

HALLOWEEN HABITS

NON-SWEET TREATS

HALLOWEEN DOESN'T HAVE TO BE TERROR FOR TEETH.

NEARLY 25% OF PEOPLE HAND OUT SOMETHING OTHER CANDY.

THIS INCLUDES:

22%

GIVE TOYS

15%

GIVE FRUIT

13%

GIVE MONEY

11%

GIVE PENCILS/
ERASERS

9%

GIVE POPCORN

THINK OUTSIDE OF THE CANDY WRAPPER
AND CONSIDER GIVING SOMETHING DIFFERENT THIS HALLOWEEN.

THE CANDY CONUNDRUM

A MONSTROUS AMOUNT OF CANDY IS CONSUMED AT HALLOWEEN.

THE BREAKDOWN:

86%

OF TRICK-OR-TREATERS
EAT CHOCOLATE

57%

EAT CHEWY CANDY
LIKE TAFFY

50%

EAT HARD CANDY

49%

CHEW GUM

46%

EAT CARAMEL

44%

SUGAR-FREE CANDY

TO KEEP YOUR LITTLE GOBLINS
FROM OVERDOING IT,
OFFER TO PURCHASE THEIR EXTRA CANDY OR LOOK
FOR A DENTIST BUY-BACK PROGRAM.

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