



Survey results from 07/01/08 thru 10/06/2008.

Question: What Halloween costume best describes the state of your "piggy bank?"

Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	16 %	198
Spider (hanging on by a thread)	9 %	117
Skeleton (holding together but savings are bare bones)	28 %	330
Train Engineer (everything's on track)	27 %	322
Clown (a joke, laughable, ridiculous)	17 %	205
		Total Votes: 1172

Demographic Data

Age

Option	Percentage	Votes
17 or younger	37 %	435
18 - 29	22 %	262
30 - 45	21 %	252
46 - 59	16 %	193
60 or older	2 %	30
		Total Votes: 1172

Gender

Option	Percentage	Votes
Male	35 %	420
Female	64 %	752
		Total Votes: 1172

Location

Option	Percentage	Votes
Midwest	60 %	713
Northeast	13 %	153
South	12 %	149
West	7 %	83
Other	6 %	74
		Total Votes: 1172

Age		
17 or younger		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	28 %	126
Spider (hanging on by a thread)	9 %	41
Skeleton (holding together but savings are bare bones)	18 %	80
Train Engineer (everything's on track)	26 %	117
Clown (a joke, laughable, ridiculous)	16 %	71
Total Votes: 435		

18 - 29		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	7 %	20
Spider (hanging on by a thread)	9 %	26
Skeleton (holding together but savings are bare bones)	39 %	103
Train Engineer (everything's on track)	25 %	67
Clown (a joke, laughable, ridiculous)	17 %	46
Total Votes: 262		

30 - 45		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	7 %	20
Spider (hanging on by a thread)	7 %	20
Skeleton (holding together but savings are bare bones)	37 %	95
Train Engineer (everything's on track)	28 %	71
Clown (a joke, laughable, ridiculous)	18 %	46
Total Votes: 252		

46 - 59		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	12 %	25
Spider (hanging on by a thread)	12 %	25
Skeleton (holding together but savings are bare bones)	25 %	49
Train Engineer (everything's on track)	31 %	61
Clown (a joke, laughable, ridiculous)	17 %	33
Total Votes: 193		

60 or older		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	23 %	7
Spider (hanging on by a thread)	16 %	5
Skeleton (holding together but savings are bare bones)	10 %	3
Train Engineer (everything's on track)	20 %	6
Clown (a joke, laughable, ridiculous)	30 %	9
Total Votes: 30		

Gender		
Male		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	22 %	95
Spider (hanging on by a thread)	8 %	34
Skeleton (holding together but savings are bare bones)	21 %	92
Train Engineer (everything's on track)	31 %	131
Clown (a joke, laughable, ridiculous)	16 %	68
Total Votes: 420		

Female		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	13 %	103
Spider (hanging on by a thread)	11 %	83
Skeleton (holding together but savings are bare bones)	31 %	238
Train Engineer (everything's on track)	25 %	191
Clown (a joke, laughable, ridiculous)	18 %	137
Total Votes: 752		

Location		
Midwest		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	13 %	98
Spider (hanging on by a thread)	10 %	73
Skeleton (holding together but savings are bare bones)	30 %	214
Train Engineer (everything's on track)	29 %	212
Clown (a joke, laughable, ridiculous)	16 %	116
Total Votes: 713		

Northeast		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	16 %	26
Spider (hanging on by a thread)	8 %	13
Skeleton (holding together but savings are bare bones)	23 %	36
Train Engineer (everything's on track)	32 %	50
Clown (a joke, laughable, ridiculous)	18 %	28
Total Votes: 153		

South		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	22 %	33
Spider (hanging on by a thread)	12 %	18
Skeleton (holding together but savings are bare bones)	26 %	39
Train Engineer (everything's on track)	18 %	27
Clown (a joke, laughable, ridiculous)	21 %	32
Total Votes: 149		

West		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	21 %	18
Spider (hanging on by a thread)	9 %	8
Skeleton (holding together but savings are bare bones)	37 %	31
Train Engineer (everything's on track)	18 %	15
Clown (a joke, laughable, ridiculous)	13 %	11
Total Votes: 83		

Other		
Option	Percentage	Votes
Superhero (strong, solid, unshakeable savings)	31 %	23
Spider (hanging on by a thread)	6 %	5
Skeleton (holding together but savings are bare bones)	13 %	10
Train Engineer (everything's on track)	24 %	18
Clown (a joke, laughable, ridiculous)	24 %	18
Total Votes: 74		