Source: BIGresearch, CIA Sept-06

N = 8001, 9/6 - 9/13/06	**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	63.8%	142,276,854	62.0%	65.5%	60.8%	69.3%	85.3%	76.5%	71.3%	56.4%	50.4%	41.6%	63.4%	65.9%	62.1%	66.2%
No	36.2%	80,663,566	38.0%	34.5%	39.2%	30.7%	14.7%	23.5%	28.7%	43.6%	49.6%	58.4%	36.6%	34.1%	37.9%	33.8%
Total	100.0%	222,940,420	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	34.0%	48,421,986	33.6%	34.4%	34.2%	33.0%	62.8%	47.7%	36.0%	29.0%	16.5%	12.6%	35.9%	33.7%	33.2%	35.7%
Throw/attend a party	29.7%	42,290,026	34.9%	24.9%	29.4%	30.7%	57.9%	35.7%	31.0%	24.8%	16.3%	14.9%	29.4%	30.2%	29.1%	30.7%
Hand out candy	73.4%	104,494,244	71.2%	75.5%	71.8%	77.9%	61.4%	64.5%	70.4%	81.5%	82.6%	81.1%	72.5%	74.7%	73.2%	73.6%
Carve a pumpkin	43.1%	61,322,631	42.3%	43.9%	40.0%	48.5%	48.9%	47.5%	51.3%	46.3%	34.8%	25.7%	43.5%	47.3%	38.4%	44.7%
Visit a haunted house	17.2%	24,430,896	18.7%	15.8%	17.7%	16.8%	38.0%	23.4%	20.8%	12.8%	5.8%	2.5%	16.7%	19.3%	18.5%	14.3%
Take children trick-or-treating	31.8%	45,243,486	27.7%	35.6%	29.1%	34.7%	31.4%	47.0%	47.5%	29.0%	18.6%	7.9%	33.5%	32.2%	32.6%	29.3%
Decorate your home/yard	48.6%	69,182,244	43.4%	53.5%	46.2%	54.0%	44.8%	46.7%	48.3%	54.0%	55.0%	43.9%	49.6%	49.5%	49.9%	45.1%

*The sum of the % totals is greater than 100% because the respondent 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 costumes)																
Average of Buyers	$ 36.03	$ 39.70	$ 32.69	$ 31.20	$ 41.27	$ 37.44	$ 39.01	$ 41.93	$ 31.47	$ 30.75	$ 18.95	$ 33.08	$ 36.21	$ 35.50	$ 38.98
Percent Buying	59.9%	59.3%	60.4%	58.1%	59.6%	81.1%	80.3%	71.6%	55.5%	35.7%	28.1%	60.7%	58.0%	61.8%	58.4%
Net Average	$ 21.57	$ 23.55	$ 19.73	$ 18.11	$ 24.59	$ 30.38	$ 31.33	$ 30.04	$ 17.47	$ 10.99	$ 5.32	$ 20.09	$ 20.99	$ 21.93	$ 22.77
in billions	$ 1.81														
Candy															
Average of Buyers	$ 19.56	$ 20.84	$ 18.37	$ 16.82	$ 22.59	$ 18.73	$ 18.99	$ 21.61	$ 21.42	$ 19.24	$ 16.44	$ 19.88	$ 19.05	$ 19.29	$ 19.16
Percent Buying	95.7%	95.9%	95.6%	95.5%	96.3%	93.8%	94.6%	94.0%	97.5%	97.5%	97.4%	95.5%	95.8%	96.0%	95.3%
Net Average	$ 18.72	$ 19.98	$ 17.55	$ 16.06	$ 21.76	$ 17.57	$ 17.95	$ 20.31	$ 20.88	$ 18.77	$ 16.01	$ 18.99	$ 18.24	$ 18.52	$ 18.26
in billions	$ 1.57														
Decorations															
Average of Buyers	$ 23.32	$ 25.72	$ 21.09	$ 19.50	$ 26.84	$ 26.18	$ 27.05	$ 25.89	$ 23.20	$ 21.02	$ 14.64	$ 21.88	$ 21.84	$ 24.95	$ 23.28
Percent Buying	67.0%	67.1%	66.9%	65.3%	68.9%	71.2%	64.8%	70.3%	68.1%	66.6%	61.1%	69.5%	68.2%	64.8%	66.1%
Net Average	$ 15.63	$ 17.27	$ 14.12	$ 12.74	$ 18.50	$ 18.65	$ 17.52	$ 18.20	$ 15.81	$ 14.01	$ 8.95	$ 15.20	$ 14.89	$ 16.16	$ 15.38
in billions	$ 1.31														
Greeting cards															
Average of Buyers	$ 10.46	$ 12.77	$ 8.74	$ 8.60	$ 11.92	$ 14.39	$ 11.45	$ 9.37	$ 9.68	$ 9.91	$ 9.74	$ 8.63	$ 9.98	$ 11.09	$ 11.16
Percent Buying	30.0%	26.6%	33.2%	29.1%	31.0%	26.6%	24.2%	27.6%	30.9%	37.1%	36.2%	33.1%	29.7%	30.4%	27.5%
Net Average	$ 3.14	$ 3.40	$ 2.90	$ 2.51	$ 3.69	$ 3.82	$ 2.77	$ 2.58	$ 2.99	$ 3.68	$ 3.52	$ 2.85	$ 2.96	$ 3.37	$ 3.07
in billions	$ 0.26														
Combined Average 2006	$ 59.06	$ 64.19	$ 54.30	$ 49.41	$ 68.55	$ 70.42	$ 69.57	$ 71.13	$ 57.15	$ 47.44	$ 33.80	$ 57.13	$ 57.09	$ 59.97	$ 59.48
in billions	4.96														