

HALLOWEEN 2021

Hear how Costco + Walmart
parents will celebrate this year.



1.

88%
will buy candy.



2.

78%
will buy M&Ms.

76%
will Trick or Treat.



3.



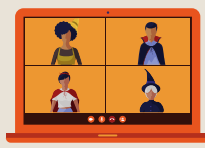
4.

75%
will decorate.



5.

62%
will use sanitizer.



6.

40%
will attend parties.

34%
love Hocus Pocus.



7.



8.

30%
will drink Hard Seltzer.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

LEARN MORE

METHODOLOGY: The Surveys on the Go® (SOTG) app was used to trigger surveys based on observed brick + mortar behavior. Sent to parents ages 18+ leaving Costco + Walmart. N=143.

