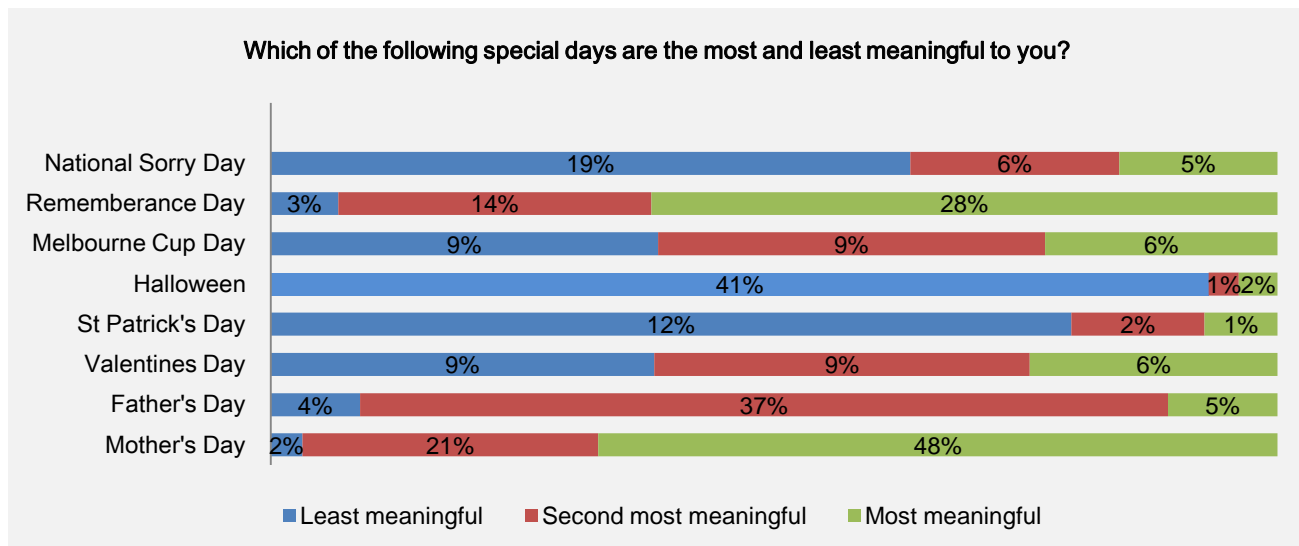


Halloween growing in Australia...but many still spooked by the day!

22 October 2012 - With the scariest date in the Australian calendar on the horizon, research conducted by McCrindle Research in 2011 showed a quarter of Australians (26%) planned to celebrate Halloween last year, with 8% certain that they would. Over half of those (51%) with primary school aged children planned to get spooky last Halloween and 7 in 10 (71%) Australians said we are celebrating Halloween more than we used to.

Despite Halloween's growing popularity, new research conducted by McCrindle Research in October 2012 showed that it still has a long way to go, with 2 in 5 (41%) seeing it as the "least meaningful" special event day of the year. In fact, just 2% of respondents rated it as the most meaningful to them.



This research is from a survey of 532 Australians in October 2012

Generationally speaking:

Those in Generation Y (aged 18-31) were far more likely to have celebrated Halloween in the past than Generation X (aged 32-46) and the Baby Boomers (aged 46-65). When asked whether they had ever celebrated Halloween before, 53% of Gen Ys had, compared to 45% of Gen Xs and 40% of Baby Boomers.

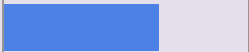


An Australian Halloween:

The 2011 research showed providing treats for trick or treaters is the most common Halloween activity, with 64% of those celebrating Halloween planning to take part in this activity, rising to 79% among families with primary school aged children. Even those who are anti-Halloween aren't necessarily going

to turn away a trick or treaters. While 64% of Australians weren't planning on celebrating Halloween, a smaller number said they weren't planning on giving anything to trick or treaters (46%), showing there are a number who would still give treats out despite their own personal view of Halloween.

Nearly a quarter (24%) of those celebrating Halloween planned to go trick or treating with family or friends, rising to 57% among those with primary school aged children.

Top 3 ways to get involved in Halloween (Respondents selected all that apply)

Providing "treats" for trick or treaters		64%
Getting dressed up in spooky costumes		34%
Putting up decorations (spider webs, witches hats etc.)		34%

And as for the uninvolved...

45% of those who did not intend to celebrate Halloween in 2011 would not do so because they saw it as an American tradition. This was a common belief, with 64% of all respondents selecting America as the origin of the holiday. Still, some did look further back, with nearly 1 in 5 (19%) survey respondents believing Halloween was a Celtic tradition.

Social Researcher, Mark McCrindle said, "Halloween does have its challenges to becoming mainstream in Australia; firstly because of its American roots, secondly because of its dark themes, and thirdly because it involves Children knocking on strangers doors and requesting lollies to consume! However, despite these set-backs, Halloween continues to grow from a commercial perspective."

Mark McCrindle is the founder of McCrindle Research and he is available for further comment on the research conducted. For an interview, please contact Mark on 0411 5000 90.

Methodology of this research:

Unless otherwise stated, the majority of information in this release was sourced from an online survey conducted by McCrindle Research in October 2011. The online survey was deployed through Qualtrics to a research panel via Permission Corp, on the 10th October 2011, and was in field for 5 days. The survey received 631 completed responses across a national sample.

New research added to this release was conducted in October 2012 by McCrindle Research, through a national study of Australians which received 532 completed surveys responses.

Below is a snapshot of the respondent sample collected in October 2011:

DEMOGRAPHICS	This survey %	National % of populated aged 18-65
AGE		
18-24	10.30%	GEN Y
25-31	13.80%	32%
32-34	4.40%	GEN X
35-46	28.60%	32%
47-49	7.80%	
50-59	23.40%	BOOMERS
60-65	11.60%	37%
STATE		
NT	1.50%	1%
ACT	1.90%	1.60%
TAS	2.40%	2.30%
SA	6.10%	7.30%
WA	9.60%	10.40%
QLD	20.10%	20.30%
VIC	27.00%	24.90%
NSW	31.50%	32.20%