

Detailed Tables

1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 1) Candy and other treats?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	291	448	552
Weighted Base	1000	132	97*	68*	379	247	77*	293	380	294	483	517
Yes	744 74%	89 68%	81 84% AE	52 77% E	302 80% AE	153 62% AE	66 85% AE	220 75%	303 80% I	201 69%	365 75%	379 73%
No	250 25%	42 32% BDF	15 16%	14 20%	75 20%	93 38% BCDF	12 15%	70 24%	76 20%	91 31% H	117 24%	134 26%
Don't know/Refused	6 1%	1 1%	0 -	2 3% E	2 1%	1 0	0 -	3 1%	2 0	1 0	2 0	4 1%

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* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1000	783	217	91	230	304	360	199	279	364
Weighted Base	1000	782	218	95*	226	306	357	199	285	359
Yes	744 74%	563 72%	180 83% A	68 72%	180 80%	221 72%	266 74%	120 60%	222 78% G	302 84% G
No	250 25%	212 27% B	38 17%	27 28%	45 20%	83 27%	88 25%	76 38% HI	62 22%	56 16%
Don't know/Refused	6 1%	6 1%	0 -	0 -	1 0	2 1%	3 1%	4 2%	1 0	1 0

Detailed Tables

1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 2) Costumes?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	291	448	552
Weighted Base	1000	132	97*	68*	379	247	77*	293	380	294	483	517
Yes	245 24%	33 25%	28 29%	12 18%	100 26% E	46 19%	25 33% E	126 43% HI	104 27% I	11 4%	127 26%	118 23%
No	751 75%	98 74%	69 71%	53 78%	278 73%	201 81% DF	52 67%	165 56%	275 72% G	282 96% GH	354 73%	397 77%
Don't know/Refused	5 0	1 1%	0 -	3 4% DE	1 0	0 -	0 -	2 1%	1 0	0 -	2 0	2 0

1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 2) Costumes?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1000	783	217	91	230	304	360	199	279	364
Weighted Base	1000	782	218	95*	226	306	357	199	285	359
Yes	245 24%	199 25%	46 21%	19 20%	60 26%	77 25%	86 24%	42 21%	68 24%	105 29% G
No	751 75%	578 74%	173 79%	76 80%	165 73%	228 74%	270 76%	155 78%	216 76%	254 71%
Don't know/Refused	5 0	5 1%	0 -	0 -	1 0	1 0	1 0	2 1%	1 0	0 -

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1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 3) Decorations?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	291	448	552
Weighted Base	1000	132	97*	68*	379	247	77*	293	380	294	483	517
Yes	292 29%	27 20%	29 30%	19 28%	112 30%	70 28%	35 45% ADE	102 35% I	126 33% I	59 20%	148 31%	145 28%
No	701 70%	104 79% F	66 69%	48 70%	265 70% F	175 71% F	43 55%	188 64%	252 66%	234 80% GH	332 69%	369 71%
Don't know/Refused	6 1%	1 1%	1 1%	1 2%	2 0	1 1%	0 -	3 1%	3 1%	0 -	3 1%	3 1%

1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 3) Decorations?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1000	783	217	91	230	304	360	199	279	364
Weighted Base	1000	782	218	95*	226	306	357	199	285	359
Yes	292 29%	216 28%	76 35% A	27 28%	68 30%	93 31%	103 29%	45 23%	92 32% G	128 36% G
No	701 70%	561 72%	141 65%	69 72%	155 69%	209 68%	254 71%	151 76% HI	191 67%	230 64%
Don't know/Refused	6 1%	5 1%	1 0	0 -	3 1% F	3 1%	0 -	3 1%	2 1%	1 0

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1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 4) Pumpkins?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	291	448	552
Weighted Base	1000	132	97*	68*	379	247	77*	293	380	294	483	517
Yes	456 46%	62 47%	49 51% CE	23 34%	185 49% CE	96 39%	41 53% C	166 56% I	205 54% I	76 26%	221 46%	236 46%
No	530 53%	69 52%	47 48%	43 64% DF	191 50%	146 59% DF	34 44%	121 41%	174 46%	213 72% GH	259 54%	271 53%
Don't know/Refused	13 1%	1 1%	1 1%	1 2%	3 1%	4 2%	3 4%	7 2% H	2 0	5 2%	4 1%	9 2%

1. As you probably know, Halloween is coming up on October 31st. I'm going to read you a list of items that some people purchase for Halloween and I'd like you to tell me which ones you will be buying this year: 4) Pumpkins?

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1000	783	217	91	230	304	360	199	279	364
Weighted Base	1000	782	218	95*	226	306	357	199	285	359
Yes	456 46%	354 45%	102 47%	39 41%	98 44%	141 46%	176 49%	71 36%	120 42%	208 58% GH
No	530 53%	417 53%	113 52%	51 54%	127 56%	162 53%	177 49%	121 61% I	164 57% I	148 41%
Don't know/Refused	13 1%	10 1%	3 1%	5 5% DEF	1 0	3 1%	4 1%	7 3% HI	1 0	3 1%

Detailed Tables

2. And, in total, how much do you expect to spend on Halloween this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	291	448	552
Weighted Base	1000	132	97*	68*	379	247	77*	293	380	294	483	517
\$0	180 18%	22 17%	10 11%	10 14%	60 16%	70 29% ABCD	8 10%	41 14%	50 13%	76 26% GH	91 19%	89 17%
\$1 to \$10	97 10%	20 15% D	12 12%	7 10%	31 8%	21 8%	6 8%	16 6%	29 8%	49 17% GH	34 7%	63 12% J
\$11 to \$20	156 16%	25 19%	18 18%	15 21%	57 15%	32 13%	10 13%	35 12%	56 15%	58 20% G	71 15%	85 16%
\$21 to \$30	129 13%	7 5%	7 7%	7 11%	52 14% A	37 15% AB	18 24% ABD	33 11%	52 14%	41 14%	55 11%	74 14%
\$31 to \$40	75 7%	6 5%	9 9%	5 7%	33 9%	18 7%	4 6%	21 7%	35 9%	19 7%	32 7%	43 8%
\$41 to \$50	125 13%	20 15%	13 14%	5 7%	51 14%	26 10%	10 13%	46 16% I	49 13%	27 9%	73 15% K	52 10%
\$51 to \$60	32 3%	8 6% E	9 9% CDEF	1 1%	11 3%	3 1%	1 1%	13 5% I	15 4% I	3 1%	14 3%	19 4%
\$61 to \$70	4 0	1 1%	0 -	0 -	1 0	3 1%	0 -	0 -	3 1%	0 -	2 0	2 0
\$71 to \$80	33 3%	2 2%	2 2%	5 7% E	15 4%	5 2%	4 5%	13 4% I	15 4% I	4 1%	12 2%	21 4%
\$81 to \$90	2 0	1 1%	0 -	0 -	0 -	1 1%	0 -	1 0	1 0	0 -	1 0	1 0
\$91 to \$99	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -
\$100+	153 15%	19 14%	16 17%	9 14%	65 17%	28 11%	15 20%	73 25% HI	66 17% I	13 4%	91 19% K	62 12%
Don't know/Refused	13 1%	1 1%	0 -	5 7% ABDE	3 1%	4 1%	1 1%	1 0	8 2%	3 1%	7 1%	6 1%

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* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
STATISTICS (Including \$0)												
Mean	46.65	43.40	48.15	38.92	48.26	45.04	53.78	61.40 	55.56 	23.06	51.00	42.58
Standard Deviation	83.7	58.1	50.2	40.5	57.3	138.6	55.3	80.2	110.4	26.9	66.9	96.7
Standard Error	2.7	5.1	5.1	5.1	3.0	8.9	6.3	5.2	5.3	1.6	3.2	4.1
Median	26.20	19.40 D	31.61 ADE	21.73 ADE	28.40	19.76	28.77 ADE	40.03 HI	29.81	15.22	28.07	25.05
STATISTICS (Excluding \$0)												
Mean	57.04	52.13	54.00	46.04	57.34	63.43	59.72	71.41 	64.24 	31.23	63.02	51.56
Standard Deviation	89.3	60.0	50.1	40.1	58.2	161.0	55.1	82.3	116.4	26.9	69.1	104.2
Standard Error	3.1	5.9	5.4	5.5	3.3	12.1	6.7	5.8	6.0	1.8	3.7	4.9
Median	35.8	36.3 DE	37.3 DE	28.3 DE	37.3	29.3	29.9 DE	47.0 HI	38.3	20.0	40.5	29.0

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: All respondents										
Unweighted Base	1000	783	217	91	230	304	360	199	279	364
Weighted Base	1000	782	218	95*	226	306	357	199	285	359
\$0	180 18%	155 20% B	25 12%	21 22%	33 15%	53 17%	67 19%	52 26% HI	43 15%	40 11%
\$1 to \$10	97 10%	60 8%	37 17% A	12 13%	18 8%	34 11%	31 9%	34 17% HI	24 8%	19 5%
\$11 to \$20	156 16%	124 16%	32 15%	10 10%	40 18%	53 17%	50 14%	26 13%	57 20%	50 14%
\$21 to \$30	129 13%	101 13%	28 13%	23 24% DEF	29 13%	30 10%	46 13%	28 14%	41 14%	38 11%
\$31 to \$40	75 7%	56 7%	19 9%	3 3%	15 7%	32 10% C	25 7%	10 5%	19 7%	37 10% G
\$41 to \$50	125 13%	98 13%	27 12%	13 13%	21 9%	32 10%	59 17% DE	16 8%	35 12%	58 16% G
\$51 to \$60	32 3%	30 4% B	2 1%	1 1%	9 4%	11 4%	11 3%	3 1%	8 3%	21 6% G
\$61 to \$70	4 0	3 0	2 1%	0 -	2 1%	0 -	3 1%	0 -	1 0	3 1%
\$71 to \$80	33 3%	22 3%	12 5%	1 1%	12 5%	9 3%	10 3%	3 2%	12 4%	12 3%
\$81 to \$90	2 0	1 0	1 1%	0 -	0 -	1 0	1 0	1 1%	0 -	1 0
\$91 to \$99	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
\$100+	153 15%	121 16%	31 14%	9 9%	42 19% C	47 15%	55 15%	20 10%	42 15%	80 22% GH
Don't know/Refused	13 1%	11 1%	2 1%	2 3% F	7 3% F	3 1%	1 0	5 3% I	3 1%	1 0

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		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
STATISTICS (Including \$0)										
Mean	46.65	47.53	43.49	31.67	49.30	45.90	50.85	29.47	46.52	63.39
					C				G	GH
Standard Deviation	83.7	91.4	47.4	36.3	56.0	72.4	112.1	39.3	65.1	118.0
Standard Error	2.7	3.3	3.2	3.9	3.7	4.2	5.9	2.8	3.9	6.2
Median	26.20	25.99	26.81	22.31	27.64	25.48	27.65	15.77	25.85	39.35
			A	DEF						
STATISTICS (Excluding \$0)										
Mean	57.04	59.46	49.24	41.07	58.10	55.56	62.53	40.31	54.95	71.27
					C				G	G
Standard Deviation	89.3	98.7	47.5	36.3	56.4	76.3	121.4	41.0	67.4	122.9
Standard Error	3.1	4.0	3.4	4.4	4.1	4.9	7.1	3.5	4.4	6.8
Median	35.8	36.5	29.7	27.2	36.2	35.6	38.5	25.7	29.7	44.0
			A	DEF						