

Have Zombies ever been more popular than during Halloween season? If so why?



HALLOWEEN

Most years, Zombies are most popular around Halloween.

Zombie: (United States)



OUTLIER

So what happened here? On June 1st, 2012 there was the largest interest in zombies since 2004 (and it wasn't Halloween).



FEW MONTHS PRIOR

The time leading up to June, There was a string of violent attacks across the world involving bath salts and people actually eating other people under its influence.



JUNE 1st, 2012

The statement: The CDC decides to attempt to put people at ease by sending a statement to the media informing them that zombies are not real. This drives more traffic to looking into zombies and all the recent attacks.

