

HALLOWEEN 2020

HOW WILL PLANS AND TREATS BE DIFFERENT DURING THIS VERY TRICKY YEAR?

30%

HANDING
OUT
CANDY

27%

GOING OUT
TO TRICK OR
TREAT

15%

WILL NOT BE
CELEBRATING

We all SCREAM for ...

CHOCOLATE?

IT'S THE
PREFERRED
TREAT FOR **72%**



No one *admits* to eating **ALL** their candy before Halloween

Costume changes?

44% WILL WEAR
COVID MASK

30% WILL WEAR
COSTUME
MASK

but **61%** say
"I usually have a
few pieces"



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*Based on 2020 Catalina Survey of 150+ respondents.