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NEWS RELEASE

America's Biggest Fears

KRC's Pulse Poll Reveals Which Phobias are the Most Common

WASHINGTON, DC – October 21, 2015 – Halloween is just around the corner, and with that comes all kinds of scary movies, decorations, and TV specials. Looking to make your haunted house the scariest on the block? Play up these top phobias:

- **ACROPHOBIA.** 33% of Americans are afraid of **heights**.
- **GLOSSOPHOBIA.** 32% of Americans are afraid of **public speaking**.
- **ATYCHIPHOBIA.** 31% of Americans are afraid of **failure**.
- **ARACHNOPHOBIA.** 28% of Americans are afraid of **spiders**.
- **CLAUSTROPHOBIA.** 16% of Americans are afraid of **small spaces**.
- **MYSOPHOBIA.** 13% of Americans are afraid of **germs**.
- **TRYPANOPHOBIA.** 13% of Americans are afraid of **needles**.
- **AVIOPHOBIA.** 13% of Americans are afraid of **flying**.
- **PHASMOPHOBIA.** 9% of Americans are afraid of **ghosts**.

To learn more about the KRC Pulse Poll, visit: www.krcresearch.com.

Survey Methodology

The KRC Pulse Poll nationwide survey was conducted online by KRC Research in August 2015 among 507 American adults ages 18 and older.

About KRC Research

KRC Research is a Washington, DC-based full service market research firm and part of the Interpublic Group of Companies. We offer global quantitative and qualitative market research solutions that can help our clients make the best strategic decisions. We use proven methodologies, proper sampling techniques, and pull from over 30 years of experience interpreting consumer feedback.