

Source: BIGresearch, CIA Sept-09

N = 8526, 9/1 - 9/9/09	Adults 18+	# of 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	62.1%	142,923,994	59.0%	65.0%	59.2%	62.5%	83.7%	74.3%	70.3%	56.7%	48.5%	41.0%	62.8%	61.7%	62.7%	61.0%
No	37.9%	87,193,882	41.0%	35.0%	40.8%	37.5%	16.3%	25.7%	29.7%	43.3%	51.5%	59.0%	37.2%	38.3%	37.3%	39.0%
Total	100.0%	230,117,876	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	33.4%	47,728,460	30.3%	36.3%	35.1%	29.0%	65.6%	42.9%	35.5%	27.7%	19.2%	14.6%	34.1%	28.9%	33.3%	38.5%
Throw/attend a party	30.2%	43,168,238	32.6%	27.9%	30.8%	28.0%	62.1%	38.8%	26.6%	24.7%	17.3%	17.8%	30.2%	29.2%	29.8%	32.4%
Hand out candy	71.2%	101,757,318	70.2%	72.1%	68.7%	76.4%	52.5%	59.9%	70.9%	78.9%	80.9%	80.8%	72.9%	73.1%	68.9%	71.2%
Carve a pumpkin	42.4%	60,575,777	39.4%	45.2%	39.4%	45.1%	47.9%	46.0%	50.5%	44.6%	35.6%	28.2%	41.7%	44.8%	39.0%	45.5%
Visit a haunted house	17.0%	24,287,757	16.5%	17.5%	18.9%	14.3%	41.3%	21.9%	19.7%	13.8%	6.8%	2.3%	18.3%	16.2%	17.3%	17.1%
Take children trick-or-treating	32.3%	46,103,952	27.6%	36.7%	28.8%	33.1%	34.9%	47.9%	50.7%	27.2%	17.1%	11.6%	32.2%	32.3%	34.1%	29.6%
Decorate your home/yard	47.3%	67,626,723	39.4%	54.8%	45.4%	51.8%	41.8%	43.0%	49.6%	52.1%	51.3%	44.7%	47.5%	48.0%	46.8%	46.8%

*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	\$	34.96	\$	36.89	\$	33.19	\$	30.73	\$	39.80	\$	35.80	\$	41.06	\$	38.11	\$	30.69	\$	26.72	\$	22.67	\$	36.19	\$	31.45	\$	34.67	\$	36.92
Percent Buying		59.3%		58.5%		60.2%		58.4%		56.1%		81.7%		80.9%		76.0%		53.7%		34.9%		27.6%		59.8%		57.1%		60.3%		60.6%
Net Average	\$	20.75	\$	21.57	\$	19.97	\$	17.96	\$	22.33	\$	29.26	\$	33.21	\$	28.95	\$	16.47	\$	9.31	\$	6.26	\$	21.66	\$	17.96	\$	20.91	\$	22.39
<i>in billions</i>	\$	1.75																												

Candy

Average of Buyers	\$	19.21	\$	20.66	\$	17.86	\$	17.40	\$	20.74	\$	20.05	\$	18.63	\$	21.11	\$	20.78	\$	18.66	\$	15.78	\$	20.89	\$	18.15	\$	18.84	\$	19.77
Percent Buying		93.7%		93.0%		94.3%		93.7%		95.1%		87.1%		93.0%		93.5%		95.6%		95.5%		95.9%		91.7%		94.9%		93.8%		93.1%
Net Average	\$	17.99	\$	19.22	\$	16.83	\$	16.30	\$	19.72	\$	17.47	\$	17.32	\$	19.74	\$	19.87	\$	17.81	\$	15.12	\$	19.16	\$	17.21	\$	17.68	\$	18.40
<i>in billions</i>	\$	1.52																												

Decorations

Average of Buyers	\$	23.56	\$	26.14	\$	21.19	\$	21.84	\$	25.14	\$	28.38	\$	25.66	\$	27.04	\$	23.46	\$	19.57	\$	15.84	\$	23.99	\$	21.98	\$	23.95	\$	23.68
Percent Buying		61.7%		60.8%		62.5%		61.3%		62.1%		64.1%		62.8%		63.8%		64.9%		59.4%		54.7%		62.3%		61.1%		61.9%		60.9%
Net Average	\$	14.54	\$	15.90	\$	13.25	\$	13.40	\$	15.61	\$	18.19	\$	16.11	\$	17.25	\$	15.22	\$	11.63	\$	8.66	\$	14.95	\$	13.42	\$	14.81	\$	14.42
<i>in billions</i>	\$	1.23																												

Greeting cards

Average of Buyers	\$	9.98	\$	12.27	\$	8.28	\$	9.98	\$	8.97	\$	14.70	\$	11.54	\$	8.99	\$	9.58	\$	8.64	\$	8.46	\$	11.23	\$	9.08	\$	9.68	\$	10.12
Percent Buying		30.3%		26.6%		33.8%		30.4%		30.5%		24.7%		28.1%		28.8%		31.6%		32.6%		35.0%		34.3%		28.6%		29.9%		28.1%
Net Average	\$	3.02	\$	3.26	\$	2.80	\$	3.04	\$	2.73	\$	3.64	\$	3.25	\$	2.59	\$	3.03	\$	2.82	\$	2.96	\$	3.85	\$	2.60	\$	2.89	\$	2.84
<i>in billions</i>	\$	0.25																												

Combined Average 2009	\$	56.31	\$	59.95	\$	52.85	\$	50.70	\$	60.40	\$	68.56	\$	69.89	\$	68.53	\$	54.59	\$	41.56	\$	33.01	\$	59.62	\$	51.20	\$	56.30	\$	58.06
<i>in billions</i>		4.75																												

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

Yes	29.6%		29.5%	29.7%	35.2%	22.4%	33.0%	33.1%	31.7%	31.5%	26.9%	20.9%	26.0%	29.1%	31.6%	29.7%
No	70.4%		70.5%	70.3%	64.8%	77.6%	67.0%	66.9%	68.3%	68.5%	73.1%	79.1%	74.0%	70.9%	68.4%	70.3%
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%

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

Spending less overall	88.0%		88.6%	87.5%	90.1%	88.2%	86.5%	78.8%	91.4%	90.1%	92.8%	88.8%	86.3%	84.2%	88.2%	92.1%
Making a costume(s) instead of purchasing	16.8%		15.8%	17.9%	15.9%	15.3%	24.7%	14.2%	18.2%	17.6%	15.0%	12.8%	17.8%	19.4%	16.3%	14.6%
Using last year's costume(s)	15.8%		13.7%	17.8%	15.8%	16.7%	14.9%	16.9%	18.6%	18.3%	12.8%	11.9%	13.1%	15.5%	15.8%	17.8%
Not handing out candy this year	5.3%		5.1%	5.5%	6.7%	3.1%	9.1%	4.3%	4.4%	6.0%	4.6%	3.9%	6.4%	5.2%	4.5%	5.8%
Buying less candy this year	46.5%		42.8%	50.0%	49.1%	48.3%	52.4%	43.1%	42.6%	47.2%	51.7%	44.5%	49.7%	49.5%	45.0%	46.9%
Putting up last year's decorations with no plans to buy more	35.4%		30.1%	40.3%	35.2%	36.5%	29.4%	27.7%	37.0%	38.0%	40.3%	39.0%	37.7%	36.3%	33.1%	36.7%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	26.4%		28.9%	24.1%	28.5%	24.9%	34.0%	35.5%	25.9%	26.4%	21.4%	15.8%	27.8%	29.5%	26.0%	24.0%
Other: (Please specify)	2.0%		1.5%	2.5%	2.3%	2.0%	2.5%	2.5%	2.1%	2.5%	1.6%	0.8%	2.3%	3.9%	1.4%	1.3%

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

Source: BIGresearch, CIA September 2005 - 2009

	2005	2006	2007	2008	2009
Do you plan to celebrate Halloween or participate in Halloween activities this year?					
Yes	52.5%	63.8%	58.7%	64.5%	62.1%
No	47.5%	36.2%	41.3%	35.5%	37.9%
Total	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%
Throw/attend a party	25.2%	29.7%	28.3%	31.1%	30.2%
Hand out candy	74.3%	73.4%	72.9%	73.7%	71.2%
Carve a pumpkin	41.4%	43.1%	43.3%	44.6%	42.4%
Visit a haunted house	14.9%	17.2%	18.7%	18.1%	17.0%
Take children trick-or-treating	31.8%	31.8%	33.2%	33.6%	32.3%
Decorate your home/yard	47.0%	48.6%	47.8%	50.3%	47.3%

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

Candy

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

Decorations

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

Greeting cards

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

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

Source: BIGresearch, CIA September 2005 - 2009

	2005	2006	2007	2008	2009
Will the state of the U.S. economy impact your Halloween plans?					
Yes	N/A	N/A	N/A	N/A	29.6%
No	N/A	N/A	N/A	N/A	70.4%
Total	N/A	N/A	N/A	N/A	100.0%

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

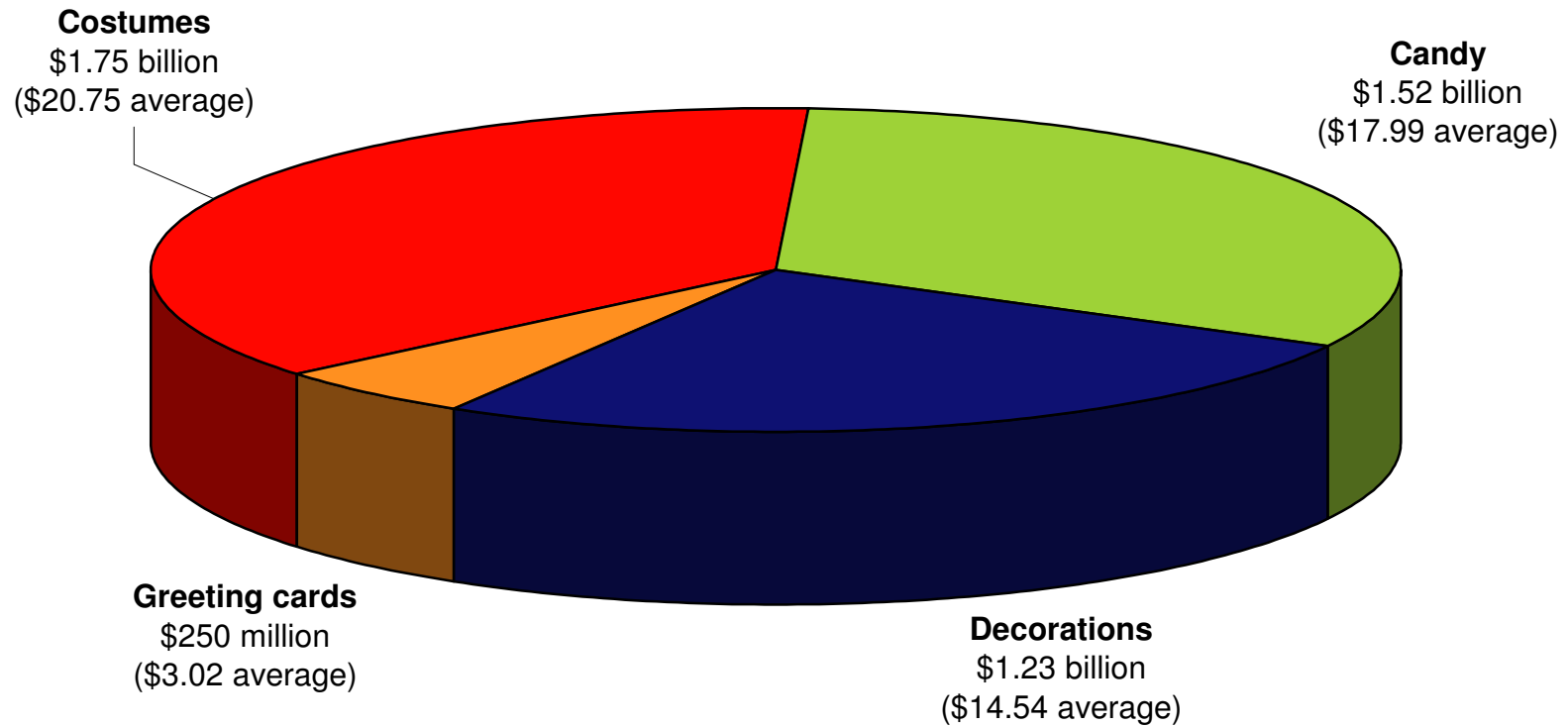
Spending less overall	N/A	N/A	N/A	N/A	88.0%
Making a costume(s) instead of purchasing	N/A	N/A	N/A	N/A	16.8%
Using last year's costume(s)	N/A	N/A	N/A	N/A	15.8%
Not handing out candy this year	N/A	N/A	N/A	N/A	5.3%
Buying less candy this year	N/A	N/A	N/A	N/A	46.5%
Putting up last year's decorations with no plans to buy more	N/A	N/A	N/A	N/A	35.4%
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%
Other: (Please specify)	N/A	N/A	N/A	N/A	2.0%

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

Average person Halloween spending

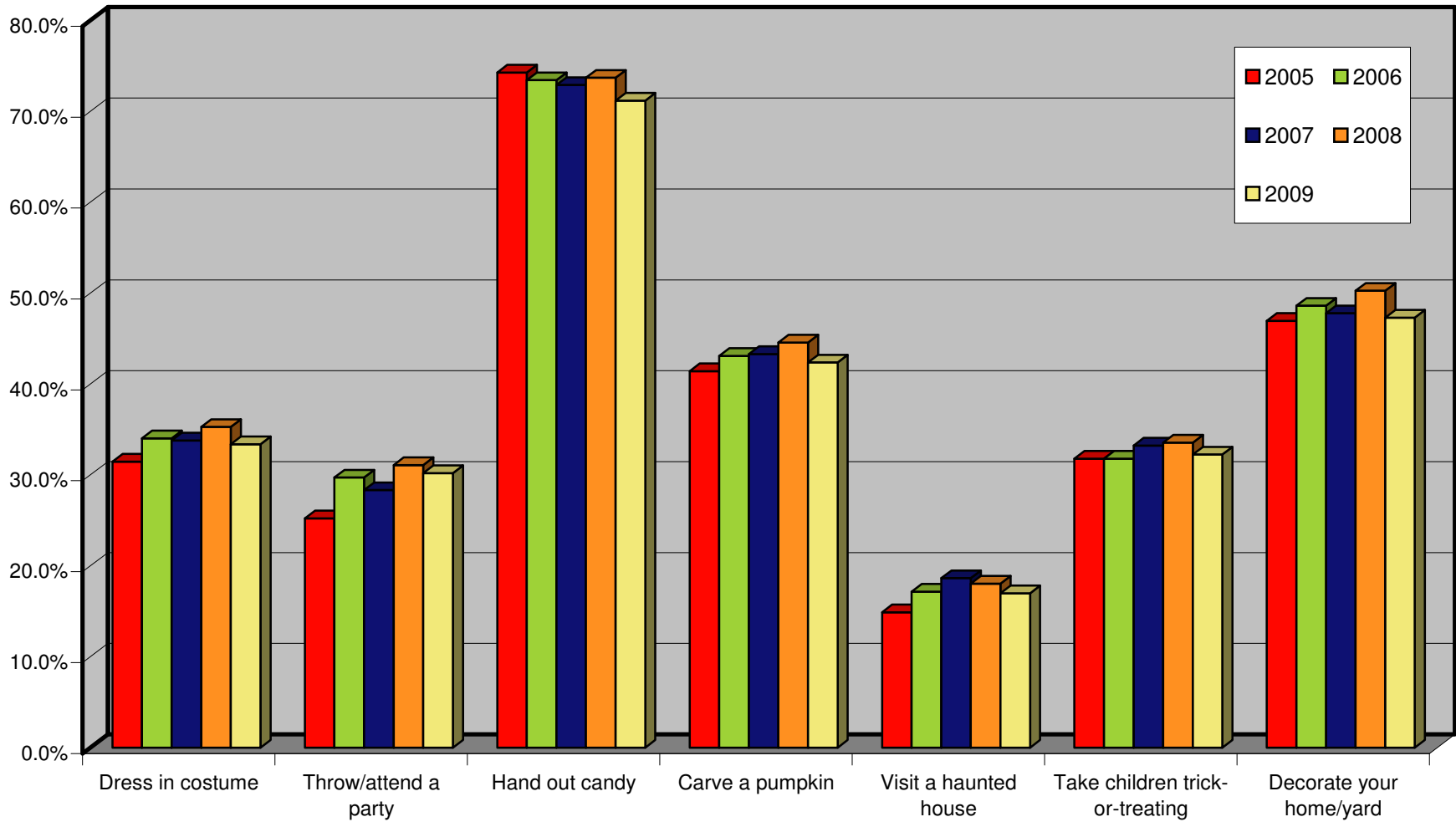
2003	\$	41.77
2004	\$	43.57
2005	\$	48.48
2006	\$	59.06
2007	\$	64.82
2008	\$	66.54
2009	\$	56.31

Halloween Spending, 2009



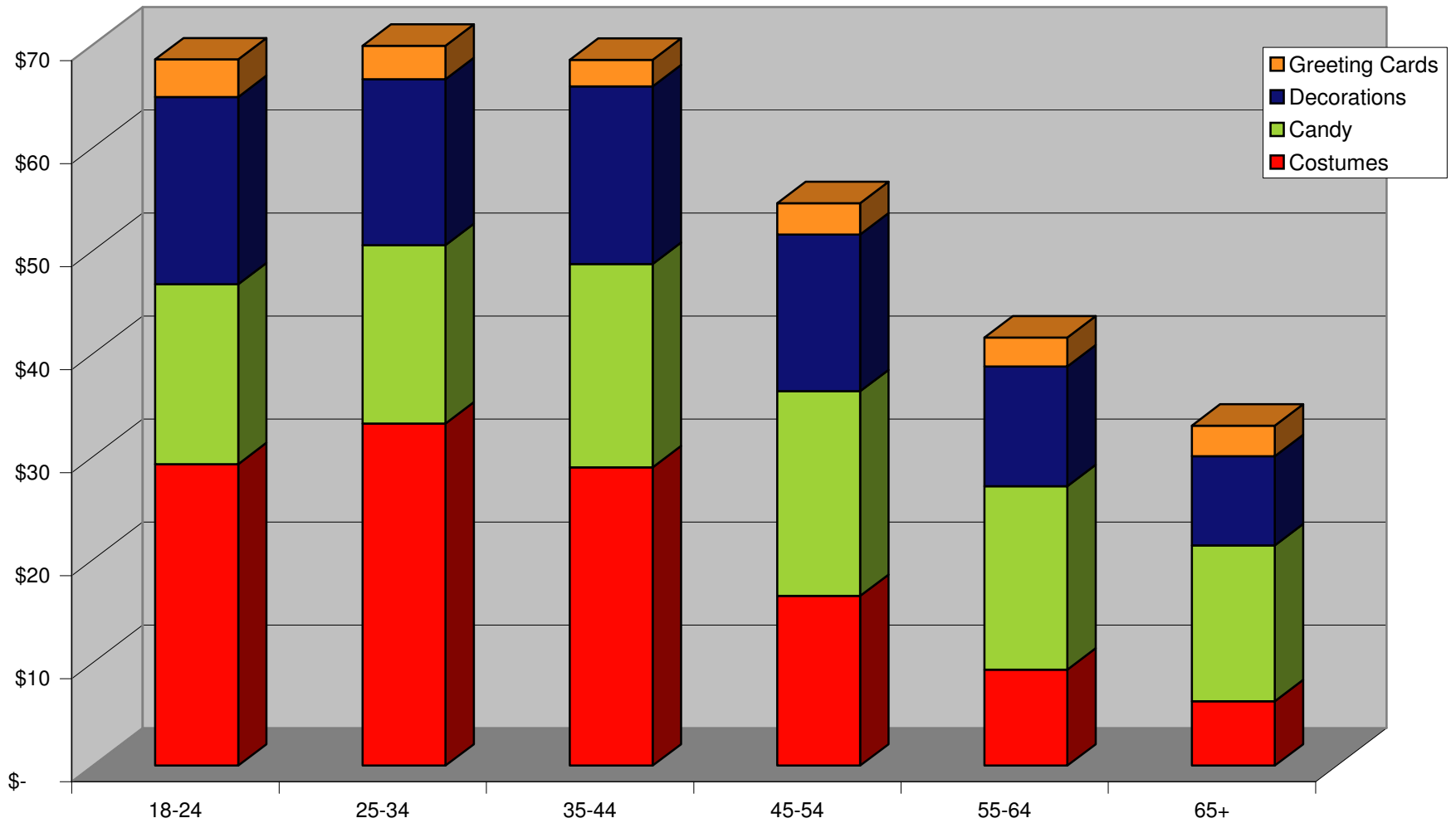
NRF survey conducted by BIGresearch, September 1-9, 2009. 8526 respondents.

How People Will Celebrate Halloween



NRF survey conducted by BIGresearch, September 1-9, 2009. 8526 respondents.

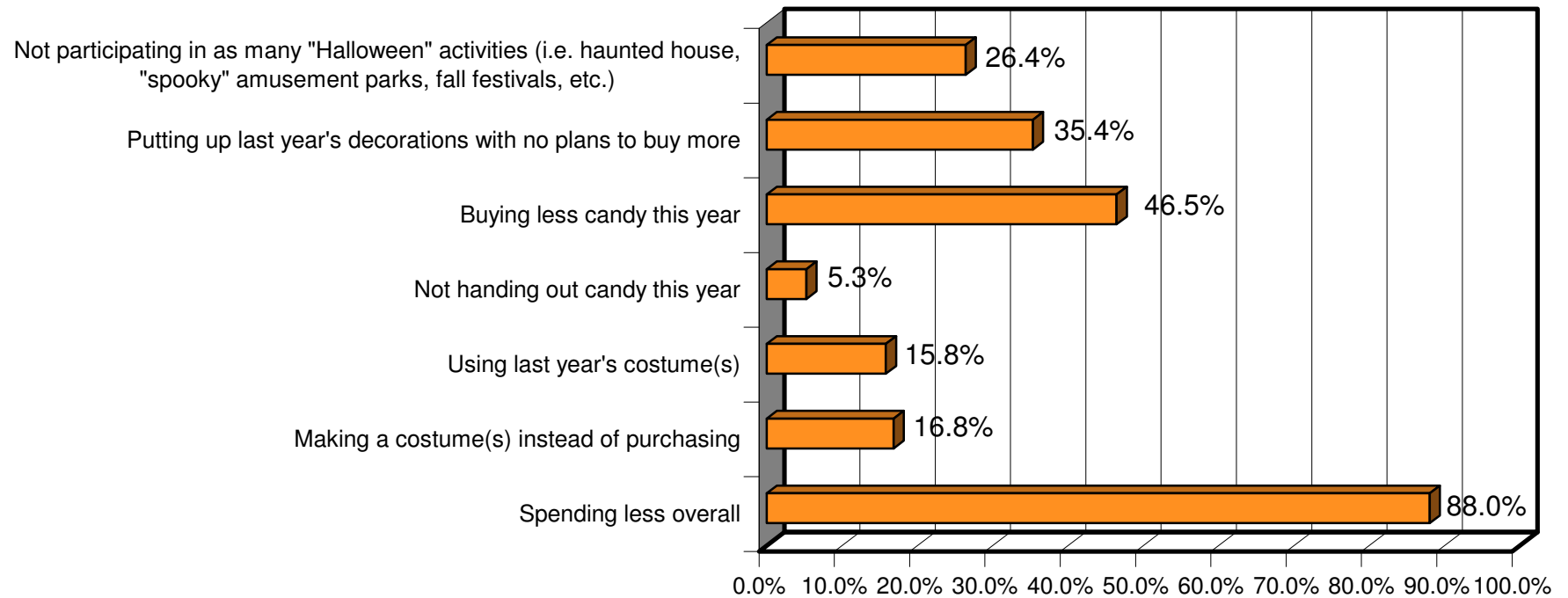
Halloween Spending by Age



NRF survey conducted by BIGresearch, September 1-9, 2009. 8526 respondents.

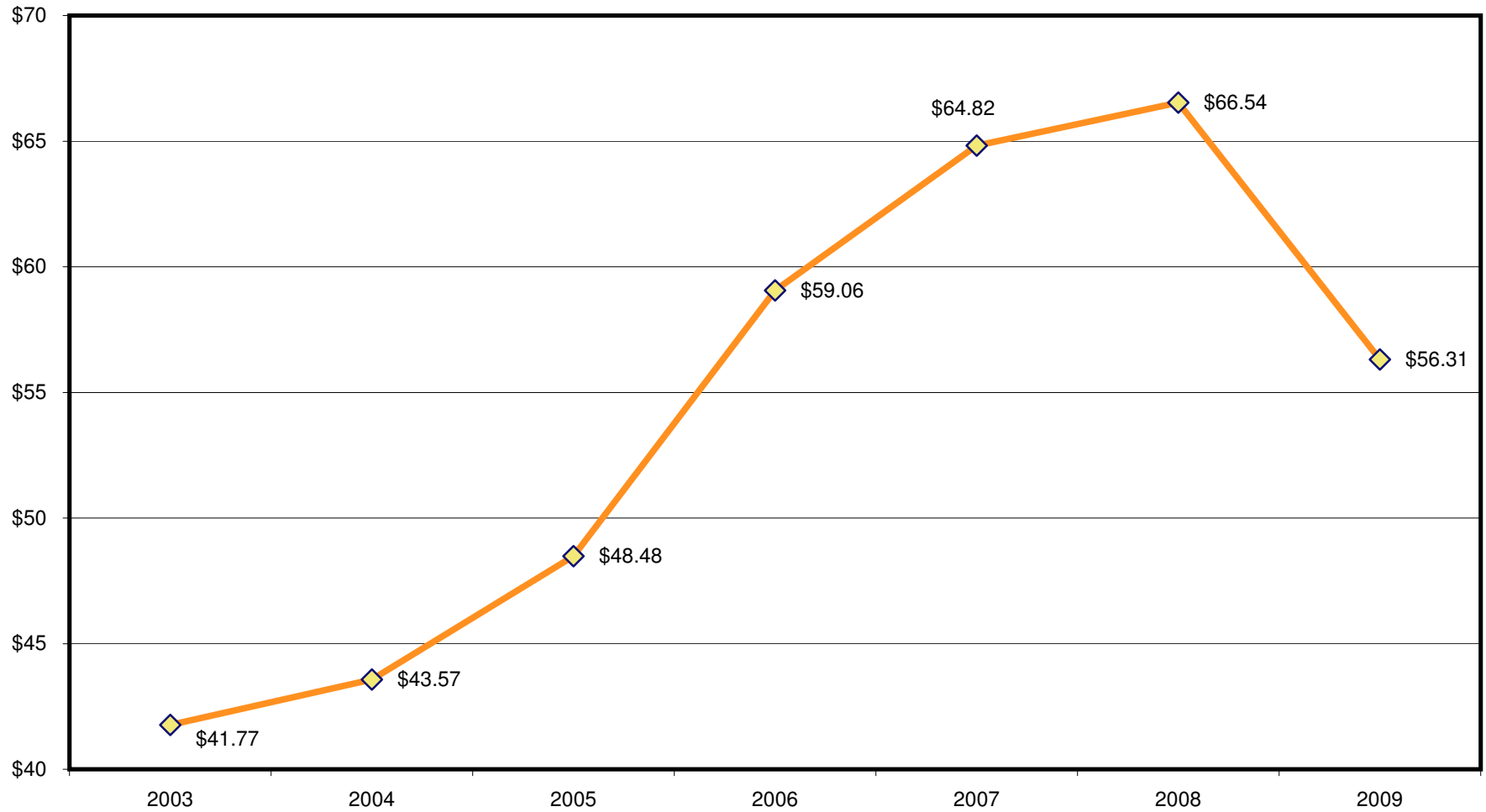
How Economy Will Impact Halloween Spending

Nearly one-third (29.6%) of respondents said the economy will impact their Halloween spending. Of those who said they will be impacted, here are the changes they're making:



NRF survey conducted by BIGresearch, September 1-9, 2009. 8526 respondents.

Average Per-Person Halloween Spending by Year



NRF survey conducted by BIGresearch, September 1-9, 2009. 8526 respondents.