

Halloween safety survey

Methodology

An online survey was conducted among ICBC Insight Panel members from October 1 to October 7, 2025. The survey included questions covering Halloween celebration plans and safety precautions while trick-or-treating and driving.

A total of 2,616 ICBC Insight Panel members completed the online survey which was analysed in aggregate.

The ICBC Insight Panel members are self-selected, and the Panel's demographic make-up does not mirror that of the broader population of British Columbia. As a result, the findings of this survey are reflective of the attitudes and behaviours of the ICBC Insight Panel only and cannot be projected to the broader BC population.

Summary of findings

1. More than half of ICBC Insight Panel survey respondents say they celebrate Halloween.
 - Overall, 57% say they celebrate Halloween, while 43% say they do not.
2. Handing out treats and decorating homes or yards are the most planned Halloween season activities among ICBC Insight Panel survey respondents who celebrate Halloween.
 - Handing out Halloween treats is by far the most common activity planned this year, with 80% of celebrants indicating they will do this.
- Other common activities respondents plan to engage in include:
 - Decorating home or yard (57%)
 - Dressing up in a costume (34%)
 - Watching a horror movie (24%)
 - Supervising children as they trick-or-treat (24%)
 - Visiting a pumpkin patch (23%)
 - Hosting or attending a Halloween party (17%)



- Only a small minority of panel members (5%) plan to do some trick-or-treating of their own this year, while 3% say they don't know what their plans are yet.
3. ICBC Insight Panel survey respondents who plan to trick-or-treat or supervise children say they will take multiple safety precautions.
- Most respondents who plan to trick-or-treat or supervise children say they intend to take several key safety precautions. These four precautions were cited by the highest percentages of respondents, reflecting strong awareness of pedestrian safety:
 - Staying on sidewalks or walking facing traffic (82%)
 - Using flashlights or glow sticks (79%)
 - Walking in groups (74%)
 - Crossing streets at crosswalks or intersections (71%)
 - Additional measures—each selected by at least half of respondents—include:
 - Wearing reflective or light-coloured clothing (63%)
 - Avoiding crossing between parked cars (61%)
 - Avoiding distractions such as phone use (56%).
 - Only 2% of respondents say they do not plan to take any of the listed safety precautions.
4. A minority of ICBC Insight Panel survey respondents say they are likely to drive on Halloween evening.
- Overall, 32% of respondents say they are likely to drive on Halloween evening (responses 4 to 7 using a 7-point scale).
5. ICBC Insight Panel survey respondents who expect to drive on Halloween evening say they are likely to take safety precautions while driving.
- The most selected behaviours include:
 - Driving slower than usual through residential areas (93%)
 - Approaching crosswalks more carefully (90%)
 - Avoiding distractions such as phone use (84%)
 - Avoiding driving after consuming any alcohol (80%)
 - Turning on headlights before dusk (78%)
- Only 1% say they do not plan to take any additional precautions.

