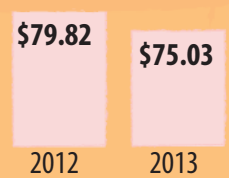
AMERICAN HORROR STORY

Boo ... hoo. The scariest thing about this Halloween is that spending is being slashed quicker than a sorority girl on "Friday the 13th." Or was that "Scream"? Anyway, here's how this season looks.

SPENDING PER PERSON:



RETAIL SALES (BILLIONS):



SPENDING ON COSTUMES PER PERSON:

2011	$26.52
2012	$28.65
2013	$27.85*

*Estimated

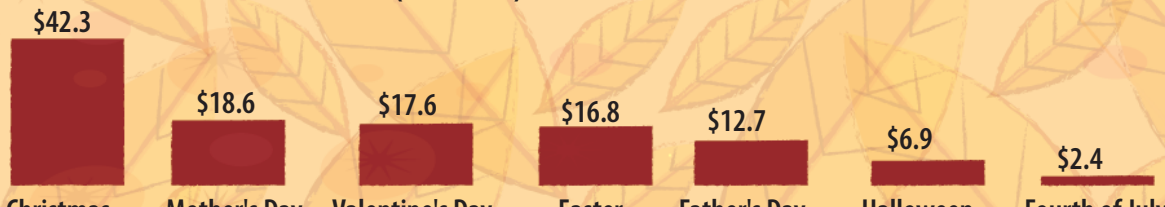
MOST SEARCHED COSTUMES ON THE INTERNET:

1. Minion from "Despicable Me"
2. Miley Cyrus MTV Video Music Awards onesie
3. "Breaking Bad" jumpsuit
4. "Duck Dynasty" camouflage
5. "Great Gatsby" flapper dress
6. Wolf
7. "Minecraft" cube
8. Daenerys from "Game of Thrones"
9. Batman
10. Daft Punk

ESTIMATED COSTUME SPENDING:

ADULTS
$1.2 billion
CHILDREN
$1 billion
PETS
$330 million

COMPARED TO OTHER HOLIDAYS (BILLIONS)



Sources: National Retail Federation, Google, News & Record research, ghost stories