Source: BIGinsight™, Monthly Consumer Survey, SEPT-12

N = 9393, 9/5 - 9/11/12	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	71.5%	169,958,251	71.1%	71.9%	67.7%	76.0%	91.5%	87.8%	82.6%	69.5%	57.1%	43.8%	74.4%	70.5%	70.4%	71.8%
No	28.5%	67,699,394	28.9%	28.1%	32.3%	24.0%	8.5%	12.2%	17.4%	30.5%	42.9%	56.2%	25.6%	29.5%	29.6%	28.2%
Total	100.0%	237,657,645	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	45.0%	76,504,545	46.0%	44.1%	47.0%	42.2%	75.5%	68.9%	51.6%	37.9%	24.9%	16.9%	45.2%	39.7%	45.6%	49.5%
Dress your pet(s) in costume	15.1%	25,609,691	14.4%	15.7%	13.9%	16.2%	23.0%	22.4%	19.0%	12.4%	8.9%	6.0%	15.9%	13.4%	15.8%	14.8%
Throw/attend a party	36.2%	61,490,135	41.1%	31.6%	35.7%	36.5%	60.4%	50.4%	38.7%	32.0%	21.7%	18.5%	37.5%	34.4%	35.9%	37.6%
Hand out candy	75.7%	128,692,617	74.7%	76.7%	73.2%	79.1%	63.3%	70.1%	75.5%	78.3%	82.4%	82.2%	76.1%	78.3%	74.1%	75.3%
Carve a pumpkin	50.3%	85,455,616	49.2%	51.3%	48.5%	52.5%	56.4%	60.9%	59.3%	52.3%	38.9%	33.6%	48.3%	55.1%	47.5%	51.7%
Visit a haunted house	24.9%	42,356,379	27.1%	22.9%	25.2%	24.0%	46.6%	38.3%	33.6%	19.9%	11.5%	3.7%	24.9%	25.5%	25.8%	22.8%
Take children trick-or-treating	33.2%	56,455,714	31.1%	35.2%	32.1%	35.0%	34.4%	49.3%	52.6%	29.3%	20.6%	11.9%	30.8%	33.8%	35.0%	32.0%
Decorate your home/yard	51.4%	87,405,102	45.8%	56.7%	51.3%	52.8%	49.3%	51.5%	54.8%	51.6%	48.5%	52.1%	51.1%	51.7%	52.8%	49.9%

*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?

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Costumes (including children's and pet's costumes)															
Average of Buyers	$ 43.60	$ 47.31	$ 39.85	$ 38.91	$ 49.02	$ 44.03	$ 49.85	$ 49.19	$ 41.76	$ 34.08	$ 26.18	$ 43.99	$ 41.13	$ 44.60	$ 44.23
Percent Buying	65.7%	68.0%	63.5%	64.9%	65.8%	87.4%	89.4%	81.7%	62.3%	44.4%	31.8%	67.0%	61.6%	67.3%	66.2%
Net Average	$ 28.65	$ 32.19	$ 25.31	$ 25.24	$ 32.26	$ 38.47	$ 44.59	$ 40.18	$ 26.01	$ 15.14	$ 8.33	$ 29.47	$ 25.34	$ 30.00	$ 29.28
in billions	$ 2.87														
Costumes Spending Breakdown:															
in billions															
Children's Costumes	$ 1.10														
Adult Costumes	$ 1.40														
Pet Costumes	$ 0.37														
Candy															
Average of Buyers	$ 24.25	$ 26.59	$ 22.01	$ 21.27	$ 26.98	$ 26.23	$ 27.31	$ 26.15	$ 24.17	$ 21.71	$ 20.01	$ 25.53	$ 23.28	$ 24.07	$ 24.15
Percent Buying	96.0%	96.5%	95.5%	95.3%	96.8%	93.2%	96.6%	96.8%	97.0%	97.2%	94.5%	96.3%	96.6%	95.5%	95.6%
Net Average	$ 23.27	$ 25.67	$ 21.01	$ 20.28	$ 26.12	$ 24.45	$ 26.37	$ 25.32	$ 23.44	$ 21.10	$ 18.91	$ 24.58	$ 22.50	$ 22.99	$ 23.08
in billions	$ 2.33														
Decorations															
Average of Buyers	$ 32.35	$ 36.71	$ 28.07	$ 28.54	$ 35.89	$ 38.64	$ 41.85	$ 35.32	$ 30.16	$ 24.92	$ 18.18	$ 32.38	$ 31.73	$ 32.84	$ 32.18
Percent Buying	72.8%	74.5%	71.3%	71.9%	73.8%	81.6%	82.5%	79.8%	71.6%	64.9%	57.7%	76.4%	67.6%	74.8%	71.6%
Net Average	$ 23.56	$ 27.33	$ 20.01	$ 20.52	$ 26.49	$ 31.51	$ 34.52	$ 28.20	$ 21.60	$ 16.17	$ 10.49	$ 24.74	$ 21.45	$ 24.56	$ 23.03
in billions	$ 2.36														
Greeting cards															
Average of Buyers	$ 10.72	$ 12.29	$ 9.28	$ 9.61	$ 11.60	$ 12.48	$ 13.38	$ 11.71	$ 9.93	$ 8.21	$ 7.37	$ 10.84	$ 10.24	$ 10.99	$ 10.68
Percent Buying	40.5%	40.0%	40.9%	38.0%	42.9%	46.4%	48.4%	39.6%	38.2%	36.4%	34.8%	46.9%	38.1%	38.9%	39.0%
Net Average	$ 4.34	$ 4.92	$ 3.79	$ 3.65	$ 4.98	$ 5.79	$ 6.48	$ 4.64	$ 3.79	$ 2.99	$ 2.57	$ 5.09	$ 3.91	$ 4.28	$ 4.16
in billions	$ 0.44														
Combined Average 2012	$ 79.82	$ 90.11	$ 70.11	$ 69.69	$ 89.84	$ 100.23	$ 111.96	$ 98.34	$ 74.84	$ 55.40	$ 40.29	$ 83.88	$ 73.20	$ 81.83	$ 79.56
in billions	$ 8.00														

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Source: BIGinsight™, Monthly Consumer Survey, SEPT-12

N = 9393, 9/5 - 9/11/12	Adults 18+	*# of Adults 18+*	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Where will you look for inspiration for Halloween costumes for yourself, your child(ren), and/or your pet(s) this year? (Check all that apply)																
Print Media (magazines, catalogs, etc.)	19.3%		19.0%	19.6%	18.0%	20.7%	27.3%	28.6%	23.9%	17.0%	10.5%	9.7%	21.7%	17.9%	18.7%	19.5%
Online Search	33.3%		33.2%	33.5%	32.5%	34.5%	54.5%	52.1%	40.5%	29.1%	16.0%	11.4%	35.1%	30.0%	34.9%	32.6%
Within a retail store or costume shop	35.7%		34.3%	37.1%	35.7%	35.9%	45.8%	46.9%	44.4%	35.9%	26.4%	16.2%	36.2%	33.1%	37.4%	35.6%
Friends/Family	23.7%		25.1%	22.3%	24.3%	23.2%	38.9%	36.1%	28.3%	19.4%	14.6%	7.7%	24.8%	21.5%	23.6%	24.9%
Pop Culture (celebrities, TV shows, movies, etc.)	14.8%		16.8%	12.9%	13.5%	15.7%	28.1%	25.1%	16.2%	11.9%	6.4%	3.3%	17.0%	14.2%	13.3%	15.6%
Current Events	7.8%		9.4%	6.3%	6.5%	9.0%	11.7%	12.1%	10.1%	7.4%	4.6%	1.6%	9.5%	6.7%	6.8%	8.9%
Facebook	15.2%		17.8%	12.7%	14.8%	15.2%	31.6%	28.0%	16.2%	10.0%	6.5%	2.1%	17.4%	12.0%	16.7%	14.1%
Twitter	4.8%		6.6%	3.0%	4.0%	5.4%	11.8%	9.9%	5.0%	2.3%	0.8%	0.4%	6.2%	3.6%	4.8%	4.5%
Pinterest	7.1%		4.8%	9.2%	5.8%	8.2%	12.7%	14.9%	8.7%	3.8%	2.3%	1.0%	6.8%	7.0%	7.1%	7.1%
Blogs	4.5%		5.3%	3.9%	3.9%	5.2%	11.6%	9.5%	4.5%	2.0%	0.7%	0.5%	6.3%	3.1%	3.9%	5.4%
Habit/Wear the same costume each year	6.7%		6.7%	6.7%	6.6%	6.8%	8.6%	7.9%	6.9%	5.3%	5.8%	6.1%	6.5%	6.0%	7.1%	7.2%
Other	4.9%		4.2%	5.6%	5.5%	4.1%	4.4%	3.7%	4.7%	6.0%	4.3%	5.9%	4.2%	5.2%	4.5%	6.0%
Does not apply/Will not wear costume	28.9%		27.7%	30.0%	29.8%	28.7%	8.8%	8.9%	15.4%	30.7%	45.9%	60.7%	27.7%	32.3%	28.5%	27.0%

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

Will the state of the U.S. economy impact your Halloween plans?																
Yes	25.9%		25.9%	25.8%	30.0%	21.4%	27.4%	26.3%	26.8%	27.6%	23.0%	23.9%	22.7%	23.3%	27.4%	29.3%
No	74.1%		74.1%	74.2%	70.0%	78.6%	72.6%	73.7%	73.2%	72.4%	77.0%	76.1%	77.3%	76.7%	72.6%	70.7%
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%

How will it impact your Halloween plans? (Check all that apply)																
Spending less overall	83.5%		81.4%	85.5%	85.5%	82.6%	75.7%	76.8%	79.8%	86.1%	90.5%	90.7%	84.5%	81.9%	84.5%	84.0%
Making a costume(s) instead of purchasing	18.0%		19.1%	17.0%	16.8%	19.5%	24.2%	24.3%	22.2%	13.3%	13.8%	11.8%	21.9%	16.3%	17.4%	16.8%
Using last year's costume(s)	16.2%		16.4%	15.9%	15.4%	17.2%	19.4%	19.9%	22.3%	16.5%	9.7%	9.0%	12.7%	13.3%	18.5%	17.7%
Not handing out candy this year	5.6%		5.9%	5.4%	5.5%	4.7%	10.3%	7.1%	5.9%	5.6%	4.4%	1.6%	4.7%	4.7%	6.1%	6.0%
Buying less candy this year	36.1%		33.4%	38.6%	39.7%	31.2%	32.4%	31.1%	35.6%	36.9%	40.8%	39.2%	36.6%	35.6%	35.7%	36.8%
Putting up last year's decorations with no plans to buy more	22.2%		19.4%	24.9%	23.8%	19.0%	23.0%	17.3%	20.6%	22.4%	23.6%	27.0%	22.8%	24.9%	20.9%	21.5%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	15.9%		13.9%	17.9%	19.4%	10.2%	15.7%	13.8%	15.6%	17.5%	16.5%	16.4%	14.8%	16.5%	14.8%	18.1%
Other (please specify)	1.8%		1.5%	2.2%	2.4%	1.0%	2.0%	1.2%	1.6%	1.7%	0.4%	4.1%	1.2%	2.2%	1.9%	1.8%

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

Source: BIGinsight™, Monthly Consumer Survey, SEPT 05-12

	2005	2006	2007	2008	2009	2010	2011	2012
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%	71.5%
No	47.5%	36.2%	41.3%	35.5%	37.9%	36.2%	31.4%	28.5%
Total	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	31.5%	34.0%	33.8%	35.3%	33.4%	40.1%	43.9%	45.0%
Dress your pet(s) in costume	N/A	N/A	N/A	N/A	N/A	11.5%	14.7%	15.1%
Throw/attend a party	25.2%	29.7%	28.3%	31.1%	30.2%	33.3%	34.3%	36.2%
Hand out candy	74.3%	73.4%	72.9%	73.7%	71.2%	72.2%	73.5%	75.7%
Carve a pumpkin	41.4%	43.1%	43.3%	44.6%	42.4%	46.3%	47.8%	50.3%
Visit a haunted house	14.9%	17.2%	18.7%	18.1%	17.0%	20.8%	22.9%	24.9%
Take children trick-or-treating	31.8%	31.8%	33.2%	33.6%	32.3%	31.7%	32.9%	33.2%
Decorate your home/yard	47.0%	48.6%	47.8%	50.3%	47.3%	50.1%	49.5%	51.4%

*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?

	2005	2006	2007	2008	2009	2010	2011	2012
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	$ 43.60
Percent Buying	53.3%	59.9%	60.6%	61.5%	59.3%	62.1%	65.0%	65.7%
Net Average	$ 16.98	$ 21.57	$ 23.33	$ 24.17	$ 20.75	$ 23.37	$ 26.52	$ 28.65
in billions	$ 1.15	$ 1.81	$ 1.82	$ 2.10	$ 1.75	$ 2.04	$ 2.52	$ 2.87
Costumes Spending Breakdown:								
in billions								
Children's Costumes	N/A	N/A	N/A	N/A	N/A	$ 0.84	$ 1.00	$ 1.10
Adult Costumes	N/A	N/A	N/A	N/A	N/A	$ 0.99	$ 1.21	$ 1.40
Pet Costumes	N/A	N/A	N/A	N/A	N/A	$ 0.22	$ 0.31	$ 0.37
Candy								
Average of Buyers	$ 18.07	$ 19.56	$ 20.94	$ 21.33	$ 19.21	$ 21.22	$ 22.05	$ 24.25
Percent Buying	94.6%	95.7%	94.7%	95.6%	93.7%	95.6%	95.5%	96.0%
Net Average	$ 17.09	$ 18.72	$ 19.84	$ 20.39	$ 17.99	$ 20.29	$ 21.05	$ 23.27
in billions	$ 1.16	$ 1.57	$ 1.55	$ 1.77	$ 1.52	$ 1.78	$ 2.00	$ 2.33
Decorations								
Average of Buyers	$ 20.65	$ 23.32	$ 26.59	$ 26.91	$ 23.56	$ 27.37	$ 28.54	$ 32.35
Percent Buying	59.8%	67.0%	66.7%	67.8%	61.7%	68.2%	69.4%	72.8%
Net Average	$ 12.35	$ 15.63	$ 17.73	$ 18.25	$ 14.54	$ 18.66	$ 19.79	$ 23.56
in billions	$ 0.84	$ 1.31	$ 1.39	$ 1.58	$ 1.23	$ 1.63	$ 1.88	$ 2.36
Greeting cards								
Average of Buyers	$ 8.51	$ 10.46	$ 11.89	$ 11.83	$ 9.98	$ 11.87	$ 12.74	$ 10.72
Percent Buying	24.2%	30.0%	33.0%	31.5%	30.3%	33.3%	38.9%	40.5%
Net Average	$ 2.06	$ 3.14	$ 3.92	$ 3.73	$ 3.02	$ 3.95	$ 4.96	$ 4.34
in billions	$ 0.14	$ 0.26	$ 0.31	$ 0.32	$ 0.25	$ 0.35	$ 0.47	$ 0.59
Combined Average	$ 48.48	$ 59.06	$ 64.82	$ 66.54	$ 56.31	$ 66.28	$ 72.31	$ 79.82
in billions	3.29	4.96	5.07	5.77	4.75	$ 5.80	$ 6.86	$ 8.00

Where will you look for inspiration for Halloween costumes for yourself, your child(ren), and/or your pet(s) this year? (Check all that apply)

	2005	2006	2007	2008	2009	2010	2011	2012
Print Media (magazines, catalogs, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	19.3%
Online Search	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33.3%
Within a retail store or costume shop	N/A	N/A	N/A	N/A	N/A	N/A	N/A	35.7%
Friends/Family	N/A	N/A	N/A	N/A	N/A	N/A	N/A	23.7%
Pop Culture (celebrities, TV shows, movies, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14.8%
Current Events	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7.8%
Facebook	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15.2%
Twitter	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.8%
Pinterest	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7.1%
Blogs	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.5%
Habit/Wear the same costume each year	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6.7%
Other	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.9%

Source: BIGinsight™, Monthly Consumer Survey, SEPT 05-12

	2005	2006	2007	2008	2009	2010	2011	2012
Does not apply/Will not wear costume	N/A	N/A	N/A	N/A	N/A	N/A	N/A	28.9%

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

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%	25.9%
No	N/A	N/A	N/A	N/A	70.4%	69.9%	67.9%	74.1%
Total	N/A	N/A	N/A	N/A	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**

Spending less overall	N/A	N/A	N/A	N/A	88.0%	86.8%	87.1%	83.5%
Making a costume(s) instead of purchasing	N/A	N/A	N/A	N/A	16.8%	19.5%	18.9%	18.0%
Using last year's costume(s)	N/A	N/A	N/A	N/A	15.8%	18.5%	16.6%	16.2%
Not handing out candy this year	N/A	N/A	N/A	N/A	5.3%	5.9%	5.7%	5.6%
Buying less candy this year	N/A	N/A	N/A	N/A	46.5%	45.1%	40.2%	36.1%
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%	22.2%
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%	15.9%
Other: (please specify)	N/A	N/A	N/A	N/A	2.0%	1.8%	2.2%	1.8%

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