



# little black book



...of Halloween & Bonfire Night



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# Introduction



We wanted to find out what people thought about Halloween and Bonfire night.



We gaged the outlook of over 500 panellists on both festive events in October 2017.



Do you dare to take a look...?





01

Say who?

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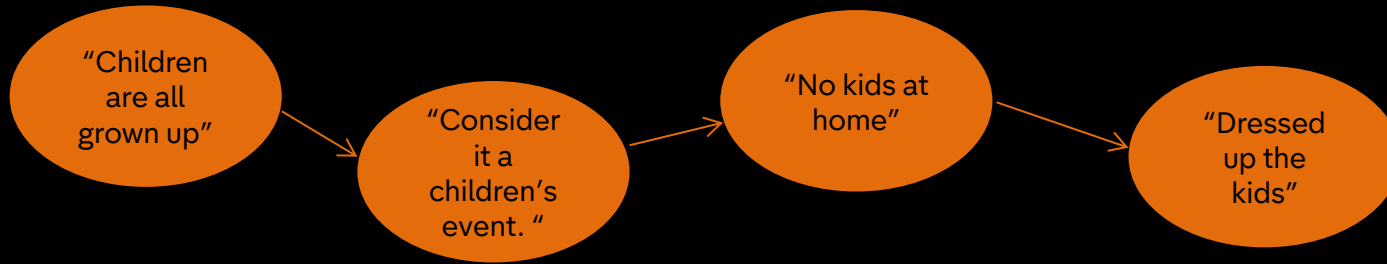




# Halloween isn't really just for kids

*16-34s love to get involved, too!*

A lot of panellists mentioned their kids, or said that they no longer celebrated Halloween because their children were grown up.



...suggesting that some people view Halloween as an event for kids.

BUT **half of 16-24s** celebrated Halloween, making them more likely to do so than any other age group.

And **37% of 25-34s** also celebrated Halloween.



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# Some say that Halloween is too American for them

- ❑ **71%** of our respondents didn't celebrate Halloween
- ❑ And the word '**American**' was mentioned a lot - **45** times to be exact
- ❑ Could this be one of the main reasons that people don't get involved?





02

Vibes

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# What do people think of Halloween?



**29%** celebrated Halloween.



**2 in 3** agree that Halloween gets bigger and bigger every year.



But only a **third** say they actually enjoyed Halloween and **30%** were unsure.

## What do people think of Bonfire Night??

**1 in 3** celebrated Bonfire night.



**95%** had an understanding of the history behind bonfire night.



**30%** had family or friend traditions around bonfire night.



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03

## Activities

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# HALLOWEEN MEGA-FANS DO EXIST...

“I spent two months watching seasonal programmes, gaming and reading. On the day itself; I had a zombie movie marathon, drunk cider and carved a pumpkin.”



# I KNOW WHAT YOU DID LAST OCTOBER...

*Trick-or-treating is more popular than you might think*

Of those that celebrated Halloween...

51%



Answered the door to children trick-or-treating

47%



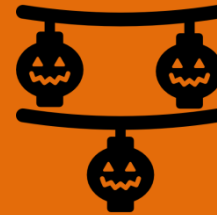
Dressed up

45%



Carved a pumpkin

35%



Decorated their house

31%



Watched a horror film

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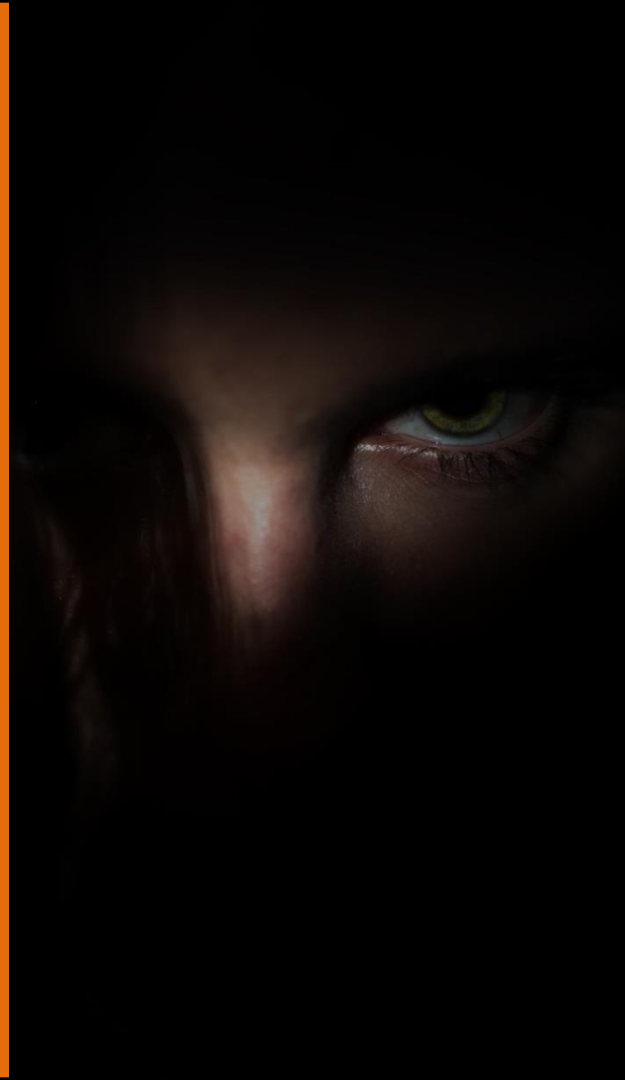


A close-up photograph of a hand holding a black leather glove. The glove has a small tear on the back of the hand. The background is dark and textured.

04

# Advertising & TV

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“It’s not a British holiday. It’s been imported from the USA. I find it too commercialised, just a money making scheme for marketing men.”



# Do we buy into Halloween?

**9 in 10** have noticed Halloween decorations or themed products.

**84%** have noticed Halloween themed advertising.

**6%** of whom bought the brand or product they saw advertised.

"Most brands were doing themed advertising but for some reason Fanta is the only one that sticks out for me."



"Asda's advert stands out. The kids loved it."



"I saw advertising in the shops – Tesco"

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05

## Purchases

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# A third of people made a purchase for Halloween

*Of them...*

74%



Bought sweets  
or chocolate

25% of which were  
from Tesco

40%



Bought a  
pumpkin

17%



Bought alcohol

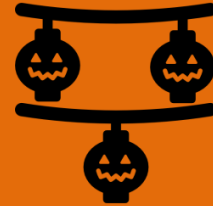
30%



Bought a  
costume

This rises to 35% for  
females

29%



Bought  
decorations

16%



Bought Halloween  
makeup

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# Halloween purchases are generally quite low value

*Among those that made a purchase...*



**Half**  
only spend £0-£10 on their  
Halloween purchases.

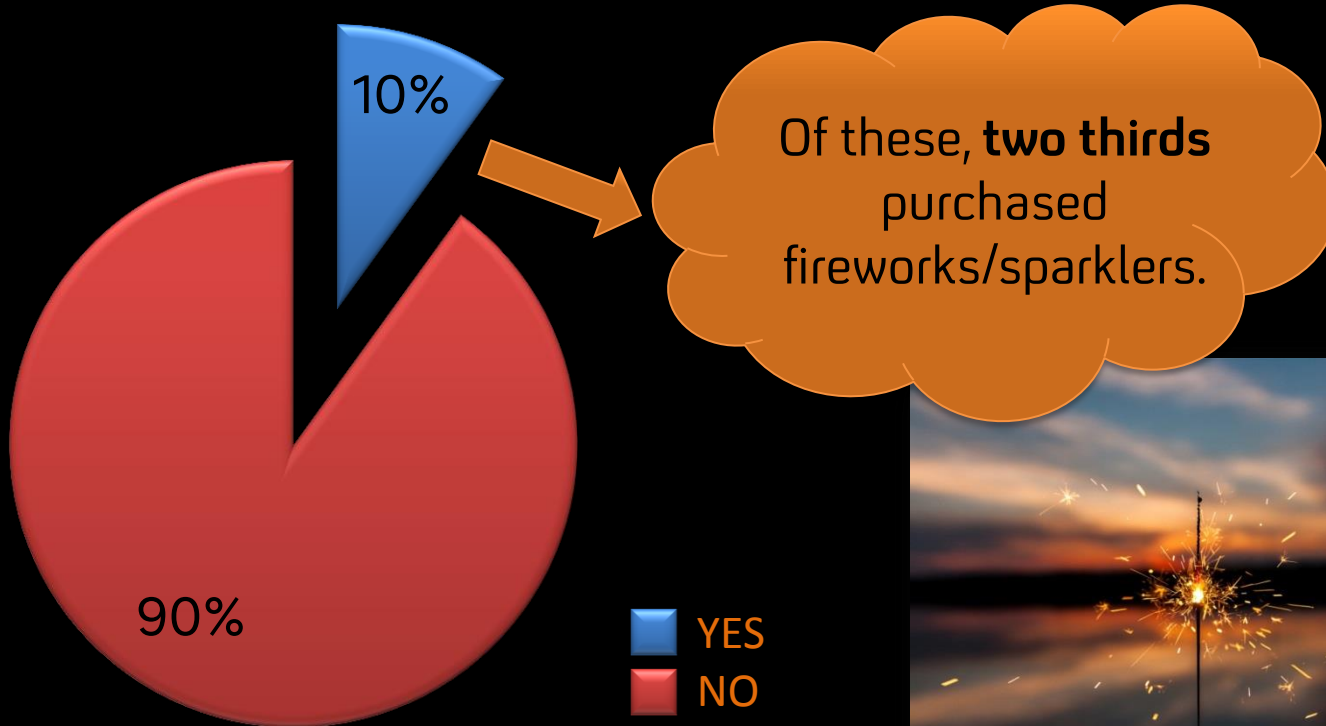
**41%**  
Said their spending had not  
changed from last year

**Just 1 in 10**  
spent over £40

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# Just 1 in 10 people made a purchase for Bonfire Night



## There's some concern when it comes to buying fireworks to use at home



**Half** of panellists do not think fireworks are safe to have at home.



**79%** trust public fireworks to be safe.



**49%** worry about their pets during bonfire night.



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06

# Our Audiences



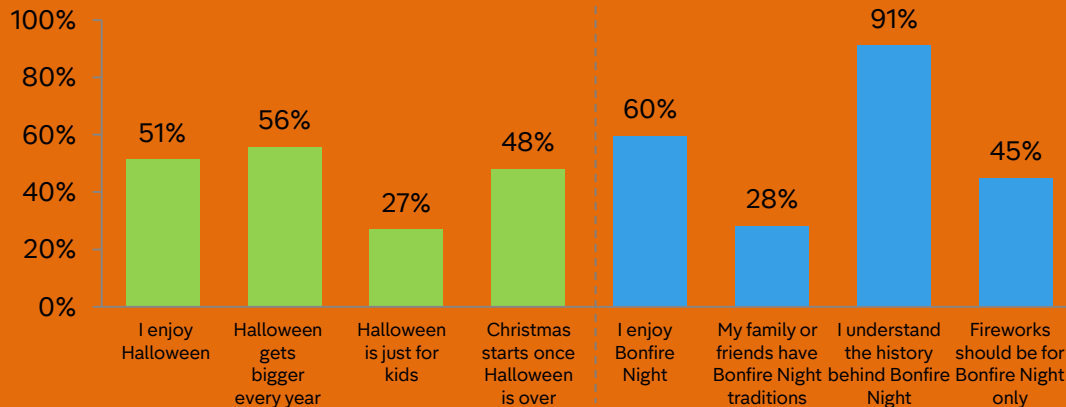
# 16-34s



**40%** celebrated Halloween  
**44%** bought something for Halloween



**46%** celebrated Bonfire Night  
**10%** bought something for Bonfire Night



**85%**



Have noticed Halloween-themed advertising

**8%**



Bought the product or brand that they saw advertised

## 16-34s are most likely to...

**54%**



Dressed up for Halloween

**52%**



See Halloween as an excuse for a party

**43%**



Enjoy Halloween specials on TV

**27%**



Go out to watch a firework display

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# ABC1s



26%

celebrated Halloween

30%

bought something for Halloween

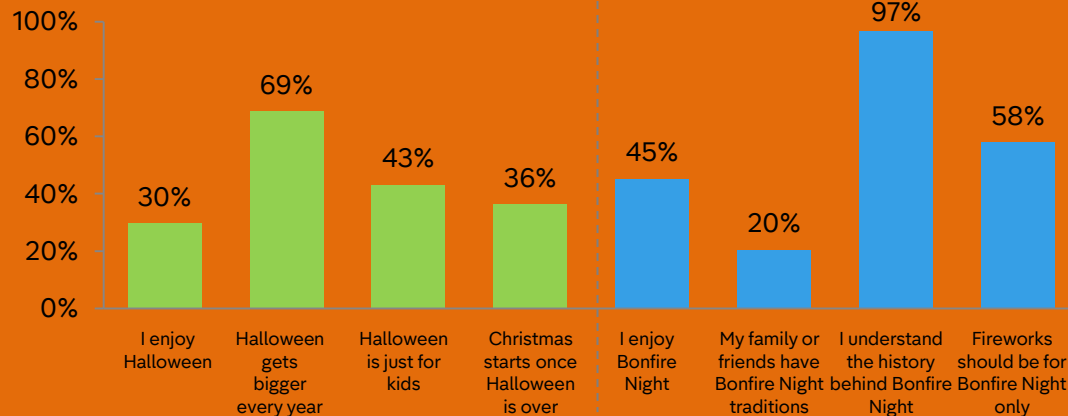


32%

celebrated Bonfire Night

9%

bought something for Bonfire Night



84%



Have noticed Halloween-themed advertising

5%



Bought the product or brand that they saw advertised

## ABC1s are most likely to...

49%



Carved a pumpkin

76%



Bought food, sweets or chocolate

51%



Think that fireworks are **not** safe at home

42%

\*of those who made a purchase



Bought food for bonfire night

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