

YouGov / The Sun Survey Results

Sample Size: 1571 GB Adult

Fieldwork: 27th - 28th October 2010

	Voting intention			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1571	502	486	149	763	808	187	404	537	443	883	666	200	512	337	383	138
Unweighted Sample	1571	463	476	156	762	809	124	401	613	433	1003	546	249	549	269	347	157
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Halloween is this weekend. Are you personally planning to do anything to celebrate Halloween?

Yes, I am	18	15	20	25	18	17	33	28	15	5	18	17	20	14	18	17	28
No, I am not	78	83	78	72	78	79	57	68	82	93	79	78	77	81	78	79	70
Don't know	4	2	2	3	4	4	11	4	3	2	3	5	3	4	4	4	2

Do you see "Trick or Treating" more as a harmless tradition, or an unacceptable annoyance?

Harmless tradition	38	32	41	42	39	36	58	45	34	29	37	39	37	35	31	43	53
Unacceptable annoyance	44	52	42	39	46	43	25	36	50	54	47	42	49	46	50	42	26
Neither	16	14	16	16	14	18	16	16	16	16	15	17	14	17	16	14	20
Don't know	2	2	1	3	1	2	1	4	1	1	1	3	0	1	3	2	1

And if you have any children of an appropriate age, will they be going trick or treating for Halloween?

Yes, they will	9	7	12	4	10	8	6	13	13	2	9	10	7	8	10	11	10
No, they will not	13	15	14	10	15	12	5	18	18	7	12	15	20	12	15	12	11
Don't know	2	1	1	1	1	2	2	2	2	1	2	1	2	1	2	2	2
Not applicable - I do not have any children of an appropriate age for trick or treating	76	77	73	85	74	78	87	66	67	91	77	74	71	79	74	76	77

And if you have any children of an appropriate age, will they be going trick or treating for Halloween?

[Rebased : Excluding those who said Not Applicable - I do not have any children of an appropriate age for trick or treating]

Yes, they will	38	30	45	28	38	37	47	39	38	23	38	37	24	38	37	44	45
No, they will not	56	67	51	63	57	54	35	54	56	71	54	57	68	57	57	48	47
Don't know	7	4	4	10	5	9	18	7	6	6	8	5	8	5	6	8	9