



FOR IMMEDIATE RELEASE

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HALLOWEEN CELEBRATIONS CONTINUE AMIDST PANDEMIC CONCERNS

2021 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season

Los Angeles, CA, September 27, 2021 - According to Goodwill's annual Halloween Survey, three in four Americans (74%) plan to celebrate Halloween this year. The most popular ways people plan to celebrate include giving out candy to trick-or-treaters (41%), wearing a costume or dressing up (34%), decorating their homes (34%) and attending a party (either in-person or virtual) with family/friends (24%).

As many people plan to partake in traditional Halloween activities this year, safety concerns around COVID-19 loom over the season. A majority of Americans (73%) say overall safety concerns due to the pandemic will have some impact on their Halloween plans this year. Most say their plans will be affected a lot (32%) or somewhat (29%), while 12% feel their plans will be impacted a little.

Roughly two-thirds of adults indicate their Halloween plans will be impacted to some extent by concerns with unvaccinated family members, friends or neighbors (67%) and/or the inability of children ages 12 and younger to get vaccinated (65%).

"Halloween is Goodwill SoCal's busiest season as customers embrace do-it-yourself costume and décor shopping at Goodwill stores," said Marla Eby, Director of Marketing and Media Relations of Goodwill Southern California. "There are many ways to celebrate Halloween while taking safety precautions during the pandemic. Whatever your plans, Goodwill stores are a one-stop shop with a wide range of Halloween merchandise to fit your needs."

The Goodwill Halloween Survey also found that Halloween costumes based on pop culture trends or characters from TV, movies, video games or books are the most popular among respondents planning to dress up this year. Twenty-eight percent preferred these kinds of costumes this year, followed by iconic Halloween costumes, such as witches, ghosts, zombies or werewolves (25%), and very unique, one-of-a-kind costumes (24%).

The survey also found that Goodwill stores top the list (88%) of favorite places to shop among those who prefer DIY costumes and look for materials at thrift stores. Two-thirds (66%) of adults who prefer DIY costumes say they or members of their household turn to social media and

websites for DIY costume ideas and inspiration. Pinterest (32%) and YouTube (31%) are the top-cited social media platforms, followed by Facebook (22%), Instagram (20%) and TikTok (15%).

For more information and a fact sheet with additional Goodwill Halloween Survey results as well as to explore costume ideas, and DIY décor and makeup tutorials, visit www.goodwill.org/Halloween . For Goodwill Southern California Halloween info, visit www.goodwillsoocal.org/Halloween-2021 .

Media who wish to film Halloween footage & interviews at Goodwill Southern California's stores during October may contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsoocal.org.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment, as well as businesses, by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Deaf, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 80 stores and an additional 25 freestanding attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 100 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! Follow Goodwill SoCal on social media - @GoodwillSoCal or visit www.goodwillsoocal.org for more information.

About the Goodwill Halloween Survey

Engine Insights, an independent research organization, conducted the 2021 Goodwill Halloween Survey for Goodwill Industries International. The online poll took place from September 8 – 12, 2021, and included a sample size of 2,022 self-selected adults. Responses were weighted by age, gender, geographic region, race and education to ensure reliable and accurate representation of the total U.S. population ages 18 and older. Since 2014, Goodwill and Engine have worked together on Halloween-themed survey research.