



The Associated Press-NORC
Center for Public Affairs Research

The October 2019 AP-NORC Center Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from The Associated Press and NORC at the University of Chicago

*Interviews: 10/24-28/2019
1,075 adults*

Margin of error: +/- 4.1 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

HALL1. How safe do you think it is for children to go trick or treating by themselves on Halloween? Do you think it is very safe, somewhat safe, somewhat unsafe or very unsafe?

	AP-NORC 10/24-28/2019
Very/Somewhat safe NET	29
Very safe	4
Somewhat safe	25
Somewhat/Very unsafe NET	70
Somewhat unsafe	36
Very unsafe	34
DON'T KNOW	*
SKIP/REFUSED	1

N=

1,075

HALL2. Please indicate whether you plan to do each of the following to celebrate Halloween, or not?

Please select all that apply.

	AP-NORC 10/24-28/2019
Wear a costume	25
Dress your children in costumes	22
Display Halloween decorations in your home or yard	36
Take children trick or treating	25
Attend a Halloween party	25
Pass out candy to children trick-o-treating at your house	42
Pass out healthy snacks instead of candy to children trick-or-treating at your house	7
Carve a pumpkin	28
Watch a scary movie	32
Dress up a pet in costume	11
None of the above	24
DON'T KNOW	-
SKIP/REFUSED	1

N=

1,075

PID. Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 10/24-28/2019
Democrat NET	44
Strong Democrat	14
Moderate Democrat	16
Lean Democrat	14
Independent/None – Don't lean	19
Republican NET	37
Lean Republican	11
Moderate Republican	14
Strong Republican	13
<i>N=</i>	<i>1,075</i>

G11B. Generally speaking, do you consider yourself a...?

	AP-NORC 10/24-28/2019
Liberal	20
Conservative	47
Moderate	30
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2
<i>N=</i>	<i>1,075</i>

DM5. How would you describe the community you live in now?

	AP-NORC 10/24-28/2019
Urban	24
Suburban	41
Rural	34
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,075</i>

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AGE

	AP-NORC 10/24-28/2019
18-24	12
25-34	19
35-44	16
45-54	15
55-64	17
65-74	14
75+	7
<i>N=</i>	<i>1,075</i>

GENDER

	AP-NORC 10/24-28/2019
Male	48
Female	52
<i>N=</i>	<i>1,075</i>

RACE/ETHNICITY

	AP-NORC 10/24-28/2019
White	63
Black or African American	12
Hispanic	16
Other	9
<i>N=</i>	<i>1,075</i>

MARITAL STATUS

	AP-NORC 10/24-28/2019
Married	47
Widowed	6
Divorced	9
Separated	1
Never married	26
Living with partner	10

N= 1,075

EMPLOYMENT STATUS

	AP-NORC 10/24-28/2019
Employed	60
Not employed	40

N= 1,075

EDUCATION

	AP-NORC 10/24-28/2019
Less than a high school diploma	11
High school graduate or equivalent	28
Some college	28
College graduate or above	33

N= 1,075

INCOME

	AP-NORC 10/24-28/2019
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	15
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	15
\$100,000 to under \$150,000	12
\$150,000 or more	9

N=

1,075

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from The Associated Press and NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between October 24 and 28, 2019, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,075 completed the survey—970 via the web and 105 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 18 percent, the weighted household panel response rate is 24.1 percent, and the weighted household panel retention rate is 85.6 percent, for a cumulative response rate of 3.7 percent. The overall margin of sampling error is +/-4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2018 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, email info@apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.