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The Data Behind Halloween's Biggest Spenders: A Guide For Smart Advertising

Image Credit: Kenny Elason via Unsplash

CivicScience contact@civicscience.com · Published: September 17, 2025

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CivicScience is a consumer analytics and advertising platform that captures over one million survey responses daily. Turn real-time data into actionable insights [here](#).

Halloween shoppers are [getting an earlier start each year](#) – with some beginning in July. These self-reported, early buyers – specifically those who are 'more' excited about Halloween than usual – are 2.5 times more likely to increase spending, creating a prime opportunity for advertisers. Here's how to reach them:

Where to Find High-Value Halloween Shoppers

Digital Content Subscriptions

Candy shopping habits – specifically, which retailer they plan to shop at – reveal differences in paid content behavior. Big-box candy shoppers over-index the Gen Pop on paid local news (6pp) and business (3pp) subscriptions, while grocery candy shoppers are much more likely than the Gen Pop to hold paid subscriptions across local news (10pp), health/fitness (7pp), national news (5pp), and business content platforms (5pp).

CPG Brand Preferences

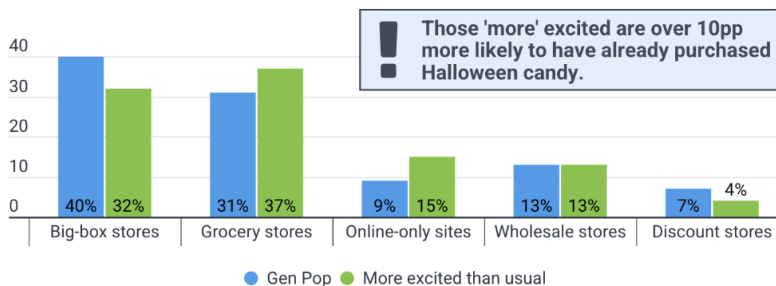
Even within candy categories, purchase behaviors diverge in ways advertisers can use. Kit Kat fans are more likely to buy king-sized bars, while Snickers fans lean toward minis – insights that allow for precise product-level intent targeting.

Retail & E-Commerce Platforms

The 68% of high-value consumers (those who are more excited than usual about Halloween and spending more than in past years) are prime targets for grocery and digital retail campaigns. With these shoppers already active in the market—they're 10pp more likely to have already purchased Halloween candy—brands that meet them in-store and online stand to capture share early.

Where are you most likely to shop for Halloween candy this year?

Among shoppers, excludes 'not applicable'



Weighted by U.S. Census 18+
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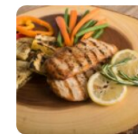
Answer Our Poll: [Do you typically begin decorating for Halloween before or after October 1?](#)

Unexpected Insights = Advertising Goldmines

CivicScience data uncovers nuances that help advertisers go beyond broad trends and reach consumers in more innovative ways:

Advertising Goldmines

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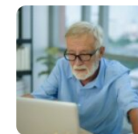
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Creative Strategy

Emotional ads are 2.5 times more likely to resonate with costume buyers than those who have yet to purchase a costume. This aligns with data showing that nearly half of those experiencing feelings of sadness or fear are also more excited about Halloween this year – suggesting that holiday buyers are seeking both escape and nostalgia.



Non-Alcoholic Beverages

Halloween party-goers are **8pp more likely to be sober-curious** than non-attendees – a clear signal for beverage brands tapping into moderation trends.



Cross-Sport Targeting

Consumers buying Halloween candy online are **twice as likely to follow the WNBA**, opening unexpected opportunities for crossover campaigns.

Weighted by U.S. Census 18+
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Weigh In: [Are you a fan of Halloween candy?](#)

Start Your Next Campaign With CivicScience

Real-time consumer insights, not outdated assumptions: CivicScience's self-reported proprietary data builds custom audiences around current purchase intent, shopping behavior, and evolving brand preferences during key holiday seasons and beyond – fresh insights that stale demographic targeting simply cannot deliver. Want to apply these real-time, intent-based insights to your upcoming holiday campaigns?

Start your next campaign with precision targeting.

Build My Targeting Strategy

START ANSWERING QUESTIONS



Can you think of a Halloween song besides "Monster Mash"?

- ☐ Yes
- ☐ No
- ☐ I don't know

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