

Halloween Facts for 2010

The origins of Halloween go back to the Celtic celebration of their New Year's Day (November 1st), known as All Saints' Day. The evening before was called All Hallow's Eve and marked with a great fire festival, signaling the close of the harvest and the initiation of the cold and dark season of winter. On All Hallow's Eve, it was believed that the spirits of the people who had died in the previous year were traveling from their resting place to their place in the next world. Therefore, the Celts placed food and drinks out to sustain the spirits and people concealed their identity with disguises to supposedly escape harm while they walked from house to house to enjoy food and drinks. In the late nineteenth century, a large influx of Irish immigrants to the U.S. brought their folk customs with them and Halloween became associated with jack-o-lanterns, ghosts, goblins and witches. Prior to this influx of immigrants, Halloween had been celebrated in the United States as an autumn harvest festival with corn-popping parties, taffy pulls and hayrides. The Indiana Business Research Center presents statistical facts about this holiday both for the United States and Indiana.

Trick or Treat!

1 million

Estimated number of potential trick-or-treaters in 2010—children age 5 to 14—in Indiana. Nationally, 36 million children between 5 and 13 in 2009 were potentially trick-or-treating. Of course, this doesn't include the many others—those younger than 5 and older than 14—who will also go trick-or-treating.

2.5 million

Number of occupied housing units in Indiana in 2008 that could be potential stopping places for trick-or-treaters.

92 percent

Percentage of American households with residents who consider their neighborhood safe. Additionally, 78 percent said there was no place within a mile of their homes where they would be afraid to walk alone at night.

Halloween Decorations and Celebrations

65 percent

Number of Americans expected to celebrate Halloween this year, an increase from 62.1 percent last year. In 2009, individuals celebrated Halloween in a variety of activities including:

- Hand out candy (71.2 percent)
- Decorate home or yard (47.3 percent)
- Carve a pumpkin (42.4 percent)
- Dress in costume (33.4 percent)

- Throw or attend a party (30.2 percent)
- Visit a haunted house (17.0 percent)

\$56.31

Average Halloween spending per person in 2009, equating to \$4.75 billion for 2009.

\$1.23 billion

Amount of money spent on Halloween decorations in 2009 nationally, which is third behind costumes and candy. This equates to \$14.54 per person.

3,246 acres

Hoosier acreage devoted to pumpkin production in 2007, 7.1 percent of the nation's pumpkin acreage. Also in 2007, 454 farms raised pumpkins with nearly all the pumpkins headed to the fresh market (99.1 percent). Nationally in 2007, nearly 1.15 billion pounds of pumpkin was produced; however, this number decreased to 931 million pounds in 2009, a decline of nearly 19 percent. Illinois is the top pumpkin producing state, accounting for 46.1 percent of the nation's pumpkins last year.

Candy and Costumes

\$1.52 billion

Total amount of money spent in 2009 for candy, regardless of the occasion, or nearly \$18 per person. Halloween is considered the candy industry's biggest candy selling holiday, contributing to the 24.3 pounds per capita consumption of candy by Americans in 2009.

35 million

Pounds of candy corn that will be produced this year, equivalent to 9 billion pieces! However, candy corn is not the most popular Halloween candy. Tootsie Rolls lead in popularity, followed by Hershey's Milk Chocolate and Nestle Crunch.

39

Number of establishments in Indiana in 2008 that produced sugar and confectionary products. Most of this production (77 percent) was for chocolate candy items, and these establishments employed 1,770 Hoosiers.

90 percent

Of adults admit to sneaking goodies from their kid's Halloween trick-or-treat bags with their favorites being:

- Snack-sized candy bars (70 percent)
- Candy-coated chocolate pieces (40 percent)
- Caramels (37 percent)
- Gum (26 percent)

\$1.75 billion

Amount of money spent on costumes in 2009 or \$20.75 per person.

47 million adults and 58 million children

Number of individuals in 2009 that indicated they planned to dress up for Halloween. The top three costumes for adults, children and pets were:

Adults	Children	Pets
1. Witch	1. Princess	1. Pumpkin
2. Vampire	2. Witch	2. Devil
3. Pirate	3. Spider-Man	3. Bowties/Fancy Collars

\$1.75 billion

Amount of money spent on costumes in 2009 or \$20.75 per person.

Sources: National Confectioner's Association, National Retail Federation, U.S. Census Bureau (Population Projections, American Community Survey, Survey of Income and Program Participation, Current Industrial Reports, County Business Patterns), United States Department of Agriculture (National Agricultural Statistics Service).