

Candy Consumption in America

OCTOBER 2009



Trick-or-Treat

With Halloween lurking around the corner, candy sales will surely rise. But before you purchase this year's trick-or-treat supply, first read the report Experian Simmons put together regarding the candy consumption of American adults and children.

The report will help you choose the candy to stock up on by identifying the brands kids like most. On the other hand, when you find out how many servings children eat in a typical month, you might just decide to forego the candy bars and give out apples instead.

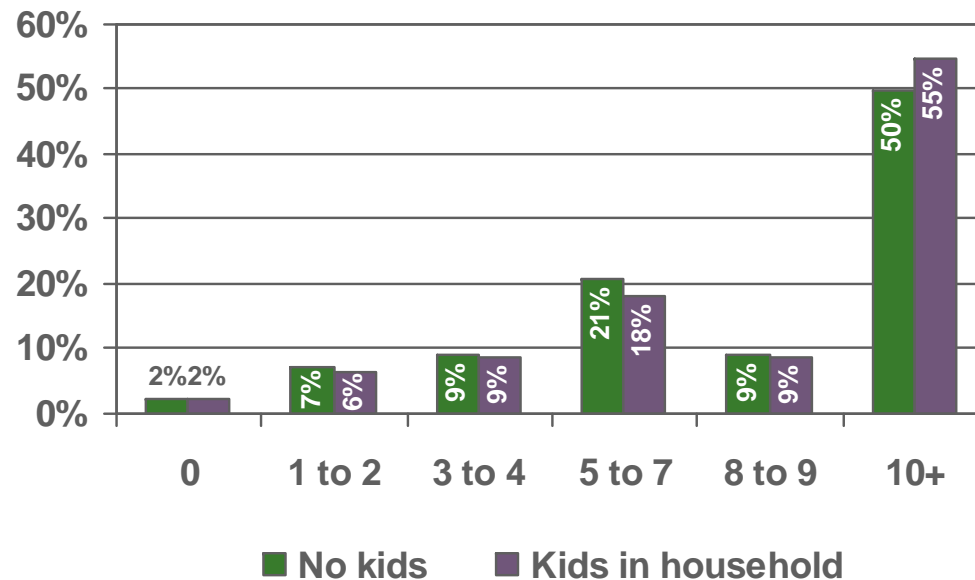


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Sweet Teeth

Seventy-five percent of all U.S. Adults say they eat chocolate or hard candy. Adults who live under the same roof with children under the age of 18 are slightly more likely to eat candy than those who don't live with kids (76 percent versus 74 percent). Likewise, adults living among children are more likely to eat 10 or more servings of candy per month than those living in childless households.



Source: Experian Simmons National Consumer Study

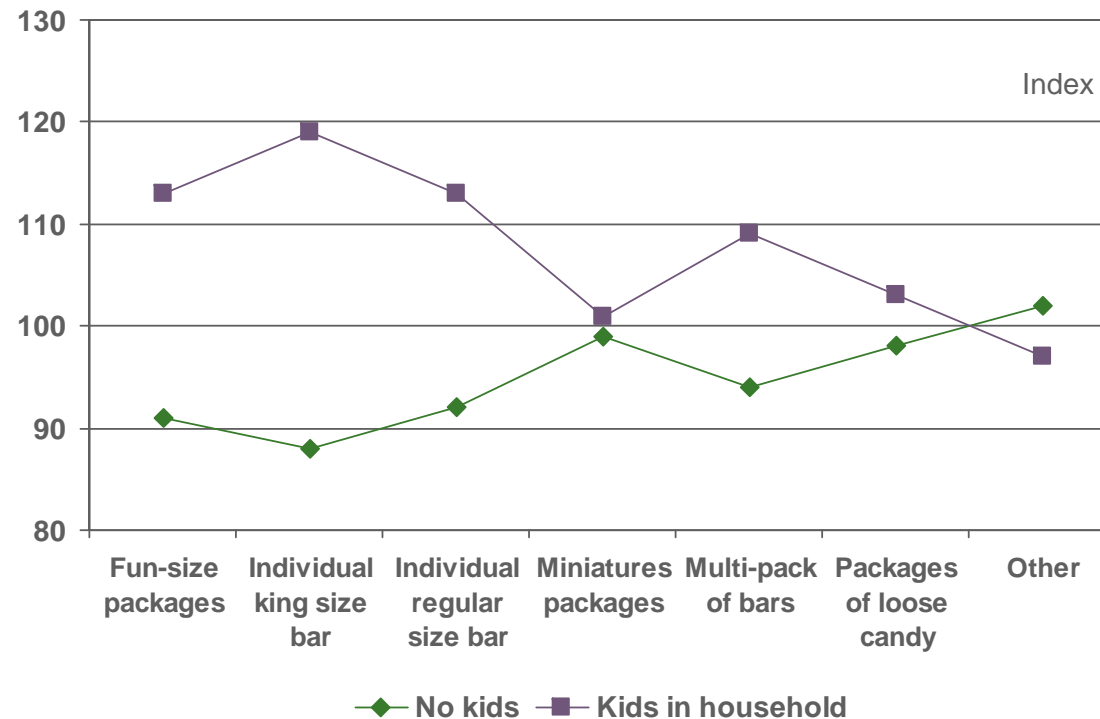


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It's For the Kids?

Candy eating adults living amongst kids are more likely than those who don't have kids in the household to eat most types of candy from fun-size to king-size.



Source: Experian Simmons National Consumer Study



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Candy Consumption of 6 - 11 Year Olds

Now we'll analyze the candy consumption of American children and determine if there is a candy consumption correlation between children their parents.

Data is from the Simmons Kids Study Spring 2009 Full Year.



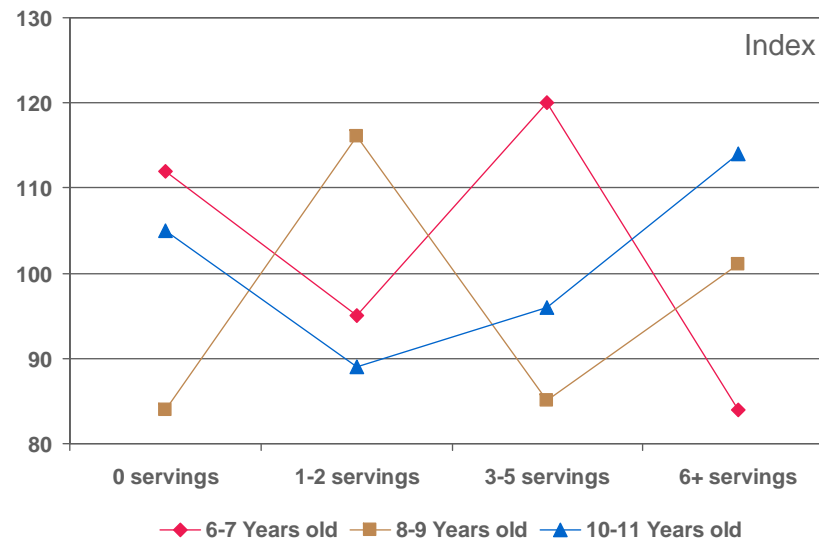
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Older Children Eat More Candy

Is there anything more universally liked among kids than candy? Ninety-six percent of American children ages 6 to 11 say they eat chocolate or hard candy with little difference across age groups. Older kids, though, indulge more frequently than their younger friends.

Specifically, kids ages 10 and 11 are 16 percent more likely than the average kid to say that they eat 6 or more servings of chocolate or hard candy per month. Young children ages 6 and 7 who are mostly reliant on their parents for their candy supply are the least likely to have 6 or more servings a month.



The Top 3 Brands

The most liked brands differ greatly between the age groups.

Top 3 brands 6-7 year olds liked best	Index
5 th Avenue	102
M&M's	101
Cadbury	101
Top 3 brands 8-9 year olds liked best	Index
Nutrageous	155
Skor	150
Riesen	129
Top 3 brands 10-11 year olds liked best	Index
Nestle Treasures	172
Nestle Toll House candy bars	169
Charleston Chew	168

Thank You!

For more information, please email SimmonsMarketing@experian.com
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