

GOODWILL[®] NATIONAL HALLOWEEN POLL FACT SHEET 2016



What's Hot and What's Not this Halloween

October is the busiest retail month for Goodwill, as millions of shoppers make it their go-to headquarters for Halloween each year. Shoppers can find everything they need to build unique costumes at the more than 3,200 Goodwill stores throughout the United States and Canada.

Shopping at Goodwill helps the community. Goodwill store revenues help fund job placement, training and services, such as career counseling, financial education, computer classes, child care, transportation and more.

This year, Goodwill commissioned its third annual national poll of thousands of adults to determine the biggest trends for Halloween.

The poll consisted of:

- A landline and cell phone survey of 1,009 respondents, independently conducted by ORC International Research, from September 15 – 18, 2016. (The margin of error was +/- 3.09 percent at the 95 percent confidence level.)
- A Goodwill survey of 2,459 in-store shoppers in Washington, Minnesota and California, from September 15 – 19, 2016. The majority of these shoppers are in the process of creating do-it-yourself costumes.

Highlights

- Do-it-yourself (DIY) costumes are more popular than pre-packaged costumes.
- Funny costumes are the most popular choice this year, followed by minimalist, iconic/classic and group costumes.
- Many millennials and adults will be attending Halloween parties (work- and non-work-related) this year.
- Adults are interested in coordinating costumes with friends, families or significant others.
- Many parents will dress up in costume while trick or treating with children.
- Adults believe that dressing up in political costumes would not make a positive impression at a party. However, some are still dressing up as political figures.

(Further data and information on next page)

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For creative costume ideas, browse Goodwill's Pinterest page or try out the costume generator at goodwill.org/halloween.

According to the phone poll, the most popular types of costume this year are:

1. **Do-it-yourself costumes.** DIY costumes are preferred by 57 percent of adults this year (over packaged, all-inclusive costumes). This trend is up from 51 percent of respondents preferring DIY in 2015. Baby boomers favor DIY the most, with 65 percent popularity.
2. **Funny costumes.** Overall, funny costumes (16 percent popularity) edges out minimalist (12 percent), iconic/classic (12 percent), and matching or group costumes (9 percent) as the most popular types of costumes this year.
 - a. The pop culture (TV/movie) costume (7 percent) and very unique costume (costumes that are not described by the other categories) (7 percent) round out the top six categories.
 - b. Significantly more women (15 percent) prefer the iconic/classic costume than men (9 percent).

Costume Preferences, year over year

	2016	2015
Open to wearing a costume	83%	79%
Funny costume	16%	14%
Minimalist costume (mask, makeup, little else)	12%	10%
Iconic/classic costumes (witches, ghosts, angels, devils, etc.)	12%	10%
Group / couples costumes (family, friends, etc.)	9%	9%
Pop culture trends, TV or movie	7%	8%
Very unique costume (costumes that are not described by other categories)	7%	8%
Political costume	4%	2%

A significant number of adults would like to wear matching or group costumes this year. Nine percent of all adults and 14 percent of millennials (18 – 35) would prefer to participate in group, family or couples costumes this year.

Forty percent of parents who take their children trick or treating will accompany them wearing costumes this year.

AVOID the following costume types this year if you are looking to make a positive impression at a party or gathering.

- **Sexy costumes** (63 percent disapprove, with 69 percent of Generation X, ages 36 – 51, disapprove)
- **Gory costumes** (52 percent disapprove, with 57 percent of females disapprove)
- **Political costumes** (51 percent disapprove, up from 35 percent in 2015).

Goodwill's National Halloween In-store Survey

The in-store survey of 2,459 customers reported the following **iconic and classic costumes are trending for adults and children this year**. The top ten for each demographic are below.

The most popular costumes for females overall are witch costumes. Witch ranked either number one or two in adults, teens and girls. Princess costumes are number one for girls.

The most popular costumes for males are zombies, which ranked in the top two for adults and teens. Soldiers, pirates and vampires are also popular. For boys, ninja turtles, super heroes and Spiderman are the most popular.

RANK	Female Adults	Percent	Female Teens	Percent	Female Children	Percent
1	Witch	8.4	Witch	6.5	Princess	18.1
2	Pirate	4.4	Pirate	5.3	Witch	7.3
3	Vampire	4.1	Clown	3.5	Frozen movie character	5.0
4	Princess	2.8	Cat	3.0	Fairy	4.0
5	Cat	2.5	Harley Quinn (Batman/Suicide Squad)	2.9	Cat	3.2
6	Flapper (1920s)	2.1	Vampire	2.9	Zombie	2.3
7	Bride	2.1	Princess	2.9	Pumpkin	2.1
8	Zombie	1.6	Flo – Progressive (TV)	2.4	Pirate	2.0
9	Harley Quinn (Batman/Suicide Squad)	1.3	Fairy	2.4	Lady Bug	1.8
10	Tavern Maiden, Nurse	1.3	Tropical (non-hula) & 3 others ***	2.4	Minnie Mouse, Vampire	1.7

*** For female teens (13 – 17), six costumes tied at 2.4 percent - Flo (Progressive TV commercial), Hawaiian Tropical, Ghost, Fairy, Cheerleader, and Tom Cruise's character from Risky Business (movie).

RANK	Male Adults	Percent	Male Teens	Percent	Male Children	Percent
1	Pirate	3.6	Zombie	8.4	Ninja Turtles	5.5
2	Zombie	3.3	Vampire	6.1	Superhero (undecided)	5.5
3	Soldier	3.3	Soldier	4.5	Spiderman	4.9
4	Gangster	3.0	Skeleton	3.8	Ninja warrior	4.1
5	Clown	2.7	Spiderman	2.3	Pumpkin	3.7
6	Police Officer	2.5	Superhero (undecided)	2.3	Vampire	3.5
7	Vampire	2.5	Kylo Ren (Star Wars)	2.3	Batman	3.3
8	Cowboy	2.2	Pumpkin	2.3	Zombie	3.1
9	Farmer	2.2	Ghostbusters	1.5	Pirate	2.9
10	Doctor, Knight	1.9	Star Trek & 11 others **	1.5	Dog	2.0

** For male teens (13 – 17), Ghostbusters, Star Trek, Harry Potter, Gangster, Dracula, Unicorn, Dinosaur, Devil, Construction Worker, Clown, Chicken, & Any Animal were tied at 1.5%.

Detailed results are available to media upon request.

About the National Halloween Poll

ORC International Research independently conducted a landline and cell phone survey of 1,009 respondents from September 15 – 18, 2016. (The margin of error was +/- 3.09 percent at the 95 percent confidence level.)

About Goodwill Industries International

Goodwill Industries International is a network of 164 community-based organizations in the United States and Canada with a presence in 13 other countries. Goodwill is the #1 brand doing the most good in the world (Brand World Value Index, 2016) and is one of America's top 20 most inspiring companies (Forbes, 2014). Goodwill organizations are innovative and sustainable social enterprises that fund employment placement services, job training programs and other community-based programs by selling donated clothing and household items in more than 3,200 stores and online at shopgoodwill.com. Local Goodwill organizations also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding. Last year, Goodwill placed 312,000 people in employment in the United States and Canada. Nearly two million people worked to build their career and financial assets by engaging with Goodwill team members. In addition, more than 35 million people used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills. To learn more, visit goodwill.org.

For more information or to find a Goodwill location near you, use the online locator at Goodwill.org or call (800) GOODWILL. Follow us on Twitter: @GoodwillIntl and @GoodwillCapHill, and find us on Facebook: GoodwillIntl.