

# HALLOWEEN SPENDING OUTLOOK

*Eight In Ten Canadians Plan To Spend Money On Halloween This Year, And They Expect To Spend An Average Of \$57 Each*

*Most Canadians Plan To Buy Treats, Many Will Buy Pumpkins, Decorations And/Or Costumes*



Ipsos Reid

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## HALLOWEEN SPENDING OUTLOOK

***Eight In Ten Canadians Plan To Spend Money On Halloween This Year, And They Expect To Spend An Average Of \$57 Each***

***Most Canadians Plan To Buy Treats, Many Will Buy Pumpkins, Decorations And/Or Costumes***

**Toronto, ON** – According to a new Ipsos Reid survey conducted on behalf of the Retail Council of Canada, eight in ten (81%) Canadians will be spending some money on Halloween this year. And among this group, they expect to spend an average of \$57.04 each. This amounts to a total of approximately \$1, 108, 857, 600 to be spent on Halloween this year.\*

And, what do Canadians plan to buy? Three-quarters (74%) of *all* Canadians plan to buy candy and/or other treats, close to half (46%) intends to buy a pumpkin(s), three in ten (29%) expect to buy decorations, and one-quarter (24%) plans to buy a costume(s).

*These are the findings of an Ipsos Reid/Retail Council of Canada poll conducted from October 11 to October 13, 2005. For the survey, a representative randomly selected sample of 1000 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.*

*\* This figure has been determined by calculating the number of adults who will be spending money and multiplying it by the mean average for each of this group (24 million x 81% x \$57.04).*



## *Eight In Ten Canadians Plan To Spend Money On Halloween This Year*

Eight in ten (81%) Canadians will be spending some money on Halloween this year (18% will spend zero dollars and 1% don't know). Among this group that expects to spend some money, they expect to spend a mean average of \$57.04. This amounts to a total of approximately \$1, 108, 857, 600 to be spent on Halloween this year.

- Regionally, the average anticipated personal spending for residents of British Columbia who expect to buy something is \$52.13, \$54.00 for Alberta, \$46.04 in Saskatchewan/Manitoba, \$57.34 in Ontario, \$63.43 in Quebec, and the average anticipated spending for residents of Atlantic Canada is \$59.72.
- Residents of Quebec are more likely than others to plan to spend no money on Halloween this year (29% vs. 18% national average).
- Among young adults 18-34 years of age who plan to buy something, the average anticipated personal spending for Halloween is \$71.41, it's \$64.24 for those 35-54 years of age, and \$31.23 for those 55 years of age or older.
- Canadians 55 years of age or older are more likely than younger adults to plan to spend no money on Halloween this year (26% vs. 14% of those 18-34 and 13% of those 35-54 years).
- The average anticipated personal spending for Halloween increases with household income level: \$40.31 among those who plan to buy something and their household



income is less than \$30,000; \$54.95 for those with \$30,000 to less than \$60,000; and \$71.27 for those with \$60,000 or more.

- Canadians with an annual household income of less than \$30,000 are more likely than those with more to plan to spend no money on Halloween this year (26% vs. 15% of those with \$30k-<\$60k and 11% of those with \$60k+).

### ***And, What Do Canadians Plan To Buy?***

Three-quarters (74%) of *all* Canadians plan to buy candy and/or other treats for Halloween. Conversely, one-quarter (25%) do not plan to do so, and 1% doesn't know.

- Atlantic Canadians (85%), Albertans (84%), Ontarians (80%), and residents of Saskatchewan/Manitoba (77%) are those Canadians most likely to plan to buy candy or other treats for Halloween, followed by residents of British Columbia (68%) and Quebec (62%).
- By age, 75% of those 18-34 plan to buy candy or other treats for Halloween, 80% of those 35-54 years of age plan to do so, and 69% of those 55 or older plan to.
- Canadians with an annual household income of less than \$30,000 are less likely to plan to buy candy/treats (60% vs. 78% of those with \$30k-<\$60k and 84% of those with \$60k+).



Just under half (46%) of *all* Canadians intends to buy a pumpkin or pumpkins for Halloween this year, while 53% do not plan to do so. The remaining 1% is unsure.

- Atlantic Canadians (53%), Albertans (51%), and Ontarians (49%) are those Canadians most likely to plan to buy a pumpkin(s), followed by residents of British Columbia (47%), Quebec (39%), and Saskatchewan/Manitoba (34%).
- Canadian adults 54 years of age or younger are more likely than those who are older to plan to buy a pumpkin(s) (56% of those 18-34 years and 54% of those 35-54 years vs. 26%).
- Canadians with an annual household income of \$60,000 or more are more likely than those with less to plan to buy a pumpkin(s) (58% vs. 36% of those with <\$30k and 42% of those with \$30k-<\$60k).

Three in ten (29%) *all* Canadians expect to buy decorations this year for Halloween. Conversely, 70% do not plan to purchase decorations and 1% doesn't know whether or not they will.

- Atlantic Canadians (45%) are most likely to plan to buy decorations, followed by residents of Alberta (30%), Ontario (30%), Quebec (28%), Saskatchewan/Manitoba (28%), and British Columbia (20%).
- Canadian adults 54 years of age or younger are more likely than those who are older to plan to buy decorations (35% of those 18-34 years and 33% of those 35-54 years vs. 20%).



- Canadians with an annual household income of less than \$30,000 are less likely to plan to buy decorations (23% vs. 32% of those with \$30k-<\$60k and 36% of those with \$60k+).

Finally, one-quarter (24%) of *all* Canadians plans to buy a costume or costumes, while 75% do not.

- Atlantic Canadians (33%) are most likely to plan to buy a costume(s), followed by residents of Alberta (29%), Ontario (26%), British Columbia (25%), Quebec (19%), and Saskatchewan/Manitoba (18%).
- The intent to purchase a costume decreases with age: 43% of adults 18-34 years of age plan to buy a Halloween costume(s), 27% of those 35-54 years of age do, and 4% of Canadian 55 years of age or older plan to buy a costume.
- By income, 21% of those with an annual household income of less than \$30,000 plan to buy a costume(s), 24% of those with \$30,000 to less than \$60,000 plan to do so, and 29% of those with \$60,000 or more plan to buy a costume(s).

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