

Oberlin Residents Continue to Give Out Candy Despite Price Increases

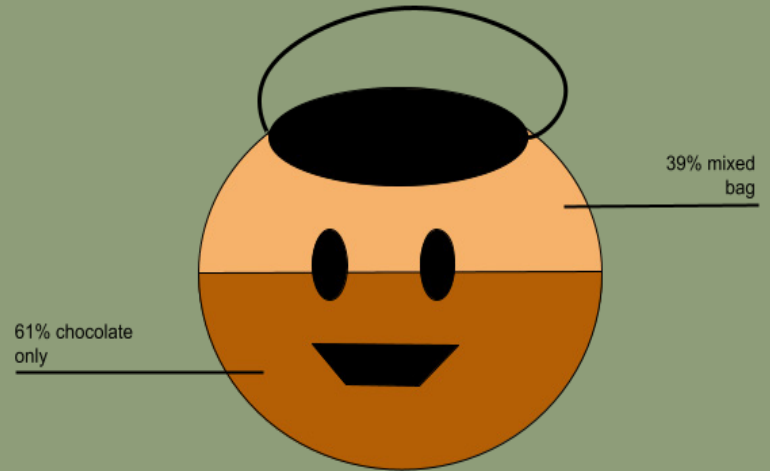
Cal Ransom
This Week Editor

Candy prices are on the rise, and several large brands including Hershey, Mars, and Nestle have introduced price hikes this year. The *Review* asked 33 residents of Oberlin and the surrounding area about their Halloween candy purchasing habits.

Though we can't predict how many Reese's cups or Dots will land in your child's Halloween bucket this year, you're not likely to find as many fruit-flavored candies like Starbursts and Skittles compared to chocolate candies.

Sixty-one percent of respondents said they only buy chocolate varieties such as Twix, Reese's, and Kit Kats, while 39 percent said they buy a mix of chocolate and fruit-flavored candies.

Candy Type Usually Bought



For those who typically give out candy, a price increase is not likely to deter them from buying candy this year. Consumers are expected to spend \$30 per family on candy this year, according to the National Retail Federation's Spending Survey. Respondents to our survey reported expecting to spend anywhere between ten and 75 dollars on candy, with an average of \$32 – just over the national average.

When speaking about why she would continue to buy candy despite price increases, Judy Lin, an Oberlin-based writer and editor, said, "You know, I'm harkening back to my youth. I'm paying back, and that's a lot of it."

Oberlin residents who do not buy candy cited inflation and living in retirement communities or apartment complexes as the reasons behind their choice.

Outside of Oberlin, 50 percent of respondents who don't give out candy said they live in a rural area where the houses are far apart or set back from the road.

For kids in these areas, we've compiled some options for trunk-or-treat – a tradition where families come together in a parking lot and have their children trick-or-treat from the trunks of their cars.

Fall Fest Trunk or Treat

Oct 28, 6:30 p.m. to 8:30 p.m.
Medina Square
39 Public Sq, Medina, OH 44256

Kipton Community Church Trunk or Treat

Oct 29, 3 p.m. to 6:30 p.m.
511 Church St., Kipton, OH, 44049

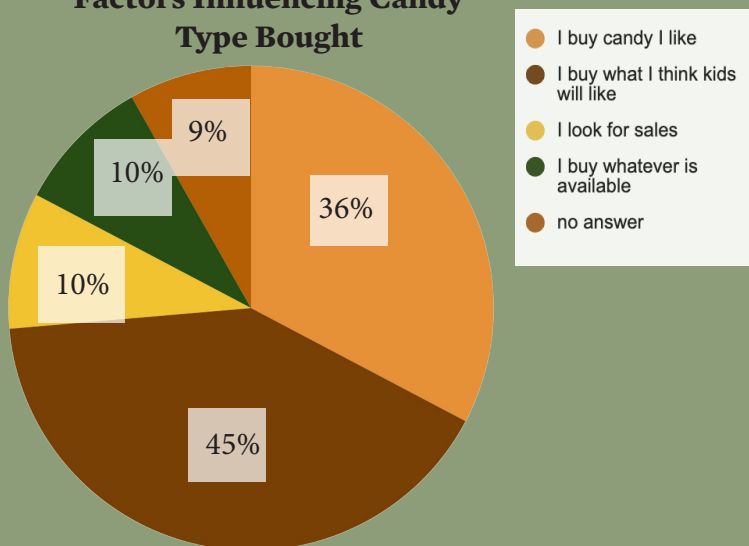
Penfield Recreational Park Trunk or Treat

Oct 30, 4 p.m. to 6 p.m.
40596-40998 Ohio 18, Wellington, OH 44090

Trunk or Treat

Oct 30 7 p.m. to 8:30p.m.
Harvest Ridge Church
35600 Lorain Rd, North Ridgeville, OH 44039

Factors Influencing Candy Type Bought



Consumers prioritize kids' trick-or-treat experience when deciding which candies to buy.

Candy Price Increase by Type



Chocolate candies have seen a 10 percent price increase nationally and average 65-cent price increase per bag since last year. On average, prices of fruit-flavored candies have increased by nearly a dollar.