

About study

※ Halloween in Japan

※What is Halloween?

Halloween is a festival held on October 31st, and it is believed to have originated in ancient Celtic culture. Halloween originally was a festival to celebrate autumn harvests and dispel evil spirits. This event has evolved to become a popular holiday in the United States in modern days. People enjoy carving pumpkins to make "Jack O' Lanterns", kids dress up in costumes such as a witch or a ghost, and stroll neighborhoods trick-or-treating (collecting candies from neighbors).

Halloween was adopted in Japan and is becoming a popular event for adults to dress

up in various costumes, and the market for businesses related to Halloween is expanding rapidly. Lately, Halloween related events are held in many places, and some restaurants now serve special menus featuring Halloween.

However, some Halloween events are gaining negative attention. For example, the Shibuya district in Tokyo (Shibuya is known as a place young people gather) will be extremely crowded on Halloween. Parties go until early morning; people get drunk; become loud and even violent and litter everywhere.

< Halloween in 2016 >

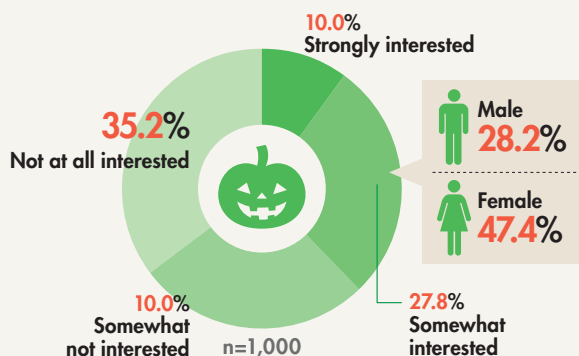
Cross Marketing Inc. (Headquarters: Shinjuku Tokyo, Miki Igarashi, President and CEO) conducted a survey asking males and females between the ages of 18 to 49 years old who live in Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture, Saitama Prefecture, Osaka Prefecture, Kyoto Prefecture, Hyogo Prefecture and Nara Prefecture about Halloween in 2016.

Survey Results (Excerpt)

37.8% of respondents are interested in Halloween (sum of "strongly interested" and "somewhat interested"). 28.2% of male respondents and 47.4% of female respondents are interested in this event, thus females are more interested in Halloween. 14.5% of respondents have a plan for an event related to Halloween. This shows us that people are not actively participating even though people are interested in it. (Figure 1-1) (Figure 1-2)

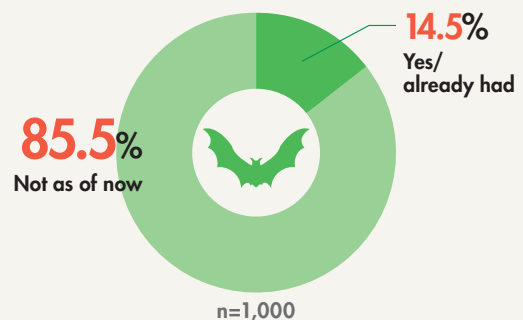
(Figure 1-1)

Interest in Halloween



(Figure 1-2)

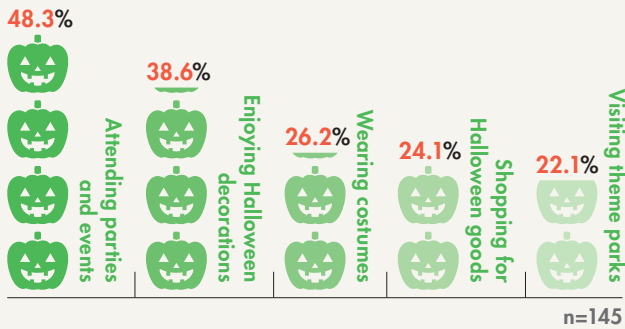
Existence of plans related to Halloween



Parties and events are the most popular activities related to Halloween (48.3%) hence, about half of the activities related to Halloween are parties and events. 43.3% of the respondents chose "To enjoy Halloween" as the reason for participating in these activities. This was followed by "To have fun with friends, significant others and/or family" (37.9%) and "Like events in general" (35.2%). (Figure 2-1) (Figure 2-2)

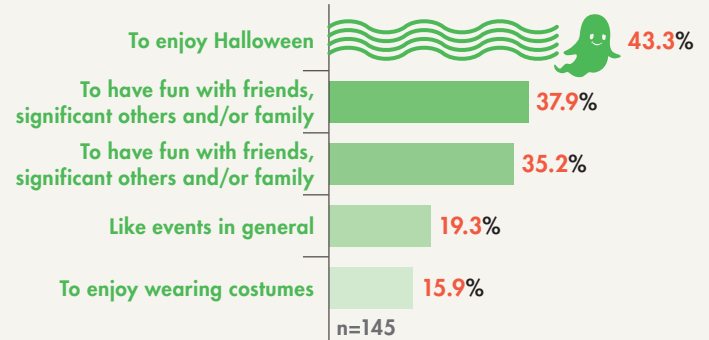
(Figure 2-1)

Types of activities related to Halloween



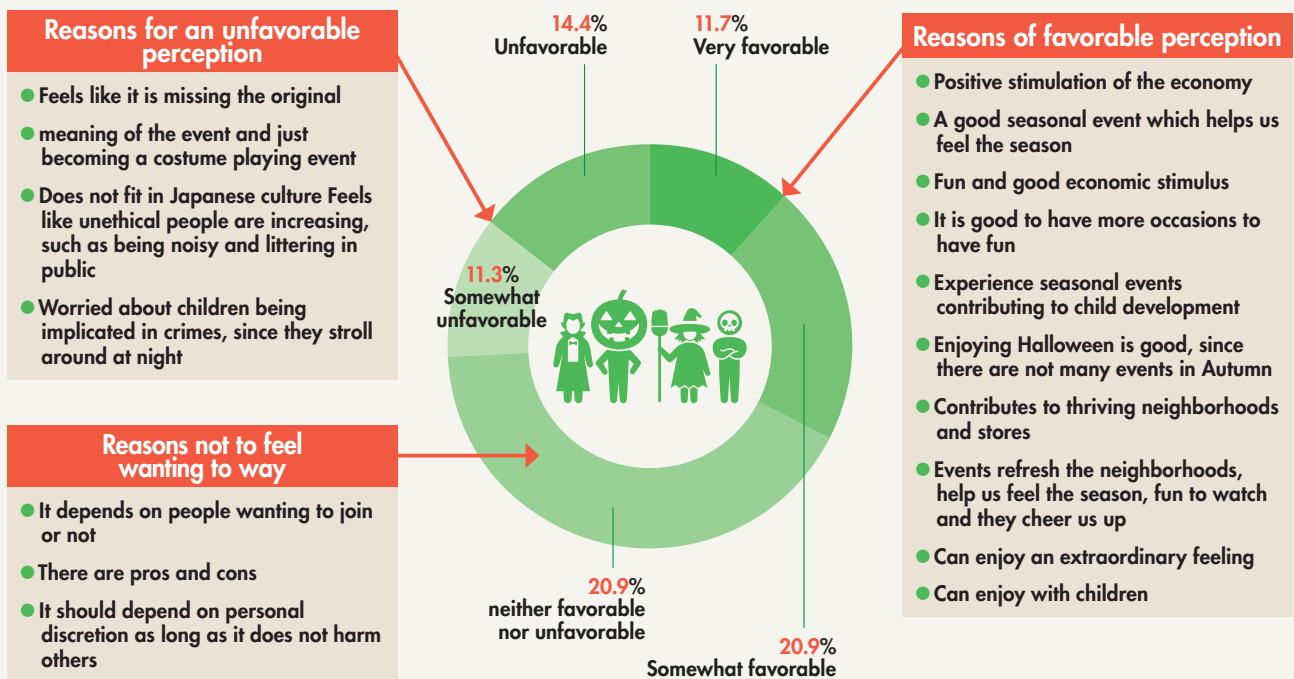
(Figure 2-3)

Reasons to participate in events related to Halloween



32.6% of the respondents perceive the popularization of Halloween "favorable" (sum of "very favorable" and "somewhat favorable"), whereas 25.7% of the respondents indicates "unfavorable" (sum of "very unfavorable" and "somewhat unfavorable"). Some of the popular reasons for selecting "favorable" were "fun", "sense the season" and "economic stimulation" and the popular reasons for feeling "unfavorable" were "problems with rubbish", "noise", "fights", "unethical behavior", and "missing the original meaning of Halloween". (Figure 3)

(Figure 2-3) Perceptions of the popularization of Halloween and the reasons for those perceptions



Survey overview

Survey method	Online research (appointed Cross Marketing survey respondents)
Survey area	Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture / Osaka Prefecture, Kyoto Prefecture, Hyogo Prefecture, and Nara Prefecture
Targeted sample characteristics	Males and females between the ages of 18 to 49 years old
Survey period	From Friday, October 21 2016, through Sunday, October 23 2016
Number of valid responses	1,000 samples

*Survey result might not add up to 100% due to truncation.

About us

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