



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

Question: If your hard-earned coins were Halloween candy, what would best describe your eating (savings) habits?

Option	Percentage	Votes
Save half for yourself; give half to others	7 %	28
Trade it for more / better candy	17 %	64
Save it all in case you want / need it later	24 %	90
Portion it out slowly and equally ... you want it to last until next Halloween!	33 %	124
Gobble it all up as fast as you get it	18 %	69
		Total Votes: 375

Demographic Data

Age		
Option	Percentage	Votes
17 or younger	44 %	167
18 - 29	21 %	79
30 - 45	17 %	64
46 - 59	13 %	51
60 or older	3 %	14
		Total Votes: 375

Gender

Option	Percentage	Votes
Male	35 %	134
Female	64 %	241
		Total Votes: 375

Location

Option	Percentage	Votes
Midwest	57 %	214
Northeast	11 %	44
South	16 %	61
West	5 %	20
Other	9 %	36
		Total Votes: 375

Age		
17 or younger		
Option	Percentage	Votes
Save half for yourself; give half to others	6 %	11
Trade it for more / better candy	22 %	38
Save it all in case you want / need it later	31 %	53
Portion it out slowly and equally ... you want it to last until next Halloween!	22 %	38
Gobble it all up as fast as you get it	16 %	27
Total Votes: 167		

18 - 29		
Option	Percentage	Votes
Save half for yourself; give half to others	11 %	9
Trade it for more / better candy	11 %	9
Save it all in case you want / need it later	21 %	17
Portion it out slowly and equally ... you want it to last until next Halloween!	43 %	34
Gobble it all up as fast as you get it	12 %	10
Total Votes: 79		

30 - 45		
Option	Percentage	Votes
Save half for yourself; give half to others	6 %	4
Trade it for more / better candy	14 %	9
Save it all in case you want / need it later	18 %	12
Portion it out slowly and equally ... you want it to last until next Halloween!	34 %	22
Gobble it all up as fast as you get it	26 %	17
Total Votes: 64		

46 - 59		
Option	Percentage	Votes
Save half for yourself; give half to others	3 %	2
Trade it for more / better candy	9 %	5
Save it all in case you want / need it later	9 %	5
Portion it out slowly and equally ... you want it to last until next Halloween!	52 %	27
Gobble it all up as fast as you get it	23 %	12
Total Votes: 51		

60 or older		
Option	Percentage	Votes
Save half for yourself; give half to others	14 %	2
Trade it for more / better candy	21 %	3
Save it all in case you want / need it later	21 %	3
Portion it out slowly and equally ... you want it to last until next Halloween!	21 %	3
Gobble it all up as fast as you get it	21 %	3
Total Votes: 14		

Gender		
Male		
Option	Percentage	Votes
Save half for yourself; give half to others	5 %	8
Trade it for more / better candy	24 %	33
Save it all in case you want / need it later	26 %	35
Portion it out slowly and equally ... you want it to last until next Halloween!	27 %	37
Gobble it all up as fast as you get it	15 %	21
Total Votes: 134		

Female		
Option	Percentage	Votes
Save half for yourself; give half to others	8 %	20
Trade it for more / better candy	12 %	31
Save it all in case you want / need it later	22 %	55
Portion it out slowly and equally ... you want it to last until next Halloween!	36 %	87
Gobble it all up as fast as you get it	19 %	48
Total Votes: 241		

Location		
Midwest		
Option	Percentage	Votes
Save half for yourself; give half to others	7 %	15
Trade it for more / better candy	14 %	32
Save it all in case you want / need it later	21 %	47
Portion it out slowly and equally ... you want it to last until next Halloween!	39 %	84
Gobble it all up as fast as you get it	16 %	36
Total Votes: 214		

Northeast		
Option	Percentage	Votes
Save half for yourself; give half to others	9 %	4
Trade it for more / better candy	13 %	6
Save it all in case you want / need it later	22 %	10
Portion it out slowly and equally ... you want it to last until next Halloween!	31 %	14
Gobble it all up as fast as you get it	22 %	10
Total Votes: 44		

South		
Option	Percentage	Votes
Save half for yourself; give half to others	11 %	7
Trade it for more / better candy	21 %	13
Save it all in case you want / need it later	26 %	16
Portion it out slowly and equally ... you want it to last until next Halloween!	26 %	16
Gobble it all up as fast as you get it	14 %	9
Total Votes: 61		

West		
Option	Percentage	Votes
Save half for yourself; give half to others	5 %	1
Trade it for more / better candy	15 %	3
Save it all in case you want / need it later	20 %	4
Portion it out slowly and equally ... you want it to last until next Halloween!	25 %	5
Gobble it all up as fast as you get it	35 %	7
Total Votes: 20		

Other		
Option	Percentage	Votes
Save half for yourself; give half to others	2 %	1
Trade it for more / better candy	27 %	10
Save it all in case you want / need it later	36 %	13
Portion it out slowly and equally ... you want it to last until next Halloween!	13 %	5
Gobble it all up as fast as you get it	19 %	7
Total Votes: 36		