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

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

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