SPIRIT ELECTION 2016

MAKING HALLOWEEN GREAT AGAIN

Spirit Halloween Brings Back Mask Index to Forecast 2016 Presidential Results

Spirit Halloween has accurately predicted the winner of the U.S. Presidential election since 1996. But this year is one hot mess!



#HBIC Hillary



Cackling Clinton



Tax Evasion Trump



Cry Baby Trump

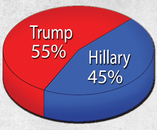


Tricky Trump

Whichever you want to be, Spirit Halloween has plenty of ways to express your support or opposition

Here's What America's Thinking

Given the choice between Trump and Clinton for Halloween this year, here is who Americans would dress up as and why:



A Tight Race

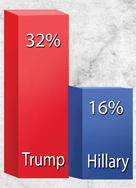
55% say they would choose to be Donald Trump, 45% say they would choose to be Hillary Clinton

I'm with Her (No, Seriously)

The top reason Americans choose Donald Trump is **to be funny** (39%), whereas the top reason Americans choose Hillary Clinton would be because **they like her** (31%)

The Roast of Donald Trump

Twice as many Americans who choose to dress as Trump say they would do so to **mock him**, compared to Americans who would choose to dress as Hillary to **mock her** (32% vs. 16%)



Here's a Scary Thought



About **1 out of 4** Republicans AND Democrats would dress up as the opposite party's candidate in order to **frighten America**



If all else fails...



...this election season, Spirit Halloween has the toilet paper to clean up America's 2016 political mess! (Maybe the birth of a new index!)

Past Presidential Mask Predictions



2012 & 2008



2004 & 2000



1996

SPIRITHALLOWEEN.COM

This survey was conducted online within the United States by Harris Poll on behalf of Spirit Halloween from August 24-26, 2016 among 2,047 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Madeleine Tabing, 212.829.0002 x124.