

Carlton Cards Presents Spooktacular Halloween Statistics


carlton cards



Mississauga, Ontario (October 2016)

Canadians love the fall season, enjoying the crisp weather, changes in the colours and especially celebrating the most fun holiday of all - Halloween. The Carlton Cards Halloween experts have gathered up some interesting tidbits from Statistics Canada and survey from RetailMeNot about the spooktacular holiday.

According to Statistics Canada

- 3,816,018 - Estimated number of children in Canada in 2015 of prime trick-or-treating age between 5 to 14 years old which is a 0.8% increase from 2014. Guess we will need to buy more candy!
- \$397.7 million – The value of sales of candy, confectionery and snack foods at large retailers in October 2014. The monthly average value of candy sales is \$305.3 million with the exception of December when it peaks at \$460.8 million.
- \$23.2 million - The estimated farm-gate value of these pumpkins in 2014 that weighed 64,736 tonnes.
- \$187.8 million - The estimated farm-gate value of apples grown in Canada in 2014. That works out to 6.9 kg of fresh apples for consumption for every Canadian

According to a RetailMeNot Survey conducted From October 5- 7, 2015

- 64% of Canadians planned to purchase candy for trick-or-treaters compared to only 50% in 2014. The average amount doled out for Halloween candy is \$40
- 51% will buy candy strictly for themselves and 72% of Canadians will purchase more candy than they need so they have leftovers to munch on
- 80% of East Coasters plan to shell out candy, proving to be the most generous
- You don't have to be a kid to enjoy Halloween and Canadians planned to spend an average of \$169 hosting a spooky bash
- 1 in 4 Canadians think Toronto is the best city to party in for Halloween, while 18 to 34 year olds prefer Montreal as their destination of choice

Carlton Cards Ltd. 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist

Phone: 1-800-663-CARD

Email: Pressroom@carltoncards.ca



- Albertans are the biggest overall spenders for Halloween with an average person planning to spend nearly \$200
- Canadians will spend an average of \$52 on costumes and \$43 on decorations

About Carlton Cards Ltd.

Carlton Cards Ltd. is a subsidiary of American Greetings with corporate headquarters in Mississauga, Ontario. For the past 95 years Carlton Cards Ltd. has been helping consumers enhance their relationships to create happiness, laughter and love. The Company offers seven English speaking brands: Carlton Cards, American Greetings, Papyrus, Recycled Paper Greetings, Gibson, Tender Thoughts and Today and Always as well as three French speaking brands: Entre Nous, Papyrus and Tout en Tendresse. For more information on the Corporation visit <http://www.carltoncards.ca/>

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products. Along with greeting cards, its product lines include paper product offerings which include DesignWare party goods and American Greetings and Plus Mark gift-wrap, boxed cards and electronic greetings. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.9 billion. For more information on the Company, visit <http://corporate.americangreetings.com/>

Carlton Cards Ltd. 1820 Matheson Blvd., Mississauga, ON L4W 0B3

For more information contact: Eleanor Kobayashi / Communications Specialist Phone: 1-800-663-CARD Email: Pressroom@carltoncards.ca

