



Millions Dress Dogs for Halloween

Survey reveals 7.4 million households plan on dressing up their dogs and cats this year.

Posted: October 9, 2007, 5 a.m. EST

As Halloween approaches, millions of families across the United States will be searching for the perfect costume.

For their pets, that is. Approximately 7.4 million households plan on dressing up their dogs and cats for Halloween, according to a survey by the National Retail Federation.

"Many consumers who own pets think of them as family members," said NRF President and CEO Tracy Mullin. "Pet owners will go all out to include dogs, cats and other critters in Halloween festivities, including trick-or-treating, handing out candy, or even celebrating at a friend or family member's house."

The survey revealed the top 15 costumes for pets, which include: Devil Pumpkin Witch Princess Angel Pirate Hot Dog Bat Black Cat Clown Athlete Bumble Bee Ghost Bowtie/fancy collar/bandana Superhero

Surveyors polled 8,877 consumers from Sept. 4 to 11, 2007, in an effort to gauge Halloween shopping trends. The NRF is the world's largest retail trade association, and its members include department, specialty, discount, catalog, Internet, drug, and grocery stores.