

Pumpkin Most Popular Halloween Costume for Pets

Research firm releases the most popular cat and dog costumes of the year according to survey.

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Cats and dogs are most likely to be dressed as pumpkins this Halloween, according to the National Retail Federation's 2009 Halloween Consumer Intentions and Actions Survey, conducted by BIGresearch.

Other top pet costumes include devil, witch and supercat/superdog, along with bowties and fancy collars.

The top adult costume is a witch and the top children's costume is a princess.

"The economy will impact how much Americans spend on Halloween, but people will still find ways to celebrate one of the most lighthearted holidays of the year," said Phil Rist, executive vice president, Strategic Initiatives, BIGresearch. "Young or old, Halloween is about having fun, even if it means using last year's costume or piecing something together from things around the house."

The survey, which was conducted from Sept. 1-9, polled 8,526 consumers.