

Culture by Statistics Part II

Harry Potter & Halloween

Harry Potter – Origins

- 1997: First Harry Potter book published
- 2001: First Harry Potter movie released
- 2001: “Harry Potter: Witchcraft Repackaged” released

Harry Potter – Film Franchise

- 8 Harry Potter films released over 10 years
- Film released every 1.25 years on average
- “Fantastic Beasts and Where to Find Them” – released in 2016, the first of 5 planned Harry Potter prequel movies

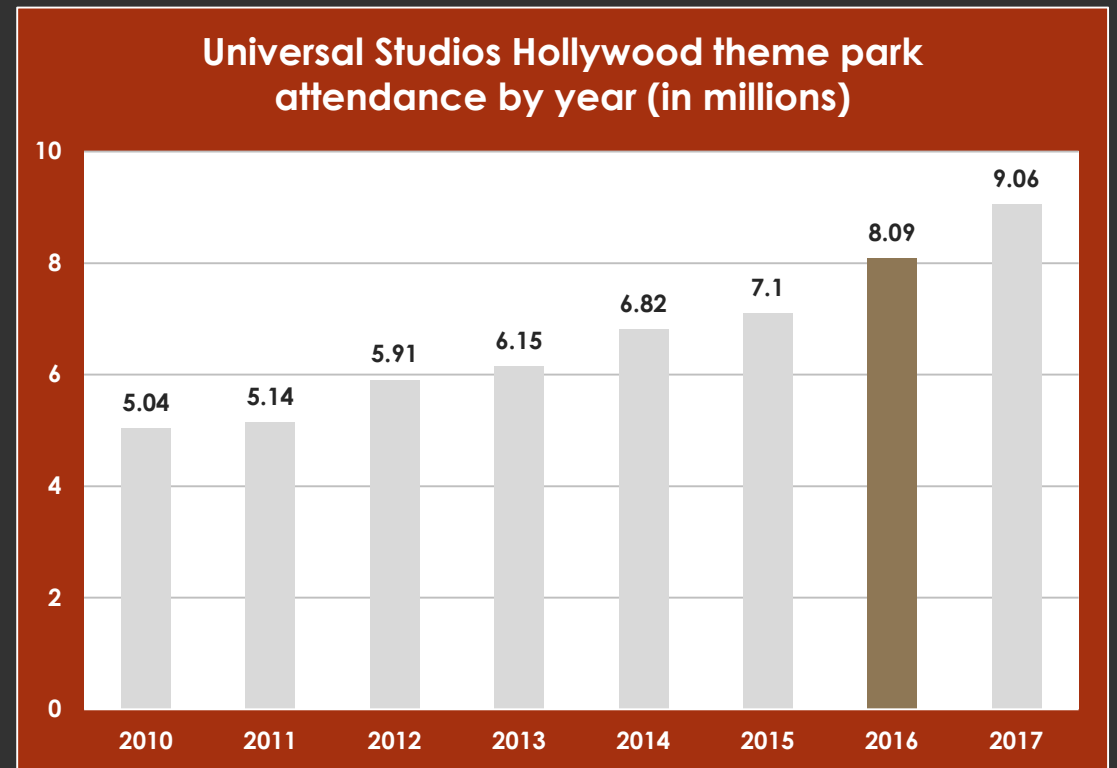
Movie	Year	Box Office (in USD millions) – US and Canada
Harry Potter and the Philosopher's Stone	2001	317.58
Harry Potter and the Chamber of Secrets	2002	261.99
Harry Potter and the Prisoner of Azkaban	2004	249.54
Harry Potter and the Goblet of Fire	2005	290.01
Harry Potter and the Order of the Phoenix	2007	292.00
Harry Potter and the Half-Blood Prince	2009	301.96
Harry Potter and the Deathly Hallows – Part 1	2010	295.98
Harry Potter and the Deathly Hallows – Part 2	2011	381.01
Fantastic Beasts and Where to Find Them	2016	234.00
Fantastic Beasts: The Crimes of Grindelwald	2018*	TBD

Source: Wikipedia
[https://en.m.wikipedia.org/wiki/Harry_Potter_\(film_series\)](https://en.m.wikipedia.org/wiki/Harry_Potter_(film_series))

Harry Potter – Universal Studios Hollywood

Year	New Attraction
2010	King Kong 360 3D
2012	Transformers: The Ride
2014	Despicable Me: Minion Mayhem
2016	The Wizarding World of Harry Potter

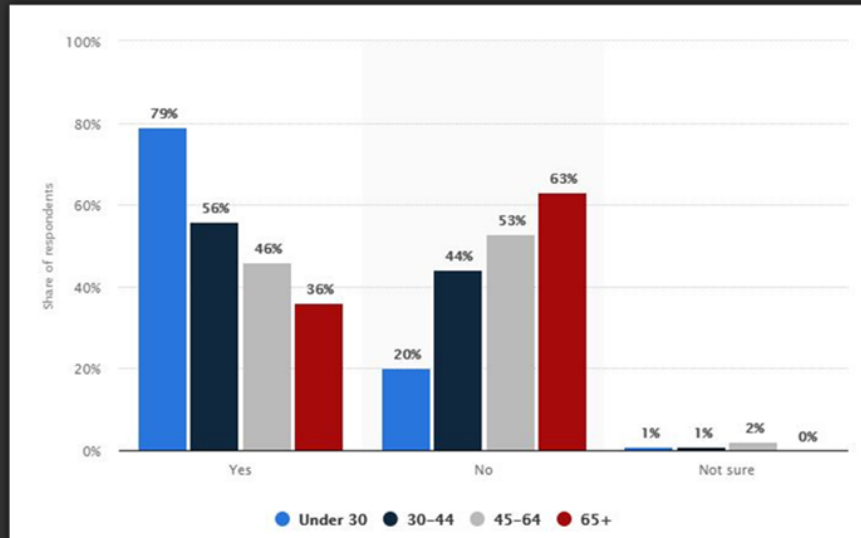
<http://www.thestudiotour.com/ush/chronology.php>



Data compiled by Statista
<https://www.statista.com/statistics/236190/attendance-at-the-universal-studios-hollywood-theme-park/>

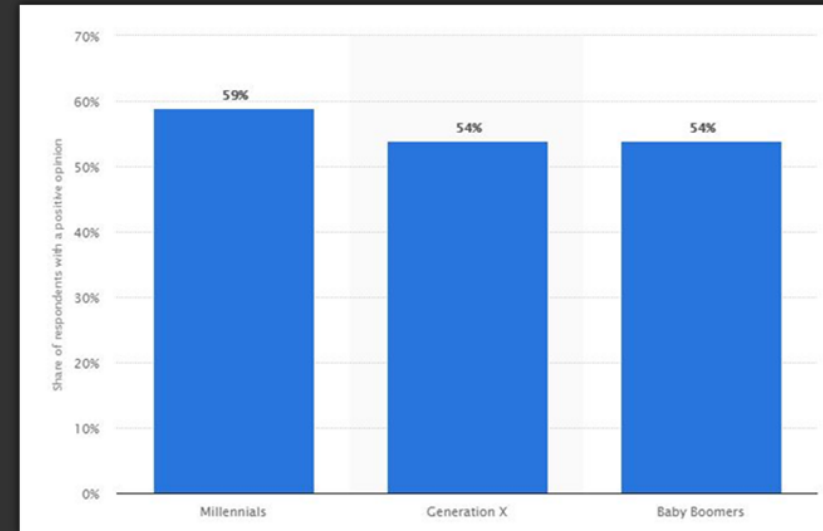
Harry Potter – Popularity

Have you read any of the Harry Potter books or seen any of the Harry Potter movies?¹



¹ 2016 survey by Statista
<https://www.statista.com/statistics/549737/familiarity-harry-potter-age-usa/>

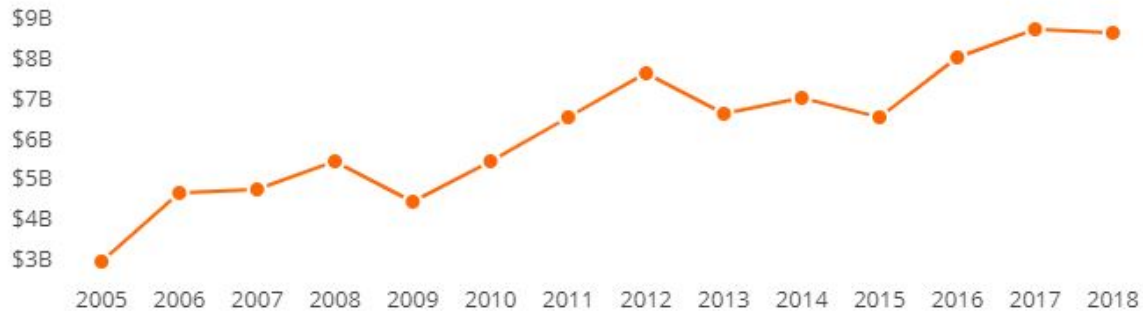
Favorability of J.K. Rowling in the United States as of June 2018, by age group²



² 2018 survey by Statista
<https://www.statista.com/statistics/883668/j-k-rowling-favorability/>

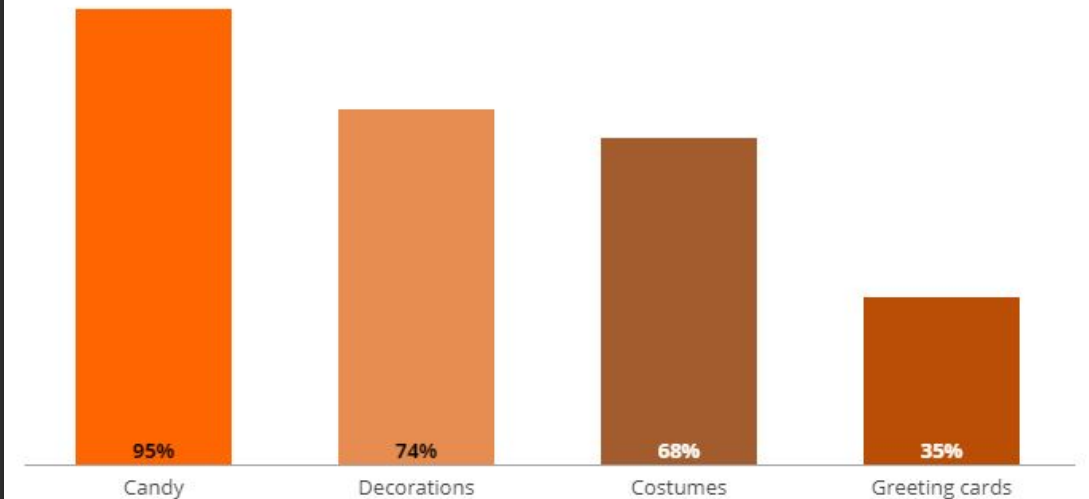
Halloween – Popularity by Spending

Historical Planned Halloween Spending (in billions)



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

Planned Halloween Purchases



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

Halloween – Observation

- “It’s all in good fun”
- Among Christians: 54%
- Among Catholics: 71%
- Among Protestants: 49%

