

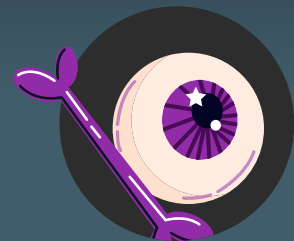
HALLOWEEN 2019

A *Spooky* SPENDING PREDICTION

#WhatTheDataSays



\$3.2B
ON COSTUMES



\$2.7B
ON DECORATIONS



\$2.6B
ON CANDY



\$390M
ON GREETING CARDS

THE AVERAGE GOBLIN OR GHOUL WILL SPEND **\$86**
ON *tricks and treats* THIS HALLOWS EVE.

BY THE PRICKING OF MY THUMB,

HOW WILL YOU HAVE YOUR *Halloween* FUN?

- 69% HAND OUT CANDY
- 49% DECORATE
- 47% DRESS UP
- 44% CARVE PUMPKINS
- 32% THROW/ATTEND PARTIES
- 29% TAKE CHILDREN TRICK-OR-TREATING
- 22% GO TO A HAUNTED HOUSE
- 17% DRESS THEIR PETS UP
- 3% PARTICIPATE IN OTHER NEFARIOUS ACTIVITIES

THE SURE PATH TO A HALLOWEEN *lover's heart* IS TO GET AN EARLY START

37%
STARTED PLANNING
BEFORE OCTOBER

