Americans love having their favorite candy, costumes and decorations for the Halloween season. This means they'll be spending a whole bunch of money. They'll be splurging on all kinds of Halloween-related things through the end of October.

Spending for Halloween is expected to reach $9 billion, according to a survey given in early September. It is the second highest amount in the survey's 14-year history. The planned spending is almost equal to last year's record of $9.1 billion.

The survey about Halloween was given to 6,961 people. The survey was for the National Retail Federation (NRF). The NRF is a group of stores that pays close attention to shopping trends.

"Bone-Chilling" Cost Of Halloween Festivities

More than 175 million Americans are planning to participate in Halloween festivities this year. This is more than half of the 300-plus million U.S. population. Each person celebrating Halloween is planning to spend an average of $86.79. This amount is more than last year's average of $86.13.

"Families are ready to spend on Halloween this year," said Matthew Shay. Shay is the president of NRF. He credits the high spending on the confidence people have in the American businesses. Things are going well for the economy right now. That means people are more willing to spend money on things like Halloween costumes. "Retailers are stocking up to supply children, pets and adults with their favorite decorations, candy and costumes."

"Ominous" Spending On Costumes, Candy

According to the survey, shoppers plan to spend $3.2 billion on costumes. Costumes will be purchased by 68 percent of Halloween shoppers. Money spent on decorations will be $2.7 billion with 74 percent of shoppers buying them. Almost all Halloween shoppers, 95 percent, will buy candy. They will spend $2.6 billion on sweets. Spending on greeting cards will be $400 million. Only 35 percent of people celebrating will buy cards.
Among those celebrating Halloween, 70 percent plan to hand out candy. The survey shows 50 percent will decorate their home or yard. A little less than half of those celebrating will wear costumes, 48 percent. Pumpkin carvers are at 45 percent of those celebrating. Meanwhile, 32 percent will either have a party or go to a party. Lastly, 30 percent will take their children trick-or-treating. Visiting a haunted house is in the plans for 21 percent of people celebrating.

"Pet-rifying" Costumes!

Pet costumes continue to gain popularity. The number of people dressing their pets is up from last year. This year, 18 percent plan to dress their pets. Last year, it was 16 percent.

"One of the biggest trends this year is the growth of spending on pet costumes," said Phil Rist. He leads the company Prosper Insights & Analytics. Prosper Insights collected the survey for NRF.

"Out of the 31.3 million Americans planning to dress their pets in costumes," Rist said, "Millennials (ages 25-34) are most likely to dress up their pets, the highest we have seen."

Need Costume Ideas?

People have different ways to figure out the perfect Halloween costume. The highest percentage of shoppers will look online, at 35 percent. Other shoppers, 29 percent, will look for costume ideas in stores or ask friends and family, 19 percent. Many will look specifically at websites. Nineteen percent of shoppers will look on Pinterest and 16 percent will look on Facebook. Fifteen percent will look on YouTube. Sixteen percent of shoppers said they'll be influenced by pop culture, like movies and TV shows.

To buy costumes and other Halloween supplies, 45 percent of shoppers will visit cheaper stores. Many other shoppers, 35 percent, will go to a Halloween or costume store. The other options include department stores, where 25 percent of shoppers will go, and grocery stores, for 24 percent of shoppers. Other shoppers won't go anywhere. These shoppers, 24 percent, will buy online.

More than 3.8 million children plan to dress as their favorite princess character. Superheroes and adventure characters are also popular. Around 2.5 million will go as their favorite superhero. Batman accounts for 2.2 million more costumes and "Star Wars" characters will be represented by 1.9 million children. Another 1.9 million children will dress as witches.

Halloween continues to be popular for adults as well. Almost half the adults who celebrate, or 48 percent, plan to dress up. More than 7.2 million adults plan to dress like a witch, 2.5 million as a vampire, 2.1 million as a zombie and 1.9 million as a pirate. Some adults will go as superheroes, too, with 1.3 million dressing perhaps as their favorite Avengers characters, such as Iron Man or Black Panther.

Devil Dogs

As for popular pet costumes, 11 percent of animals will be in a pumpkin costume and 7 percent will be a hot dog. Five percent will be bumble bees and 3 percent the devil.

"Frightening Figure: Halloween Spending Will Hit $9 Billion." Newsela | Spooky Spending for Halloween to Reach $9 Billion This Season, Newsela, 11 Oct. 2018, newsela.com/read/halloween-spending/id/46287/.
Directions: Use the information found in the article to identify the **best** response for each item.

**R1: Cite text evidence to support an analysis of what the text says explicitly**

1. Which sentence from the article highlights a Halloween tradition that is becoming more popular?
   - A. Visiting a haunted house is in the plans for 21 percent of people celebrating.
   - B. "One of the biggest trends this year is the growth of spending on pet costumes," said Phil Rist.
   - C. Sixteen percent of shoppers said they'll be influenced by pop culture, like movies and TV shows.
   - D. More than 3.8 million children plan to dress as their favorite princess character.

**R1: Cite text evidence to support an analysis of what the text says implicitly**

2. Which section of the article explains where people will look for inspiration for their Halloween costumes?
   - A. Introduction [paragraphs 1-3]
   - B. "Ominous" Spending On Costumes, Candy
   - C. "Pet-ifying" Costumes!
   - D. Need Costume Ideas?

**R4: Determine the meaning of words and phrases**

3. In the section "Pet-ifying" Costumes!, why is the word “petrifying” written as “Pet-ifying”?
   - A. to show how frightening pet costumes have become
   - B. to explain to the reader that pets are choosing frightening costumes
   - C. it is a clever way to introduce pet costumes with a word that means frightening
   - D. to introduce a section explaining that people are choosing scary pet costumes for themselves

**Petrifying means frightening**

**R2: Determine a theme or central idea of a text**

4. Read the introduction of the article [paragraphs 1-3].
   How does the introduction develop the MAIN idea of the article?
   - A. It describes what Americans specifically plan to spend their money on this Halloween.
   - B. It provides background information about the National Retail Federation (NRF).
   - C. It explains why Halloween spending in America is likely to be so high this year.
   - D. It summarizes a survey that reports on projected Halloween spending for this year.