

# 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 COVETED  
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**

**57%**

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.

