

What will your child dress up as for Halloween?

		# of Children
Know	74.2%	46,784,350
Don't Know Yet/Haven't Decided	25.8%	16,297,623
Total	100.0%	63,081,973

Rank Of those who know...

		# of Children
1 Princess	11.0%	5,134,868
2 Witch	4.4%	2,058,908
3 Spider-Man	3.1%	1,438,755
4 Pirate	2.8%	1,314,725
5 Pumpkin	2.8%	1,289,918
6 Fairy	2.6%	1,215,500
7 Action/Super Hero	2.5%	1,190,694
T8 Batman	2.4%	1,141,082
T8 Vampire	2.4%	1,141,082
T9 Disney Princess	2.2%	1,041,857
T9 Zombie	2.2%	1,041,857
10 Star Wars Character	2.1%	992,245
11 Ghost	2.0%	917,827
12 Ninja	1.7%	818,602
13 Cat	1.4%	669,765
14 Superman	1.3%	620,153
T15 Angel	1.3%	595,347
T15 Transformer	1.3%	595,347
16 Tinker Bell	1.2%	570,541
17 Ladybug	1.2%	545,735
T18 Athlete (Baseball, Football, etc.)	1.1%	520,929
T18 Bee	1.1%	520,929
19 Toy Story Character	1.0%	471,316
20 SpongeBob Squarepants	1.0%	446,510
T21 Harry Potter Character	0.8%	396,898
T21 Super Mario Bros.	0.8%	396,898
T22 Captain America	0.8%	372,092
T22 Power Ranger	0.8%	372,092
T22 Winnie the Pooh Character	0.8%	372,092
Other	39.7%	18,579,787
Total	100.0%	46,784,350

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Sept-11

N = 9374, 9/6 - 9/14/11

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

		# of Adults
Know	77.2%	54,539,772
Don't Know Yet/Haven't Decided	22.8%	16,096,059
Total	100.0%	70,635,831

Rank Of those who know...

		# of Adults
1 Witch	13.4%	7,305,503
2 Pirate	3.9%	2,107,817
3 Vampire	3.7%	2,012,007
4 Zombie	3.0%	1,628,768
5 Batman Character	2.2%	1,221,576
6 Cat	2.2%	1,197,623
7 Wench/Tart/Vixen	2.1%	1,125,766
8 Ghost	1.5%	838,336
9 Nurse	1.4%	766,479
10 Scary Costume/Mask	1.2%	670,669
11 Cowboy/Cowgirl	1.1%	598,812
12 Devil	1.1%	574,859
T13 Clown	1.0%	550,907
T13 Fairy	1.0%	550,907
T14 Dracula	1.0%	526,954
T14 Police Officer	1.0%	526,954
T14 Pumpkin	1.0%	526,954
T14 Political Costume	1.0%	526,954
T15 Athlete (Baseball, Football, etc.)	0.9%	479,049
T15 Hobo	0.9%	479,049
T15 Grim Reaper	0.9%	479,049
T15 Monster	0.9%	479,049
16 Superman	0.8%	455,097
T17 Gypsy	0.8%	431,144
T17 Halloween-themed Attire	0.8%	431,144
T17 Princess	0.8%	431,144
18 Alice in Wonderland Character	0.7%	383,240
T19 Harry Potter Character	0.7%	359,287
T19 Action/Super Hero	0.7%	359,287
T20 Angel	0.6%	335,335
T20 Star Wars Character	0.6%	335,335
Other	47.4%	25,844,714
Total	100.0%	54,539,772

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Sept-11

N = 9374, 9/6 - 9/14/11

What will you dress up your pet as for Halloween?

Know	83.2%
Don't Know Yet/Haven't Decided	16.8%
Total	100.0%

Rank Of those who know...

1 Pumpkin	10.7%
2 Devil	8.1%
3 Hot Dog	6.0%
4 Bee	4.2%
5 Cat	3.7%
6 Witch	3.4%
7 Bowties/Fancy Collars/Bandanas	3.1%
8 Pirate	2.1%
9 Dog	2.0%
10 Ghost	1.9%
T11 Superman	1.8%
T11 Vampire	1.8%
12 Princess	1.7%
13 Athlete	1.6%
T14 Angel	1.5%
T14 Ladybug	1.5%
15 Action/Super Hero	1.3%
Other	43.4%
Total	100.0%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, Sept-11

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