



HALLOWEEN

THE HOLIDAY OF MUMMIES IS BIG AMONG DADS

SEEING IT AS A CHANCE TO SPEND MORE TIME WITH THEIR CHILDREN, PARENTS ARE SPENDING MORE THAN EVER ON HALLOWEEN

PARENTS AND YOUNGS MOST LIKELY TO SPEND

46%

OF UK CONSUMERS SPENT MONEY ON HALLOWEEN IN 2016

Marking a 7% increase on the previous year and subsequently bringing total spend up to £310m.

8 in 10

Purchases were made in supermarkets with Lidl launching its biggest ever Halloween range. Both Lidl and Aldi significantly upped their spend on advertising for the spooky season, taking the total discounter spend on Halloween advertising to over £1.1m.

WHO SPENT ON HALLOWEEN?

4 IN 5

Parents of 6-12 year olds



60%

Young people aged 16-34



DADS SEE HALLOWEEN AS A CHANCE FOR FAMILY TIME

58%

of fathers think parents don't get to spend as much time with their children as they used to. As a result, they are increasingly seeing Halloween as a spooktacular opportunity to spend time as a family.

6 in 10

Fathers with children aged 6-12 spent over £26 on Halloween in 2016 compared to 4 in 10 mothers. In fact, 1 in 5 dads admitted they'd upped their spend compared to 2015 compared to just 1 in 10 mothers.

4SALES' TRICKS PROVED A REAL TREAT LAST HALLOWEEN

With families coming together to eat their body weight in sweets and treats, C4 sales served up a terrifyingly good Halloween in 2016, with Share of Parents up 23% vs. the previous year.

Channel 4 also performed well, with Adult Share was up 10% vs. the previous year, and Share of Housewives with children up 82%. This frighteningly strong performance was thanks to a Halloween special of The Simpsons (of course), new episodes of Channel 4 Stalwards Dispatches, SAS: Who Dares Wins and First Dates, as well as one-off Halloween special Derren Brown Presents Twisted Tales.

It wasn't just Channel 4 that served up treats in 2016, E4 increased its Adult Share by 29% vs. the previous year thanks to a new episode of Made In Chelsea, and Gold's Adult Share rose by 58% thanks to Only Fools and Horses and Feature length film Dracula: Dead and Loving It.