

Source: BIGresearch®, Consumer Intentions & Actions® Survey, SEPT-11**N = 9374, 9/6 - 9/14/11****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	68.6%	160,894,652	67.9%	69.2%	66.0%	72.9%	89.9%	85.6%	77.7%	65.4%	53.0%	42.1%	70.3%	69.3%	67.9%	68.4%
No	31.4%	73,669,419	32.1%	30.8%	34.0%	27.1%	10.1%	14.4%	22.3%	34.6%	47.0%	57.9%	29.7%	30.7%	32.1%	31.6%
Total	100.0%	234,564,071	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	43.9%	70,635,831	44.2%	43.7%	45.8%	42.1%	74.4%	66.5%	48.2%	36.9%	25.3%	16.4%	44.2%	38.8%	43.8%	48.0%
Dress your pet(s) in costume	14.7%	23,666,285	13.4%	16.0%	13.6%	16.2%	22.7%	24.3%	16.2%	12.8%	7.7%	5.3%	15.3%	12.8%	15.2%	14.7%
Throw/attend a party	34.3%	55,217,931	38.4%	30.5%	33.4%	36.6%	59.3%	49.7%	35.4%	29.7%	20.0%	15.5%	35.1%	32.0%	34.0%	36.6%
Hand out candy	73.5%	118,243,724	71.8%	75.1%	71.8%	78.1%	57.1%	65.9%	71.1%	80.0%	82.3%	81.4%	75.7%	76.6%	71.0%	74.4%
Carve a pumpkin	47.8%	76,871,937	45.7%	49.8%	46.3%	51.9%	51.0%	57.8%	55.4%	51.5%	38.5%	30.8%	50.1%	50.5%	42.1%	52.4%
Visit a haunted house	22.9%	36,828,104	24.4%	21.4%	23.1%	23.7%	42.7%	35.4%	26.7%	21.1%	11.6%	2.4%	24.0%	23.4%	23.0%	21.3%
Take children trick-or-treating	32.9%	52,898,054	30.4%	35.2%	31.9%	35.3%	32.4%	49.9%	51.0%	27.9%	19.5%	13.8%	34.9%	32.1%	33.4%	32.3%
Decorate your home/yard	49.5%	79,568,605	42.3%	56.3%	48.1%	53.4%	45.3%	49.3%	50.8%	54.7%	49.8%	45.2%	54.5%	49.6%	47.3%	48.9%

*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	\$ 40.81	\$ 43.17	\$ 38.50	\$ 37.72	\$ 46.19	\$ 39.24	\$ 48.67	\$ 45.38	\$ 38.08	\$ 32.20	\$ 24.29	\$ 45.12	\$ 38.13	\$ 39.31	\$ 42.46
Percent Buying	65.0%	66.0%	63.9%	63.6%	66.2%	86.7%	88.6%	80.9%	61.8%	41.9%	30.6%	65.8%	60.7%	65.9%	65.5%
Net Average	\$ 26.52	\$ 28.51	\$ 24.62	\$ 23.99	\$ 30.59	\$ 34.02	\$ 43.10	\$ 36.71	\$ 23.52	\$ 13.49	\$ 7.45	\$ 29.68	\$ 23.15	\$ 25.89	\$ 27.80
<i>in billions</i>	\$ 2.52														

Costumes Spending Estimate Breakdown:

<i>in billions</i>	
Children's Costumes	\$ 1.00
Adult Costumes	\$ 1.21
Pet Costumes	\$ 0.31

Candy

Average of Buyers	\$ 22.05	\$ 24.17	\$ 20.03	\$ 19.52	\$ 25.27	\$ 20.56	\$ 23.98	\$ 23.44	\$ 23.73	\$ 20.89	\$ 18.79	\$ 24.34	\$ 21.83	\$ 20.49	\$ 22.58
Percent Buying	95.5%	95.5%	95.4%	95.1%	96.4%	92.0%	94.7%	95.9%	96.5%	97.6%	95.4%	95.9%	94.9%	96.0%	94.7%
Net Average	\$ 21.05	\$ 23.08	\$ 19.11	\$ 18.56	\$ 24.37	\$ 18.91	\$ 22.70	\$ 22.49	\$ 22.90	\$ 20.38	\$ 17.92	\$ 23.34	\$ 20.70	\$ 19.67	\$ 21.39
<i>in billions</i>	\$ 2.00														

Decorations

Average of Buyers	\$ 28.54	\$ 31.86	\$ 25.34	\$ 25.22	\$ 32.69	\$ 32.96	\$ 35.75	\$ 32.18	\$ 28.25	\$ 20.62	\$ 17.16	\$ 29.03	\$ 26.32	\$ 28.73	\$ 29.53
Percent Buying	69.4%	69.7%	69.0%	69.2%	71.0%	74.4%	77.3%	73.0%	70.1%	64.4%	56.9%	72.0%	65.6%	70.2%	67.7%
Net Average	\$ 19.79	\$ 22.22	\$ 17.49	\$ 17.44	\$ 23.22	\$ 24.51	\$ 27.64	\$ 23.49	\$ 19.81	\$ 13.28	\$ 9.76	\$ 20.90	\$ 17.27	\$ 20.17	\$ 20.00
<i>in billions</i>	\$ 1.88														

Greeting cards

Average of Buyers	\$ 12.74	\$ 15.82	\$ 9.99	\$ 10.68	\$ 14.86	\$ 16.24	\$ 18.03	\$ 14.70	\$ 9.58	\$ 8.72	\$ 8.56	\$ 14.06	\$ 11.84	\$ 11.61	\$ 12.42
Percent Buying	38.9%	37.6%	40.1%	37.8%	40.4%	39.8%	43.0%	38.1%	36.5%	38.3%	37.9%	42.5%	35.4%	37.6%	39.1%
Net Average	\$ 4.96	\$ 5.95	\$ 4.00	\$ 4.03	\$ 6.01	\$ 6.47	\$ 7.75	\$ 5.60	\$ 3.49	\$ 3.34	\$ 3.25	\$ 5.98	\$ 4.18	\$ 4.36	\$ 4.86
<i>in billions</i>	\$ 0.47														

Combined Average 2011*in billions***Will the state of the U.S. economy impact your Halloween plans?**

Yes	32.1%	30.8%	33.4%	36.2%	27.8%	30.7%	31.9%	36.2%	35.3%	31.5%	26.3%	29.4%	28.3%	35.5%	33.7%
No	67.9%	69.2%	66.6%	63.8%	72.2%	69.3%	68.1%	63.8%	64.7%	68.5%	73.7%	70.6%	71.7%	64.5%	66.3%
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	87.1%	87.3%	86.9%	87.7%	87.3%	85.9%	82.8%	87.0%	89.3%	90.0%	87.6%	84.6%	89.8%	88.8%	87.8%
Making a costume(s) instead of purchasing	18.9%	18.3%	19.5%	19.6%	17.7%	24.4%	24.5%	20.5%	19.1%	17.0%	8.8%	20.7%	19.1%	16.7%	19.1%
Using last year's costume(s)	16.6%	16.0%	17.3%	15.9%	17.3%	21.7%	17.6%	17.9%	16.8%	13.8%	12.7%	17.0%	18.3%	14.5%	18.2%
Not handing out candy this year	5.7%	6.9%	4.5%	6.0%	5.4%	13.2%	7.7%	6.0%	3.9%	3.0%	1.8%	4.9%	6.6%	5.7%	4.4%
Buying less candy this year	40.2%	37.6%	42.6%	42.6%	39.6%	43.8%	41.8%	38.8%	40.9%	39.1%	37.3%	38.1%	36.2%	41.1%	43.6%
Putting up last year's decorations with no plans to buy more	26.5%	21.8%	30.9%	26.9%	26.1%	22.3%	21.3%	25.0%	30.6%	31.5%	27.6%	24.3%	24.8%	25.5%	32.4%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	20.0%	19.3%	20.7%	23.7%	14.3%	24.8%	23.6%	18.4%	19.6%	18.8%	15.9%	14.9%	22.1%	19.8%	21.8%
Other (please specify)	2.2%	1.8%	2.6%	2.8%	1.5%	0.7%	2.7%	2.3%	1.1%	3.9%	2.5%	2.5%	3.2%	2.1%	1.4%

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

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

	2005	2006	2007	2008	2009	2010	2011
Do you plan to celebrate Halloween or participate in Halloween activities this year?							
Yes	52.5%	63.8%	58.7%	64.5%	62.1%	63.8%	68.6%
No	47.5%	36.2%	41.3%	35.5%	37.9%	36.2%	31.4%
Total	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	31.5%	34.0%	33.8%	35.3%	33.4%	40.1%	43.9%
Dress your pet(s) in costume	N/A	N/A	N/A	N/A	N/A	11.5%	14.7%
Throw/attend a party	25.2%	29.7%	28.3%	31.1%	30.2%	33.3%	34.3%
Hand out candy	74.3%	73.4%	72.9%	73.7%	71.2%	72.2%	73.5%
Carve a pumpkin	41.4%	43.1%	43.3%	44.6%	42.4%	46.3%	47.8%
Visit a haunted house	14.9%	17.2%	18.7%	18.1%	17.0%	20.8%	22.9%
Take children trick-or-treating	31.8%	31.8%	33.2%	33.6%	32.3%	31.7%	32.9%
Decorate your home/yard	47.0%	48.6%	47.8%	50.3%	47.3%	50.1%	49.5%

*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	\$	37.66	\$	40.81
Percent Buying		53.3%		59.9%		60.6%		61.5%		59.3%		62.1%		65.0%
Net Average	\$	16.98	\$	21.57	\$	23.33	\$	24.17	\$	20.75	\$	23.37	\$	26.52
<i>in billions</i>	\$	1.15	\$	1.81	\$	1.82	\$	2.10	\$	1.75	\$	2.04	\$	2.52

Costumes Spending Breakdown:

in billions										
Children's Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.84	\$	1.00	
Adult Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.99	\$	1.21	
Pet Costumes	N/A	N/A	N/A	N/A	N/A	\$	0.22	\$	0.31	

Candy

Average of Buyers	\$	18.07	\$	19.56	\$	20.94	\$	21.33	\$	19.21	\$	21.22	\$	22.05
Percent Buying		94.6%		95.7%		94.7%		95.6%		93.7%		95.6%		95.5%
Net Average	\$	17.09	\$	18.72	\$	19.84	\$	20.39	\$	17.99	\$	20.29	\$	21.05
<i>in billions</i>	\$	1.16	\$	1.57	\$	1.55	\$	1.77	\$	1.52	\$	1.78	\$	2.00

Decorations

Average of Buyers	\$	20.65	\$	23.32	\$	26.59	\$	26.91	\$	23.56	\$	27.37	\$	28.54
Percent Buying		59.8%		67.0%		66.7%		67.8%		61.7%		68.2%		69.4%
Net Average	\$	12.35	\$	15.63	\$	17.73	\$	18.25	\$	14.54	\$	18.66	\$	19.79
<i>in billions</i>	\$	0.84	\$	1.31	\$	1.39	\$	1.58	\$	1.23	\$	1.63	\$	1.88

Greeting cards

Average of Buyers	\$	8.51	\$	10.46	\$	11.89	\$	11.83	\$	9.98	\$	11.87	\$	12.74
Percent Buying		24.2%		30.0%		33.0%		31.5%		30.3%		33.3%		38.9%
Net Average	\$	2.06	\$	3.14	\$	3.92	\$	3.73	\$	3.02	\$	3.95	\$	4.96
<i>in billions</i>	\$	0.14	\$	0.26	\$	0.31	\$	0.32	\$	0.25	\$	0.35	\$	0.47

Combined Average	\$	48.48	\$	59.06	\$	64.82	\$	66.54	\$	56.31	\$	66.28	\$	72.31
<i>in billions</i>		3.29		4.96		5.07		5.77		4.75		5.80		6.86

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%	32.1%
No	N/A	N/A	N/A	N/A	70.4%	69.9%	67.9%
Total	N/A	N/A	N/A	N/A	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	N/A	N/A	N/A	N/A	88.0%	86.8%	87.1%
Making a costume(s) instead of purchasing	N/A	N/A	N/A	N/A	16.8%	19.5%	18.9%
Using last year's costume(s)	N/A	N/A	N/A	N/A	15.8%	18.5%	16.6%
Not handing out candy this year	N/A	N/A	N/A	N/A	5.3%	5.9%	5.7%
Buying less candy this year	N/A	N/A	N/A	N/A	46.5%	45.1%	40.2%
Putting up last year's decorations with no plans to buy more	N/A	N/A	N/A	N/A	35.4%	30.7%	26.5%
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%	20.0%
Other: (please specify)	N/A	N/A	N/A	N/A	2.0%	1.8%	2.2%

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