
Unweighted n=	1,304	86	336	521	106	119	136	336	426	542	663	641	389	910	1,338	
More	12%	11%	6%	14%	13%	16%	11%	19%	12%	7%	12%	12%	20%	8%	11%	+1
Less	14%	9%	12%	17%	13%	10%	12%	20%	13%	10%	13%	14%	12%	14%	15%	-2
About the same	72%	79%	78%	67%	75%	68%	75%	55%	74%	81%	71%	73%	66%	74%	71%	+1
Don't know	3%	0%	4%	2%	0%	6%	3%	6%	1%	2%	4%	2%	2%	3%	3%	-

Decorating for Halloween

Q6. Do you decorate your house/property for Halloween?
Base: All respondents (n=1,520)
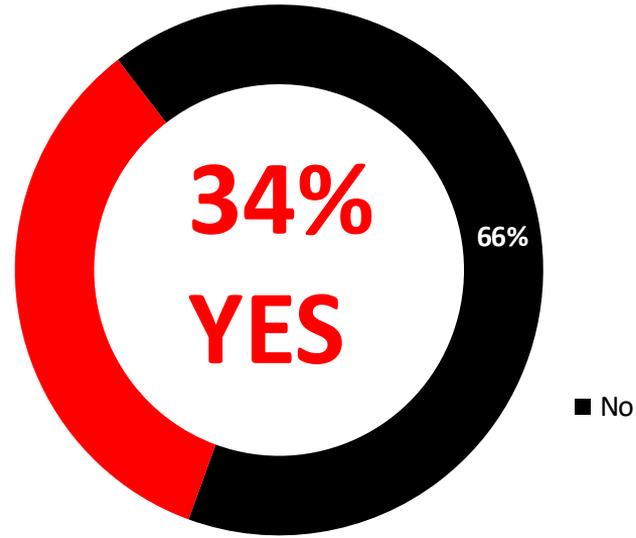
34% YES

66%

■ No

| | **Total Canada** | **ATL** | **QC** | **ON** | **MB/SK** | **AB** | **BC** | **18-34** | **35-54** | **55+** | **Male** | **Female** | **Kids in the household** | |
													Yes	**No**
Weighted n=	*1,520*	*103*	*352*	*590*	*98*	*165*	*212*	*403*	*490*	*627*	*743*	*777*	*405*	*1,106*
Unweighted n=	*1,520*	*100*	*406*	*603*	*126*	*131*	*154*	*391*	*485*	*644*	*773*	*747*	*414*	*1,096*
Yes	**34%**	46%	28%	39%	28%	32%	31%	45%	42%	22%	33%	36%	58%	26%
No	**66%**	54%	72%	61%	72%	68%	69%	55%	58%	78%	67%	64%	42%	74%

Celebrating Halloween as an Adult

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

Base: All respondents (n=1,520)

25% YES

75%

■ No

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household Yes	Kids in the household No
Weighted n=	*1,520*	*103*	*352*	*590*	*98*	*165*	*212*	*403*	*490*	*627*	*743*	*777*	*405*	*1,106*
Unweighted n=	*1,520*	*100*	*406*	*603*	*126*	*131*	*154*	*391*	*485*	*644*	*773*	*747*	*414*	*1,096*
Yes	**25%**	25%	21%	30%	22%	23%	25%	48%	29%	8%	25%	26%	34%	22%
No	**75%**	75%	79%	70%	78%	77%	75%	52%	71%	92%	75%	74%	66%	78%

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=1,520)

	0$	Less than 20$	20-49$	50-99$	100$ or more
	27%	7%	22%	17%	27%

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female	Kids in the household	
													Yes	No
Weighted n=	1,520	103	352	590	98	165	212	403	490	627	743	777	405	1,106
Unweighted n=	1,520	100	406	603	126	131	154	391	485	644	773	747	414	1,096
0$	27%	18%	39%	24%	24%	20%	27%	18%	21%	38%	29%	25%	7%	34%
Less than 20$	7%	2%	7%	7%	7%	9%	7%	7%	5%	7%	6%	7%	2%	9%
20-49$	22%	30%	19%	22%	25%	26%	20%	19%	18%	27%	20%	24%	15%	25%
50-99$	17%	19%	14%	19%	15%	16%	21%	19%	18%	16%	16%	19%	21%	16%
100$ or more	27%	30%	21%	29%	29%	29%	25%	37%	38%	11%	29%	25%	54%	17%
Mean	*$67.65*	*$65.43*	*$52.16*	*$77.03*	*$71.32*	*$72.55*	*$62.84*	*$89.56*	*$93.11*	*$33.71*	*$74.64*	*$60.96*	*$121.57*	*$47.98*

REPORT

Detailed Methodology
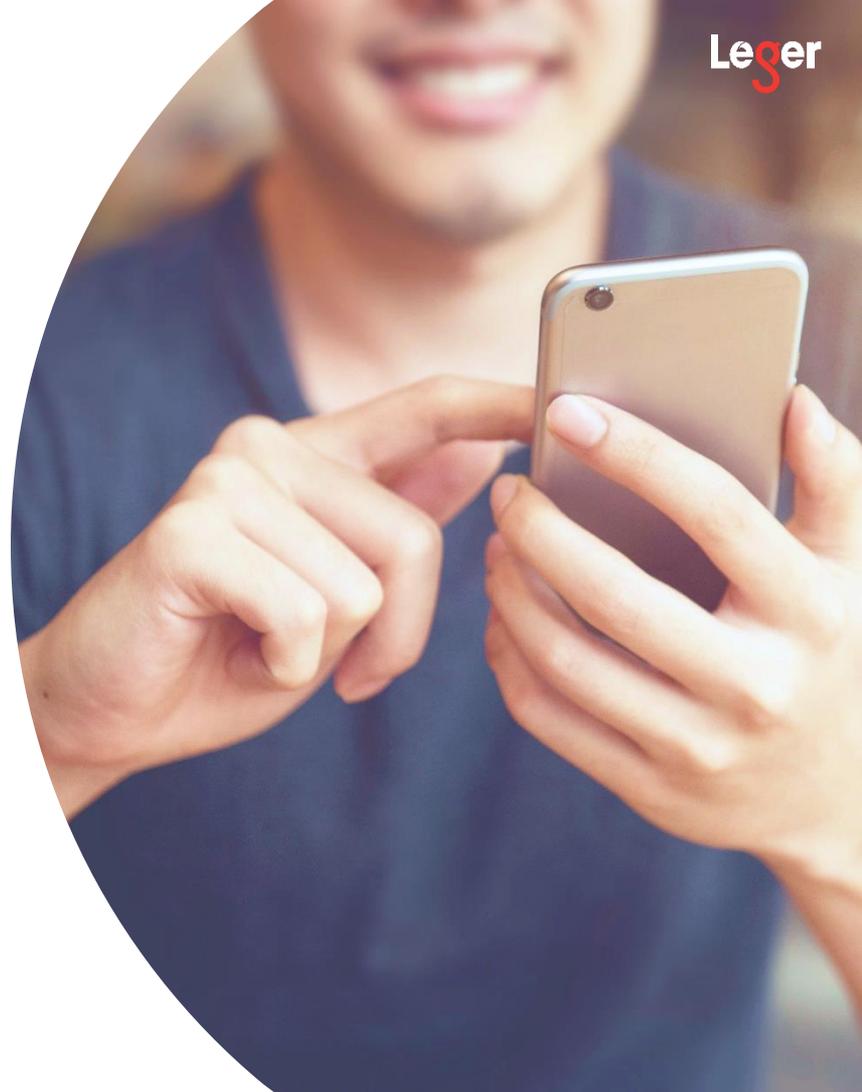
Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
Province	**1,520**	**1,520**
British Columbia	154	212
Alberta	131	165
Manitoba/Saskatchewan	126	98
Ontario	603	590
Quebec	406	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	**1,520**	**1,520**
Male	773	743
Female	747	777
Age	**1,520**	**1,520**
18 to 34	391	403
35 to 54	485	490
55+	644	627
Language (Mother tongue)	**1,520**	**1,520**
English	968	1,065
French	410	301
Other	141	154

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  Digital strategy and user experience

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