

HAPPY HALLOWEEN

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.



2014 TOP COSTUMES

RATED BY MOST SOCIAL MENTIONS

- #1 Couples Costume
- #2 Witch
- #3 Princess
- #4 Pirate
- #5 Ghost
- #6 Zombie
- #7 Vampire
- #8 Skeleton
- #9 Frozen Costumes
- #10 Police Officer

TOP TWEETS

GET SOCIAL THIS HALLOWEEN WITH JIMMY, TAYLOR, AND ELLEN

Jimmy Fallon (@jimmyfallon)
 Teenage Mutant Ninja Turtles might be the most popular Halloween costumes this year. The least popular: Slutty Ebola Virus.
[#fallonmono](#)
 RETWEETS: 2,320 FAVORITES: 5,252
 8:35 PM - 1 Oct 2014

Taylor Swift (@taylorswift13)
 I wish I could dress my cats in Halloween costumes but the one time I tried that, Meredith tried to jump off a balcony.
 RETWEETS: 18,702 FAVORITES: 37,435
 1:04 AM - 15 Oct 2014

Ellen DeGeneres (@TheEllenShow)
 Halloween's almost here! I wanna see your [#ScaryTweets](#). I'll start. Footprints in the snow lead to a window of my empty house. And end there
 RETWEETS: 451 FAVORITES: 2,227
 2:57 PM - 20 Oct 2014

COSTUME SPEND

AMOUNT SPENT ON COSTUMES IN 2014



\$1.4 BILLION
 on adult costumes



\$1.1 BILLION
 on children's costumes



20% will make costumes instead of buying



TRICK OR TREAT?

8% WILL NOT HAND OUT CANDY IN 2014

