

# 2026 Halloween Trivia



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- B. \$12.4 billion
- C. \$13.5 billion
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- B. \$115.14
- C. \$140
- D. \$185.63

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B. 38%

C. 55%

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# Which cost-saving strategy was cited by 34% of consumers?

- A. Looking for items they can reuse in the future
- B. Shopping online only
- C. Skipping Halloween celebrations altogether
- D. Buying Halloween items after October 31

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A. 45%

B. 58%

C. 73%

D. 85%



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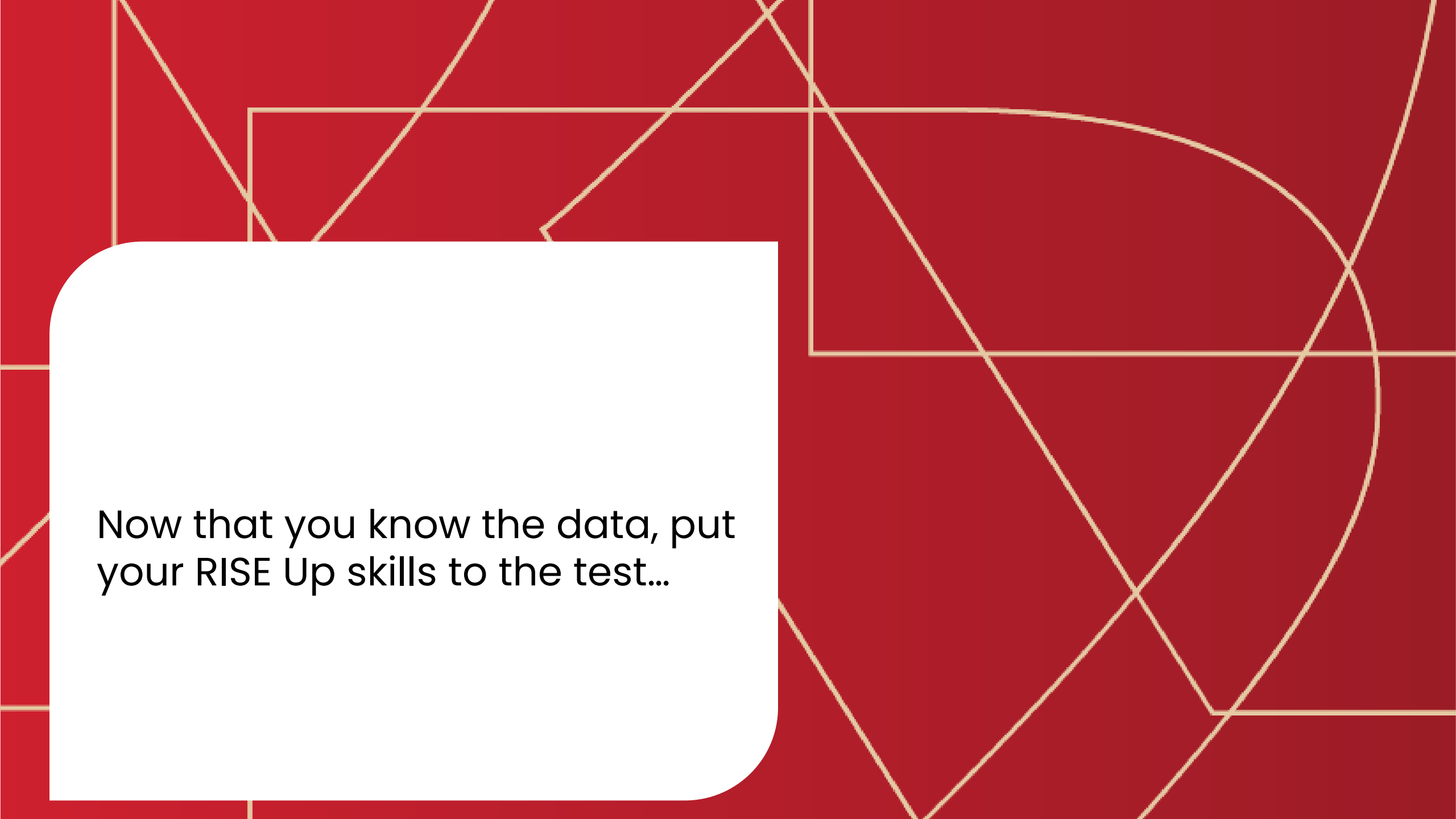
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The background is a solid red color with a network of thin, gold-colored lines. These lines form various geometric shapes, including rectangles, triangles, and large, sweeping curves that intersect to create a complex, abstract pattern.

Now that you know the data, put  
your RISE Up skills to the test...

**A customer is buying pumpkins for a Halloween party and says, "I need enough decorations for both kids and adults." What should a sales associate do first?**

- A. Recommend the largest pumpkins available
- B. Ask how the pumpkins will be used
- C. Explain the store's return policy
- D. Offer a loyalty program

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- A. Impulse Buyer
- B. Loyal Customer
- C. Comparison Shopper
- D. Recreational Shopper



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**A customer returns to the store upset because a bag of Halloween candy was missing from their order. What should an associate do first during service recovery?**

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- C. Ask the customer to contact corporate
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**A customer wants a life-sized Halloween skeleton, but it is out of stock at the store. What omnichannel option could help meet the customer's needs?**

- A. Suggest a different holiday item
- B. Ask the customer to check back another day
- C. Locate the item elsewhere and ship it
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- A. Do you need a costume?
- B. Will you wear this tonight?
- C. Can I help you?
- D. What Halloween event are you shopping for?

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NRF has been conducting its annual Halloween survey with Prosper Insights & Analytics for over two decades to see how Americans celebrate the fright and delight of this beloved autumn holiday.

Source: NRF's 2026 Halloween Spending Survey,  
conducted by Prosper Insights & Analytics

# Thanks for playing!

[Click here](#) to find more information about holiday shopping trend forecasts.

Visit [NRFFoundation.org/RISEUp](https://NRFFoundation.org/RISEUp) to learn about Credentials & Certifications the Foundation offers to help start & grow retail careers!

