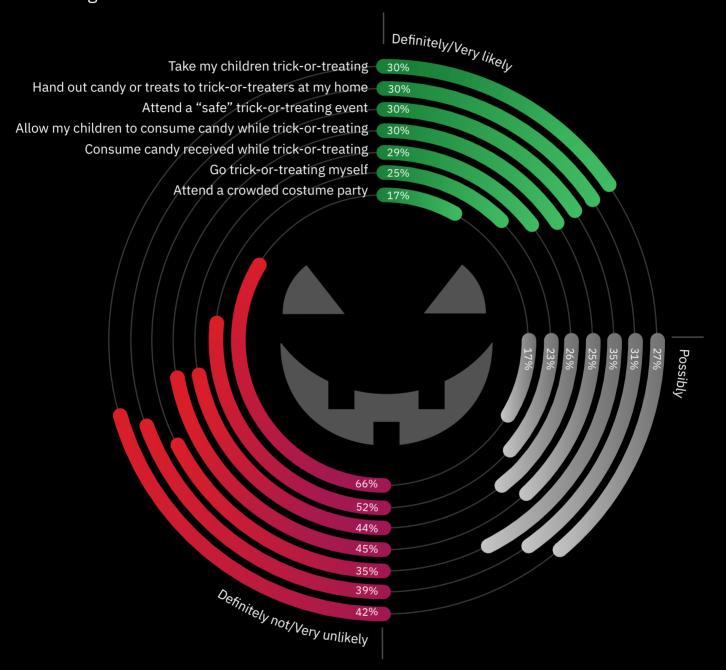
Halloween traditions take a back seat during the pandemic

US consumers answer: How likely are you to do the following this Halloween?



Explore the results of our ongoing research into COVID-19's impact on consumers.

ibm.co/covid-19-consumer-survey

IBM **Institute for Business Value**

