

Americans Are Ready for A Sugar Rush - As Long As It Involves Chocolate

68% of Americans plan to buy candy this Halloween



Americans plan to spend about **\$30** when they shop for Halloween candy



Women are more value-focused than men.

30% of women vs. 18% of men say they buy the candy that is cheapest or offers the best value when shopping.



30% of people with children under 18 say they pick what their kids or family like

vs. 18% of those without children under 18

And they plan to eat it as well



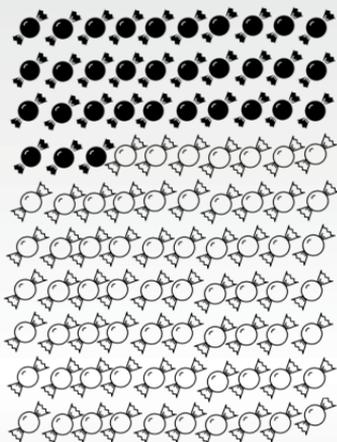
33% of American adults say they eat "a lot" of candy around Halloween

regardless of their parental status or plans to pass out candy to trick-or-treaters.



32% eat some of the candy they pass out

And **36% buy candy just for themselves** rather than candy they think will be most popular.



Men are much more likely to have a Halloween sweet tooth.

40% of men vs. 26% of women say they typically eat "a lot" of Halloween candy.

What Halloween Candy Makes The Best Trick-or-Treat Basket?

(Bandit MaxDiff Analysis of 66 candy flavors)



PSB Research conducted an online survey of a representative sample of 609 adults nationwide from October 14-16, 2019. The survey measured attitudes towards Halloween candy purchases, trick-or-treating attitudes, and holiday decoration preferences. This infographic was designed by PSB, with stockicons sourced from artists at Flaticon.

What is a Bandit MaxDiff? Bandit MaxDiff is a method of best-worst scaling that allows a larger number of items to be used than a traditional MaxDiff survey. Bandit MaxDiff focuses on Thompson sampling, which allows over-sampling the items that are most preferred by respondents and under-sampling the items that are least preferred. This allows for greater accuracy and estimation among the top items, with fewer responses required.

