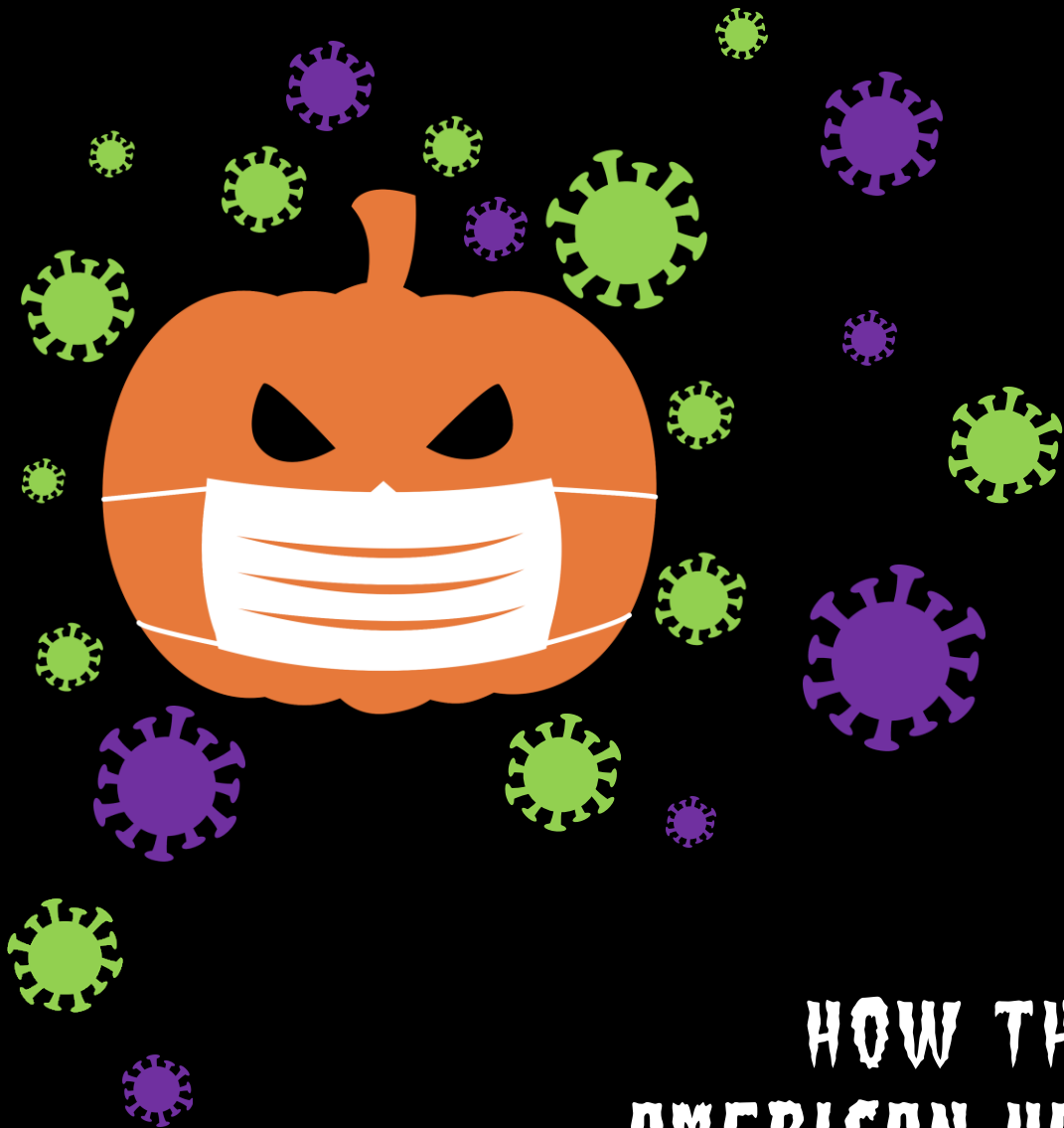


HALLOWEEN AND COVID 2021

HOW THE ONGOING PANDEMIC IS AFFECTING
AMERICAN HALLOWEEN CELEBRATIONS THIS YEAR



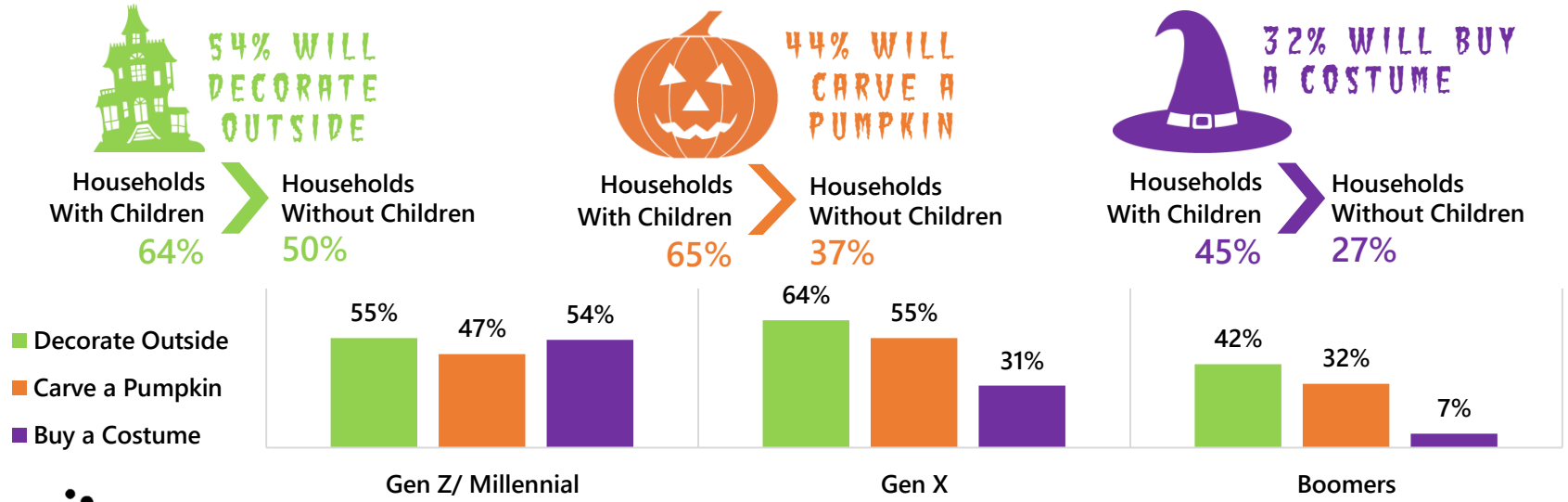
KEY TAKEAWAYS

HALLOWEEN WILL GO ON
 PARENTS ARE READY AND WILLING
 MASKS WELCOME

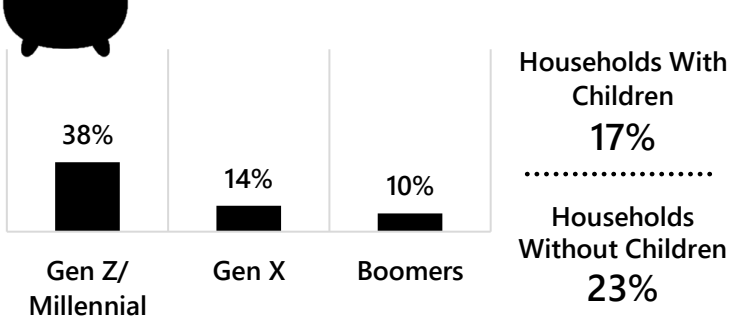
CONSIDERING THE COVID PANDEMIC

- HALF OF ADULTS (52%) PLAN TO CELEBRATE HALLOWEEN THE SAME AS IN PREVIOUS YEARS.
- THREE IN TEN (30%) WILL CELEBRATE LESS AND NEARLY ONE IN TEN (8%) WILL CELEBRATE MORE.
- GEN Z AND MILLENNIAL ADULTS ARE MORE LIKELY TO SAY THEY PLAN TO CELEBRATE MORE (12% VS. 8% OF GEN X, AND 3% OF BOOMERS)
- HALF OF PARENTS OF CHILDREN UNDER 18 (51%) ARE VERY OR SOMEWHAT CONCERNED THEIR CHILD WILL GET SICK FROM COVID-19; 49% ARE NOT

HALLOWEEN CELEBRATION TYPE AMONG THOSE CELEBRATING

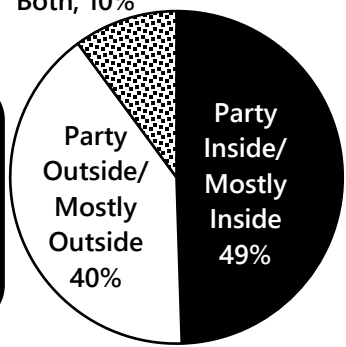


22% WILL ATTEND OR HOST A HALLOWEEN PARTY

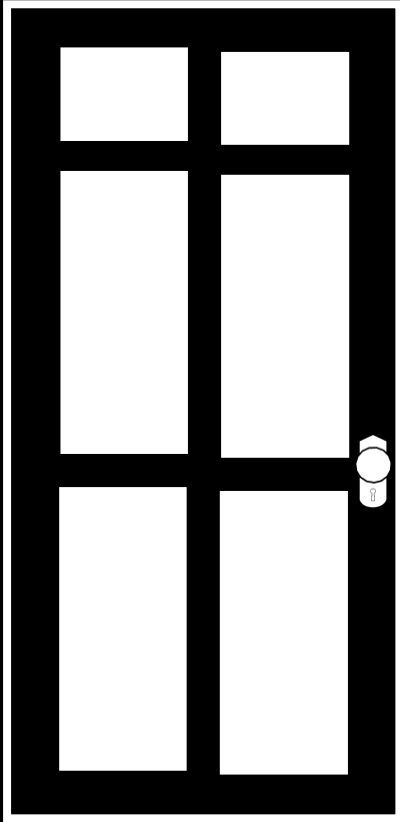


56%
 Half of partiers will wear a protective mask at the party they host or attend

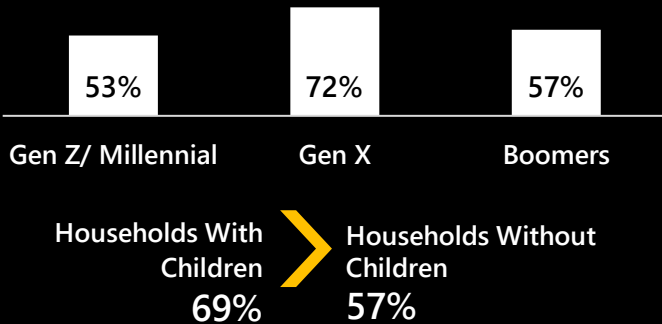
Partygoers or party hosts anticipate inside/ mostly inside gatherings.



AMONG THOSE CELEBRATING HALLOWEEN



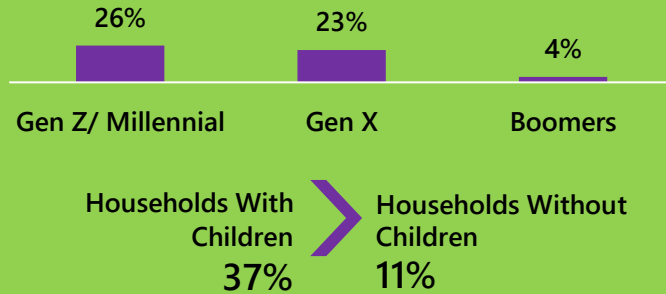
61% WILL HAVE CANDY FOR TRICK-OR-TREATERS



TRICK-OR-TREAT



19% WILL GO TRICK-OR-TREATING



AMONG PARENTS WHO PLAN TO CELEBRATE HALLOWEEN, NEARLY TWO-THIRDS SAY THEIR CHILD/CHILDREN WILL GO TRICK-OR-TREATING

64%



AMONG ADULTS WHO PLAN TO GO TRICK-OR-TREATING, TWO THIRDS PLAN TO WEAR A PROTECTIVE MASK.

67%



74%

PARENTS WHOSE CHILD/ CHILDREN WILL GO TRICK-OR-TREATING REPORT THEIR CHILD WILL WEAR A PROTECTIVE MASK.

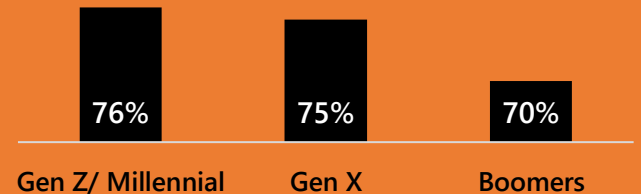
AMONG THOSE WHO PLAN TO HAVE CANDY FOR TRICK-OR-TREATERS,

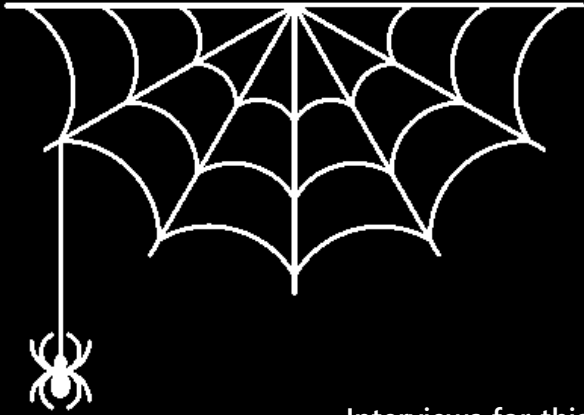


72%

WILL WEAR A PROTECTIVE MASK

Households With Children 73%
Households Without Children 72%





METHODOLOGY

Interviews for this study were conducted on the SSRS Omnibus from October 12 - 17, 2021, among a nationally representative sample of 1,010 respondents age 18 and older. The margin of error for total respondents is +/-3.72 percentage points at the 95% confidence level and the design effect is 1.45.

The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Each weekly wave of SSRS Omnibus consists of 1,000 interviews, of which 800 are obtained with respondents on their cellphones, and a minimum of 35 interviews completed in Spanish. Sample provided by MSG. For more information visit www.ssrs.com or contact info@ssrs.com.

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Note about the Research: "Households with Children" refers to adults who reported that there are people under age 18 in their household. "Parents" is the subset of that group that reported being the parent of a child/children under the age of 18.


omniboos
SPOTLIGHT
OCTOBER 2021