



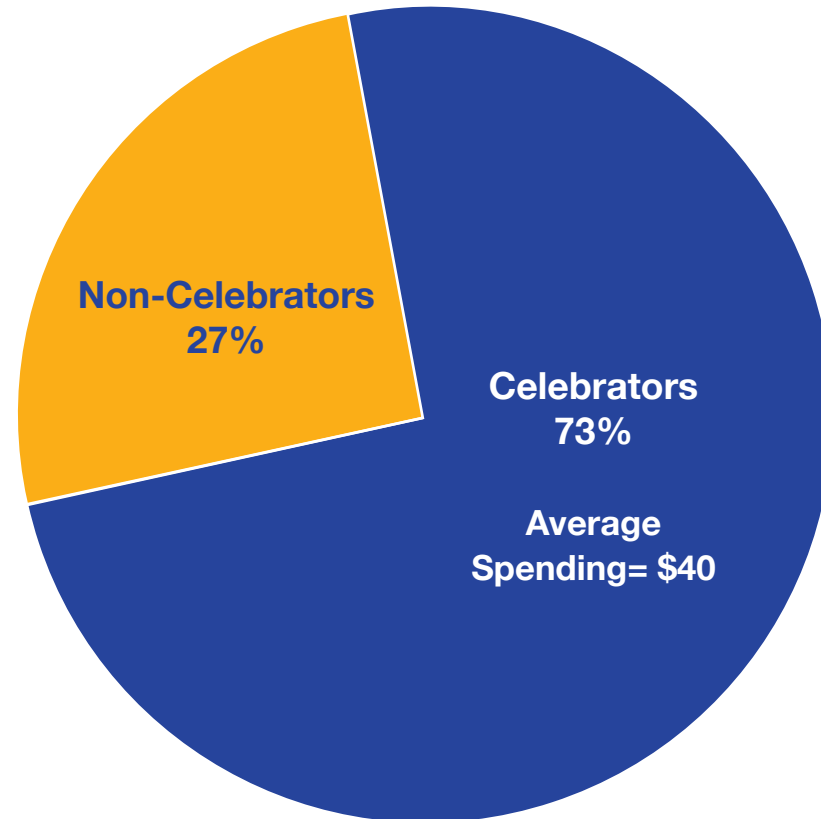
Practical Money Skills for Life Halloween Survey



Almost three-quarters (73%) of consumers will celebrate Halloween. Of those who celebrate, the average will spend \$40 dollars on candy and decorations.



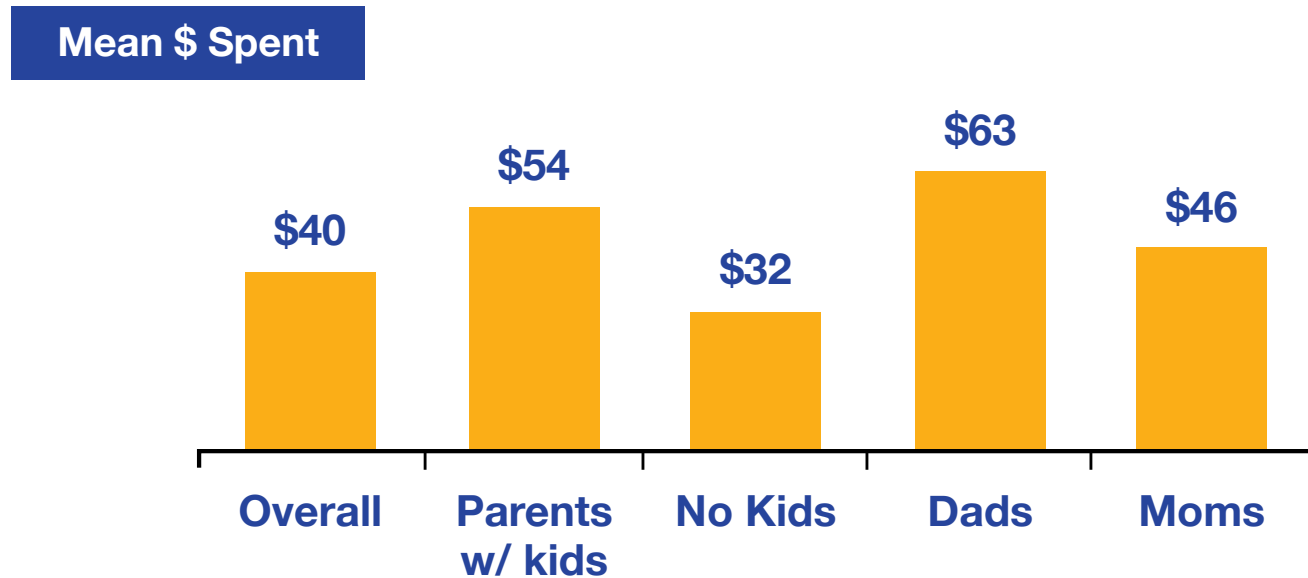
How much do you typically spend during Halloween?





Parents with children under 18 (\$54) spend \$22 more on Halloween candy and decorations than those without children under 18 (\$32). Dads (\$63) tend to go all out, while moms (\$46) are more conservative.

How much do you typically spend during Halloween?





Men (\$46) who celebrate report spending \$12 more than women (\$34), and younger people (\$44) say they spend more than those 55 and over (\$31). Those who live in rural areas (\$49) spend \$10 more on average than people living in urban areas (\$39) and \$13 more than suburbanites (\$36).

How much do you typically spend during Halloween?

