

**1. Favorite Halloween Treat**

Which of these is your favorite treat to get on Halloween?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Chocolate bars or chocolate candies	63%	60%	66%	61%	64%	63%	63%	65%	57%	67%	51%
Fruity candies	8%	9%	7%	9%	14%	4%	5%	6%	13%	10%	14%
Sour candies	6%	7%	6%	18%	5%	3%	1%	7%	4%	5%	9%
I'd rather get actual fruit	4%	4%	4%	4%	4%	5%	4%	5%	2%	2%	8%
None of the above	15%	17%	12%	4%	9%	21%	24%	15%	17%	13%	12%
Not sure	4%	3%	4%	4%	4%	3%	3%	3%	7%	3%	6%
Totals (Unweighted N)	100% (1,000)	100% (485)	100% (515)	100% (181)	100% (267)	100% (383)	100% (169)	100% (665)	100% (117)	100% (144)	100% (74)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Chocolate bars or chocolate candies	63%	67%	60%	66%	64%	63%	74%	53%	57%	71%	56%	73%
Fruity candies	8%	10%	6%	8%	9%	6%	5%	10%	12%	9%	8%	4%
Sour candies	6%	8%	6%	5%	5%	9%	5%	7%	6%	3%	8%	7%
I'd rather get actual fruit	4%	2%	6%	5%	5%	3%	2%	7%	5%	4%	6%	1%
None of the above	15%	9%	18%	14%	13%	18%	12%	16%	16%	12%	18%	10%
Not sure	4%	3%	5%	3%	4%	2%	2%	6%	4%	2%	4%	4%
Totals (Unweighted N)	100% (1,000)	100% (361)	100% (416)	100% (223)	100% (478)	100% (237)	100% (129)	100% (156)	100% (173)	100% (223)	100% (423)	100% (181)

**2. Most Excited Candy**

Which of these candies would you be most excited to get on Halloween?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Kit Kat	11%	14%	9%	11%	17%	8%	11%	12%	7%	14%	9%
Starbursts	3%	3%	3%	3%	4%	3%	1%	3%	5%	1%	6%
Twix	6%	6%	7%	10%	5%	6%	3%	4%	7%	12%	12%
Pop Rocks	1%	1%	0%	1%	2%	1%	0%	1%	4%	0%	0%
Butterfinger	8%	8%	7%	7%	4%	9%	10%	9%	3%	4%	10%
Snickers	17%	15%	18%	12%	19%	17%	20%	15%	22%	23%	12%
Nerds	2%	2%	2%	5%	3%	—	—	2%	3%	—	3%
Sour Patch Kids	5%	5%	4%	12%	5%	2%	—	4%	—	9%	5%
Reese's Peanut Butter Cups	25%	22%	28%	19%	23%	29%	30%	31%	16%	13%	13%
Crunch bar	2%	3%	2%	3%	1%	2%	4%	2%	4%	4%	2%
Candy corn	3%	3%	2%	3%	1%	5%	2%	2%	6%	4%	3%
None of the above	13%	14%	12%	6%	12%	17%	17%	12%	16%	13%	16%
Not sure	4%	3%	4%	6%	4%	2%	1%	3%	8%	3%	8%
Totals (Unweighted N)	100% (1,000)	100% (485)	100% (515)	100% (181)	100% (267)	100% (383)	100% (169)	100% (665)	100% (117)	100% (144)	100% (74)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Kit Kat	11%	8%	13%	11%	12%	11%	16%	9%	13%	7%	11%	15%
Starbursts	3%	3%	3%	2%	2%	5%	3%	2%	2%	4%	3%	3%
Twix	6%	8%	6%	5%	5%	5%	11%	7%	2%	6%	6%	11%
Pop Rocks	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%
Butterfinger	8%	7%	7%	10%	8%	7%	10%	7%	5%	7%	9%	6%
Snickers	17%	22%	13%	19%	18%	13%	20%	17%	17%	17%	19%	13%
Nerds	2%	2%	2%	3%	1%	6%	—	0%	3%	2%	2%	—
Sour Patch Kids	5%	7%	4%	3%	4%	3%	5%	8%	8%	3%	4%	4%
Reese's Peanut Butter Cups	25%	25%	24%	28%	27%	27%	19%	22%	27%	32%	21%	24%
Crunch bar	2%	4%	2%	3%	2%	3%	3%	3%	2%	4%	2%	2%
Candy corn	3%	4%	2%	4%	3%	3%	3%	3%	3%	2%	3%	4%
None of the above	13%	9%	17%	11%	12%	16%	8%	16%	14%	13%	14%	11%

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		Party ID - 3 Point			Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Not sure	4%	1%	6%	1%	4%	1%	2%	6%	3%	2%	4%	5%
Totals (Unweighted N)	100% (1,000)	100% (361)	100% (416)	100% (223)	100% (478)	100% (237)	100% (129)	100% (156)	100% (173)	100% (223)	100% (423)	100% (181)

**3. Least Excited Candy**

Which of these candies would you be least excited to get on Halloween?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Smarties	8%	6%	9%	4%	8%	8%	10%	9%	4%	5%	6%
Good & Plenty	11%	8%	13%	10%	12%	12%	6%	11%	12%	5%	12%
Candy corn	18%	20%	16%	23%	14%	18%	16%	17%	15%	26%	7%
Dots	9%	9%	10%	12%	8%	10%	7%	11%	10%	4%	6%
Now and Later	3%	3%	4%	7%	3%	2%	—	4%	1%	1%	2%
Tootsie rolls	6%	7%	5%	10%	8%	5%	1%	5%	7%	10%	12%
Bubble gum	17%	19%	15%	9%	18%	17%	27%	20%	13%	10%	11%
Hard candies	12%	10%	14%	9%	13%	11%	18%	12%	7%	18%	13%
None of the above	11%	13%	9%	9%	9%	13%	11%	8%	22%	12%	17%
Not sure	5%	6%	5%	7%	6%	5%	4%	3%	8%	10%	14%
Totals (Unweighted N)	100% (995)	100% (483)	100% (512)	100% (180)	100% (265)	100% (381)	100% (169)	100% (663)	100% (116)	100% (143)	100% (73)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Smarties	8%	11%	4%	11%	7%	8%	8%	7%	7%	11%	7%	6%
Good & Plenty	11%	12%	9%	12%	11%	10%	7%	12%	14%	13%	9%	7%
Candy corn	18%	20%	16%	19%	16%	19%	22%	17%	17%	18%	18%	17%
Dots	9%	9%	9%	12%	9%	11%	13%	7%	8%	12%	12%	4%
Now and Later	3%	3%	4%	3%	4%	6%	1%	1%	5%	5%	3%	2%
Tootsie rolls	6%	6%	7%	5%	7%	5%	5%	6%	5%	8%	5%	7%
Bubble gum	17%	15%	16%	24%	19%	15%	19%	13%	18%	12%	17%	21%
Hard candies	12%	15%	12%	8%	11%	11%	14%	14%	9%	10%	10%	21%
None of the above	11%	7%	15%	5%	10%	12%	7%	15%	9%	8%	14%	9%
Not sure	5%	3%	8%	2%	5%	4%	4%	8%	9%	2%	4%	7%
Totals (Unweighted N)	100% (995)	100% (359)	100% (415)	100% (221)	100% (477)	100% (235)	100% (129)	100% (154)	100% (172)	100% (221)	100% (421)	100% (181)

**4. Disappointing Halloween Items**

Which of these other items would you be most disappointed to get on Halloween?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Raisins	11%	7%	14%	13%	13%	10%	6%	10%	14%	13%	7%
Pencils	11%	15%	7%	11%	10%	11%	13%	11%	10%	12%	13%
Popcorn balls	7%	6%	9%	7%	7%	6%	11%	8%	9%	6%	4%
Stickers	6%	7%	4%	7%	6%	5%	6%	5%	5%	9%	10%
Religious pamphlets	49%	45%	52%	47%	46%	52%	49%	55%	26%	39%	47%
Coins	1%	2%	1%	1%	2%	2%	1%	0%	4%	4%	1%
None of the above	10%	11%	9%	9%	9%	11%	11%	7%	21%	15%	12%
Not sure	5%	6%	4%	5%	6%	5%	4%	4%	12%	3%	5%
Totals (Unweighted N)	100% (997)	100% (484)	100% (513)	100% (181)	100% (267)	100% (380)	100% (169)	100% (662)	100% (117)	100% (144)	100% (74)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Raisins	11%	10%	12%	9%	13%	10%	9%	4%	11%	11%	10%	10%
Pencils	11%	11%	9%	16%	12%	7%	14%	12%	7%	15%	9%	14%
Popcorn balls	7%	7%	6%	12%	8%	6%	6%	8%	7%	10%	8%	5%
Stickers	6%	6%	5%	9%	7%	5%	5%	5%	4%	6%	6%	7%
Religious pamphlets	49%	55%	47%	43%	41%	59%	56%	52%	50%	49%	46%	52%
Coins	1%	2%	2%	0%	3%	0%	—	1%	0%	—	3%	1%
None of the above	10%	6%	14%	7%	11%	9%	6%	11%	12%	8%	10%	10%
Not sure	5%	4%	7%	3%	5%	3%	4%	8%	8%	2%	7%	1%
Totals (Unweighted N)	100% (997)	100% (360)	100% (416)	100% (221)	100% (477)	100% (235)	100% (129)	100% (156)	100% (173)	100% (221)	100% (423)	100% (180)

**5. Candy Corn**

How do you feel about candy corn?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I love it	28%	24%	31%	28%	31%	25%	27%	28%	33%	28%	22%
I hate it	20%	18%	21%	26%	20%	17%	18%	20%	20%	18%	22%
I could take it or leave it	47%	52%	42%	39%	43%	53%	49%	49%	39%	42%	50%
Not sure	6%	6%	6%	6%	7%	5%	5%	4%	8%	12%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(484)	(515)	(181)	(267)	(382)	(169)	(664)	(117)	(144)	(74)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I love it	28%	33%	22%	35%	28%	32%	36%	15%	25%	35%	30%	20%
I hate it	20%	20%	19%	22%	19%	19%	25%	20%	21%	19%	18%	22%
I could take it or leave it	47%	39%	53%	42%	46%	46%	39%	55%	47%	43%	45%	52%
Not sure	6%	8%	6%	1%	7%	2%	0%	10%	7%	3%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(361)	(416)	(222)	(478)	(236)	(129)	(156)	(173)	(222)	(423)	(181)

<b>Interviewing Dates</b>	October 15 - 19, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.15 to 4.075, with a mean of one and a standard deviation of 0.855.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.1% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.