

# SPOOKY SPENDING

How Visa cardholders spend during the Halloween season\*

From costumes to candy to party decorations, U.S. consumers are spending more each year to fright and delight. Here, Visa's network shows U.S. spending data collected from the last three Halloweens.



## BY YEAR

Halloween spending on Visa **has risen** every year for the last 3 years.

Halloween Spend<sup>1</sup>  
% of Total October  
Retail Spending

<sup>1</sup>Includes Visa spend at gift card/novelty stores, used merchandise stores, fabric stores, clothing rentals, wig & toupee stores and craft shops.



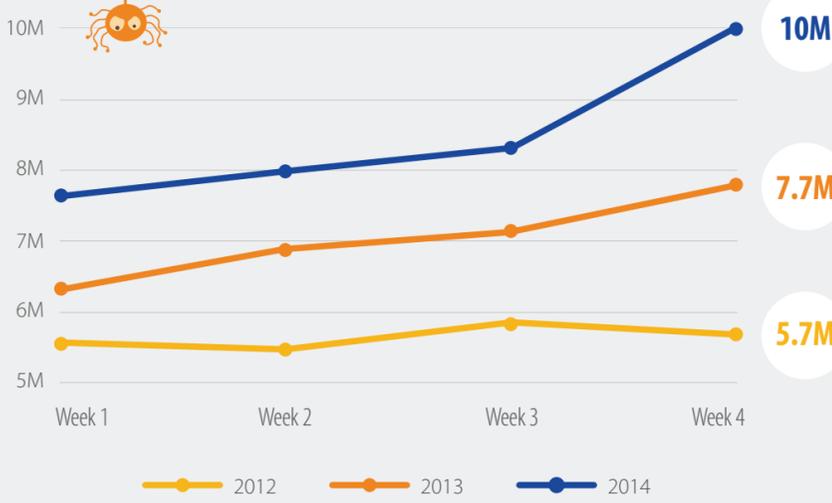
**\$35** was the average amount spent on a Halloween purchase last year.

**6.2%** of all Visa retail spending in October 2014 was related to Halloween.

## BY WEEK

Halloween weekly purchases **increased steadily** up to October 31st.

TRANSACTIONS



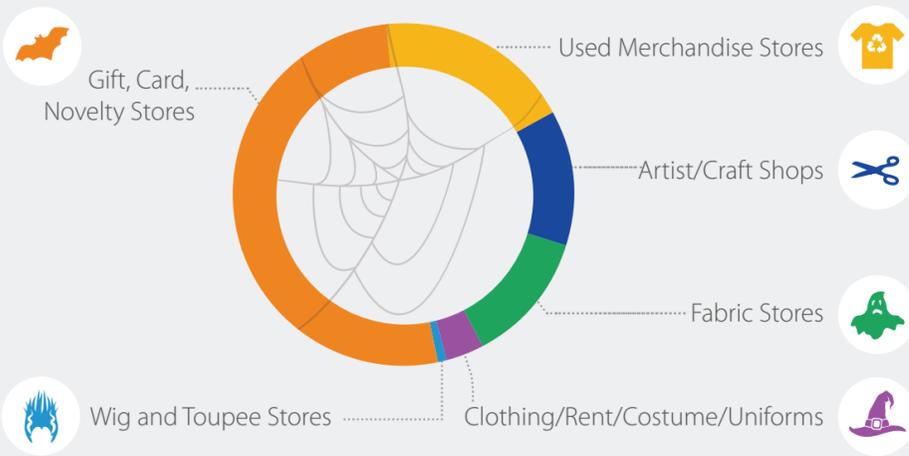
Halloween purchase transactions spiked by

**29%**

during the final week of October 2014, compared to 2013.

## BY SHOP

Last Halloween, Visa shoppers spent the most at **gift and card shops**.

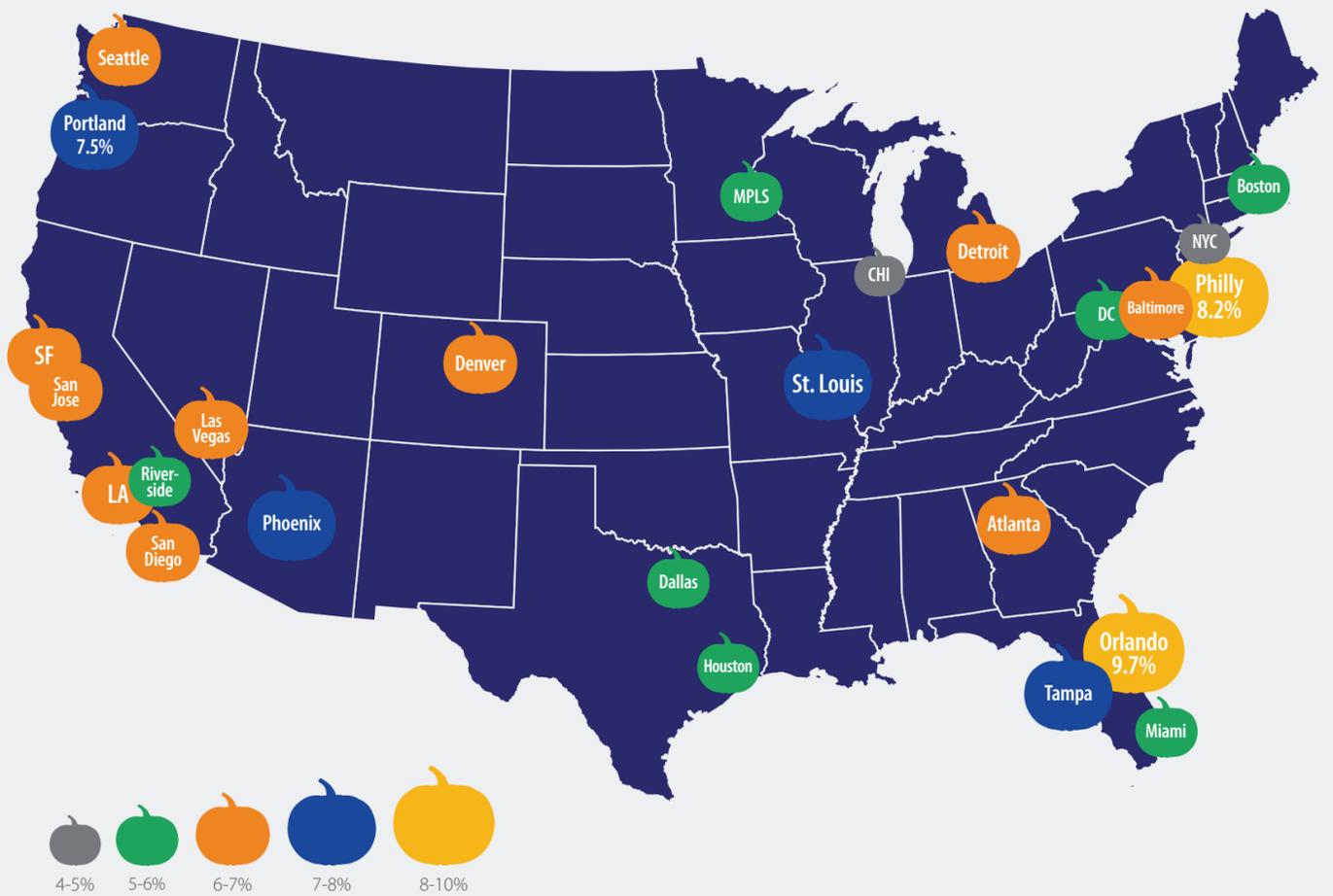


AVERAGE TICKET SIZE

Gift, Card, Novelty Stores	\$76
Used Merchandise Stores	\$54
Artist/Craft Shops	\$38
Fabric Stores	\$35
Wig and Toupee Stores	\$34
Clothing/Rent/Costume/Uniforms	\$26

## BY CITY

Top 25 Cities for Halloween Spending<sup>2</sup>



4-5% 5-6% 6-7% 7-8% 8-10%

<sup>2</sup>Spending as a % of total retail spending on the Visa network in October 2014.

Halloween's biggest spenders are in **Orlando, Philadelphia and Portland.**

\*Based on VisaNet, Clearing & Settlement data — U.S.-based Consumer Credit/Debit/Prepaid Face-to-Face transactions only — during the month of October, from 2012 to 2014, in specific Halloween-related categories that displayed a spike around Halloween compared to rest of the year: gift card/novelty stores, used merchandise stores, fabric stores, clothing rentals, wig & toupee stores and craft shops.