

**What will your child dress up as for Halloween?**

		<b># of Children</b>
Know	69.5%	42,139,983
Don't Know Yet/Haven't Decided	30.5%	18,503,775
Total	100.0%	60,643,758

**Rank Of those who know...**

		<b># of Children</b>
1 Princess	10.3%	4,349,062
2 Spider-Man	4.2%	1,782,845
3 Witch	4.0%	1,701,807
4 Pirate	2.9%	1,242,589
5 Disney Princess	2.8%	1,161,551
6 Action/Super Hero	2.7%	1,134,538
7 Ghost	2.6%	1,080,512
T8 Pumpkin	2.5%	1,053,500
T8 Vampire	2.5%	1,053,500
9 Batman	2.3%	972,461
10 Star Wars Character	2.1%	891,423
11 Fairy	2.0%	837,397
T12 Animated Character	1.7%	729,346
T12 Tinker Bell	1.7%	729,346
13 Ninja	1.7%	702,333
14 Buzz Lightyear	1.5%	648,307
15 Ladybug	1.5%	621,295
16 Transformer	1.4%	594,282
17 Iron Man	1.3%	567,269
18 Athlete (Baseball, Football, etc.)	1.3%	540,256
T19 Angel	1.2%	513,243
T19 Monster	1.2%	513,243
T19 Superman	1.2%	513,243
20 Bee	1.2%	486,231
21 Harry Potter Character	1.1%	459,218
T22 Cat	1.0%	432,205
T22 Cheerleader	1.0%	432,205
T22 Zombie	1.0%	432,205
T23 Dora the Explorer	0.9%	378,179
T23 SpongeBob Squarepants	0.9%	378,179
Other	36.1%	15,208,212
Total	100.0%	42,139,983

**Source: BIGresearch®, Consumer Intentions & Actions® Survey, Sept-10**

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

**If you are dressing up for Halloween, what will your costume be this year?**

		<b># of Adults</b>
Know	73.8%	43,855,735
Don't Know Yet/Haven't Decided	26.2%	15,577,174
Total	100.0%	59,432,909

**Rank Of those who know...**

		<b># of Adults</b>
1 Witch	11.4%	4,984,696
2 Vampire	6.1%	2,660,102
3 Pirate	4.3%	1,869,261
4 Nurse	2.4%	1,054,455
5 Wench/Tart/Vixen	2.2%	982,560
6 Cat	1.9%	814,806
7 Zombie	1.6%	718,946
8 Fairy	1.6%	694,982
T9 Athlete (Baseball, Football, etc.)	1.4%	599,122
T9 Batman	1.4%	599,122
10 Dracula	1.3%	575,157
11 Ghost	1.2%	527,227
12 Clown	1.1%	479,298
T13 Halloween-themed Attire	1.0%	455,333
T13 Scary Costume/Mask	1.0%	455,333
T14 Doctor	1.0%	431,368
T14 Police Officer	1.0%	431,368
T14 Princess	1.0%	431,368
15 French Maid	0.9%	407,403
T16 Alice in Wonderland Character	0.8%	359,473
T16 Star Wars Character	0.8%	359,473
17 Greek Goddess	0.8%	335,508
T18 Animated Character	0.7%	311,543
T18 Superman	0.7%	311,543
T19 Devil	0.7%	287,579
T19 Gypsy	0.7%	287,579
T19 Hobo	0.7%	287,579
T19 Monster	0.7%	287,579
T19 Political Costume	0.7%	287,579
T20 Angel	0.6%	263,614
T20 Grim Reaper	0.6%	263,614
T20 Mummy	0.6%	263,614
T20 Spider-Man	0.6%	263,614
Other	46.8%	20,513,939
Total	100.0%	43,855,735

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

**What will you dress up your pet as for Halloween?**

Know	80.4%
Don't Know Yet/Haven't Decided	19.6%
Total	100.0%

**Rank Of those who know...**

1 Pumpkin	10.3%
2 Devil	9.7%
3 Witch	5.1%
4 Hot Dog	3.9%
T5 Bee	3.6%
T5 Cat	3.6%
6 Dog	3.2%
7 Superdog/Supercat	3.1%
8 Ghost	3.0%
9 Pirate	2.5%
10 Bowties/Fancy Collars/Bandanas	2.4%
11 Princess	2.3%
T12 Angel	1.8%
T12 Star Wars Character	1.8%
T13 Batman	1.6%
T13 Vampire	1.6%
T14 Athlete	1.4%
T14 Bat	1.4%
15 Clown	1.3%
16 Spider	1.2%
Other	35.2%
Total	100.0%

**Source: BIGresearch®, Consumer Intentions & Actions® Survey, Sept-10**

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