



October 2011 Consumer Spending and Saving

A research report prepared for:



October 10, 2011

Research Method



- This research was completed online among a random sample of consumers aged 18+. A total of 2,017 interviews were completed.
- In addition to a general population sample, two sub-groups – Affluents, and Young Professionals were targeted and balanced by the general population.
 - n= 540: Affluents – defined as having a minimum annual household income of \$100,000
 - n= 534: Young Professionals – defined as less than 30 years of age, having a college degree, and a minimum annual household income of \$50,000
- Interviewing was conducted by Echo Research between September 28 – October 2, 2011.
- Overall the results have a margin of error of +/- 2.2 percentage points at the 95% level of confidence.

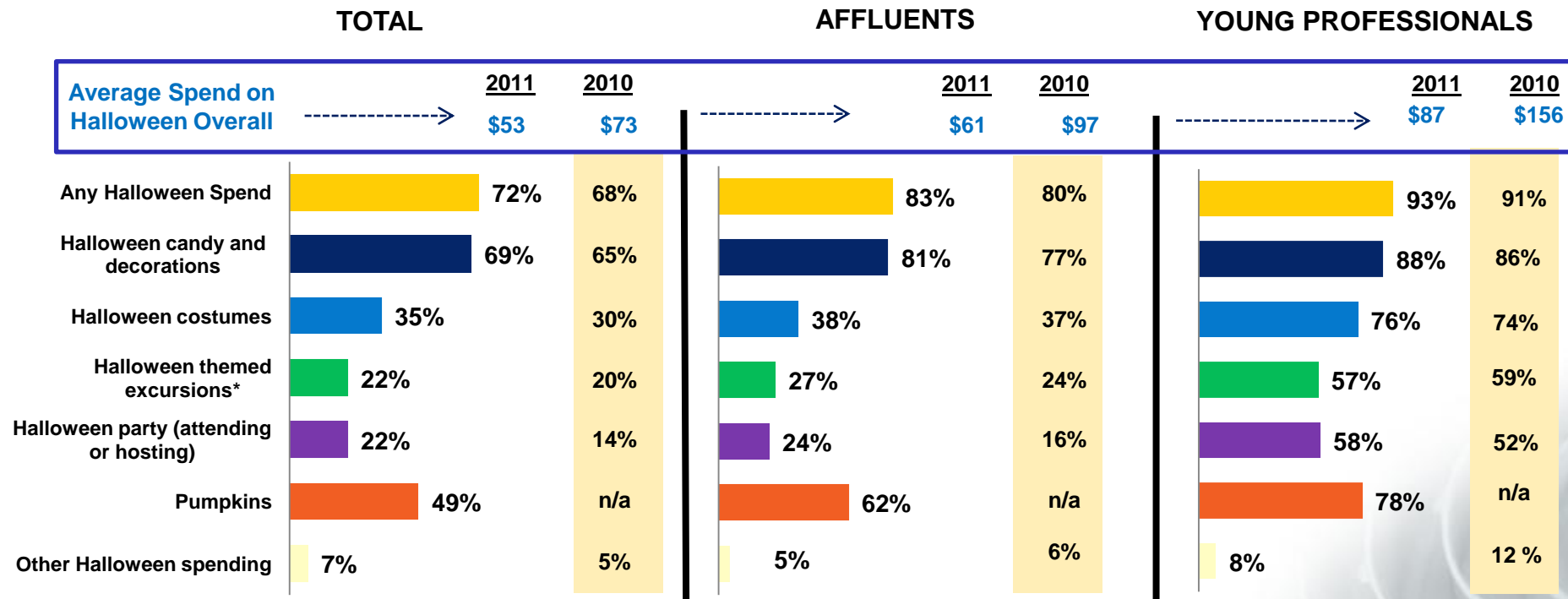
2011 Halloween Spend versus 2010



Most consumers plan to make Halloween purchases this season – 72% plan to spend an average of \$53 (versus an average spend of \$73 last year).

Young Professionals continue to be the leading purchasers – 93% plan to spend an average of \$87 (down from \$156 last year).

The top Halloween purchase is candy and decorations, as cited by about seven in ten consumers (69%) among the general population (up from 65% last year).

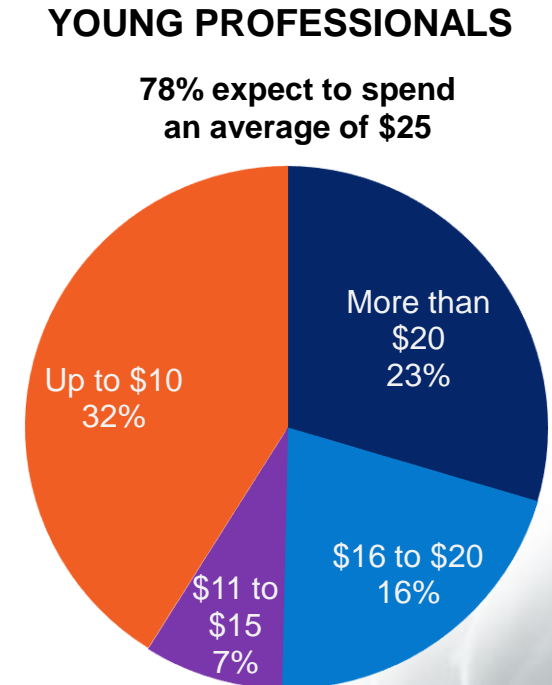
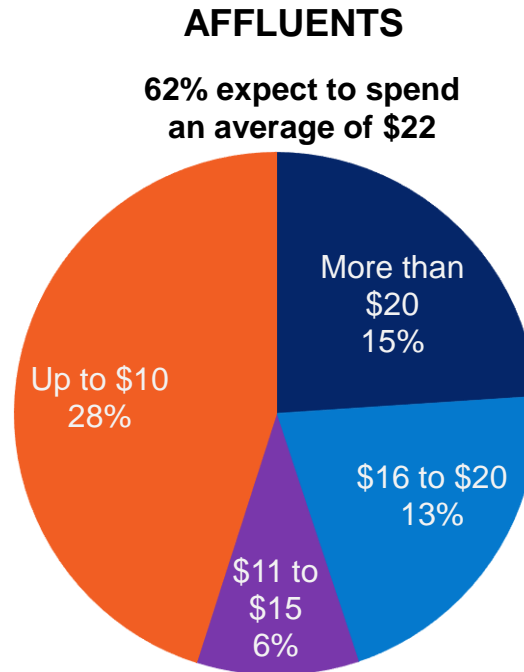
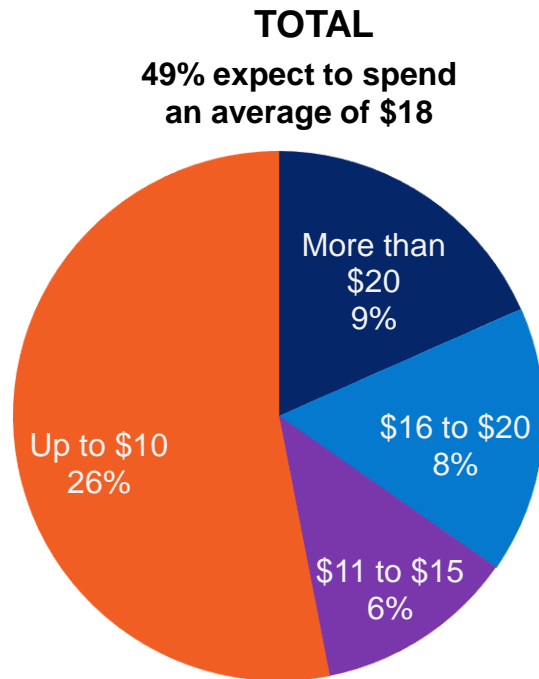


* (e.g., Haunted house, parade, haunted hotel, ghost tour, etc.)
Q.1a-e How much do you plan to spend on Halloween this year?
BASE: Total respondents

2011 Halloween Spend on Pumpkins



About one half (49%) of consumers among the general population have plans to purchase pumpkins this Halloween season – and about one third (32%) will spend up to 15 dollars.



Q.1e How much do you plan to spend on Pumpkins this year?
BASE: Total respondents

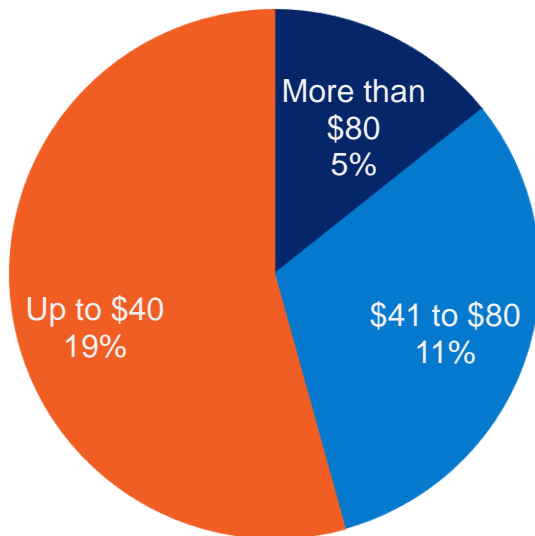
2011 Halloween Spend on Costumes



More than one third (35%) of consumers among the general population have plans to purchase Halloween costumes this season – and 30% will spend up to 80 dollars.

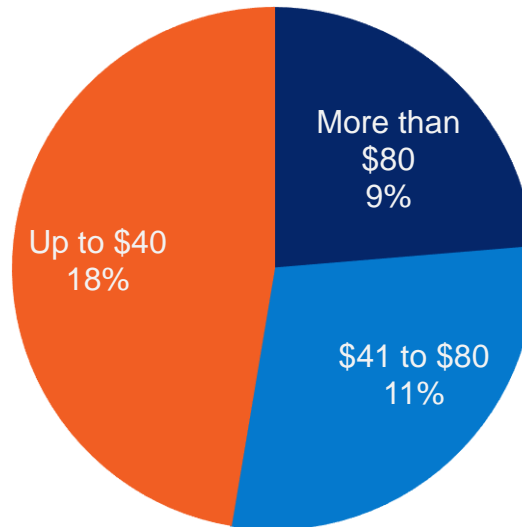
TOTAL

35% expect to spend
an average of \$51



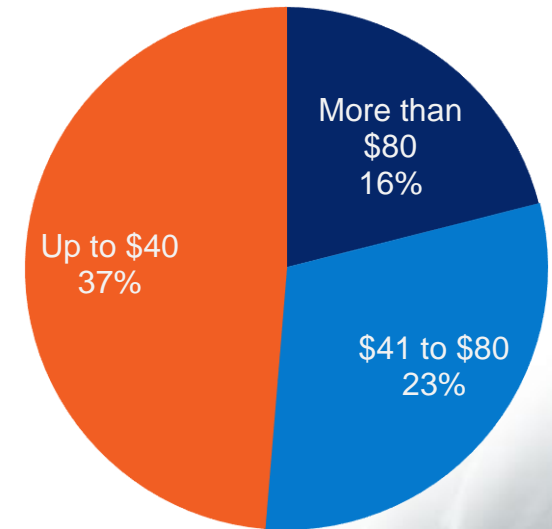
AFFLUENTS

38% expect to spend
an average of \$62



YOUNG PROFESSIONALS

76% expect to spend
an average of \$63



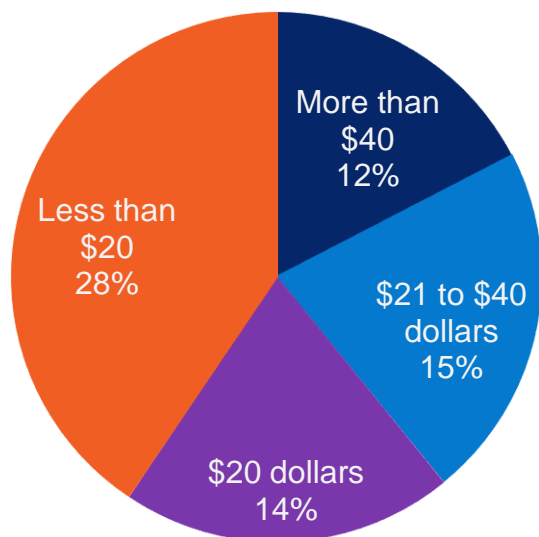
2011 Spend on Halloween Candy and Decorations



About seven in ten (69%) consumers among the general population have plans to purchase candy and decorations this Halloween season – and 42% will spend up to 20 dollars.

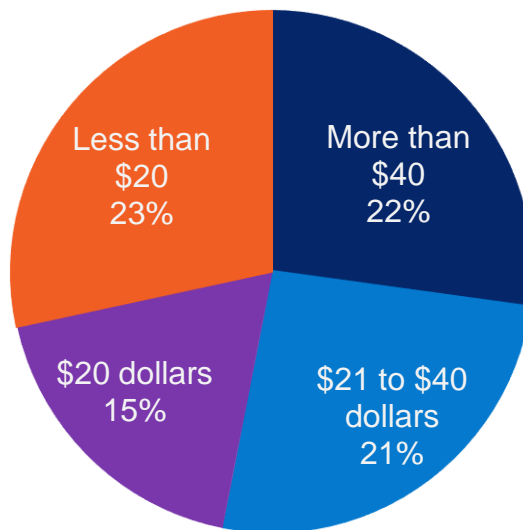
TOTAL

69% expect to spend
an average of \$28



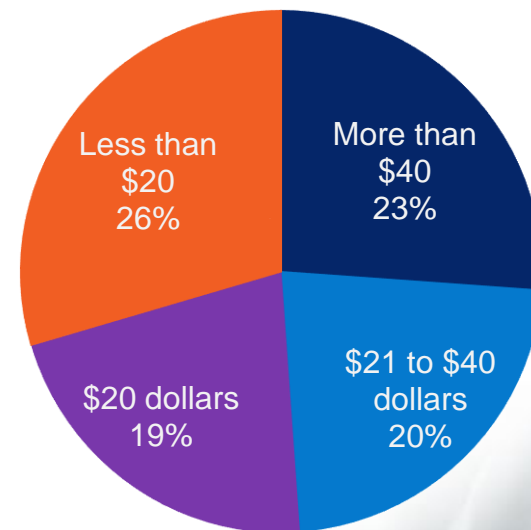
AFFLUENTS

81% expect to spend
an average of \$34



YOUNG PROFESSIONALS

88% expect to spend
an average of \$37



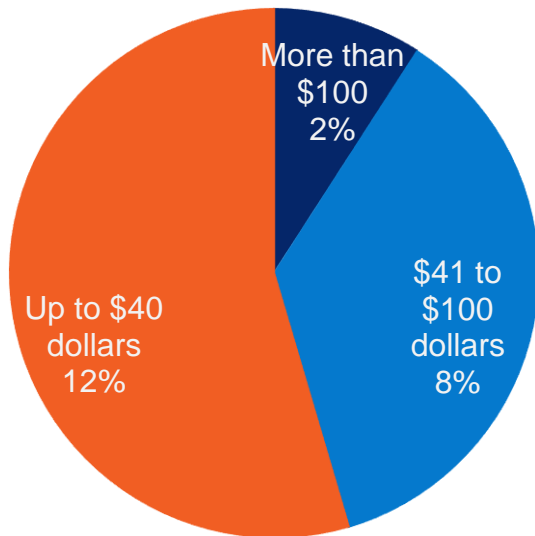
2011 Spend on a Halloween Party



More than one in five (22%) consumers among the general population have Halloween party plans this season – and one in five (20%) will spend up to 100 dollars.

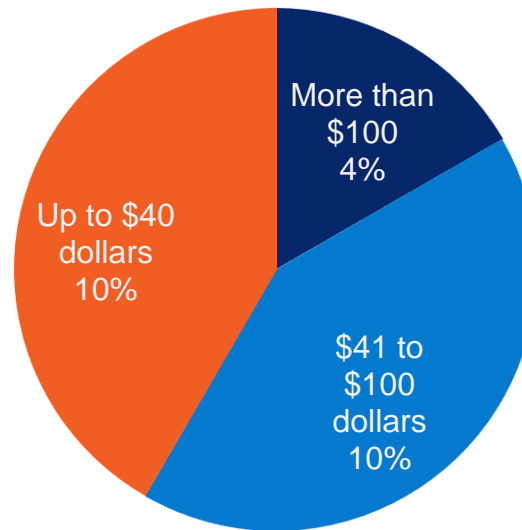
TOTAL

22% expect to spend
an average of \$59



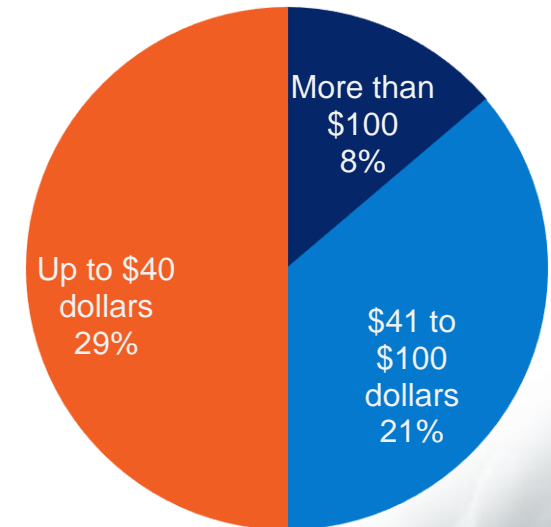
AFFLUENTS

24% expect to spend
an average of \$82



YOUNG PROFESSIONALS

58% expect to spend
an average of \$67



Q.1c: How much do you plan to spend on Halloween party (attending or hosting) this year? BASE: Total respondents

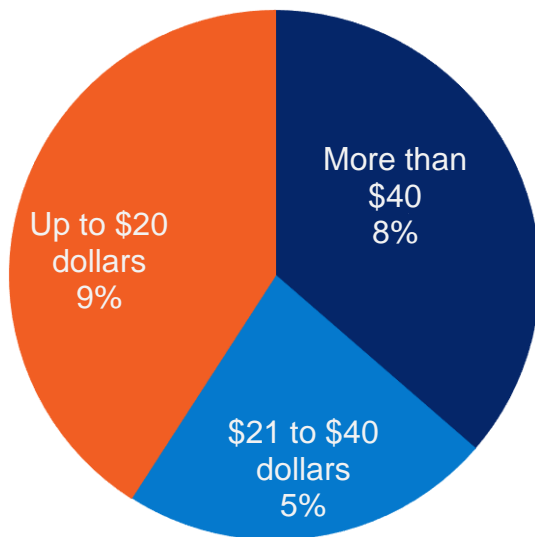
2011 Spend on Halloween Themed Excursions



More than one in five (22%) consumers among the general population will spend money on a Halloween themed excursion this season – and 14% will spend up to 40 dollars.

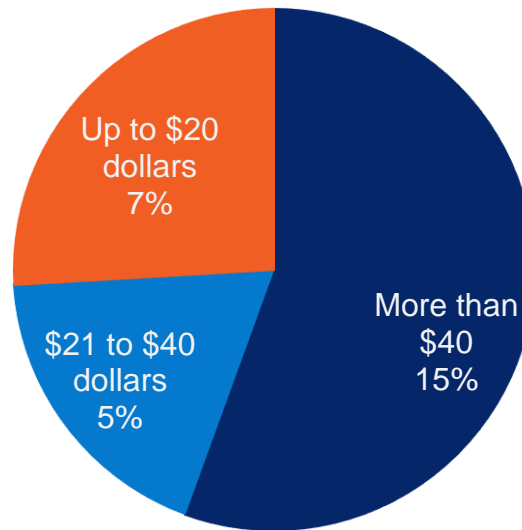
TOTAL

**22% expect to spend
an average of \$48**



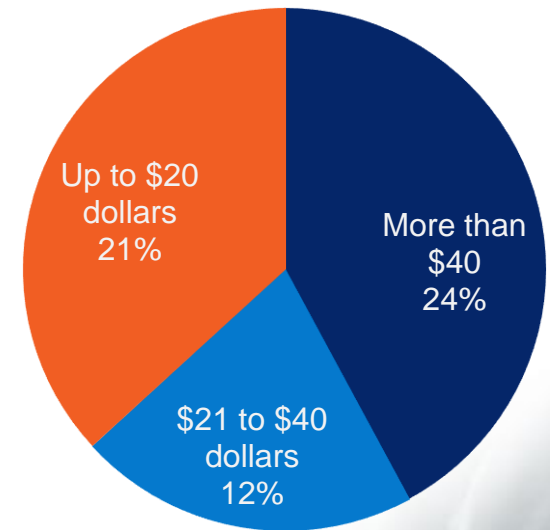
AFFLUENTS

**27% expect to spend
an average of \$62**



YOUNG PROFESSIONALS

**57% expect to spend
an average of \$60**

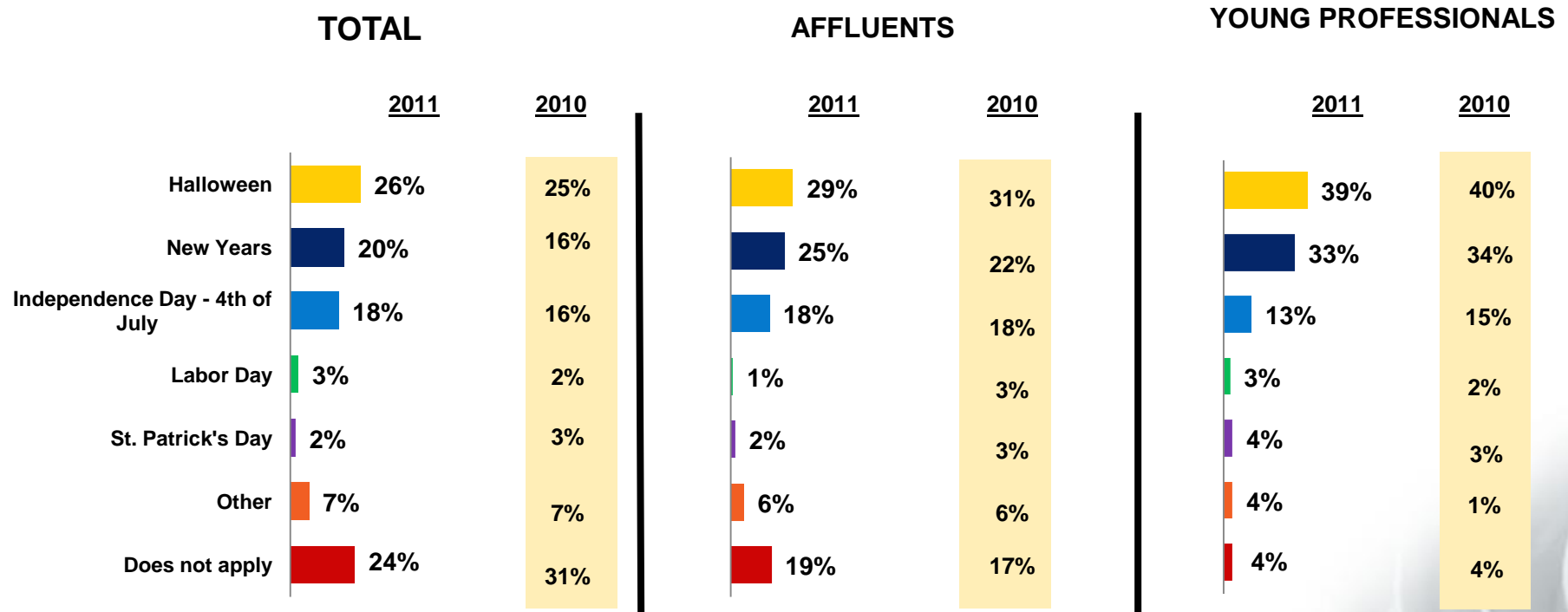


Q.1d How much do you plan to spend on Halloween themed excursions (i.e., Haunted house, Halloween parade, haunted hotel, ghost tour, etc.) this year? BASE: Total respondents

Which Non-Gift Giving Holiday Do Consumers Typically Spend the Most Money on?



Halloween is the leading non-gift giving holiday where consumers typically spend the most money (26%), especially among Young Professionals (39%).



Q.2 Which of the following non-gift-giving holidays do you typically spend the most money on?
BASE: Total respondents

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