

## Source: BIGresearch®, Consumer Intentions &amp; Actions® Survey, SEPT-10

N = 9291, 8/31 - 9/8/10

	Adults 18+	# of 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%	148,254,991	62.6%	64.9%	61.7%	68.4%	82.9%	80.1%	74.8%	59.4%	47.3%	39.1%	65.4%	64.5%	62.7%	64.1%
No	36.2%	84,203,344	37.4%	35.1%	38.3%	31.6%	17.1%	19.9%	25.2%	40.6%	52.7%	60.9%	34.6%	35.5%	37.3%	35.9%
Total	100.0%	232,458,335	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	40.1%	59,432,909	40.1%	40.1%	42.0%	38.8%	69.4%	60.8%	44.3%	34.6%	20.2%	14.7%	38.8%	36.7%	39.9%	45.4%
Dress your pet(s) in costume	11.5%	17,093,706	10.4%	12.6%	11.6%	12.6%	17.0%	18.7%	12.1%	11.3%	6.1%	4.1%	12.9%	9.6%	11.7%	12.3%
Throw/attend a party	33.3%	49,297,488	37.2%	29.5%	32.1%	36.0%	55.4%	45.6%	35.7%	27.3%	20.1%	18.8%	31.5%	32.0%	33.5%	36.1%
Hand out candy	72.2%	107,051,383	69.7%	74.6%	71.2%	77.8%	54.5%	64.4%	71.9%	78.5%	80.8%	79.7%	69.4%	73.9%	73.0%	71.1%
Carve a pumpkin	46.3%	68,574,694	44.6%	47.8%	43.0%	52.3%	49.3%	53.8%	54.9%	50.4%	38.5%	28.6%	47.3%	48.4%	42.4%	48.6%
Visit a haunted house	20.8%	30,815,845	22.0%	19.6%	22.0%	20.0%	38.6%	32.9%	27.9%	16.5%	7.0%	3.4%	21.6%	21.1%	21.7%	18.6%
Take children trick-or-treating	31.7%	47,033,978	28.9%	34.4%	31.0%	34.4%	30.4%	48.1%	48.8%	29.0%	18.0%	11.9%	30.2%	31.9%	32.9%	31.5%
Decorate your home/yard	50.1%	74,335,467	43.5%	56.4%	48.7%	55.8%	41.3%	50.2%	51.6%	52.7%	53.0%	49.8%	52.3%	51.5%	49.1%	47.6%

\*The sum of the % totals may be greater than 100% because the respondents 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 and pet's costumes)**

<b>Average of Buyers</b>	\$ 37.66	\$ 40.01	\$ 35.31	\$ 33.97	\$ 42.64	\$ 37.14	\$ 43.52	\$ 43.19	\$ 32.91	\$ 27.30	\$ 24.12	\$ 39.22	\$ 35.44	\$ 38.35	\$ 37.62
<b>Percent Buying</b>	62.1%	63.7%	60.5%	60.6%	63.3%	84.9%	86.5%	80.2%	57.4%	40.3%	23.0%	62.6%	59.7%	62.3%	64.2%
<b>Net Average</b>	\$ 23.37	\$ 25.50	\$ 21.35	\$ 20.60	\$ 26.98	\$ 31.53	\$ 37.66	\$ 34.66	\$ 18.91	\$ 11.01	\$ 5.56	\$ 24.55	\$ 21.15	\$ 23.88	\$ 24.16
<i>in billions</i>	\$ 2.045														

**Costumes Spending Estimate Breakdown:***in billions*

Children's Costumes	\$ 0.837
Adult Costumes	\$ 0.990
Pet Costumes	\$ 0.217

**Candy**

<b>Average of Buyers</b>	\$ 21.22	\$ 23.17	\$ 19.35	\$ 18.98	\$ 23.85	\$ 21.37	\$ 23.16	\$ 22.19	\$ 22.19	\$ 19.63	\$ 18.30	\$ 23.27	\$ 21.68	\$ 20.10	\$ 20.62
<b>Percent Buying</b>	95.6%	96.2%	95.1%	94.8%	96.8%	93.0%	93.8%	95.7%	97.7%	98.1%	95.2%	94.7%	95.4%	96.2%	96.0%
<b>Net Average</b>	\$ 20.29	\$ 22.29	\$ 18.39	\$ 17.99	\$ 23.07	\$ 19.87	\$ 21.73	\$ 21.23	\$ 21.67	\$ 19.25	\$ 17.41	\$ 22.03	\$ 20.67	\$ 19.34	\$ 19.79
<i>in billions</i>	\$ 1.775														

**Decorations**

<b>Average of Buyers</b>	\$ 27.37	\$ 31.16	\$ 23.66	\$ 24.09	\$ 30.60	\$ 30.60	\$ 33.59	\$ 30.09	\$ 26.44	\$ 21.66	\$ 18.30	\$ 29.03	\$ 25.63	\$ 27.79	\$ 26.71
<b>Percent Buying</b>	68.2%	69.2%	67.2%	66.5%	70.7%	72.5%	76.0%	72.5%	68.3%	63.5%	55.6%	70.1%	67.8%	67.3%	68.7%
<b>Net Average</b>	\$ 18.66	\$ 21.56	\$ 15.89	\$ 16.02	\$ 21.64	\$ 22.20	\$ 25.53	\$ 21.81	\$ 18.06	\$ 13.76	\$ 10.19	\$ 20.35	\$ 17.38	\$ 18.69	\$ 18.35
<i>in billions</i>	\$ 1.632														

**Greeting cards**

<b>Average of Buyers</b>	\$ 11.87	\$ 14.43	\$ 9.50	\$ 10.76	\$ 12.57	\$ 17.36	\$ 15.80	\$ 11.28	\$ 9.71	\$ 8.98	\$ 8.01	\$ 12.99	\$ 9.71	\$ 11.75	\$ 13.50
<b>Percent Buying</b>	33.3%	32.8%	33.8%	30.7%	36.5%	32.4%	39.5%	30.8%	33.4%	35.3%	28.4%	40.6%	31.9%	31.4%	31.6%
<b>Net Average</b>	\$ 3.95	\$ 4.73	\$ 3.21	\$ 3.31	\$ 4.58	\$ 5.62	\$ 6.24	\$ 3.47	\$ 3.24	\$ 3.17	\$ 2.27	\$ 5.28	\$ 3.10	\$ 3.69	\$ 4.27
<i>in billions</i>	\$ 0.346														

<b>Combined Average 2010</b>	\$ 66.28	\$ 74.09	\$ 58.85	\$ 57.93	\$ 76.27	\$ 79.23	\$ 91.16	\$ 81.18	\$ 61.87	\$ 47.19	\$ 35.43	\$ 72.21	\$ 62.31	\$ 65.60	\$ 66.57
<i>in billions</i>	\$ 5.797														

**Source: BIGresearch®, Consumer Intentions & Actions® Survey, SEPT-10****N = 9291, 8/31 - 9/8/10**

	<b>Adults 18+</b>	<i># of Adults 18+</i>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b>Will the state of the U.S. economy impact your Halloween plans?</b>																
Yes	30.1%		29.4%	30.7%	34.9%	25.9%	30.8%	30.1%	32.7%	34.5%	27.1%	23.9%	27.5%	28.7%	30.2%	33.1%
No	69.9%		70.6%	69.3%	65.1%	74.1%	69.2%	69.9%	67.3%	65.5%	72.9%	76.1%	72.5%	71.3%	69.8%	66.9%
Total	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%	100.0%
<b>How will it impact your Halloween plans? (Check all that apply)</b>																
Spending less overall	86.8%		85.9%	87.8%	87.8%	88.1%	79.7%	86.3%	84.8%	89.4%	88.1%	91.1%	83.9%	89.5%	88.4%	85.3%
Making a costume(s) instead of purchasing	19.5%		20.1%	19.0%	21.3%	17.1%	24.3%	22.3%	20.3%	21.3%	17.1%	12.3%	18.4%	19.2%	18.4%	21.1%
Using last year's costume(s)	18.5%		17.9%	19.1%	18.8%	17.9%	21.0%	18.3%	20.5%	18.4%	15.6%	17.2%	17.0%	17.5%	17.6%	20.9%
Not handing out candy this year	5.9%		6.6%	5.3%	6.7%	4.0%	7.3%	10.9%	4.3%	4.6%	3.8%	4.9%	6.7%	5.0%	5.1%	7.5%
Buying less candy this year	45.1%		41.5%	48.6%	49.5%	42.2%	40.7%	39.7%	41.9%	49.3%	49.4%	49.4%	44.5%	45.6%	44.7%	44.2%
Putting up last year's decorations with no plans to buy more	30.7%		27.1%	34.0%	32.9%	30.7%	27.7%	25.3%	27.7%	34.6%	32.5%	35.5%	26.9%	34.5%	27.9%	32.8%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	22.3%		22.2%	22.4%	25.2%	18.1%	20.2%	26.0%	24.5%	23.9%	19.6%	18.3%	19.6%	23.8%	20.8%	23.9%
Other (please specify)	1.8%		1.7%	1.9%	1.7%	2.3%	1.4%	2.2%	2.5%	1.8%	1.9%	0.9%	2.8%	1.6%	1.4%	2.1%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

## Source: BIGresearch®, Consumer Intentions &amp; Actions® Survey, SEPT 05-10

	2005	2006	2007	2008	2009	2010
<b>Do you plan to celebrate Halloween or participate in Halloween activities this year?</b>						
Yes	52.5%	63.8%	58.7%	64.5%	62.1%	63.8%
No	47.5%	36.2%	41.3%	35.5%	37.9%	36.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Dress in costume	31.5%	34.0%	33.8%	35.3%	33.4%	40.1%
Dress your pet(s) in costume	N/A	N/A	N/A	N/A	N/A	11.5%
Throw/attend a party	25.2%	29.7%	28.3%	31.1%	30.2%	33.3%
Hand out candy	74.3%	73.4%	72.9%	73.7%	71.2%	72.2%
Carve a pumpkin	41.4%	43.1%	43.3%	44.6%	42.4%	46.3%
Visit a haunted house	14.9%	17.2%	18.7%	18.1%	17.0%	20.8%
Take children trick-or-treating	31.8%	31.8%	33.2%	33.6%	32.3%	31.7%
Decorate your home/yard	47.0%	48.6%	47.8%	50.3%	47.3%	50.1%

\*The sum of the % totals may be greater than 100% because the respondents 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 and pet's costumes)**

<b>Average of Buyers</b>	\$	31.88	\$	36.03	\$	38.50	\$	39.31	\$	34.96	\$	37.66
<b>Percent Buying</b>		53.3%		59.9%		60.6%		61.5%		59.3%		62.1%
<b>Net Average</b>	\$	16.98	\$	21.57	\$	23.33	\$	24.17	\$	20.75	\$	23.37
<i>in billions</i>	\$	1.15	\$	1.81	\$	1.82	\$	2.10	\$	1.75	\$	2.045

**Costumes Spending Estimate Breakdown:**

<i>in billions</i>							
Children's Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.837
Adult Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.990
Pet Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.217

**Candy**

<b>Average of Buyers</b>	\$	18.07	\$	19.56	\$	20.94	\$	21.33	\$	19.21	\$	21.22
<b>Percent Buying</b>		94.6%		95.7%		94.7%		95.6%		93.7%		95.6%
<b>Net Average</b>	\$	17.09	\$	18.72	\$	19.84	\$	20.39	\$	17.99	\$	20.29
<i>in billions</i>	\$	1.16	\$	1.57	\$	1.55	\$	1.77	\$	1.52	\$	1.775

**Decorations**

<b>Average of Buyers</b>	\$	20.65	\$	23.32	\$	26.59	\$	26.91	\$	23.56	\$	27.37
<b>Percent Buying</b>		59.8%		67.0%		66.7%		67.8%		61.7%		68.2%
<b>Net Average</b>	\$	12.35	\$	15.63	\$	17.73	\$	18.25	\$	14.54	\$	18.66
<i>in billions</i>	\$	0.84	\$	1.31	\$	1.39	\$	1.58	\$	1.23	\$	1.632

**Greeting cards**

<b>Average of Buyers</b>	\$	8.51	\$	10.46	\$	11.89	\$	11.83	\$	9.98	\$	11.87
<b>Percent Buying</b>		24.2%		30.0%		33.0%		31.5%		30.3%		33.3%
<b>Net Average</b>	\$	2.06	\$	3.14	\$	3.92	\$	3.73	\$	3.02	\$	3.95
<i>in billions</i>	\$	0.14	\$	0.26	\$	0.31	\$	0.32	\$	0.25	\$	0.346

<b>Combined Average</b>	\$	48.48	\$	59.06	\$	64.82	\$	66.54	\$	56.31	\$	66.28
<i>in billions</i>		3.29		4.96		5.07		5.77		4.75		5.797

**Will the state of the U.S. economy impact your Halloween plans?**

Yes	N/A	N/A	N/A	N/A	29.6%	30.1%
No	N/A	N/A	N/A	N/A	70.4%	69.9%
Total	N/A	N/A	N/A	N/A	100.0%	100.0%

**Of those who will be impacted by the economy: How will it impact your Halloween plans? (Check all that apply)**

Spending less overall	N/A	N/A	N/A	N/A	88.0%	86.8%
Making a costume(s) instead of purchasing	N/A	N/A	N/A	N/A	16.8%	19.5%
Using last year's costume(s)	N/A	N/A	N/A	N/A	15.8%	18.5%
Not handing out candy this year	N/A	N/A	N/A	N/A	5.3%	5.9%
Buying less candy this year	N/A	N/A	N/A	N/A	46.5%	45.1%
Putting up last year's decorations with no plans to buy more	N/A	N/A	N/A	N/A	35.4%	30.7%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	N/A	N/A	N/A	N/A	26.4%	22.3%
Other: (please specify)	N/A	N/A	N/A	N/A	2.0%	1.8%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.