

FOR IMMEDIATE RELEASE

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**HALLOWEEN SHOPPERS CHOOSE DIY THIS YEAR, GIVEN INFLATION CONCERNS**

**2023 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season**

Los Angeles, CA, September 11, 2023 – According to Goodwill Industries International’s latest annual Halloween survey, though many Americans plan to celebrate Halloween this year (84%), over three quarters (77%) of Americans agree that higher prices due to inflation will impact their purchase of Halloween costumes / costume materials, décor, and / or candy.

Key findings from this year’s survey include:

**Consumers feel current economic conditions will affect their Halloween buying habits this year**

* 77% agreed that higher prices due to inflation will impact their purchase of Halloween costumes / costume materials, décor, and / or candy.
* 59% said that due to rising costs caused by inflation, they are more likely to create DIY Halloween costumes than purchase from a store.
* 60% were more likely to buy materials for DIY Halloween costumes or décor from thrift stores such as Goodwill to reduce costs.

**Consumers are turning to thrift stores & DIY for Halloween costumes**

* Goodwill (84%) tops the list of favorite thrift stores for finding DIY costume materials. Salvation Army ranks second (36%).
* Other popular destinations for DIY costume materials include dollar stores (53%), arts & craft supply stores (50%), big box retailers (46%) and Halloween / part specialty stores (45%).
* 76% say Goodwill’s sustainability efforts have some effect on their decision to shop at Goodwill stores
* Among those who prefer DIY Halloween costumes, 70% would rather shop in-store for DIY costume materials compared to 13% who prefer to shop online.

**Consumers are beginning their Halloween costume shopping earlier**

* Survey respondents are planning an earlier start to their shopping this year compared to last year. 50% have begun or will begin shopping for Halloween costume material prior to October, compared to just 35% in 2022.

“Halloween is Goodwill SoCal’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.”

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. Thirty percent preferred these kinds of costumes this year, followed by iconic Halloween costumes, such as witches, ghosts, zombies or werewolves (28%), and very unique, one-of-a-kinds costumes (23%).

The survey 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. Pinterest (36%) and YouTube (26%) are the top-cited social media platforms for DIY inspiration, followed by Facebook (22%), TikTok (20%) and Instagram (19%).

For more info & to explore DIY costume and décor ideas, visit [www.goodwillsocal.org/Halloween-2023](http://www.goodwillsocal.org/Halloween-2023)

**Media who wish to film Halloween footage and / or interviews at Goodwill Southern California’s stores during September or October may contact Marla Eby, Director of Marketing & Media Relations, at** [meby@goodwillsocal.org](mailto:meby@goodwillsocal.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 as well as 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.goodwillsocal.org](http://www.goodwillsocal.org) for more information.

**About the Goodwill Halloween Survey**

Big Village, an independent research organization, conducted the 2023 Goodwill Halloween survey between August 8 – 31, 2023. The online poll included a sample size of 2017, 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.