Candy is an integral part of Halloween tradition, and it’s that time of year when we dress up, go trick-or-treating, and indulge in sweet treats. This year, we’re digging deeper to explore the differences between Halloween candy preferences.

**31% of chocolate lovers visit Starbucks.**

**48% of non-chocolate lovers visit McDonald’s.**

**19% of non-chocolate lovers visit Dunkin’.**

Non-chocolate lovers visit Dunkin’ twice as often as chocolate lovers.

NEED RESEARCH?
Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed September 2023.