

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 1

Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Have	873	381	492	130	166	173	174	106	123	233	227	208	205	83	34	99	97	85	69	42	84	95	105	79	145	394
	42%	38%	47%	53%	48%	50%	47%	35%	27%	42%	40%	46%	42%	44%	41%	44%	52%	46%	47%	41%	41%	36%	36%	42%	52%	45%
Have not	1194	632	562	116	182	175	195	201	327	319	346	242	286	103	49	128	89	101	76	61	122	173	184	107	132	488
	58%	62%	53%	47%	52%	50%	53%	65%	73%	58%	60%	54%	58%	56%	59%	56%	48%	54%	53%	59%	59%	64%	64%	58%	48%	55%

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Table 2

Q.2 What do you do with the insides of the pumpkin after hollowing and carving, do you usually...?**Base: All respondents who have ever bought a pumpkin to carve, decorate or use decoratively for Halloween**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	352	450	106	147	178	154	104	113	237	220	129	216	74	30	89	80	90	58	46	69	78	107	81	119	339
Weighted base	873	381	492	130	166	173	174	106	123	233	227	208	205	83	34	99	97	85	69	42	84	95	105	79	145	394
Cook with it	299	130	169	21	61	58	66	41	50	109	81	49	60	39	13	27	22	28	19	11	29	33	42	34	44	141
	34%	34%	34%	16%	37%	34%	38%	39%	41%	47%	36%	24%	29%	48%	38%	27%	23%	33%	28%	27%	34%	35%	40%	44%	30%	36%
Throw it in the bin, with the rest of the waste	216	98	118	37	52	46	48	20	14	34	60	63	59	13	16	27	36	25	24	4	19	15	27	11	47	97
	25%	26%	24%	28%	31%	27%	28%	19%	11%	15%	27%	30%	29%	16%	47%	27%	37%	29%	35%	10%	22%	16%	25%	13%	33%	25%
Throw it in the food waste collection	177	62	114	38	30	34	32	21	21	44	49	55	29	18	1	27	11	14	14	24	9	20	18	22	22	74
	20%	16%	23%	30%	18%	20%	19%	19%	17%	19%	21%	26%	14%	22%	3%	27%	11%	17%	20%	56%	11%	21%	17%	28%	15%	19%
Turn it into compost	168	81	87	26	24	33	25	24	36	45	35	33	55	12	4	18	23	17	12	3	25	23	18	12	32	72
	19%	21%	18%	20%	14%	19%	14%	23%	29%	19%	16%	16%	27%	15%	11%	19%	24%	20%	18%	7%	29%	25%	17%	16%	22%	18%
Other	13	10	3	8	-	1	2	-	2	1	2	9	2	-	-	1	5	1	-	-	3	3	-	-	-	9
	2%	3%	1%	6%	-	1%	1%	-	2%	*	1%	4%	1%	-	-	1%	5%	1%	-	-	3%	4%	-	-	-	2%

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Table 3

Q.3 When it comes to getting more from your Halloween pumpkin, which of the following would you find useful?

Base: All respondents who have ever bought a pumpkin to carve, decorate or use decoratively for Halloween

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	802	352	450	106	147	178	154	104	113	237	220	129	216	74	30	89	80	90	58	46	69	78	107	81	119	339
Weighted base	873	381	492	130	166	173	174	106	123	233	227	208	205	83	34	99	97	85	69	42	84	95	105	79	145	394
Recipes for cooking with leftover pumpkin	451 52%	182 48%	269 55%	48 37%	87 52%	89 52%	95 54%	66 63%	66 54%	124 53%	128 57%	94 45%	104 51%	44 53%	13 38%	54 55%	45 47%	46 54%	38 55%	23 55%	42 50%	46 48%	57 54%	43 55%	75 52%	200 51%
My local supermarket to have a collection point for waste pumpkins	203 23%	78 21%	125 25%	31 24%	46 28%	45 26%	43 24%	23 22%	15 12%	45 19%	68 30%	48 23%	41 20%	12 15%	9 27%	24 24%	28 29%	19 23%	14 21%	10 24%	24 29%	24 25%	21 20%	15 19%	30 21%	93 24%
Details from your council about where the pumpkins can be recycled	169 19%	68 18%	101 21%	32 25%	35 21%	30 17%	34 20%	18 17%	19 16%	44 19%	58 25%	25 12%	42 21%	12 14%	6 17%	18 18%	23 24%	17 20%	12 17%	12 27%	11 13%	25 26%	17 16%	17 22%	19 13%	84 21%
Tips on other crafts that involve pumpkin	164 19%	65 17%	100 20%	29 22%	46 28%	30 17%	31 18%	18 17%	11 9%	43 18%	45 20%	31 15%	44 22%	19 23%	2 7%	19 20%	21 22%	22 26%	10 14%	5 11%	12 14%	20 21%	17 16%	16 21%	26 18%	83 21%
Advice on how best to compost your pumpkin	160 18%	76 20%	85 17%	22 17%	44 26%	35 20%	22 13%	20 19%	18 15%	48 21%	48 21%	22 11%	43 21%	12 15%	7 21%	25 25%	23 24%	21 24%	7 10%	5 13%	13 15%	18 19%	14 13%	15 19%	37 26%	74 19%
None of these	202 23%	109 29%	93 19%	39 30%	25 15%	39 22%	43 25%	18 17%	39 32%	48 21%	46 20%	56 27%	51 25%	20 24%	9 26%	22 22%	30 31%	13 16%	17 24%	8 18%	25 30%	22 23%	20 19%	16 20%	29 20%	86 22%

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Table 4

Q.4 Please read the following statements about food and for each say whether you agree or disagree.

Summary

Base: All respondents

	Statements		
	Because food waste biodegrades, there is no real difference between throwing it in the bin and composting it	Most people in Britain eat well - there is enough food for everyone	It's difficult finding recipes or ways to use up leftover food
Unweighted base	2067	2067	2067
Weighted base	2067	2067	2067
NET: Agree	477 23%	1066 52%	584 28%
Strongly agree (+2)	143 7%	354 17%	134 6%
Slightly agree (+1)	335 16%	711 34%	451 22%
Neither agree nor disagree (0)	633 31%	503 24%	615 30%
Slightly disagree (-1)	470 23%	351 17%	471 23%
Strongly disagree (-2)	486 24%	148 7%	397 19%
NET: Disagree	956 46%	498 24%	867 42%
Mean	-0.40	0.37	-0.26
Standard deviation	1.20	1.16	1.18
Standard error	0.03	0.03	0.03

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Absolutes/col percents

Table 5

**Q.4 Please read the following statements about food and for each say whether you agree or disagree.
Because food waste biodegrades, there is no real difference between throwing it in the bin and composting it**
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830	
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881	
NET: Agree	477	253	225	79	121	91	59	63	64	112	121	121	123	45	22	53	49	46	31	28	33	75	69	28	74	226	
	23%	25%	21%	32%	35%	26%	16%	21%	14%	20%	21%	27%	25%	24%	27%	23%	26%	25%	21%	27%	16%	28%	24%	15%	27%	26%	
Strongly agree	(+2)	143	78	65	27	33	25	11	27	20	28	35	36	44	21	5	15	13	10	14	6	7	27	19	6	16	70
		7%	8%	6%	11%	10%	7%	3%	9%	4%	5%	6%	8%	9%	11%	6%	6%	7%	5%	10%	5%	3%	10%	7%	3%	6%	8%
Slightly agree	(+1)	335	175	160	51	88	66	49	36	45	84	87	85	79	24	17	38	37	36	17	22	26	48	50	22	58	156
		16%	17%	15%	21%	25%	19%	13%	12%	10%	15%	15%	19%	16%	13%	20%	17%	20%	19%	12%	22%	12%	18%	17%	12%	21%	18%
Neither agree nor disagree	(0)	633	328	305	104	123	112	142	61	91	141	172	152	168	61	32	65	60	58	49	32	75	84	71	48	81	319
		31%	32%	29%	42%	35%	32%	39%	20%	20%	26%	30%	34%	34%	33%	38%	29%	32%	31%	34%	31%	37%	31%	24%	26%	29%	36%
Slightly disagree	(-1)	470	229	241	37	57	81	87	95	113	154	127	84	106	36	13	68	46	41	34	20	45	50	75	43	63	181
		23%	23%	23%	15%	16%	23%	24%	31%	25%	28%	22%	19%	22%	19%	15%	30%	25%	22%	24%	20%	22%	19%	26%	23%	23%	21%
Strongly disagree	(-2)	486	203	283	26	47	64	80	87	181	145	153	94	94	45	16	42	31	42	31	23	54	60	75	68	59	155
		24%	20%	27%	11%	14%	18%	22%	28%	40%	26%	27%	21%	19%	24%	20%	18%	17%	23%	21%	23%	26%	22%	26%	36%	21%	18%
NET: Disagree		956	432	524	63	104	145	167	182	294	280	178	200	81	29	109	77	83	65	44	99	110	150	110	122	336	
		46%	43%	50%	26%	30%	42%	45%	59%	54%	49%	39%	41%	43%	35%	48%	42%	44%	45%	42%	48%	41%	52%	59%	44%	38%	
Mean		-0.40	-0.30	-0.49	0.07	0.01	-0.27	-0.48	-0.58	-0.87	-0.55	-0.48	-0.25	-0.26	-0.32	-0.21	-0.37	-0.25	-0.37	-0.35	-0.32	-0.55	-0.26	-0.47	-0.77	-0.33	-0.22
Standard deviation		1.20	1.19	1.21	1.11	1.16	1.17	1.06	1.26	1.18	1.17	1.21	1.20	1.28	1.17	1.15	1.15	1.18	1.21	1.20	1.11	1.27	1.23	1.16	1.19	1.16	
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.05	0.07	0.05	0.05	0.07	0.05	0.10	0.13	0.08	0.09	0.08	0.10	0.11	0.08	0.08	0.07	0.08	0.07	0.04	

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Table 5

**Q.4 Please read the following statements about food and for each say whether you agree or disagree.
Because food waste biodegrades, there is no real difference between throwing it in the bin and composting it**
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	477 23%	220 25%	257 22%
Strongly agree	(+2) 143 7%	64 7%	79 7%
Slightly agree	(+1) 335 16%	156 18%	178 15%
Neither agree nor disagree	(0) 633 31%	258 30%	375 31%
Slightly disagree	(-1) 470 23%	201 23%	269 23%
Strongly disagree	(-2) 486 24%	194 22%	292 24%
NET: Disagree	956 46%	395 45%	561 47%
Mean	-0.40	-0.35	-0.43
Standard deviation	1.20	1.21	1.20
Standard error	0.03	0.04	0.03

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Table 6

Q.4 Please read the following statements about food and for each say whether you agree or disagree.

Most people in Britain eat well - there is enough food for everyone

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Agree	1066 52%	517 51%	549 52%	103 42%	169 48%	178 51%	185 50%	168 55%	264 59%	315 57%	294 51%	226 50%	230 47%	70 38%	40 48%	120 53%	105 56%	112 60%	76 53%	54 52%	99 48%	135 50%	161 56%	94 50%	145 52%	455 52%
Strongly agree (+2)	354 17%	170 17%	184 18%	35 14%	55 16%	45 13%	61 17%	68 22%	89 20%	102 18%	103 18%	67 15%	83 17%	20 11%	13 15%	40 18%	25 14%	45 24%	24 16%	18 17%	35 17%	45 17%	55 19%	35 19%	41 15%	148 17%
Slightly agree (+1)	711 34%	347 34%	365 35%	68 28%	113 33%	133 38%	124 34%	99 32%	174 39%	213 39%	191 33%	159 35%	147 30%	50 27%	27 33%	81 35%	80 43%	67 36%	53 36%	36 35%	65 31%	90 34%	105 36%	59 32%	104 37%	307 35%
Neither agree nor disagree (0)	503 24%	265 26%	238 23%	91 37%	116 33%	92 27%	80 22%	49 16%	75 17%	115 21%	128 22%	123 27%	137 28%	53 28%	22 27%	45 20%	39 21%	43 23%	36 25%	24 23%	58 28%	74 28%	61 21%	48 26%	65 24%	235 27%
Slightly disagree (-1)	351 17%	164 16%	187 18%	37 15%	47 13%	50 14%	69 19%	59 19%	88 20%	90 16%	100 17%	78 17%	83 17%	43 23%	13 15%	38 17%	28 15%	24 13%	23 16%	16 15%	34 17%	41 15%	54 19%	36 19%	52 19%	127 14%
Strongly disagree (-2)	148 7%	68 7%	80 8%	15 6%	16 5%	27 8%	35 9%	31 10%	23 5%	32 6%	52 9%	23 5%	41 8%	20 11%	8 10%	24 11%	14 7%	7 4%	10 7%	10 9%	15 7%	18 7%	13 4%	8 4%	14 5%	64 7%
NET: Disagree	498 24%	231 23%	267 25%	52 21%	63 18%	78 22%	104 28%	90 29%	111 25%	122 22%	151 26%	101 22%	124 25%	63 34%	21 26%	62 27%	42 23%	31 17%	33 23%	26 25%	50 24%	59 22%	67 23%	44 24%	66 24%	191 22%
Mean	0.37	0.38	0.37	0.29	0.41	0.34	0.29	0.37	0.49	0.48	0.34	0.37	0.30	0.04	0.27	0.32	0.40	0.64	0.40	0.35	0.33	0.39	0.47	0.41	0.38	0.40
Standard deviation	1.16	1.14	1.18	1.08	1.06	1.12	1.22	1.29	1.16	1.14	1.21	1.09	1.18	1.17	1.20	1.25	1.12	1.11	1.14	1.21	1.16	1.13	1.13	1.13	1.11	1.14
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.05	0.05	0.05	0.06	0.05	0.09	0.13	0.08	0.08	0.07	0.10	0.11	0.08	0.07	0.06	0.08	0.07	0.04

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Absolutes/col percents

Table 6

Q.4 Please read the following statements about food and for each say whether you agree or disagree.

Most people in Britain eat well - there is enough food for everyone

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	1066 52%	444 51%	621 52%
Strongly agree	(+2) 354 17%	143 16%	211 18%
Slightly agree	(+1) 711 34%	301 34%	410 34%
Neither agree nor disagree	(0) 503 24%	220 25%	283 24%
Slightly disagree	(-1) 351 17%	137 16%	214 18%
Strongly disagree	(-2) 148 7%	72 8%	76 6%
NET: Disagree	498 24%	208 24%	290 24%
Mean	0.37	0.35	0.39
Standard deviation	1.16	1.17	1.15
Standard error	0.03	0.04	0.03

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Absolutes/col percents

Table 7

Q.4 Please read the following statements about food and for each say whether you agree or disagree.

It's difficult finding recipes or ways to use up leftover food

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Agree	584 28%	274 27%	310 29%	99 40%	132 38%	107 31%	88 24%	57 19%	102 23%	148 27%	163 28%	126 28%	147 30%	51 27%	25 30%	88 39%	62 33%	62 33%	34 24%	36 35%	48 23%	75 28%	70 24%	34 18%	92 33%	257 29%
Strongly agree (+2)	134 6%	58 6%	76 7%	30 12%	39 11%	25 7%	13 4%	18 6%	8 2%	27 5%	52 9%	25 5%	30 6%	16 9%	8 10%	22 10%	18 10%	11 6%	11 7%	9 9%	5 3%	21 8%	10 3%	3 1%	21 8%	74 8%
Slightly agree (+1)	451 22%	216 21%	234 22%	68 28%	94 27%	81 23%	75 20%	39 13%	94 21%	122 22%	111 19%	101 22%	117 24%	35 19%	17 20%	66 29%	44 23%	51 28%	24 16%	27 26%	42 20%	54 20%	60 21%	31 17%	71 26%	183 21%
Neither agree nor disagree (0)	615 30%	354 35%	261 25%	98 40%	105 30%	112 32%	116 32%	72 24%	111 25%	144 26%	167 29%	149 33%	156 32%	64 34%	23 28%	57 25%	57 30%	50 27%	43 29%	23 22%	73 35%	96 36%	84 29%	46 25%	76 28%	285 32%
Slightly disagree (-1)	471 23%	225 22%	246 23%	34 14%	68 19%	83 24%	81 22%	99 32%	106 24%	128 23%	125 22%	113 25%	105 21%	34 18%	18 22%	48 21%	46 25%	38 20%	40 27%	26 25%	42 20%	51 19%	69 24%	60 32%	72 26%	192 22%
Strongly disagree (-2)	397 19%	160 16%	236 22%	15 6%	43 12%	46 13%	83 23%	78 26%	131 29%	132 24%	118 21%	63 14%	84 17%	37 20%	16 20%	34 15%	22 12%	36 19%	28 19%	18 18%	45 22%	47 17%	67 23%	46 25%	35 13%	148 17%
NET: Disagree	867 42%	385 38%	482 46%	49 20%	111 32%	129 37%	165 45%	178 58%	237 53%	260 47%	243 42%	176 39%	188 38%	72 39%	35 42%	82 36%	67 36%	74 40%	68 47%	44 43%	87 42%	98 36%	136 47%	106 57%	108 39%	340 39%
Mean	-0.26	-0.21	-0.31	0.26	0.05	-0.12	-0.40	-0.59	-0.57	-0.39	-0.25	-0.20	-0.19	-0.23	-0.22	-0.02	-0.05	-0.20	-0.35	-0.17	-0.38	-0.18	-0.43	-0.62	-0.11	-0.18
Standard deviation	1.18	1.12	1.24	1.04	1.19	1.13	1.15	1.17	1.16	1.20	1.24	1.10	1.16	1.21	1.26	1.22	1.16	1.21	1.18	1.25	1.11	1.17	1.15	1.08	1.15	1.18
Standard error	0.03	0.03	0.04	0.07	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.09	0.14	0.08	0.09	0.08	0.10	0.12	0.08	0.08	0.07	0.08	0.07	0.04

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Table 7

Q.4 Please read the following statements about food and for each say whether you agree or disagree.

It's difficult finding recipes or ways to use up leftover food

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	584 28%	331 38%	253 21%
Strongly agree	(+2) 134 6%	87 10%	47 4%
Slightly agree	(+1) 451 22%	244 28%	206 17%
Neither agree nor disagree	(0) 615 30%	211 24%	404 34%
Slightly disagree	(-1) 471 23%	181 21%	289 24%
Strongly disagree	(-2) 397 19%	149 17%	248 21%
NET: Disagree	867 42%	330 38%	537 45%
Mean	-0.26	-0.07	-0.41
Standard deviation	1.18	1.25	1.11
Standard error	0.03	0.04	0.03

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 8

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Summary

Base: All respondents

		Statements		
		Pumpkins are tasteless	Pumpkins are a hassle to cook with e.g. dealing with the seeds and skin	Once used for Halloween, it is unsafe to cook with a pumpkin
Unweighted base		2067	2067	2067
Weighted base		2067	2067	2067
NET: Agree		713 34%	874 42%	568 27%
Strongly agree	(+2)	245 12%	272 13%	241 12%
Slightly agree	(+1)	468 23%	602 29%	326 16%
Neither agree nor disagree	(0)	771 37%	815 39%	990 48%
Slightly disagree	(-1)	373 18%	241 12%	292 14%
Strongly disagree	(-2)	210 10%	137 7%	217 11%
NET: Disagree		583 28%	377 18%	509 25%
Mean		0.08	0.31	0.04
Standard deviation		1.13	1.05	1.09
Standard error		0.02	0.02	0.02

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 9

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Pumpkins are tasteless

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Agree	713 34%	371 37%	342 32%	66 27%	93 27%	92 26%	115 31%	124 40%	223 50%	199 36%	188 33%	151 34%	174 35%	56 30%	32 38%	69 31%	71 38%	65 35%	53 37%	35 33%	69 33%	77 29%	122 42%	64 35%	91 33%	262 30%
Strongly agree (+2)	245 12%	119 12%	127 12%	22 9%	36 10%	34 10%	41 11%	42 14%	69 15%	54 10%	63 11%	62 14%	66 13%	20 11%	17 20%	19 8%	24 13%	23 12%	14 10%	8 8%	22 11%	41 15%	39 14%	17 9%	26 9%	91 10%
Slightly agree (+1)	468 23%	252 25%	215 20%	44 18%	57 16%	57 16%	74 20%	82 27%	154 34%	145 26%	125 22%	89 20%	108 22%	37 20%	15 18%	50 22%	46 25%	42 23%	39 27%	26 25%	46 22%	36 14%	82 28%	47 25%	65 24%	171 19%
Neither agree nor disagree (0)	771 37%	385 38%	386 37%	102 41%	141 40%	126 36%	142 39%	116 38%	144 32%	178 32%	226 39%	166 37%	200 41%	88 47%	28 34%	89 39%	66 36%	70 37%	52 36%	37 36%	76 37%	113 42%	95 33%	58 31%	88 32%	353 40%
Slightly disagree (-1)	373 18%	174 17%	200 19%	49 20%	70 20%	90 26%	64 17%	43 14%	57 13%	108 19%	109 19%	86 19%	71 14%	25 13%	14 17%	49 22%	38 20%	32 17%	28 19%	19 18%	39 19%	45 17%	43 15%	42 23%	69 25%	165 19%
Strongly disagree (-2)	210 10%	83 8%	127 12%	28 11%	44 13%	40 12%	47 13%	24 8%	25 6%	67 12%	50 9%	47 10%	46 9%	17 9%	9 11%	20 9%	11 6%	19 10%	12 8%	13 13%	22 11%	34 13%	30 10%	22 12%	28 10%	101 11%
NET: Disagree	583 28%	257 25%	326 31%	78 32%	114 33%	130 37%	112 30%	67 22%	83 18%	175 32%	158 28%	133 30%	117 24%	42 22%	23 28%	69 30%	49 26%	51 27%	40 27%	32 31%	61 30%	79 29%	73 25%	64 34%	97 35%	266 30%
Mean	0.08	0.15	0.01	-0.07	-0.08	-0.13	-0.01	0.24	0.41	0.02	0.08	0.07	0.16	0.09	0.20	*	0.19	0.10	0.11	-0.02	0.04	0.02	0.20	-0.03	-0.03	-0.02
Standard deviation	1.13	1.09	1.16	1.10	1.13	1.13	1.16	1.10	1.07	1.16	1.09	1.16	1.12	1.06	1.26	1.06	1.09	1.14	1.08	1.13	1.13	1.19	1.16	1.15	1.13	1.12
Standard error	0.02	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.07	0.05	0.08	0.14	0.07	0.08	0.08	0.09	0.11	0.08	0.08	0.07	0.08	0.07	0.04

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 9

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Pumpkins are tasteless

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	713 34%	299 34%	414 35%
Strongly agree	(+2) 245 12%	101 12%	144 12%
Slightly agree	(+1) 468 23%	198 23%	270 23%
Neither agree nor disagree	(0) 771 37%	263 30%	508 43%
Slightly disagree	(-1) 373 18%	200 23%	173 15%
Strongly disagree	(-2) 210 10%	112 13%	98 8%
NET: Disagree	583 28%	312 36%	272 23%
Mean	0.08	-0.03	0.16
Standard deviation	1.13	1.20	1.08
Standard error	0.02	0.04	0.03

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 10

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Pumpkins are a hassle to cook with e.g. dealing with the seeds and skin

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Agree	874 42%	400 40%	474 45%	95 39%	144 41%	141 41%	150 41%	135 44%	209 47%	232 42%	251 44%	195 43%	196 40%	70 38%	33 40%	107 47%	76 41%	85 46%	65 45%	41 40%	83 40%	100 37%	141 49%	73 39%	108 39%	355 40%
Strongly agree (+2)	272 13%	116 11%	156 15%	26 11%	52 15%	40 11%	39 11%	43 14%	72 16%	65 12%	90 16%	58 13%	59 12%	26 14%	16 19%	25 11%	20 11%	19 10%	22 15%	12 12%	21 10%	38 14%	49 17%	23 13%	25 9%	105 12%
Slightly agree (+1)	602 29%	285 28%	318 30%	68 28%	92 26%	102 29%	110 30%	92 30%	138 31%	167 30%	161 28%	138 31%	136 28%	44 24%	17 21%	82 36%	56 30%	66 36%	44 30%	29 28%	62 30%	61 23%	91 32%	50 27%	83 30%	250 28%
Neither agree nor disagree (0)	815 39%	446 44%	370 35%	126 51%	141 41%	128 37%	151 41%	114 37%	156 35%	196 35%	229 40%	176 39%	215 44%	90 48%	33 40%	93 41%	72 39%	71 38%	58 40%	43 42%	85 41%	105 39%	86 30%	78 42%	108 39%	363 41%
Slightly disagree (-1)	241 12%	117 12%	124 12%	18 7%	36 10%	50 14%	43 12%	40 13%	53 12%	77 14%	66 11%	46 10%	52 11%	13 7%	10 12%	22 10%	29 16%	15 8%	13 9%	11 11%	20 9%	43 16%	43 15%	22 12%	44 16%	100 11%
Strongly disagree (-2)	137 7%	50 5%	87 8%	7 3%	26 8%	29 8%	25 7%	18 6%	31 7%	47 9%	28 5%	33 7%	28 6%	13 7%	7 9%	5 2%	8 4%	15 8%	9 6%	8 8%	19 9%	20 8%	20 7%	13 7%	16 6%	64 7%
NET: Disagree	377 18%	167 16%	210 20%	25 10%	63 18%	79 23%	68 18%	58 19%	84 19%	124 23%	94 16%	79 18%	80 16%	26 14%	17 20%	27 12%	37 20%	30 16%	22 15%	19 19%	38 19%	63 24%	63 22%	35 19%	60 22%	164 19%
Mean	0.31	0.30	0.32	0.36	0.31	0.21	0.26	0.33	0.37	0.23	0.38	0.31	0.30	0.31	0.29	0.44	0.27	0.32	0.39	0.25	0.23	0.20	0.37	0.26	0.20	0.26
Standard deviation	1.05	0.98	1.11	0.88	1.09	1.09	1.02	1.06	1.10	1.10	1.04	1.06	1.00	1.03	1.17	0.89	1.00	1.03	1.04	1.05	1.06	1.11	1.13	1.05	1.01	1.05
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.04	0.08	0.13	0.06	0.08	0.07	0.09	0.10	0.08	0.07	0.06	0.07	0.06	0.04

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 10

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Pumpkins are a hassle to cook with e.g. dealing with the seeds and skin

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	874 42%	398 46%	476 40%
Strongly agree	(+2) 272 13%	105 12%	167 14%
Slightly agree	(+1) 602 29%	293 34%	309 26%
Neither agree nor disagree	(0) 815 39%	266 30%	549 46%
Slightly disagree	(-1) 241 12%	138 16%	103 9%
Strongly disagree	(-2) 137 7%	71 8%	66 6%
NET: Disagree	377 18%	209 24%	168 14%
Mean	0.31	0.25	0.34
Standard deviation	1.05	1.11	1.00
Standard error	0.02	0.04	0.03

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 11

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Once used for Halloween, it is unsafe to cook with a pumpkin

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Agree	568 27%	283 28%	284 27%	65 26%	97 28%	96 27%	98 27%	77 25%	135 30%	153 28%	140 25%	138 31%	137 28%	43 23%	31 37%	58 26%	48 26%	54 29%	40 27%	31 30%	49 24%	68 25%	96 33%	50 27%	67 24%	238 27%
Strongly agree (+2)	241 12%	117 12%	124 12%	17 7%	35 10%	40 11%	42 11%	37 12%	70 16%	63 11%	66 11%	63 14%	50 10%	22 12%	14 17%	25 11%	17 9%	20 11%	23 16%	9 8%	18 9%	30 11%	45 15%	19 10%	23 9%	99 11%
Slightly agree (+1)	326 16%	166 16%	160 15%	48 19%	62 18%	56 16%	56 15%	40 13%	66 15%	90 16%	75 13%	75 17%	87 18%	21 11%	17 20%	34 15%	31 17%	34 18%	16 11%	23 22%	31 15%	38 14%	51 18%	30 16%	43 16%	139 16%
Neither agree nor disagree (0)	990 48%	491 48%	499 47%	129 52%	163 47%	163 47%	178 48%	163 53%	194 43%	230 42%	305 53%	199 44%	257 52%	106 57%	36 44%	117 52%	94 51%	77 41%	68 47%	44 42%	100 48%	137 51%	116 40%	94 51%	118 43%	427 48%
Slightly disagree (-1)	292 14%	146 14%	146 14%	38 15%	52 15%	49 14%	50 14%	33 11%	70 16%	96 17%	75 13%	67 15%	54 11%	20 11%	10 12%	31 14%	29 16%	31 17%	18 12%	15 15%	40 19%	39 14%	42 15%	17 9%	55 20%	125 14%
Strongly disagree (-2)	217 11%	93 9%	124 12%	15 6%	37 10%	41 12%	42 11%	34 11%	49 11%	74 13%	53 9%	47 10%	43 9%	17 9%	6 7%	21 9%	14 8%	24 13%	19 13%	13 13%	18 9%	25 9%	35 12%	25 14%	36 13%	92 10%
NET: Disagree	509 25%	238 24%	270 26%	52 21%	89 25%	89 26%	92 25%	67 22%	120 27%	170 31%	128 22%	114 25%	97 20%	37 20%	16 19%	52 23%	43 23%	54 29%	37 25%	28 27%	57 28%	64 24%	78 27%	42 23%	92 33%	216 25%
Mean	0.04	0.07	0.01	0.06	0.02	0.02	0.02	0.04	0.08	-0.05	0.04	0.09	0.09	0.06	0.27	0.05	0.04	-0.02	0.05	-0.02	-0.04	0.03	0.09	0.01	-0.14	0.03
Standard deviation	1.09	1.06	1.11	0.93	1.07	1.11	1.10	1.08	1.17	1.15	1.04	1.13	1.02	1.03	1.10	1.04	1.00	1.14	1.19	1.11	1.02	1.05	1.19	1.10	1.10	1.08
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.07	0.04	0.08	0.12	0.07	0.08	0.08	0.10	0.10	0.07	0.07	0.07	0.08	0.07	0.04

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 11

Q.5 Please read the following statements about pumpkins and for each say whether you agree or disagree.

Once used for Halloween, it is unsafe to cook with a pumpkin

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Agree	568 27%	250 29%	318 27%
Strongly agree	(+2) 241 12%	102 12%	139 12%
Slightly agree	(+1) 326 16%	148 17%	178 15%
Neither agree nor disagree	(0) 990 48%	349 40%	641 54%
Slightly disagree	(-1) 292 14%	157 18%	134 11%
Strongly disagree	(-2) 217 11%	116 13%	101 8%
NET: Disagree	509 25%	274 31%	235 20%
Mean	0.04	-0.04	0.10
Standard deviation	1.09	1.16	1.03
Standard error	0.02	0.04	0.03

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Male	1013	1013	-	123	162	190	174	144	219	288	266	230	229	90	39	113	92	91	68	45	100	125	160	90	119	502
	49%	100%	-	50%	47%	55%	47%	47%	49%	52%	46%	51%	47%	49%	47%	50%	50%	49%	47%	44%	48%	46%	55%	49%	43%	57%
Female	1054	-	1054	122	186	158	194	163	231	265	307	220	262	96	44	115	94	95	77	58	107	144	129	96	157	380
	51%	-	100%	50%	53%	45%	53%	53%	51%	48%	54%	49%	53%	51%	53%	50%	50%	51%	53%	56%	52%	54%	45%	51%	57%	43%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 12
Gender
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Male	1013	381	632
	49%	44%	53%
Female	1054	492	562
	51%	56%	47%

Halloween Survey

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Absolutes/col percents

Table 13

Age**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
18-24	246 12%	123 12%	122 12%	246 100%	-	-	-	-	-	45 8%	97 17%	44 10%	60 12%	24 13%	7 8%	29 13%	29 16%	16 8%	17 12%	7 7%	24 12%	46 17%	29 10%	18 10%	35 13%	109 12%
25-34	348 17%	162 16%	186 18%	-	348 100%	-	-	-	-	99 18%	93 16%	85 19%	71 14%	47 25%	12 15%	28 13%	30 16%	41 22%	15 10%	31 30%	26 12%	54 20%	40 14%	25 13%	70 25%	190 22%
35-44	348 17%	190 19%	158 15%	-	-	348 100%	-	-	-	89 16%	94 16%	79 18%	85 17%	29 16%	13 15%	52 23%	24 13%	33 18%	22 15%	16 15%	34 17%	51 19%	43 15%	32 17%	58 21%	216 25%
45-54	369 18%	174 17%	194 18%	-	-	-	369 100%	-	-	81 15%	99 17%	85 19%	103 21%	29 16%	17 21%	34 15%	38 21%	32 17%	31 21%	17 17%	39 19%	39 14%	57 20%	34 18%	66 24%	197 22%
55-64	307 15%	144 14%	163 15%	-	-	-	-	307 100%	-	72 13%	78 14%	74 16%	83 17%	16 9%	17 20%	31 14%	38 21%	28 15%	22 15%	16 16%	29 14%	31 11%	47 16%	32 17%	39 14%	121 14%
65+	450 22%	219 22%	231 22%	-	-	-	-	-	450 100%	167 30%	111 19%	83 18%	89 18%	41 22%	17 20%	52 23%	27 14%	37 20%	38 26%	16 15%	55 27%	48 18%	74 26%	45 24%	8 3%	48 5%
Average age	47.22	47.10	47.34	21.82	29.93	39.83	49.82	59.10	69.99	49.76	45.29	46.91	46.90	45.05	48.80	47.21	45.44	46.99	49.02	44.91	49.09	44.00	49.59	49.52	41.22	41.72

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 13

Age**Base: All respondents**

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
18-24	246 12%	130 15%	116 10%
25-34	348 17%	166 19%	182 15%
35-44	348 17%	173 20%	175 15%
45-54	369 18%	174 20%	195 16%
55-64	307 15%	106 12%	201 17%
65+	450 22%	123 14%	327 27%
Average age	47.22	43.66	49.83

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
AB	552	288	265	45	99	89	81	72	167	552	-	-	-	47	13	57	38	57	35	27	52	85	90	51	90	230
	27%	28%	25%	18%	28%	26%	22%	23%	37%	100%	-	-	-	25%	15%	25%	21%	31%	24%	26%	25%	32%	31%	27%	33%	26%
C1	573	266	307	97	93	94	99	78	111	-	573	-	-	65	25	63	43	54	35	25	54	91	65	56	92	265
	28%	26%	29%	39%	27%	27%	27%	26%	25%	-	100%	-	-	35%	30%	28%	23%	29%	24%	24%	26%	34%	22%	30%	33%	30%
C2	450	230	220	44	85	79	85	74	83	-	-	450	-	44	19	47	68	30	20	29	38	59	63	31	54	227
	22%	23%	21%	18%	24%	23%	23%	24%	18%	-	-	100%	-	24%	24%	21%	37%	16%	14%	28%	19%	22%	22%	17%	20%	26%
DE	491	229	262	60	71	85	103	83	89	-	-	-	491	30	26	60	37	45	55	23	62	34	72	48	40	159
	24%	23%	25%	24%	20%	24%	28%	27%	20%	-	-	-	100%	16%	31%	26%	20%	24%	38%	22%	30%	12%	25%	26%	15%	18%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 14
Social Grade
Base: All respondents

	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?		
	Total	Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
AB	552 27%	233 27%	319 27%
C1	573 28%	227 26%	346 29%
C2	450 22%	208 24%	242 20%
DE	491 24%	205 24%	286 24%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private	
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830	
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881	
Scotland	186	90	96	24	47	29	29	16	41	47	65	44	30	186	-	-	-	-	-	-	-	-	-	-	-	26	72
	9%	9%	9%	10%	13%	8%	8%	5%	9%	9%	11%	10%	6%	100%	-	-	-	-	-	-	-	-	-	-	-	10%	8%
North East	83	39	44	7	12	13	17	17	17	13	25	19	26	-	83	-	-	-	-	-	-	-	-	-	-	14	21
	4%	4%	4%	3%	4%	4%	5%	5%	4%	2%	4%	4%	5%	-	100%	-	-	-	-	-	-	-	-	-	-	5%	2%
North West	227	113	115	29	28	52	34	31	52	57	63	47	60	-	-	227	-	-	-	-	-	-	-	-	-	23	114
	11%	11%	11%	12%	8%	15%	9%	10%	12%	10%	11%	11%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	8%	13%
Yorkshire & Humberside	186	92	94	29	30	24	38	38	27	38	43	68	37	-	-	-	186	-	-	-	-	-	-	-	-	33	90
	9%	9%	9%	12%	9%	7%	10%	12%	6%	7%	7%	15%	8%	-	-	-	100%	-	-	-	-	-	-	-	-	12%	10%
West Midlands	186	91	95	16	41	33	32	28	37	57	54	30	45	-	-	-	-	186	-	-	-	-	-	-	-	29	76
	9%	9%	9%	6%	12%	9%	9%	9%	8%	10%	9%	7%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	11%	9%
East Midlands	145	68	77	17	15	22	31	22	38	35	35	20	55	-	-	-	-	-	145	-	-	-	-	-	-	22	52
	7%	7%	7%	7%	4%	6%	8%	7%	8%	6%	6%	5%	11%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	6%
Wales	103	45	58	7	31	16	17	16	16	27	25	29	23	-	-	-	-	-	-	103	-	-	-	-	-	26	40
	5%	4%	6%	3%	9%	5%	5%	5%	4%	5%	4%	6%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	9%	5%
Eastern	207	100	107	24	26	34	39	29	55	52	54	38	62	-	-	-	-	-	-	-	207	-	-	-	-	18	89
	10%	10%	10%	10%	7%	10%	11%	9%	12%	9%	9%	8%	13%	-	-	-	-	-	-	-	100%	-	-	-	-	6%	10%
London	269	125	144	46	54	51	39	31	48	85	91	59	34	-	-	-	-	-	-	-	-	269	-	-	-	38	136
	13%	12%	14%	19%	16%	15%	11%	10%	11%	15%	16%	13%	7%	-	-	-	-	-	-	-	-	100%	-	-	-	14%	15%
South East	289	160	129	29	40	43	57	47	74	90	65	63	72	-	-	-	-	-	-	-	-	-	289	-	-	20	127
	14%	16%	12%	12%	11%	12%	15%	15%	17%	16%	11%	14%	15%	-	-	-	-	-	-	-	-	-	100%	-	-	7%	14%
South West	186	90	96	18	25	32	34	32	45	51	56	31	48	-	-	-	-	-	-	-	-	-	-	186	28	66	
	9%	9%	9%	7%	7%	9%	9%	11%	10%	9%	10%	7%	10%	-	-	-	-	-	-	-	-	-	-	100%	10%	7%	

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 15
GO Region
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Scotland	186 9%	83 9%	103 9%
North East	83 4%	34 4%	49 4%
North West	227 11%	99 11%	128 11%
Yorkshire & Humberside	186 9%	97 11%	89 7%
West Midlands	186 9%	85 10%	101 8%
East Midlands	145 7%	69 8%	76 6%
Wales	103 5%	42 5%	61 5%
Eastern	207 10%	84 10%	122 10%
London	269 13%	95 11%	173 15%
South East	289 14%	105 12%	184 15%
South West	186 9%	79 9%	107 9%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Yes	1261	607	653	149	223	209	185	184	312	407	369	289	195	119	39	147	121	103	78	53	131	189	174	106	185	571
	61%	60%	62%	60%	64%	60%	50%	60%	69%	74%	64%	64%	40%	64%	48%	65%	65%	55%	54%	51%	63%	71%	60%	57%	67%	65%
No	806	406	401	97	126	139	183	123	138	145	204	161	296	67	43	80	65	83	67	51	76	79	115	80	91	311
	39%	40%	38%	40%	36%	40%	50%	40%	31%	26%	36%	36%	60%	36%	52%	35%	35%	45%	46%	49%	37%	29%	40%	43%	33%	35%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 16
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Yes	1261 61%	566 65%	695 58%
No	806 39%	307 35%	499 42%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Homeowners	1344	653	691	106	172	226	244	220	375	430	389	303	221	108	51	160	119	127	105	69	137	153	196	120	192	574
	65%	64%	66%	43%	49%	65%	66%	72%	83%	78%	68%	67%	45%	58%	61%	70%	64%	68%	72%	66%	66%	57%	68%	64%	70%	65%
Owned outright - without mortgage	682	340	342	49	51	55	86	129	311	229	208	136	109	51	25	87	62	50	41	30	85	79	105	67	65	211
	33%	34%	32%	20%	15%	16%	23%	42%	69%	41%	36%	30%	22%	27%	31%	38%	33%	27%	28%	29%	41%	29%	36%	36%	24%	24%
Owned with a mortgage or loan	662	313	349	57	121	171	158	91	64	201	182	167	112	57	25	73	57	77	64	38	53	74	91	53	127	363
	32%	31%	33%	23%	35%	49%	43%	30%	14%	36%	32%	37%	23%	31%	32%	31%	41%	44%	37%	25%	28%	31%	28%	46%	41%	
NET: Renters	691	342	350	131	166	116	119	85	74	112	179	144	257	75	31	64	65	55	39	33	66	114	89	62	81	293
	33%	34%	33%	53%	48%	33%	32%	28%	17%	20%	31%	32%	52%	40%	37%	28%	35%	29%	27%	32%	42%	31%	34%	29%	33%	
Rented from the council	289	151	138	45	64	38	63	47	33	36	66	67	121	45	16	21	27	25	18	20	19	54	33	12	34	112
	14%	15%	13%	18%	18%	11%	17%	15%	7%	6%	11%	15%	25%	24%	19%	9%	14%	13%	13%	20%	9%	20%	11%	7%	12%	13%
Rented from a housing association	122	52	69	17	22	26	24	18	15	10	27	23	62	12	4	15	6	10	7	2	18	15	19	13	14	40
	6%	5%	7%	7%	6%	7%	7%	6%	3%	2%	5%	5%	13%	7%	5%	6%	3%	6%	5%	2%	9%	6%	7%	7%	5%	5%
Rented from someone else	280	138	142	69	80	52	32	21	26	67	86	54	74	17	11	29	32	20	13	11	29	44	37	37	34	141
	14%	14%	14%	28%	23%	15%	9%	7%	6%	12%	15%	12%	15%	9%	13%	13%	17%	11%	9%	11%	14%	16%	13%	20%	12%	16%
Rent free	32	18	13	8	11	5	6	1	*	10	5	3	14	3	1	3	2	4	1	2	4	2	5	4	2	14
	2%	2%	1%	3%	3%	1%	2%	*	*	2%	1%	1%	3%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 17
Tenure
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Homeowners	1344	600	743
	65%	69%	62%
Owned outright - without mortgage	682	252	430
	33%	29%	36%
Owned with a mortgage or loan	662	348	314
	32%	40%	26%
NET: Renters	691	259	432
	33%	30%	36%
Rented from the council	289	94	195
	14%	11%	16%
Rented from a housing association	122	45	77
	6%	5%	6%
Rented from someone else	280	120	161
	14%	14%	13%
Rent free	32	13	18
	2%	2%	2%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
No formal education	17 1%	10 1%	7 1%	1 *	4 1%	4 1%	2 1%	2 1%	4 1%	1 *	5 1%	2 *	9 2%	1 *	2 3%	1 1%	1 1%	2 2%	- -	1 *	4 1%	2 1%	2 1%	2 1%	2 1%	5 1%
Primary	8 *	6 1%	2 *	1 *	2 1%	2 1%	1 *	1 *	1 *	1 *	1 *	2 *	6 1%	- -	2 2%	2 1%	1 1%	- -	- -	- -	1 1%	- -	3 1%	- -	- -	4 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1071 52%	500 49%	570 54%	93 38%	124 36%	175 50%	239 65%	188 61%	251 56%	172 31%	267 47%	296 66%	335 68%	80 43%	52 63%	123 54%	91 49%	82 44%	85 59%	51 49%	121 59%	110 41%	169 58%	106 57%	107 39%	462 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	668 32%	349 34%	319 30%	56 23%	144 41%	116 33%	98 27%	91 30%	162 36%	254 46%	205 36%	110 24%	99 20%	78 42%	17 21%	72 32%	68 36%	78 42%	44 30%	35 34%	59 28%	89 33%	72 25%	57 31%	112 41%	293 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	198 10%	88 9%	109 10%	26 10%	56 16%	43 12%	25 7%	22 7%	27 6%	107 19%	46 8%	21 5%	23 5%	15 8%	8 10%	19 9%	19 10%	18 10%	10 7%	13 13%	17 8%	42 16%	25 9%	12 7%	47 17%	89 10%
Still in full time education	69 3%	35 3%	34 3%	60 25%	6 2%	1 *	2 1%	- -	- -	13 2%	42 7%	10 2%	3 1%	12 7%	2 2%	5 2%	4 2%	5 3%	2 2%	5 4%	3 2%	17 6%	9 3%	5 3%	5 2%	11 1%
Don't know	5 *	3 *	2 *	3 1%	- -	2 1%	- -	- -	- -	2 *	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	3 1%	- -	- -	5 1%
Prefer not to answer	32 2%	21 2%	11 1%	6 2%	13 4%	5 1%	2 *	3 1%	4 1%	3 1%	5 1%	8 2%	16 3%	1 *	- -	5 2%	2 1%	2 1%	2 1%	* *	4 2%	5 2%	7 2%	4 2%	2 1%	13 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 18
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
No formal education	17 1%	7 1%	10 1%
Primary	8 *	3 *	6 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1071 52%	444 51%	626 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	668 32%	288 33%	380 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	198 10%	85 10%	113 9%
Still in full time education	69 3%	35 4%	34 3%
Don't know	5 *	1 *	4 *
Prefer not to answer	32 2%	10 1%	22 2%

Halloween Survey

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Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Yes - responsible for half or more of the items bought	1879	877	1002	186	311	334	353	288	405	506	510	417	446	162	73	208	178	168	131	96	189	249	254	171	255	823
	91%	87%	95%	76%	89%	96%	96%	94%	90%	92%	89%	93%	91%	87%	88%	92%	96%	90%	90%	93%	92%	93%	88%	92%	92%	93%
No - not responsible for most of the items bought	188	136	52	59	37	14	15	18	44	46	63	34	45	24	10	19	8	18	14	7	17	20	35	15	21	58
	9%	13%	5%	24%	11%	4%	4%	6%	10%	8%	11%	7%	9%	13%	12%	8%	4%	10%	10%	7%	8%	7%	12%	8%	8%	7%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 19

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Yes - responsible for half or more of the items bought	1879 91%	803 92%	1076 90%
No - not responsible for most of the items bought	188 9%	69 8%	119 10%

Halloween Survey

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Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
No cars in the household	434	211	223	80	89	79	79	47	60	70	134	75	155	42	27	48	33	31	26	21	35	99	47	25	63	180
	21%	21%	21%	32%	26%	23%	21%	15%	13%	13%	23%	17%	31%	23%	32%	21%	18%	17%	18%	21%	17%	37%	16%	14%	23%	20%
NET: Any	1633	802	831	166	259	269	290	260	389	482	439	375	337	144	56	179	153	155	119	82	171	170	243	161	213	701
	79%	79%	79%	68%	74%	77%	79%	85%	87%	87%	77%	83%	69%	77%	68%	79%	82%	83%	82%	79%	83%	63%	84%	86%	77%	80%
1	868	436	432	61	120	160	148	150	229	215	230	204	218	78	30	97	90	71	69	33	85	106	122	88	89	359
	42%	43%	41%	25%	34%	46%	40%	49%	51%	39%	40%	45%	44%	42%	36%	42%	48%	38%	48%	32%	41%	40%	42%	47%	32%	41%
2	579	276	303	67	105	91	97	79	141	213	145	143	78	49	19	57	51	57	46	36	68	50	93	52	88	245
	28%	27%	29%	27%	30%	26%	26%	26%	31%	39%	25%	32%	16%	26%	23%	25%	27%	31%	32%	34%	33%	19%	32%	28%	32%	28%
3+	186	90	96	38	34	19	45	31	19	54	64	28	40	17	7	25	13	27	3	13	19	13	28	21	36	97
	9%	9%	9%	16%	10%	5%	12%	10%	4%	10%	11%	6%	8%	9%	8%	11%	7%	14%	2%	13%	9%	5%	10%	11%	13%	11%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
No cars in the household	434 21%	139 16%	295 25%
NET: Any	1633 79%	733 84%	899 75%
1	868 42%	320 37%	548 46%
2	579 28%	293 34%	285 24%
3+	186 9%	120 14%	66 5%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
White	1913	929	984	194	298	315	355	306	445	507	520	422	464	179	81	213	178	174	137	99	195	199	273	183	256	794
	93%	92%	93%	79%	86%	90%	96%	100%	99%	92%	91%	94%	94%	96%	98%	94%	96%	94%	95%	95%	95%	74%	94%	99%	93%	90%
NET: Non-white	137	75	61	48	44	29	12	1	4	42	49	23	23	7	1	12	6	12	8	4	6	62	15	3	17	81
	7%	7%	6%	19%	13%	8%	3%	*	1%	8%	8%	5%	5%	4%	2%	5%	3%	6%	5%	4%	3%	23%	5%	1%	6%	9%
Mixed	22	14	8	5	10	6	1	-	-	10	8	1	3	*	1	1	1	1	1	1	1	9	3	2	2	16
	1%	1%	1%	2%	3%	2%	*	-	-	2%	1%	*	1%	*	1%	*	1%	*	*	1%	1%	3%	1%	1%	1%	2%
Asian	82	44	37	34	23	18	6	-	-	23	23	19	17	6	*	8	5	7	6	2	3	33	10	1	12	45
	4%	4%	4%	14%	7%	5%	2%	-	-	4%	4%	4%	3%	3%	*	4%	3%	4%	4%	2%	2%	12%	4%	1%	4%	5%
Black	26	14	12	8	9	4	3	-	2	7	13	3	2	1	-	2	-	2	-	1	2	16	2	-	3	15
	1%	1%	1%	3%	3%	1%	1%	-	1%	1%	2%	1%	*	*	-	1%	-	1%	-	1%	1%	6%	1%	-	1%	2%
Chinese	1	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Other ethnic group	7	3	4	*	2	2	1	1	1	1	5	-	2	-	-	1	-	2	1	1	-	3	-	-	1	5
	*	*	*	*	*	1%	*	*	*	*	1%	-	*	-	-	*	-	1%	1%	1%	-	1%	-	-	*	1%
Prefer not to answer	18	9	9	5	6	4	1	1	1	4	4	6	4	-	-	1	1	-	-	1	5	8	1	-	3	7
	1%	1%	1%	2%	2%	1%	*	*	*	1%	1%	1%	1%	-	-	1%	1%	-	-	1%	2%	3%	1%	-	1%	1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 21
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
White	1913 93%	833 95%	1080 90%
NET: Non-white	137 7%	35 4%	102 9%
Mixed	22 1%	9 1%	13 1%
Asian	82 4%	19 2%	62 5%
Black	26 1%	4 *	22 2%
Chinese	1 *	- -	1 *
Other ethnic group	7 *	3 *	4 *
Prefer not to answer	18 1%	5 1%	12 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 22

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Christian	1151	528	623	87	135	171	204	210	344	308	308	267	269	87	55	139	101	114	72	53	121	150	167	93	148	439
	56%	52%	59%	35%	39%	49%	55%	69%	77%	56%	54%	59%	55%	47%	67%	61%	54%	61%	49%	51%	59%	56%	58%	50%	54%	50%
NET: Other	145	78	66	35	37	27	21	15	9	45	35	39	27	9	2	17	14	12	9	4	12	42	15	9	22	77
	7%	8%	6%	14%	11%	8%	6%	5%	2%	8%	6%	9%	5%	5%	2%	8%	7%	6%	6%	4%	6%	16%	5%	5%	8%	9%
Muslim	54	34	20	23	18	9	4	-	-	15	14	8	16	3	*	7	2	5	5	1	4	18	7	-	6	28
	3%	3%	2%	9%	5%	3%	1%	-	-	3%	2%	2%	3%	2%	*	3%	1%	3%	4%	1%	2%	7%	2%	-	2%	3%
Hindu	14	6	8	2	5	6	1	-	-	7	2	3	1	1	-	-	2	1	-	1	-	7	2	1	3	9
	1%	1%	1%	1%	1%	2%	*	-	-	1%	*	1%	*	*	-	-	1%	1%	-	1%	-	3%	1%	*	1%	1%
Jewish	14	7	7	-	-	-	8	4	2	2	6	5	1	-	-	2	1	-	-	1	4	6	1	-	1	8
	1%	1%	1%	-	-	-	2%	1%	1%	*	1%	1%	*	-	-	1%	1%	-	-	1%	2%	2%	*	-	*	1%
Sikh	6	3	3	5	-	1	-	-	-	1	-	5	-	-	-	-	1	-	1	-	-	3	-	-	1	5
	*	*	*	2%	-	*	-	-	-	*	-	1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	1%	1%
Buddhist	15	11	3	1	3	2	4	2	3	2	4	7	2	2	-	3	-	2	-	-	-	4	1	2	2	8
	1%	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	-	1%	-	1%	-	-	-	2%	*	1%	1%	1%
Other	42	16	26	4	12	9	4	9	4	17	8	11	6	3	1	5	7	4	2	2	4	3	5	7	8	20
	2%	2%	2%	2%	3%	3%	1%	3%	1%	3%	1%	2%	1%	2%	1%	2%	4%	2%	1%	2%	2%	1%	2%	4%	3%	2%
None	740	391	349	116	165	145	138	81	95	195	214	143	188	86	26	68	70	59	62	45	72	65	107	80	101	346
	36%	39%	33%	47%	47%	42%	38%	26%	21%	35%	37%	32%	38%	46%	31%	30%	38%	32%	43%	44%	35%	24%	37%	43%	36%	39%
Prefer not to say	31	16	15	8	11	5	4	1	1	5	16	1	9	4	-	3	1	1	3	1	3	11	1	4	5	19
	1%	2%	1%	3%	3%	1%	1%	*	*	1%	3%	*	2%	2%	-	1%	1%	1%	2%	1%	1%	4%	*	2%	2%	2%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 22

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Christian	1151 56%	485 56%	667 56%
NET: Other	145 7%	52 6%	93 8%
Muslim	54 3%	10 1%	43 4%
Hindu	14 1%	3 *	11 1%
Jewish	14 1%	3 *	11 1%
Sikh	6 *	5 1%	1 *
Buddhist	15 1%	9 1%	5 *
Other	42 2%	22 2%	21 2%
None	740 36%	331 38%	409 34%
Prefer not to say	31 1%	5 1%	26 2%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 23
Which of the following best describes where you live?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Urban	1646	812	834	203	304	295	295	225	325	415	466	365	399	142	66	207	149	159	97	67	133	263	230	132	222	732
	80%	80%	79%	83%	87%	85%	80%	73%	72%	75%	81%	81%	81%	76%	80%	91%	80%	85%	67%	65%	65%	98%	80%	71%	81%	83%
Urban - Population over 10,000	841	474	367	118	165	155	137	123	143	232	266	177	166	73	31	83	72	84	40	29	41	218	106	63	126	396
	41%	47%	35%	48%	47%	45%	37%	40%	32%	42%	46%	39%	34%	39%	38%	37%	38%	45%	28%	28%	20%	81%	37%	34%	46%	45%
Town and Fringe	804	338	466	85	139	140	157	102	181	183	200	188	233	69	35	124	77	74	57	38	92	46	125	69	96	336
	39%	33%	44%	35%	40%	40%	43%	33%	40%	33%	35%	42%	47%	37%	42%	55%	42%	40%	39%	36%	44%	17%	43%	37%	35%	38%
NET: Rural	421	201	220	43	45	53	74	82	125	137	107	85	93	44	17	20	37	27	48	36	73	5	59	54	54	149
	20%	20%	21%	17%	13%	15%	20%	27%	28%	25%	19%	19%	19%	24%	20%	9%	20%	15%	33%	35%	35%	2%	20%	29%	19%	17%
Village	364	178	186	38	37	46	65	69	109	118	93	74	78	31	13	18	33	26	45	31	63	4	55	46	47	127
	18%	18%	18%	16%	11%	13%	18%	22%	24%	21%	16%	16%	16%	17%	16%	8%	18%	14%	31%	30%	30%	1%	19%	25%	17%	14%
Hamlet & Isolated Dwelling	57	22	35	5	8	8	9	13	15	19	14	11	14	14	4	3	4	1	3	5	11	2	4	8	7	22
	3%	2%	3%	2%	2%	2%	2%	4%	3%	3%	2%	2%	3%	7%	4%	1%	2%	*	2%	5%	5%	1%	1%	4%	3%	3%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 23
Which of the following best describes where you live?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Urban	1646	675	971
	80%	77%	81%
Urban - Population over 10,000	841	323	518
	41%	37%	43%
Town and Fringe	804	352	453
	39%	40%	38%
NET: Rural	421	198	223
	20%	23%	19%
Village	364	168	196
	18%	19%	16%
Hamlet & Isolated Dwelling	57	30	27
	3%	3%	2%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 24
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Working	1158	621	537	144	260	274	264	160	56	320	357	281	200	98	34	136	123	105	73	66	107	174	147	93	276	881
	56%	61%	51%	59%	75%	79%	72%	52%	12%	58%	62%	62%	41%	53%	41%	60%	66%	57%	51%	64%	52%	65%	51%	50%	100%	100%
Working full time - working 30 hours per week or more	909	553	356	116	221	227	205	113	28	254	277	226	152	80	25	108	99	85	52	56	83	139	107	74	209	700
	44%	55%	34%	47%	63%	65%	56%	37%	6%	46%	48%	50%	31%	43%	30%	48%	53%	46%	36%	54%	40%	52%	37%	40%	76%	79%
Working part time - working between 8 and 29 hours per week	248	68	180	28	39	47	58	47	28	66	79	55	48	18	9	28	24	20	22	10	24	34	39	19	67	181
	12%	7%	17%	11%	11%	14%	16%	15%	6%	12%	14%	12%	10%	10%	11%	12%	13%	11%	15%	10%	12%	13%	14%	10%	24%	21%
NET: Not working	909	392	517	102	88	74	105	147	394	232	216	169	292	88	48	91	63	81	71	38	99	95	143	93	-	-
	44%	39%	49%	41%	25%	21%	28%	48%	88%	42%	38%	38%	59%	47%	59%	40%	34%	43%	49%	36%	48%	35%	49%	50%	-	-
Not working but seeking work or temporarily unemployed or sick	123	65	59	23	30	19	26	20	6	13	16	19	76	10	7	19	7	9	9	4	14	11	21	12	-	-
	6%	6%	6%	9%	9%	5%	7%	6%	1%	2%	3%	4%	15%	6%	8%	8%	4%	5%	6%	4%	7%	4%	7%	7%	-	-
Not working and not seeking work/ student	125	64	61	66	15	14	15	16	-	13	53	13	46	20	6	11	9	10	5	6	8	17	20	11	-	-
	6%	6%	6%	27%	4%	4%	4%	5%	-	2%	9%	3%	9%	11%	8%	5%	5%	6%	4%	6%	4%	6%	7%	6%	-	-
Retired on a state pension only	117	38	78	-	-	-	-	15	102	8	14	24	71	12	5	12	4	17	13	3	15	4	18	13	-	-
	6%	4%	7%	-	-	-	-	5%	23%	1%	2%	5%	15%	7%	7%	5%	2%	9%	9%	3%	7%	1%	6%	7%	-	-
Retired with a private pension	359	203	156	-	-	-	8	67	284	169	106	63	21	29	19	37	25	24	27	14	45	40	62	37	-	-
	17%	20%	15%	-	-	-	2%	22%	63%	31%	19%	14%	4%	16%	23%	16%	14%	13%	19%	14%	22%	15%	21%	20%	-	-
House person, housewife, househusband, etc.	186	22	163	13	44	41	56	29	2	30	28	50	78	16	11	12	18	21	17	10	17	23	21	19	-	-
	9%	2%	15%	5%	13%	12%	15%	10%	*	5%	5%	11%	16%	9%	13%	5%	10%	11%	12%	10%	8%	9%	7%	10%	-	-

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 24

Which of the following best describes your current working status?

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Working	1158	538	619
	56%	62%	52%
Working full time - working 30 hours per week or more	909	423	486
	44%	48%	41%
Working part time - working between 8 and 29 hours per week	248	115	133
	12%	13%	11%
NET: Not working	909	335	575
	44%	38%	48%
Not working but seeking work or temporarily unemployed or sick	123	42	81
	6%	5%	7%
Not working and not seeking work/ student	125	56	69
	6%	6%	6%
Retired on a state pension only	117	34	82
	6%	4%	7%
Retired with a private pension	359	91	269
	17%	10%	22%
House person, housewife, househusband, etc.	186	112	73
	9%	13%	6%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1086	596	490	111	231	271	262	158	53	351	358	187	190	89	37	120	102	118	72	62	90	148	149	99	256	830
Weighted base	1158	621	537	144	260	274	264	160	56	320	357	281	200	98	34	136	123	105	73	66	107	174	147	93	276	881
NET: Public Sector	276	119	157	35	70	58	66	39	8	90	92	54	40	26	14	23	33	29	22	26	18	38	20	28	276	-
	24%	19%	29%	24%	27%	21%	25%	24%	15%	28%	26%	19%	20%	27%	40%	17%	27%	28%	30%	39%	17%	22%	14%	30%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	21	11	10	2	6	5	3	3	3	6	10	5	-	1	1	2	3	*	1	7	-	4	2	2	21	-
	2%	2%	2%	1%	2%	2%	1%	2%	4%	2%	3%	2%	-	1%	2%	1%	2%	*	1%	10%	-	2%	1%	2%	8%	-
HM Forces	6	3	3	4	2	-	-	-	-	-	2	4	-	-	-	-	3	2	-	-	1	-	-	-	6	-
	1%	1%	*	3%	1%	-	-	-	-	-	1%	1%	-	-	-	-	2%	2%	-	-	1%	-	-	-	2%	-
National Health Service	49	17	31	12	14	9	8	6	*	14	13	8	14	4	3	5	3	5	11	7	3	2	2	3	49	-
	4%	3%	6%	8%	5%	3%	3%	4%	1%	4%	4%	3%	7%	4%	9%	4%	3%	5%	15%	10%	3%	1%	1%	4%	18%	-
Universities and Academies funded by government	25	12	13	4	5	6	8	*	1	15	6	3	-	2	2	-	5	6	*	2	1	4	-	1	25	-
	2%	2%	2%	3%	2%	2%	3%	*	2%	5%	2%	1%	-	2%	6%	-	4%	6%	1%	4%	1%	3%	-	1%	9%	-
Courts service	4	1	3	1	-	1	2	-	-	1	1	2	-	-	-	-	-	-	-	-	1	3	-	-	4	-
	*	*	1%	1%	-	*	1%	-	-	*	*	1%	-	-	-	-	-	-	-	-	1%	2%	-	-	1%	-
Local government administration	30	15	15	1	9	7	6	3	3	5	22	-	2	4	-	2	3	2	1	1	2	4	4	6	30	-
	3%	2%	3%	1%	4%	3%	2%	2%	6%	2%	6%	-	1%	4%	-	1%	2%	2%	2%	2%	2%	3%	3%	6%	11%	-
Police service	10	8	2	-	2	4	3	1	-	3	6	1	-	2	-	-	1	1	3	-	-	2	-	1	10	-
	1%	1%	*	-	1%	2%	1%	1%	-	1%	2%	*	-	2%	-	-	1%	1%	4%	-	-	1%	-	1%	4%	-
Public sector housing	6	-	6	-	1	2	1	2	-	-	1	2	3	-	-	-	-	3	-	-	-	-	2	1	6	-
	*	-	1%	-	*	1%	*	1%	-	-	*	1%	2%	-	-	-	-	3%	-	-	-	-	1%	1%	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	54	15	38	4	14	5	14	15	1	30	11	6	6	1	4	6	5	1	1	2	7	10	7	9	54	-
	5%	2%	7%	3%	5%	2%	5%	9%	2%	9%	3%	2%	3%	1%	11%	5%	4%	1%	2%	2%	7%	6%	5%	10%	19%	-

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?**Base: All respondents who work**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Weighted base	1158	621	537	144	260	274	264	160	56	320	357	281	200	98	34	136	123	105	73	66	107	174	147	93	276	881	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	10 1%	9 2%	1 *	1 1%	3 1%	2 1%	2 1%	2 1%	-	1 *	3 1%	4 1%	3 2%	2 2%	1 2%	1 1%	1 1%	1 1%	-	-	1 1%	3 1%	1 1%	1 1%	10 4%	-	
Bradford and Bingley or Northern Rock Building societies	* *	* *	-	-	-	* *	-	-	-	* *	-	-	-	-	-	-	* *	-	-	-	-	-	-	-	-	* *	-
Other public sector occupation (please specify as much detail as possible)	62 5%	27 4%	35 6%	7 5%	15 6%	16 6%	18 7%	6 4%	-	14 4%	17 5%	18 6%	12 6%	11 12%	3 9%	7 5%	9 7%	8 7%	4 5%	7 10%	1 1%	6 3%	3 2%	3 4%	62 23%	-	
None of the above (Private Sector)	881 76%	502 81%	380 71%	109 76%	190 73%	216 79%	197 75%	121 76%	48 85%	230 72%	265 74%	227 81%	159 80%	72 73%	21 60%	114 83%	90 73%	76 72%	52 70%	40 61%	89 83%	136 78%	127 86%	66 70%	-	881 100%	

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?**Base: All respondents who work**

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	1086	458	628
Weighted base	1158	538	619
NET: Public Sector	276 24%	145 27%	132 21%
Central government including all administrative departments and central government agencies such as the Bank of England	21 2%	6 1%	15 2%
HM Forces	6 1%	2 *	4 1%
National Health Service	49 4%	28 5%	20 3%
Universities and Academies funded by government	25 2%	16 3%	9 1%
Courts service	4 *	1 *	3 *
Local government administration	30 3%	10 2%	20 3%
Police service	10 1%	4 1%	6 1%
Public sector housing	6 *	4 1%	2 *
Teaching employed by local education authority including voluntary aided schools and foundation schools	54 5%	31 6%	22 4%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 25

Do you work in any of the following occupations?

Base: All respondents who work

	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?		
	Total	Have	Have not
Weighted base	1158	538	619
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	10 1%	3 1%	7 1%
Bradford and Bingley or Northern Rock Building societies	* *	- -	* *
Other public sector occupation (please specify as much detail as possible)	62 5%	38 7%	24 4%
None of the above (Private Sector)	881 76%	394 73%	488 79%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 26

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
No children aged 18 or under	1463 71%	748 74%	715 68%	200 81%	188 54%	141 40%	220 60%	269 88%	445 99%	394 71%	424 74%	289 64%	356 72%	130 70%	60 73%	155 68%	123 66%	136 73%	100 69%	70 68%	152 73%	180 67%	215 74%	141 76%	176 64%	541 61%
NET: Yes	598 29%	262 26%	336 32%	44 18%	160 46%	207 60%	145 39%	38 12%	4 1%	158 29%	143 25%	162 36%	135 27%	56 30%	22 27%	73 32%	62 33%	50 27%	43 30%	32 31%	54 26%	87 32%	73 25%	45 24%	100 36%	336 38%
Yes - children aged under 5 years old	224 11%	89 9%	134 13%	31 12%	114 33%	67 19%	10 3%	3 1%	-	60 11%	52 9%	60 13%	52 11%	19 10%	5 6%	28 12%	20 11%	24 13%	13 9%	17 16%	16 8%	35 13%	28 10%	20 11%	42 15%	116 13%
Yes - children aged 5 to 10 years old	245 12%	102 10%	143 14%	11 5%	82 24%	110 32%	35 10%	4 1%	2 1%	73 13%	62 11%	55 12%	55 11%	21 12%	12 14%	26 11%	24 13%	26 14%	13 9%	18 18%	21 10%	36 13%	28 10%	19 10%	39 14%	132 15%
Yes - children aged 11 to 15 years old	232 11%	114 11%	118 11%	10 4%	26 8%	97 28%	75 20%	22 7%	*	52 9%	56 10%	75 17%	49 10%	25 13%	12 14%	30 13%	24 13%	15 8%	17 12%	8 7%	26 13%	37 14%	28 10%	11 6%	39 14%	135 15%
Yes - children aged 16 to 18 years old	142 7%	62 6%	80 8%	1 *	3 1%	39 11%	73 20%	23 8%	2 1%	36 7%	38 7%	33 7%	35 7%	14 7%	4 5%	17 7%	17 9%	15 8%	14 9%	5 5%	19 9%	12 4%	14 5%	13 7%	23 8%	81 9%
Refused	6 *	4 *	3 *	2 1%	-	-	3 1%	-	1 *	-	6 1%	-	1 *	-	-	-	1 1%	-	1 1%	1 1%	1 *	2 1%	1 *	-	-	5 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 26

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
No children aged 18 or under	1463 71%	478 55%	985 82%
NET: Yes	598 29%	393 45%	204 17%
Yes - children aged under 5 years old	224 11%	145 17%	79 7%
Yes - children aged 5 to 10 years old	245 12%	163 19%	82 7%
Yes - children aged 11 to 15 years old	232 11%	150 17%	82 7%
Yes - children aged 16 to 18 years old	142 7%	98 11%	44 4%
Refused	6 *	1 *	5 *

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 27
Which of the following ITV regions do you live in?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Anglia	212	104	108	26	31	37	34	25	59	55	48	42	67	-	-	1	-	-	19	-	184	-	8	-	19	91
	10%	10%	10%	11%	9%	11%	9%	8%	13%	10%	8%	9%	14%	-	-	*	-	-	13%	-	89%	-	3%	-	7%	10%
Border	21	9	12	3	3	2	7	2	4	6	7	7	1	11	-	10	-	-	-	-	-	-	-	-	6	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	*	6%	-	4%	-	-	-	-	-	-	-	-	2%	1%
Central	291	140	152	32	53	49	54	44	59	80	78	44	89	7	-	1	-	177	96	1	2	1	5	3	49	111
	14%	14%	14%	13%	15%	14%	15%	14%	13%	14%	14%	10%	18%	4%	-	*	-	95%	66%	1%	1%	*	2%	1%	18%	13%
Granada	221	108	113	27	28	55	30	30	51	54	62	44	60	1	1	215	1	1	1	-	-	-	-	-	21	111
	11%	11%	11%	11%	8%	16%	8%	10%	11%	10%	11%	10%	12%	1%	1%	94%	1%	*	1%	1%	-	-	-	-	8%	13%
London	334	149	185	49	66	61	54	39	65	102	108	74	50	1	-	1	-	2	2	-	19	267	43	-	44	166
	16%	15%	18%	20%	19%	18%	15%	13%	14%	19%	19%	16%	10%	*	-	*	-	1%	1%	-	9%	99%	15%	-	16%	19%
Meridian	265	151	114	26	33	38	50	47	71	83	63	59	60	-	-	-	-	*	-	-	1	1	233	30	13	113
	13%	15%	11%	11%	9%	11%	14%	15%	16%	15%	11%	13%	12%	-	-	-	-	*	-	-	*	*	80%	16%	5%	13%
STV	165	86	80	20	36	26	28	15	39	41	62	35	29	165	-	-	-	-	-	-	-	-	-	-	22	66
	8%	8%	8%	8%	10%	8%	8%	5%	9%	7%	11%	8%	6%	89%	-	-	-	-	-	-	-	-	-	-	8%	7%
Tyne Tees	82	39	44	7	12	12	17	17	17	13	25	19	25	-	82	-	-	-	-	-	-	-	-	-	14	20
	4%	4%	4%	3%	4%	4%	5%	5%	4%	2%	4%	4%	5%	-	99%	-	-	-	-	-	-	-	-	-	5%	2%
Wales	101	44	57	7	31	15	17	15	16	27	24	29	21	-	-	-	-	-	-	101	-	-	-	-	25	40
	5%	4%	5%	3%	9%	4%	4%	5%	4%	5%	4%	6%	4%	-	-	-	-	-	-	98%	-	-	-	-	9%	5%
West	58	32	26	5	8	10	10	11	15	15	24	5	15	-	-	1	-	4	-	1	-	1	52	11	13	
	3%	3%	2%	2%	2%	3%	3%	4%	3%	3%	4%	1%	3%	-	-	*	-	2%	-	1%	-	*	28%	4%	2%	
Westcountry	103	48	55	13	15	17	23	17	18	31	24	18	30	-	-	-	-	2	-	-	-	-	101	17	48	
	5%	5%	5%	5%	4%	5%	6%	5%	4%	6%	4%	4%	6%	-	-	-	-	1%	-	-	-	-	54%	6%	5%	
Yorkshire	212	104	108	31	31	24	45	45	38	46	48	73	45	-	-	-	185	-	26	-	1	-	-	-	35	95
	10%	10%	10%	12%	9%	7%	12%	15%	8%	8%	8%	16%	9%	-	-	-	99%	-	18%	-	1%	-	-	-	13%	11%
UTV	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	-

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 27
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Anglia	212 10%	93 11%	119 10%
Border	21 1%	15 2%	6 1%
Central	291 14%	132 15%	159 13%
Granada	221 11%	93 11%	128 11%
London	334 16%	118 14%	216 18%
Meridian	265 13%	90 10%	175 15%
STV	165 8%	68 8%	97 8%
Tyne Tees	82 4%	34 4%	49 4%
Wales	101 5%	42 5%	59 5%
West	58 3%	19 2%	39 3%
Westcountry	103 5%	56 6%	47 4%
Yorkshire	212 10%	112 13%	100 8%
UTV	1 *	- -	1 *

Halloween Survey

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Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Single	524 25%	314 31%	210 20%	164 67%	144 41%	90 26%	72 19%	36 12%	19 4%	109 20%	183 32%	85 19%	147 30%	57 31%	15 18%	59 26%	45 24%	47 25%	30 21%	19 18%	44 21%	86 32%	72 25%	50 27%	85 31%	254 29%
NET: Married/ Civil partnership/ co habiting	1289 62%	623 62%	666 63%	73 30%	201 58%	244 70%	241 66%	208 68%	323 72%	385 70%	308 54%	333 74%	263 53%	110 59%	53 64%	139 61%	127 68%	112 60%	101 70%	75 72%	136 66%	143 53%	179 62%	113 61%	160 58%	554 63%
Married	984 48%	496 49%	488 46%	22 9%	115 33%	164 47%	196 53%	186 61%	302 67%	304 55%	247 43%	261 58%	173 35%	78 42%	41 49%	104 46%	96 52%	90 48%	77 53%	53 51%	107 52%	115 43%	138 48%	86 46%	114 41%	393 45%
Civil Partnership	19 1%	14 1%	5 *	6 2%	3 1%	7 2%	1 *	1 *	- -	6 1%	- -	9 2%	3 1%	- -	- -	1 *	6 3%	1 *	3 2%	- -	1 1%	4 1%	4 1%	- -	4 1%	14 2%
Co Habiting	286 14%	114 11%	173 16%	44 18%	82 24%	74 21%	44 12%	21 7%	21 5%	75 14%	61 11%	64 14%	87 18%	32 17%	12 15%	35 15%	25 13%	22 12%	22 15%	22 21%	28 14%	24 9%	38 13%	28 15%	42 15%	148 17%
NET: Widowed/ separated/ divorced	241 12%	73 7%	169 16%	1 *	1 *	14 4%	55 15%	63 20%	108 24%	55 10%	77 13%	32 7%	77 16%	18 10%	15 18%	25 11%	13 7%	26 14%	14 9%	9 9%	25 12%	37 14%	37 13%	23 12%	31 11%	67 8%
Widowed	66 3%	13 1%	53 5%	- -	- -	2 *	6 2%	7 2%	51 11%	19 3%	20 3%	5 1%	21 4%	6 3%	4 5%	9 4%	4 2%	8 4%	5 3%	1 1%	5 2%	9 3%	8 3%	6 3%	2 1%	8 1%
Separated	34 2%	20 2%	14 1%	1 *	1 *	6 2%	8 2%	8 3%	10 2%	5 1%	8 1%	7 2%	13 3%	3 1%	3 4%	3 1%	2 1%	2 1%	2 1%	3 3%	3 1%	7 3%	4 2%	2 1%	5 2%	14 2%
Divorced	142 7%	39 4%	103 10%	- -	1 *	6 2%	41 11%	48 16%	46 10%	31 6%	48 8%	20 4%	43 9%	9 5%	8 9%	12 5%	7 4%	17 9%	7 5%	5 5%	18 8%	21 8%	24 8%	14 8%	25 9%	44 5%
Prefer not to answer	12 1%	3 *	9 1%	8 3%	2 1%	- -	- -	* *	1 *	3 1%	5 1%	- -	4 1%	1 1%	- -	5 2%	1 *	* *	- -	- -	2 1%	3 1%	1 *	- -	- -	7 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 28
Marital Status
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Single	524 25%	183 21%	341 29%
NET: Married/ Civil partnership/ co habiting	1289 62%	608 70%	681 57%
Married	984 48%	439 50%	545 46%
Civil Partnership	19 1%	12 1%	7 1%
Co Habiting	286 14%	157 18%	129 11%
NET: Widowed/ separated/ divorced	241 12%	77 9%	165 14%
Widowed	66 3%	13 2%	52 4%
Separated	34 2%	16 2%	18 1%
Divorced	142 7%	47 5%	95 8%
Prefer not to answer	12 1%	5 1%	7 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830	
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881	
Glasgow	87 4%	48 5%	39 4%	10 4%	20 6%	18 5%	13 4%	8 3%	19 4%	17 3%	33 6%	25 5%	13 3%	87 47%	-	-	-	-	-	-	-	-	-	-	7 3%	36 4%	
Edinburgh	66 3%	21 2%	45 4%	11 4%	18 5%	8 2%	7 2%	4 1%	18 4%	26 5%	17 3%	14 3%	8 2%	66 36%	-	-	-	-	-	-	-	-	-	-	16 6%	22 3%	
Newcastle	85 4%	42 4%	43 4%	7 3%	10 3%	12 4%	20 6%	17 6%	18 4%	14 2%	26 5%	21 5%	24 5%	-	78 94%	6 3%	1 *	-	-	-	-	-	-	-	-	14 5%	23 3%
Leeds	89 4%	43 4%	45 4%	11 4%	15 4%	12 4%	21 6%	16 5%	13 3%	20 4%	25 4%	25 5%	20 4%	-	1 2%	-	87 47%	-	-	-	-	-	-	-	-	18 6%	41 5%
Hull	36 2%	24 2%	12 1%	6 2%	4 1%	1 *	8 2%	11 4%	6 1%	9 2%	12 2%	9 2%	6 1%	-	-	-	32 17%	-	4 3%	-	-	-	-	-	-	4 1%	18 2%
Sheffield	60 3%	27 3%	33 3%	6 2%	11 3%	9 3%	12 3%	7 2%	14 3%	13 2%	7 1%	28 6%	12 2%	-	-	-	50 27%	-	9 6%	-	-	-	-	-	13 5%	24 3%	
Manchester	179 9%	82 8%	96 9%	25 10%	23 7%	43 12%	22 6%	24 8%	41 9%	47 8%	47 8%	36 8%	50 10%	-	1 1%	159 70%	1 1%	14 7%	1 1%	3 3%	-	-	1 *	-	20 7%	94 11%	
Liverpool	64 3%	36 4%	28 3%	5 2%	13 4%	11 3%	12 3%	8 3%	15 3%	17 3%	18 3%	13 3%	16 3%	-	-	52 23%	-	-	-	12 11%	-	-	-	-	6 2%	28 3%	
Nottingham	97 5%	40 4%	57 5%	19 8%	9 3%	13 4%	20 5%	15 5%	22 5%	22 4%	22 4%	20 4%	33 7%	-	-	-	5 3%	3 1%	85 59%	-	3 2%	1 *	-	-	17 6%	40 5%	
Birmingham	161 8%	83 8%	78 7%	16 7%	31 9%	30 9%	29 8%	23 8%	31 7%	53 10%	41 7%	24 5%	42 9%	-	-	-	-	149 80%	12 8%	* *	-	-	-	-	27 10%	65 7%	
Norwich	103 5%	58 6%	45 4%	14 6%	10 3%	17 5%	15 4%	17 6%	28 6%	23 4%	30 5%	20 4%	30 6%	-	-	-	-	-	1 1%	-	101 49%	-	-	-	6 2%	44 5%	
Milton Keynes	52 3%	25 2%	28 3%	6 2%	13 4%	11 3%	7 2%	6 2%	11 2%	16 3%	13 2%	10 2%	13 3%	-	-	-	-	1 1%	18 12%	-	24 12%	-	9 3%	-	7 2%	24 3%	
Brighton	58 3%	34 3%	25 2%	7 3%	6 2%	4 1%	15 4%	15 5%	12 3%	21 4%	13 2%	8 2%	16 3%	-	-	-	-	-	-	-	-	-	58 20%	-	4 2%	28 3%	

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 29

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Oxford	22 1%	15 1%	7 1%	4 2%	2 1%	5 2%	3 1%	2 1%	6 1%	6 1%	3 1%	5 1%	8 2%	-	-	-	-	2 1%	-	-	-	-	15 5%	6 3%	5 2%	6 1%
London	421 20%	195 19%	226 21%	55 22%	76 22%	78 22%	74 20%	49 16%	88 20%	124 23%	132 23%	91 20%	74 15%	-	-	-	-	-	-	-	51 25%	268 100%	102 35%	-	51 18%	207 23%
Southampton	111 5%	58 6%	53 5%	8 3%	16 5%	21 6%	15 4%	13 4%	37 8%	33 6%	27 5%	34 8%	17 3%	-	-	-	-	1 *	-	-	-	-	81 28%	29 16%	6 2%	42 5%
Bristol	78 4%	35 3%	43 4%	11 4%	11 3%	9 3%	16 4%	17 6%	14 3%	23 4%	31 5%	8 2%	17 3%	-	-	-	-	-	-	-	-	-	-	78 42%	14 5%	26 3%
Plymouth	58 3%	31 3%	27 3%	3 1%	6 2%	12 3%	15 4%	10 3%	12 3%	15 3%	11 2%	10 2%	22 4%	-	-	-	-	-	-	-	-	-	-	58 31%	10 3%	27 3%
Cardiff	85 4%	36 4%	48 5%	8 3%	26 8%	14 4%	13 4%	14 4%	9 2%	18 3%	20 3%	27 6%	19 4%	-	-	-	-	2 1%	-	83 80%	-	-	-	-	20 7%	34 4%
None of these	155 7%	79 8%	76 7%	14 6%	26 8%	19 5%	30 8%	30 10%	35 8%	36 7%	45 8%	22 5%	52 11%	32 17%	3 3%	10 4%	10 5%	15 8%	14 10%	6 5%	27 13%	-	23 8%	15 8%	13 5%	53 6%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
Glasgow	87 4%	39 5%	48 4%
Edinburgh	66 3%	37 4%	30 2%
Newcastle	85 4%	38 4%	47 4%
Leeds	89 4%	46 5%	42 4%
Hull	36 2%	13 1%	23 2%
Sheffield	60 3%	36 4%	23 2%
Manchester	179 9%	82 9%	97 8%
Liverpool	64 3%	22 3%	42 3%
Nottingham	97 5%	55 6%	43 4%
Birmingham	161 8%	73 8%	88 7%
Norwich	103 5%	50 6%	53 4%
Milton Keynes	52 3%	22 3%	30 3%
Brighton	58 3%	19 2%	40 3%
Oxford	22 1%	5 1%	17 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 29
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?		
	Total	Have	Have not
Weighted base	2067	873	1194
London	421 20%	146 17%	275 23%
Southampton	111 5%	47 5%	63 5%
Bristol	78 4%	39 4%	39 3%
Plymouth	58 3%	25 3%	33 3%
Cardiff	85 4%	37 4%	48 4%
None of these	155 7%	41 5%	113 9%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830	
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881	
Up to £7,000	(3.5)	103	49	53	30	15	13	16	19	10	6	29	5	62	15	7	8	6	9	9	5	10	12	13	9	4	21
		5%	5%	5%	12%	4%	4%	4%	6%	2%	1%	5%	1%	13%	8%	9%	4%	3%	5%	6%	5%	5%	4%	4%	5%	1%	2%
£7,001 to £14,000	(10.5)	307	124	183	32	45	39	55	53	84	27	64	57	158	24	25	35	29	22	21	20	36	31	40	24	16	87
		15%	12%	17%	13%	13%	11%	15%	17%	19%	5%	11%	13%	32%	13%	30%	15%	15%	12%	15%	19%	17%	12%	14%	13%	6%	10%
£14,001 to £21,000	(17.5)	371	186	185	49	40	50	66	57	110	66	123	74	108	21	16	40	35	26	30	22	37	35	70	39	39	142
		18%	18%	18%	20%	11%	14%	18%	18%	25%	12%	21%	16%	22%	12%	19%	18%	19%	14%	21%	21%	18%	13%	24%	21%	14%	16%
£21,001 to £28,000	(24.5)	305	158	147	37	46	53	62	47	59	68	87	98	52	36	4	29	34	32	22	15	20	40	42	31	50	136
		15%	16%	14%	15%	13%	15%	17%	15%	13%	12%	15%	22%	11%	19%	5%	13%	18%	17%	15%	15%	9%	15%	14%	17%	18%	15%
£28,001 to £34,000	(31)	268	129	139	21	51	42	44	45	65	88	71	66	42	35	8	30	21	19	23	12	23	34	38	27	39	129
		13%	13%	13%	8%	15%	12%	12%	15%	14%	16%	12%	15%	9%	19%	9%	13%	11%	10%	16%	11%	11%	13%	13%	14%	14%	15%
£34,001 to £41,000	(37.5)	238	138	101	21	43	56	46	26	45	78	80	66	15	14	10	21	25	27	18	9	27	36	26	26	38	134
		12%	14%	10%	9%	12%	16%	12%	8%	10%	14%	14%	15%	3%	7%	12%	9%	14%	15%	12%	8%	13%	13%	9%	14%	14%	15%
£41,001 to £48,000	(44.5)	72	43	29	9	21	10	15	6	11	37	20	9	7	6	2	10	7	7	4	1	10	9	15	1	14	36
		4%	4%	3%	4%	6%	3%	4%	2%	2%	7%	3%	2%	1%	3%	3%	4%	4%	4%	3%	1%	5%	3%	5%	1%	5%	4%
£48,001 to £55,000	(51.5)	112	51	61	16	33	22	17	10	14	48	39	17	7	8	8	16	5	20	4	12	5	16	10	7	33	50
		5%	5%	6%	7%	9%	6%	5%	3%	3%	9%	7%	4%	1%	4%	9%	7%	3%	11%	3%	11%	3%	6%	4%	4%	12%	6%
£55,001 to £62,000	(58.5)	52	32	19	2	17	12	10	8	3	29	12	5	5	2	-	11	9	2	1	2	3	7	10	4	10	35
		2%	3%	2%	1%	5%	3%	3%	3%	1%	5%	2%	1%	1%	1%	-	5%	5%	1%	*	2%	1%	3%	3%	2%	3%	4%
£62,001 to £69,000	(65.5)	21	13	8	-	5	6	7	1	2	13	3	4	1	3	-	4	-	2	2	-	-	7	1	1	4	10
		1%	1%	1%	-	1%	2%	2%	*	*	2%	1%	1%	*	2%	-	2%	-	1%	2%	-	-	3%	*	1%	2%	1%
£69,001 to £76,000	(72.5)	17	6	11	-	5	6	-	3	4	14	3	-	-	2	-	3	1	2	-	1	4	4	-	2	7	7
		1%	1%	1%	-	1%	2%	-	1%	1%	3%	1%	-	-	1%	-	1%	1%	1%	-	1%	2%	1%	-	1%	2%	1%
£76,001 to £83,000	(79.5)	19	10	10	-	11	2	1	3	2	14	6	-	-	5	-	2	-	3	-	2	2	2	4	-	2	16
		1%	1%	1%	-	3%	1%	*	1%	1%	2%	1%	-	-	3%	-	1%	-	1%	-	2%	1%	1%	1%	-	1%	2%
£83,001 or more	(86)	43	24	18	7	5	17	5	5	4	25	11	3	4	2	-	4	4	5	-	-	6	14	6	3	5	31
		2%	2%	2%	3%	1%	5%	1%	1%	1%	5%	2%	1%	1%	1%	-	2%	2%	2%	-	-	3%	5%	2%	2%	2%	4%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
Prefer not to answer	139	50	89	21	11	21	26	23	38	41	24	46	28	13	3	15	11	11	11	4	24	22	15	12	16	48
		7%	5%	8%	9%	3%	6%	7%	8%	7%	4%	10%	6%	7%	3%	7%	6%	6%	8%	4%	12%	8%	5%	6%	6%	5%
Average income (£000's)	28.33	29.39	27.27	24.99	33.11	32.84	27.50	26.06	24.91	38.38	28.61	26.99	18.06	28.12	22.38	29.92	27.61	30.98	24.49	26.32	27.82	32.95	27.38	26.95	34.44	32.58

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 30

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?		
		Total	Have	Have not
Unweighted base		2067	802	1265
Weighted base		2067	873	1194
Up to £7,000	(3.5)	103 5%	42 5%	61 5%
£7,001 to £14,000	(10.5)	307 15%	95 11%	212 18%
£14,001 to £21,000	(17.5)	371 18%	146 17%	225 19%
£21,001 to £28,000	(24.5)	305 15%	129 15%	176 15%
£28,001 to £34,000	(31)	268 13%	122 14%	145 12%
£34,001 to £41,000	(37.5)	238 12%	121 14%	117 10%
£41,001 to £48,000	(44.5)	72 4%	35 4%	37 3%
£48,001 to £55,000	(51.5)	112 5%	47 5%	65 5%
£55,001 to £62,000	(58.5)	52 2%	23 3%	28 2%
£62,001 to £69,000	(65.5)	21 1%	13 2%	8 1%
£69,001 to £76,000	(72.5)	17 1%	11 1%	7 1%
£76,001 to £83,000	(79.5)	19 1%	6 1%	13 1%
£83,001 or more	(86)	43 2%	27 3%	16 1%
Prefer not to answer		139 7%	55 6%	85 7%
Average income (£000's)		28.33	30.57	26.68

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2067	1042	1025	210	320	364	380	328	465	627	598	302	540	176	85	225	177	223	141	112	189	232	309	198	256	830
Weighted base	2067	1013	1054	246	348	348	369	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	276	881
NET: Yes	419 20%	205 20%	214 20%	21 8%	55 16%	64 18%	83 23%	84 27%	112 25%	79 14%	106 18%	85 19%	150 30%	35 19%	25 30%	47 21%	26 14%	36 19%	25 17%	22 21%	55 27%	40 15%	69 24%	39 21%	30 11%	105 12%
Yes - physical condition	244 12%	115 11%	129 12%	5 2%	22 6%	34 10%	47 13%	54 18%	82 18%	51 9%	60 11%	47 10%	85 17%	24 13%	12 15%	29 13%	16 9%	17 9%	17 12%	11 10%	34 17%	17 6%	45 16%	21 11%	16 6%	56 6%
Yes - disability	144 7%	73 7%	70 7%	1 1%	14 4%	31 9%	29 8%	31 10%	39 9%	19 3%	38 7%	32 7%	55 11%	7 4%	9 11%	12 5%	9 5%	15 8%	7 5%	9 9%	19 9%	14 5%	25 9%	17 9%	6 2%	27 3%
Yes - mental condition	138 7%	63 6%	75 7%	17 7%	30 9%	27 8%	40 11%	16 5%	10 2%	18 3%	36 6%	28 6%	56 11%	16 9%	9 11%	11 5%	6 3%	10 5%	10 7%	10 9%	18 9%	16 6%	24 8%	8 5%	12 4%	39 4%
Yes - other	19 1%	11 1%	8 1%	- -	5 1%	1 *	7 2%	4 1%	2 *	2 *	7 1%	1 *	8 2%	1 *	3 4%	2 1%	- -	3 1%	- -	3 3%	2 1%	5 2%	- -	1 1%	3 1%	7 1%
No	1613 78%	786 78%	827 78%	223 91%	285 82%	281 81%	273 74%	216 70%	334 74%	466 84%	458 80%	363 81%	326 66%	147 79%	55 67%	177 78%	155 83%	146 78%	117 81%	81 78%	147 71%	224 83%	220 76%	144 78%	244 88%	765 87%
Prefer not to say	35 2%	22 2%	13 1%	2 1%	8 2%	3 1%	12 3%	7 2%	3 1%	8 1%	9 2%	2 *	16 3%	4 2%	2 3%	3 1%	5 3%	4 2%	3 2%	1 1%	4 2%	5 2%	1 *	3 2%	3 1%	12 1%

Halloween Survey

ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 31

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Total	Q.1 Have you ever bought a pumpkin to carve, decorate or use decoratively for Halloween?	
		Have	Have not
Unweighted base	2067	802	1265
Weighted base	2067	873	1194
NET: Yes	419 20%	164 19%	255 21%
Yes - physical condition	244 12%	82 9%	162 14%
Yes - disability	144 7%	58 7%	85 7%
Yes - mental condition	138 7%	61 7%	77 6%
Yes - other	19 1%	5 1%	14 1%
No	1613 78%	696 80%	917 77%
Prefer not to say	35 2%	13 2%	22 2%