

HOW WILL COVID-19 AFFECT HALLOWEEN?



75% of households with children under 14 allowed them to trick-or-treat in 2019

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



- Unsure (13.66%)
- Unlikely or Very Unlikely (27.15%)
- Likely or Very Unlikely (59.19%)

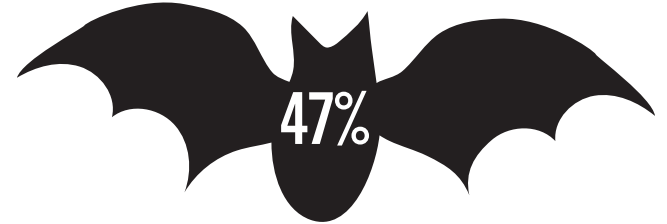


31% of households that trick-or-treated in 2019 cited COVID-19 as making them less likely to in 2020

49% of households handed out candy in 2019



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



47% of households cited COVID-19 as making them less likely to hand out candy in 2020

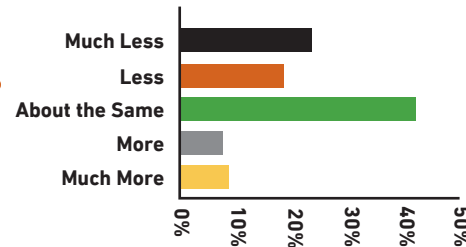
OVERALL, ONLY 26% of households are likely to participate in Halloween activities in 2020



- Unsure (26.92%)
- Likely or Very Unlikely (25.75%)
- Unlikely or Very Unlikely (47.33%)



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



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