

Strong Majority of Americans Believe in Safety Precautions for Children Trick-or-Treating

Even With Concerns, More than Half of Americans Will Hand Out Halloween Treats

*One Quarter (23%) of Americans Have a Child Under Age 15 Who Will
Be Trick-or-Treating This Year*



Ipsos Public Affairs



Public Release Date: Friday, October 31, 2008 6:00am, EST

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos Public Affairs conducts national and international public opinion polling on behalf of The McClatchy Company, the third-largest newspaper company in the United States, a leading newspaper and internet publisher dedicated to the values of quality journalism, free expression and community service. Building on a 151-year legacy of independence, the company's newspapers and websites are steadfast defenders of First Amendment values and advocates for the communities they serve. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

To learn more, visit: www.ipsos-na.com/pa/us/

For copies of other news releases, please visit: www.ipsos-na.com/news/.



Strong Majority of Americans Believe in Safety Precautions for Children Trick-or-Treating

Even With Concerns, More than Half of Americans Will Hand Out Halloween Treats

One Quarter (23%) of Americans Have a Child Under Age 15 Who Will Be Trick-or-Treating This Year

Washington, DC – A new Ipsos/McClatchy poll of Americans indicates strong agreement with taking safety precautions for children trick-or-treating.

Main Trick-or-Treating Concerns...

Overall, Americans are nearly unanimous in their agreement that children should not go trick-or-treating alone. More than nine in ten (95%) agree that parents should always accompany their children while trick-or-treating.

Thinking about other safety concerns, nearly nine in ten (86%) Americans agree that children should stay within their own neighborhood and only visit houses where they know someone. Finally, treats are still a concern for Americans. Eight in ten (81) agree that they are concerned about the safety of the treats children will get while trick-or-treating.

But Concerns Don't Equate To Lack of Candy...

Even though Americans have some serious concerns about safety regarding trick-or-treating, this doesn't mean they will be shutting their doors. A majority (56%) of Americans report they will be handing out treats at their door this Halloween.

Halloween Head Count...

Overall, nearly one quarter (23%) of Americans report they have a child under the age of 15 who will be trick-or-treating this Halloween. Only one in ten (8%) report they have a child under age 15 who will not be trick-or-treating.

These are some of the findings of an Ipsos online poll conducted October 27-29, 2008. For this survey, a national sample of 1,111 adults from Ipsos' U.S. online panel was interviewed online. Weighting then was employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. Statistical margins of error are not applicable to online polls because they are based on samples drawn



from opt-in online panels, not on random samples that mirror the population within a statistical probability ratio. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

***Clifford Young
Senior Vice President
Ipsos Public Affairs
312-375-3328***

Releases are available at: <http://www.ipsos-na.com/news/>

About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals that helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends to develop and test emergent or existing products or services, and build brands. They also test advertising and study audience responses to various media, and measure public opinion around the globe. They help clients create long-term relationships with their customers, stakeholders or other constituencies. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting and offers a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.). Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.