

News Release**26 October 2010****Halloween celebrations spook consumers**

This year people are shelling out a lot less on Halloween

Consumers are not in the mood to splash the cash in celebration of Halloween this year, with retailers looking at cobwebs rather than dollar bills and pound notes in their tills.

A poll of 1000 US and UK users of news navigator www.onenewspage.com reveals that a whopping 84.5% will be spending less on Halloween than they did last year.

This is grim news for retailers hoping for a pre-Xmas sales boost.

And only a little over half (55%) of those polled by www.onenewspage.com are actually looking forward to celebrating Halloween this year.

In fact, over two thirds (66.7%) felt that retailers were cashing in too much on Halloween.

Fifty four per cent said they preferred to have Halloween parties with their friends rather than with their families.

And 60% claimed that Halloween parties were less fun than those at Xmas.

On the sticky issue of trick or treating, One News Page users were more or less evenly divided. A fraction over half (51.6%) agreed that trick or treating was 'strictly for the Americans'.

Dr Marc Pinter-Krainer, CEO of One News Page, says:

"It looks like Halloween celebrations are going to lower key this year, as consumers in the US and UK tighten their belts considerably. It seems One News Page users would rather save their money for Xmas."

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