





## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1002 children aged 8 to 17. Fieldwork was undertaken between 6th - 12th September 2019. The survey was carried out online. The figures have been weighted and are representative of all US children aged 8-17.

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# 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		

**HY1\_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.

Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base:</b>	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%

**HY1\_q2.** Do you have any social media accounts?

Unweighted base	501	257	244	-	-	-	-	-	100	100	100	100	101	-	501
<b>Base: All US children over age 13</b>	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%

**HY1\_q3.** Which, if any, of the following social media platforms do you use most often?

Unweighted base	425	218	207	-	-	-	-	-	82	82	85	87	89	-	425
<b>Base: All US children over age 13 who have a social media account</b>	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%

**HY1\_q4.** Which, if any, of the following video games do you play online? Please select all that apply.

Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base: All US children age 8 to 17</b>	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%	12%	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%	7%	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%

**HY1\_q5.** Which, if any, of the following films and/or TV series have you ever heard of? Please select all that apply.

# YouGov RealTime

## Youth Omnibus

US\_nat Sample: 6th - 12th September 2019



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

**HY1\_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.

Unweighted base	1002	170	197	414	221	223	311	408	60
<b>Base</b>	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%

**HY1\_q2.** Do you have any social media accounts?

Unweighted base	501	83	80	232	106	108	143	220	30
<b>Base: All US children over age 13</b>	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%

**HY1\_q3.** Which, if any, of the following social media platforms do you use most often?

Unweighted base	425	68	67	199	91	86	126	192	21
<b>Base: All US children over age 13 who have a social media account</b>	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%	-

**HY1\_q4.** Which, if any, of the following video games do you play online? Please select all that apply.

Unweighted base	1002	170	197	414	221	223	311	408	60
<b>Base: All US children age 8 to 17</b>	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%

**HY1\_q5.** Which, if any, of the following films and/or TV series have you ever heard of? Please select all that apply.

**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			
Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base: All US children age 8 to 17</b>	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%	58%
Lord of the Rings	64%	67%	60%	49%	49%	49%	65%	66%	63%	68%	76%	73%	75%	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.**

Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base: All US children age 8 to 17</b>	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%	10%	13%	5%	10%	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%	21%	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?**

Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base: All US children age 8 to 17</b>	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?**

Unweighted base	607	297	310	83	84	81	74	62	61	46	40	45	31	384	223
<b>Base: All US children age 8 to 17 who plan to dress up for Halloween</b>	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?**

Unweighted base	1002	522	480	100	100	101	100	100	100	100	100	100	101	501	501
<b>Base: All US children age 8 to 17</b>	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%

**YouGov RealTime**  
**Youth Omnibus**

US\_nat Sample: 6th - 12th September 2019



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
<b>Base: All US children age 8 to 17</b>	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.**

Unweighted base	1002	170	197	414	221	223	311	408	60
<b>Base: All US children age 8 to 17</b>	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?**

Unweighted base	1002	170	197	414	221	223	311	408	60
<b>Base: All US children age 8 to 17</b>	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?**

Unweighted base	607	109	122	230	146	123	194	260	30
<b>Base: All US children age 8 to 17 who plan to dress up for Halloween</b>	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?**

Unweighted base	1002	170	197	414	221	223	311	408	60
<b>Base: All US children age 8 to 17</b>	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



	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 (C)