

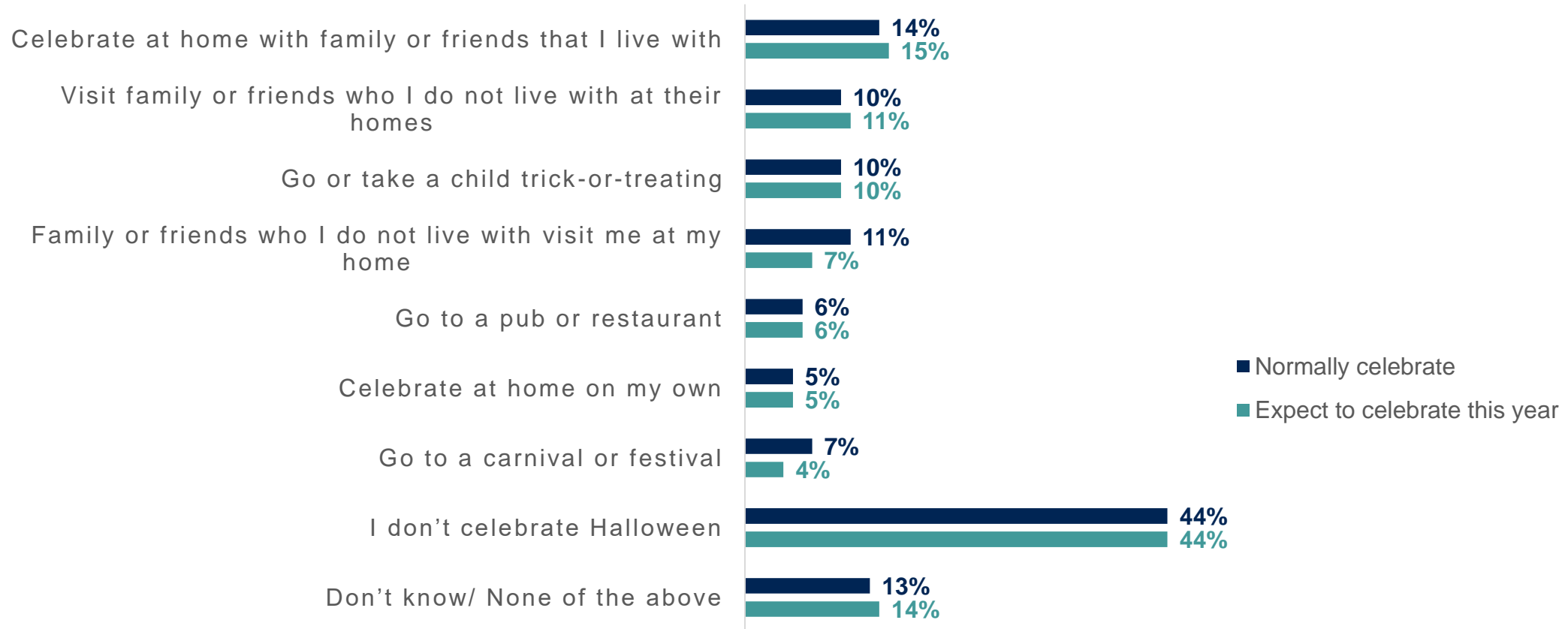
PUBLIC PERCEPTION OF HALLOWEEN IN 2021

Ipsos MORI - Omnibus Poll

October 2021

In 2021 expectations for celebrating Halloween are closely aligned to how Britons normally celebrated it in previous years.

HALLOWEEN CELEBRATIONS



Thinking about previous years, which of the following, if any, do you normally do to celebrate Halloween?
And which of the following, if any, do you expect to do to celebrate Halloween this year?

Base: All Adults aged 16-75 in Great Britain: (1,029)

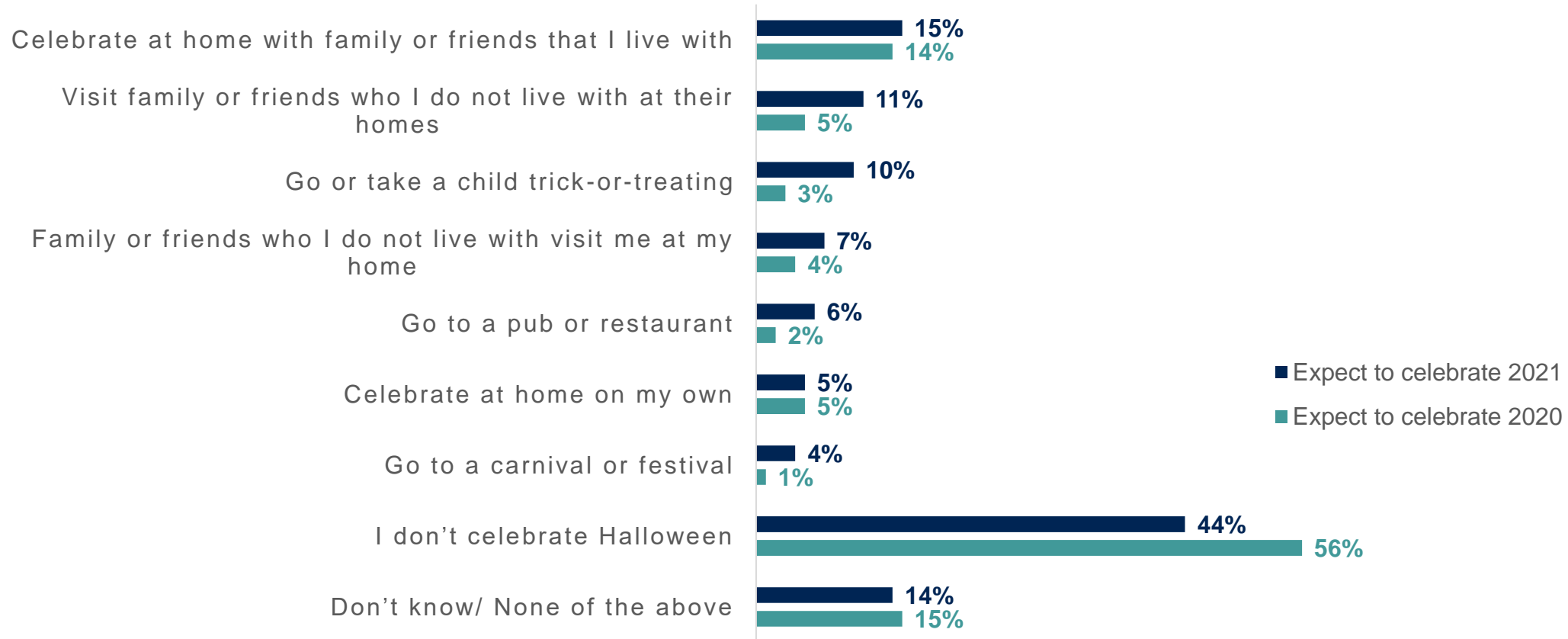
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Expectations for Halloween celebrations involving people outside of one's household are twice as high this year than they were last year.

HALLOWEEN CELEBRATIONS



Thinking about previous years, which of the following, if any, do you normally do to celebrate Halloween?
And which of the following, if any, do you expect to do to celebrate Halloween this year?

Base: All Adults aged 16-75 in Great Britain in 2021 (1,029), in 2020 (1098)

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76%

Three-quarters of Britons expect Halloween to go ahead as normal this year, compared to only 20% who thought the same last year.

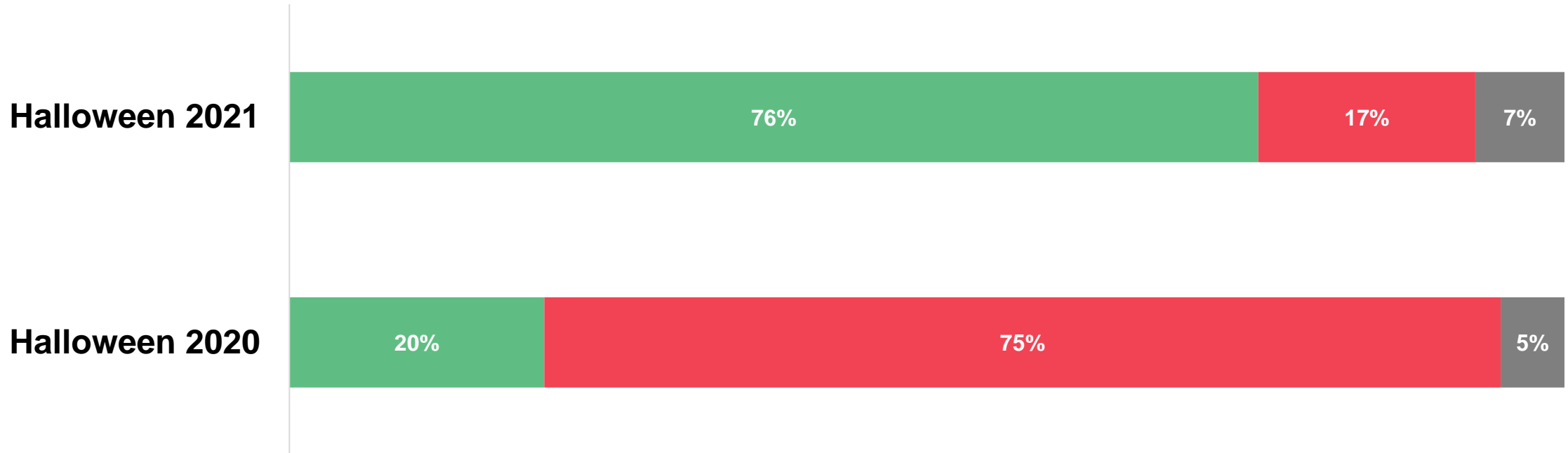
How likely or unlikely do you think it is that each of the following holidays will go ahead as normal this year?

Base: All Adults aged 16-75 in Great Britain in 2021 (1,029), in 2020 (1098)



The majority of Brits are more optimistic about Halloween being celebrated as normal this year compared to last year.

LIKELIHOOD OF HOLIDAYS GOING AHEAD AS NORMAL



NET Likely: Very likely & Fairly likely
NET Unlikely: Not very likely & Not at all likely

■ NET Likely ■ NET Unlikely ■ Don't know

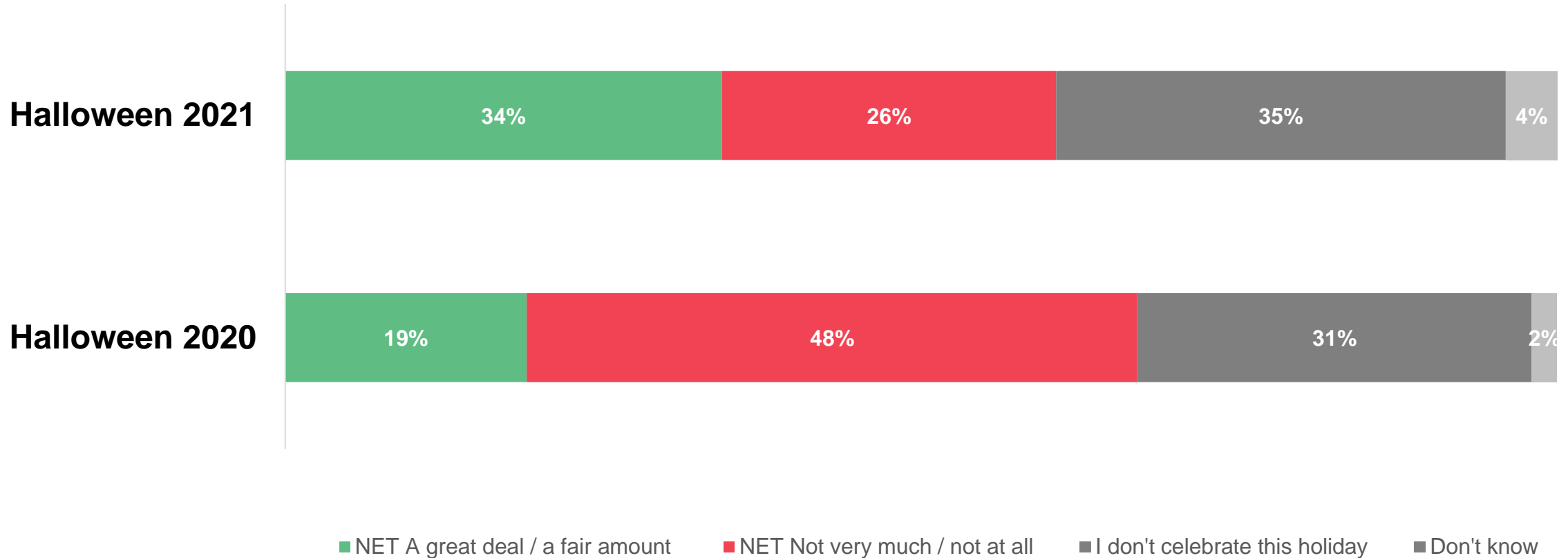
How likely or unlikely do you think it is that each of the following holidays will go ahead as normal this year?

Base: All Adults aged 16-75 in Great Britain in 2021 (1,029), in 2020 (1098)

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1 in 3 Britons are looking forward to celebrating Halloween this year compared to 1 in 5 who thought so last year.

LIKELIHOOD OF HOLIDAYS GOING AHEAD AS NORMAL



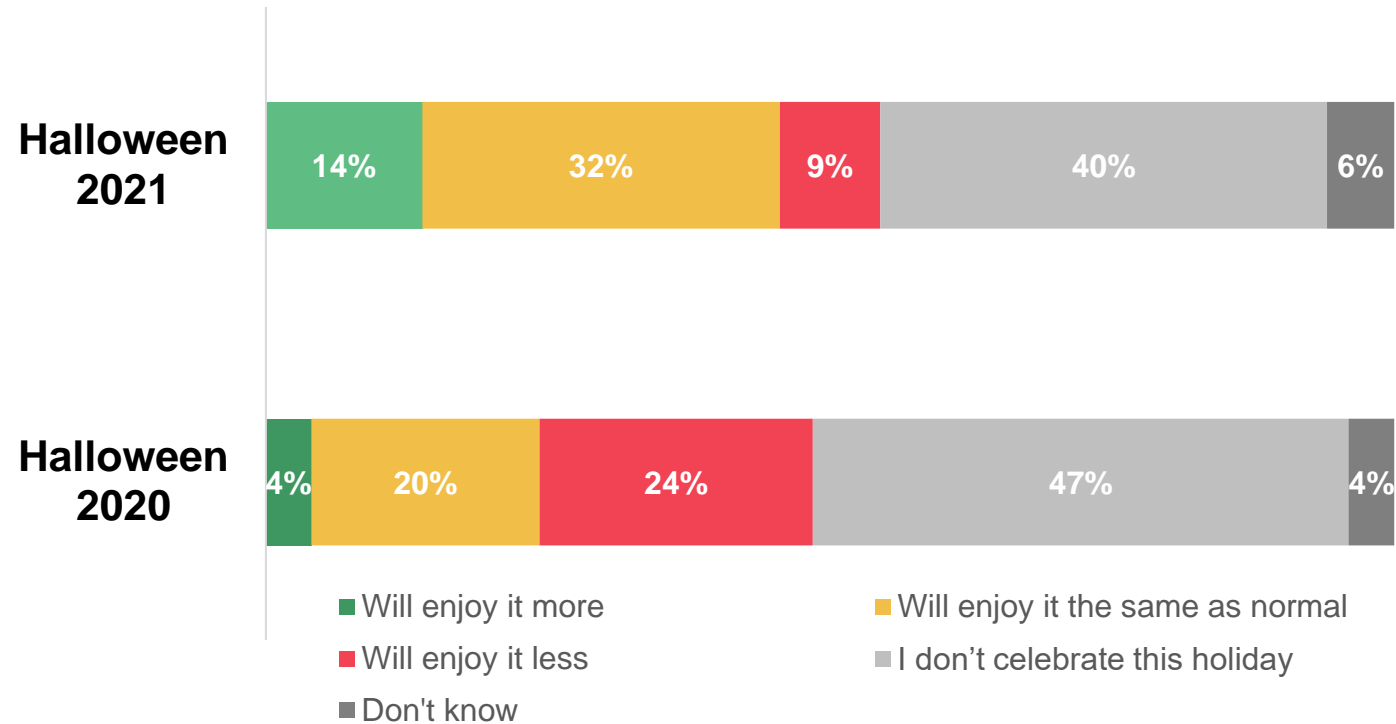
How much, if at all, are you looking forward towards each of the following holidays?

Base: All Adults aged 16-75 in Great Britain in 2021 (1,029), in 2020 (1098)

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We can look forward to a more enjoyable Halloween in 2021, with 14% Britons saying they will enjoy the holiday more than normal this year.

ENJOYING THE HOLIDAYS THIS YEAR



Q8. Do you think you will enjoy each of the following holidays more or less than normal this year, or will you enjoy it the same as normal?

Base: All Adults aged 16-75 in Great Britain in 2021 (1,029), in 2020 (1098)



Technical notes

- The research was carried out by Ipsos MORI.
- Ipsos MORI interviewed a representative quota sample of 1,029 adults aged 16-75 in Great Britain using its online Ipsos Digital omnibus between 22nd and 24th Oct 2021.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age, working status and social grade within gender, and for government office region and education, to reflect the adult population of Great Britain.

For more information please contact the team at <https://www.ipsosomnibussurveys.com/>