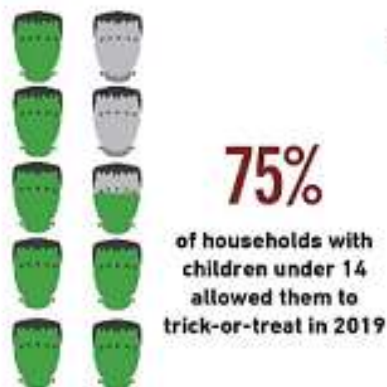
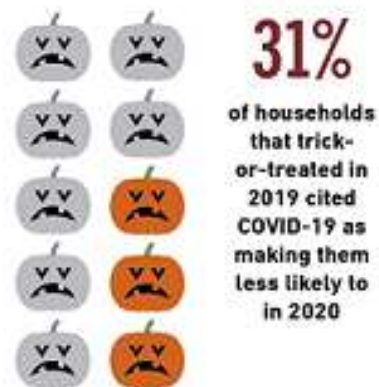
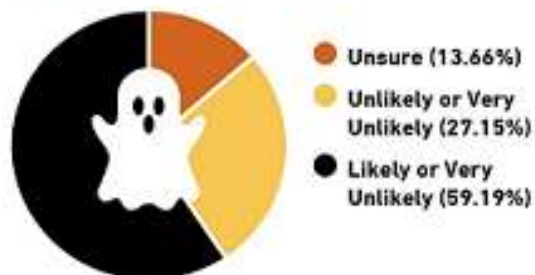


HOW WILL COVID-19 AFFECT HALLOWEEN?



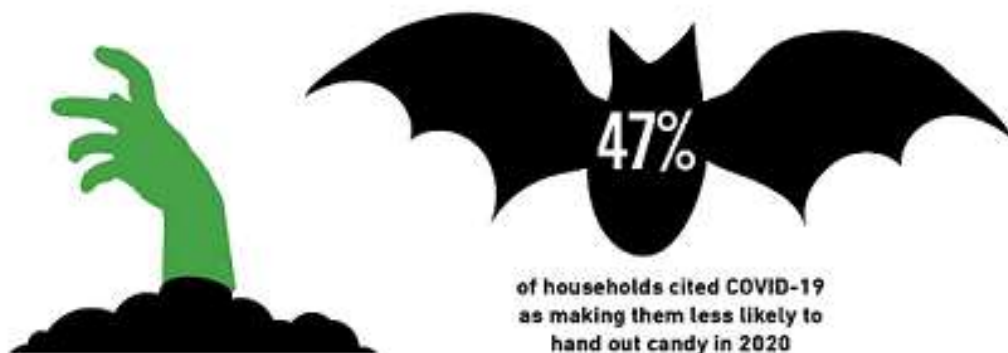
ONLY **59%** OF THOSE HOUSEHOLDS are likely to allow their children to trick-or-treat in 2020



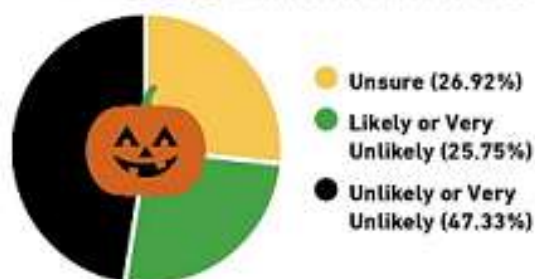
49% of households handed out candy in 2019



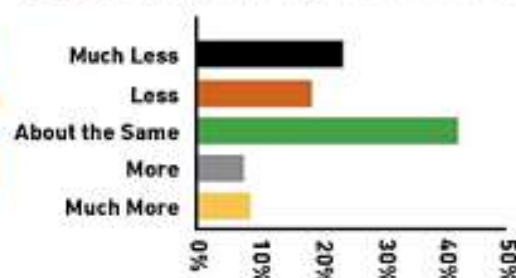
AND ONLY **50%** OF THOSE HOUSEHOLDS plan to hand out candy in 2020



OVERALL, ONLY **26%** of households are likely to participate in Halloween activities in 2020



42% of households expect to consume less Halloween candy in 2020



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