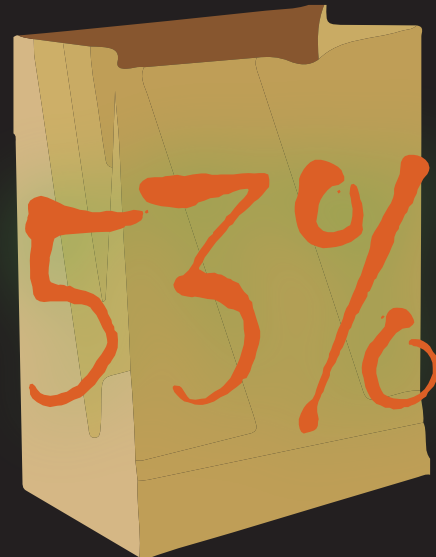


HOW MUCH WE SPEND ON

HALLOWEEN

RESULTS OF A 2015 ACCC POLL



RESPONDENTS WHO
WILL SHOP FOR
HALLOWEEN ITEMS

RESPONDENTS WHO
WILL MAKE THEIR
OWN COSTUMES OR
DECORATIONS



HOW MUCH WILL YOU SPEND ON CANDY?

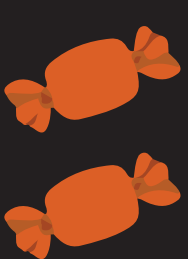
41%



27%



22%



9%

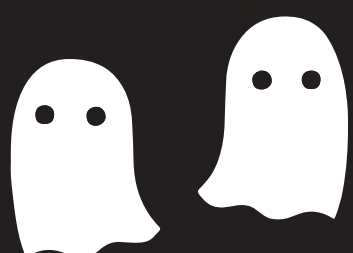


2%



\$0 \$1-10 \$10-25 \$25-50 OVER \$50

47%



OF RESPONDENTS
WILL SPEND UP TO

\$100 ON

HALLOWEEN ITEMS

57%

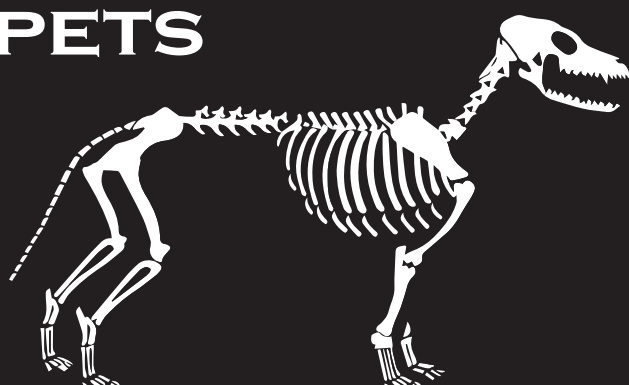
OF RESPONDENTS
WITH CHILDREN WILL
MAKE **DIY**

**COSTUMES &
DECORATIONS**



90%

OF RESPONDENTS
WHO OWN PETS
WILL NOT
SPEND ANY
MONEY ON PET
COSTUMES



\$27.33

AVERAGE SPENT ON
COSTUMES FOR THE
WHOLE FAMILY

*NRF's Halloween Consumer Spending Survey

EXPECTED HALLOWEEN
SPENDING IN THE US

\$6.9 BILLION

IN 2015

*NRF's Halloween
Consumer Spending
Survey



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