YouGov Survey Results

Sample Size: 1956 GB Adults; 937 French Adults; 1009 Danish Adults; 1005 Swedish Adults; 910 Finnish Adults; 879 Norwegian Adults

Fieldwork: 28th October - 4th November 2013

	GB	France	Denmark	Sweden	Finland	Norway
	Total	Total	Total	Total	Total	Total
Weighted Sample	1956	937	1009	1005	910	879
Unweighted Sample	1956	937	1010	1005	910	879
	%	%	%	%	%	%
In general, how interested, if at all, would you say you are in Halloween?						
Very interested	4	2	1	2	2	3
Quite interested	16	7	7	9	8	8
TOTAL INTERESTED	20	9	8	11	10	11
Not very interested	28	21	29	28	30	26
Not at all interested	50	64	61	61	59	62
TOTAL NOT INTERESTED	78	85	90	89	89	88
Don't know	2	6	1	1	1	1
For each of the following please can you say whether you think they are a good idea or a bad idea?						
Children playing trick-or-treat						
Good idea	35	50	19	25	39	33
Bad idea	54	36	65	62	39	52
Don't know	10	14	16	13	22	16
Adults dressing up for Halloween						
Good idea	32	30	15	24	35	23
Bad idea	52	51	67	62	43	59
Don't know	16	19	18	13	23	18
Children dressing up for Halloween						
Good idea	66	58	43	50	58	46
Bad idea	23	29	37	36	24	39
Don't know	11	13	20	14	18	15

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Weighted Sample	1956	937	1009	1005	910	879
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	%	%	%	%	%	%
Making pumpkin lanterns						
Good idea	68	61	67	63	58	55
Bad idea	18	24	18	23	20	30
Don't know	14	15	15	14	22	15
Playing Halloween pranks						
Good idea	14	36	16	19	23	17
Bad idea	78	46	66	67	52	68
Don't know	9	17	18	14	25	14
Watching a horror movie on Halloween						
Good idea	39	23	29	30	38	29
Bad idea	43	58	46	53	42	54
Don't know	18	19	25	17	21	18

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