

YouGov Survey Results

Sample Size: 2121 Adults in GB
Fieldwork: 16th - 17th October 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2121	382	545	195	229	747	790	1027	1094	223	876	524	498	1209	912	1835	102	185	503	348	257	728	
Unweighted Sample	2121	309	615	238	293	831	788	970	1151	153	877	553	538	1263	858	1812	118	191	528	356	219	709	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a positive or negative opinion of Halloween?

Very positive	11	6	14	7	10	12	10	9	13	16	15	9	3	11	11	11	13	14	12	12	11	9
Fairly positive	23	19	28	22	18	25	17	22	24	38	28	22	9	24	22	23	24	23	21	21	28	24
TOTAL POSITIVE	34	25	42	29	28	37	27	31	37	54	43	31	12	35	33	34	37	37	33	33	39	33
Neither positive nor negative	34	30	32	36	36	31	35	34	35	28	34	33	39	33	36	34	33	38	33	35	37	33
Fairly negative	17	24	16	22	19	19	20	18	16	8	14	21	22	18	16	17	14	16	17	17	11	20
Very negative	14	20	10	13	16	12	19	16	12	8	8	14	26	14	14	14	16	8	16	14	14	14
TOTAL NEGATIVE	31	44	26	35	35	31	39	34	28	16	22	35	48	32	30	31	30	24	33	31	25	34
Don't know	1	0	0	0	1	0	0	1	1	2	1	0	0	0	1	1	0	0	1	0	0	1

Will you celebrate Halloween this year in any way (e.g. by dressing up, giving out sweets to 'trick-or-treaters', going to a Halloween party, watching scary films, etc.)?

Yes, I will	28	18	35	30	25	33	21	22	32	35	39	21	11	30	24	27	36	32	28	27	24	26
No, I won't	66	80	59	65	70	61	75	70	62	53	52	74	86	64	67	66	63	59	64	67	67	67
Don't know	7	3	6	5	6	6	4	8	6	12	9	5	3	6	8	7	1	9	8	5	9	6

In which, if any, of the following ways will you be celebrating Halloween this year? Please select all that apply.

Giving treats to trick-or-treaters	15	13	19	15	16	20	13	12	19	10	21	14	8	16	14	15	20	20	17	16	9	14
Pumpkin carving	12	6	15	12	11	17	7	8	16	14	21	8	1	14	10	12	11	14	13	12	9	12
Watching scary films	11	2	15	12	12	13	9	10	13	18	18	6	1	12	10	11	19	12	9	13	10	11
Dressing up in a costume	8	3	10	10	6	9	4	6	10	21	11	3	2	9	7	7	10	12	8	6	7	8
Hosting or attending a Halloween party	7	4	9	9	5	8	3	6	8	16	11	3	1	8	5	7	9	9	6	6	8	7
Going trick-or-treating	6	5	7	5	7	9	3	5	7	5	13	2	0	7	5	6	3	6	7	6	4	7
Something else [See Tab 1]	2	1	3	3	1	2	1	1	2	2	2	2	1	2	1	2	2	3	1	1	2	2
Don't know	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Not applicable	72	82	65	70	75	67	79	78	68	65	61	79	89	70	76	73	64	68	72	73	76	74

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What would you say is the main reason that you won't celebrate Halloween this year? Please be specific.

[Asked only to those who said that they would not be celebrating Halloween in any way; n=1389]

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Not interested / Don't like it	26	23	23	31	30	27	24	29	22	22	30	23	24	25	26	26	29	26	26	24	28	25
I'm too old / It's for children / I have no children at home	20	26	21	24	20	19	23	16	23	11	14	25	24	23	16	19	19	30	17	21	20	20
It's an American (or not British) tradition	10	13	10	8	16	9	15	12	9	0	7	11	16	11	10	11	10	2	12	11	5	12
Too commercialised	8	11	8	8	8	10	10	9	7	1	6	13	9	8	9	8	13	4	10	10	8	7
I'm busy that day or I just haven't made plans	7	4	9	5	4	5	6	7	7	17	9	6	2	6	8	7	6	6	6	5	8	7
I have never celebrated	6	5	6	5	4	7	3	5	6	8	7	5	4	5	6	6	4	8	7	5	5	5
It goes against my religious beliefs	4	3	2	5	2	2	2	3	4	10	4	2	3	3	4	4	2	3	2	4	3	5
It's unsafe / encourages antisocial behaviour	3	4	3	4	4	3	4	2	5	0	3	5	4	3	4	3	2	4	2	3	3	4
I don't agree with what it represents	3	3	3	2	2	3	2	2	3	4	3	1	3	3	2	3	6	0	2	3	5	2
Too expensive / Waste of money and time	2	1	2	2	2	2	2	2	3	5	2	2	2	2	3	2	0	3	3	2	1	3
Practicality (live in a rural area / live in a flat)	1	1	1	2	2	1	1	1	2	4	2	0	1	1	2	1	0	3	1	2	1	1
Other	10	7	11	7	8	12	8	11	9	18	13	7	9	10	11	10	10	11	11	10	12	9

Would you say that there is an age at which you can be too old to go trick-or-treating on Halloween?

Yes, you can be too old to go trick-or-treating	63	66	68	73	66	68	65	63	62	56	64	66	60	70	54	63	53	68	63	62	60	63
No, you are never too old to go trick-or-treating	18	15	18	9	18	16	15	16	21	32	19	16	14	15	22	18	25	21	17	20	23	15
Don't know	19	19	14	17	16	16	20	21	17	12	17	18	26	15	24	20	22	11	20	18	17	21

And which age is that?

Under 10	5	8	4	7	8	6	7	7	3	0	3	6	10	6	4	6	1	5	5	4	4	7
10	7	11	5	6	11	7	10	8	6	1	5	10	10	7	7	7	6	4	7	5	9	8
11	5	6	6	7	2	6	4	4	5	4	5	6	4	6	3	5	4	5	5	5	5	4
12	10	9	11	13	15	12	11	10	11	7	12	11	9	11	10	10	10	15	10	9	10	10
13	9	6	11	11	8	10	7	8	9	9	11	8	5	10	7	9	7	9	9	10	9	8
14	7	5	7	7	7	7	6	6	7	7	8	7	5	8	5	7	4	6	7	8	7	6
15	6	6	8	7	5	6	6	6	6	8	7	5	4	6	6	6	6	8	6	6	5	6
16	7	6	8	7	4	8	7	6	8	8	8	7	5	8	6	7	10	8	6	8	7	6
17	1	1	1	1	0	1	1	2	1	4	1	1	0	1	1	1	0	3	1	0	2	1
18	2	1	2	2	2	1	1	2	2	4	2	2	1	2	1	2	2	1	2	1	2	2
Over 18	3	6	3	3	4	3	5	3	3	2	2	2	7	3	4	3	2	2	3	4	2	4
Don't know	0	0	1	0	1	0	1	1	0	1	0	1	0	0	1	0	2	0	0	1	0	1
Not Applicable	37	34	32	27	34	32	35	37	38	44	36	34	40	30	46	37	47	32	37	38	40	37

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever been 'tricked' by trick-or-treaters on Halloween in any way (e.g. by having eggs thrown at your home, etc.)?

Yes, I have	13	17	13	11	11	14	14	13	14	11	12	13	17	13	13	13	21	12	15	11	10	14
No, I have not	84	81	85	86	86	84	84	84	84	84	85	85	82	85	83	84	77	88	81	87	87	84
Don't know	3	2	2	3	2	2	2	4	2	5	3	3	1	2	4	3	2	1	4	2	3	3

Overall, would you say that you prefer Halloween or Bonfire/Guy Fawkes Night?

I prefer Halloween	16	10	21	14	12	19	11	12	20	21	22	12	7	16	16	16	17	19	16	15	22	14
I prefer Bonfire/Guy Fawkes Night	44	57	39	53	47	42	51	50	38	39	39	50	48	45	42	45	43	30	38	45	44	50
I like both equally	15	8	18	12	16	16	12	13	16	17	19	14	6	15	14	15	15	16	15	14	18	13
I don't like either	21	22	20	19	23	20	24	20	21	10	14	21	36	20	22	20	23	29	25	21	13	18
Don't know	5	3	2	1	2	3	2	5	4	13	6	3	1	4	6	5	2	6	6	4	4	5

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.