



# COVID Tricks and Treats for 2020

*Here's What Americans Are Planning for the Scariest Holiday*

# Americans divided over Halloween plans

**Cancel Halloween?** 1 in 6 Americans (16%) feel that the holiday should not be celebrated at all this year, while 29% of Americans say celebrating Halloween is more important than ever. Most want to see it celebrated carefully (55%). Here are the top reasons:

## Reasons to Cancel

1. We could get coronavirus
2. Spreads coronavirus to others
3. Religious reasons / It's not a good holiday
4. Too much social unrest
5. Kids don't need candy

## More Important than Ever

1. Kids and families need normalcy
2. Celebrating rebuilds communities
3. Halloween is good for social distancing / masks
4. The pandemic is overblown
5. Government shouldn't control celebrations

## Celebrate Carefully

1. Kids and families need normalcy
2. Small changes can make the holiday safe
3. Can't ban it, so safety first
4. Everything else is already open anyway
5. Possibility of social unrest

# Americans divided over Halloween plans

Who wants to cancel and who wants to go?

**Parents** are 91% more likely than **non-parents** to say celebrating Halloween is more important than ever

**People under 30** were most likely to say that Halloween should be celebrated carefully this year. **People over 50** were nearly twice as likely as other groups to say it should not be celebrated at all, while 40-49 year-old people were most likely to say it is important to celebrate this year.

**Men** are 90% more likely than women to say Halloween is important to celebrate this year

# Parties and Costumes

**Party Plans:** 55% of people either attended a Halloween party last year or had children who did, but only 37% plan to do so this year

**Men** are twice as likely as **women** to say they or their children plan on attending a Halloween party this year

**Urban residents** are 85% more likely than **suburban residents** to say they or their children plan on attending a Halloween party this year

**All Dressed Up:** 57% of people dressed up last year, and most don't plan to let the virus slow them down: 53% of people intend to dress up for halloween this year

# Most popular costume ideas

Witch, Batman, and Nurse lead on the 2020 'plan to wear' costume list, and only two costumes landed on both the 'most representative' and 'plan to wear' lists: Donald Trump and Zombie

## What costume would best represent 2020?

1. Donald Trump
2. Doctor
3. Virus / Coronavirus
4. Face mask
5. Poop emoji
6. Toilet paper
7. Dumpster
8. Zombie
9. Grim Reaper / Death
10. Dumpster

## What costume do you plan to wear this year?

1. Witch
2. Batman
3. Nurse
4. Vampire
5. Zombie
6. Superman
7. Spider
8. Donald Trump
9. Pirate
10. Joker

# Tricky Trick-or-Treating

**Treat Traditions:** 84% of parents took their kids trick or treating last year, while only 63% plan to take theirs this year

**Festive Litmus Test:** 66% offered candy at their door last year, and 54% plan to offer candy anywhere this year.

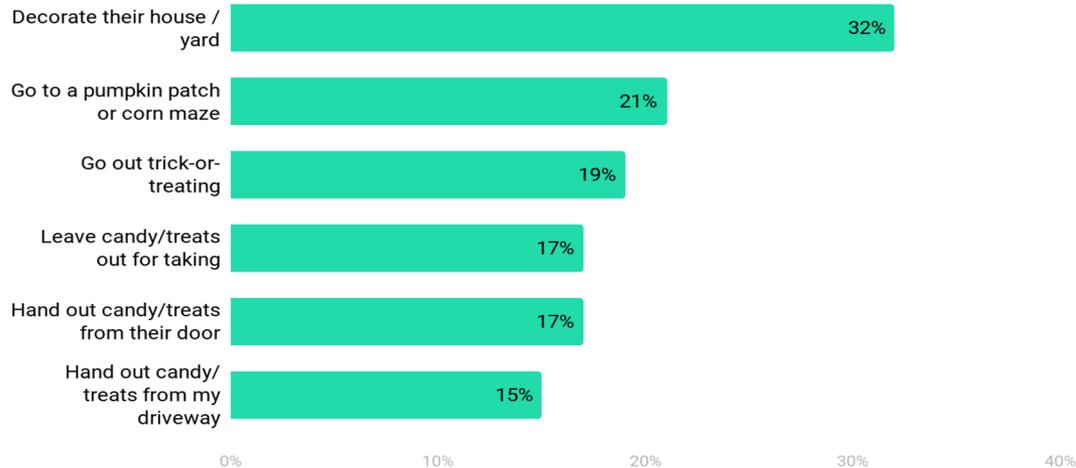
79% of people who think Halloween is important this year will offer candy at their door. 83% of people who think it should not be celebrated won't offer it at the door.

More than half of people over 50 will not offer candy at their door this year

# Keeping the Mood

**2020 holiday hacks:** Given options about how they would like to celebrate, many still selected their holiday favorites: decorations, pumpkin patches, and, yes, trick-or-treating. But, in a nod to the pandemic, far more plan to hand out treats from their driveway (15%) or leave them out (17%, for a combined 32%) than expect to distribute from their door.

Top 6 things people plan to do for Halloween



# Planned Halloween Spending

People are divided on how they will spend money for Halloween this year: **32% plan on spending more** than they did last year, while **29% expect to spend less** than before:

**People in urban areas** are 88% more likely than people in suburban or rural areas to plan on spending at least 25% more than last year

**Republicans** are more likely than **Democrats** to plan on spending more this year (42% vs 29%). And the reverse is also true: Democrats are 56% more likely than Republicans to spend less this year

**Parents** are 96% more likely than **non-parents** to plan on spending more than last year

# Planned Halloween Spending

This year, how much do you plan to spend on the following:

	<i>Average</i>	<i>Median</i>
Costume	\$28.10	\$20.00
Decorations	\$38.00	\$15.00
Candy / Treats	\$32.30	\$20.00
Media (movies, books)	\$17.40	\$0
Going out / Celebrating	\$30.30	\$0

# Halloween Health Guidance

Most Americans (72%) expect their **local authorities** to release Halloween guidelines or restrictions, but not everyone plans to follow along:

23% say they don't intend to follow published guidelines

**People in rural areas** are 95% more likely than people in urban areas to say they will probably or definitely ignore restrictions

*Methodology: Qualtrics studied n=1,430 U.S. adults between September 18-21. Respondents were: 51% male, 49% female; 61% with children in the home; 42% urban, 41% suburban, 18% rural.*