



## Trick or Treat: Halloween Spending 2019

The [National Retail Federation](#) estimates shoppers will spend a total of \$8.8 billion this Halloween season nationwide. Here are a few numbers of note:

- \$86.27 – average amount shoppers say they will spend this Halloween
- \$3.2 billion – spending expected on costumes
- \$2.6 billion – spending expected on candy
- \$2.7 billion – spending expected on decorations
- \$390 million – spending expected on greeting cards
- 68% – plan to celebrate Halloween
- 29 million – people plan to dress their pets in costumes

A [NRF deeper dive](#) into the numbers shows these are a slight drop from last year. In 2018 shoppers spent about \$9 billion on Halloween, for instance. But this year's total is still the third highest in the 15 years the NRF has conducted its annual Halloween survey. Shoppers are searching online for inspiration this Halloween – the survey found 35% look online compared to 28% doing so in stores. Here is how shoppers plan to buy their Halloween fun:

- 42% – discount store
- 36% – specialty Halloween store
- 25% – shop online
- 25% – grocery store
- 23% – department store

## Top Planned Halloween Purchases

95%



candy

72%



decorations

67%



costumes

Source: NRF's Annual 2019 Halloween Spending Survey, conducted by Prosper Insights & Analytics

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## Rulemaking

The Oregon Attorney General's consumer privacy task force met last week to discuss the legislation it is working on for 2021. The meeting specifically focused on a consumer's right to know what personal data a company holds and how that company is using the data. OBI is on the task force to represent our members' interests. The next meeting is Nov. 21. For more information, [contact Mike Stober](#) at OBI.

OBI staff and members attended the public meetings on the [Corporate Activity Tax](#) in September and October, which the Oregon Department of Revenue held throughout the state. One of the issues of concern OBI is working on with rule makers and legislators is whether businesses can include the tax on an invoice or receipt provided to customers (as has happened with [Portland's clean energy tax](#)). OBI will keep members updated as the tax rulemaking progresses.

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## Initiative Petition – Automated Checkout Stands

OBI is keeping an eye on the [initiative petition](#) which aims to limit automated checkout stands in retail stores. It specifically mandates no more than two operating at any one time per location. OBI submitted [comments](#) last week arguing the initiative as proposed is too vague for voters to understand the effects of such a law. While its wording refers to “grocery stores,” the term's definition in the proposal would rope in pharmacies and home improvement stores. The wording is also vague on enforcement, specifically defining who could lodge complaints or lawsuits against retailers who fail to comply.



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## 2019 Statesman Dinner

Thank you to all the members, guests and [sponsors](#) of the 2019 Statesman Dinner. In case you haven't seen it yet, you can read the full press release about the event by [clicking here](#). [Click here](#) to see more pictures from the night and [click here](#) to watch tribute videos for our honorees.



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## Upcoming Events

### 2020 OBI Annual Meeting - Save the Date!

Mark your calendars for Thursday, Feb. 13, for the OBI Annual Meeting and Lobby Day in Salem.



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## Retail News

[Portland Voters Put a 1% Sales Tax on Large Retailers – But Some Consumers are Paying it Too](#)

[Some Businesses Still Bristling at Having to Pay Portland's Clean Energy Tax](#)

[Oregon Labor Unions Vow Retribution Against Some Democrats](#)

[Safeway Customer Sues Store Over 1% Surcharge on Items in Portland](#)



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## Resources

### LegalPlus Program

Did you know, by being an OBI member you can get free legal advice? OBI and Innova Legal Advisors provides members 15 minutes of legal consultation each month through the LegalPlus program. Check it out by [clicking here](#). Or contact Bob Blackmore at Innova Legal Advisors: Phone: 503-479-7175; email: [Bob.Blackmore@innovalegaladvisors.com](mailto:Bob.Blackmore@innovalegaladvisors.com).



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### Wholesale Fuel Pricing

OBI has partnered with MCP Petroleum to drive down OBI members' fuel cost. OBI is leveraging the collective

purchasing power of our membership to get wholesale fuel pricing for our members. In addition to fuel savings, OBI members will have access to a comprehensive fuel management system that will reduce slippage, save valuable employee time and provide accountability and oversight of your company's fuel consumption.

OBI members who use 900 gallons of fuel annually through their company are eligible for this program. Please contact [Jeff DeSantis](#) for more information.



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