

2020 HALLOWEEN PLANS

during COVID-19

This week's insights were collected Friday, September 18 – Sunday, September 20 among a general population of n=300 U.S. consumers age 21+.

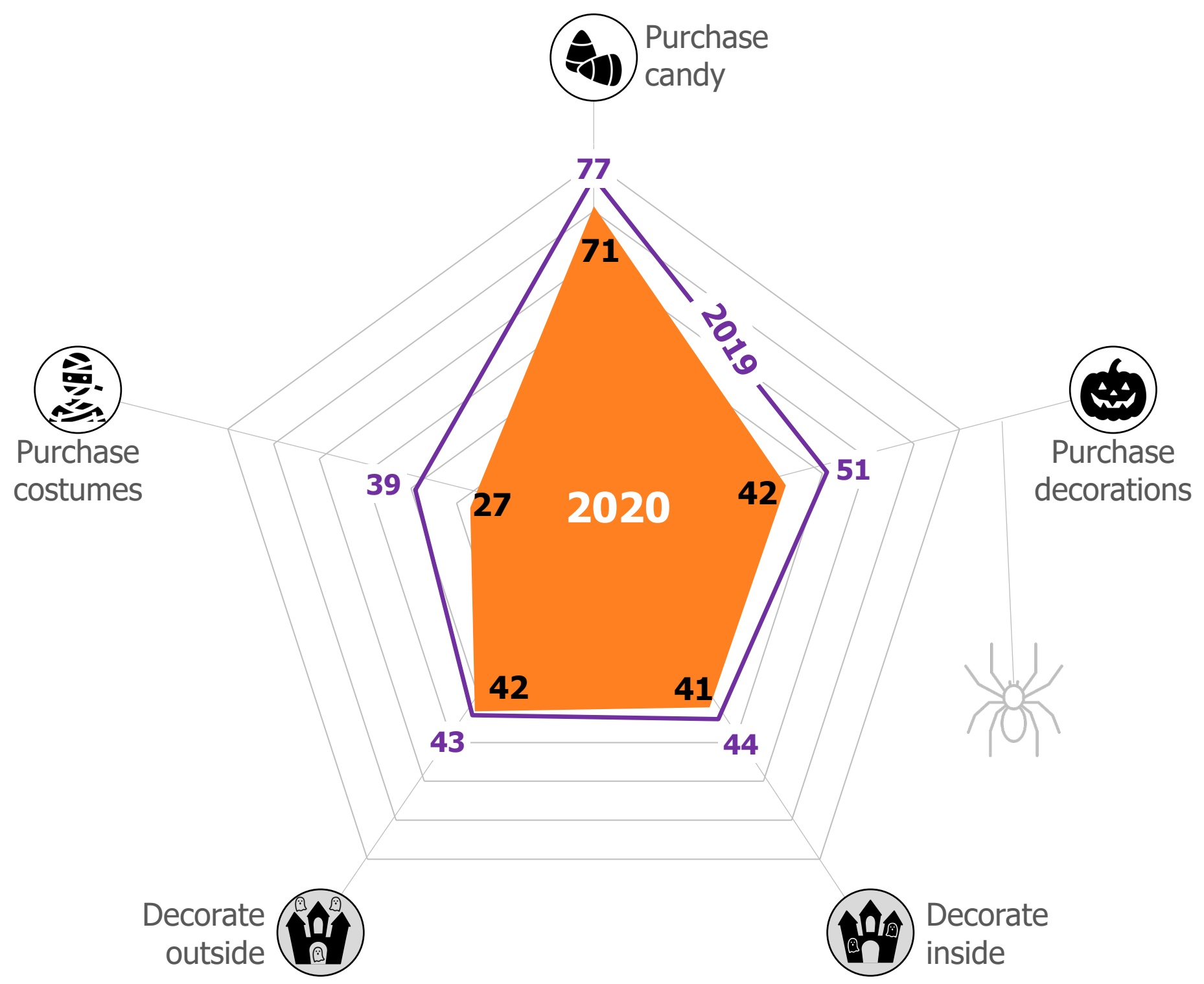
Drastic drops in Halloween activities anticipated for 2020

It is not surprising that in person activities, such as handing out candy and trick-or-treating, will be down this year. While purchasing is also down, decorating both inside and outside remains at levels similar to 2019.

For those planning to hand out candy, most will do so at their door, utilizing many protective measures believed to help prevent the spread of COVID-19.

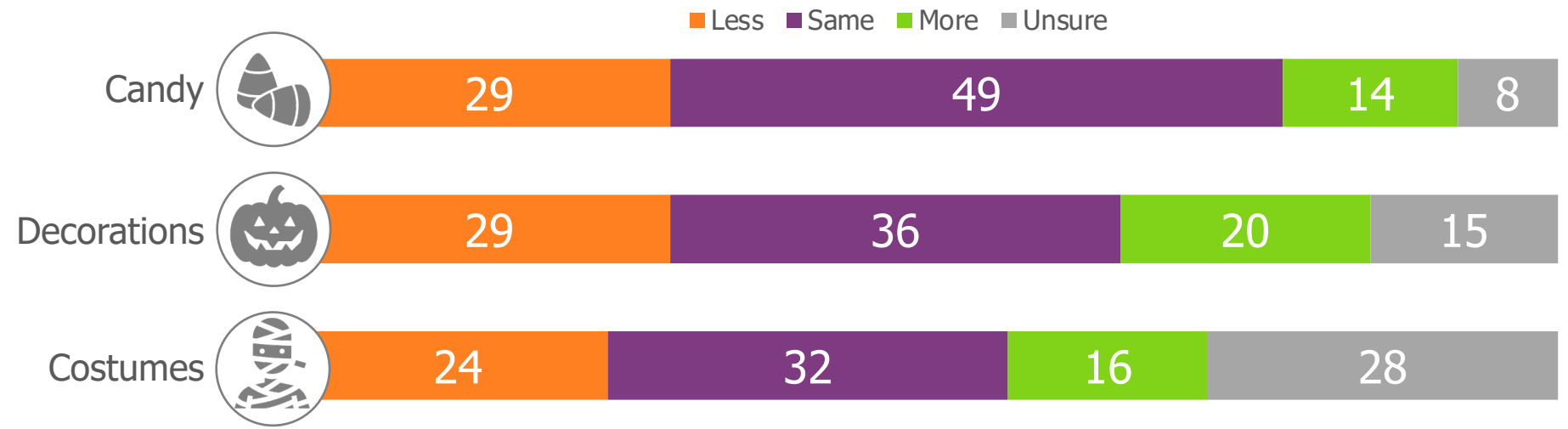
2019 vs. 2020 Halloween Purchases & Decorating

% of Total Respondents



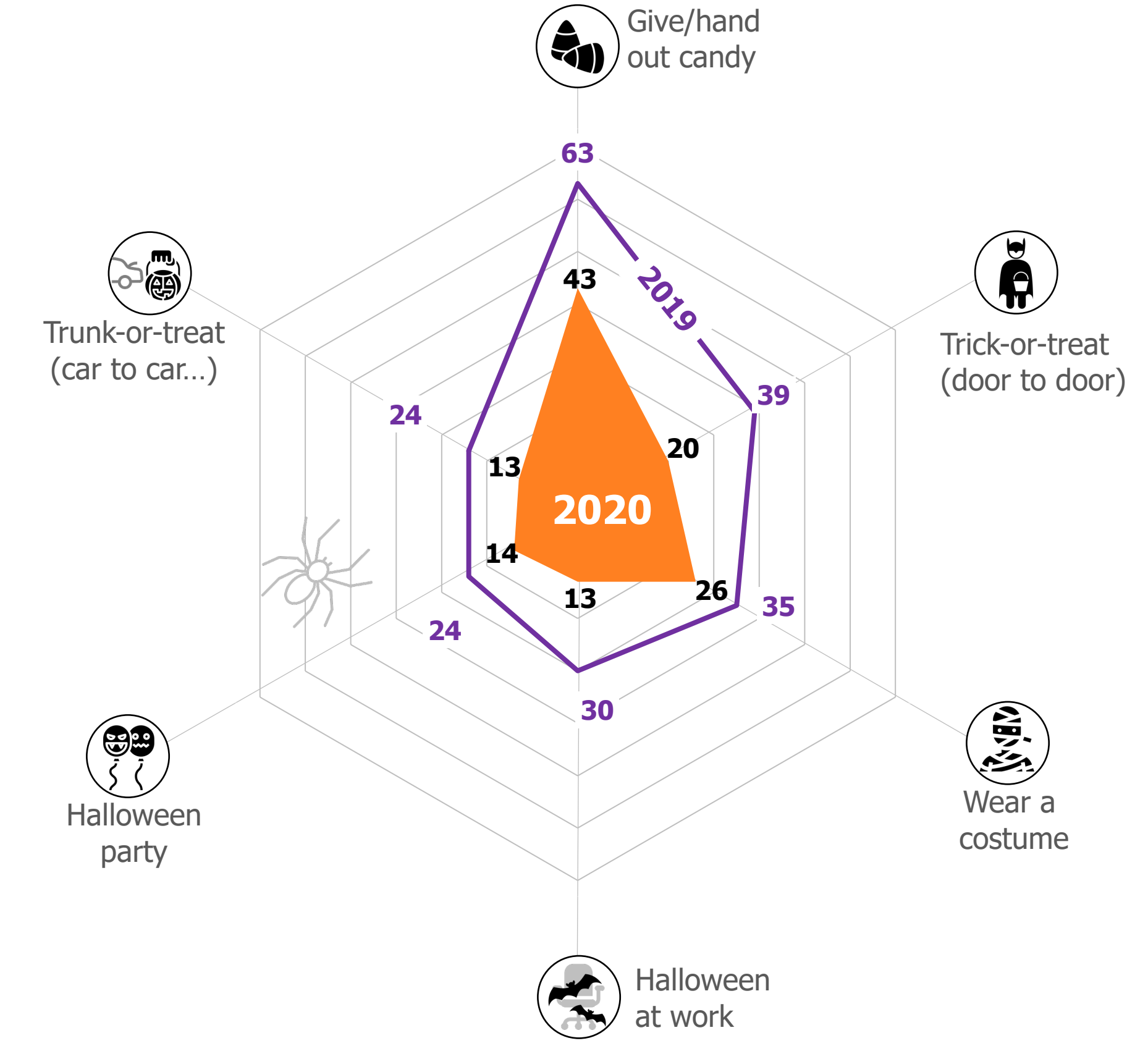
Spending Compared to Last Year

% of Those Who Bought in 2019 or Will/May Buy in 2020



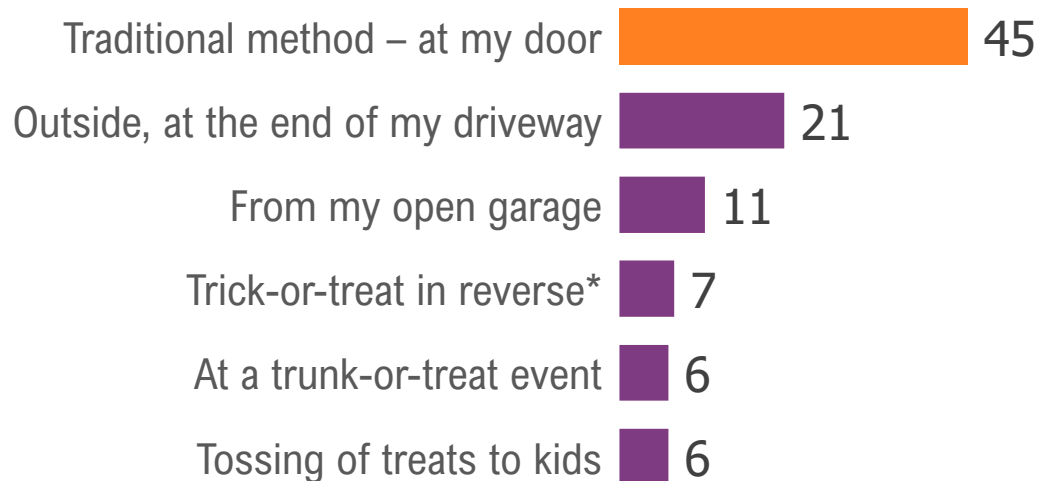
2019 vs. 2020 Halloween Celebrations

% of Total Respondents



Giving Candy to Trick-or-Treaters in 2020

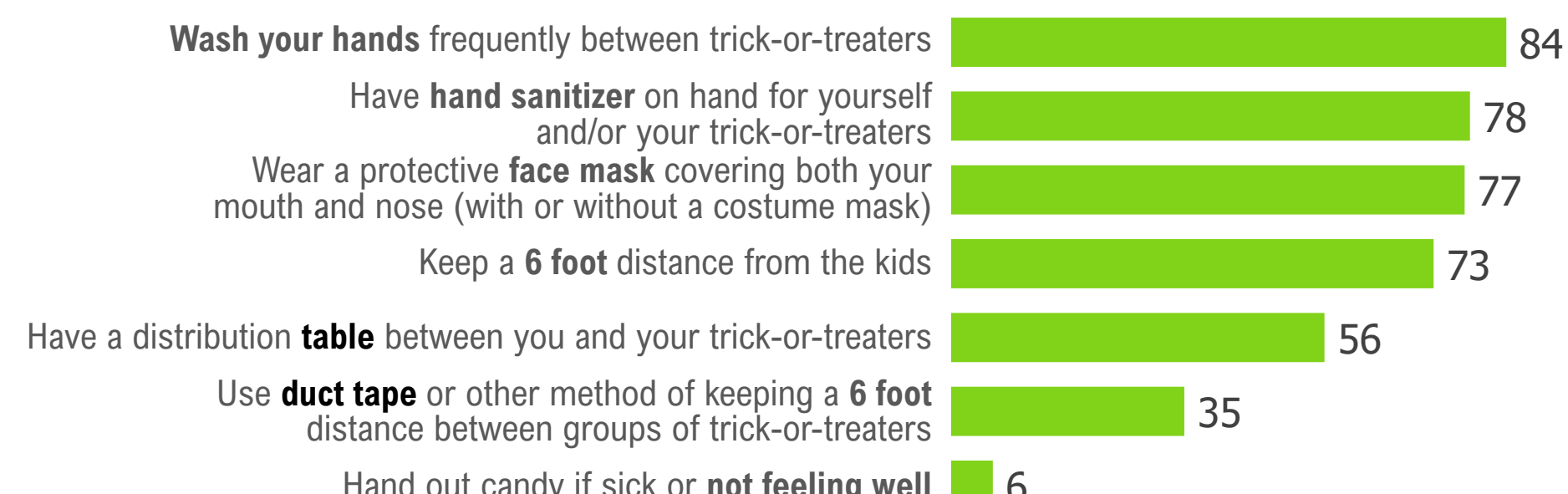
% of Those Who Will Give Out Candy



*kids in costume hang out in front yard and neighbors/friends walk or drive by and deliver treats

When Greeting Trick-or-Treaters in 2020

% Definitely/Probably of Those Who Will Give Out Candy



Base: Total (N=300)
 Q1 Thinking about this Halloween 2019, did you...
 Q2 Thinking about last 2020 Halloween season will you...
 Q4 How will your spending this year compare to last year for...
 Q5 There are several suggestions of ways to hand out candy in 2020 during the COVID-19 pandemic. Which of the following methods of handing out candy are you most likely to use this year?
 Q6 When you greet your trick or treaters, how likely are you to...