YouGov RealTime
Youth Omnibus

US_nat Sample: 6th - 12th September 2019

	Total	Children Gender		Children Age										Net: Children	Net: Teens
		Male	Female	8	9	10	11	12	13	14	15	16	17		

HYY_q1Nr. How many minutes, if any, would you say that you spend online (e.g., browsing the internet, watching videos, playing games, chatting with friends, etc.) in a typical day? Please type your answer in the box below$timehelp.

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
None – 0	2%	2%	2%	5%	7%	6%	1%	2%	1%	1%	-	-	-	4%	0%
1 minutes to less than an hour	34%	36%	33%	26%	20%	25%	44%	38%	44%	34%	41%	39%	35%	31%	38%
1 hour to less than 2 hours	21%	21%	22%	35%	36%	21%	18%	21%	21%	13%	14%	8%	26%	26%	16%
2 hours to less than 3 hours	17%	17%	18%	17%	23%	21%	16%	17%	11%	15%	16%	24%	15%	19%	16%
3 hours to less than 4 hours	9%	8%	11%	6%	7%	8%	10%	3%	12%	14%	12%	9%	13%	7%	12%
4 hours or more	15%	16%	14%	12%	7%	20%	11%	20%	11%	23%	17%	20%	12%	14%	17%

HYY_q2. Do you have any social media accounts?

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	501	257	244	-	-	-	-	-	100	100	100	100	101	-	501
Base: All US children over age 13	504	257	247	-	-	-	-	-	99	101	103	101	101	-	504
Yes, I do	85%	85%	85%	-	-	-	-	-	82%	83%	85%	87%	88%	-	85%
No, I do not	14%	14%	13%	-	-	-	-	-	17%	15%	14%	12%	10%	-	14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	1%	2%	-	-	-	-	-	1%	2%	1%	1%	2%	-	1%

HYY_q3. Which, if any, of the following social media platforms do you use most often?

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	425	218	207	-	-	-	-	-	82	82	85	87	89	-	425
Base: All US children over age 13 who have a social media account	428	219	209	-	-	-	-	-	81	83	87	87	89	-	428
Snapchat	22%	15%	29%	-	-	-	-	-	18%	20%	19%	24%	27%	-	22%
Facebook	24%	27%	22%	-	-	-	-	-	24%	25%	21%	22%	30%	-	24%
Instagram	25%	24%	26%	-	-	-	-	-	24%	25%	30%	21%	26%	-	25%
WhatsApp	4%	7%	2%	-	-	-	-	-	2%	6%	5%	6%	3%	-	4%
TikTok	2%	0%	3%	-	-	-	-	-	4%	3%	1%	-	1%	-	2%
Twitter	5%	4%	5%	-	-	-	-	-	7%	2%	7%	6%	2%	-	5%
YouTube	16%	20%	12%	-	-	-	-	-	20%	16%	14%	21%	10%	-	16%
Another platform	1%	1%	1%	-	-	-	-	-	2%	2%	-	-	1%	-	1%
Don't Know	1%	1%	1%	-	-	-	-	-	-	-	2%	1%	-	-	1%

HYY_q4. Which, if any, of the following video games do you play online? Please select all that apply.

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base: All US children age 8 to 17	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
Minecraft	48%	54%	42%	54%	50%	55%	48%	56%	57%	54%	35%	39%	32%	53%	43%
Roblox	26%	27%	25%	42%	38%	45%	32%	21%	30%	24%	14%	13%	7%	36%	18%
Fortnite	32%	45%	18%	27%	28%	36%	31%	37%	37%	34%	29%	31%	30%	32%	32%
Apex Legends	9%	12%	5%	7%	7%	15%	5%	10%	11%	7%	13%	6%	4%	9%	8%
Overwatch	8%	12%	4%	9%	-	11%	3%	11%	11%	13%	15%	9%	3%	7%	10%
Call of Duty (any game within the franchise)	21%	31%	11%	19%	13%	18%	21%	22%	28%	23%	24%	20%	24%	19%	24%
Super Smash Bros. (any game within the franchise)	13%	16%	10%	14%	12%	18%	11%	17%	15%	13%	10%	14%	8%	14%	12%
FIFA (any year)	8%	11%	4%	6%	6%	11%	7%	9%	14%	11%	8%	2%	5%	8%	8%
Madden NFL (any year)	12%	19%	6%	8%	8%	10%	8%	12%	21%	18%	11%	11%	14%	9%	15%
NBA 2K (any year)	12%	18%	6%	11%	10%	13%	5%	6%	19%	13%	15%	14%	12%	9%	14%
NHL (any year)	7%	9%	5%	6%	2%	9%	7%	5%	14%	8%	8%	7%	4%	6%	8%
Rocket League	6%	9%	3%	8%	2%	7%	4%	7%	11%	6%	6%	8%	1%	6%	6%
Other	8%	8%	8%	9%	6%	11%	10%	6%	7%	12%	7%	6%	7%	8%	8%
Don't know	2%	3%	2%	1%	1%	2%	1%	3%	1%	5%	5%	3%	1%	2%	3%
Not Applicable - I don't play video games	23%	13%	33%	22%	18%	14%	19%	18%	17%	18%	34%	29%	37%	18%	27%

HYY_q5. Which, if any, of the following films and/or TV series have you ever heard of? Please select all that apply.

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	Total	Region				Household Income			
		Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say

HYY_q1Nr. How many minutes, if any, would you say that you spend online (e.g., browsing the internet, watching videos, playing games, chatting with friends, etc.) in a typical day? Please type your answer in the box below$timehelp.

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base	1002	164	215	383	241	221	313	408	60
None – 0	2%	2%	2%	3%	2%	2%	2%	2%	5%
1 minutes to less than an hour	34%	32%	36%	35%	34%	36%	37%	33%	27%
1 hour to less than 2 hours	21%	24%	21%	19%	24%	18%	21%	22%	30%
2 hours to less than 3 hours	17%	19%	18%	16%	18%	21%	17%	17%	10%
3 hours to less than 4 hours	9%	9%	11%	10%	7%	7%	9%	11%	15%
4 hours or more	15%	14%	13%	16%	16%	16%	14%	16%	13%

HYY_q2. Do you have any social media accounts?

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	501	83	80	232	106	108	143	220	30
Base: All US children over age 13	504	81	89	217	117	107	145	222	30
Yes, I do	85%	82%	84%	86%	86%	79%	88%	88%	69%
No, I do not	14%	16%	16%	14%	10%	19%	12%	11%	23%
Don't know	-	-	-	-	-	-	-	-	-
Prefer not to say	1%	2%	-	0%	4%	2%	-	1%	7%

HYY_q3. Which, if any, of the following social media platforms do you use most often?

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	425	68	67	199	91	86	126	192	21
Base: All US children over age 13 who have a social media account	428	66	74	187	100	85	127	195	21
Snapchat	22%	24%	37%	20%	12%	18%	27%	20%	19%
Facebook	24%	29%	17%	27%	22%	34%	21%	22%	22%
Instagram	25%	18%	22%	26%	32%	20%	25%	27%	30%
WhatsApp	4%	3%	2%	5%	7%	1%	6%	6%	-
TikTok	2%	3%	1%	2%	1%	1%	2%	2%	-
Twitter	5%	7%	6%	2%	7%	5%	3%	6%	-
YouTube	16%	15%	15%	17%	16%	22%	13%	15%	24%
Another platform	1%	-	-	1%	2%	-	2%	0%	4%
Don't Know	1%	2%	-	1%	1%	-	1%	1%	-

HYY_q4. Which, if any, of the following video games do you play online? Please select all that apply.

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base: All US children age 8 to 17	1002	164	215	383	241	221	313	408	60
Minecraft	48%	46%	50%	44%	54%	46%	47%	50%	42%
Roblox	26%	25%	28%	26%	27%	27%	26%	28%	17%
Fortnite	32%	28%	31%	35%	31%	32%	28%	36%	24%
Apex Legends	9%	6%	8%	9%	10%	7%	4%	14%	3%
Overwatch	8%	5%	8%	7%	13%	7%	7%	11%	5%
Call of Duty (any game within the franchise)	21%	20%	19%	22%	22%	19%	19%	24%	26%
Super Smash Bros. (any game within the franchise)	13%	12%	13%	13%	14%	11%	12%	16%	8%
FIFA (any year)	8%	8%	8%	7%	9%	5%	4%	13%	6%
Madden NFL (any year)	12%	13%	14%	11%	11%	7%	9%	17%	12%
NBA 2K (any year)	12%	8%	13%	11%	14%	8%	7%	18%	8%
NHL (any year)	7%	8%	8%	5%	8%	3%	4%	12%	3%
Rocket League	6%	6%	7%	7%	4%	4%	3%	10%	3%
Other	8%	8%	8%	9%	7%	7%	10%	8%	3%
Don't know	2%	3%	2%	2%	3%	4%	3%	1%	6%
Not Applicable - I don't play video games	23%	27%	19%	24%	20%	24%	21%	22%	35%

HYY_q5. Which, if any, of the following films and/or TV series have you ever heard of? Please select all that apply.

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	Total	Children Gender		Children Age										Net: Children	Net: Teens
		Male	Female	8	9	10	11	12	13	14	15	16	17		
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base: All US children age 8 to 17	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
Star Wars	78%	80%	75%	74%	66%	77%	84%	77%	73%	81%	79%	81%	85%	76%	80%
The Matrix	47%	52%	42%	34%	26%	35%	48%	42%	47%	56%	64%	61%	59%	37%	57%
Game of Thrones	58%	59%	57%	34%	40%	44%	54%	57%	59%	69%	76%	70%	76%	46%	70%
Star Trek	59%	61%	57%	43%	35%	48%	64%	58%	56%	65%	72%	77%	72%	49%	68%
Marvel Cinematic Universe	56%	64%	47%	56%	40%	54%	53%	57%	58%	63%	64%	58%	54%	52%	60%
DC Entertainment Universe	52%	58%	45%	48%	36%	49%	42%	49%	52%	65%	62%	56%	55%	45%	58%
Harry Potter	79%	77%	81%	75%	72%	71%	84%	82%	74%	75%	80%	86%	85%	77%	80%
Avatar	56%	57%	55%	40%	36%	47%	58%	59%	50%	69%	70%	70%	65%	48%	65%
James Bond	46%	50%	41%	26%	25%	32%	53%	42%	39%	52%	57%	64%	64%	36%	55%
Lord of the Rings	64%	67%	60%	49%	52%	49%	65%	66%	63%	68%	76%	75%	73%	56%	71%
Fast and Furious	60%	64%	56%	39%	38%	43%	63%	64%	58%	67%	72%	77%	78%	50%	71%
Jurassic Park	75%	77%	72%	68%	76%	67%	79%	79%	70%	82%	76%	74%	74%	74%	75%
None of these	5%	4%	5%	8%	3%	4%	5%	5%	11%	6%	2%	1%	2%	5%	4%

HYY_q6. Which THREE, if any, of the following films or TV series are your favorites? Please select up to three options.

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base: All US children age 8 to 17	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
Star Wars	28%	34%	23%	27%	24%	29%	35%	29%	27%	32%	27%	24%	28%	29%	28%
The Matrix	5%	7%	4%	7%	2%	8%	4%	4%	6%	2%	4%	9%	9%	5%	6%
Game of Thrones	9%	10%	9%	7%	8%	5%	7%	1%	8%	10%	16%	9%	20%	6%	13%
Star Trek	6%	4%	7%	4%	3%	6%	5%	3%	6%	5%	9%	10%	7%	4%	7%
Marvel Cinematic Universe	32%	40%	24%	37%	27%	27%	30%	37%	30%	38%	33%	36%	27%	32%	33%
DC Entertainment Universe	17%	21%	13%	18%	9%	15%	21%	16%	20%	29%	14%	14%	11%	16%	18%
Harry Potter	32%	30%	34%	36%	33%	34%	30%	34%	29%	27%	28%	35%	36%	33%	31%
Avatar	10%	9%	11%	8%	6%	17%	10%	8%	12%	12%	10%	13%	5%	10%	10%
James Bond	4%	5%	4%	2%	1%	2%	6%	4%	3%	5%	8%	4%	8%	3%	6%
Lord of the Rings	12%	13%	11%	8%	7%	8%	7%	6%	10%	16%	18%	20%	19%	7%	17%
Fast and Furious	16%	20%	11%	13%	8%	14%	18%	9%	14%	13%	20%	25%	25%	12%	20%
Jurassic Park	27%	27%	27%	37%	36%	23%	30%	34%	24%	29%	20%	17%	21%	32%	22%
Other	5%	3%	7%	5%	6%	8%	8%	8%	4%	5%	3%	4%	1%	7%	3%
Don't Know	13%	9%	17%	12%	18%	12%	12%	18%	17%	11%	10%	9%	10%	14%	11%

HYY_q7. Do you plan to dress up for Halloween this year?

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base: All US children age 8 to 17	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
Yes, I do	61%	56%	65%	83%	85%	81%	74%	62%	61%	47%	40%	44%	30%	77%	44%
No, I do not	28%	32%	25%	13%	10%	13%	15%	24%	22%	36%	47%	45%	57%	15%	42%
Don't know	11%	12%	10%	4%	6%	7%	11%	14%	17%	17%	13%	10%	13%	8%	14%

HYY_q8. And in which of the following places do you plan to wear your costume this year?

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	607	297	310	83	84	81	74	62	61	46	40	45	31	384	223
Base: All US children age 8 to 17 who plan to dress up for Halloween	607	289	319	84	84	80	74	61	60	47	41	45	31	383	224
At school	38%	37%	38%	57%	40%	43%	39%	31%	23%	36%	25%	32%	35%	43%	29%
At a party (outside of school)	35%	35%	35%	34%	28%	28%	24%	23%	30%	52%	47%	60%	62%	28%	48%
While trick-or-treating	78%	78%	78%	90%	92%	94%	89%	85%	82%	57%	61%	40%	29%	90%	57%
At another event	4%	3%	5%	8%	4%	2%	3%	3%	2%	2%	3%	7%	6%	4%	4%
Don't know	1%	1%	2%	-	1%	-	1%	-	-	7%	3%	5%	-	1%	3%

HYY_q9. Which ONE, if any, of the following is your favorite Halloween candy?

	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	Net: Children	Net: Teens
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
Base: All US children age 8 to 17	1002	512	490	101	100	99	100	99	99	101	103	101	101	498	504
Reese's Peanut Butter Cups	18%	17%	18%	7%	20%	19%	17%	16%	17%	22%	20%	14%	25%	16%	20%
Snickers	7%	7%	6%	2%	6%	6%	4%	8%	8%	9%	10%	10%	3%	5%	8%
Twix	5%	5%	4%	2%	4%	6%	4%	8%	6%	2%	5%	3%	5%	5%	4%

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	Total	Region				Household Income			
		Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base: All US children age 8 to 17	1002	164	215	383	241	221	313	408	60
Star Wars	78%	78%	79%	74%	82%	72%	80%	80%	74%
The Matrix	47%	41%	53%	43%	53%	45%	45%	51%	41%
Game of Thrones	58%	53%	62%	57%	60%	56%	56%	62%	56%
Star Trek	59%	58%	64%	54%	63%	53%	58%	64%	53%
Marvel Cinematic Universe	56%	49%	60%	55%	59%	48%	53%	62%	52%
DC Entertainment Universe	52%	48%	53%	52%	53%	49%	49%	56%	45%
Harry Potter	79%	78%	81%	78%	77%	74%	81%	79%	77%
Avatar	56%	51%	54%	57%	60%	54%	53%	62%	47%
James Bond	46%	40%	52%	44%	46%	39%	42%	52%	43%
Lord of the Rings	64%	62%	67%	59%	68%	61%	64%	65%	59%
Fast and Furious	60%	60%	58%	62%	59%	62%	59%	61%	54%
Jurassic Park	75%	73%	77%	73%	75%	73%	76%	75%	70%
None of these	5%	6%	8%	4%	3%	7%	5%	3%	5%

HYY_q6. Which THREE, if any, of the following films or TV series are your favorites? Please select up to three options.

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base: All US children age 8 to 17	1002	164	215	383	241	221	313	408	60
Star Wars	28%	30%	33%	22%	32%	18%	26%	35%	28%
The Matrix	5%	3%	6%	6%	6%	8%	3%	6%	8%
Game of Thrones	9%	11%	10%	8%	10%	9%	8%	11%	2%
Star Trek	6%	8%	4%	5%	8%	3%	7%	6%	7%
Marvel Cinematic Universe	32%	24%	36%	31%	36%	26%	29%	40%	19%
DC Entertainment Universe	17%	12%	17%	17%	19%	19%	16%	18%	5%
Harry Potter	32%	28%	38%	30%	34%	32%	32%	33%	30%
Avatar	10%	8%	9%	11%	11%	12%	9%	10%	10%
James Bond	4%	3%	3%	6%	3%	2%	3%	6%	10%
Lord of the Rings	12%	12%	13%	11%	12%	8%	13%	14%	7%
Fast and Furious	16%	18%	14%	18%	13%	24%	13%	15%	8%
Jurassic Park	27%	26%	31%	27%	24%	31%	32%	22%	21%
Other	5%	7%	8%	4%	4%	5%	6%	5%	7%
Don't Know	13%	15%	12%	13%	12%	16%	13%	9%	26%

HYY_q7. Do you plan to dress up for Halloween this year?

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base: All US children age 8 to 17	1002	164	215	383	241	221	313	408	60
Yes, I do	61%	64%	62%	56%	66%	56%	62%	64%	50%
No, I do not	28%	27%	25%	33%	24%	31%	24%	28%	37%
Don't know	11%	9%	14%	11%	10%	13%	13%	8%	13%

HYY_q8. And in which of the following places do you plan to wear your costume this year?

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	607	109	122	230	146	123	194	260	30
Base: All US children age 8 to 17 who plan to dress up for Halloween	607	104	132	213	158	123	195	260	30
At school	38%	34%	48%	32%	40%	33%	38%	39%	43%
At a party (outside of school)	35%	32%	35%	36%	36%	28%	33%	41%	21%
While trick-or-treating	78%	76%	86%	74%	78%	81%	80%	74%	87%
At another event	4%	3%	5%	4%	4%	6%	4%	3%	4%
Don't know	1%	4%	1%	-	2%	1%	2%	1%	-

HYY_q9. Which ONE, if any, of the following is your favorite Halloween candy?

	Total	Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Unweighted base	1002	170	197	414	221	223	311	408	60
Base: All US children age 8 to 17	1002	164	215	383	241	221	313	408	60
Reese's Peanut Butter Cups	18%	17%	21%	16%	17%	19%	19%	16%	17%
Snickers	7%	8%	6%	6%	7%	8%	6%	6%	5%
Twix	5%	6%	5%	3%	5%	3%	5%	6%	2%

YouGov RealTime
Youth Omnibus

US_nat Sample: 6th - 12th September 2019

	Total	Children Gender		Children Age										Net: Children	Net: Teens
		Male	Female	8	9	10	11	12	13	14	15	16	17		
Kit Kat	8%	7%	9%	8%	7%	11%	5%	9%	8%	8%	5%	8%	12%	8%	8%
M&M's	7%	8%	7%	13%	8%	3%	12%	5%	9%	7%	4%	6%	9%	8%	7%
Nerds	2%	2%	3%	1%	1%	2%	2%	6%	2%	1%	2%	1%	2%	3%	2%
Butterfinger	2%	2%	1%	2%	1%	3%	1%	-	2%	2%	1%	3%	2%	1%	2%
Sour Patch Kids	7%	8%	7%	11%	8%	6%	6%	6%	7%	7%	7%	10%	6%	8%	7%
Skittles	6%	6%	5%	5%	7%	6%	8%	6%	4%	4%	4%	8%	6%	6%	5%
Hershey bar	6%	5%	6%	6%	3%	6%	5%	7%	10%	5%	6%	4%	4%	5%	6%
Nestle Crunch bar	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%
Milky Way	3%	3%	3%	5%	2%	-	5%	3%	3%	3%	5%	1%	-	3%	2%
Starburst	3%	3%	2%	4%	6%	3%	4%	1%	2%	4%	1%	1%	2%	4%	2%
Smarties	2%	2%	2%	-	3%	1%	1%	1%	1%	2%	3%	2%	3%	1%	2%
Candy corn	2%	1%	3%	5%	1%	2%	3%	3%	3%	1%	3%	2%	1%	3%	2%
Tootsie Rolls	1%	1%	1%	2%	1%	2%	-	-	-	-	2%	2%	-	1%	1%
Mike & Ike	2%	2%	1%	2%	3%	1%	3%	-	2%	-	1%	2%	2%	2%	1%
3 Musketeers	1%	1%	1%	-	2%	1%	2%	-	1%	2%	1%	1%	-	1%	1%
Reese's Pieces	3%	3%	3%	4%	2%	4%	2%	3%	2%	3%	1%	4%	6%	3%	3%
Jolly Rancher	2%	2%	3%	4%	1%	-	3%	5%	4%	1%	3%	2%	1%	3%	2%
Butterfinger (1)	2%	3%	2%	1%	-	6%	3%	2%	1%	4%	5%	2%	1%	2%	3%
Mounds/Almond Joy	2%	1%	2%	2%	1%	1%	4%	4%	2%	2%	-	1%	-	2%	1%
Blow Pop	1%	1%	1%	1%	1%	2%	-	1%	-	1%	1%	-	-	1%	0%
Junior Mints	1%	1%	2%	1%	1%	1%	2%	2%	1%	-	1%	2%	2%	1%	1%
Other	2%	3%	1%	1%	2%	3%	2%	1%	1%	4%	2%	2%	3%	2%	2%
Don't know	3%	2%	3%	6%	3%	5%	-	1%	1%	2%	4%	4%	1%	3%	2%
Not applicable - I do not eat candy	2%	3%	1%	3%	5%	-	-	1%	1%	2%	2%	3%	4%	2%	2%

Cell Contents (Column Percentages)

YouGov RealTime
Youth Omnibus

US_nat Sample: 6th - 12th September 2019

![YouGov — What the world thinks]

	Total	Region				Household Income			
		Northeast	Midwest	South	West	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say
Kit Kat	8%	9%	8%	7%	9%	5%	7%	11%	9%
M&M's	7%	4%	5%	9%	9%	6%	6%	10%	3%
Nerds	2%	1%	4%	3%	1%	2%	3%	1%	-
Butterfinger	2%	2%	2%	2%	1%	1%	3%	1%	-
Sour Patch Kids	7%	6%	6%	9%	7%	13%	7%	6%	3%
Skittles	6%	4%	6%	7%	4%	5%	7%	5%	8%
Hershey bar	6%	4%	8%	7%	3%	5%	4%	6%	8%
Nestle Crunch bar	2%	1%	0%	1%	3%	2%	1%	2%	-
Milky Way	3%	4%	4%	2%	2%	1%	3%	2%	9%
Starburst	3%	4%	4%	2%	3%	1%	2%	4%	2%
Smarties	2%	1%	4%	1%	1%	2%	1%	2%	2%
Candy corn	2%	2%	1%	3%	1%	1%	3%	2%	3%
Tootsie Rolls	1%	1%	2%	0%	1%	1%	1%	0%	2%
Mike & Ike	2%	2%	2%	1%	3%	2%	2%	1%	-
3 Musketeers	1%	2%	1%	1%	1%	1%	2%	1%	-
Reese's Pieces	3%	3%	3%	3%	2%	5%	3%	2%	3%
Jolly Rancher	2%	2%	2%	3%	1%	2%	3%	2%	3%
Butterfinger (1)	2%	2%	2%	2%	4%	1%	3%	3%	3%
Mounds/Almond Joy	2%	1%	1%	2%	3%	2%	2%	2%	2%
Blow Pop	1%	1%	1%	0%	2%	2%	0%	0%	-
Junior Mints	1%	2%	-	1%	1%	0%	1%	1%	7%
Other	2%	4%	2%	2%	2%	3%	1%	2%	2%
Don't know	3%	2%	2%	3%	4%	4%	2%	2%	5%
Not applicable - I do not eat candy	2%	4%	1%	2%	3%	1%	2%	2%	3%

Cell Contents (Co