



# The October 2021 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: 10/21-25/2021*

*1,083 adults*

*Margin of sampling error: +/- 4.0 percentage points at the 95% confidence level among all adults*

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

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

**Please select all that apply.**

	AP-NORC 10/21-25/2021	AP-NORC 10/24-28/2019
Wear a costume	21	25
Dress your children in costumes	19	22
Display Halloween decorations in your home or yard	29	36
Take children trick or treating	16	25
Attend a Halloween party	16	25
Pass out candy to children trick-o-treating at your house	35	42
Pass out healthy snacks instead of candy to children trick-or-treating at your house	4	7
Carve a pumpkin	24	28
Watch a scary movie	28	32
Dress up a pet in costume	9	11
None of the above	35	24
DON'T KNOW	-	-
SKIP/REFUSED	1	1
N=	1,083	1,075

**AGE**

	AP-NORC 10/21-25/2021
18-29	20
30-44	26
45-59	23
60+	30
<i>N=</i>	<i>1,083</i>

**GENDER**

	AP-NORC 10/21-25/2021
Male	48
Female	52
<i>N=</i>	<i>1,083</i>

**RACE/ETHNICITY**

	AP-NORC 10/21-25/2021
White	63
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,083</i>

**MARITAL STATUS**

	AP-NORC 10/21-25/2021
Married	55
Not married	45
<i>N=</i>	<i>1,083</i>

**EMPLOYMENT STATUS**

	AP-NORC 10/21-25/2021
Employed	58
Not employed	42
<i>N=</i>	<i>1,083</i>

## EDUCATION

	AP-NORC 10/21-25/2021
Less than a high school diploma	10
High school graduate or equivalent	28
Some college	27
College graduate or above	20
Post grad study/professional degree	15

*N*=

1,083

## INCOME

	AP-NORC 10/21-25/2021
Under \$10,000	5
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	15
\$100,000 to under \$150,000	13
\$150,000 or more	10

*N*=

1,083

## 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 21<sup>st</sup> and 25<sup>th</sup>, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,083 completed the survey—1,008 via the web and 75 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. The final stage completion rate is 17.4 percent, the weighted household panel response rate is 19.1 percent, and the weighted household panel retention rate is 75.1 percent, for a cumulative response rate of 2.5 percent. The overall margin of sampling error is +/-4.0 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 2021 Current Population Survey. The weighted data reflect the U.S. population of adults aged 18 and over. The sample is also adjusted to match the benchmark of the percent of adults who have received at least one dose of a vaccine by Census region as of October 25, 2021, according to the CDC COVID-19 Vaccine Tracker data.

For more information, email [info@apnorc.org](mailto:info@apnorc.org).

## About the Associated Press-NORC Center for Public Affairs Research

Celebrating its 10th anniversary this year, 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 an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. [www.ap.org](http://www.ap.org)
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. [www.norc.org](http://www.norc.org)

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. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more. Learn more at [www.apnorc.org](http://www.apnorc.org).