

FOR IMMEDIATE RELEASE

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HALLOWEEN SHOPPERS CHOOSE DIY THIS YEAR, GIVEN INFLATION CONCERNS

2022 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season

Los Angeles, CA, October 6, 2022 – According to Goodwill Industries International’s latest annual Halloween survey, four in five Americans plan to celebrate Halloween this year (81%). Though many people plan to celebrate Halloween this year, more than three in five respondents to the Goodwill survey say that due to rising costs caused by inflation, they are more likely to create DIY Halloween costumes than purchase from a store. Additionally, 63% of adults are more likely to buy materials for DIY Halloween costumes or décor from thrift stores such as Goodwill to reduce costs.

Aside from wearing a costume, the most popular ways people plan to celebrate include giving out candy to trick-or-treaters (47%), decorating their home (38%) and/or attending a party with family/friends (30%).

“Halloween is Goodwill’s busiest season as customers embrace do-it-yourself costume and décor shopping at Goodwill SoCal stores,” said Marla Eby, Goodwill Southern California’s Director of Marketing and Media Relations. “There are many ways to celebrate Halloween while saving money by shopping at Goodwill Southern California stores. Whatever your budget, Goodwill SoCal stores are a one-stop shop with a wide range of Halloween merchandise to fit your needs.”

This year’s survey, which was administered by Big Village, also found that Goodwill stores top the list (89%) of favorite places to shop among those who prefer to look for materials for DIY costumes at thrift stores. Additionally, more than half of adults who prefer DIY costumes shop for costume materials at thrift stores such as Goodwill (56%).

The survey also found that 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. YouTube (28%) and Pinterest (26%) are the top-cited social media platforms for DIY inspiration, followed by Facebook (23%), TikTok (20%) and Instagram (19%).

For more info & to explore DIY costume and décor ideas, visit www.goodwillsocal.org/Halloween-2022

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 or 323-246-3620 (cell).

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment 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, 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 additional 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 130 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

Big Village, an independent research organization, conducted the 2022 Goodwill Halloween survey between September 16 – 18, 2022. The online poll included a sample size of 1,008 self-selected adults, and responses were weighted by age, gender, geographic region, race, and education. This was done to ensure reliable and accurate representation of the total U.S. population over the age of 18. Since 2014, Goodwill Industries International and Big Village have worked together on Halloween-themed survey research.