

Source: BIGresearch, CIA Sept-06  
N = 8001, 9/6 - 9/13/06

	Adults (18+)	Adults (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Do you plan to celebrate Halloween or participate in Halloween activities this year?</b>																
Yes	63.8%	142,276,854	62.0%	65.5%	60.8%	69.3%	85.3%	76.5%	71.3%	56.4%	50.4%	41.6%	63.4%	65.9%	62.1%	66.2%
No	36.2%	80,663,566	38.0%	34.5%	39.2%	30.7%	14.7%	23.5%	28.7%	43.6%	49.6%	58.4%	36.6%	34.1%	37.9%	33.8%
Total	100.0%	222,940,420	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**How will you celebrate Halloween? (Check all that apply)**

Dress in costume	34.0%	48,421,986	33.6%	34.4%	34.2%	33.0%	62.8%	47.7%	36.0%	29.0%	16.5%	12.6%	35.9%	33.7%	33.2%	35.7%
Throw/attend a party	29.7%	42,290,026	34.9%	24.9%	29.4%	30.7%	57.9%	35.7%	31.0%	24.8%	16.3%	14.9%	29.4%	30.2%	29.1%	30.7%
Hand out candy	73.4%	104,494,244	71.2%	75.5%	71.8%	77.9%	61.4%	64.5%	70.4%	81.5%	82.6%	81.1%	72.5%	74.7%	73.2%	73.6%
Carve a pumpkin	43.1%	61,322,631	42.3%	43.9%	40.0%	48.5%	48.9%	47.5%	51.3%	46.3%	34.8%	25.7%	43.5%	47.3%	38.4%	44.7%
Visit a haunted house	17.2%	24,430,896	18.7%	15.8%	17.7%	16.8%	38.0%	23.4%	20.8%	12.8%	5.8%	2.5%	16.7%	19.3%	18.5%	14.3%
Take children trick-or-treating	31.8%	45,243,486	27.7%	35.6%	29.1%	34.7%	31.4%	47.0%	47.5%	29.0%	18.6%	7.9%	33.5%	32.2%	32.6%	29.3%
Decorate your home/yard	48.6%	69,182,244	43.4%	53.5%	46.2%	54.0%	44.8%	46.7%	48.3%	54.0%	55.0%	43.9%	49.6%	49.5%	49.9%	45.1%

\*The sum of the % totals is greater than 100% because the respondent can select more than one answer.

**How much do you plan to spend this year on the following Halloween-related items?**

**Costumes (including children's costumes)**

Average of Buyers	\$	36.03		\$	39.70	\$	32.69	\$	31.20	\$	41.27	\$	37.44	\$	39.01	\$	41.93	\$	31.47	\$	30.75	\$	18.95	\$	33.08	\$	36.21	\$	35.50	\$	38.98
Percent Buying		59.9%			59.3%		60.4%		58.1%		59.6%		81.1%		80.3%		71.6%		55.5%		35.7%		28.1%		60.7%		58.0%		61.8%		58.4%
Net Average	\$	21.57		\$	23.55	\$	19.73	\$	18.11	\$	24.59	\$	30.38	\$	31.33	\$	30.04	\$	17.47	\$	10.99	\$	5.32	\$	20.09	\$	20.99	\$	21.93	\$	22.77
in billions	\$	1.81																													

**Candy**

Average of Buyers	\$	19.56		\$	20.84	\$	18.37	\$	16.82	\$	22.59	\$	18.73	\$	18.99	\$	21.61	\$	21.42	\$	19.24	\$	16.44	\$	19.88	\$	19.05	\$	19.29	\$	19.16
Percent Buying		95.7%			95.9%		95.6%		95.5%		96.3%		93.8%		94.6%		94.0%		97.5%		97.5%		97.4%		95.5%		95.8%		96.0%		95.3%
Net Average	\$	18.72		\$	19.98		17.55		16.06		21.76		17.57		17.95		20.31		20.88		18.77		16.01		18.99		18.24		18.52		18.26
in billions	\$	1.57																													

**Decorations**

Average of Buyers	\$	23.32		\$	25.72	\$	21.09	\$	19.50	\$	26.84	\$	26.18	\$	27.05	\$	25.89	\$	23.20	\$	21.02	\$	14.64	\$	21.88	\$	21.84	\$	24.95	\$	23.28
Percent Buying		67.0%			67.1%		66.9%		65.3%		68.9%		71.2%		64.8%		70.3%		68.1%		66.6%		61.1%		69.5%		68.2%		64.8%		66.1%
Net Average	\$	15.63		\$	17.27	\$	14.12	\$	12.74	\$	18.50	\$	18.65	\$	17.52	\$	18.20	\$	15.81	\$	14.01	\$	8.95	\$	15.20	\$	14.89	\$	16.16	\$	15.38
in billions	\$	1.31																													

**Greeting cards**

Average of Buyers	\$	10.46		\$	12.77	\$	8.74	\$	8.60	\$	11.92	\$	14.39	\$	11.45	\$	9.37	\$	9.68	\$	9.91	\$	9.74	\$	8.63	\$	9.98	\$	11.09	\$	11.16
Percent Buying		30.0%			26.6%		33.2%		29.1%		31.0%		26.6%		24.2%		27.6%		30.9%		37.1%		36.2%		33.1%		29.7%		30.4%		27.5%
Net Average	\$	3.14		\$	3.40	\$	2.90	\$	2.51	\$	3.69	\$	3.82	\$	2.77	\$	2.58	\$	2.99	\$	3.68	\$	3.52	\$	2.85	\$	2.96	\$	3.37	\$	3.07
in billions	\$	0.26																													

<b>Combined Average 2006</b>	\$	59.06		\$	64.19	\$	54.30	\$	49.41	\$	68.55	\$	70.42	\$	69.57	\$	71.13	\$	57.15	\$	47.44	\$	33.80	\$	57.13	\$	57.09	\$	59.97	\$	59.48
<i>in billions</i>		4.96																													