

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, SEP-15

N=6754, 9/1 - 9/8/15	Adults 18+	# of Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.2%</b>																
<b>Do you plan to celebrate Halloween or participate in Halloween activities this year?</b>																
Yes	64.0%	157,086,769	62.6%	65.4%	59.9%	67.3%	81.7%	79.0%	74.7%	60.5%	51.3%	42.3%	64.0%	64.5%	62.1%	66.6%
No	36.0%	88,186,669	37.4%	34.6%	40.1%	32.7%	18.3%	21.0%	25.3%	39.5%	48.7%	57.7%	36.0%	35.5%	37.9%	33.4%
Total	100.0%	245,273,438	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Halloween Celebrants:**

**How will you celebrate Halloween? (Check all that apply)**

Dress in costume	43.5%	68,304,866	42.3%	44.6%	46.1%	41.3%	73.7%	64.2%	49.6%	36.1%	27.7%	17.8%	44.5%	37.3%	44.3%	48.0%
Dress your pet(s) in costume	12.9%	20,304,061	11.6%	14.2%	12.4%	13.4%	19.7%	19.9%	13.3%	12.1%	8.8%	5.5%	13.1%	11.9%	12.3%	14.5%
Throw/attend a party	31.5%	49,433,583	33.7%	29.3%	31.0%	32.1%	50.1%	44.0%	32.6%	29.4%	20.3%	17.1%	31.9%	30.7%	30.1%	33.9%
Hand out candy	67.8%	106,576,820	67.4%	68.3%	62.9%	72.2%	48.0%	56.9%	63.6%	78.5%	77.7%	77.1%	68.5%	71.2%	67.8%	64.1%
Carve a pumpkin	41.0%	64,415,502	38.6%	43.3%	36.5%	44.6%	45.8%	47.4%	47.3%	45.2%	35.9%	26.2%	42.0%	45.0%	37.4%	41.7%
Visit a haunted house	18.2%	28,559,709	19.8%	16.7%	20.0%	17.3%	35.1%	26.8%	22.4%	17.3%	9.4%	2.7%	19.7%	18.8%	18.2%	16.7%
Take children trick-or-treating	27.5%	43,227,263	25.3%	29.6%	25.4%	29.0%	22.1%	36.8%	46.4%	28.8%	17.9%	12.5%	27.5%	27.6%	27.1%	28.2%
Decorate your home/yard	44.8%	70,348,370	37.6%	51.6%	40.3%	48.1%	37.5%	40.6%	44.1%	50.6%	46.6%	47.2%	46.4%	49.7%	43.3%	41.4%
Other (please specify)	3.4%		3.1%	3.6%	4.2%	2.8%	4.1%	2.5%	3.0%	2.1%	4.8%	3.9%	2.2%	4.0%	3.9%	3.1%

The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**How much do you plan to spend this year on the following Halloween-related items?**

**Costumes (including children's and pet's costumes)**

<b>Average of Buyers</b>	\$ 42.50	\$ 47.39	\$ 37.75	\$ 36.81	\$ 47.27	\$ 37.52	\$ 48.14	\$ 51.99	\$ 42.45	\$ 32.29	\$ 28.59	\$ 43.71	\$ 38.55	\$ 42.07	\$ 45.29
<b>Percent Buying</b>	64.3%	65.1%	63.6%	63.0%	64.7%	85.9%	85.0%	81.7%	61.6%	47.7%	30.8%	66.5%	57.7%	66.6%	65.8%
<b>Net Average</b>	\$ 27.33	\$ 30.83	\$ 24.00	\$ 23.18	\$ 30.58	\$ 32.22	\$ 40.90	\$ 42.48	\$ 26.13	\$ 15.41	\$ 8.81	\$ 29.07	\$ 22.25	\$ 28.03	\$ 29.79
<i>in billions</i>	\$ 2.53														

**Costumes Spending Breakdown:**

<i>in billions</i>	
Children's Costumes	\$ 0.95
Adult Costumes	\$ 1.22
Pet Costumes	\$ 0.35

**Candy**

<b>Average of Buyers</b>	\$ 24.65	\$ 27.36	\$ 22.06	\$ 20.57	\$ 27.32	\$ 20.99	\$ 27.29	\$ 26.87	\$ 26.66	\$ 24.35	\$ 21.05	\$ 26.10	\$ 23.88	\$ 24.25	\$ 25.02
<b>Percent Buying</b>	93.7%	94.3%	93.2%	92.3%	94.9%	90.8%	90.8%	93.6%	94.9%	96.0%	95.4%	94.4%	95.0%	92.8%	93.0%
<b>Net Average</b>	\$ 23.10	\$ 25.79	\$ 20.55	\$ 18.98	\$ 25.92	\$ 19.06	\$ 24.77	\$ 25.14	\$ 25.30	\$ 23.38	\$ 20.09	\$ 24.65	\$ 22.69	\$ 22.51	\$ 23.27
<i>in billions</i>	\$ 2.14														

**Decorations**

<b>Average of Buyers</b>	\$ 30.58	\$ 34.84	\$ 26.59	\$ 24.66	\$ 34.77	\$ 30.30	\$ 38.37	\$ 35.75	\$ 31.70	\$ 23.93	\$ 21.08	\$ 29.52	\$ 26.64	\$ 32.24	\$ 33.10
<b>Percent Buying</b>	66.5%	66.1%	66.9%	64.1%	67.7%	70.3%	70.5%	70.0%	68.9%	63.4%	57.4%	70.6%	65.6%	67.1%	63.6%
<b>Net Average</b>	\$ 20.34	\$ 23.03	\$ 17.78	\$ 15.82	\$ 23.55	\$ 21.30	\$ 27.03	\$ 25.02	\$ 21.84	\$ 15.16	\$ 12.09	\$ 20.85	\$ 17.49	\$ 21.63	\$ 21.06
<i>in billions</i>	\$ 1.88														

**Greeting cards**

<b>Average of Buyers</b>	\$ 10.67	\$ 12.67	\$ 8.76	\$ 9.06	\$ 11.52	\$ 11.73	\$ 14.18	\$ 12.05	\$ 8.65	\$ 8.49	\$ 8.94	\$ 10.89	\$ 8.88	\$ 11.09	\$ 11.55
<b>Percent Buying</b>	33.5%	33.6%	33.4%	31.8%	34.6%	30.5%	37.2%	31.3%	31.0%	30.0%	39.6%	37.5%	32.2%	33.1%	32.3%
<b>Net Average</b>	\$ 3.57	\$ 4.25	\$ 2.93	\$ 2.88	\$ 3.98	\$ 3.58	\$ 5.27	\$ 3.77	\$ 2.68	\$ 2.55	\$ 3.54	\$ 4.08	\$ 2.86	\$ 3.67	\$ 3.73
<i>in billions</i>	\$ 0.33														

<b>Combined Average</b>	\$ 74.34	\$ 83.91	\$ 65.26	\$ 60.85	\$ 84.03	\$ 76.15	\$ 97.97	\$ 96.41	\$ 75.95	\$ 56.50	\$ 44.53	\$ 78.65	\$ 65.29	\$ 75.85	\$ 77.85
<i>in billions</i>	\$ 6.89														

**Where will you look for inspiration for Halloween costumes for yourself, your child(ren), and/or your pet(s) this year? (Check all that apply)**

Print Media (magazines, catalogs, etc.)	13.2%	11.8%	14.4%	12.7%	13.6%	13.4%	18.8%	14.9%	12.6%	12.2%	7.4%	13.8%	12.1%	14.3%	12.2%
Online Search	31.4%	29.1%	33.6%	31.3%	31.9%	48.5%	46.2%	40.3%	28.8%	19.7%	9.9%	34.6%	26.9%	33.3%	30.2%
Within a retail store or costume shop	26.8%	23.3%	30.1%	25.7%	27.6%	33.6%	33.2%	34.7%	26.2%	21.3%	14.2%	27.4%	25.9%	27.4%	26.4%
Friends/Family	18.1%	19.5%	16.7%	17.4%	18.2%	28.4%	25.4%	18.6%	17.3%	12.1%	9.2%	18.8%	17.5%	18.5%	17.5%
Pop Culture (celebrities, TV shows, movies, etc.)	13.6%	15.1%	12.2%	12.3%	14.7%	25.2%	21.9%	15.7%	12.6%	7.9%	1.7%	15.1%	11.8%	12.7%	15.6%
Current Events	7.1%	9.0%	5.2%	6.3%	7.7%	11.4%	11.2%	6.5%	7.3%	5.5%	1.7%	7.7%	6.7%	6.4%	7.9%
Facebook	13.1%	15.8%	10.5%	13.2%	12.8%	22.5%	22.9%	15.1%	11.5%	6.7%	2.4%	12.6%	12.6%	13.2%	14.1%
Instagram	6.6%	7.3%	5.9%	6.4%	6.5%	18.0%	12.6%	6.1%	3.4%	1.8%	0.6%	6.6%	4.5%	7.0%	8.1%
Pinterest	13.3%	7.6%	18.7%	13.3%	13.4%	24.9%	23.7%	15.1%	8.6%	8.5%	2.2%	11.1%	13.1%	13.3%	15.6%
Twitter	3.7%	5.5%	2.0%	3.4%	3.7%	9.1%	8.2%	3.5%	1.2%	1.2%	0.4%	4.1%	3.0%	3.7%	3.8%
YouTube	7.7%	9.7%	5.7%	8.9%	6.7%	15.6%	13.5%	8.5%	6.7%	3.2%	0.6%	6.7%	5.8%	8.9%	8.3%
Blogs	2.7%	2.9%	2.5%	2.6%	2.8%	6.9%	5.4%	2.8%	1.0%	1.4%	0.0%	3.6%	1.9%	2.5%	3.1%
Habit/Wear the same costume each year	5.2%	4.8%	5.5%	5.5%	5.0%	5.1%	5.6%	3.4%	5.9%	4.8%	5.9%	4.6%	5.3%	4.8%	6.2%
Other	4.5%	4.2%	4.7%	5.3%	3.8%	3.3%	3.4%	5.5%	4.3%	6.2%	4.1%	4.0%	4.4%	3.9%	6.0%

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<b>N=6754, 9/1 - 9/8/15</b>	<b>Adults 18+</b>	<b># of Adults 18+</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b>Margin of Error = +/- 1.2%</b>																
Does not apply/Will not wear costume	30.6%		30.5%	30.6%	30.4%	30.8%	9.7%	12.8%	16.5%	33.0%	43.4%	61.3%	28.0%	34.6%	29.1%	30.4%

**When will you begin shopping for Halloween?**

Before September	6.4%		6.9%	5.9%	5.3%	6.9%	4.7%	9.5%	7.8%	5.7%	5.4%	5.0%	5.9%	3.9%	6.7%	8.8%
September	27.7%		26.5%	28.8%	26.7%	28.3%	29.7%	33.3%	32.1%	29.0%	23.7%	19.2%	29.4%	26.9%	28.5%	26.2%
First 2 weeks of October	40.9%		40.0%	41.8%	42.2%	40.3%	43.5%	37.5%	43.1%	40.6%	42.1%	39.8%	40.0%	45.3%	41.0%	36.9%
Last 2 weeks of October	25.0%		26.6%	23.4%	25.8%	24.5%	22.1%	19.7%	17.0%	24.7%	28.8%	36.1%	24.7%	23.9%	23.8%	28.1%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Where do you plan to buy Halloween-related items this year? (Check all that apply)**

Discount store	47.1%		44.2%	49.8%	49.3%	45.7%	41.6%	41.9%	47.1%	49.5%	52.9%	48.5%	43.0%	49.7%	49.4%	45.0%
Department store	19.2%		21.6%	16.9%	19.7%	18.7%	30.2%	27.3%	20.6%	18.4%	13.2%	8.3%	19.3%	18.3%	20.0%	18.4%
Specialty Halloween/costume store	32.6%		33.4%	31.7%	29.3%	35.3%	44.7%	42.0%	43.0%	35.0%	21.4%	12.9%	35.4%	30.8%	29.7%	36.1%
Clothing store	9.1%		10.2%	8.1%	10.0%	8.5%	21.2%	15.8%	11.0%	4.5%	3.6%	2.1%	9.5%	8.3%	8.9%	9.8%
Home décor store	8.2%		6.5%	9.9%	6.7%	9.0%	10.9%	13.0%	7.6%	6.1%	4.9%	7.4%	10.7%	6.1%	8.3%	8.3%
Home improvement store	3.8%		4.8%	2.8%	2.9%	4.3%	4.1%	5.9%	4.0%	4.6%	2.8%	1.4%	3.0%	4.1%	3.4%	4.9%
Greeting card/gift store	7.8%		7.3%	8.3%	5.8%	8.9%	4.8%	8.1%	5.4%	6.4%	7.2%	13.8%	8.7%	7.5%	7.6%	7.6%
Crafts or fabrics store	12.2%		8.5%	15.8%	11.2%	13.1%	13.9%	14.4%	11.6%	10.0%	10.8%	13.1%	12.4%	11.8%	13.2%	11.5%
Local/small business	6.1%		6.3%	5.9%	5.5%	6.5%	7.4%	7.3%	6.1%	6.2%	4.8%	5.0%	6.5%	5.4%	6.2%	6.4%
Online	17.3%		18.0%	16.7%	16.8%	17.9%	30.0%	28.1%	21.0%	13.5%	9.3%	5.4%	17.6%	16.9%	17.8%	16.9%
Catalog	3.3%		3.3%	3.3%	2.6%	3.8%	3.7%	4.9%	3.3%	4.4%	1.4%	1.9%	3.6%	2.9%	2.9%	4.0%
Grocery store/supermarket	24.8%		24.5%	25.0%	25.9%	24.1%	17.4%	18.0%	17.5%	23.0%	28.9%	41.1%	23.8%	25.7%	24.9%	24.4%
Drug store	9.7%		8.3%	11.0%	9.5%	10.2%	4.9%	7.2%	6.1%	12.7%	11.0%	14.5%	13.0%	9.9%	8.2%	8.6%
Thrift stores/resale shops	10.1%		6.8%	13.3%	13.1%	8.0%	12.7%	10.2%	9.9%	12.5%	9.9%	6.3%	7.5%	10.9%	9.5%	12.3%
Other (please specify)	4.6%		4.2%	5.0%	4.6%	4.7%	1.6%	2.5%	3.5%	5.2%	6.4%	7.6%	4.4%	5.1%	4.0%	5.2%

**Will the state of the U.S. economy impact your Halloween plans?**

Yes	17.0%		17.8%	16.3%	21.5%	13.5%	21.2%	21.8%	18.3%	16.5%	15.2%	10.3%	16.7%	13.0%	18.5%	19.2%
No	83.0%		82.2%	83.7%	78.5%	86.5%	78.8%	78.2%	81.7%	83.5%	84.8%	89.7%	83.3%	87.0%	81.5%	80.8%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Yes to Previous Question: How will it impact your Halloween plans? (Check all that apply)**

Spending less overall	78.7%		76.5%	80.8%	82.0%	76.6%	74.4%	68.0%	72.4%	88.4%	87.0%	81.0%	83.4%	80.1%	77.7%	76.4%
Making a costume(s) instead of purchasing	18.3%		17.8%	18.7%	17.3%	19.0%	25.8%	31.0%	22.8%	8.7%	14.2%	9.5%	22.1%	17.1%	17.8%	16.8%
Using last year's costume(s)	15.5%		17.7%	13.3%	13.6%	17.6%	13.8%	22.9%	19.2%	8.6%	13.0%	15.0%	18.0%	13.6%	13.7%	20.6%
Not handing out candy this year	7.0%		8.8%	5.2%	6.4%	6.8%	12.5%	13.8%	5.8%	2.4%	7.2%	1.8%	6.1%	7.5%	8.0%	6.4%
Buying less candy this year	21.1%		17.3%	24.7%	24.0%	19.8%	16.8%	23.8%	21.0%	23.0%	12.8%	27.1%	20.0%	26.8%	20.4%	20.2%
Putting up last year's decorations with no plans to buy more	13.3%		9.6%	16.8%	12.6%	14.3%	13.1%	13.8%	11.6%	17.3%	16.2%	8.0%	14.1%	16.6%	8.4%	16.0%
Not participating in as many "Halloween" activities (i.e. haunted house, "spooky" amusement parks, fall festivals, etc.)	11.6%		9.6%	13.5%	13.5%	9.9%	16.5%	12.9%	9.3%	13.4%	9.1%	9.5%	13.4%	10.7%	10.9%	13.0%
Other (please specify)	1.3%		0.6%	2.0%	1.4%	1.3%	1.3%	1.0%	0.6%	1.8%	3.4%	0.0%	2.6%	0.4%	0.4%	2.7%