Most Americans love Halloween. They also like candy and costumes. This means they'll be spending a whole bunch of money this month.

Spending for Halloween is expected to reach $9 billion. This amount is based on a survey from early September. The planned spending is the second highest in the survey's 14-year history. It will come close to last year's record amount. Americans spent $9.1 billion for Halloween in 2017.

The survey about Halloween was given to 6,961 people. It was done for the National Retail Federation, or NRF. The NRF is a group of stores. They pay attention to people's shopping habits.

More than 175 million Americans plan to celebrate Halloween this year. This is more than half the people in America. Each person celebrating is planning to spend an average of $86.79. This amount is more than last year's average. It was $86.13.

The "Creeping" Cost of Costumes And Candy

"Families are ready to spend on Halloween this year," said Matthew Shay. Shay is the president of NRF. He says the economy is doing well. This means that people are more willing to spend money. They'll spend money on things like Halloween costumes and candy.

Shoppers will spend more than $3 billion on costumes. They will spend almost that much on decorations. Almost all shoppers, 95 out of 100, will buy candy. They will spend $2.6 billion on sweets.

Among those celebrating Halloween, 7 out of 10 plan to hand out candy. Just under half of those celebrating will wear costumes. Around half plan to carve pumpkins.

About 3 out of 10 people will take their children trick-or-treating. About 2 out of 10 people will go to a haunted house.
Positively Pet-rified!

Pet costumes are getting more popular. This year, 18 out of every 100 people plan to dress their pets. This is more than last year. The most popular pet costumes are pumpkins, hot dogs and bees.

People have different ways to find the perfect Halloween costume. Many shoppers will look online. Out of 100 people, 35 will go online. Other shoppers, 29 of 100, will look in stores. Nineteen of 100 will ask friends and family for ideas.

What Are You Dressing Up As For Halloween?

Many will look at certain websites. Nineteen of 100 will look on Pinterest. About 16 of 100 will look on Facebook. Fifteen of 100 will look at YouTube.

Some costumes are more popular. More than 3.8 million children will go as a princess. 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. "Star Wars" costumes will be worn by 1.9 million children. Another 1.9 million children will dress as a witch.

Many adults will dress up, too. Almost half the adults who celebrate, 48 of 100, plan to dress up. A witch costume is most popular. More than 7.2 million adults will dress as a witch. Some adults will go as superheroes. There will be 1.3 million dressed as characters like Iron Man or Black Panther.

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. About 2 out of 10 people will go to a haunted house.
   B. This year, 18 out every 100 people plan to dress their pets.
   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 will go as a princess.

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. “The Creeping Costs of Costumes and Candy”
   C. “Positively Pet-rified!”
   D. “What Are You Dressing Up As For Halloween?”

R4: Determine the meaning of words and phrases

3. In the section "Positively Pet-rified!", why is the word “petrified” written as “Pet-rified”?
   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

Petrified 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 how much money Americans are thinking about spending on Halloween this year.