Source: BIGresearch, CIA Sept-08
N = 8167, 9/2 - 9/9/08

	Adults 18+	Adults 18+	Men	Women	<$50K	$50K+	18-24-	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you plan to celebrate Halloween or participate in Halloween activities this year?																
Yes	64.5%	146,940,099	62.1%	66.8%	60.9%	66.0%	90.5%	77.8%	70.9%	58.8%	50.5%	40.6%	66.5%	66.3%	63.3%	64.1%
No	35.5%	80,779,325	37.9%	33.2%	39.1%	34.0%	9.5%	22.2%	29.1%	41.2%	49.5%	59.4%	33.5%	33.7%	36.7%	35.9%
Total	100.0%	227,719,424	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	35.3%	51,852,385	34.5%	36.0%	37.3%	31.5%	70.4%	49.7%	34.3%	28.9%	19.9%	13.5%	35.5%	35.3%	34.2%	38.6%
Throw/attend a party	31.1%	45,691,215	35.9%	26.5%	30.8%	29.2%	66.9%	39.8%	32.1%	22.3%	17.6%	13.9%	31.1%	32.4%	31.3%	30.4%
Hand out candy	73.7%	108,307,908	72.0%	75.4%	71.4%	76.2%	60.3%	64.8%	71.8%	80.6%	82.9%	80.4%	73.0%	75.7%	72.2%	73.9%
Carve a pumpkin	44.6%	65,514,769	42.4%	46.6%	41.3%	46.1%	52.1%	51.5%	52.0%	44.1%	36.4%	30.1%	46.6%	48.7%	39.0%	48.2%
Visit a haunted house	18.1%	26,526,008	18.6%	17.5%	19.2%	16.1%	41.9%	27.0%	21.3%	12.0%	6.5%	2.4%	19.5%	20.2%	16.6%	17.4%
Take children trick-or-treating	33.6%	49,333,140	30.0%	36.9%	31.2%	32.6%	34.2%	49.6%	52.2%	28.0%	19.0%	12.9%	33.9%	36.1%	33.2%	31.0%
Decorate your home/yard	50.3%	73,873,122	43.0%	57.1%	48.1%	52.2%	53.4%	48.2%	50.3%	50.1%	50.4%	50.1%	53.9%	49.7%	48.1%	51.0%

*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)																
Average of Buyers	$ 39.31	$ 42.25	$ 36.43	$ 34.28	$ 42.21	$ 40.16	$ 44.45	$ 43.14	$ 35.27	$ 30.58	$ 27.09	$ 42.52	$ 37.57	$ 38.04	$ 40.77
Percent Buying	61.5%	62.6%	60.4%	58.3%	60.5%	86.4%	82.7%	77.6%	55.7%	38.3%	26.3%	61.8%	59.9%	62.2%	62.7%
Net Average	$ 24.17	$ 26.46	$ 22.00	$ 20.00	$ 25.53	$ 34.70	$ 36.75	$ 33.48	$ 19.63	$ 11.71	$ 7.13	$ 26.28	$ 22.51	$ 23.67	$ 25.56
in billions	$ 2.10														
Candy															
Average of Buyers	$ 21.33	$ 23.24	$ 19.53	$ 18.81	$ 23.32	$ 21.53	$ 21.56	$ 23.06	$ 22.62	$ 20.74	$ 17.94	$ 22.14	$ 20.42	$ 21.43	$ 20.67
Percent Buying	95.6%	95.5%	95.6%	95.4%	96.0%	94.3%	92.6%	95.5%	97.2%	98.0%	96.1%	94.8%	96.5%	95.6%	95.4%
Net Average	$ 20.39	$ 22.19	$ 18.68	$ 17.94	$ 22.39	$ 20.29	$ 19.96	$ 22.01	$ 21.98	$ 20.32	$ 17.24	$ 20.99	$ 19.71	$ 20.48	$ 19.72
in billions	$ 1.77														
Decorations															
Average of Buyers	$ 26.91	$ 30.47	$ 23.57	$ 22.89	$ 29.41	$ 32.30	$ 28.45	$ 30.75	$ 26.97	$ 22.90	$ 18.11	$ 27.24	$ 25.74	$ 27.77	$ 26.50
Percent Buying	67.8%	67.4%	68.1%	67.1%	67.3%	78.7%	69.6%	68.3%	65.4%	65.7%	61.3%	71.7%	66.2%	68.2%	65.0%
Net Average	$ 18.25	$ 20.55	$ 16.07	$ 15.35	$ 19.79	$ 25.43	$ 19.79	$ 20.99	$ 17.64	$ 15.05	$ 11.10	$ 19.54	$ 17.04	$ 18.93	$ 17.23
in billions	$ 1.58														
Greeting cards															
Average of Buyers	$ 11.83	$ 15.33	$ 9.35	$ 11.86	$ 11.92	$ 15.39	$ 16.26	$ 10.88	$ 10.82	$ 8.72	$ 9.93	$ 11.30	$ 12.74	$ 11.49	$ 12.18
Percent Buying	31.5%	26.8%	36.0%	33.0%	29.6%	40.1%	24.2%	27.0%	28.6%	35.5%	37.9%	35.7%	31.8%	31.3%	27.2%
Net Average	$ 3.73	$ 4.11	$ 3.36	$ 3.91	$ 3.53	$ 6.16	$ 3.93	$ 2.94	$ 3.09	$ 3.10	$ 3.77	$ 4.03	$ 4.04	$ 3.59	$ 3.32
in billions	$ 0.32														
Combined Average 2008	$ 66.54	$ 73.32	$ 60.12	$ 57.21	$ 71.24	$ 86.59	$ 80.44	$ 79.42	$ 62.34	$ 50.18	$ 39.24	$ 70.84	$ 63.31	$ 66.67	$ 65.83
in billions	5.77														

Source: BIGresearch, CIA Sept-05-08 Halloween Trend

	N = 8106, 9/7-9/14/05	N = 8001, 9/06-9/13/06	N = 8877, 9/4 - 9/11/07	N = 8167, 9/2 - 9/9/08
	2005	**2006**	**2007**	**2008**
Do you plan to celebrate Halloween or participate in Halloween activities this year?				
Yes	52.5%	63.8%	58.7%	64.5%
No	47.5%	36.2%	41.3%	35.5%
Total	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%
Throw/attend a party	25.2%	29.7%	28.3%	31.1%
Hand out candy	74.3%	73.4%	72.9%	73.7%
Carve a pumpkin	41.4%	43.1%	43.3%	44.6%
Visit a haunted house	14.9%	17.2%	18.7%	18.1%
Take children trick-or-treating	31.8%	31.8%	33.2%	33.6%
Decorate your home/yard	47.0%	48.6%	47.8%	50.3%

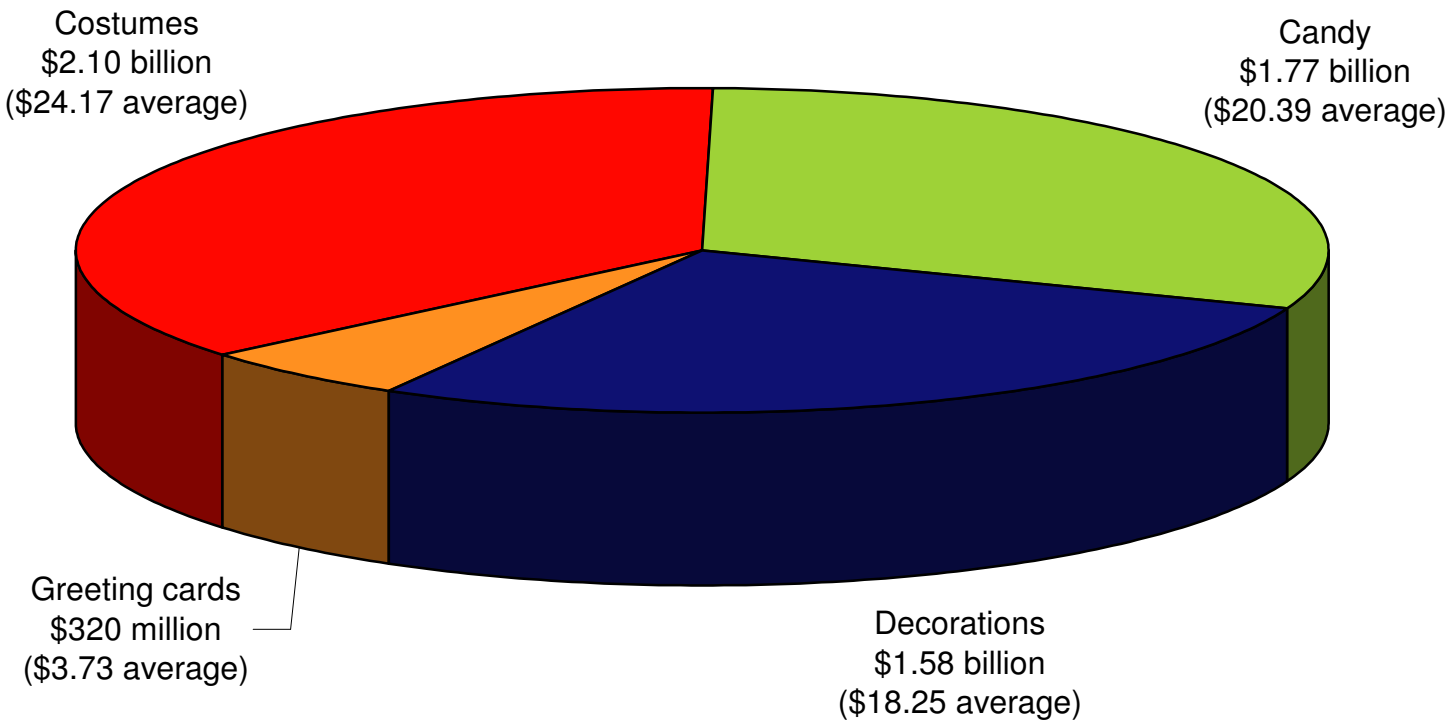
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

	Average person Halloween spending
2001	$ 44.50
2002	$ 44.20
2003	$ 41.77
2004	$ 43.57
2005	$ 48.48
2006	$ 59.06
2007	$ 64.82
2008	$ 66.54

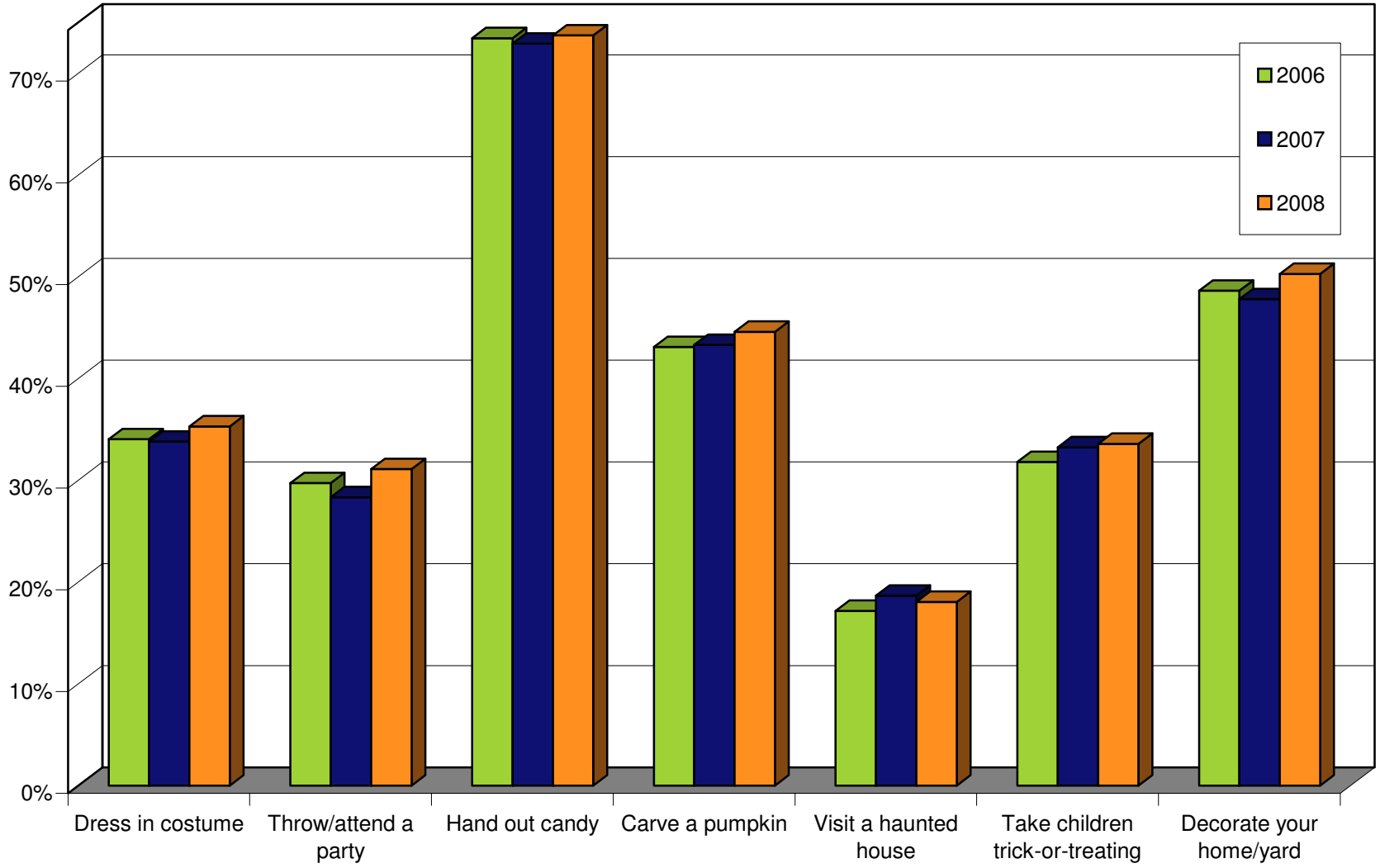
How much do you plan to spend this year on the following Halloween-related items?

Costumes (including children's and pet's costumes)				
Average of Buyers	$ 31.88	$ 36.03	$ 38.50	$ 39.31
Percent Buying	53.3%	59.9%	60.6%	61.5%
Net Average	$ 16.98	$ 21.57	$ 23.33	$ 24.17
in billions	$ 1.15	$ 1.81	$ 1.82	$ 2.10
Candy				
Average of Buyers	$ 18.07	$ 19.56	$ 20.94	$ 21.33
Percent Buying	94.6%	95.7%	94.7%	95.6%
Net Average	$ 17.09	$ 18.72	$ 19.84	$ 20.39
in billions	$ 1.16	$ 1.57	$ 1.55	$ 1.77
Decorations				
Average of Buyers	$ 20.65	$ 23.32	$ 26.59	$ 26.91
Percent Buying	59.8%	67.0%	66.7%	67.8%
Net Average	$ 12.35	$ 15.63	$ 17.73	$ 18.25
in billions	$ 0.84	$ 1.31	$ 1.39	$ 1.58
Greeting cards				
Average of Buyers	$ 8.51	$ 10.46	$ 11.89	$ 11.83
Percent Buying	24.2%	30.0%	33.0%	31.5%
Net Average	$ 2.06	$ 3.14	$ 3.92	$ 3.73
in billions	$ 0.14	$ 0.26	$ 0.31	$ 0.32
Combined Average	$ 48.48	$ 59.06	$ 64.82	$ 66.54
in billions	3.29	4.96	5.07	5.77

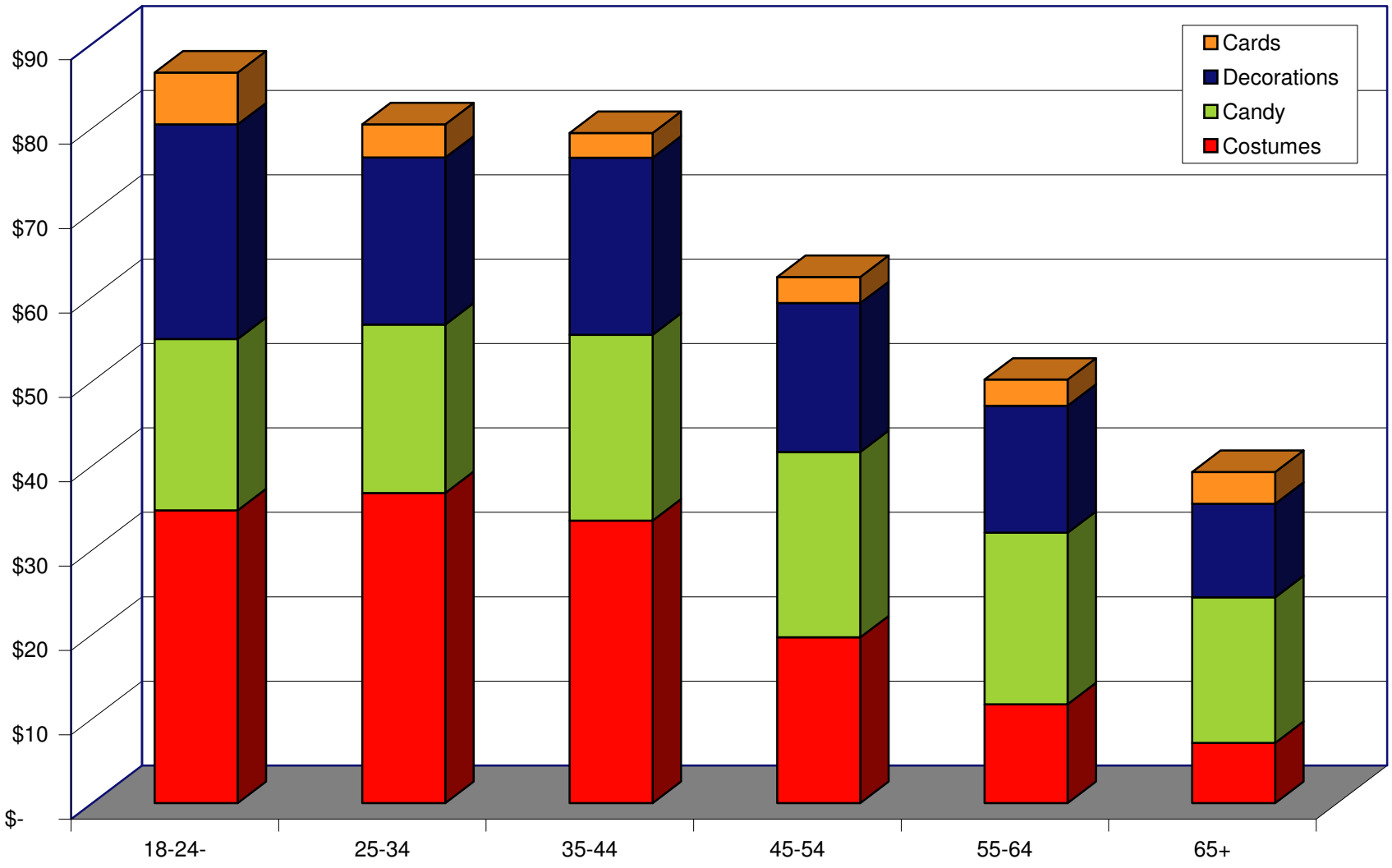
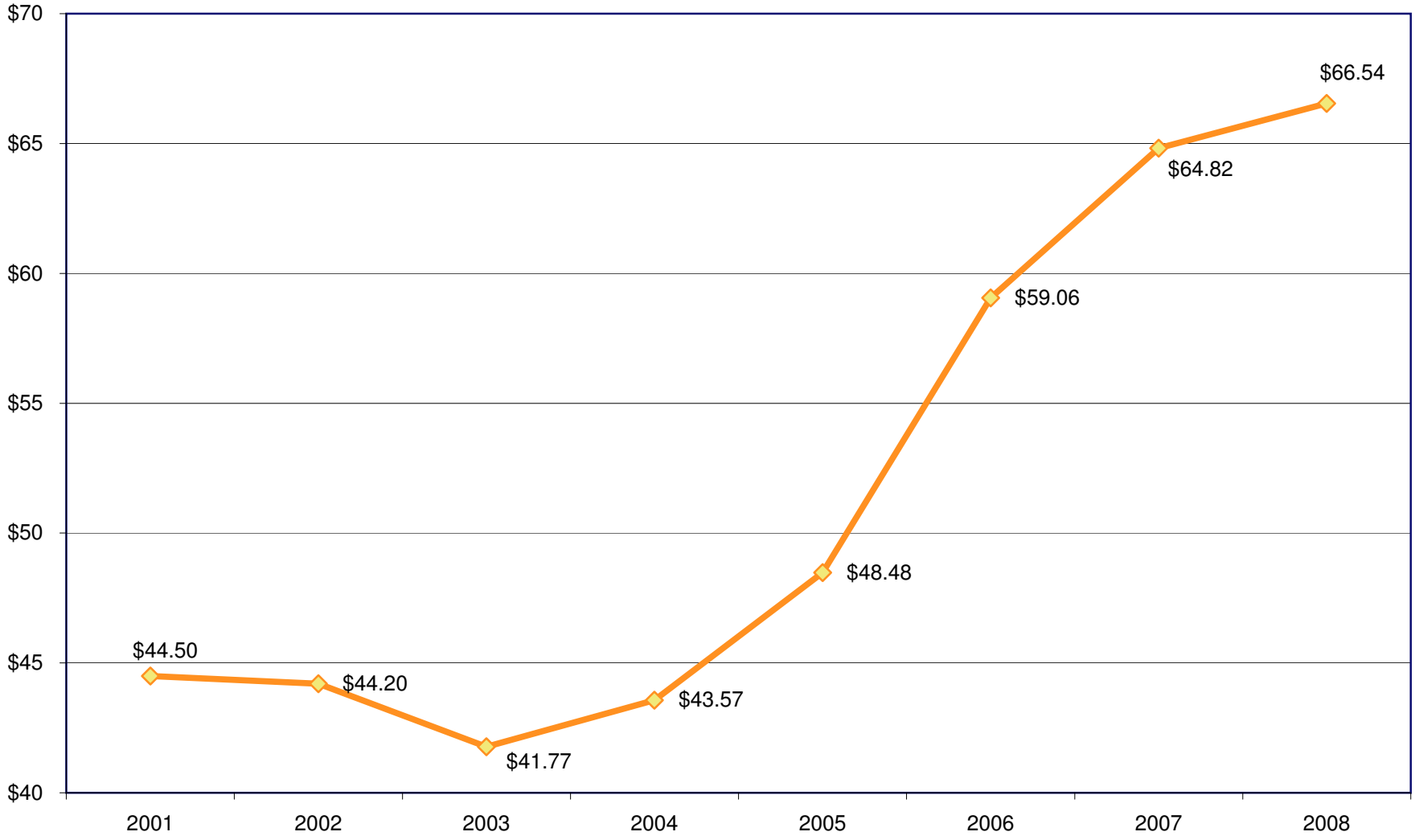
Halloween Spending, 2008



How People Plan to Celebrate Halloween



2008 Halloween Spending by Age



Average Per-Person Halloween Spending by Year