

THE ultimate TRICK-OR-TREATING DESTINATION

Did you know?

47%

of Americans either **LIKE** or **GO ALL OUT** for Halloween



WANT TO BE THE MOST COVERED HOUSE ON THE BLOCK?



It's all about the candy.



8 IN 10

people purchase Halloween candy every year

OF THOSE

91%



bought chocolate



43%

bought sugar candy last year

47%

of people purchased **REESE'S Peanut Butter Cups** for Halloween last year



REESE'S Peanut Butter Cups were ranked the #1 favorite candy for Halloween last year

47%

people purchased **KIT KAT** bars for Halloween last year

EAT, DRINK & BE SCARY

TOP 5 PLANNED HALLOWEEN ACTIVITIES



48%
ATTEND a Halloween party



46%
WATCH a scary movie



43%
GO trick-or-treating



41%
PLAN their Halloween costume



40%
DECORATE for trick-or-treaters

HALLOWEEN INSPIRES A COMPETITIVE SPIRIT

Candy takes the lead

36%

Want the **MOST** popular COSTUMES



Try something **NEW** FOR HALLOWEEN, typically decorations, candy, or recipes

45%

4 IN 10

Want to give away the most popular Halloween candy

Americans who wear costumes **MAKE THEIR OWN**



HERSHEY'S

Data compiled from two surveys. The first was a phone survey of 1,014 adults 18 and older living in the continental United States conducted from August 21-24, 2014 by ORC International for The Hershey Company. The second was an online survey of 1,000 adults between the ages of 18 and 64 conducted in 2013 by The Hershey Company.

