

FIELD AGENT

Halloween Insights

How Will COVID Affect Trick-Or-Treating?

August 2020

Will Children Be Trick Or Treating This Year?

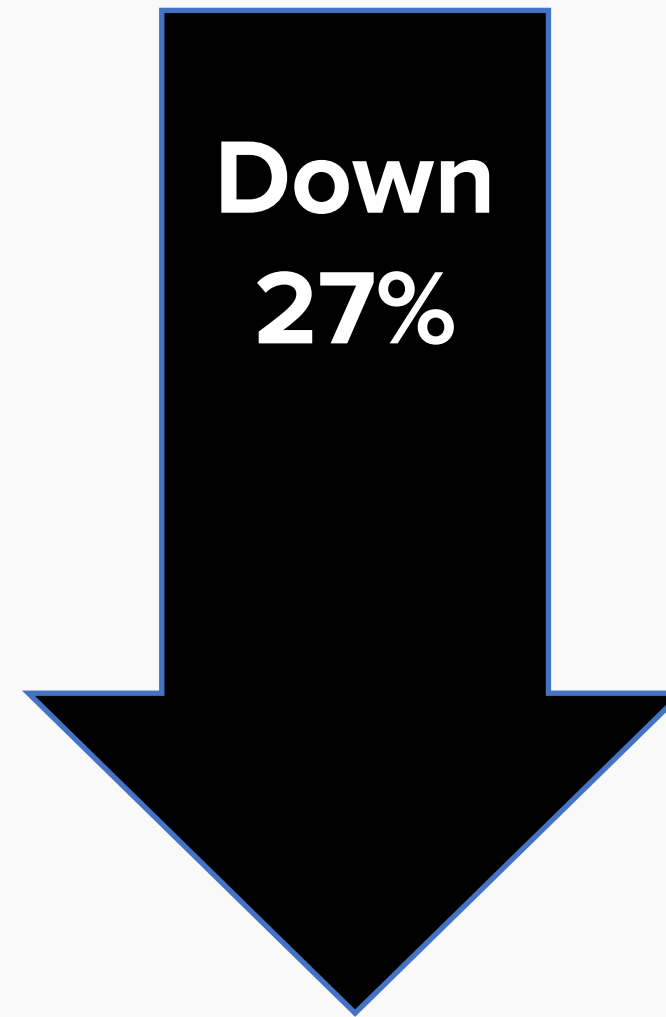


% Children Under 18 Years Trick or Treating

2019 Actual



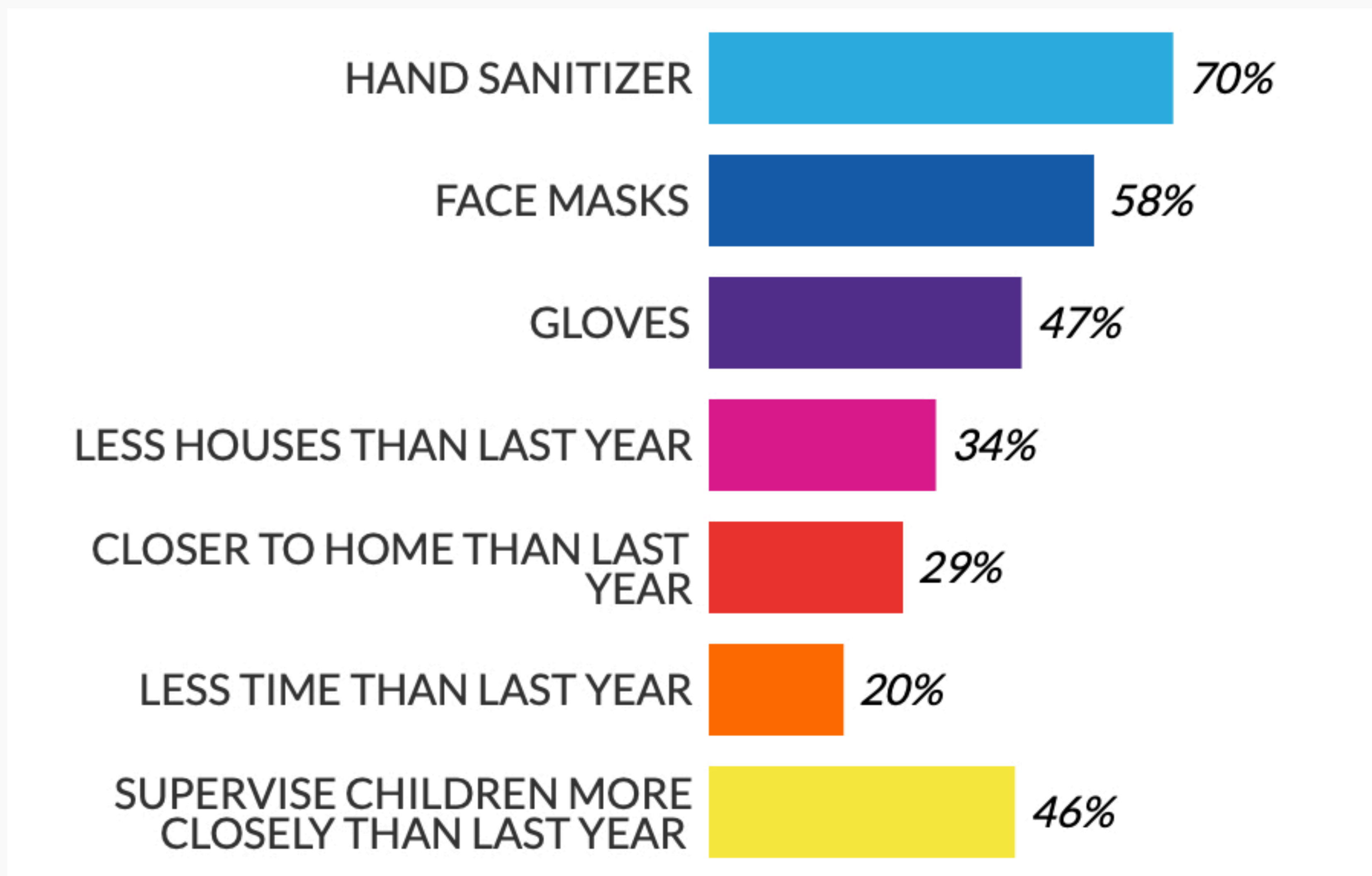
**Down
27%**



2020 Planned



Additonal Precautions To Be Taken in 2020



Impact on Trick or Treat Purchases

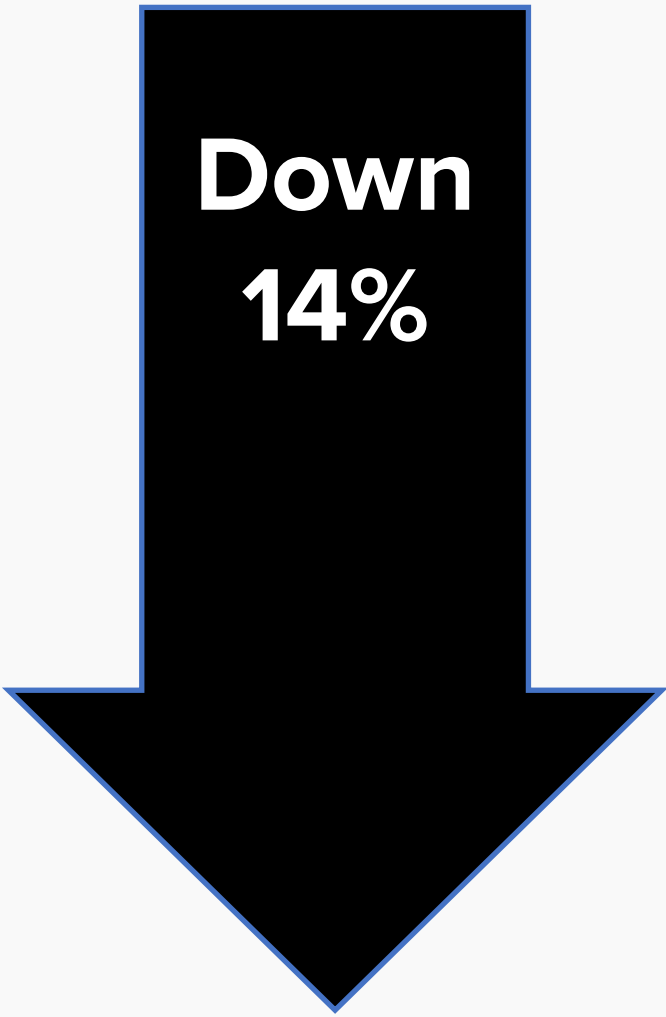


Spending On Halloween Treats

2019 Actual



Down
14%

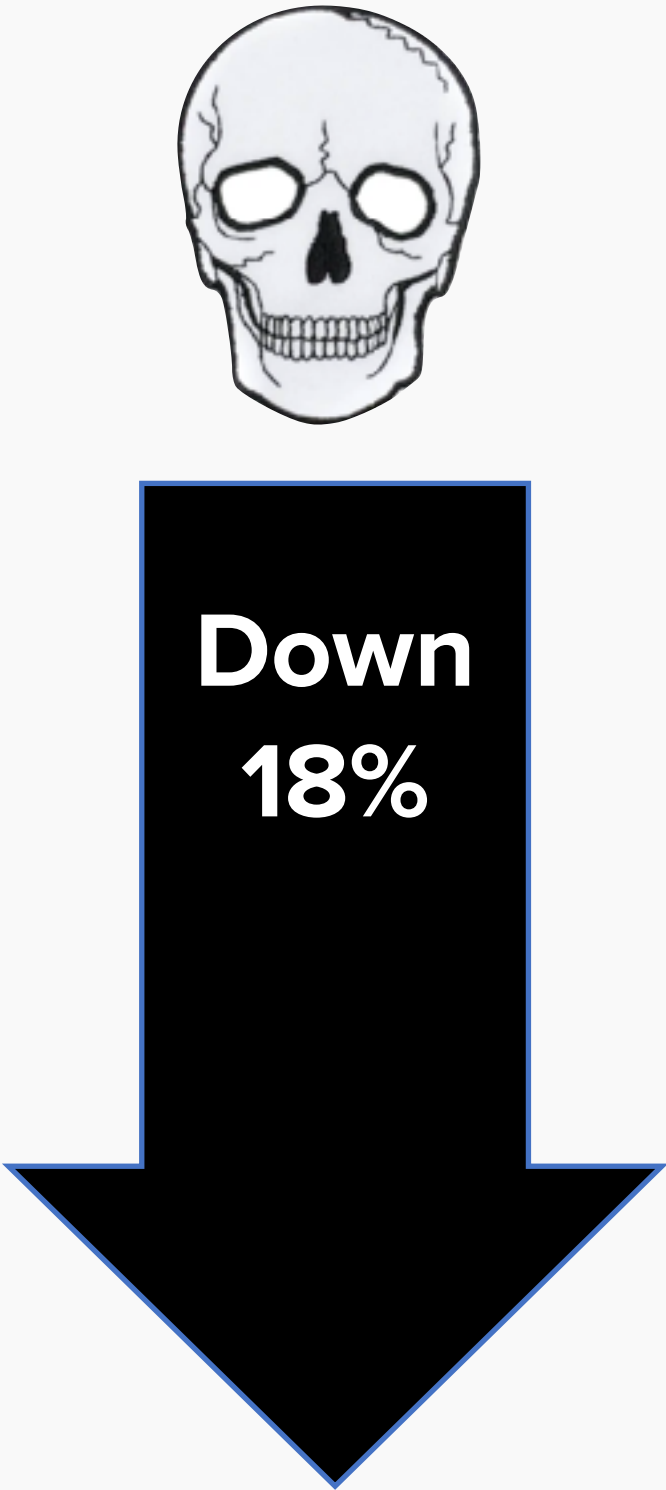


2020 Planned



Households Giving Out Treats

2019 Actual

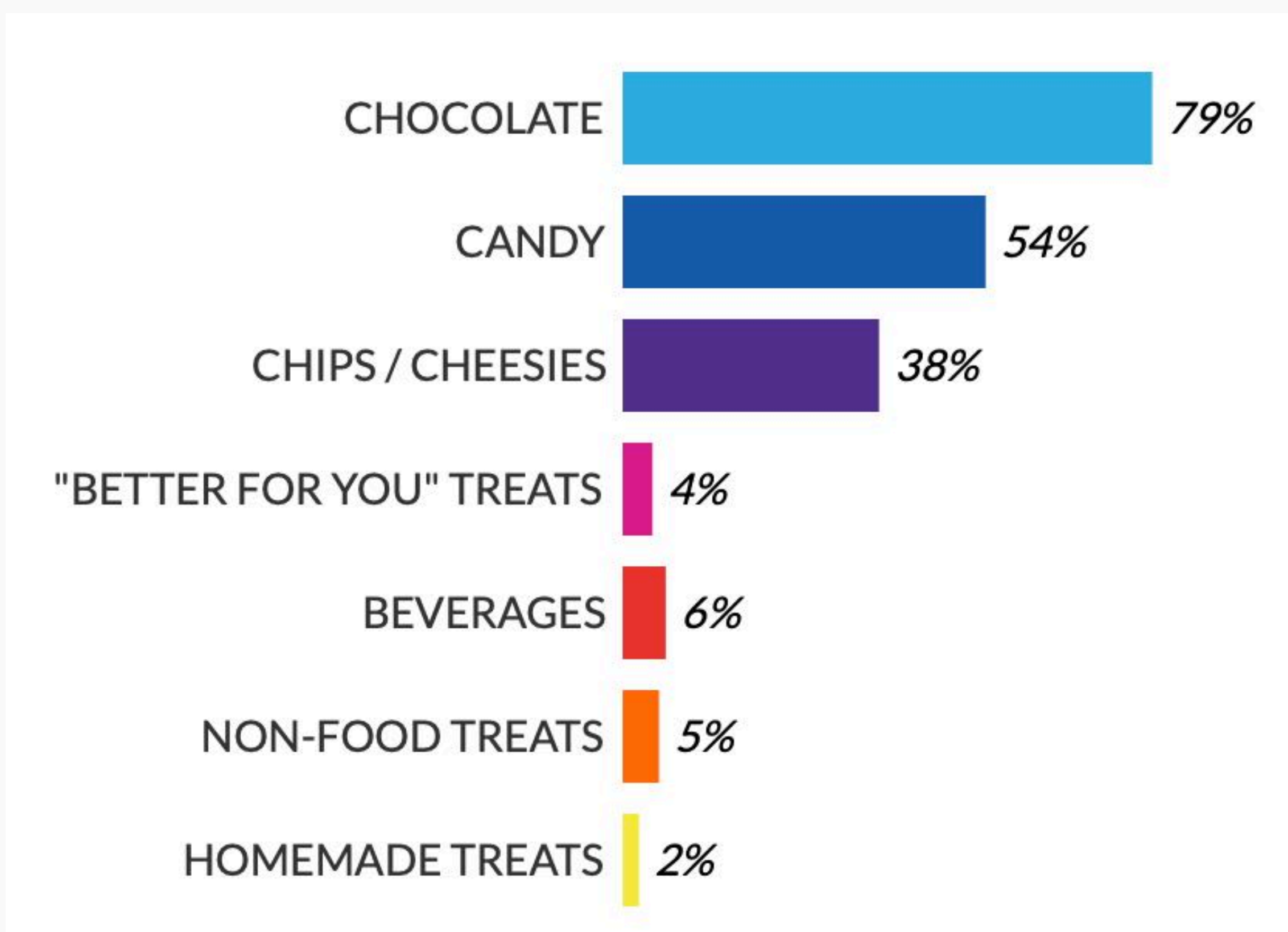


2020 Planned

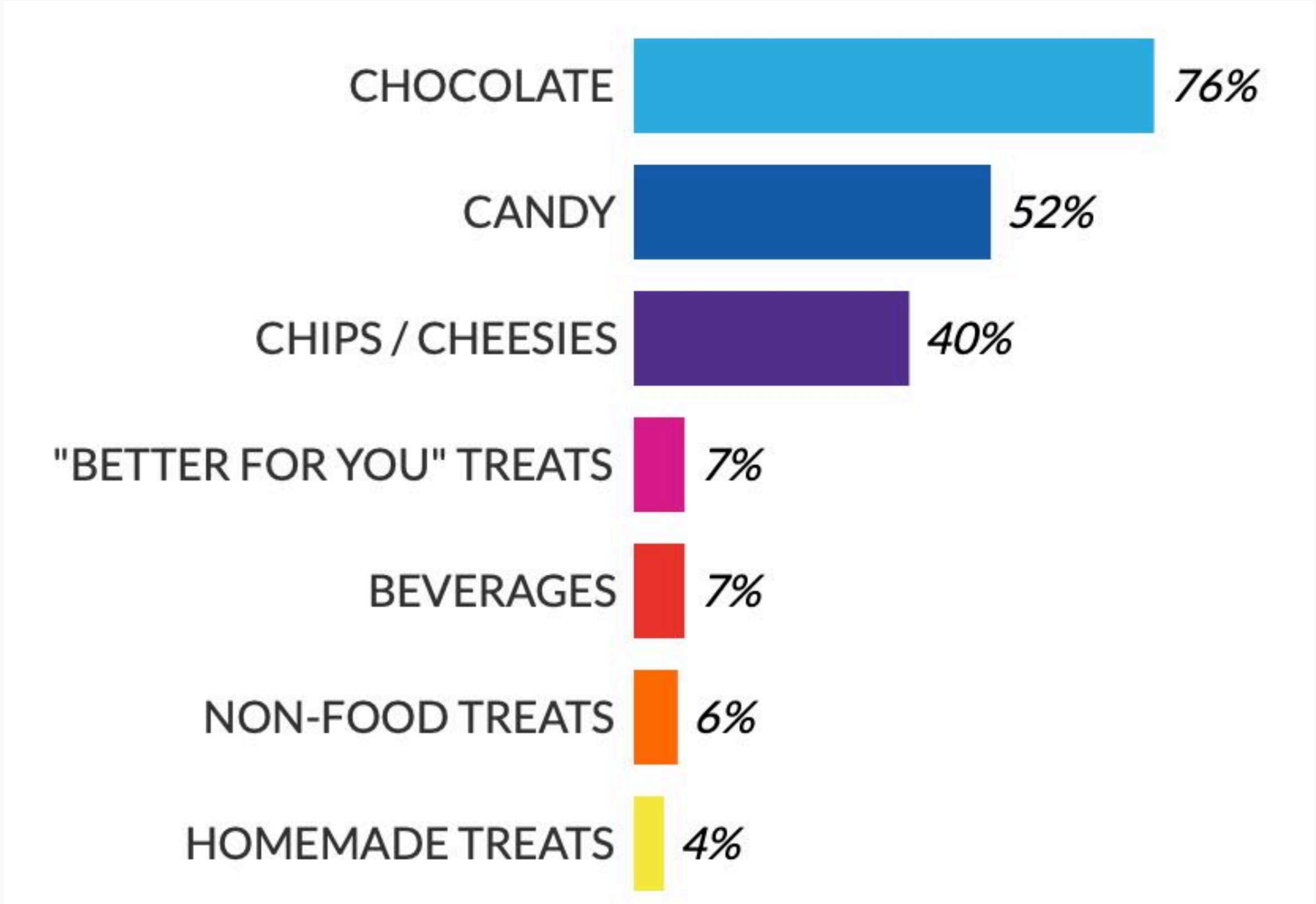


Top Treat Types - % Households Buying

2019 Actual



2020 Planned



Top Retailers For Treat Purchases - 2020

#1



28%

#2



17%

#3



15%

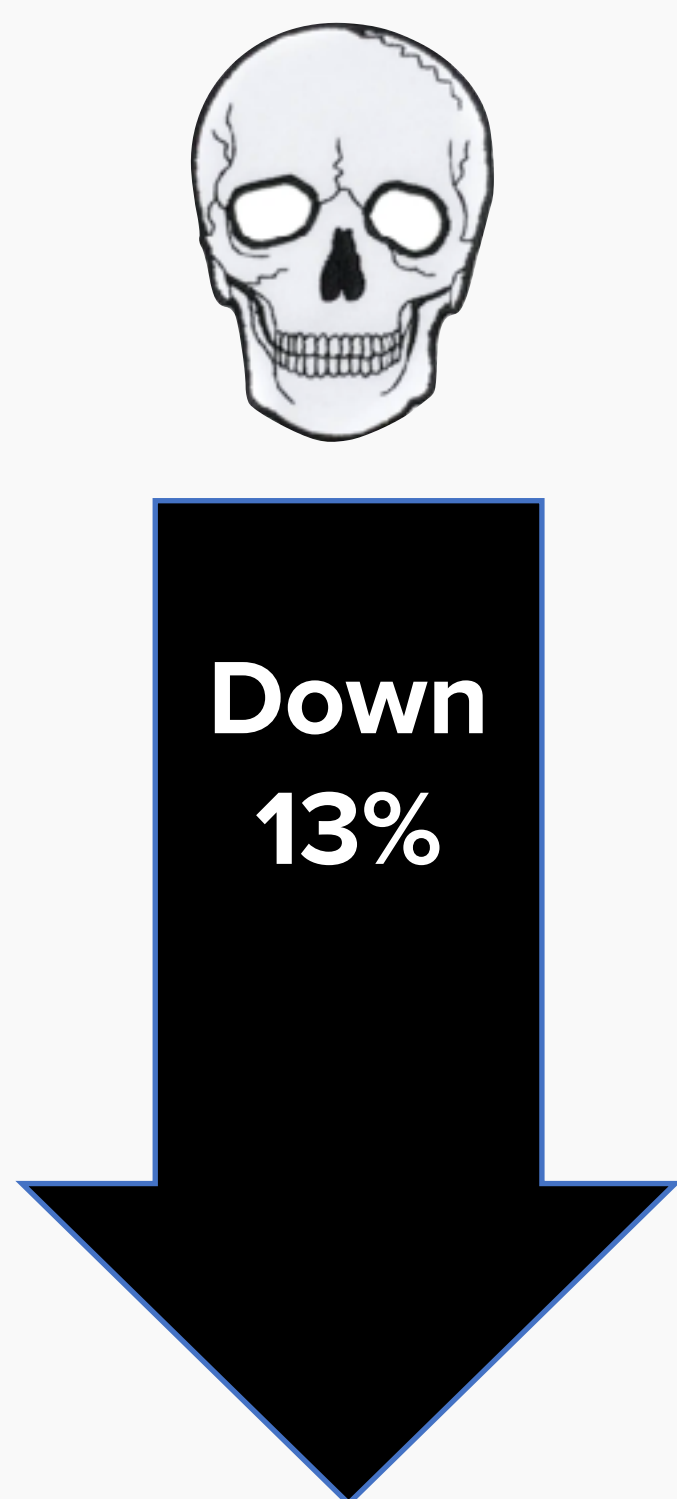
Treats For Family Consumption

19%

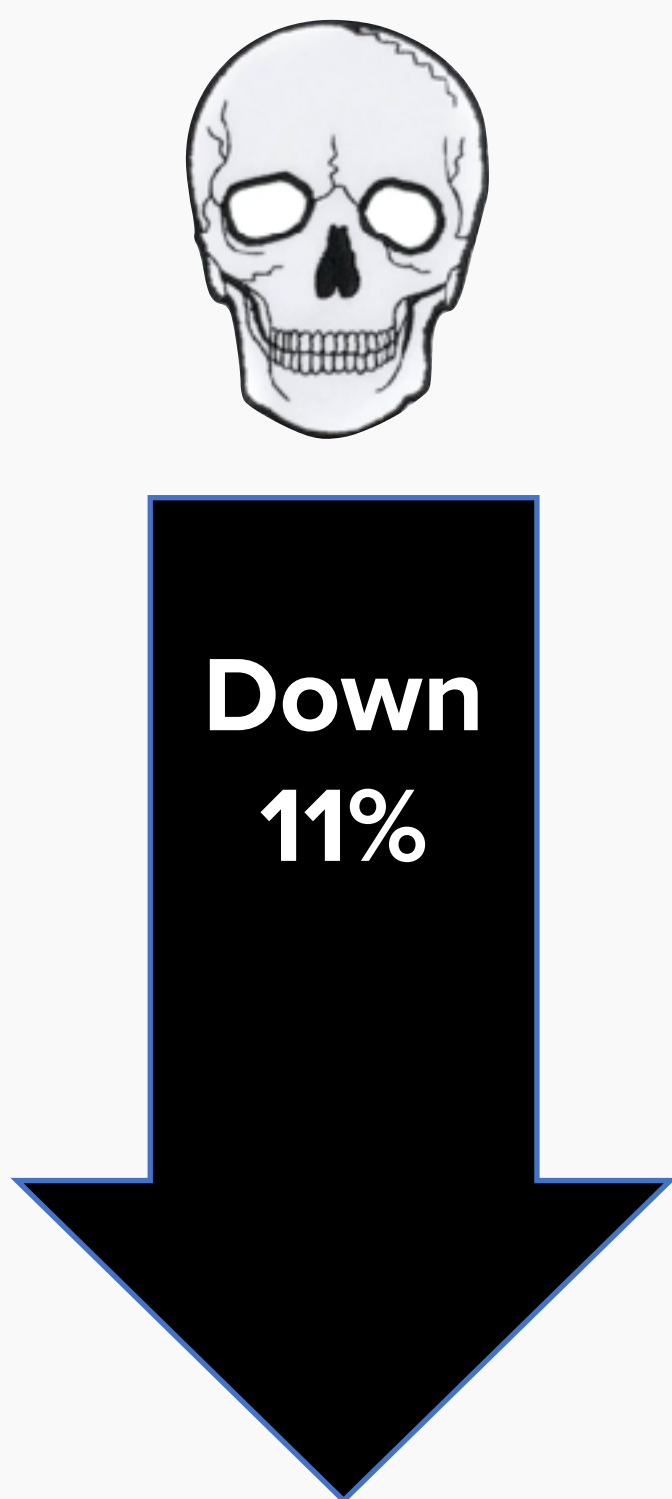
**of households will
buy candy buy give
away NONE.**



Planned Decorations Spending - 2020



Planned Costume Spending - 2020





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Thank you!

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