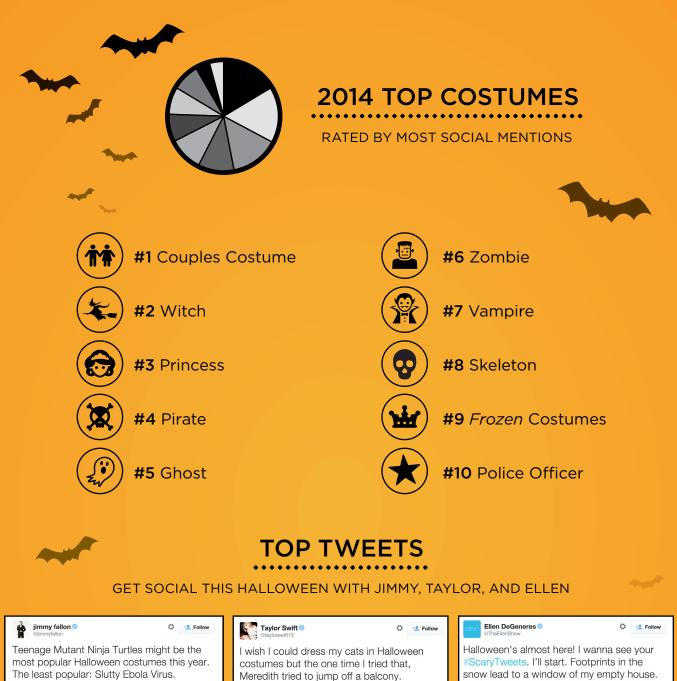
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## HAPPY

## SOCIAL TRENDS

162 million people will celebrate Halloween this year with costumes, candy, decorations, and parties. As Halloween approaches, we've analyzed spooky social trends from across the globe. Take a look at top social Halloween-related insights, most popular costumes, and more.





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#fallonmono



RETWEETS FAVORITES 18,702 37,435

AMOUNT SPENT ON COSTUMES IN 2014

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And end there

57 PM - 20 Oct 2014

FAVORITES

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**20%** will make costumes instead of buying



## TRICK OR TREAT?

8% WILL NOT HAND OUT CANDY IN 2014



**Sources:** Social data was pulled from Salesforce Marketing Cloud's Radian6. Radian6 analyzes more than 650 million data sources from Twitter, Facebook, YouTube, blogs, news sites, and more. Additional data from National Retail Federation: slideshare.net/NationalRetailFederation/top-10-trends-in-halloween-spending-2014

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