



## Halloween Spending in Nevada Expected to Reach a Record \$118 Million

### More consumers to celebrate this year

According to the National Retail Federation (NRF), approximately 71.5 percent of U.S. consumers will celebrate Halloween this year, up from 68.6 percent last year and a record number for the holiday. Spending is also expected to increase, with consumers reporting they will spend an average of \$79.82 on decorations, costumes and candy, up from \$72.31 reported last year.

Assuming national trends hold true for Nevada, an estimated 1.5 million Nevada residents ages 18 and over will be shopping to help their families celebrate Halloween this year. If Nevada consumers' spending on the holiday keeps pace with national averages, celebrants will generate \$118 million in Halloween-related revenue at retailers statewide. Compared to last season, when total spending was estimated at \$107 million\*, revenue collected by Nevada retailers will increase by 10.4 percent.

Of those celebrating Halloween this year, it is estimated 51.4 percent will decorate their home or yard, up 1.9 percentage points from the 49.5 percent reported last year. Approximately 45.0 percent will dress in a costume, up from 43.9 percent last year. Notably, 35.7 percent of those surveyed said they would look for inspiration for Halloween costumes within a retail store or costume shop; others will consult such sources as print media, friends and family, television, and Facebook, to name a few. Additionally, 15.1 percent say they plan to dress their pets in a costume as well. Also notable, 25.9 percent of consumers say the state of the economy will impact their Halloween plans, causing them to spend less; of these consumers, 18.0 percent will make a costume instead of purchasing one from a store.

Mary Lau, President of the Retail Association of Nevada (RAN), commented, "Retail spending is rising in Nevada, and Halloween is always a great excuse to make a few fun purchases. With Halloween spending in the state expected to



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*Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.*

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At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues RAN is there to inform you on the events that can have a real impact to your business.

reach its highest level yet, there is reason to remain optimistic about sales trends throughout the rest of the year, especially during the approaching winter holiday season.”

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Source: NRF

\*Revised estimate based on updated information.

#### About The Author

**Applied Analysis**, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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