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WHEN IT COMES TO HALLOWEEN COSTUMES, UNIQUE IS THE NEW CHIC, ACCORDING TO GOODWILL POLL

Tuesday, October 3, 2017 — What's hot and what's not for Halloween? This year, over 50 percent of all households will have at least one person wearing a Halloween costume this year, and 16 percent will have at least one pet in costume according to the 2017 Goodwill Halloween Poll. And when respondents were asked what type of costume would make the best impression, the most popular answer was a unique or one-of-a-kind costume (27 percent).

Participants in this year's survey were asked a series of online questions about Halloween costumes and decorating habits.

Among the survey results:

- More than half of respondents (51 percent) are interested in wearing a Halloween costume this year. Ten percent of all respondents would most like to wear a funny costume, 8 percent would most like to wear a unique costume and 8 percent prefer a sexy costume.
- The same types of costumes — unique, funny and sexy — are the best bets if you're looking to catch someone's eye at a Halloween party. When asked what type of costume worn by someone else would make the best impression, 27 percent said a one-of-a-kind costume, while funny or sexy costumes were picked by 20 percent each.
- If you're not sure what type of costume to wear for Halloween, you might consider looking online. Two out of every three people surveyed who plan to wear a costume and prefer do-it-yourself costumes say they go to websites such as Pinterest, Facebook and YouTube for ideas.
- Don't wait until it's too late to get your Halloween costumes and decorations! Four out of 10 people surveyed who plan to purchase, re-use or create costumes for themselves or others in their household say they plan to start shopping for Halloween gear in the first two weeks of October. And nearly 40 percent of this same group will have started their costume material shopping prior to October.

“Goodwill is your go-to store for all your Halloween gear,” said Ray Tellez, Retail VP of Goodwill Southern California. “Whether you’re looking for a costume that’s fully designed and ready to wear or you want to design it yourself, Goodwill SoCal has creative options at great prices.”

In fact, 38 percent of those who wear Halloween costumes and prefer do-it-yourself costumes say they or other household members shop for DIY costume materials at a thrift store such as Goodwill.

Goodwill Southern California supports mission services through the sale of donated clothes and household items at over 80 Goodwill stores and online through shopgoodwill.com, the first nonprofit Internet auction site. In 2016, Goodwill Southern California placed more than 4,568 people in jobs or earned employment through its career services programs.

For more information on the poll, see the fact sheet. Additional details are available. Please contact Marla Eby, Director of Marketing & Media Relations at meby@goodwillsoocal.org or (323) 539-2104.

To find your nearest Goodwill Southern California store, donation or career center, visit www.goodwillsoocal.org.

About the Goodwill National Halloween Poll

The 2017 Goodwill National Halloween Poll was conducted by ORC International, an independent research organization, for Goodwill Industries International. The online poll took place from September 5 – 10, 2017, and included a sample size of 2,032 self-selected adults. Responses were weighted by age, gender, geographic region, race and education. This is Goodwill’s fourth annual Halloween poll.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with disabilities or other vocational challenges, 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 82 stores and 47 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!

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GOODWILL NATIONAL HALLOWEEN POLL FACT SHEET

For creative costume ideas, browse Goodwill's Pinterest page or try out the costume generator at goodwill.org/halloween.

Respondents to the online poll were asked: If you were interested in someone at a party, what Halloween costume type would make the best impression on you? The top answers were:

- 1. Unique costumes.** The most popular response, 27 percent of people said they'd be most interested in someone wearing a very unique, one-of-a-kind costume. This answer was particularly popular among women (31 percent of women said they'd like to see a unique, one-of-a-kind costume), compared to 22 percent of men.
- 2. Funny costumes and sexy costumes.** Funny costumes and sexy costumes were in a virtual dead heat for second place, with each as the choice of 20 percent of respondents. Sexy costumes were the number-one choice of men (29 percent). Both options significantly beat out historical costumes (5 percent), pop culture costumes (5 percent), classic costumes like witches and ghosts (4 percent), minimalist costumes (4 percent), group costumes (3 percent) and gory costumes (3 percent). In last place, perhaps no surprise after an exhausting election year, were political costumes at just 2 percent.
- 3. Millennials love Halloween.** While all generations surveyed expressed enthusiasm for the holiday, millennials are the generation of adults most likely to wear costumes, go to Halloween parties, participate in group costumes, and decorate their homes for Halloween.

Halloween Plans, by Generation

	<u>Millennials</u>	<u>Gen X</u>	<u>Baby Boomers</u>
Which one of the following costume types would you most like to wear this Halloween?	77%	50%	33%
Do you plan to participate in a group, couples or family costume?	57%	53%	34%
Do you plan to attend or host a Halloween party?	59%	41%	25%
Do you plan to decorate your house for Halloween?	57%	45%	41%

A significant number of people plan to play dress-up with their pets. Sixteen percent of all adults said they plan to purchase, re-use, build or create a costume for their furry friends this year. Again, this trend is most popular with millennials (25 percent) compared with Gen X (16 percent) and baby boomers (12 percent).

Pinterest is the place for DIY inspiration. The poll asked: where do you or other members of your household typically look for ideas and inspiration for do-it-yourself costumes? Forty percent of those who wear Halloween costumes and prefer DIY costumes said Pinterest is their top choice for online inspiration, beating out Facebook (25 percent), YouTube (25 percent) and other social media sites (15 percent).

Trick-or-treating thrives. While it sometimes seems Halloween is becoming more and more about adults, kids still get in on the fun. Eighty-two percent of respondents with children under age 18 at home said their kids will go trick-or-treating this year. **About the National Halloween Poll**

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About Goodwill Industries International

Goodwill Industries International (GII) is a network of 162 community-based, autonomous organizations in the United States and Canada with a presence in 13 other countries. GII is a 501(c)(3) nonprofit that is recognized by GuideStar with its Platinum Seal of Approval, the organization's highest rating for charities. GII was also ranked by Enso as the #1 brand doing the most good in the world, and was the only nonprofit brand rated in *Forbes'* 20 most inspiring companies for three consecutive years. Local Goodwill organizations are innovative and sustainable social enterprises that create job training programs, employment placement and other community-based programs by selling donated clothing and household items in more than 3,200 stores collectively and online at shopgoodwill.com[®]. Local Goodwill organizations also build revenue and create jobs by contracting with businesses and government to provide a wide range of commercial services, including packaging and assembly, food services preparation, and document imaging and shredding. Last year, local Goodwill organizations collectively placed 313,000 people in employment in the United States and Canada. In addition, more than 34 million people used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills. To learn more, visit goodwill.org.

For more information or to find a Goodwill location near you, use the online locator at Goodwill.org or call (800) GOODWILL. Follow us on Twitter: [@GoodwillIntl](https://twitter.com/GoodwillIntl) and [@GoodwillCapHill](https://twitter.com/GoodwillCapHill), and find us on Facebook: [GoodwillIntl](https://www.facebook.com/GoodwillIntl) or Instagram: [GoodwillIntl](https://www.instagram.com/GoodwillIntl).

