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## **2024 Goodwill® Halloween Survey Uncovers Trends for the Halloween Season**

Los Angeles, CA, September 16, 2024 – According to Goodwill Industries International’s latest annual Halloween survey, though many Americans plan to celebrate Halloween this year (88%), over three quarters (74%) of Americans agree that higher prices due to inflation are impacting 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**

- 74% agreed that higher prices due to inflation will impact their purchase of Halloween costumes / costume materials, décor, and / or candy.
- 57% said that due to rising costs caused by inflation, they are more likely to create DIY Halloween costumes than purchase from a store.
- 57% 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**

- Among those who prefer DIY Halloween costumes, 66% would rather shop in-store for DIY costume materials compared to 17% who prefer to shop online.
- Goodwill (83%) tops the list of favorite thrift stores for finding DIY costume materials. Salvation Army ranks second (46%).
- Thrift stores remain a source of costume ideas and inspiration for 36% of adults who prefer DIY costumes
- Other popular destinations for DIY costume materials include dollar stores (47%), arts & craft supply stores (47%), big box retailers (40%) and Halloween / party specialty stores (45%).
- 77% say Goodwill’s sustainability efforts have some effect on their decision to shop at Goodwill stores

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

- Survey respondents are planning an earlier start to their shopping this year compared to last year. 52% have begun or will begin shopping for Halloween costume material prior to October. Another 35% plan to start shopping the first two weeks of October.

**Costume Trends**

- Pop culture trends or characters from TV, movies, video games or books were preferred by 29%

- Iconic Halloween costumes, such as witches, ghosts, zombies or werewolves were preferred by 23%
- Unique, one-of-a-kinds costumes were planned by 23%.
- Furry friends will join the fun, with 11% of survey respondents saying they plan to dress up their pet!

### **Sources of Inspiration**

- 67% 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 is the top-cited social media platform for inspiration this year (31%), followed by Pinterest (30%), Facebook (23%), TikTok (21%), and Instagram (20%).

“Halloween is Goodwill’s SoCal’s busiest season as customers embrace do-it-yourself costume and décor to create that one-of-a-kind look and support a more eco-friendly holiday,” said Marla Eby, Goodwill Southern California’s Director of Marketing and Media Relations. “Finding the perfect costume can be a challenge, especially if you are on a budget, and Goodwill SoCal has what you need to celebrate Halloween in style.”

**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@goodwillsoocal.org](mailto: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 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.goodwillsoocal.org](http://www.goodwillsoocal.org) for more information.

### **About the Goodwill Halloween Survey**

Big Village, an independent research organization, conducted the 2024 Goodwill Halloween Survey for Goodwill Industries International. The online poll took place from August 19-23, 2024, and included a sample size of 2,018 self-selected adults. Responses were weighted by age, gender, geographic region, race and education. Since 2014, Goodwill and Engine have worked together on Halloween-themed survey research.