



synovate

Research reinvented

eNation Methodology

An Overview

SAMPLE

Each week eNation completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Synovate's Consumer Opinion Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate.

SURVEY

Panelists are given up to 3 days to complete the online survey by connecting to a link contained in the e-mail invitation. Individuals are re-screened at the beginning of the survey to ensure that quotas are accurate. The survey itself consists of non-competing client-specific questions and a shared set of standard demographic questions. eNation provides transitions between client segments to ensure smooth survey flow.

TABULATION

eNation survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, INCOME, MARITAL STATUS, CHILD IN HOUSEHOLD
- B. REGION, RACE, EDUCATION, EMPLOYMENT STATUS, PRIMARY GROCERY SHOPPER, HOME OWNERSHIP

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

INTERNAL
US NEWS HALLOWEEN STUDY

Total sample.

For Qu.1, randomize answer list.

1. With two young daughters, we might see President Obama out trick-or-treating with them on Halloween. Which of the following costumes fits your view of the president?

(Please select one.)

Comeback Kid Bill Clinton

Confident Superman

Hapless Charlie Brown

Thoughtful Albert Einstein

TV super doctor Derek Shepherd

INTERNAL - US News Halloween Study

Question 1

With two young daughters, we might see President Obama out trick-or-treating with them on Halloween. Which of the following costumes fits your view of the president?

Base: Total respondents

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN HOUSEHOLD	
	Total	Male	Fe- male	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar- ried	Othr	Yes	No
	====	====	====	==	==	==	==	==	====	====	====	====	====	====	====	====	====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Confident Superman	384 38.4	179 37.0	204 39.7	52 41.3h	78 43.4F	61 32.5	83 42.4f	43 28.9	68 41.2H	81 40.7	76 32.1	78 40.9k	148 39.9k	233 39.8	149 36.9	131 36.7	252 39.3
Hapless Charlie Brown	273 27.3	146 30.2c	126 24.5	25 20.1	40 22.2	52 27.7	58 29.7	55 37.1D	43 26.0	48 24.1	71 29.6	51 26.8	103 27.7	181 31.0O	88 21.8	97 27.1	176 27.4
Thoughtful Albert Einstein	185 18.5	83 17.2	102 19.8	28 22.0	30 16.9	39 20.7	30 15.3	27 18.3	32 19.2	41 20.6	52 21.8	30 15.6	63 16.9	85 14.5	97 24.0N	65 18.3	120 18.7
Comeback Kid Bill Clinton	86 8.6	43 8.8	43 8.4	14 11.5	16 8.8	19 10.3	12 6.2	11 7.2	14 8.3	16 8.2	23 9.8	11 5.5	36 9.6	41 6.9	43 10.8n	31 8.7	55 8.5
TV super doctor Derek Shepherd	72 7.2	33 6.8	39 7.6	7 5.2	15 8.6	16 8.8	12 6.4	13 8.5	9 5.3	13 6.4	16 6.7	21 11.2M	22 5.9	46 7.8	27 6.6	33 9.2	39 6.1

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Question 1

With two young daughters, we might see President Obama out trick-or-treating with them on Halloween. Which of the following costumes fits your view of the president?

Base: Total respondents

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- Own	
	Total	North East	Mid-West	South	West	White	Non-White	High Schl./less	Some Coll./Grad	Post-Grad	Full Time	Part Time	Self-Empl.	Re-tired	Not Empl.		per
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Confident Superman	384 38.4	68 37.8	89 39.4	138 37.5	88 39.3	267 33.2	113 61.2F	113 42.9	218 37.1	52 36.5	172 42.9M	32 38.1	22 27.3	73 39.1	83 35.1	248 36.1	271 37.3
Hapless Charlie Brown	273 27.3	48 26.3	61 26.8	108 29.3	57 25.2	251 31.3G	16 8.6	65 24.8	161 27.4	43 30.3	107 26.8	20 23.6	22 26.9	55 29.4	66 27.9	181 26.3	210 29.0
Thoughtful Albert Einstein	185 18.5	39 21.3	37 16.2	62 16.9	48 21.4	151 18.8	33 18.0	49 18.7	104 17.7	31 22.1	66 16.4	15 17.8	22 27.4K	39 20.9	42 17.6	146 21.1	129 17.8
Comeback Kid Bill Clinton	86 8.6	17 9.2	21 9.5	32 8.6	16 7.1	71 8.9	14 7.3	22 8.4	52 8.9	10 7.0	31 7.8	7 8.2	7 8.6	9 4.8	30 12.6kN	61 8.9	58 8.0
TV super doctor Derek Shepherd	72 7.2	10 5.5	18 8.1	28 7.7	16 6.9	62 7.8	9 5.0	14 5.3	53 8.9j	6 4.2	25 6.2	10 12.2k	8 9.9	11 5.8	16 6.9	52 7.5	57 7.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Region

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
====	====	====	====	==	==	==	==	==	====	====	====	====	====	====	====	==	==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Northeast	181 18.1	84 17.2	97 18.9	35 28.0E	30 17.0	29 15.4	40 20.2	24 16.1	23 14.2	30 15.0	41 17.4	26 13.8	84 22.5jL	98 16.8	81 20.0	67 18.8	114 17.7
				FHI													
Mid-West	226 22.6	108 22.3	118 22.9	32 25.2f	45 25.2F	30 16.1	43 21.8	39 26.3F	37 22.8	53 26.6	50 21.0	45 23.5	78 21.0	145 24.7o	78 19.3	88 24.7	138 21.4
South	368 36.8	189 38.9	179 34.8	37 29.4	70 39.0	83 44.2D	72 36.7	51 34.6	55 33.7	72 36.3	90 37.6	77 40.1	130 34.8	218 37.2	148 36.6	130 36.4	238 37.0
					hi												
West	225 22.5	104 21.5	121 23.4	22 17.5	34 18.7	45 24.3	42 21.4	34 23.0	48 29.3dE	44 22.1	57 23.9	43 22.6	81 21.7	124 21.2	97 24.1	72 20.0	153 23.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Gender

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	male	Fe-	18	25	35	45	55	Under	\$25K-	\$50K-	\$75K+	ried	Othr	Yes	No	
Total	====	====	====	==	==	==	==	==	====	====	====	====	====	====	==	==	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Male	485	485	-	74	83	95	90	60	83	88	109	93	195	289	191	160	325
	48.5	100.0	C	58.4	e 46.4	51.0	h 45.9	40.8	50.5	44.6	45.9	48.4	52.3	49.4	47.3	44.8	50.6
				g	H												
Female	515	-	515	52	96	92	106	88	81	110	129	99	177	296	213	198	317
	51.5	-	100.0	41.6	53.6	d 49.0	54.1	d 59.2	D 49.5	55.4	54.1	51.6	47.7	50.6	52.7	55.2	49.4
			B					f									

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Head of household

	--GENDER--			*----- AGE -----*					*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN		
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Yes	852 85.2	397 81.8	456 88.5	52 41.3	143 79.9D	169 90.3D	190 97.2D	143 96.4D	155 94.6DE	160 81.0	205 86.1	163 84.8	324 87.1	560 95.6O	285 70.4	314 87.8	538 83.8
No	140 14.0	83 17.1C	58 11.2	72 57.3E	33 18.4FG	18 9.7GH	6 2.8	5 3.1	7 4.3	35 17.8	32 13.3	28 14.4	46 12.4	23 4.0	116 28.8N	42 11.8	98 15.3
Prefer not to answer	7 0.7	6 1.1	2 0.4	2 1.4	3 1.7fg	-	-	1 0.5	2 1.1	2 1.2	2 0.7	2 0.8	2 0.5	2 0.4	3 0.8	2 0.4	6 0.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Age of respondent

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	female		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
====	====	====	====	==	==	==	==	==	====	====	====	====	====	====	====	====	====
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Under 25	126 12.6	74 15.2C	52 10.2	126 10.0EFGH I	-	-	-	-	-	34 17.0M	33 13.8	22 11.6	37 10.0	23 3.9	102 25.3N	50 13.9	76 11.9
25 to 34	179 17.9	83 17.1	96 18.6	-	179 100.0DFGH I	-	-	-	-	40 20.2M	49 20.6M	46 24.0M	44 11.8	92 15.7	85 21.0n	113 31.6Q	66 10.2
35 to 44	187 18.7	95 19.7	92 17.8	-	-	187 100.0DEGH I	-	-	-	28 14.3	39 16.4	36 18.5	84 22.6jk	125 21.3O	62 15.4	114 31.9Q	73 11.3
45 to 54	196 19.6	90 18.5	106 20.6	-	-	-	196 100.0DEFH I	-	-	32 16.1	33 13.8	40 20.7k	91 24.5jk	139 23.8O	54 13.4	63 17.6	133 20.7
55 to 64	148 14.8	60 12.5	88 17.0b	-	-	-	-	148 100.0DEFG I	-	20 10.1	37 15.7	24 12.3	67 18.0Jl	101 17.2O	45 11.1	9 2.5	139 21.6P
65 to 74	129 12.9	68 14.1	60 11.7	-	-	-	-	-	129 78.4DEF GH	35 17.6lm	33 13.8	19 10.0	42 11.2	84 14.3	43 10.7	8 2.1	121 18.8P
75 to 84	28 2.8	12 2.6	16 3.1	-	-	-	-	-	28 17.4DEFG H	6 3.0	12 5.0M	4 2.3	6 1.6	19 3.3	8 2.1	-	28 4.4P
85 or older	7 0.7	2 0.4	5 1.0	-	-	-	-	-	7 4.3dEFG H	3 1.6	2 0.9	1 0.5	1 0.2	2 0.4	5 1.1	1 0.2	6 1.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Age of respondent

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	-----			-----						-----				* STATUS *		HOUSEHOLD	
	Male	female		18 to	25 to	35 to	45 to	55 to	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
===== Total ===== (A)	===== Male ===== (B)	===== female ===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Mean	45.6	44.6	46.5	20.6	29.7D	40.2D	50.0D	59.2D	70.9DEF	44.9	46.1	43.7	46.6L	48.90	40.7	37.1	50.4P
Standard Deviation	16.61	16.94	16.25	1.99	2.79	2.68	2.74	2.66	5.56	18.63	17.78	15.92	14.91	14.61	18.03	11.35	17.16
Standard Error	0.59	0.87	0.79	0.22	0.21	0.22	0.22	0.21	0.55	1.66	1.22	1.17	0.87	0.65	1.05	0.66	0.76
Median	45	44	46	20	30	41	50	59	69	43	44	42	47	49	38	37	53

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Household income

	Total =====	*--GENDER--*			*----- AGE -----*					*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
		Male =====	female =====		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K =====	\$25K- <\$50K =====	\$50K- <\$75K =====	\$75K+	Mar- ried =====	Othr =====	Yes =====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Under \$15K (12.5)	89 8.9	30 6.3	58 11.4 B	19 15.1 gH	22 12.2 fH	12 6.7	14 7.2	7 4.5	15 9.0	89 44.9 KLM	-	-	-	32 5.5	53 13.2 N	29 8.0	60 9.4
\$15K to < \$20K (17.5)	41 4.1	26 5.4 c	15 2.9	10 7.6 FH	8 4.4 f	2 1.2	7 3.4	3 1.8	12 7.5 FH	41 20.8 KLM	-	-	-	13 2.2	28 7.0 N	11 3.1	30 4.7
\$20K to < \$25K (22.5)	68 6.8	31 6.5	36 7.1	5 4.0	10 5.7	14 7.2	11 5.8	11 7.2	17 10.4	68 34.2 KLM	-	-	-	37 6.3	30 7.5	22 6.1	46 7.1
\$25K to < \$30K (27.5)	47 4.7	20 4.0	27 5.3	7 5.3	7 4.1	3 1.7	5 2.5	8 5.4 f	17 10.2 eFG	-	47 19.6 JLM	-	-	21 3.5	26 6.3 n	16 4.3	31 4.8
\$30K to < \$40K (35.0)	113 11.3	64 13.2	49 9.6	14 11.4	28 15.8 gH	23 12.5	15 7.6	14 9.6	18 10.9	-	113 47.6 JLM	-	-	56 9.6	54 13.3	39 11.0	74 11.5
\$40K to < \$50K (45.0)	78 7.8	26 5.3	52 10.2 B	12 9.3	13 7.5	12 6.7	13 6.7	15 10.3	12 7.4	-	78 32.8 JLM	-	-	44 7.6	33 8.1	25 7.1	53 8.2
\$50K to < \$75K (62.5)	192 19.2	93 19.1	99 19.2	22 17.6	46 25.8 H	36 19.0	40 20.3	24 16.0	25 15.0	-	-	192 100.0 JKM	-	119 20.3	73 18.1	86 24.0 Q	106 16.5
\$75K to < \$100K (87.5)	184 18.4	106 21.8 C	78 15.1	25 20.1 e	21 11.5	45 24.3 E	41 21.0 E	31 21.1 E	20 12.1	-	-	-	184 49.3 JK	125 21.3 O	58 14.4	68 19.0	116 18.0
\$100K or more (112.5)	188 18.8	89 18.3	100 19.3	12 9.6	23 13.1	38 20.6 D	50 25.6 D	36 24.2 D	29 17.4	-	-	-	188 50.7 JK	138 23.6 O	49 12.2	62 17.4	126 19.7

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household income

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to	25 to	35 to	45 to	55 to	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Mean	61.4	63.0	59.9	53.1	54.5	66.9D	69.0D	67.6D	54.4	17.0	36.8J	62.5	100.2JK	68.1O	52.2	62.3	60.8
Standard Deviation	34.16	33.65	34.60	32.56	31.90	33.13	34.39	33.95	35.01	4.43	6.38	0.00	12.52	33.40	32.91	32.78	34.92
Standard Error	1.21	1.73	1.69	3.53	2.41	2.65	2.79	2.71	3.46	0.40	0.44	0.00	0.73	1.49	1.92	1.91	1.55
Median	50.8	53.5	48.3	42.0	45.2	57.8	59.6	57.3	37.7	13.7	32.3	53.8	87.8	58.1	38.4	52.6	49.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Education

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Post Graduate (net)	141 14.1	68 13.9	74 14.3	5 4.0	19 10.9d	32 17.2D e	38 19.5D E	20 13.2D	27 16.4D	16 8.0	22 9.3	18 9.5	85 22.9JK L	87 14.9	54 13.3	47 13.0	95 14.8
Master's Degree (MA, MS, MBA)	99 9.9	42 8.6	57 11.0	5 4.0	12 6.7	25 13.2De	18 9.4	16 10.6d	23 14.0De	11 5.5	17 7.1	15 7.7	56 15.1JK L	62 10.6	37 9.1	32 8.9	67 10.4
Doctorate (PhD)	20 2.0	8 1.7	12 2.3	- -	2 1.4	1 0.7	14 7.1DE FHI	2 1.5	- -	- -	2 0.7	2 1.2	16 4.3JKL	9 1.6	10 2.6	5 1.5	14 2.3
Professional Degree (MD, JD)	23 2.3	18 3.6C	5 1.0	- -	5 2.8d	6 3.3d	6 3.0	2 1.1	4 2.5	5 2.6	4 1.5	1 0.5	13 3.5L	16 2.7	7 1.6	9 2.6	13 2.1
Prefer not to answer	8 0.8	5 1.1	2 0.4	1 1.0	3 1.5	- -	- -	1 0.9	2 1.5	4 1.91	2 0.8	- -	2 0.5	1 0.3	3 0.7	2 0.5	6 0.9

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Employment status

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	female		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Employed (net)	567 56.7	304 62.7C	263 51.1	64 50.7I	119 66.7D HI	135 72.0D HI	147 74.9D HI	71 48.0I	32 19.3	71 35.6	135 56.8J	116 60.5J	245 66.0JK	346 59.2	217 53.6	236 65.9Q	331 51.6
Works for someone else full-time	401 40.1	221 45.6C	181 35.1	34 26.8I	99 55.0D HI	100 53.4D HI	112 57.3D HI	51 34.5I	6 3.7	30 15.2	95 39.9J	85 44.1J	192 51.5JK	249 42.5	149 37.0	165 46.0Q	237 36.9
Self-employed	81 8.1	46 9.5	35 6.7	8 6.4	9 5.0	16 8.8	21 10.8e	13 8.8	13 8.0	16 8.2	27 11.4M	14 7.4	23 6.2	50 8.5	30 7.4	41 11.4Q	40 6.2
Works for someone else part-time only	85 8.5	37 7.6	48 9.3	22 17.5Ef GHI	12 6.6	18 9.8h	13 6.9	7 4.8	12 7.6	24 12.2K	13 5.5	17 9.0	31 8.3	48 8.1	38 9.3	30 8.5	55 8.5
Not employed (net)	425 42.5	177 36.5	248 48.1 B	61 48.5E FG	58 32.6	51 27.1	48 24.4	77 52.0E FG	130 79.3DEF GH	124 62.6KL M	101 42.5M	75 39.2	125 33.5	236 40.4	185 45.9	120 33.6	305 47.5P
Temporarily unemployed	66 6.6	33 6.9	33 6.3	11 8.7I	17 9.3h I	19 10.0hI	12 6.3I	6 4.4i	1 0.6	30 15.0KLM	13 5.4	10 5.2	14 3.6	22 3.7	44 10.9N	26 7.1	40 6.3
Retired and not employed	188 18.8	91 18.7	97 18.9	1 0.8	-	1 0.6	13 6.7D EF	50 33.7D EFG	123 74.8DEF GH	39 19.8	48 20.1	35 18.0	66 17.8	124 21.1o	63 15.5	9 2.6	179 27.8P
Student, disabled, etc., not employed	91 9.1	45 9.3	46 8.9	44 35.3E FGHI	19 10.8fg HI	10 5.2I	10 5.1I	7 4.9I	-	34 16.9KLM	23 9.5	11 5.9	23 6.3	17 3.0	73 18.1N	31 8.7	60 9.3

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Employment status

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Full-time homemaker	81 8.1	8 1.7	72 14.1B	5 3.7	22 12.6D	21 11.4DI	12 6.4	13 9.0i	6 3.8	22 10.9m	18 7.6	19 10.1m	22 5.8	74 12.6O	6 1.4	54 15.2Q	26 4.1
Prefer not to answer	8 0.8	4 0.8	4 0.7	1 0.9	1 0.7	2 0.9	1 0.7	- -	2 1.5	4 1.8	1 0.6	1 0.4	2 0.5	3 0.5	2 0.5	2 0.5	6 0.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Marital status

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	female		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Now married	585 58.5	289 59.6	296 57.5	23 18.3	92 51.4D	125 66.8D	139 71.0D	101 68.0D	106 64.4DE	82 41.4	122 51.1j	119 61.9J	263 70.6J	585 100.00	-	250 69.8Q	335 52.2
Not married (net)	404 40.4	191 39.4	213 41.4	102 81.0E	85 47.3F	62 33.2	54 27.6	45 30.4	56 34.2	112 56.4kL	112 47.1lM	73 38.1M	107 28.8	-	404 100.0N	104 29.1	300 46.7P
Widowed	29 2.9	9 1.9	19 3.7	-	-	-	3 1.5	7 4.4D	19 11.7DEFG	5 2.4	9 3.9	7 3.7	8 2.1	-	29 7.1N	5 1.4	24 3.7p
Divorced	96 9.6	37 7.7	59 11.4b	3 2.1	8 4.4	13 6.8	22 11.1D	26 17.9D	25 15.0DEF	22 11.2M	34 14.1M	23 12.0M	17 4.6	-	96 23.8N	26 7.2	70 11.0p
Separated	20 2.0	6 1.2	14 2.7	-	5 2.7H	8 4.1Dg	2 1.0	-	5 3.2h	7 3.5	5 2.0	3 1.7	5 1.2	-	20 4.9N	8 2.1	12 1.9
Never married	260 26.0	138 28.5	121 23.5	99 78.9E	72 40.2F	42 22.3g	27 14.0I	12 8.1	7 4.3	78 39.3KL	64 27.1	40 20.6	78 20.9	-	260 64.3N	66 18.4	194 30.2P
Prefer not to answer	11 1.1	5 1.1	6 1.1	1 0.8	2 1.3	-	3 1.4	2 1.6f	2 1.5	4 2.21	4 1.91	-	2 0.6	-	-	4 1.2	7 1.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household Size

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL * * STATUS *		CHILD IN HOUSEHOLD	
	Male	female		18 to	25 to	35 to	45 to	55 to	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar- ried	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
1	130 13.0	58 11.9	73 14.1	7 5.5	13 7.3	21 11.2	29 14.8D E	29 19.4D EF	32 19.2DEF	37 18.7LM	47 19.7LM	19 10.1	27 7.2	4 0.7	124 30.7N	- -	130 20.3P
2	378 37.8	180 37.2	197 38.3	23 18.6	38 21.5	34 18.3	79 40.5D EF	87 59.0D EFG	115 70.1DEF Gh	69 34.8	82 34.4	65 34.0	162 43.4KL	268 45.7O	106 26.3	11 3.1	366 57.0P
3	185 18.5	92 18.9	93 18.1	35 27.7G HI	41 22.9h I	43 22.8h I	31 15.9i	22 14.9i	13 7.9	37 18.7	45 18.7	38 19.6	65 17.5	108 18.5	74 18.2	93 26.1Q	91 14.2
4	183 18.3	106 21.8C	78 15.1	38 30.5G HI	56 31.5G HI	49 26.3G HI	30 15.6HI	8 5.2I	1 0.7	33 16.5	39 16.2	40 20.8	72 19.4	128 21.9O	55 13.6	139 38.9Q	44 6.9
5	83 8.3	37 7.5	47 9.1	16 12.9H I	20 11.1H I	29 15.4gH I	16 8.2HI	2 1.5	-	16 8.2	14 5.9	20 10.6k	32 8.7	50 8.5	31 7.7	74 20.7Q	9 1.4
6	25 2.5	10 2.0	15 2.9	3 2.1	7 3.7HI	9 4.8HI	6 3.2Hi	-	-	2 1.1	5 2.1	8 4.0	10 2.6	19 3.2	6 1.4	24 6.7Q	1 0.1
7	11 1.1	2 0.3	9 1.8B	3 2.0	2 1.1	1 0.7	2 0.9	-	3 2.1	3 1.5	5 2.3M	2 0.8	1 0.2	2 0.4	9 2.1N	10 2.8Q	1 0.1
8 or more	6 0.6	2 0.4	4 0.7	1 0.8	2 1.0	1 0.6	2 1.0	-	-	1 0.5	2 0.6	-	3 0.8	6 1.0o	-	6 1.6Q	-
Mean	2.9	2.9	2.9	3.4GH I	3.4GH I	3.4GH I	2.8HI	2.1	2.0	2.7	2.7	3.0jK	2.9	3.1O	2.5	4.2Q	2.1
Standard Deviation	1.39	1.30	1.47	1.32	1.37	1.44	1.45	0.82	0.91	1.41	1.48	1.37	1.32	1.28	1.48	1.16	0.88
Standard Error	0.05	0.07	0.07	0.14	0.10	0.12	0.12	0.07	0.09	0.13	0.10	0.10	0.08	0.06	0.09	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household Size

	--GENDER--			*----- AGE -----*					*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN		
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Median	2.0	2.0	1.9	2.9	2.9	2.9	1.9	1.5	1.4	1.9	1.9	2.3	2.0	2.2	1.7	3.5	1.5

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Child in the household under 6

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	female		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
====	====	====	====	==	==	==	==	==	==	====	====	====	====	====	====	==	==
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
None	840 84.0	412 85.0	428 83.1	110 87.4E F	97 54.1	143 76.3E	185 94.3d EF	145 98.3D EFg	161 97.9DEF	164 82.8	198 83.2	153 79.8	325 87.4L	467 79.9	365 90.3N	198 55.4	642 100.0P
1	105 10.5	46 9.5	59 11.4	10 8.1H i	45 25.4D GHI	35 18.9DG	8 4.1	3 1.7	3 2.1	19 9.7	24 10.2	30 15.8kM	31 8.3	79 13.6O	25 6.1	105 29.3Q	-
2	45 4.5	22 4.5	23 4.4	5 3.7H I	31 17.3DF GHI	7 3.7HI	2 1.1	-	-	11 5.6	13 5.6	8 4.3	12 3.2	29 5.0	14 3.5	45 12.5Q	-
3	8 0.8	4 0.8	4 0.7	-	5 2.6Hi	2 1.1	1 0.5	-	-	4 1.9I	1 0.3	-	3 0.9	7 1.1o	-	8 2.2Q	-
4	2 0.2	1 0.1	2 0.3	1 0.8	1 0.7	-	-	-	-	-	2 0.7	-	1 0.2	2 0.4	-	2 0.6q	-
Mean	0.2	0.2	0.2	0.2gH I	0.7DF GHI	0.3GH I	0.1h	*	*	0.3	0.3	0.2	0.2	0.30	0.1	0.6Q	0.0
Standard Deviation	0.58	0.57	0.59	0.57	0.89	0.59	0.36	0.13	0.14	0.65	0.63	0.52	0.54	0.65	0.43	0.83	0.00
Standard Error	0.02	0.03	0.03	0.06	0.07	0.05	0.03	0.01	0.01	0.06	0.04	0.04	0.03	0.03	0.03	0.05	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Child in the household 6 to 12

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
====	====	====	====	==	==	==	==	==	====	====	====	====	====	====	====	====	====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
None	831 83.1	420 86.6C	411 79.8	111 88.2E F	123 68.9	116 61.8	175 89.4E F	144 97.3D EFG	162 98.5DEF G	160 80.7	204 85.9	155 80.6	312 83.8	464 79.3	356 88.1N	189 52.7	642 100.0P
1	101 10.1	39 8.0	62 12.1 b	13 10.3H I	37 20.4D GHI	35 18.7dG HI	10 5.3	4 2.7	2 1.5	29 14.5m	21 8.8	20 10.7	31 8.4	64 11.0	37 9.2	101 28.3Q	-
2	62 6.2	24 4.9	38 7.4	2 1.5	16 8.9D HI	35 18.7DE GHI	9 4.5HI	-	-	9 4.4	10 4.2	15 8.0	28 7.4	52 8.9O	10 2.4	62 17.2Q	-
3	5 0.5	1 0.3	3 0.7	-	3 1.5	1 0.7	1 0.4	-	-	1 0.4	2 0.9	1 0.7	1 0.2	3 0.6	1 0.3	5 1.3Q	-
5 or more	1 0.1	1 0.2	1 0.1	-	1 0.3	-	1 0.4	-	-	-	1 0.2	-	1 0.2	1 0.2	-	1 0.4	-
Mean	0.2	0.2	0.3B	0.1HI	0.4DG	0.6DG	0.2HI	*	*	0.2	0.2	0.3	0.2	0.30	0.1	0.7Q	0.0
Standard Deviation	0.60	0.55	0.65	0.38	0.76	0.82	0.59	0.16	0.12	0.55	0.59	0.64	0.62	0.69	0.44	0.85	0.00
Standard Error	0.02	0.03	0.03	0.04	0.06	0.07	0.05	0.01	0.01	0.05	0.04	0.05	0.04	0.03	0.03	0.05	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

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Child in the household 13 to 17

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
====	====	====	====	==	==	==	==	==	====	====	====	====	====	====	====	====	====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
None	838 83.8	413 85.1	425 82.5	91 72.4	159 88.8D FG	137 73.4	148 75.7	145 97.7D EFG	157 96.0DEF G	179 90.4kL M	200 84.0	154 80.3	305 81.9	485 82.8	344 85.2	196 54.6	642 100.0P
1	113 11.3	48 10.0	65 12.6	28 22.4E HI	18 10.0H i	30 16.1H	29 14.8HI	2 1.1	7 4.0	13 6.6	32 13.4J	26 13.7J	42 11.3	62 10.7	49 12.0	113 31.7Q	-
2	44 4.4	22 4.4	23 4.4	7 5.2eh I	2 1.2	18 9.5EH I	16 8.2EH I	2 1.2	-	6 3.0	6 2.5	11 5.6	22 5.8k	34 5.80	10 2.5	44 12.4Q	-
3	3 0.3	2 0.3	1 0.2	-	-	-	3 1.3	-	-	-	-	-	3 0.7	3 0.4	-	3 0.7q	-
4	2 0.2	1 0.2	1 0.2	-	-	2 1.0	-	-	-	-	-	1 0.4	1 0.3	1 0.2	1 0.2	2 0.5	-
Mean	0.2	0.2	0.2	0.3EH I	0.1HI	0.4EH I	0.4EHI	*	*	0.1	0.2	0.3J	0.3J	0.2	0.2	0.6Q	0.0
Standard Deviation	0.55	0.54	0.55	0.57	0.37	0.74	0.69	0.24	0.20	0.41	0.45	0.60	0.62	0.59	0.47	0.77	0.00
Standard Error	0.02	0.03	0.03	0.06	0.03	0.06	0.06	0.02	0.02	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.00

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Children in the household

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL * * STATUS *		CHILD IN HOUSEHOLD	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Any Children (net)	358	160	198	50	113	114	63	9	8	62	80	86	130	250	104	358	-
	35.8	33.1	38.4	39.6H I	63.3D GHI	61.1D GHI	32.2HI	6.1	5.1	31.1	33.7	44.7J KM	35.0	42.7O	25.7	100.0Q	-
-Under 6	160	73	87	16	82	44	11	3	3	34	40	39	47	118	39	160	-
	16.0	15.0	16.9	12.6g HI	45.9D FGHI	23.7DG HI	5.7h	1.7	2.1	17.2	16.8	20.2M	12.6	20.1O	9.7	44.6Q	-
-6 to 12	169	65	104	15	56	71	21	4	2	38	34	37	60	121	48	169	-
	16.9	13.4	20.2	11.8H B	31.1D GHI	38.2D GHI	10.6HI	2.7	1.5	19.3	14.1	19.4	16.2	20.7O	11.9	47.3Q	-
-13 to 17	162	72	90	35	20	50	48	3	7	19	38	38	68	100	60	162	-
	16.2	14.9	17.5	27.6E HI	11.2H I	26.6E HI	24.3EH I	2.3	4.0	9.6	16.0j	19.7J	18.1J	17.2	14.8	45.4Q	-
None	642	325	317	76	66	73	133	139	156	136	158	106	242	335	300	-	642
	64.2	66.9	61.6	60.4E F	36.7	38.9	67.8E F	93.9D EFG	94.9DEF G	68.9L	66.3L	55.3	65.0L	57.3	74.3N	-	100.0P

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Home owner

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Owned or being bought by you or someone else in household	727 72.7	354 73.0	373 72.3	67 52.8	100 55.8	137 73.2D E	155 79.1D E	128 86.5D EFg	140 85.6DEF	93 47.0	154 64.9J	145 75.7J K	334 89.8JK L	474 81.1O	248 61.4	249 69.7	477 74.3
Rented for cash rent	238 23.8	112 23.2	126 24.4	46 36.3F GHI	75 41.7F GHI	38 20.3h	40 20.4h	19 12.6	21 13.0	89 45.2KL M	72 30.5lM	43 22.2M	34 9.0	101 17.3	134 33.2N	99 27.6q	140 21.7
Occupied without payment or rent	28 2.8	17 3.4	11 2.2	12 9.5EG HI	5 2.5i	10 5.2GH I	1 0.5	1 0.5	-	14 6.9LM	8 3.2m	3 1.6	3 0.9	8 1.3	20 5.0N	9 2.4	19 3.0
Prefer not to answer	7 0.7	2 0.3	5 1.1	2 1.4	-	2 1.2	-	1 0.4	2 1.5	2 0.9	3 1.5	1 0.4	1 0.3	2 0.3	2 0.5	1 0.3	6 1.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Race

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Male	female		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Mar-ried	Othr	Yes	No
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
White	803 80.3	384 79.2	419 81.3	93 74.1	131 73.3	155 83.0E	150 76.8	132 88.9D	141 86.1DEg	154 78.0	187 78.4	167 87.2J	295 79.2	496 84.7O	300 74.2	279 78.0	524 81.6
Black	118 11.8	60 12.5	58 11.2	18 14.2H	27 15.3H	20 10.7	28 14.4H	9 6.1	16 9.5	28 14.4I	34 14.5L	15 7.8	40 10.8	45 7.7	73 18.1N	43 12.0	75 11.7
Asian/Pacific Islander	50 5.0	23 4.7	27 5.3	10 7.9I	14 7.8hI	7 3.9	12 6.3I	5 3.1	2 1.1	8 4.1	8 3.4	6 3.3	28 7.4kl	29 5.0	19 4.8	23 6.4	27 4.2
Other	17 1.7	12 2.4	5 1.1	4 3.2	3 1.8	3 1.6	3 1.6	1 0.9	2 1.4	5 2.3	6 2.5	3 1.3	4 1.0	10 1.7	7 1.6	8 2.3	9 1.4
Prefer not to answer	12 1.2	6 1.2	6 1.2	1 0.6	3 1.9	2 0.9	2 0.9	1 1.0	3 1.9	2 1.2	3 1.2	1 0.4	6 1.6	5 0.9	5 1.3	5 1.4	7 1.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Hispanic, Latino or of Spanish origin

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Yes (net)	75 7.5	42 8.7	33 6.4	11 8.7	22 12.4f H	13 6.7	9 4.7	9 5.9	11 6.9	17 8.4	15 6.4	20 10.4m	23 6.2	45 7.7	30 7.4	45 12.5Q	30 4.7
Mexican, Mexican American, Chicano	33 3.3	22 4.5c	11 2.2	3 2.2	7 4.2	6 3.2	5 2.5	3 1.9	9 5.6	8 4.0	5 2.2	13 6.7KM	7 1.9	21 3.6	12 3.0	17 4.6	17 2.6
Puerto Rican	9 0.9	5 1.0	4 0.8	3 2.4e	- -	2 1.2	2 1.1	2 1.2	- -	- -	3 1.3	- -	6 1.7l	4 0.7	5 1.3	9 2.6Q	- -
Cuban	5 0.5	5 1.1C	- -	- -	1 0.7	- -	- -	2 1.2	2 1.3	- -	2 0.9	1 0.6	2 0.5	5 0.9o	- -	- -	5 0.8
Other Spanish/Hispanic	28 2.8	10 2.1	17 3.4	5 4.2I	13 7.5FG HI	4 2.4i	2 1.1	2 1.5	- -	9 4.3	5 2.0	6 3.1	8 2.2	15 2.6	13 3.1	19 5.3Q	9 1.3
No	916 91.6	438 90.4	478 92.8	115 91.3	155 86.9	174 92.9e	185 94.5E	138 93.1e	149 90.7	181 91.6	218 91.7	172 89.6	344 92.6	536 91.6	370 91.7	311 86.8	606 94.3P
Prefer not to answer	9 0.9	5 0.9	4 0.9	- -	1 0.8	1 0.3	1 0.8	1 1.0	4 2.4	- -	4 1.9l	- -	4 1.2	4 0.7	4 0.9	3 0.7	6 1.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Primary grocery shopper

	--GENDER--			*----- AGE -----*						*----- HOUSEHOLD -----*				*MARITAL *		CHILD IN	
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Under \$25K	\$25K- <\$50K	\$50K- <\$75K	\$75K+	Married	Othr	Yes	No
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Unweighted Respondents	1000	485	515	108	224	184	188	175	121	152	263	217	368	606	381	368	632
Analyzed Weighted Respondents	1000	485	515	126*	179	187	196	148	164	198	238	192	372	585	404	358	642
Yes	688 68.8	220 45.5	468 90.8 B	48 37.9	123 68.6D	127 67.9D	153 78.1D	123 82.8D	115 70.2D	134 67.6	178 74.6M	140 73.0M	237 63.6	407 69.6	273 67.6	242 67.6	446 69.5
No	312 31.2	265 54.5C	47 9.2	78 62.1E FGHI	56 31.4g H	60 32.1G	43 21.9	25 17.2	49 29.8H	64 32.4	60 25.4	52 27.0	136 36.4KL	178 30.4	131 32.4	116 32.4	196 30.5

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Region

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Northeast	181 18.1	181 100.0	- CDE	- -	- -	151 18.8	27 14.9	55 21.0	101 17.2	25 17.5	72 18.0	24 28.0k	11 13.7	28 14.7	45 19.1	116 16.8	128 17.6
Mid-West	226 22.6	- -	226 100.0	- BDE	- -	198 24.6	26 14.3	59 22.4	132 22.4	32 22.7	96 24.0m	23 26.6m	11 13.2	37 19.9	57 23.8m	152 22.0	169 23.2
South	368 36.8	- -	- -	368 100.0	- BCE	284 35.4	80 43.1	94 35.9	216 36.8	56 39.4	159 39.7L	21 24.8	34 42.1L	74 39.4L	77 32.3	252 36.6	276 38.0
West	225 22.5	- -	- -	- -	225 100.0	170 21.2	51 27.8	55 20.8	139 23.7	29 20.4	73 18.3	18 20.6	25 31.0K	49 26.0k	59 24.7k	169 24.6	154 21.2

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Gender

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home	
	Total	North East	Mid- West	South West	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	per	Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Male	485 48.5	84 46.2	108 47.9	189 51.3	104 46.4	384 47.8	95 51.3	152 57.8I j	260 44.2	68 47.8	221 55.01 O	37 43.5	46 56.9O	91 48.3O	86 36.5	220 32.0	354 48.7
Female	515 51.5	97 53.8	118 52.1	179 48.7	121 53.6	419 52.2	90 48.7	111 42.2	328 55.8H	74 52.2h	181 45.0	48 56.5k	35 43.1	97 51.7	151 63.5KM N	468 68.0	373 51.3

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Head of household

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South West	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Yes	852 85.2	144 79.6	199 88.2B	319 86.6b	190 84.4	699 87.0G	143 77.4	208 78.9	507 86.3H	133 94.2HI	363 90.5L O	60 70.9	77 95.2L O	174 92.8L O	173 72.8	651 94.6	629 86.6
No	140 14.0	36 19.9C D	27 11.8	44 12.0	34 15.0	100 12.5	39 21.2F	52 19.8I J	79 13.4J	7 5.0	35 8.8	22 26.2KM N	4 4.8	13 6.8	64 26.9KMN	35 5.1	94 13.0
Prefer not to answer	7 0.7	1 0.5	- -	5 1.4	1 0.5	4 0.5	2 1.3	3 1.3	2 0.3	1 0.8	3 0.7	2 2.9o	- -	1 0.4	1 0.3	2 0.3	3 0.5

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Age of respondent

	----- REGION -----				*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home		
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	=====	=====
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Under 25	126 12.6	35 19.5D E	32 14.0	37 10.1	22 9.8	93 11.6	32 17.3	51 19.3I J	69 11.7J	5 3.5	34 8.4N	22 25.8K MN	8 10.0N	1 0.5	60 25.3KMN	48 6.9	67 9.2
25 to 34	179 17.9	30 16.8	45 20.0	70 19.0	34 14.9	131 16.3	44 24.0f	44 16.8	113 19.2	19 13.7	99 24.5I MN	12 13.8N	9 11.2N	- -	58 24.6I N	123 17.8	100 13.7
35 to 44	187 18.7	29 15.9	30 13.3	83 22.5C	45 20.2c	155 19.3	30 16.3	40 15.3	115 19.5	32 22.7	100 24.9N	18 21.6N	16 20.3N	1 0.6	50 20.9N	127 18.4	137 18.8
45 to 54	196 19.6	40 21.8	43 18.9	72 19.5	42 18.6	150 18.7	44 23.7	47 18.0	111 18.8	38 27.0hi	112 28.0L NO	13 15.8n	21 26.1NO	13 7.0	35 14.7N	153 22.2	155 21.3
55 to 64	148 14.8	24 13.1	39 17.2	51 13.9	34 15.1	132 16.4G	15 8.1	39 14.7	88 15.0	20 13.8	51 12.7	7 8.3	13 16.1	50 26.6K LO	27 11.4	123 17.8	128 17.6
65 to 74	129 12.9	18 9.8	31 13.5	37 10.1	43 19.2BD	107 13.3	20 10.7	37 13.9	70 11.9	20 14.3	6 1.5	11 13.2K O	12 14.5K O	91 48.6KL MO	7 2.7	89 13.0	115 15.9
75 to 84	28 2.8	4 2.1	7 3.0	16 4.3E	2 0.9	28 3.5g	- -	6 2.1	17 3.0	5 3.3	- -	1 1.5K	1 1.7K O	25 13.4KLMO	- -	20 2.9	21 2.9
85 or older	7 0.7	2 0.9	- -	2 0.7	3 1.2	6 0.8	- -	- -	5 0.8	2 1.5h	- -	- -	- -	6 3.3KO	1 0.3	6 0.8	4 0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Age of respondent

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	===== ===== ===== ===== =====	===== ===== ===== ===== =====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Mean	45.6	43.0	45.3	45.6	48.1B	46.6G	41.3	43.8	45.5	49.5HI	41.5O	40.7o	47.5K	66.7K	36.9	47.7	48.2
Standard Deviation	16.61	17.05	16.69	16.25	16.49	16.62	15.62	17.45	16.49	14.45	11.90	17.33	14.46	9.08	14.32	15.54	15.98
Standard Error	0.59	1.44	1.26	0.95	1.18	0.59	1.76	1.23	0.75	1.38	0.64	2.17	1.88	0.78	1.03	0.64	0.64
Median	45	44	48	44	49	46	41	44	44	50	42	41	50	67	35	48	49

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household income

	Total	*----- REGION -----*				*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per	Own Home
		North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Under \$15K (12.5)	89 8.9	12 6.4	26 11.3	30 8.0	22 9.9	63 7.9	23 12.5	33 12.4I	41 7.0	12 8.2	9 2.2	6 7.1K	10 12.2Kn	10 5.2k	51 21.4KLN	61 8.8	42 5.7
\$15K to < \$20K (17.5)	41 4.1	6 3.5	10 4.4	16 4.5	9 3.9	33 4.1	8 4.6	25 9.6IJ	13 2.1	3 2.4	4 0.9	10 12.3Kn	3 4.1k	10 5.4K	14 5.8K	24 3.5	14 2.0
\$20K to < \$25K (22.5)	68 6.8	12 6.5	17 7.7	26 7.0	13 5.7	58 7.2	10 5.2	26 10.0J	40 6.9J	1 0.6	18 4.4	8 8.9	3 3.8	19 10.2K	20 8.6k	49 7.1	37 5.1
\$25K to < \$30K (27.5)	47 4.7	9 4.9	10 4.4	16 4.4	12 5.3	37 4.6	9 5.1	14 5.2J	32 5.4J	1 0.7	17 4.3	4 4.9	7 8.9O	12 6.6o	6 2.4	35 5.1	30 4.2
\$30K to < \$40K (35.0)	113 11.3	23 12.7	22 9.6	45 12.3	23 10.3	87 10.8	25 13.4	34 13.0	62 10.5	15 10.9	47 11.6	6 6.5	11 13.7	18 9.3	31 13.1	81 11.7	69 9.5
\$40K to < \$50K (45.0)	78 7.8	10 5.3	19 8.2	28 7.6	22 9.7	63 7.8	14 7.7	22 8.5	50 8.5	6 4.0	31 7.8	3 3.9	9 11.2	18 9.6	16 6.9	62 8.9	55 7.6
\$50K to < \$75K (62.5)	192 19.2	26 14.6	45 20.0	77 20.9	43 19.3	167 20.8g	24 12.9	59 22.6J	114 19.4	18 12.9	85 21.1	17 20.2	14 17.7	35 18.4	41 17.1	140 20.4	145 20.0
\$75K to < \$100K (87.5)	184 18.4	40 22.2	39 17.4	69 18.8	35 15.5	147 18.3	32 17.1	32 12.0	117 19.9H	33 23.6H	99 24.6M	14 15.9m	5 6.4	28 14.8	37 15.8m	115 16.7	162 22.3
\$100K or more (112.5)	188 18.8	43 23.9d	39 17.1	60 16.4	46 20.4	148 18.4	40 21.5	17 6.6	119 20.2H	52 36.6HI	93 23.1O	17 20.3O	18 22.1O	38 20.4O	21 8.9	122 17.7	172 23.6
Mean	61.4	66.5c	59.2	60.3	61.2	61.6	60.3	47.4	64.1H	77.3HI	70.9L	59.8O	56.9o	60.7O	48.5	60.1	68.7
Standard Deviation	34.16	35.13	34.29	33.17	34.65	33.66	36.37	29.47	33.60	34.90	31.18	36.13	35.66	34.50	32.67	33.58	33.22

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household income

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	===== ===== ===== ===== =====	===== ===== ===== ===== =====
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Standard Error	1.21	2.96	2.59	1.94	2.48	1.19	4.11	2.08	1.53	3.32	1.67	4.52	4.64	2.97	2.35	1.39	1.34
Median	50.8	57.9	49.0	50.1	49.7	51.3	47.0	34.8	53.6	73.3	60.6	50.5	41.6	48.5	34.3	49.1	59.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Education

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per	Own Home
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
High School or less (net)	263 26.3	55 30.5	59 26.0	94 25.6	55 24.3	218 27.1	43 23.4	263 100.0	- IJ	- -	92 22.9	31 36.2	18 22.1	47 24.8	73 30.7	152 22.1	156 21.5
Some grade school	4 0.4	- -	2 0.8	1 0.1	2 0.8	2 0.3	2 0.9	4 1.5	- I	- -	1 0.1	- -	2 2.1	- Kn	2 0.7	2 0.3	3 0.5
Grade school	2 0.2	1 0.4	- -	1 0.2	1 0.5	2 0.3	- -	2 0.9	- I	- -	- -	- -	1 1.3	- K	1 0.6	1 0.2	2 0.3
Some high school	38 3.8	3 1.7	14 6.3	11 3.0	10 4.3	25 3.2	12 6.5	38 14.5	- IJ	- -	10 2.4	6 7.1	4 4.4	7 3.8	12 5.0	16 2.4	13 1.8
High school graduate	219 21.9	51 28.4	43 18.9	82 22.3	42 18.7	188 23.4	30 16.0	219 83.1	- IJ	- -	82 20.4	25 29.1	11 14.2	40 21.0	58 24.4	133 19.4	137 18.9
Some college/Graduate (net)	588 58.8	101 55.9	132 58.2	216 58.7	139 61.8	479 59.7	102 55.2	- 588	100.0	- HJ	242 60.2	47 54.7	46 57.5	110 58.8	143 60.2	425 61.8	447 61.6
Some college/no degree (1-3 years)	255 25.5	42 23.2	60 26.4	102 27.8	51 22.7	214 26.7	38 20.6	- 255	43.4	- HJ	81 20.1	19 22.2	21 25.5	49 26.2	86 36.1	173 25.1	181 24.9
Associate Degree in college (2 years)	107 10.7	17 9.1	23 10.3	38 10.4	29 13.0	89 11.1	17 9.2	- 107	18.3	- HJ	49 12.2	9 11.1	8 9.3	14 7.7	27 11.4	82 11.9	85 11.7
Bachelor's Degree (BA, AB, BS)	225 22.5	43 23.6	49 21.5	75 20.5	59 26.1	176 21.9	47 25.3	- 225	38.3	- HJ	112 27.9	18 21.5	18 22.7	47 24.9	30 12.6	170 24.7	182 25.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Education

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Post Graduate (net)	141 14.1	25 13.7	32 14.2	56 15.1	29 12.8	102 12.7	37 20.1f	- -	- -	141 100.0HI	67 16.6O	8 9.1	16 20.4I	31 16.4O	18 7.4	104 15.2	119 16.4
Master's Degree (MA, MS, MBA)	99 9.9	18 10.2	27 11.7	31 8.5	23 10.1	82 10.2	16 8.4	- -	- -	99 69.9HI	44 11.0o	5 6.0	6 7.5	28 14.9I	15 6.2	74 10.8	83 11.4
Doctorate (PhD)	20 2.0	1 0.5	1 0.4	16 4.3BC E	2 0.9	6 0.8	14 7.4F	- -	- -	20 14.1HI	17 4.3ImNO	- -	- -	1 0.8	1 0.4	19 2.7	17 2.3
Professional Degree (MD, JD)	23 2.3	5 3.0	5 2.0	9 2.3	4 1.8	14 1.8	8 4.3	- -	- -	23 16.0HI	5 1.2	3 3.1	10 12.9KL	1 0.7	2 0.8	11 1.7	20 2.7
Prefer not to answer	8 0.8	- -	4 1.6	2 0.5	2 1.1	4 0.5	2 1.3	- -	- -	- -	1 0.3	- -	- -	- -	4 1.7	6 0.9	4 0.6

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Employment status

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Employed (net)	567 56.7	107 59.3	130 57.4	214 58.3	116 51.5	445 55.4	115 62.4	140 53.4	335 56.9	91 64.2h	401 100.0 NO	85 100.0 NO	81 100.0 NO	- - -	- - -	385 56.0	410 56.4
Works for someone else full-time	401 40.1	72 40.0	96 42.6E	159 43.3E	73 32.6	316 39.4	80 43.3	92 34.9	242 41.1	67 47.1h	401 100.0LMNO	- -	- -	- -	- -	277 40.3	291 40.0
Self-employed	81 8.1	11 6.1	11 4.7	34 9.2c	25 11.1C	60 7.4	20 11.0	18 6.8	46 7.9	16 11.6	- -	- -	81 100.0KLNO	- -	- -	55 8.0	62 8.6
Works for someone else part-time only	85 8.5	24 13.2D	23 10.0d	21 5.7	18 7.8	69 8.6	15 8.0	31 11.7j	47 7.9	8 5.5	- -	85 100.0KMNO	- -	- -	- -	53 7.8	57 7.8
Not employed (net)	425 42.5	73 40.3	94 41.6	151 41.0	107 47.8	352 43.9	69 37.3	119 45.4j	253 43.1j	49 34.3	- -	- -	- -	188 100.0 KLM	237 100.0 M	300 43.6	314 43.2
Temporarily unemployed	66 6.6	9 5.1	12 5.4	25 6.7	20 8.7	52 6.5	12 6.3	27 10.3iU	34 5.8	4 3.1	- -	- -	- -	- -	66 27.8 KLM	45 6.6	33 4.5
Retired and not employed	188 18.8	28 15.2	37 16.5	74 20.1	49 21.7	166 20.6g	22 11.8	47 17.7	110 18.8	31 21.8	- -	- -	- -	188 100.0KLMO	- -	135 19.7	166 22.9
Student, disabled, etc., not employed	91 9.1	25 13.9D E	26 11.3E	28 7.5	13 5.6	65 8.0	26 13.9f	21 8.1	62 10.5J	6 3.9	- -	- -	- -	- -	91 38.2 KLM N	44 6.4	57 7.9
Full-time homemaker	81 8.1	11 6.1	19 8.3	24 6.6	26 11.7bD	70 8.7	10 5.3	24 9.3	47 7.9	8 5.5	- -	- -	- -	- -	81 34.0 KL MN	75 10.9	57 7.9

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Employment status

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)	
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Prefer not to answer	8 0.8	1 0.4	2 1.1	3 0.8	2 0.7	6 0.7	1 0.4	3 1.2I	- -	2 1.5I	- -	- -	- -	- -	- -	3 0.4	3 0.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Marital status

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Now married	585 58.5	98 54.4	145 64.0b e	218 59.2	124 55.2	496 61.7G	84 45.6	142 54.0	355 60.3	87 61.5	249 62.00	48 55.8	50 62.0o	124 65.80	113 47.5	407 59.2	474 65.3
Not married (net)	404 40.4	81 44.6c	78 34.6	148 40.2	97 43.2c	300 37.3	99 53.5F	118 44.7	230 39.1	54 38.1	149 37.2	38 44.2	30 36.9	63 33.4	123 51.7KM N	273 39.7	248 34.1
Widowed	29 2.9	5 2.6	5 2.1	14 3.7	6 2.5	25 3.1	4 2.1	10 3.6	13 2.3	6 4.0	3 0.7	1 0.8	1 1.0	21 11.0KL MO	4 1.5	25 3.6	24 3.3
Divorced	96 9.6	15 8.3	17 7.5	32 8.6	32 14.4bCD	83 10.3	12 6.3	25 9.4	57 9.7	14 9.6	36 9.0	5 6.4	11 14.0	24 12.7	19 8.2	85 12.4	67 9.3
Separated	20 2.0	3 1.8c	- -	11 2.9C	6 2.6C	11 1.3	9 4.8F	3 1.1	14 2.4	3 1.8	10 2.5	- -	1 1.3	5 2.8	3 1.4	14 2.0	7 1.0
Never married	260 26.0	58 31.9e	56 25.0	92 25.0	53 23.7	182 22.6	75 40.3F	80 30.5	145 24.7	32 22.7	100 25.0N	32 37.0K MN	17 20.6N	13 6.9	96 40.5KM N	149 21.7	150 20.6
Prefer not to answer	11 1.1	2 1.0	3 1.4	2 0.6	4 1.6	8 0.9	2 0.9	3 1.3	3 0.6	1 0.4	3 0.8	- -	1 1.1	2 0.8	2 0.9	8 1.1	4 0.6

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Household Size

	Total	*----- REGION -----*				*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per	Own Home
		North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
1	130 13.0	15 8.5	29 12.7	49 13.4	37 16.3B	101 12.6	27 14.7	15 5.9	77 13.1H	35 24.7HI	56 13.8o	10 12.3	9 11.0	33 17.8O	20 8.5	128 18.7	87 11.9
2	378 37.8	65 36.2	80 35.3	145 39.5	87 38.6	316 39.4	56 30.4	110 41.7	215 36.5	51 36.4	134 33.3O	27 31.3	23 28.4	133 70.8K	59 24.8	265 38.5	288 39.7
3	185 18.5	39 21.5	36 15.9	56 15.3	53 23.7cD	154 19.1	28 15.1	53 20.0J	117 19.9J	14 9.9	84 21.0N	13 15.2n	17 20.7N	14 7.6	55 23.3N	118 17.2	130 17.8
4	183 18.3	40 22.0E	46 20.2E	72 19.7E	26 11.4	141 17.6	41 22.4	51 19.5	106 18.1	25 17.8	78 19.4N	27 31.3K	14 17.2N	4 2.3	58 24.6N	97 14.0	137 18.8
5	83 8.3	13 7.2	25 11.3E	32 8.8	12 5.6	63 7.8	19 10.2	23 8.9	48 8.1	11 7.6	34 8.5N	7 8.7N	9 11.1N	3 1.5	30 12.5N	54 7.8	57 7.8
6	25 2.5	4 2.1	8 3.5	9 2.3	4 1.9	16 2.0	8 4.5	7 2.7	12 2.1	5 3.7	12 3.0N	1 1.2	4 4.6N	- -	8 3.3N	17 2.4	15 2.0
7	11 1.1	4 2.0	2 0.7	2 0.5	4 1.8	6 0.7	5 2.7	3 1.1	8 1.3	- -	2 0.4	- -	4 5.2K1N	- -	5 2.1kn	7 1.0	9 1.3
8 or more	6 0.6	1 0.6	1 0.4	2 0.5	2 0.8	6 0.7	- -	1 0.2	5 0.9	- -	2 0.6	- -	1 1.7	- -	2 0.9	3 0.5	5 0.7
Mean	2.9	3.0E	3.0E	2.8	2.7	2.8	3.1	3.0J	2.9J	2.6	2.9N	3.0N	3.3KN	2.0	3.3K1N	2.7	2.9
Standard Deviation	1.39	1.37	1.43	1.37	1.39	1.35	1.54	1.30	1.42	1.41	1.37	1.26	1.72	0.70	1.45	1.40	1.38
Standard Error	0.05	0.12	0.11	0.08	0.10	0.05	0.17	0.09	0.06	0.13	0.07	0.16	0.22	0.06	0.10	0.06	0.06
Median	2.0	2.2	2.1	1.9	1.9	1.9	2.3	2.1	2.0	1.7	2.1	2.4	2.5	1.5	2.7	1.8	2.0

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Child in the household under 6

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
None	840 84.0	158 87.6	185 81.9	306 83.2	191 84.7	686 85.5g	145 78.2	233 88.6I	481 81.9	120 85.1	329 82.0o	78 91.1k MO	61 75.8	186 99.1K LMO	180 75.7	577 83.8	625 86.0
1	105 10.5	14 7.5	20 8.8	42 11.5	29 12.9	78 9.8	25 13.3	20 7.6	71 12.1h	13 9.4	45 11.1N	7 8.0N	17 21.2KL	2 0.9	34 14.2N	74 10.7	70 9.6
2	45 4.5	9 4.9e	15 6.8E	17 4.8E	3 1.3	31 3.8	13 7.2	10 3.8	28 4.7	7 4.8	24 5.9lN	1 0.9	2 2.2n	-	19 7.8LN	30 4.4	24 3.3
3	8 0.8	-	4 1.9d	1 0.3	2 1.1	5 0.6	3 1.4	-	6 0.9	1 0.7	4 1.0	-	-	-	4 1.5	6 0.8	6 0.8
4	2 0.2	-	2 0.7	1 0.2	-	2 0.3	-	-	2 0.4	-	-	-	1 0.8	-	2 0.7	2 0.2	2 0.3
Mean	0.2	0.2	0.3be	0.2	0.2	0.2	0.3f	0.2	0.3H	0.2	0.3LN	0.1N	0.3LN	*	0.4kLN	0.2	0.2
Standard Deviation	0.58	0.49	0.74	0.56	0.49	0.56	0.67	0.45	0.62	0.55	0.61	0.33	0.59	0.10	0.75	0.59	0.56
Standard Error	0.02	0.04	0.06	0.03	0.04	0.02	0.08	0.03	0.03	0.05	0.03	0.04	0.08	0.01	0.05	0.02	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Child in the household 6 to 12

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per Own Home	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
None	831 83.1	144 79.5	189 83.8	305 82.8	193 85.6	666 83.0	156 84.3	217 82.4	486 82.7	120 85.2	324 80.7	70 81.9	65 80.3	184 98.2K	181 76.1	566 82.3	611 84.1
														LMO			
1	101 10.1	24 13.4	25 10.9	34 9.2	19 8.3	82 10.2	16 8.9	34 13.1J	60 10.1	7 5.2	50 12.4N	5 5.3	8 10.0N	3 1.8	36 15.0LN	73 10.7	61 8.4
2	62 6.2	11 6.3	12 5.4	26 6.9	13 5.6	49 6.1	12 6.7	10 3.8	39 6.6	13 9.2H	27 6.6N	11 12.7kN	6 7.1N	-	18 7.8N	45 6.5	50 6.9
3	5 0.5	1 0.7	-	3 0.8	1 0.3	4 0.5	-	1 0.5	3 0.5	1 0.4	1 0.3	-	1 0.9	-	3 1.2	3 0.5	3 0.5
5 or more	1 0.1	-	-	1 0.2	1 0.2	1 0.2	-	1 0.2	1 0.1	-	-	-	1 1.7Ko	-	-	-	1 0.1
Mean	0.2	0.3	0.2	0.3	0.2	0.2	0.2	0.2	0.3	0.2	0.3N	0.3N	0.4N	*	0.3N	0.3	0.2
Standard Deviation	0.60	0.61	0.53	0.65	0.59	0.61	0.56	0.57	0.62	0.63	0.59	0.69	0.88	0.13	0.67	0.59	0.61
Standard Error	0.02	0.05	0.04	0.04	0.04	0.02	0.06	0.04	0.03	0.06	0.03	0.09	0.12	0.01	0.05	0.02	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Child in the household 13 to 17

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc.	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
None	838 83.8	146 80.9	188 83.1	311 84.5	193 85.6	681 84.8	146 79.2	207 78.5	505 85.8H	119 84.5	333 82.9M	70 81.6m	55 68.0	183 97.4K	192 80.8M	585 85.0	604 83.0
1	113 11.3	22 12.2	21 9.2	45 12.2	25 11.3	81 10.0	31 16.7F	37 14.1	63 10.8	12 8.6	45 11.2N	11 13.1N	20 24.3KN	4 2.2	33 13.8N	74 10.7	83 11.5
2	44 4.4	12 6.4	15 6.5d	11 3.1	7 3.1	38 4.8	6 3.3	18 7.0I	18 3.0	8 5.8	21 5.3N	5 5.3N	5 6.5N	1 0.4	12 5.0N	27 4.0	35 4.9
3	3 0.3	1 0.6	2 0.7	- -	- -	1 0.1	2 0.9	- -	1 0.2	2 1.1	2 0.4	- -	1 1.3	- -	- -	1 0.1	3 0.4
4	2 0.2	- -	1 0.5	1 0.2	- -	2 0.2	- -	1 0.3	1 0.2	- -	1 0.2	- -	- -	- -	1 0.4	1 0.2	2 0.3
Mean	0.2	0.3	0.3	0.2	0.2	0.2	0.3	0.3I	0.2	0.2	0.2N	0.2N	0.4KN	No *	0.3N	0.2	0.2
Standard Deviation	0.55	0.60	0.65	0.49	0.45	0.54	0.56	0.62	0.49	0.61	0.58	0.54	0.67	0.19	0.59	0.52	0.57
Standard Error	0.02	0.05	0.05	0.03	0.03	0.02	0.06	0.04	0.02	0.06	0.03	0.07	0.09	0.02	0.04	0.02	0.02

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Children in the household

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri-	
	Total	North East	Mid-West	South	West	White	Non-White	High Schl./less	Some Coll./Grad	Post-Grad	Full Time	Part Time	Self-Empl.	Re-tired	Not Empl.	Groc. Shopper	Own Home
	=====(A)====	=====(B)====	=====(C)====	=====(D)====	=====(E)====	=====(F)====	=====(G)====	=====(H)====	=====(I)====	=====(J)====	=====(K)====	=====(L)====	=====(M)====	=====(N)====	=====(O)====	=====(P)====	=====(Q)====
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Any Children (net)	358 35.8	67 37.2	88 39.2	130 35.4	72 31.8	279 34.8	74 39.9	93 35.5	216 36.8	47 33.0	165 41.0N	30 35.6N	41 50.81N	9 4.9	111 46.8N	242 35.2	249 34.3
-Under 6	160 16.0	23 12.4	41 18.1	62 16.8	34 15.3	117 14.5	40 21.8F	30 11.4	107 18.1H	21 14.9	72 18.01N	8 8.9N	20 24.2LN	2 0.9	58 24.3kL N	111 16.2	102 14.0
-6 to 12	169 16.9	37 20.5	37 16.2	63 17.2	32 14.4	137 17.0	29 15.7	46 17.6	102 17.3	21 14.8	78 19.3N	15 18.1N	16 19.7N	3 1.8	57 23.9N	122 17.7	115 15.9
-13 to 17	162 16.2	35 19.1	38 16.9	57 15.5	32 14.4	122 15.2	39 20.8	56 21.5I	83 14.2	22 15.5	69 17.1N	16 18.4N	26 32.0K1	5 2.6	45 19.2N	103 15.0	123 17.0
None	642 64.2	114 62.8	138 60.8	238 64.6	153 68.2	524 65.2	111 60.1	170 64.5	372 63.2	95 67.0	237 59.0	55 64.4m	40 49.2	179 95.1K	126 53.2	446 64.8	477 65.7

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Home owner

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri-	
	Total	North East	Mid-West	South	West	White	Non-White	High Schl./less	Some Coll./Grad	Post-Grad	Full Time	Part Time	Self-Empl.	Re-tired	Not Empl.	Groc. Shop-per	Own Home
	=====(A)====	=====(B)====	=====(C)====	=====(D)====	=====(E)====	=====(F)====	=====(G)====	=====(H)====	=====(I)====	=====(J)====	=====(K)====	=====(L)====	=====(M)====	=====(N)====	=====(O)====	=====(P)====	=====(Q)====
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Owned or being bought by you or someone else in household	727 72.7	128 70.5	169 74.7	276 75.1	154 68.4	607 75.6G	112 60.4	156 59.4	447 76.1H	119 84.2Hi	291 72.5O	57 66.7	62 77.2O	166 88.5K	147 62.1	492 71.4	727 100.0
Rented for cash rent	238 23.8	41 22.6	46 20.5	86 23.4	65 28.8c	176 21.9	59 32.0F	90 34.3I	126 21.5	21 14.6	102 25.4N	17 19.6	17 21.6n	22 11.5	79 33.1kL	178 25.9	- -
Occupied without payment or rent	28 2.8	10 5.7De	9 4.1D	4 1.0	4 2.0	15 1.9	13 7.0F	15 5.6IJ	12 2.1	1 0.5	5 1.1	12 13.7KM	1 1.3	- -	11 4.5KN	13 1.8	- -
Prefer not to answer	7 0.7	2 1.1	2 0.8	2 0.4	2 0.8	5 0.6	1 0.7	2 0.7	2 0.3	1 0.7	4 1.0	- -	- -	- -	1 0.3	6 0.9	- -

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

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Race

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc.	
	Total	North East	Mid- West	South West	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
White	803 80.3	151 83.4e	198 87.5D	284 77.2	170 75.7	803 100.0G	-	218 82.8J	479 81.5J	102 72.1	316 78.8	69 80.6	60 74.0	166 88.2K	187 78.8	571 83.0	607 83.5
			E											MO			
Black	118 11.8	18 10.0	17 7.7	68 18.4BC	15 6.6	-	118 63.8F	32 12.1	69 11.7	17 12.0	48 12.1	10 11.7	14 17.8n	17 9.2	28 11.8	66 9.6	65 9.0
				E													
Asian/Pacific Islander	50 5.0	7 4.0	8 3.7	8 2.1	27 12.0BCD	-	50 27.0F	4 1.6	25 4.3h	18 12.8HI	23 5.9N	5 5.7	4 4.8	3 1.6	15 6.2N	35 5.1	35 4.8
Other	17 1.7	2 1.2	1 0.3	4 1.2	10 4.3bCD	-	17 9.2F	7 2.7	8 1.3	2 1.4	8 2.0	-	2 2.7	2 0.8	4 1.8	7 1.0	11 1.6
Prefer not to answer	12 1.2	3 1.4	2 0.8	4 1.2	3 1.5	-	-	2 0.7	7 1.1	2 1.5	5 1.2	2 1.9	1 0.7	* 0.2	3 1.4	9 1.3	8 1.1

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Hispanic, Latino or of Spanish origin

	Total	*----- REGION -----*				*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc. Shop- per	Own Home
		North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.		
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Yes (net)	75 7.5	7 4.1	10 4.4	29 7.8	29 12.9BCd	59 7.4	14 7.4	30 11.4IJ	39 6.7	6 4.1	39 9.8n	3 3.8	8 9.6	9 4.7	16 6.7	53 7.8	45 6.2
Mexican, Mexican American, Chicano	33 3.3	- -	3 1.2	12 3.3B	18 8.2BCD	24 3.0	8 4.2	15 5.7I	14 2.4	4 2.8	13 3.3	2 1.9	2 2.1	9 4.7	7 3.2	24 3.4	20 2.7
Puerto Rican	9 0.9	4 2.3DE	4 1.8de	1 0.3	- -	8 1.0	1 0.5	4 1.6	5 0.8	- -	7 1.8o	- -	2 2.5nO	- -	- -	5 0.7	5 0.7
Cuban	5 0.5	- -	2 0.8	3 0.9	- -	5 0.6	- -	- -	3 0.6	2 1.3	2 0.5	- -	2 2.6kn	- -	1 0.5	5 0.7	4 0.5
Other Spanish/Hispanic	28 2.8	3 1.8	1 0.6	13 3.4c	11 4.7C	22 2.7	5 2.6	11 4.2J	17 2.8j	- -	17 4.2N	2 1.8	2 2.3n	- -	7 3.1N	20 2.8	16 2.2
No	916 91.6	171 94.3E	216 95.4E	337 91.6E	193 85.7	741 92.3	170 91.8	230 87.5	546 92.8H	134 94.6H	359 89.5	81 95.2	73 90.4	176 93.9	219 92.5	628 91.2	674 92.8
Prefer not to answer	9 0.9	3 1.6	1 0.3	2 0.6	3 1.5	2 0.3	2 0.8	3 1.1	3 0.5	2 1.3	3 0.7	1 1.0	- -	3 1.4	2 0.8	7 1.0	8 1.0

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base

INTERNAL - US News Halloween Study

Primary grocery shopper

	----- REGION -----					*- RACE --*		*-- EDUCATION --*			*----- EMPLOYMENT -----*					Pri- mary Groc.	
	Total	North East	Mid- West	South	West	White	Non- White	High Schl. /less	Some Coll. /Grad	Post- Grad	Full Time	Part Time	Self- Empl.	Re- tired	Not Empl.	Shop- per	Own Home
	===== (A)	===== (B)	===== (C)	===== (D)	===== (E)	===== (F)	===== (G)	===== (H)	===== (I)	===== (J)	===== (K)	===== (L)	===== (M)	===== (N)	===== (O)	===== (P)	===== (Q)
Analyzed Unweighted Respondents	1000	169	212	380	239	878	103	254	600	138	427	80	78	168	238	701	745
Analyzed Weighted Respondents	1000	181	226	368	225	803	185*	263	588	141	401	85*	81*	188	237	688	727
Yes	688 68.8	116 64.0	152 67.1	252 68.4	169 75.1Bc	571 71.1G	108 58.5	152 57.9	425 72.3H	104 73.8H	277 69.1	53 62.6	55 67.9	135 72.0	164 69.3	688 100.0	492 67.6
No	312 31.2	65 36.0E	74 32.9e	116 31.6	56 24.9	232 28.9	77 41.5F	111 42.1I	163 27.7	37 26.2	124 30.9	32 37.4	26 32.1	53 28.0	73 30.7	-	235 32.4

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G - H/I/J - K/L/M/N/O
Overlap formulae used. * small base