



Report

Halloween Habits and Beliefs

A survey of Canadians

October 27, 2026



Methodology

This week, we conducted a survey of Canadians to explore their Halloween habits.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,513**)

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

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.

When

Data collection from **October 24th to October 26th, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2,5%**, (19 times out of 20) for the Canadian sample.

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 or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

➔ Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

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

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
	2%	2%

New this week

Some of **the key highlights** of our survey...

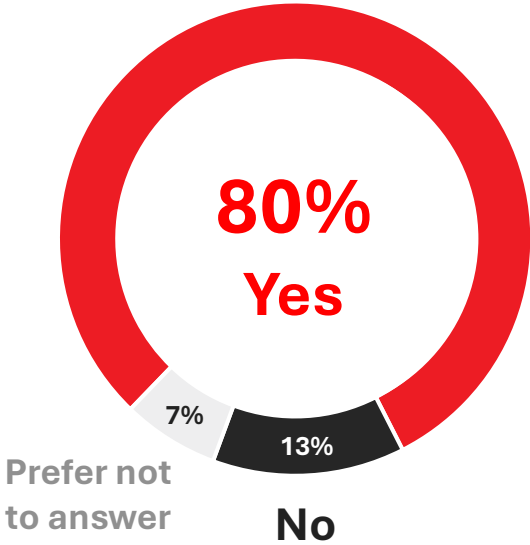
- **Trick-or-treating remains a popular Halloween tradition, with 80% of parents whose children are old enough to participate saying their children will go trick-or-treating this year.** Participation is particularly high among parents aged 18–34 (88%), compared to those aged 55+ (59%).
- **Halloween participation varies by age and household composition.** Handing out candy (48%) and decorating (37%) are more common among 18–34-year-olds and households with children, and less common among Canadians aged 55+ and Quebecers.
- **Most Canadians expect their Halloween spending to remain about the same as last year (72%).**
- **Nearly one-quarter of Canadians (24%) say there should be no age limit for trick-or-treating.**
- **Halloween also extends into adulthood, particularly among younger Canadians.** Overall, 32% of adults plan to celebrate, rising to 59% among 18–34-year-olds.
- **Among adults who plan to celebrate, the most common activities are attending a Halloween party at someone's home, watching horror or Halloween-themed content, and dressing in costume (40% each).** Quebecers attend parties at someone's home more often (53%), while 18–34-year-olds attend bars, nightclubs or restaurants more often (28%).
- **Belief in supernatural phenomena varies considerably among Canadians.** Nearly half believe in angels (48%), while about four in ten believe in ghosts and the paranormal (39%) or that some people possess special powers (36%). Belief in witches is less widespread (24%), while relatively few Canadians believe in vampires (8%), werewolves (6%) or zombies (5%).

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=419)



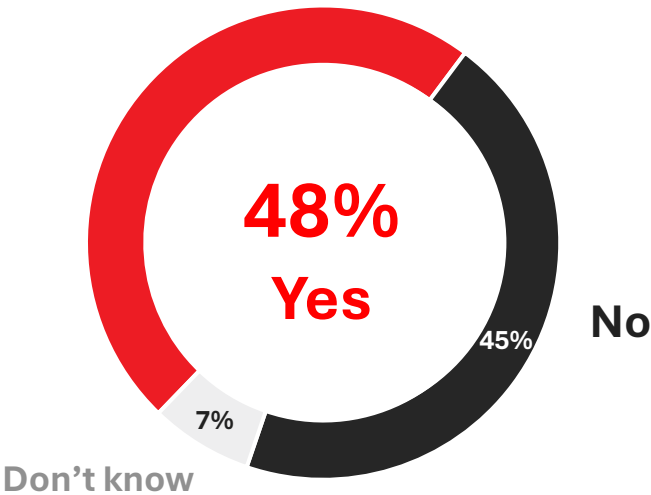
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total October 2025	Gap
Weighted n=	383	19*	71	161	22	59	52	196	188	126	231	26*	338	
Unweighted n=	419	19*	91	190	34	38	47	242	177	162	234	23*	363	
Yes	80%	78%	76%	80%	87%	82%	79%	78%	81%	88%	78%	59%	80%	-
No	13%	15%	13%	11%	5%	13%	21%	17%	9%	9%	13%	27%	14%	-1
Prefer not to answer	7%	7%	11%	9%	8%	4%	0%	5%	9%	3%	9%	13%	7%	-

*Due to the small number of respondents (n<30), the results are presented for information purposes only.

Handing out Candy

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

Base: All respondents (n=1,513)

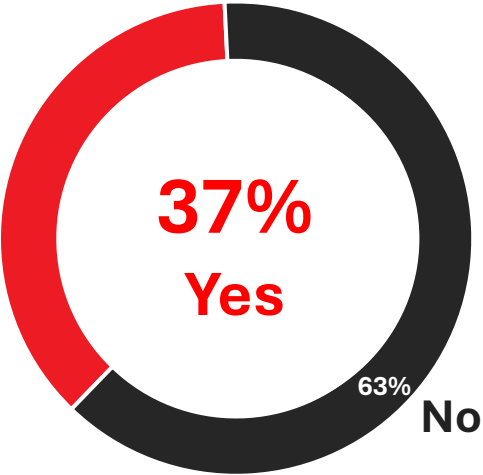


														Kids in the household		Total October 2025	Gap
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No			
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	334	50	1,537		
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	374	45	1,537		
Yes	48%	67%	32%	52%	59%	55%	44%	51%	46%	59%	48%	41%	84%	48%	46%	+2	
No	45%	30%	62%	40%	35%	33%	51%	42%	47%	35%	42%	53%	9%	41%	48%	-3	
Don't know	7%	3%	6%	8%	6%	13%	5%	7%	7%	6%	9%	6%	7%	10%	6%	+1	

Decorating for Halloween

Q3. Do you decorate your house/property for Halloween?

Base: All respondents (n=1,513)

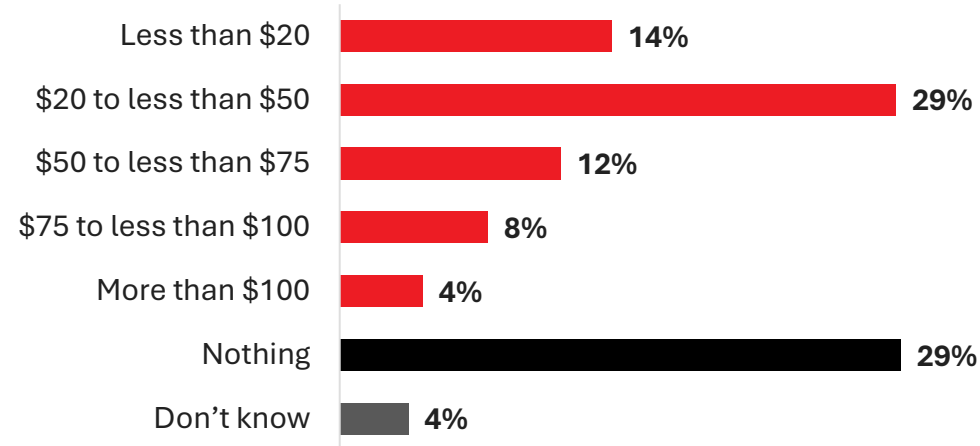


															Kids in the household		Total October 2025	Gap
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No				
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	410	1,101			1,537	
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	459	1,052			1,537	
Yes	37%	42%	27%	42%	33%	37%	37%	37%	36%	47%	48%	22%	58%	29%			39%	-2
No	63%	58%	73%	58%	67%	63%	63%	63%	64%	53%	52%	78%	42%	71%			61%	+2

Budget for Candy

Q4. How much will you spend on candy and treats this Halloween?

Base: All respondents (n=1,513)

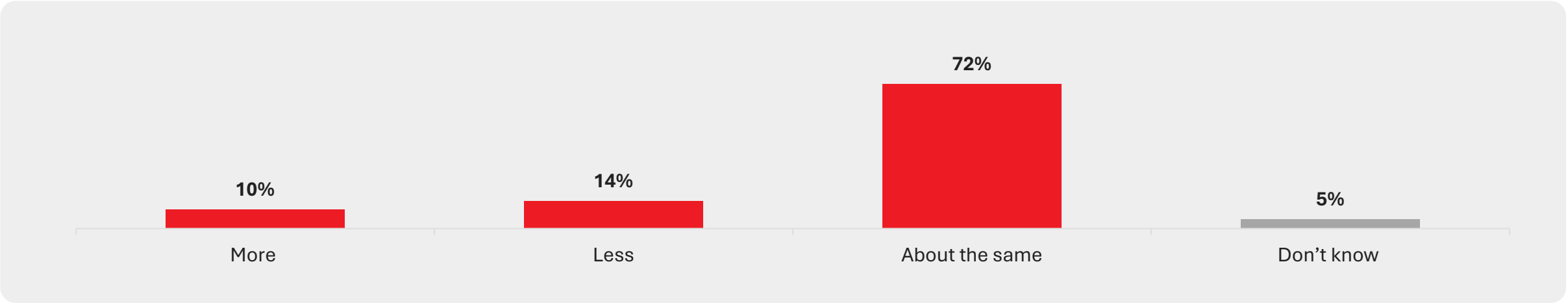


		Kids in the household														
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No	Total October 2025	Gap
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	410	1,101	1,537	
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	459	1,052	1,537	
Less than \$20	14%	19%	14%	14%	11%	15%	14%	13%	15%	13%	13%	16%	13%	15%	14%	-
\$20 to less than \$50	29%	38%	19%	29%	39%	35%	32%	29%	29%	37%	28%	25%	32%	28%	28%	+1
\$50 to less than \$75	12%	15%	9%	13%	11%	12%	10%	13%	10%	15%	13%	8%	15%	10%	11%	+1
\$75 to less than \$100	8%	4%	7%	8%	8%	10%	7%	9%	6%	11%	9%	4%	14%	5%	6%	+2
More than \$100	4%	2%	3%	5%	6%	7%	5%	4%	4%	4%	7%	3%	7%	3%	3%	+1
Nothing	29%	22%	45%	26%	21%	19%	30%	28%	31%	16%	25%	42%	14%	35%	34%	-5
Don't know	4%	0%	4%	5%	5%	3%	3%	4%	3%	4%	5%	2%	5%	3%	3%	+1

Difference in Budget Compared to Last Year

Q5. 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=1,456)

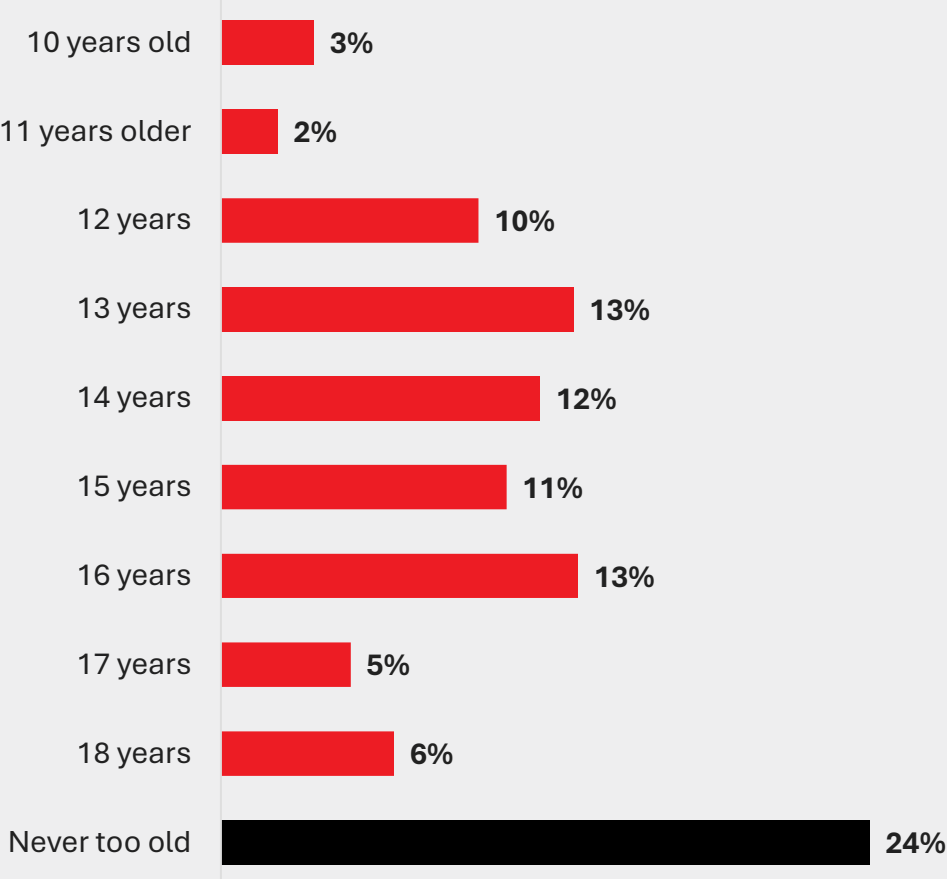


															Kids in the household		Total October 2025	Gap
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No				
Weighted n=	1,458	102	336	559	93	164	205	709	749	389	462	607	390	1,066	1,488			
Unweighted n=	1,456	102	390	580	119	119	146	777	679	427	440	589	438	1,016	1,487			
More	10%	8%	8%	11%	14%	9%	9%	9%	10%	16%	11%	5%	17%	7%	11%	-1		
Less	14%	14%	10%	14%	17%	17%	13%	14%	13%	18%	17%	8%	17%	12%	15%	-1		
About the same	72%	69%	76%	72%	62%	71%	74%	73%	71%	61%	68%	83%	64%	75%	70%	+2		
Don't know	5%	9%	7%	3%	6%	3%	4%	3%	6%	5%	4%	4%	3%	5%	5%	-		

Perceptions of the Age Limit for Trick-or-Treating (1/2)

Q6. 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=1,513)



Perceptions of the Age Limit for Trick-or-Treating (2/2)

Q6. At what age do you feel a child is too old to be going out collecting candy and treats for Halloween?

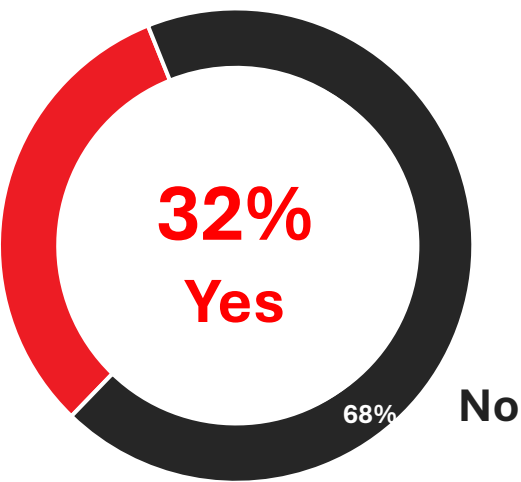
Base: All respondents (n=1,513)

													Kids in the household		Total October 2025	Gap
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No		
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	410	1,101	1,537	
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	459	1,052	1,537	
10 years old	3%	4%	1%	5%	2%	5%	2%	4%	3%	4%	3%	3%	5%	3%	3%	-
11 years older	2%	2%	2%	2%	0%	1%	4%	3%	1%	3%	2%	2%	3%	2%	2%	-
12 years	10%	4%	12%	9%	5%	10%	13%	11%	9%	7%	8%	13%	7%	11%	10%	-
13 years	13%	10%	11%	12%	19%	10%	23%	15%	12%	8%	11%	18%	12%	14%	13%	-
14 years	12%	12%	14%	14%	8%	6%	8%	11%	13%	9%	9%	16%	8%	13%	13%	-1
15 years	11%	13%	11%	11%	11%	12%	7%	13%	9%	10%	10%	12%	10%	11%	13%	-2
16 years	13%	10%	16%	12%	13%	16%	12%	14%	12%	13%	16%	11%	16%	12%	10%	+3
17 years	5%	9%	5%	3%	8%	4%	6%	4%	5%	7%	6%	3%	6%	4%	3%	+2
18 years	6%	9%	7%	6%	9%	8%	3%	7%	6%	8%	9%	3%	9%	5%	6%	-
Never too old	24%	27%	21%	26%	26%	28%	21%	17%	31%	31%	27%	18%	24%	24%	26%	-2

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=1,513)

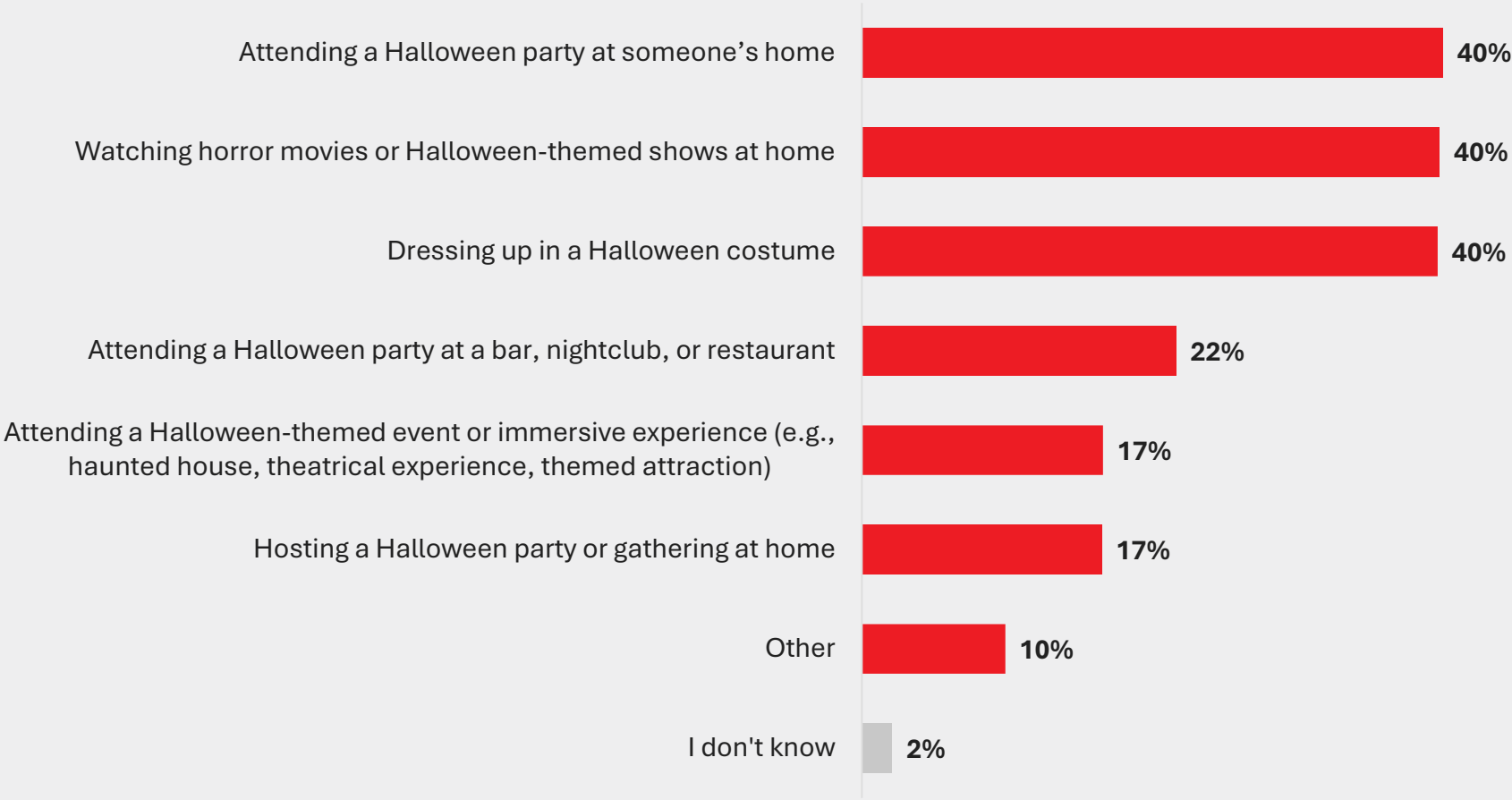


														Kids in the household	Total October 2025	Gap
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No		
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	410	1,101	1,537	
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	459	1,052	1,537	
Yes	32%	26%	27%	35%	23%	34%	37%	33%	31%	59%	37%	10%	46%	27%	31%	+1
No	68%	74%	73%	65%	77%	66%	63%	67%	69%	41%	63%	90%	54%	73%	69%	-1

Plans to Celebrate Halloween as an Adult (1/2)

Q8. How do you plan to celebrate Halloween this year? *

Base: Adults who plan to celebrate Halloween (n=495)



*Since respondents could give more than one answer, the total may exceed 100%.

Plans to Celebrate Halloween as an Adult (2/2)

Q8. How do you plan to celebrate Halloween this year?*

Base: Adults who plan to celebrate Halloween (n=495)

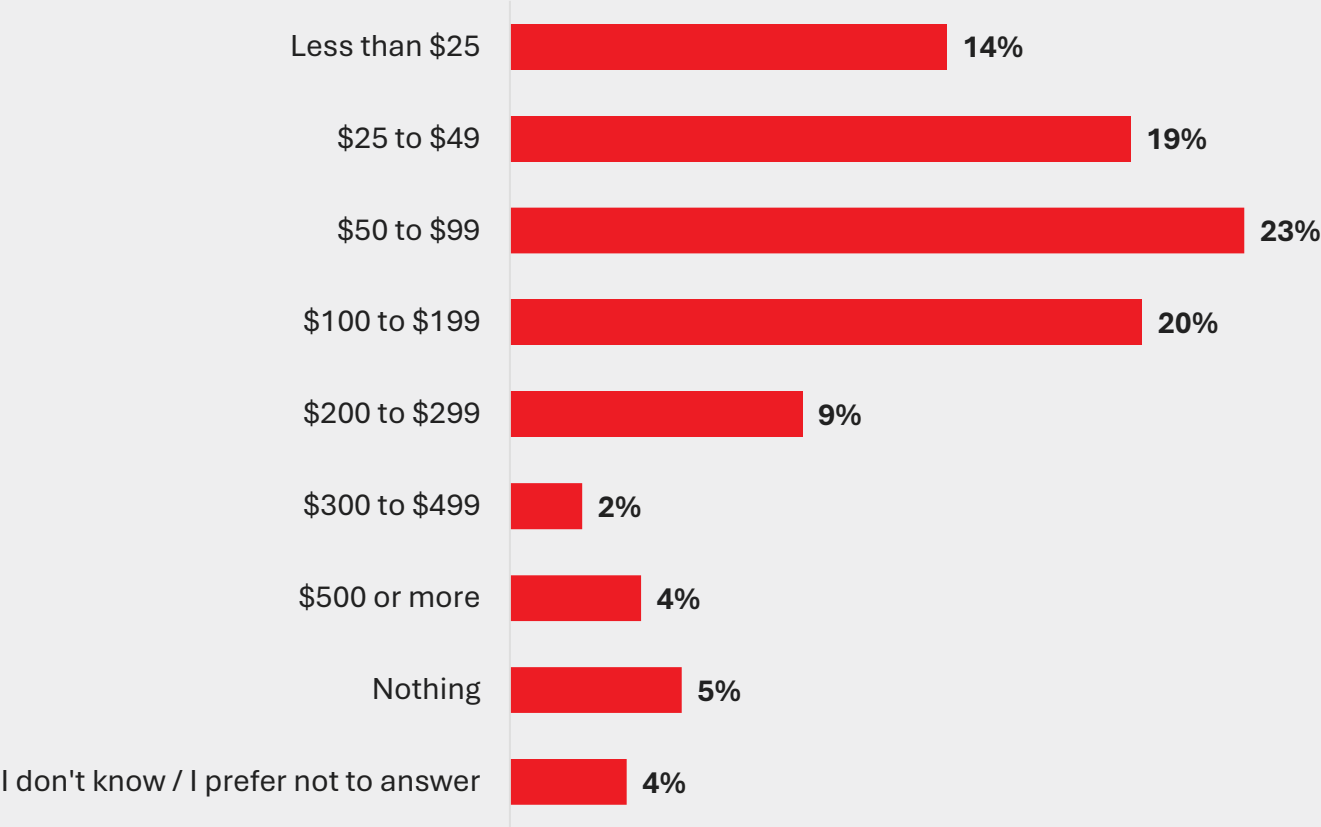
													Kids in the household	
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	480	26*	93	203	23*	58	77	242	238	238	181	60	187	293
Unweighted n=	495	26*	118	229	27*	34	61	287	208	260	177	58	226	269
Attending a Halloween party at someone's home	40%	32%	53%	37%	32%	30%	47%	39%	42%	48%	34%	29%	44%	39%
Watching horror movies or Halloween-themed shows at home	40%	58%	29%	41%	45%	41%	44%	44%	36%	38%	46%	32%	39%	41%
Dressing up in a Halloween costume	40%	19%	35%	39%	45%	62%	38%	35%	45%	38%	40%	47%	43%	38%
Attending a Halloween party at a bar, nightclub, or restaurant	22%	9%	10%	26%	4%	30%	31%	25%	19%	28%	16%	15%	24%	20%
Attending a Halloween-themed event or immersive experience (e.g., haunted house, theatrical experience, themed attraction)	17%	3%	13%	14%	26%	17%	30%	21%	13%	14%	21%	14%	24%	12%
Hosting a Halloween party or gathering at home	17%	3%	14%	22%	4%	19%	14%	17%	16%	16%	19%	15%	24%	12%
Other	10%	11%	12%	13%	6%	8%	3%	8%	12%	6%	7%	35%	7%	12%
I don't know	2%	5%	1%	3%	0%	0%	3%	3%	2%	1%	2%	5%	1%	3%

*Due to the small number of respondents (n<30), the results are presented for information purposes only.

Expected Spending on Halloween Celebrations Among Adults (1/2)

Q10. Approximately how much do you expect to spend in total on Halloween celebrations this year, including costumes, decorations, food and drinks, parties, entertainment, and other activities?

Base: Adults who plan to celebrate Halloween (n=495)



Expected Spending on Halloween Celebrations Among Adults (2/2)

Q10. Approximately how much do you expect to spend in total on Halloween celebrations this year, including costumes, decorations, food and drinks, parties, entertainment, and other activities?

Base: Adults who plan to celebrate Halloween (n=495)

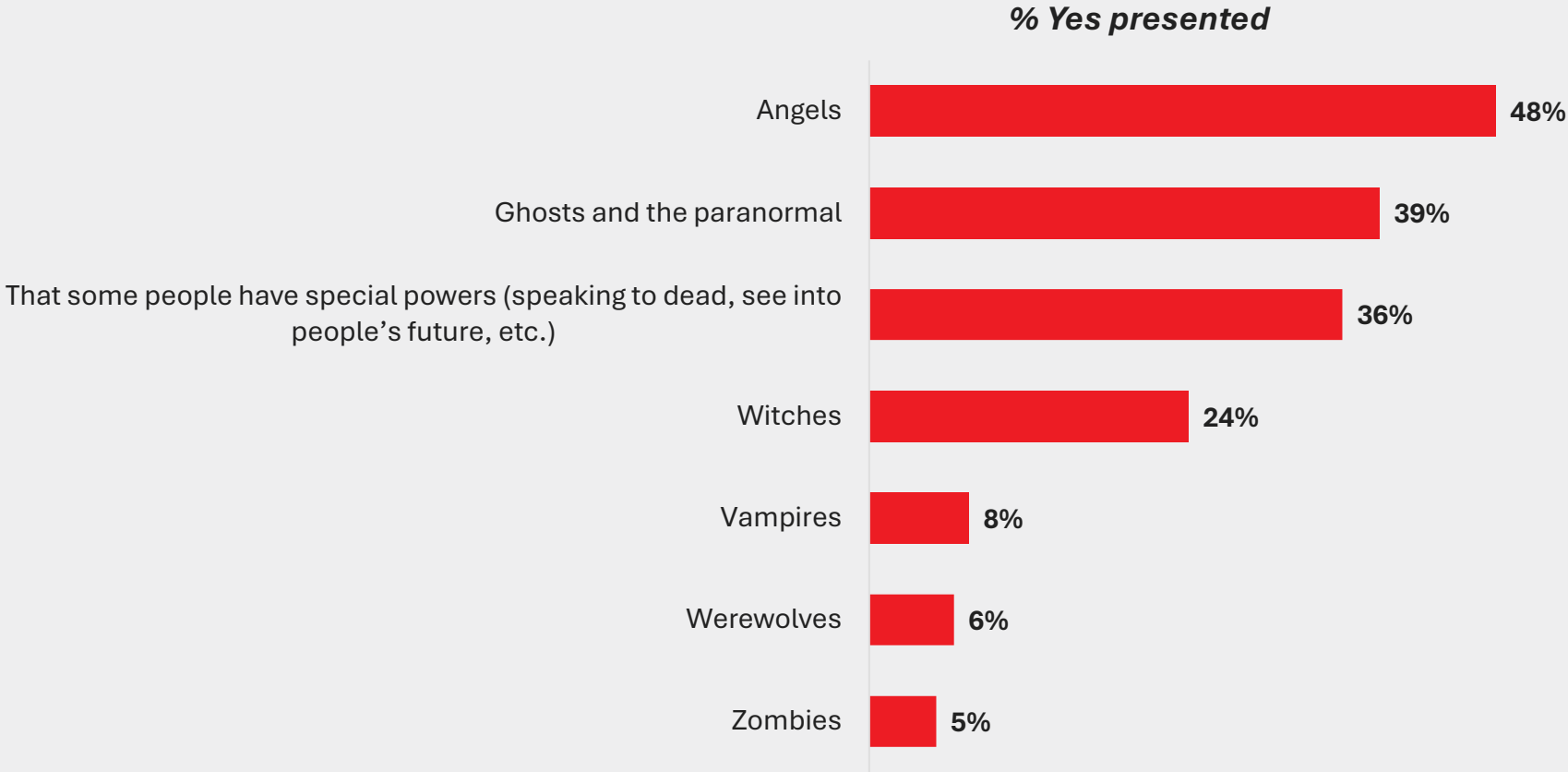
		Kids in the household												
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No
Weighted n=	480	26*	93	203	23*	58	77	242	238	238	181	60	187	293
Unweighted n=	495	26*	118	229	27*	34	61	287	208	260	177	58	226	269
Less than \$25	14%	9%	14%	16%	12%	9%	14%	10%	17%	14%	10%	23%	9%	16%
\$25 to \$49	19%	32%	22%	17%	20%	15%	20%	20%	19%	21%	19%	13%	15%	22%
\$50 to \$99	23%	29%	26%	20%	35%	30%	16%	23%	23%	25%	20%	25%	22%	23%
\$100 to \$199	20%	8%	11%	22%	17%	20%	28%	22%	17%	19%	21%	20%	29%	14%
\$200 to \$299	9%	2%	8%	9%	10%	5%	16%	10%	8%	9%	11%	4%	12%	7%
\$300 to \$499	2%	0%	0%	3%	0%	4%	3%	3%	2%	1%	4%	0%	5%	0%
\$500 or more	4%	3%	1%	3%	0%	16%	2%	4%	4%	3%	5%	4%	2%	5%
Nothing	5%	5%	13%	6%	0%	0%	1%	5%	5%	6%	4%	10%	3%	7%
I don't know / I prefer not to answer	4%	13%	4%	4%	7%	0%	0%	2%	5%	2%	6%	3%	2%	5%

*Due to the small number of respondents (n<30), the results are presented for information purposes only.

Beliefs in Various Phenomena (1/2)

Q9. Do you believe in the following phenomena?

Base: All respondents (n=1,513)



Beliefs in Various Phenomena (2/2)

Q9. Do you believe in the following phenomena?

Base: All respondents (n=1,513)

													Kids in the household			
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Yes	No	Total October 2025	Gap
Weighted n=	1,513	102	349	586	97	168	211	738	775	404	487	623	410	1,101	1,537	
Unweighted n=	1,513	102	405	604	125	125	152	811	702	443	464	606	459	1,052	1,537	
Angels	48%	43%	39%	53%	50%	62%	39%	42%	53%	43%	46%	52%	50%	47%	47%	+1
Ghosts and the paranormal	39%	29%	37%	39%	43%	48%	35%	34%	43%	43%	43%	33%	47%	36%	37%	+2
That some people have special powers (speaking to dead, see into people's future, etc.)	36%	26%	36%	36%	39%	44%	34%	30%	42%	39%	36%	35%	39%	35%	37%	-1
Witches	24%	24%	16%	28%	22%	33%	23%	22%	26%	25%	28%	21%	28%	23%	23%	+1
Vampires	8%	4%	4%	10%	2%	11%	8%	10%	5%	14%	8%	3%	10%	7%	6%	+2
Werewolves	6%	2%	5%	7%	1%	12%	7%	9%	4%	12%	8%	2%	11%	5%	5%	+1
Zombies	5%	1%	3%	6%	1%	7%	8%	8%	2%	9%	5%	2%	8%	4%	5%	-

Respondent Profile

Respondent profiles

(Base n=1,513)

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

Gender

	Unweighted	Weighted
Male	811	738
Female	702	775

Language (Mother Tongue)

	Unweighted	Weighted
French	373	298
English	1,039	1,105
Other	100	107

Age

	Unweighted	Weighted
18 to 34	443	404
35 to 54	464	487
55+	606	623

Province

	Unweighted	Weighted
British Columbia	152	211
Alberta	125	168
Manitoba/Saskatchewan	125	97
Ontario	604	586
Quebec	405	349
Atlantic	102	102

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

Leger

The Science of People.

leger360.com