ADA American Dental Association®

2012 US - Halloween Consumer Study - Parents

Completed by Information Solutions Group

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Research Overview

RESEARCH OVERVIEW

Research Objectives

- Survey the parents of children in the US between 5 and 13 years old to gain a better understanding of how they celebrate Halloween.
- Gather information about what today's parents like most about Halloween, how Halloween has changed since they were a child and whether they consider candy an important part of the celebration.
- Determine how much candy children receive when trick-or-treating and whether items such as toys, trinkets and video games are acceptable alternatives to candy.

Data Collection Overview

- Methodology: Web survey (ePanel).
- Audience - US households with children from 5 to 13 years old.
- Survey length: 18 questions.
- Survey period: September 14, 2012 – September 18, 2012.
- 1,043 qualified responses.

Survey Qualifications

- Live in the United States.
- Have children from 5 to 13 years old.
- Allow children to trick-or-treat on Halloween (94% of US households).

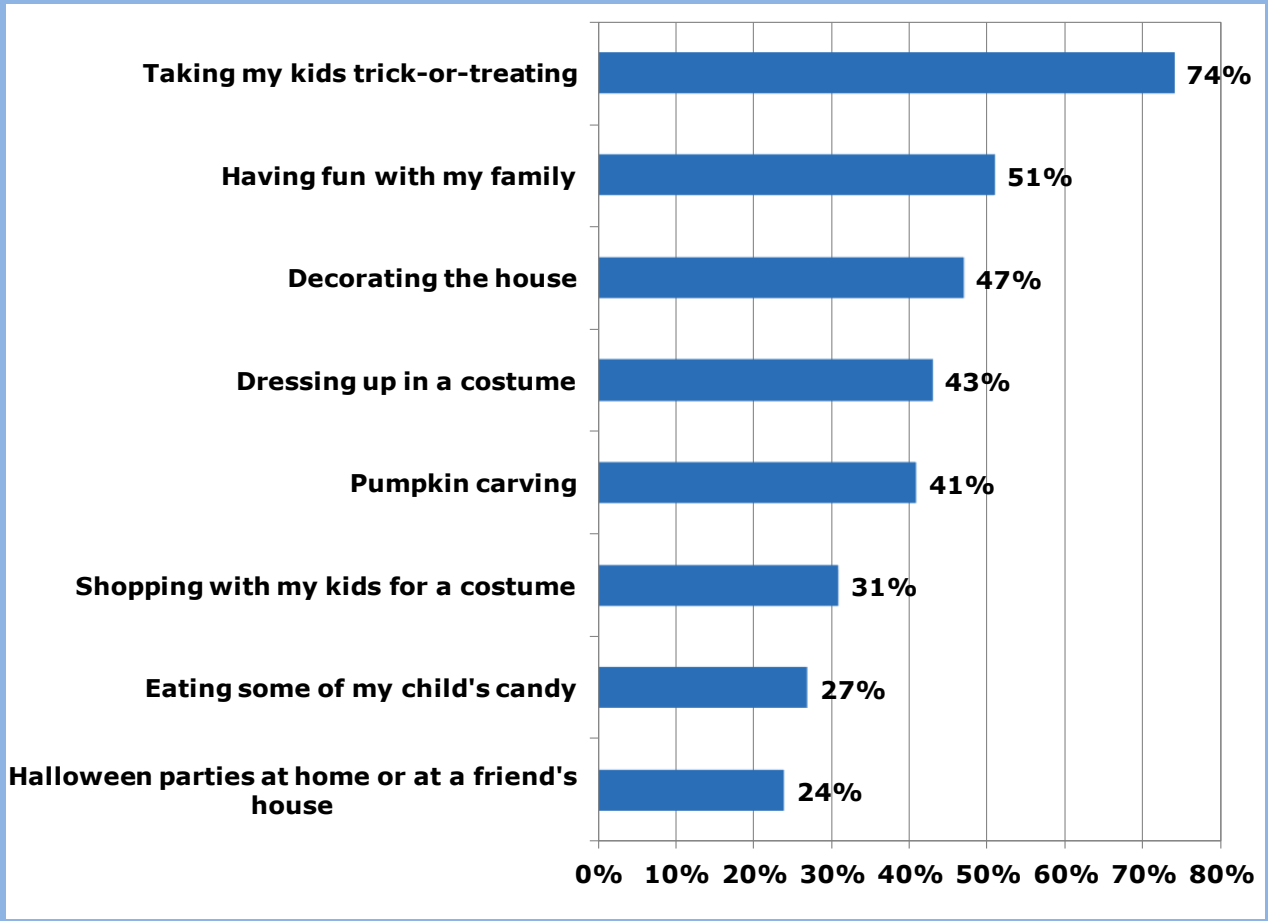
Parents’ Attitudes

About Halloween

HALLOWEEN ACTIVITIES PARENTS LIKE MOST

Attitudes about Halloween

- Taking their children trick-or-treating (74%), having fun with family (51%) and decorating the house (47%) are the top three activities parents like most about Halloween.
- Dressing up in a costume (43%) and pumpkin carving (41%) round out the top five favorite Halloween-related activities.



Q1 As a parent of a child 5 to 13 years of age, what do you like most about Halloween?

HALLOWEEN ACTIVITIES PARENTS LIKE MOST

Attitudes about Halloween

- Parents with younger children like taking their children trick-or-treating, shopping with their children for a costume and dressing up in a costume more than parents with older children.
- Having fun with family and eating some of their children's candy is more popular among parents with older children.

	Overall	Age of Children in Family		
		5-7 (477)	8-10 (495)	11-13 (479)
Taking my kids trick-or-treating	74%	79%	78%	68%
Having fun with my family	51%	49%	49%	53%
Decorating the house	47%	47%	47%	46%
Dressing up in a costume	43%	46%	43%	40%
Pumpkin carving	41%	41%	43%	42%
Shopping with my kids for a costume	31%	33%	32%	28%
Eating some of my child's candy	27%	24%	30%	31%
Halloween parties at home or at a friend's house	24%	24%	25%	26%

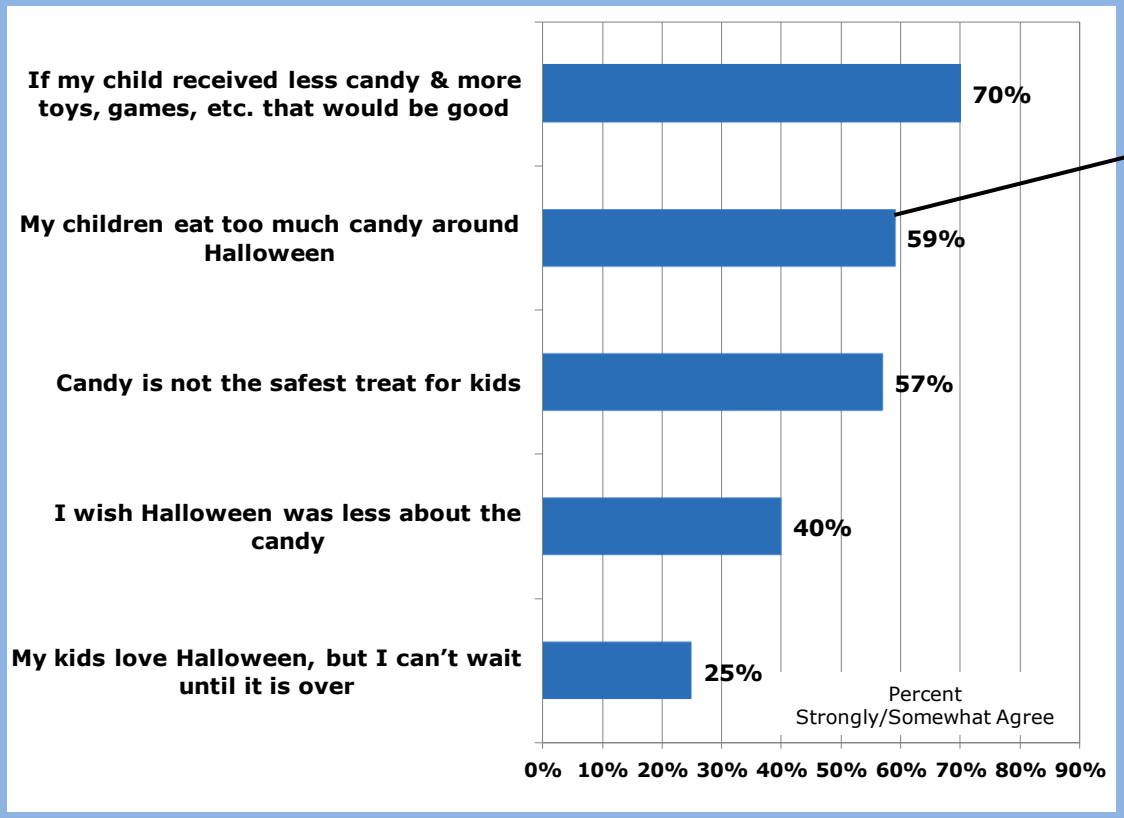
Q1 As a parent of a child 5 to 13 years of age, what do you like most about Halloween?

PARENTS' OPINION ABOUT HALLOWEEN CANDY

Attitudes about Halloween

Among parents of children 5 to 13 years old who trick-or-treat on Halloween …

- 70% *Agree* it would be good if their child received less candy and more toys or games.
- 59% *Agree* that their children eat too much candy around Halloween.
  - Almost three-fourths (71%) of parents whose child has been to the dentist three or more times to get a filling Agree that their child eats too much candy.
- 57% *Agree* that candy is not the safest treat for kids.



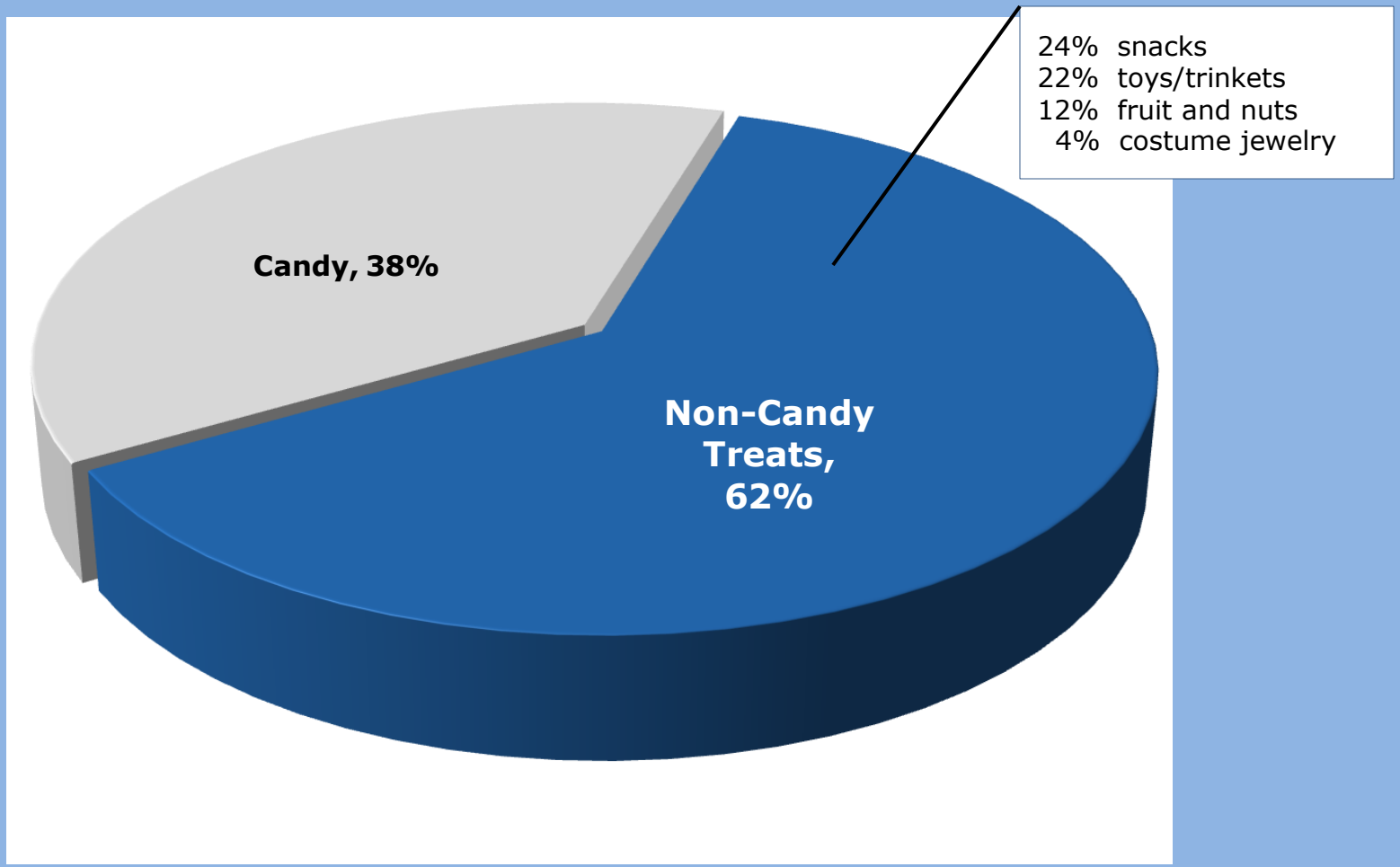
71% of those whose child has been to the dentist three or more times to get a filling Agree that their child eats too much candy around Halloween compared to 50% of those whose child had no fillings.

Q2 How much do you agree or disagree with the following statements about Halloween?

PARENTS' HALLOWEEN TREAT PREFERENCES FOR THEIR CHILDREN

Attitudes about Halloween

- Almost two-thirds (62%) of parents prefer their children receive something other than candy while trick-or-treating on Halloween.
  - One-fourth (24%) would prefer their children receive snacks instead of candy, while 22% prefer they receive toys/trinkets.

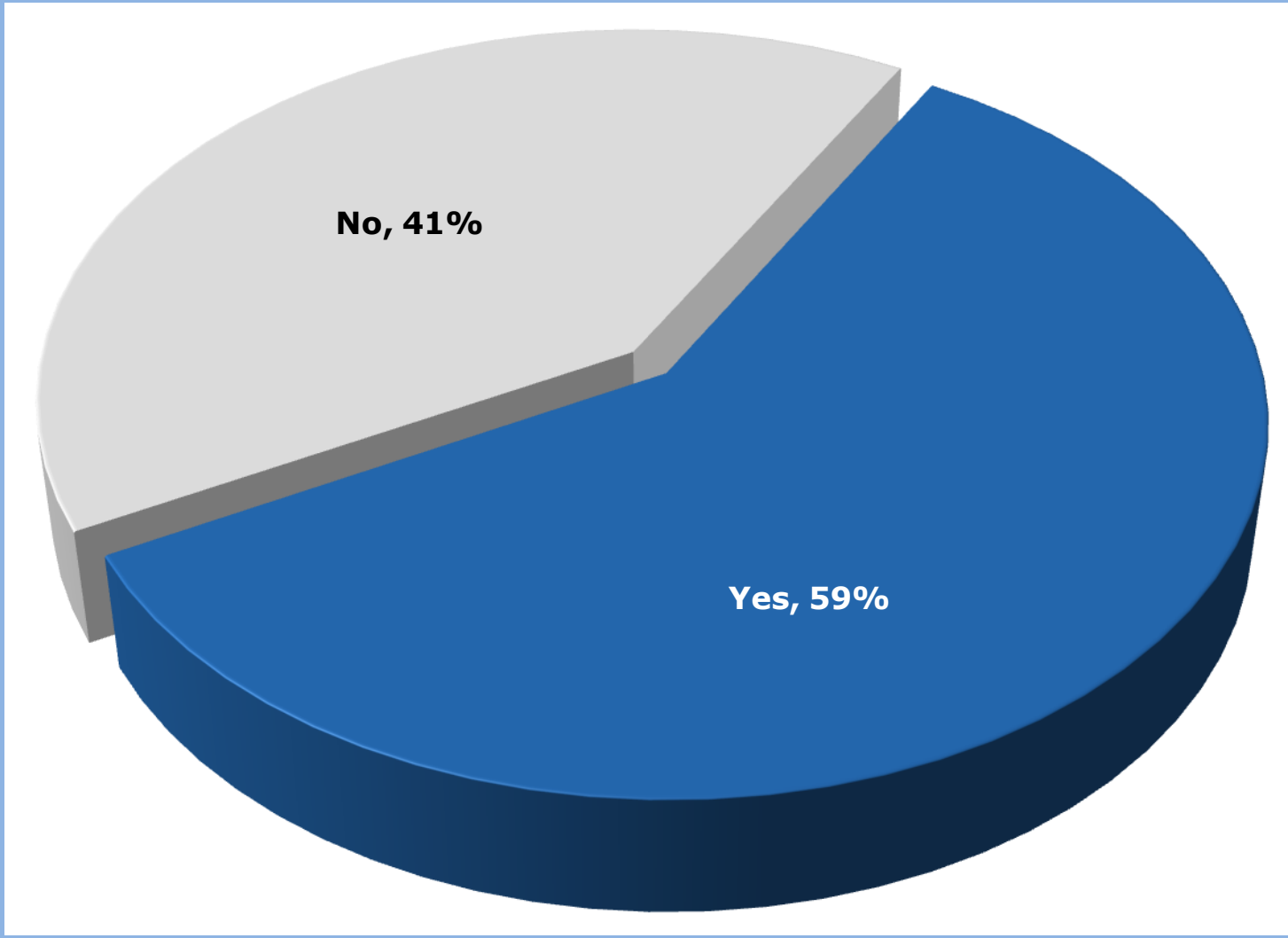


Q6 Which of the following Halloween treats do you prefer your child receives when trick-or-treating?

WOULD HALLOWEEN BE BETTER IF IT WAS LESS ABOUT CANDY?

Attitudes about Halloween

- More than half (59%) of the parents said that Halloween would be better if it was less about candy.

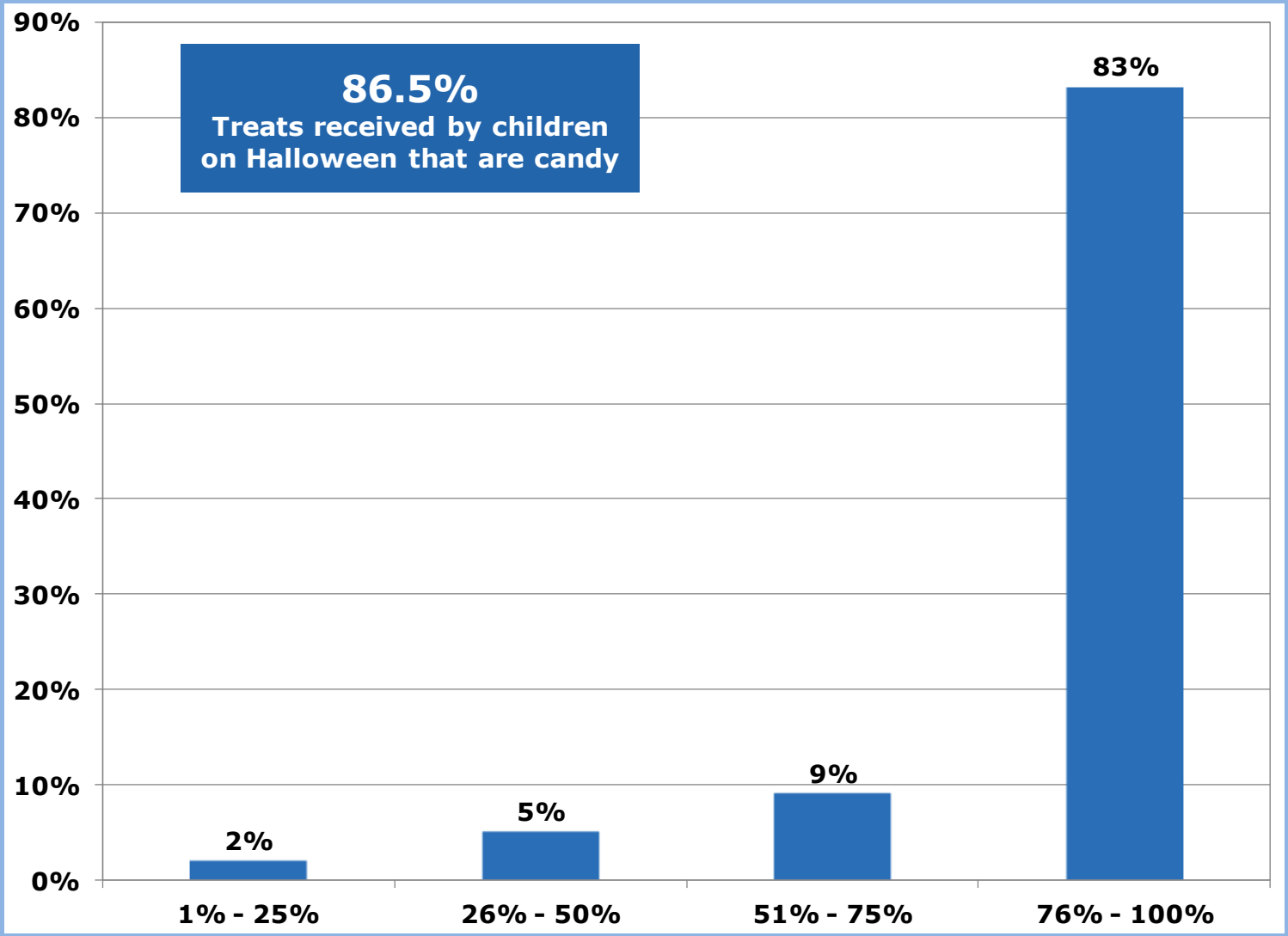


Q9 If Halloween changed and was less about candy and more about other types of fun (toys, video games and parties), would it be better?

% OF HALLOWEEN TREATS CHILDREN RECEIVED THAT ARE CANDY

Attitudes about Halloween

- According to parents, candy represents an average of 86.5% of the treats received by children on Halloween.

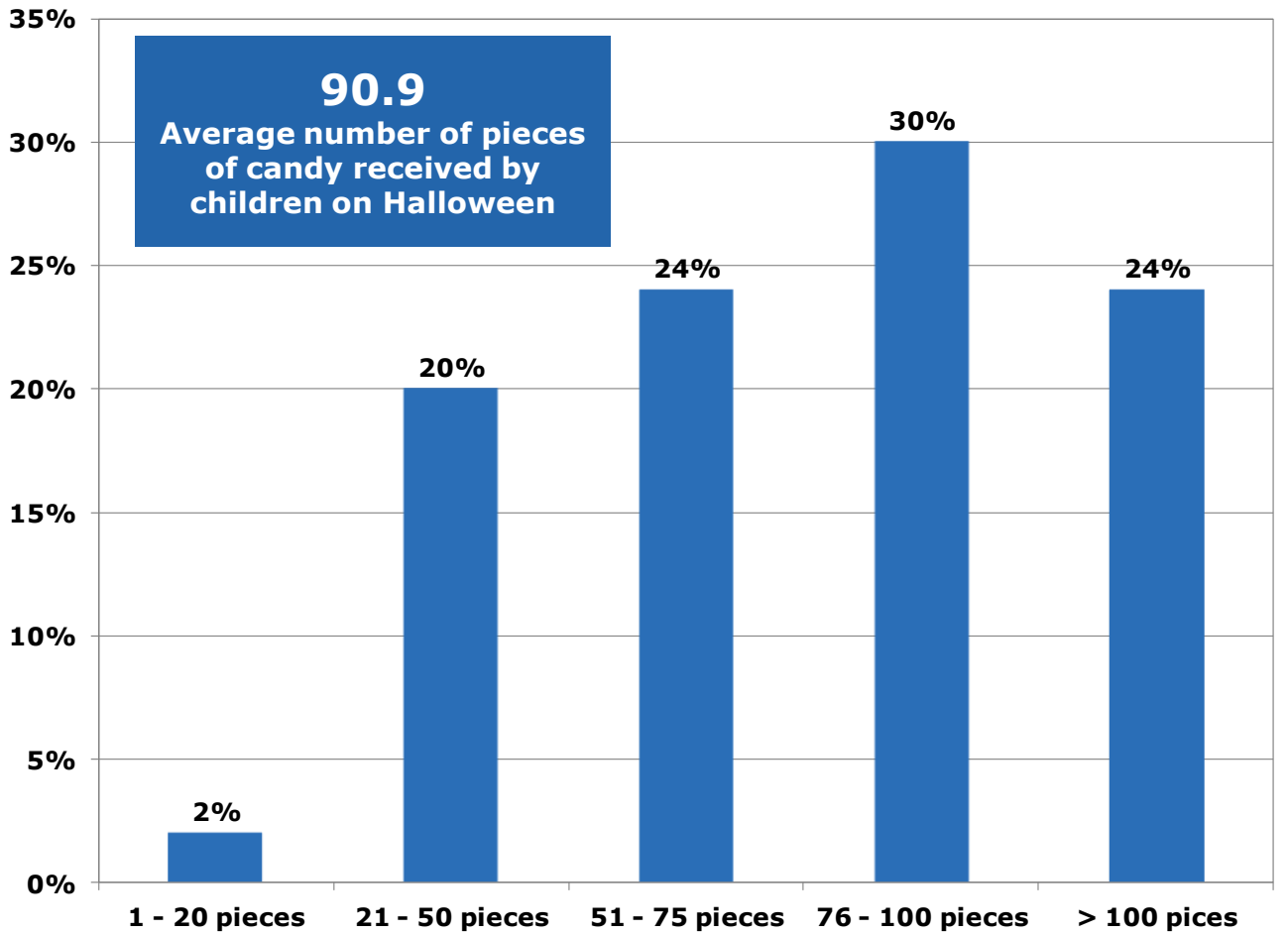


Q4 Approximately what percent of all the treats received by your child/children on Halloween are candy?

AMOUNT OF CANDY CHILDREN RECEIVE ON HALLOWEEN

Attitudes about Halloween

- According to parents, children receive an average of 90.9 pieces of candy when trick-or-treating on Halloween.
  - Three-fourths (78%) of the children receive more than 50 pieces of candy on Halloween, of which 24% receive more than 100 pieces of candy.

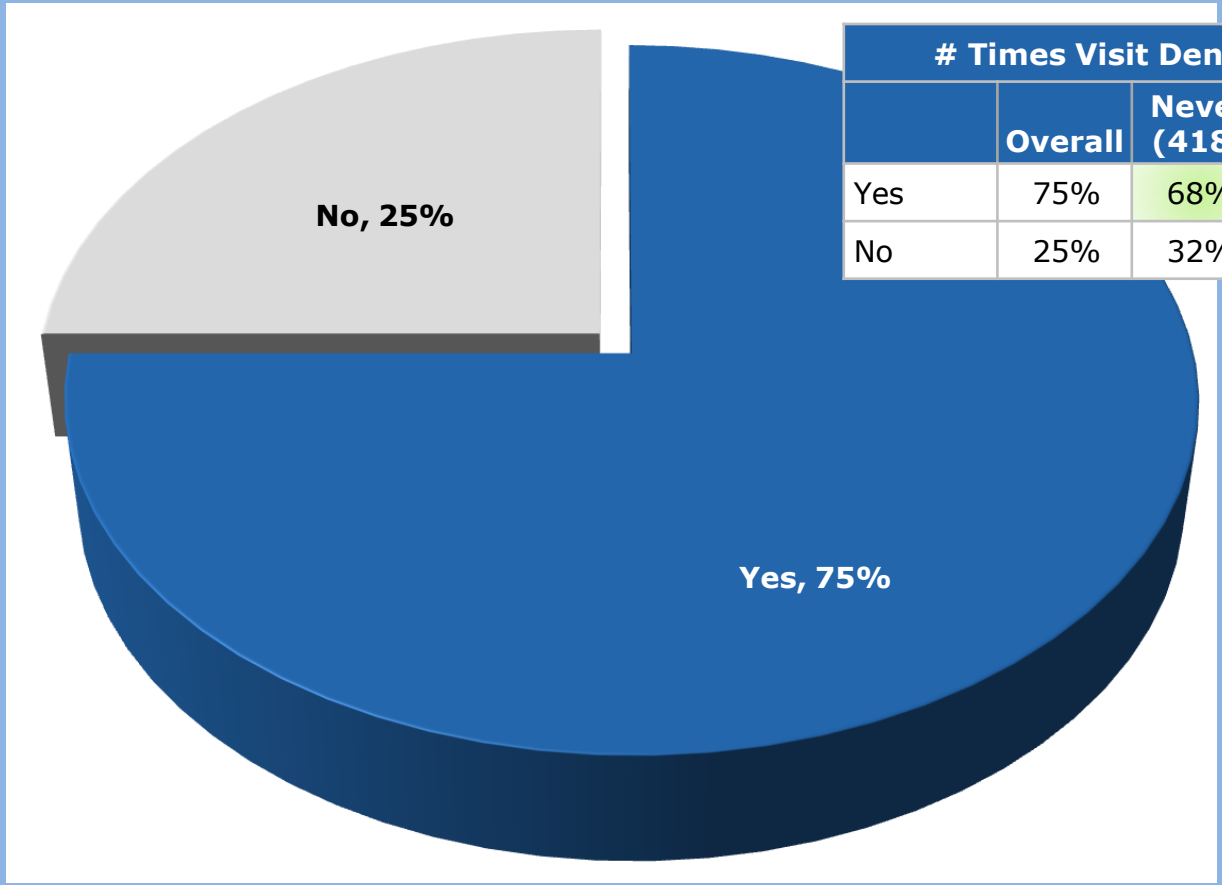


Q5 How much candy does your child receive on Halloween?

PREFER CHILD RECEIVE A FREE KID-FRIENDLY VIDEO GAME

Attitudes about Halloween

- Three-fourths (75%) of the parents surveyed would prefer their child receive a free video game instead of a piece of candy on Halloween.
  - More parents (86%) of children who have received three or more fillings would prefer their child receive a free video game instead of candy, compared to parents who children are cavity free (68%).



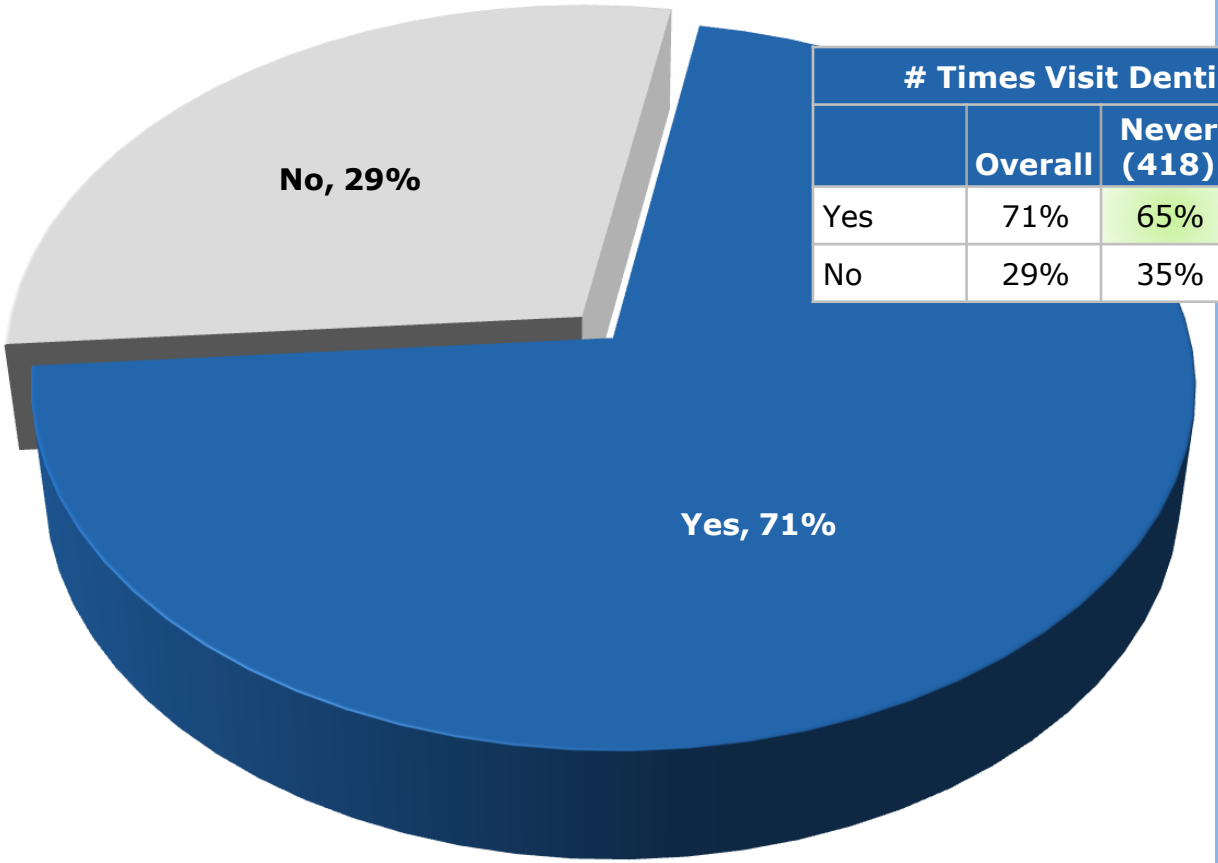
# Times Visit Dentist for Filling				
	Overall	Never (418)	1 - 2 (383)	3 + (244)
Yes	75%	68%	74%	86%
No	25%	32%	26%	14%

Q11 As a parent of a child 5 to 13 years old, would you prefer your child receive a free video game instead of a piece of candy?

PARENTS PREFERRING TO GIVE A FREE KID-FRIENDLY VIDEO GAME

Attitudes about Halloween

- Seven out of ten parents would prefer to give a free kid-friendly video game instead of candy on Halloween.
- More parents (83%) of children who have received three or more fillings would give a free video game instead of candy, compared to parents whose children are cavity free at 65%.



# Times Visit Dentist for Filling				
	Overall	Never (418)	1 - 2 (383)	3 + (244)
Yes	71%	65%	70%	83%
No	29%	35%	30%	17%

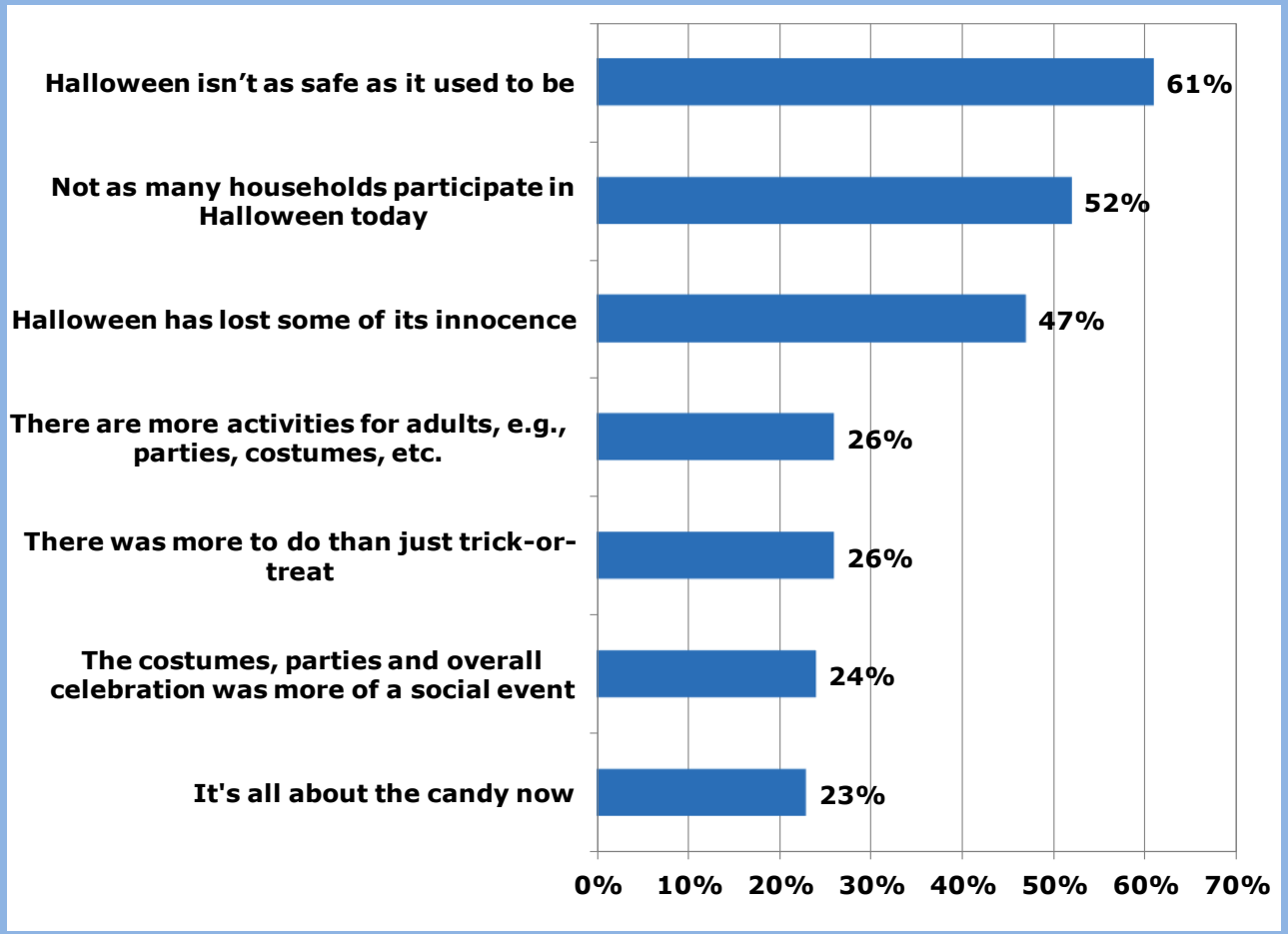
Q10 Would you prefer to give a kid-friendly video game instead of a piece of candy on Halloween?

CHANGES IN HALLOWEEN SINCE CHILDHOOD

Attitudes about Halloween

When asked how Halloween has changed since they were a child ….

- More than half (61%) of the parents said Halloween is not as safe as it used to be, while 52% said not as many households participate in Halloween today.
- 47% also said that Halloween has lost some of its innocence since they were a child.



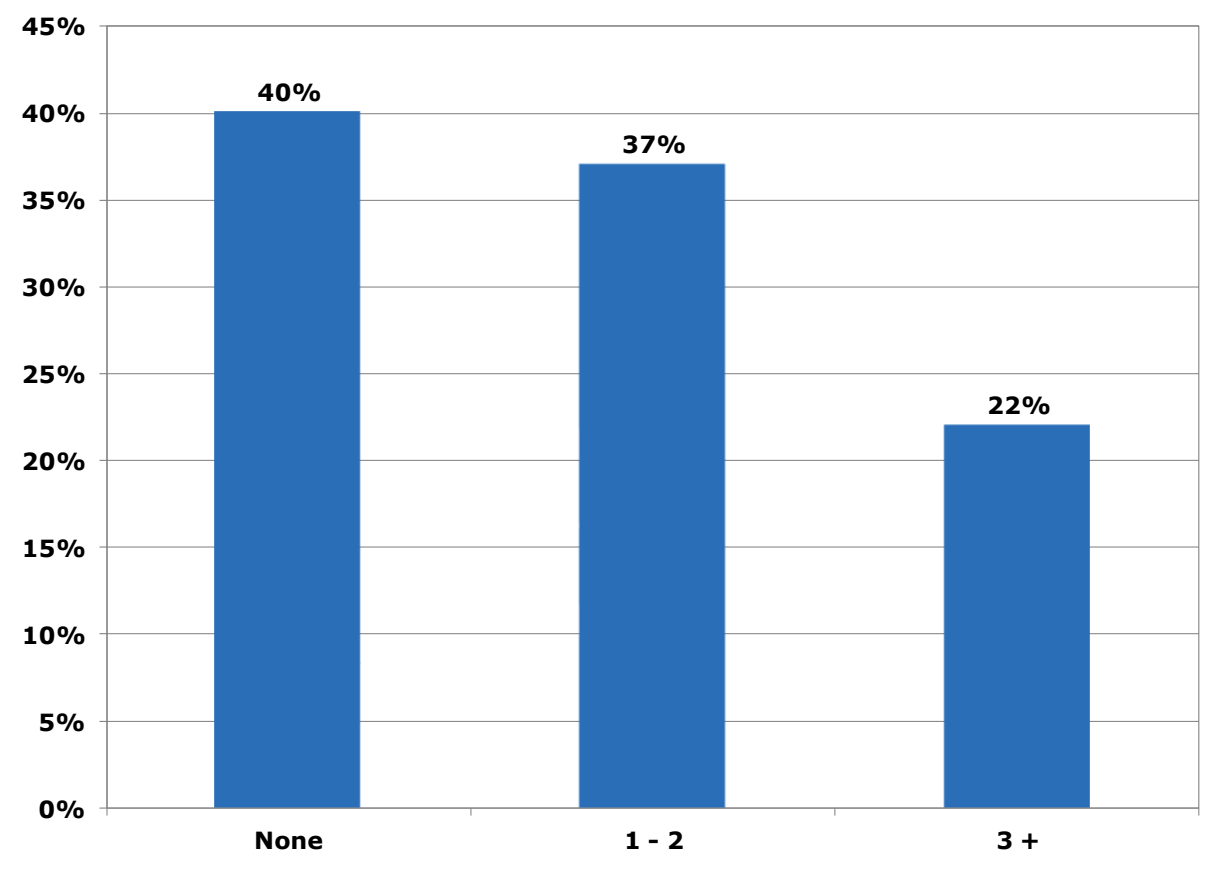
Q8 How has Halloween changed since you were a child?

Family Profile

NUMBER OF TIMES CHILD HAD DENTIST FILL CAVITY

Family Profile

- Among parents of children 5 to 13 years old …
  - Four out of ten parents said their children has never had a cavity filled.
  - 37% said their child has been to the dentist once or twice to get a filling, while 22% have taken their child to the dentist three or more times to get a filling.



Q12 How many times has your child had a dentist fill a cavity? Based upon oldest child 5 to 13 years old in family.

PARENT DEMOGRAPHICS

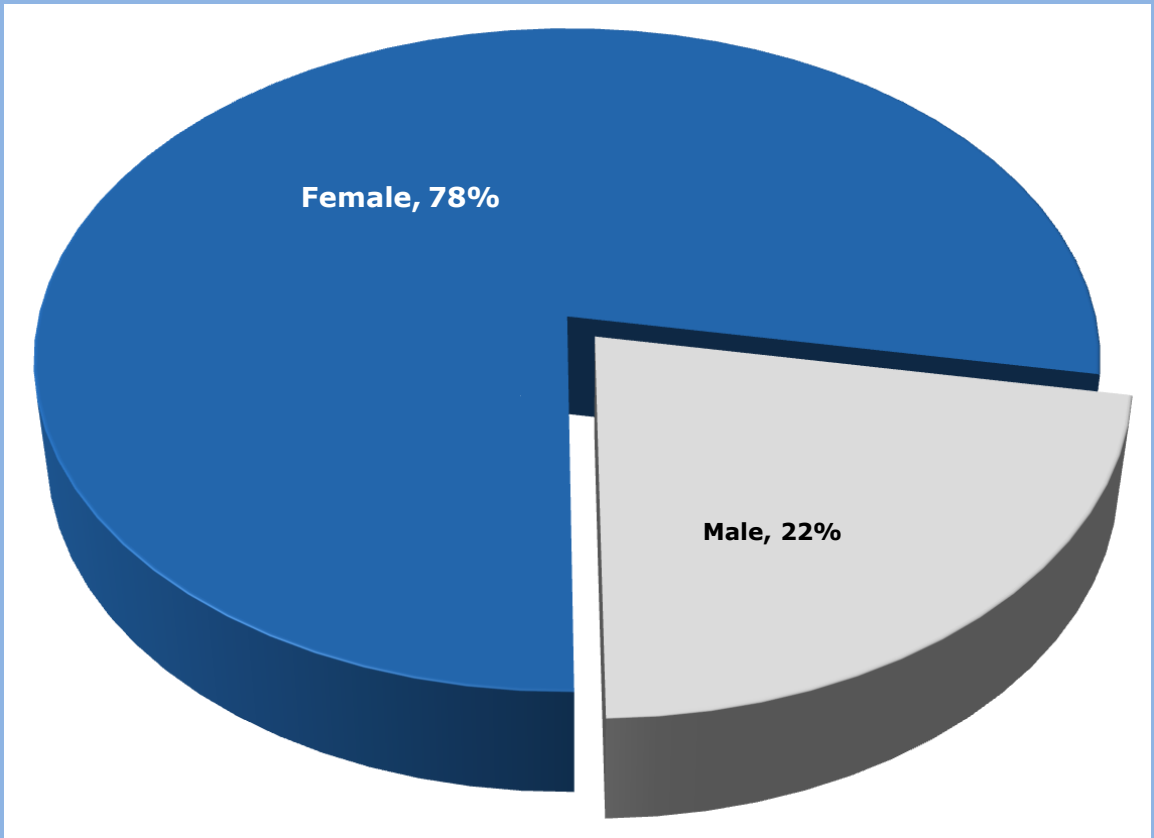
Family Profile

- 78% of the parents completing the survey are female.
- The average age of the parents is 40.5 years.
  - 29% are 25-34.
  - 44% are 35-44.
  - 21% are 45-54.
  - 6% 55+.
- 75% are married or living with a partner, 9% single, 16% divorced, separated or widowed.
- 54% have only one child, 33% have two children and 13% have three or more children.
- 46% of the children are 5 to 7 years old, 47% are 8 to 10 years old and 46% are 11 to 13 years old.
- 45% live in the suburbs, 27% live in an urban/city area and 26% live in a rural area.
- Parents' views about Halloween are the same, regardless of where they live.
  - While the majority of the parents who participated in the survey live in the suburbs, there are no significant differences in the results based upon the area or community where a person lives. Differences were identified in the areas of gender, age and the number of fillings a parent's child has received.

PARENT'S GENDER

Family Profile

- The majority (78%) of those responding to the survey are moms.
  - Moms are more interested than dads in decorating the house (48% vs. 40%), pumpkin carving (43% vs. 32%) and having fun with family (52% vs. 45%).
  - More moms prefer their child receive a free video game instead of candy (76% vs. 70%)
  - More dads said that candy is what makes Halloween fun (86% vs. 77%).

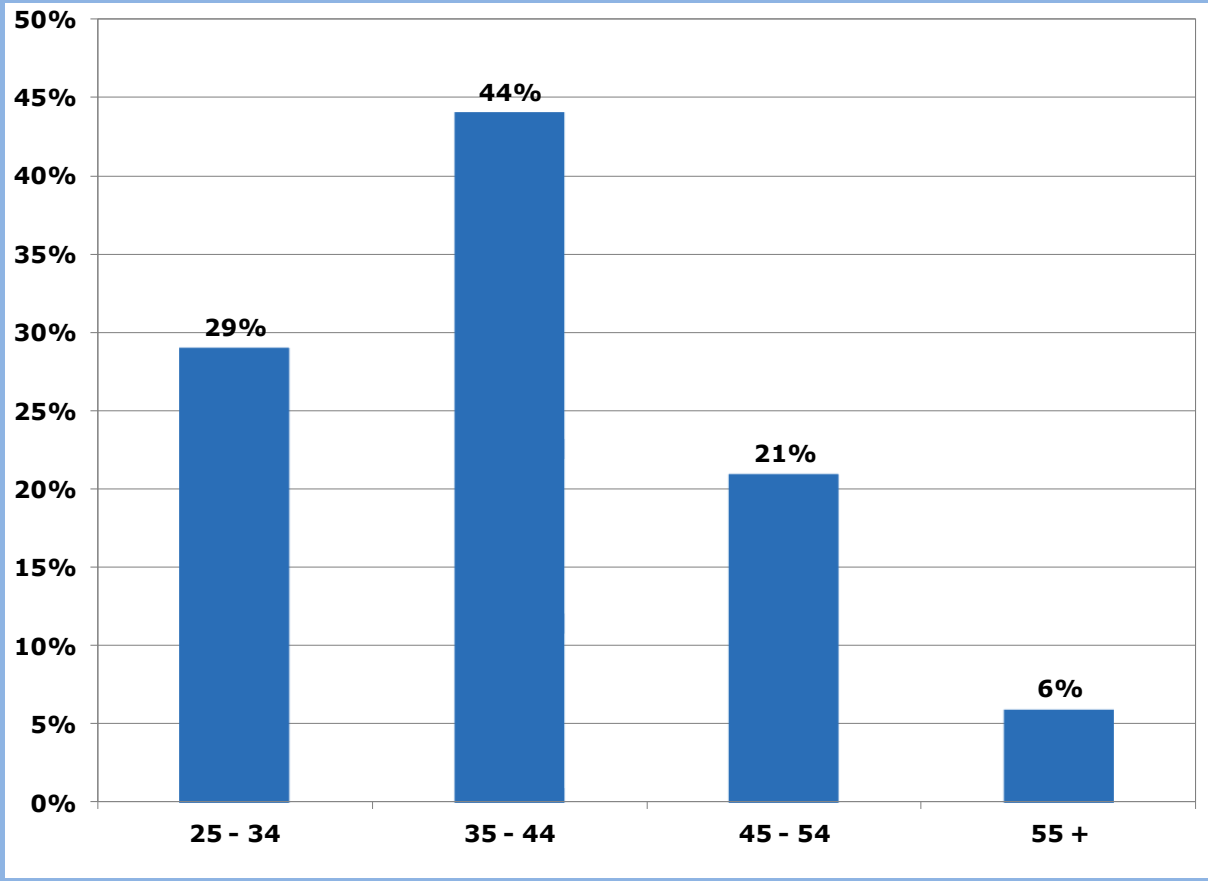


Q13 Gender

PARENT'S AGE

Family Profile

- Seven out of 10 respondents are at least 35 years old, with 44% ages 35-44.
  - Younger parents, those less than 35 years old, like dressing up in a costume for Halloween more than those 35 or older (53% vs. 39%).
  - Three-fourths (77%) of the parents who are 55 years and older feel that Halloween is not as safe as it used to be compared to 59% of those less than 35 years old.



Q14 Age

Research Methodology

This research was conducted by Information Solutions Group (ISG; www.infosolutionsgroup.com) exclusively for PopCap Games and the American Dental Association (ADA). The results are based on 1,043 online surveys completed by members of the world's largest online ePanel (Toluna) in the United States between September 14th and September 18th, 2012.

To qualify for participation in the survey, individuals had to live in the US, have at least one child between 5 and 13 years old and allow their children to go trick-or-treating on Halloween. Among US households, 1,099 were identified as parents of children 5 to 13 years old, with 1,043 (94%) allowing their children to trick-or treat on Halloween. In theory, in 19 cases out of 20, the results will differ by no more than 2.1 percentage points from what would have been obtained by seeking out and polling all US households with children 5 to 13 years old. Smaller subgroups reflect larger margins of sampling error. Other sources of error, such as variations in the order of questions or the wording within the questionnaire, may also contribute to different results.

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