



Halloween Consumer Spending and Celebration Plans

Data Analysis

Directions: Analyze the National Retail Federation data on Halloween Consumer Spending and Celebration Plans from the provided link. After reviewing the information, complete the following questions to practice your graph reading skills, while looking at the trends associated with the holiday.

1. How much is the average family projected to spend on Halloween this year?
2. What percent of Halloween spending is projected to be on costumes in 2021?
3. 47% of the Halloween inspiration for men comes from which two sources?
4. In what year did the greatest decrease in spending on Halloween decorations occur?
5. According to the spending trends, what is continually the focus of Halloween spending?
6. What could potentially explain the projected historic spending on costumes, decorations, and greeting cards?

