

Members Favor Chocolate for Halloween Candy

This week's **Sentiment Survey** special question asked AAI members what type of candy they will be giving out to trick-or-treaters on Halloween. More than half of all respondents (52%) said either chocolate or candy bars. Snickers bars and Hershey's products were named the most, each by about 8% of all respondents. Also popular were Reese's peanut butter cups, Butterfinger bars and Milky Way bars. About 24% of respondents said they will not give out candy, primarily because of an expected lack of trick-or-treaters or plans to be out on Saturday evening.