

#thecorelabminiiresearch

Frightening or Fantastic? Your Halloween Story!

2024



Topic

As the end of October approaches, the magical season of Halloween arrives. The question arises: how do young and middle-aged people relate to this holiday from American culture?

The spirit of Halloween permeates them, or do they stay away from the spooky fun?

To find out, we conducted a questionnaire survey, which was filled out by 123 people.

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If Halloween, then...

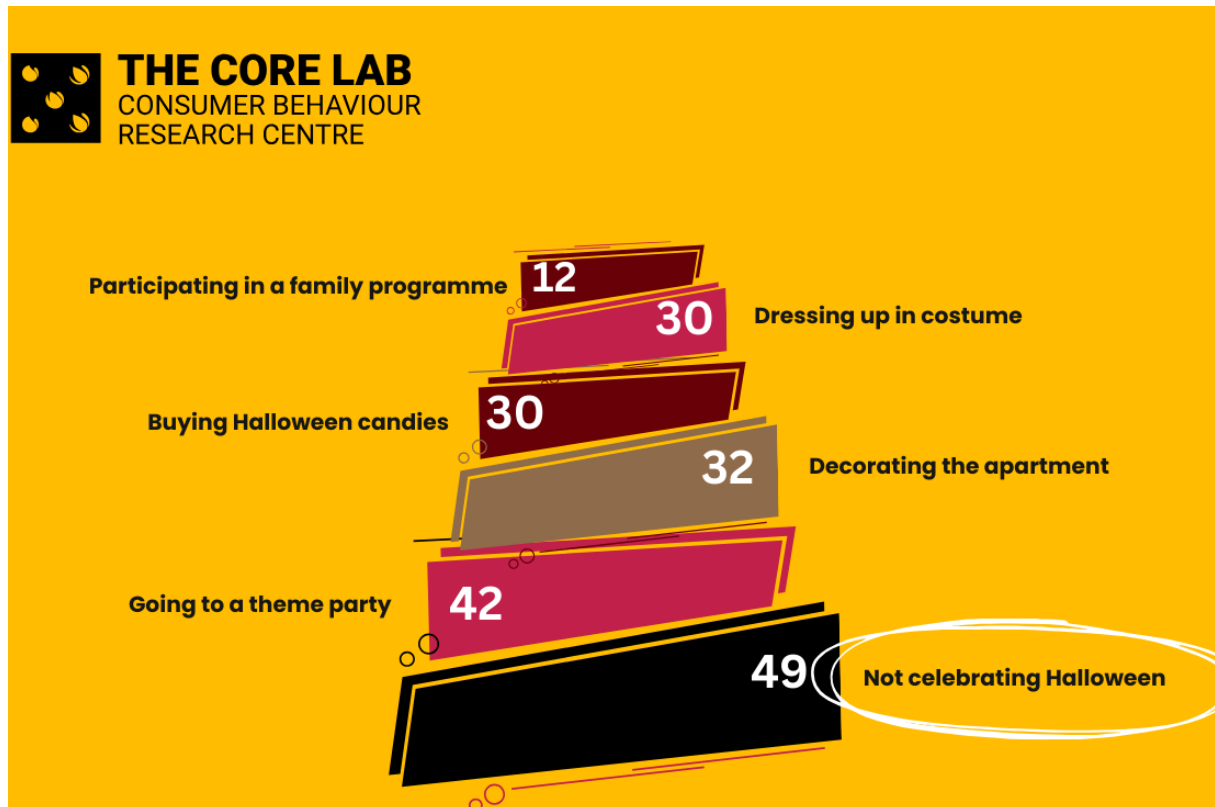
With Halloween just around the corner, there are strange, almost mystical thoughts in the air.

The dark secrets of our survey revealed that the first things people think of when they think of Halloween are scary objects and spooky decorations: **spooky pumpkins, glowing jack-o-lanterns and magically sweet candy all contribute to the holiday's spooky atmosphere.**

Speaking of sweets, the American cultural 'trick or treat' is not far behind, along with **Halloween symbols such as ghosts, witches and monsters.**

Celebration? If so, how?

Among the respondents, 49 people - like dark shadows - avoid the magic of Halloween. However, the most popular activity among those who celebrate Halloween is the themed parties, which 42 people join regularly. 32 people spend time decorating their homes and 30 spend time buying sweets. Thirty brave souls also dress up in costume to explore the mysteries of the holiday, while family activities attract only 12 people. Overall, the majority of respondents stay away from Halloween events, while the brave ones seek the thrill of parties, decorations and costumes.



Among the spirits of celebration, **three distinctive segment emerge**, with women in particular showing a strong inclination to celebrate Halloween:

- 1. Halloween-deniers (41%)** - They, like shadows hiding in the dark, avoid the celebration altogether, keeping away from all Halloween temptations.
- 2. Family programmers (10%)** - Like the ghostly figures who tread carefully in the streets, they tend to skip the big parties, but they are drawn to family activities and the charm of autumn.
- 3. Halloween worshippers (49%)** - A bunch of happy witches, vampires and ghosts who are enthusiastic about themed parties, decorations and trick-or-treating - popular with women, they are the ones who are particularly active during the Halloween season.



The real Halloween lovers

The worshippers are mostly women, for whom this night is all about the magic of community, celebrating with friends and family, immersed in a whirlwind of themed events. They gather in the middle of the witching circle, enjoying the magic of the holiday and sharing their spooky experiences on social media. For them, the real power of Halloween lies in the shared experience.



Deniers and family programmers

The deniers, like ghosts hiding in the shadows, slip almost unnoticed into the world of Halloween, and the enthusiasm of others or a major event does not distract them from this hidden role. Family programmers straddle the line between these two worlds: they don't get caught up in the hustle and bustle of the holiday, but occasionally, for a family activity, they venture out of the darkness of night. They wouldn't say they're real party people, but they're happy to join in some spooky fun for the company.



Interested in the details? Do you have a research question? Contact us.
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