

What will your child dress up as for Halloween?

	%	# of Children
Know	76.9%	49,984,228
Don't Know Yet/Haven't Decided	23.1%	14,990,494
Total	100.0%	64,974,723

Rank Of those who know...

	%	# of Children
1 Princess	9.7%	4,845,653
2 Batman	5.4%	2,697,334
3 Spider-Man	4.6%	2,315,411
4 Witch	4.5%	2,267,670
5 Disney Princess	3.1%	1,551,564
6 Action/Super Hero	3.0%	1,503,823
7 Pirate	2.9%	1,456,083
8 Vampire	2.9%	1,432,213
9 Zombie	2.7%	1,360,602
10 Ghost	2.6%	1,288,992
11 Pumpkin	2.3%	1,145,770
12 Superman	2.0%	978,679
13 Cat	1.9%	954,809
14 Fairy	1.8%	883,198
T15 Ninja	1.7%	859,328
T15 Power Ranger	1.7%	859,328
16 Star Wars Character	1.6%	787,717
17 Angel	1.2%	620,626
18 SpongeBob Squarepants	1.2%	596,755
19 Monster	1.1%	549,015
T20 Ladybug	1.0%	477,404
T20 Mickey/Minnie Mouse	1.0%	477,404
T21 Clown	0.9%	453,534
T21 Monkey	0.9%	453,534
T21 Super Mario Bros.	0.9%	453,534
T22 Athlete (Baseball, Football, etc.)	0.8%	405,794
T22 Bee	0.8%	405,794
T22 Cartoon Character	0.8%	405,794
T22 Dora the Explorer	0.8%	405,794
T22 Firefighter	0.8%	405,794
T22 Movie Character	0.8%	405,794
T22 Tinker Bell	0.8%	405,794
Other	31.8%	15,873,692
Total	100.0%	49,984,228

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

N = 9393, 9/5 - 9/11/12

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

	%	# of Adults
Know	81.4%	62,250,051
Don't Know Yet/Haven't Decided	18.6%	14,254,494
Total	100.0%	76,504,545

Rank Of those who know...

	%	# of Adults
1 Witch	9.5%	5,883,176
2 Vampire	5.2%	3,209,005
3 Pirate	4.6%	2,836,947
4 Batman Character	3.7%	2,325,366
5 Zombie	3.6%	2,255,605
6 Wench/Tart/Vixen	1.9%	1,209,190
7 Princess	1.8%	1,116,176
T8 Ghost	1.8%	1,092,922
T8 Nurse	1.8%	1,092,922
9 Cat	1.6%	1,023,161
10 Superman	1.3%	813,878
11 Scary Costume/Mask	1.3%	790,624
12 Political Costume	1.2%	767,371
T13 Devil	1.2%	720,863
T13 Dracula	1.2%	720,863
T13 Fairy	1.2%	720,863
14 Clown	1.1%	697,610
T15 Grim Reaper	1.0%	651,103
T15 Monster	1.0%	651,103
16 Athlete (Baseball, Football, etc.)	1.0%	627,849
T17 Angel	0.9%	581,342
T17 French Maid	0.9%	581,342
18 Halloween-themed Attire	0.9%	558,088
19 Police Officer	0.9%	534,834
20 Pumpkin	0.8%	511,581
T21 Action/Super Hero	0.8%	488,327
T21 Soldier	0.8%	488,327
T21 Star Wars Character	0.8%	488,327
22 Werewolf	0.7%	465,073
Other	45.5%	28,346,213
Total	100.0%	62,250,051

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

N = 9393, 9/5 - 9/11/12

What will you dress up your pet as for Halloween?

	%
Know	85.7%
Don't Know Yet/Haven't Decided	14.3%
Total	100.0%

Rank Of those who know...

	%
1 Pumpkin	12.7%
2 Devil	6.9%
3 Hot Dog	5.7%
4 Cat	3.7%
5 Bee	3.6%
T6 Dog	3.3%
T6 Ghost	3.3%
7 Action/Super Hero	2.9%
8 Witch	2.8%
9 Bowties/Fancy Collars/Bandanas	2.3%
10 Superman	2.1%
11 Pirate	1.8%
T12 Princess	1.7%
T12 Vampire	1.7%
13 Zombie	1.6%
14 Batman	1.4%
T15 Angel	1.3%
T15 Athlete	1.3%
T15 Bat	1.3%
16 Clown	1.2%
17 Bunny	1.1%
18 Monster	1.0%
19 Ladybug	0.9%
T20 Reindeer	0.8%
T20 Spider	0.8%
Other	33.0%
Total	100.0%

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

N = 9393, 9/5 - 9/11/12