

**All Treats and No Tricks:
Our Favorite Halloween Candy in 2022**

A pairLab Public Experiment

October 27, 2022



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Executive Summary

This experiment was run to demonstrate how pairlab.io can be used to gauge customer sentiment by finding the brands of Halloween candy people prefer most.

pairLab is a novel and powerful prioritization tool that helps you make decisions by revealing what people care about most and by how passionate they are about their priorities. Studies like this one are critical for product managers and business stakeholders who need to prioritize the product features their customers actually want, and who need to understand how satisfied people are with the competition. (See "[How pairLab Works](#)," for details.)

Why study Halloween candy? We love Halloween. It's **America's second biggest holiday** in terms of spending (Christmas is first), and the country will spend about **\$3 billion on candy** this year. That's the treat. Now for the trick: inflation. According to The Wall Street Journal, the **cost of Halloween Candy in 2022 saw a 13% increase over last year** thanks to "surging labor costs and skyrocketing flour and sugar prices."

Considering the rising cost of candy, **can we make better choices by buying the brands that our neighborhood's costumed halloweenies really want?** pairLab wanted to know what those brands are, and ran a study to find the ones most loved and to see the different preferences among genders and regions of the country.

This study found that overall, **Reese's Peanut Butter Cups reign supreme** as the most favorite Halloween candy. **Reese's is preferred 1.4 times more than the number two candy, Twix** (Snickers rounds out the top three).

pairLab also looks at priorities by customer segment. **Reese's was the top choice among all genders** (male, female and other), and in the Northeast, South, and Pacific West. **Twix took the top spot in the Mountain West and Midwest.**

pairLab makes priorities comparable, and we can say how much more people prefer one candy over another. The difference between the first- and last-place aspects are considerable. **Users prefer first-place Reeses 8.6 times more than last-place candy corn.** (See "[Results by Segment](#)" for details.)

pairLab also breaks down priorities by customer segments and compares them to find deep insights. This study analyzed genders (male, female and other) along with regions of the country (northeast, south, midwest, mountain west and pacific west). Differences between segments are surprising. Who knew that **women prefer Milky Way and Hershey Miniatures**, while men do not, and that **men prefer Butterfinger**, while women do not? (Both say that Jolly Rancher,

Smarties, Tootsie Pops, Hot Tamales and Candy corn are not their favorites.) See “[Segment Comparisons](#)” for more insight.

Recommendations

What candy is the best choice to give away on Halloween?

Reese’s or Twix will put a smile on most faces across all genders and regions of the country. These candies were either the top two preferred candies or in the top two, except in the Midwest (see below).

When looking closer at segments, especially as they compare, we can see other preferences that could change what you buy and give away:

- **Men and women disagree over Snickers.** Men love them, women not so much. The same is true for Butterfinger. However, women said they value Hershey’s Miniatures, while men do not.
- **The Midwest prefers sour flavors over peanut butter.** This region of the country values Sour Patch Kids very highly (it ranks no. 2, behind Twix), but unlike the rest of the country, it’s not particularly in love with Reese’s Peanut Butter Cups. The Pacific West also values Sour Patch Kids higher than other regions do.
- **The Northeast and Mountain West don't have a lot of love for Skittles.** Other regions of the country prefer Skittles, just not in the Northeast and Mountain West.
- **The Mountain West also doesn’t want Starburst.** It, along with Skittles, ranked last in this region.

And then there’s candy corn. Poor candy corn. It’s the classic Halloween Candy. It’s cheap and sold in large quantities. It pains pairLab to say that **candy corn likely ends up in the trash**. It was consistently ranked at or near the bottom for all segments (Hot Tamales weren’t far behind). Use the candy corn for decoration and don’t expect many people to eat it.

That’s not the whole story as far as Halloween candy goes. There’s much more, the details of which you can find in the pages that follow.

How pairLab Works

[pairLab.io](#) is a **prioritization tool that ranks ideas** for a group of people **by how passionate they are** about each idea. The results help you make decisions by showing the ideas your customers prefer and by how much they prefer them.

To do this, pairLab runs an “expairiment” which asks survey participants to **judge ideas in pairs**. A participant is shown a pair of ideas and asked to weigh the one they feel is more important than the other. Then they are shown another pair of ideas, and so-on, until the participant judges all match-ups.

pairLab **crowdsources ideas from participants and feeds them back into the survey**. This ensures that all possible ideas are evaluated, captures ideas that are unintentionally left out of the survey (which can be as high as 60%¹), and gives participants a sense that their voices are heard.

To generate results, pairLab calculates a score for each idea. This number, called a pair score, **prioritizes ideas by how strongly survey participants judge each idea**. Pair scores make ideas comparable in ways that allow you to describe how much people prefer one idea over another.

pairLab can **show results by subgroups of participants**, called segments. Segments are also comparable and show where different segments agree and where they don’t, leading you to deep insight about what’s unique about a segment’s priorities.

Finally, pairLab **asks participants to reflect on their experience** in order to capture additional issues that they want you to know.

pairLab can be used anywhere you need to **understand how people prioritize competing ideas**. It’s a required tool for developing products, competitive analyses, marketing, human resources, brand reputation studies, policy making, and anywhere knowing customer priorities is needed.

Methodology

About Ideas, Questions and Segments

pairLab evaluates *ideas* against a single *question*. Ideas are alternative solutions to a problem asked as a question.

In this expairiment, the problem is picking Halloween candy you’ll give away at the front door, at a party or to friends. You want to know what varieties people really want to eat. Ideas in this case are the varieties of candy, and the question is “Which of these Halloween candies do you like more?”

¹ Schuman, H., & Presser S. (1979). The Open and Closed Question. American Sociological Review, Vol. 44 (October), 692 - 712.

Segments are subgroups of your customers, and pairLab can show how people within these subgroups prioritize ideas differently.

Using Halloween candy as an example, say you want to know if men and women prefer the same or different favorite candy. Why is this important? Because men and women may disagree on their favorite but they may agree on their second favorite. Choosing a variety they agree on, rather than a variety that one prefers but the other doesn't, will make both customer segments happy.

Ideas

pairLab seeded the survey with 14 candy varieties that are often cited as America's favorites for Halloween (here in alphabetical order):

- Butterfinger
- Candy corn
- Hershey Miniatures
- Hot Tamales
- Jolly Rancher
- M&Ms
- Milky Way
- Reese's Peanut Butter Cups
- Skittles
- Smarties
- Snickers
- Sour Patch Kids
- Starburst
- Tootsie Pops
- Twix

Survey **participants contributed one valid idea** that was fed back into the survey for subsequent participants to judge, bringing the **total number of ideas to 15**:

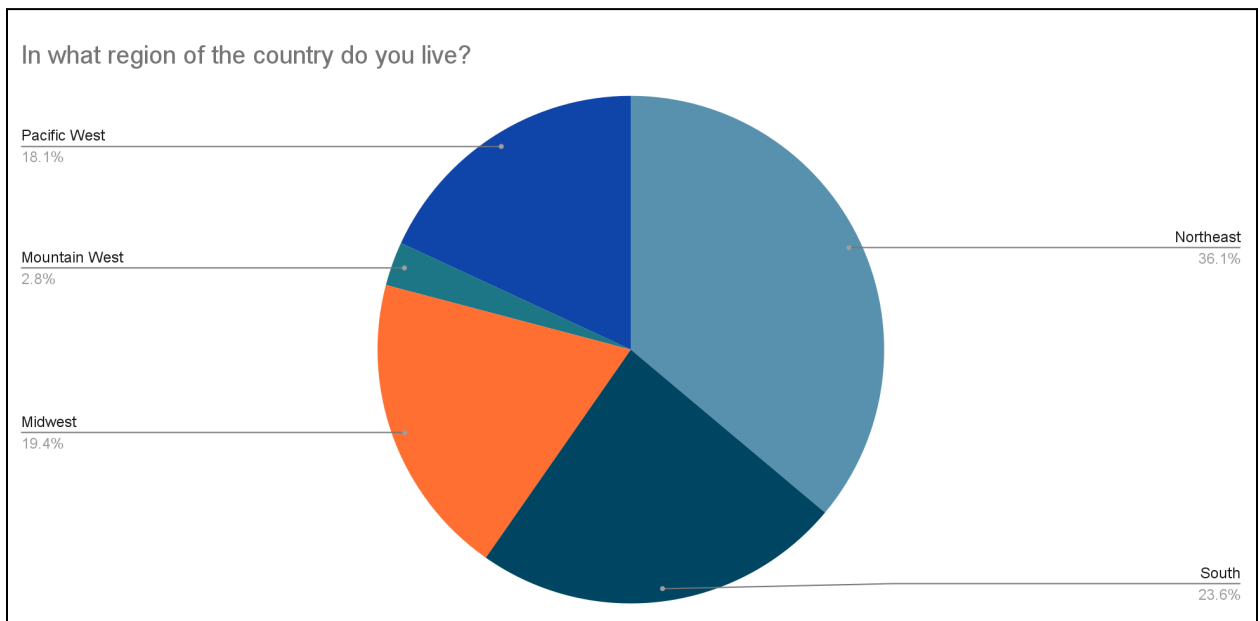
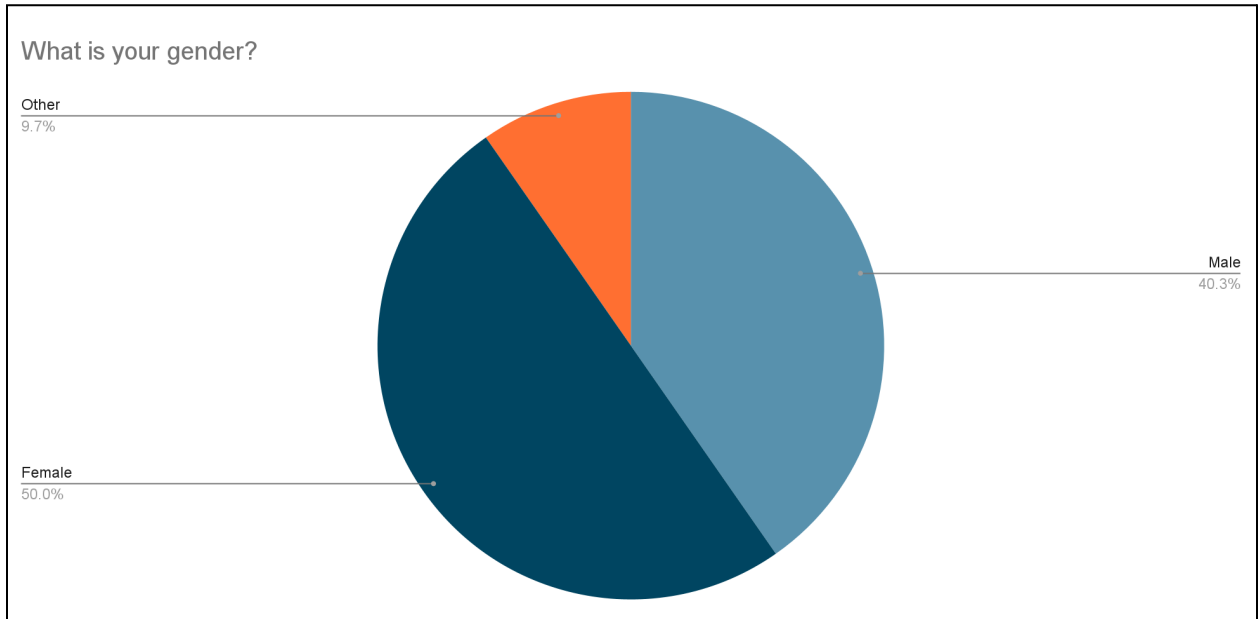
- Smarties

Question

This pairLab experiment asked survey participants: "**Which of these Halloween candies do you like more?**"

Segments

This experiment asked two segment questions:



Conducting the Experiment

This experiment was conducted between October 22 and October 26, 2022.

Survey participants were recruited from Reddit, a paid Facebook ad, and through personal contacts. The paid Facebook ad targeted:

- People living in the United States
- Age 22 - 59
- Interests: Candy, Halloween

No incentive was offered to participants.

Seventy two people provided votes within acceptable parameters². They voted on 105 theoretical idea matchups for a total of 3,501 pair votes, casting an average of 48.6 votes for each pair challenge.

Findings

About Findings

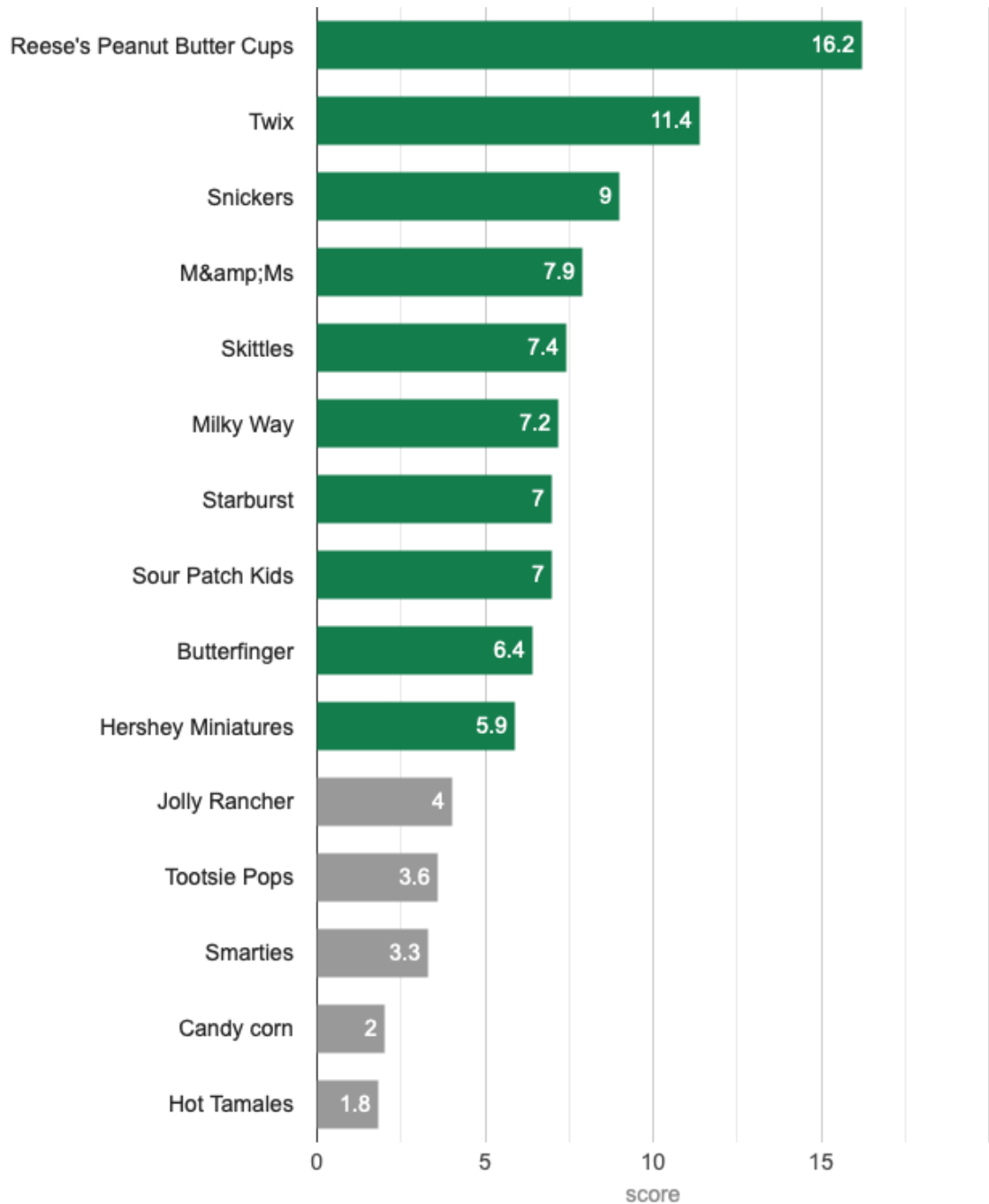
pairLab prioritizes the emotional aspect of choice by measuring the relative magnitude of ideas participants prefer, value or desire. Findings are shown below for all participants and by segments. Each section shows priorities in rank order, categorizes ideas into priority groups according to their pair scores, and shows how each idea can be compared and discussed using conversational language.

Results by Segment

All Participants

This chart shows the **rank order** of candy varieties when aggregating votes cast by all survey participants.

² pairLab filters out responses that could lead to inaccurate results. The filter criteria used indicate the degree to which survey participants were engaged with the survey, whether they voted on too few pair challenges, and whether they struggled with the question or ideas presented. Responses that fall above the threshold for acceptance are included in this analysis.



Why is this chart important? This chart shows ideas in order of their preference to all participants. Subsequent charts like this will show the same information for each segment response.

Rankings are shown in two dimensions. The first is an ordinal ranking (e.g.: participants ranked “Reese’s Peanut Butter Cups,” as the Halloween candy they prefer most). The second dimension reflects emotion and is expressed as a “pair score” (the number assigned to each idea). A pair

score is a unitless measure that shows how strongly survey participants prefer one Halloween candy as compared to any other. Pair scores determine the rank order in this chart. Green bars indicate pair scores that are above the mean, and gray bars indicate pair scores that are below.

This table shows Halloween candy as **preference groups** in two ways: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Twix | | medium-high |
| Snickers | medium | medium |
| M&Ms | | |
| Skittles | | |
| Milky Way | | |
| Starburst | | |
| Sour Patch Kids | | |
| Butterfinger | | |
| Hershey Miniatures | | |
| Jolly Rancher | | |
| Tootsie Pops | | |
| Smarties | | |
| Candy corn | low | |
| Hot Tamales | | |

Why is this table important? We can classify ideas according to where pair scores naturally group together. Seeing ideas classified by two different sized groups can show which ideas are on the margins, leading to better decisions. Take note of differences between the two groupings.

"Medium high" and "medium low" labels highlight marginal differences between ideas, suggesting which are different enough that they could be considered part of an adjacent group. Subsequent tables like this will show the same information for each segment response.

The two groupings show notable differences. The change of Twix and Snickers from their tertile groupings into a medium-high group suggests they can be considered as a stand-alone preference group, and the bifurcation of the low tertile group suggests that even among the lowest preferred candies, there are two tiers; candy corn and hot tamales are just not preferred overall.

We can use pair scores to **articulate how passionate people are about each idea** by dividing the pair scores of two ideas. This table does the math, rounded to one decimal place:

| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter Cups | | 1.4 | 1.8 | 2.0 | 2.2 | 2.3 | 2.3 | 2.3 | 2.5 | 2.7 | 4.1 | 4.5 | 4.9 | 8.3 | 8.9 |
| B. Twix | | | 1.3 | 1.4 | 1.6 | 1.6 | 1.6 | 1.6 | 1.8 | 1.9 | 2.9 | 3.2 | 3.4 | 5.8 | 6.3 |
| C. Snickers | | | | 1.1 | 1.2 | 1.3 | 1.3 | 1.3 | 1.4 | 1.5 | 2.3 | 2.5 | 2.7 | 4.6 | 5.0 |
| D. M&Ms | | | | | 1.1 | 1.1 | 1.1 | 1.1 | 1.2 | 1.3 | 2.0 | 2.2 | 2.4 | 4.0 | 4.4 |
| E. Skittles | | | | | | 1.0 | 1.1 | 1.1 | 1.1 | 1.2 | 1.8 | 2.0 | 2.2 | 3.8 | 4.1 |
| F. Milky Way | | | | | | | 1.0 | 1.0 | 1.1 | 1.2 | 1.8 | 2.0 | 2.2 | 3.7 | 3.9 |
| G. Starburst | | | | | | | | 1.0 | 1.1 | 1.2 | 1.7 | 1.9 | 2.1 | 3.6 | 3.8 |
| H. Sour Patch Kids | | | | | | | | | 1.1 | 1.2 | 1.7 | 1.9 | 2.1 | 3.5 | 3.8 |
| I. Butterfinger | | | | | | | | | | 1.1 | 1.6 | 1.8 | 1.9 | 3.3 | 3.6 |
| J. Hershey Miniatures | | | | | | | | | | | 1.5 | 1.6 | 1.8 | 3.0 | 3.2 |
| K. Jolly Rancher | | | | | | | | | | | | 1.1 | 1.2 | 2.0 | 2.2 |
| L. Tootsie Pops | | | | | | | | | | | | | 1.1 | 1.8 | 2.0 |
| M. Smarties | | | | | | | | | | | | | | 1.7 | 1.8 |
| N. Candy corn | | | | | | | | | | | | | | | 1.1 |
| O. Hot Tamales | | | | | | | | | | | | | | | |

Why is this table important? *It's hard to discuss an idea's preference using just numbers. Because pair scores are comparable, we can translate them into plain language.*

To use this table, choose the first idea you wish to compare from the Idea column. Move across the row to the letter ID of the second idea you wish to compare it to. The number in that cell is the factor by which participants prefer the first idea over the second.

Here's an example: Say we want to see by how much "A. Reese's Peanut Butter Cups" is preferred over "H. Sour Patch Kids." The value at the intersection between row A and column H is 2.3. We can now say that survey participants prefer Reese's Peanut Butter Cups 2.3 times more than "Sour Patch Kids."

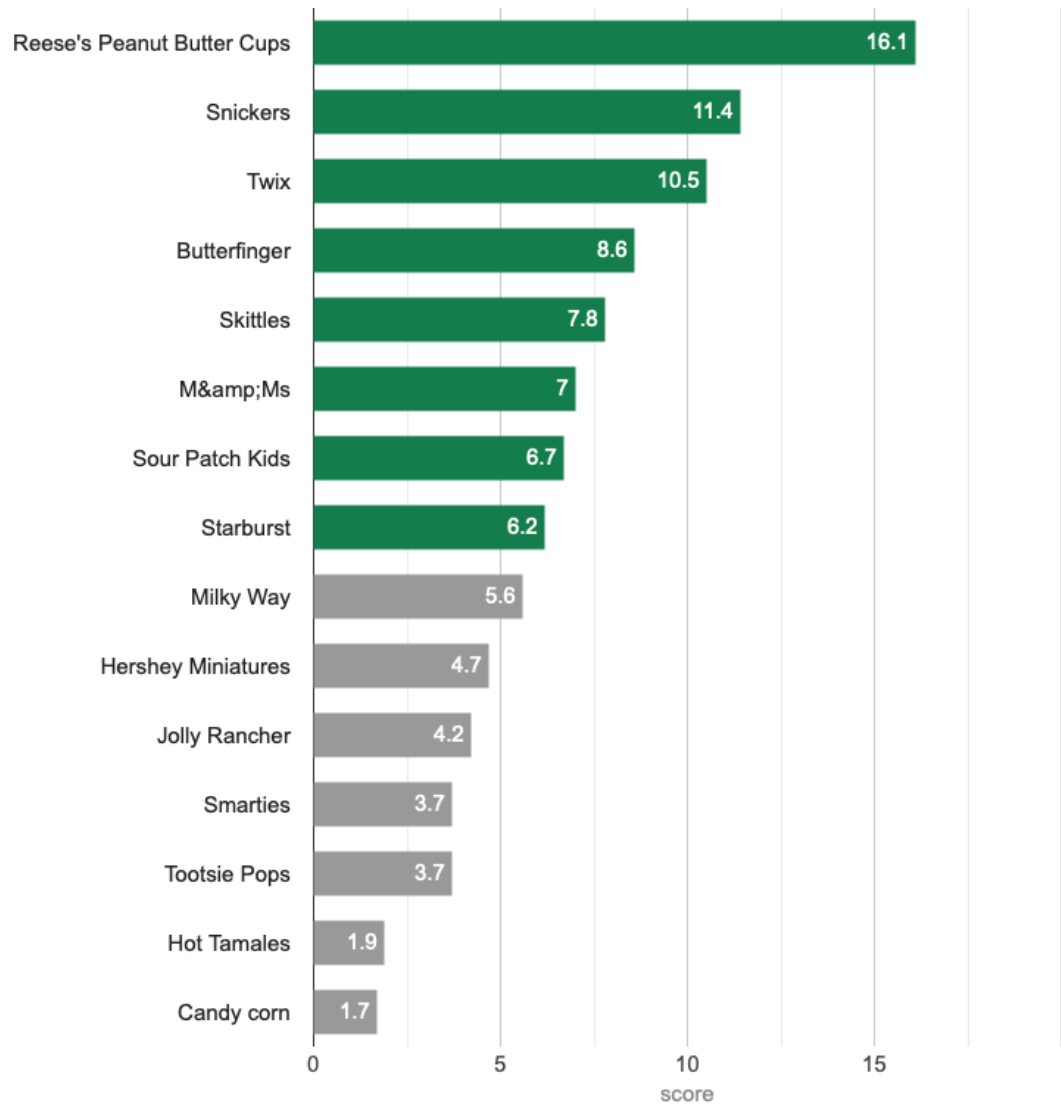
Subsequent tables like this will show the same information for each segment response.

Gender

Male

Men account for 40.3% of survey participants in the gender segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Snickers | | medium-high |
| Twix | | |
| Butterfinger | medium | medium |

| | | |
|--------------------|-----|------------|
| Skittles | low | medium-low |
| M&Ms | | |
| Sour Patch Kids | | |
| Starburst | | |
| Milky Way | | |
| Hershey Miniatures | | |
| Jolly Rancher | | |
| Smarties | | |
| Tootsie Pops | | |
| Hot Tamales | | |
| Candy corn | | |

Of note are Snickers and Twix, which both appear to be of lower preference when compared to Reese’s. Milky Way appears to be more like a low preference candy in the quintile grouping.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

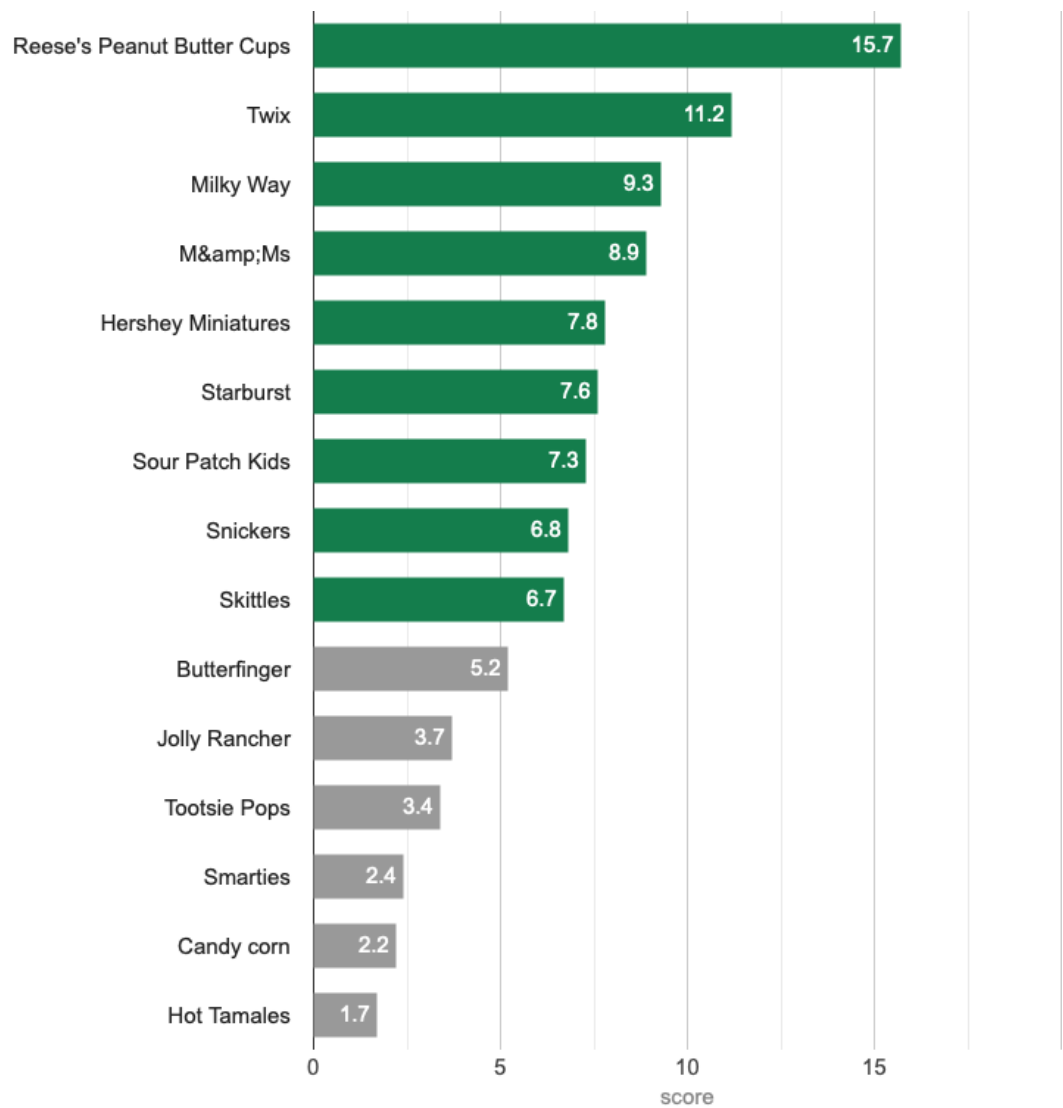
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter Cups | | 1.4 | 1.5 | 1.9 | 2.1 | 2.3 | 2.4 | 2.6 | 2.9 | 3.4 | 3.9 | 4.3 | 4.4 | 8.6 | 9.5 |
| B. Snickers | | | 1.1 | 1.3 | 1.5 | 1.6 | 1.7 | 1.8 | 2.0 | 2.4 | 2.7 | 3.1 | 3.1 | 6.1 | 6.7 |
| C. Twix | | | | 1.2 | 1.3 | 1.5 | 1.6 | 1.7 | 1.9 | 2.2 | 2.5 | 2.8 | 2.8 | 5.6 | 6.2 |
| D. Butterfinger | | | | | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.8 | 2.1 | 2.3 | 2.3 | 4.6 | 5.1 |
| E. Skittles | | | | | | 1.1 | 1.2 | 1.3 | 1.4 | 1.7 | 1.9 | 2.1 | 2.1 | 4.2 | 4.6 |
| F. M&Ms | | | | | | | 1.0 | 1.1 | 1.3 | 1.5 | 1.7 | 1.9 | 1.9 | 3.7 | 4.1 |
| G. Sour Patch Kids | | | | | | | | 1.1 | 1.2 | 1.4 | 1.6 | 1.8 | 1.8 | 3.6 | 3.9 |
| H. Starburst | | | | | | | | | 1.1 | 1.3 | 1.5 | 1.7 | 1.7 | 3.3 | 3.6 |
| I. Milky Way | | | | | | | | | | 1.2 | 1.3 | 1.5 | 1.5 | 3.0 | 3.3 |
| J. Hershey Miniatures | | | | | | | | | | | 1.1 | 1.3 | 1.3 | 2.5 | 2.8 |
| K. Jolly Rancher | | | | | | | | | | | | 1.1 | 1.1 | 2.2 | 2.5 |

| | | | | | | | | | | | | | | | | | | | | | |
|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-----|-----|-----|
| L. Smarties | | | | | | | | | | | | | | | | | | | 1.0 | 2.0 | 2.2 |
| M. Tootsie Pops | | | | | | | | | | | | | | | | | | | | 2.0 | 2.2 |
| N. Hot Tamales | | | | | | | | | | | | | | | | | | | | | 1.1 |
| O. Candy corn | | | | | | | | | | | | | | | | | | | | | |

Female

Women account for 50.0% of survey participants in the gender segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Twix | | medium-high |
| Milky Way | medium | medium |
| MMs | | |
| Hershey Miniatures | | |
| Starburst | | |
| Sour Patch Kids | | |
| Snickers | | |
| Skittles | | |
| Butterfinger | low | medium-low |
| Jolly Rancher | | |
| Tootsie Pops | | |
| Smarties | | low |
| Candy corn | | |
| Hot Tamales | | |

For women, Twix, Milky Way and M&Ms group together as a second-tier preference when compared with the tertile groupings. Also of note is the clear bifurcation of the low-priority groups, conforming this tertile’s preferences. This segment may be better grouped into four priority tiers, rather than three or five.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

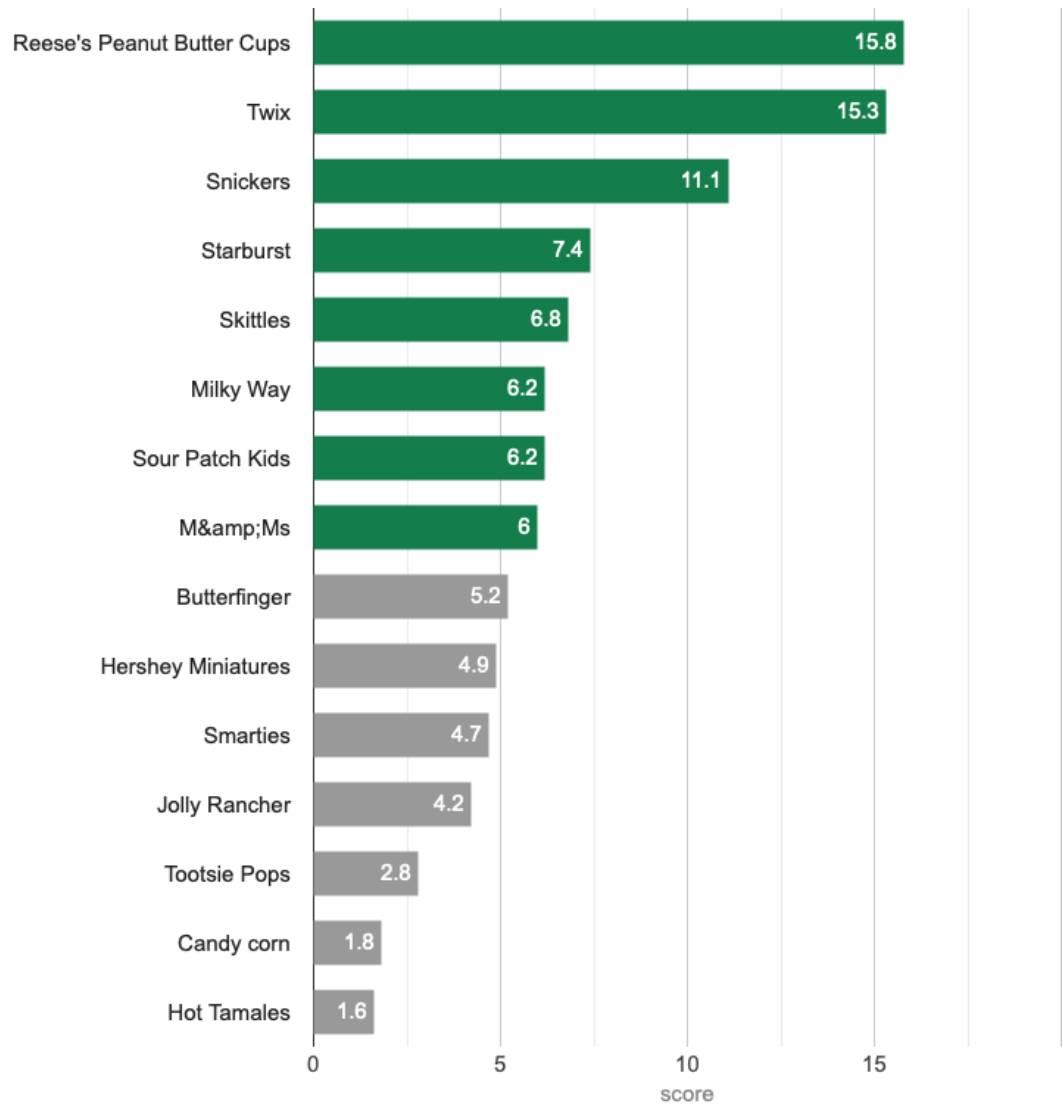
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|--------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter | | 1.4 | 1.7 | 1.8 | 2.0 | 2.1 | 2.2 | 2.3 | 2.3 | 3.0 | 4.2 | 4.6 | 6.4 | 7.2 | 9.1 |

| | | | | | | | | | | | | | | | |
|-----------------------|--|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Cups | | | | | | | | | | | | | | | |
| B. Twix | | | 1.2 | 1.3 | 1.4 | 1.5 | 1.5 | 1.7 | 1.7 | 2.2 | 3.0 | 3.3 | 4.6 | 5.1 | 6.5 |
| C. Milky Way | | | | 1.0 | 1.2 | 1.2 | 1.3 | 1.4 | 1.4 | 1.8 | 2.5 | 2.7 | 3.8 | 4.3 | 5.4 |
| D. M&Ms | | | | | 1.1 | 1.2 | 1.2 | 1.3 | 1.3 | 1.7 | 2.4 | 2.6 | 3.6 | 4.1 | 5.2 |
| E. Hershey Miniatures | | | | | | 1.0 | 1.1 | 1.1 | 1.2 | 1.5 | 2.1 | 2.3 | 3.2 | 3.5 | 4.5 |
| F. Starburst | | | | | | | 1.1 | 1.1 | 1.1 | 1.5 | 2.1 | 2.2 | 3.1 | 3.5 | 4.4 |
| G. Sour Patch Kids | | | | | | | | 1.1 | 1.1 | 1.4 | 2.0 | 2.1 | 3.0 | 3.3 | 4.2 |
| H. Snickers | | | | | | | | | 1.0 | 1.3 | 1.8 | 2.0 | 2.8 | 3.1 | 3.9 |
| I. Skittles | | | | | | | | | | 1.3 | 1.8 | 2.0 | 2.7 | 3.1 | 3.9 |
| J. Butterfinger | | | | | | | | | | | 1.4 | 1.5 | 2.1 | 2.4 | 3.0 |
| K. Jolly Rancher | | | | | | | | | | | | 1.1 | 1.5 | 1.7 | 2.1 |
| L. Tootsie Pops | | | | | | | | | | | | | 1.4 | 1.6 | 2.0 |
| M. Smarties | | | | | | | | | | | | | | 1.1 | 1.4 |
| N. Candy corn | | | | | | | | | | | | | | | 1.3 |
| O. Hot Tamales | | | | | | | | | | | | | | | |

Other

Genders other than male and female account for 9.7% of survey participants in the gender segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Twix | | medium-high |
| Snickers | medium | medium |
| M&Ms | | |
| Skittles | | |

| | | |
|--------------------|-----|------------|
| Milky Way | | |
| Starburst | | |
| Sour Patch Kids | | |
| Butterfinger | | |
| Hershey Miniatures | | |
| Jolly Rancher | low | medium-low |
| Tootsie Pops | | |
| Smarties | | |
| Candy corn | | low |
| Hot Tamales | | |

This segment appears to prefer Twix and Snickers as a group in between high and low groupings. Also of note is the clear bifurcation of the low-priority groups, conforming this tertile’s preferences. This segment may be better grouped into four priority tiers, rather than three or five.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| A. Reese's Peanut Butter Cups | | 1.0 | 1.4 | 2.1 | 2.3 | 2.6 | 2.6 | 2.7 | 3.0 | 3.2 | 3.4 | 3.7 | 5.6 | 8.6 | 10.1 |
| B. Twix | | | 1.4 | 2.1 | 2.3 | 2.5 | 2.5 | 2.6 | 2.9 | 3.1 | 3.3 | 3.6 | 5.4 | 8.3 | 9.7 |
| C. Snickers | | | | 1.5 | 1.6 | 1.8 | 1.8 | 1.9 | 2.1 | 2.3 | 2.4 | 2.6 | 3.9 | 6.0 | 7.1 |
| D. Starburst | | | | | 1.1 | 1.2 | 1.2 | 1.2 | 1.4 | 1.5 | 1.6 | 1.7 | 2.6 | 4.0 | 4.7 |
| E. Skittles | | | | | | 1.1 | 1.1 | 1.1 | 1.3 | 1.4 | 1.4 | 1.6 | 2.4 | 3.7 | 4.3 |
| F. Milky Way | | | | | | | 1.0 | 1.0 | 1.2 | 1.3 | 1.3 | 1.5 | 2.2 | 3.4 | 4.0 |
| G. Sour Patch Kids | | | | | | | | 1.0 | 1.2 | 1.3 | 1.3 | 1.5 | 2.2 | 3.3 | 3.9 |
| H. M&Ms | | | | | | | | | 1.1 | 1.2 | 1.3 | 1.4 | 2.1 | 3.2 | 3.8 |
| I. Butterfinger | | | | | | | | | | 1.1 | 1.1 | 1.2 | 1.8 | 2.8 | 3.3 |
| J. Hershey Miniatures | | | | | | | | | | | 1.0 | 1.2 | 1.7 | 2.7 | 3.1 |
| K. Smarties | | | | | | | | | | | | 1.1 | 1.7 | 2.5 | 3.0 |
| L. Jolly Rancher | | | | | | | | | | | | | 1.5 | 2.3 | 2.7 |

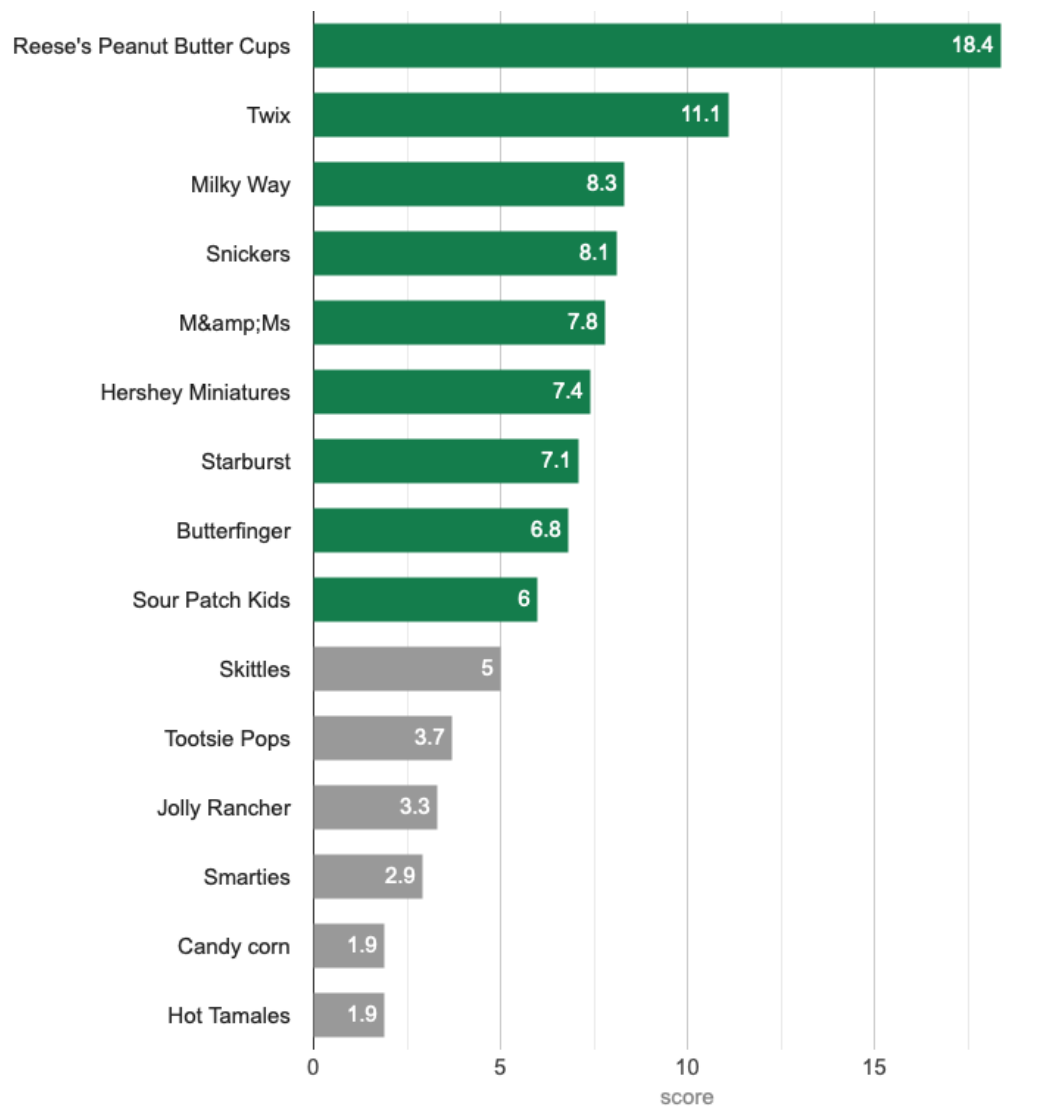
| | | | | | | | | | | | | | | | | | | | | |
|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|-----|-----|-----|
| M. Tootsie Pops | | | | | | | | | | | | | | | | | | 1.5 | 1.8 | |
| N. Candy corn | | | | | | | | | | | | | | | | | | | | 1.2 |
| O. Hot Tamales | | | | | | | | | | | | | | | | | | | | |

Region

Northeast

The segment with participants living in CT, MA, ME, NH, NJ, NY, PA, RI and VT accounts for 36.1% of survey participants in the region segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Twix | medium | medium-high |
| Milky Way | | medium |
| Snickers | | |
| M&Ms | | |
| Hershey Miniatures | | |
| Starburst | | |
| Butterfinger | | |
| Sour Patch Kids | | |
| Skittles | low | low |
| Tootsie Pops | | |
| Jolly Rancher | | |
| Smarties | | |
| Candy corn | | |
| Hot Tamales | | |

This segment appears to split the medium preference candy into three tiers. Reese’s, as a high preference, remains the same, while Twix and Skittles gravitates more to the middle.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

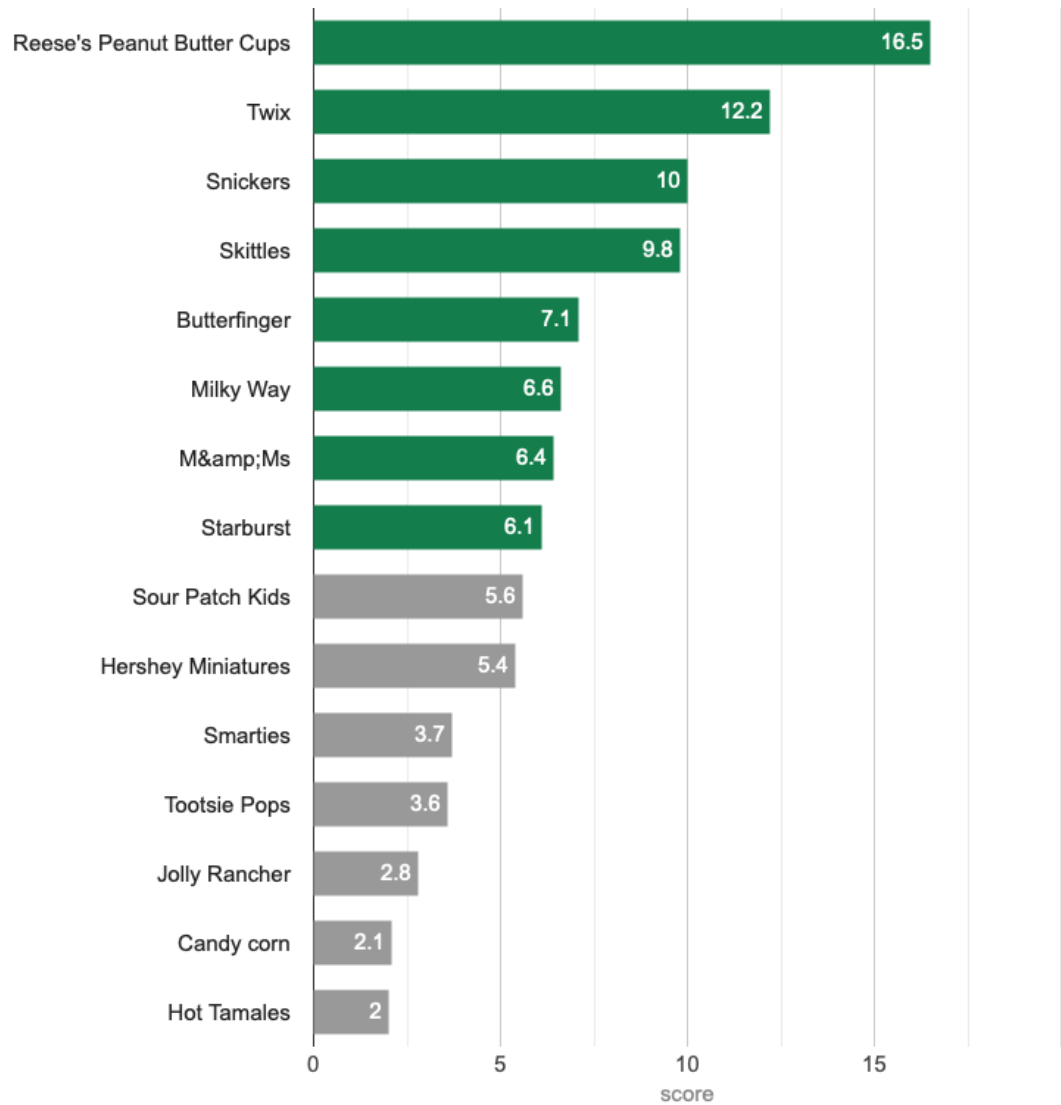
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter Cups | | 1.7 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 | 3.1 | 3.7 | 4.9 | 5.5 | 6.4 | 9.5 | 9.7 |
| B. Twix | | | 1.3 | 1.4 | 1.4 | 1.5 | 1.6 | 1.6 | 1.9 | 2.2 | 3.0 | 3.3 | 3.8 | 5.8 | 5.8 |

| | | | | | | | | | | | | | | | |
|-----------------------|--|--|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| C. Milky Way | | | | 1.0 | 1.1 | 1.1 | 1.2 | 1.2 | 1.4 | 1.7 | 2.2 | 2.5 | 2.9 | 4.3 | 4.4 |
| D. Snickers | | | | | 1.0 | 1.1 | 1.1 | 1.2 | 1.4 | 1.6 | 2.2 | 2.5 | 2.8 | 4.2 | 4.3 |
| E. M&Ms | | | | | | 1.0 | 1.1 | 1.1 | 1.3 | 1.6 | 2.1 | 2.3 | 2.7 | 4.0 | 4.1 |
| F. Hershey Miniatures | | | | | | | 1.0 | 1.1 | 1.2 | 1.5 | 2.0 | 2.2 | 2.6 | 3.9 | 3.9 |
| G. Starburst | | | | | | | | 1.0 | 1.2 | 1.4 | 1.9 | 2.1 | 2.5 | 3.7 | 3.8 |
| H. Butterfinger | | | | | | | | | 1.1 | 1.4 | 1.8 | 2.1 | 2.4 | 3.5 | 3.6 |
| I. Sour Patch Kids | | | | | | | | | | 1.2 | 1.6 | 1.8 | 2.1 | 3.1 | 3.2 |
| J. Skittles | | | | | | | | | | | 1.3 | 1.5 | 1.7 | 2.6 | 2.6 |
| K. Tootsie Pops | | | | | | | | | | | | 1.1 | 1.3 | 1.9 | 2.0 |
| L. Jolly Rancher | | | | | | | | | | | | | 1.2 | 1.7 | 1.8 |
| M. Smarties | | | | | | | | | | | | | | 1.5 | 1.5 |
| N. Candy corn | | | | | | | | | | | | | | | 1.0 |
| O. Hot Tamales | | | | | | | | | | | | | | | |

South

The segment with participants living in AL, AR, DE, DC, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA and WV accounts for 23.6% of survey participants in the region segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Twix | | medium-high |
| Snickers | | medium |
| Skittles | | |

| | | |
|--------------------|--------|------------|
| Butterfinger | medium | medium-low |
| Milky Way | | |
| M&Ms | | |
| Starburst | | |
| Sour Patch Kids | | |
| Hershey Miniatures | | |
| Smarties | low | low |
| Tootsie Pops | | |
| Jolly Rancher | | |
| Candy corn | | |
| Hot Tamales | | |

This segment appears to split the high preference candy into three distinct groups. Reese’s remains at the top, with Twix carving out its own group and Snickers/Skittle transforming into the medium group. The medium and low preference group remains the same.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

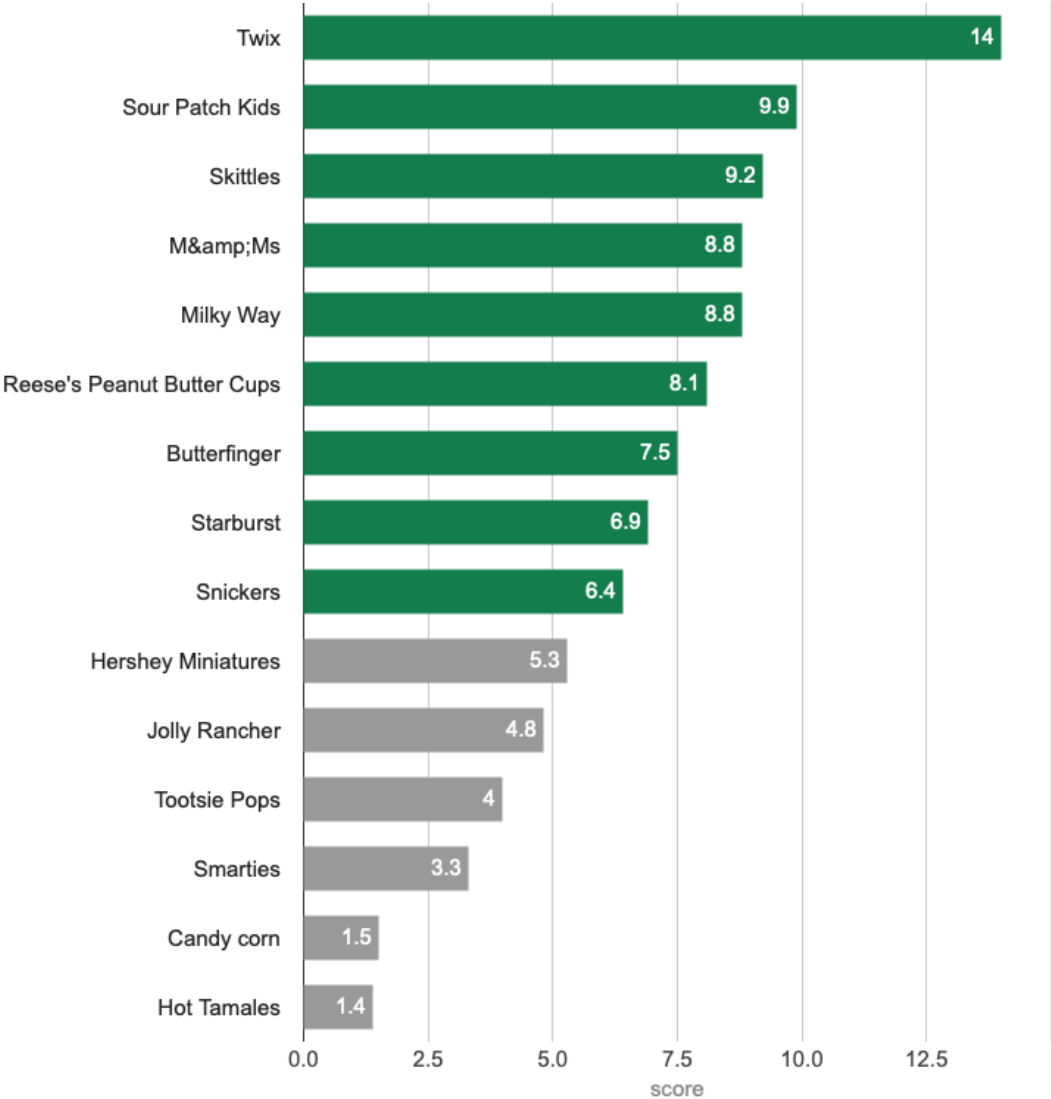
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter Cups | | 1.4 | 1.6 | 1.7 | 2.3 | 2.5 | 2.6 | 2.7 | 2.9 | 3.0 | 4.4 | 4.6 | 5.8 | 7.7 | 8.2 |
| B. Twix | | | 1.2 | 1.2 | 1.7 | 1.8 | 1.9 | 2.0 | 2.2 | 2.2 | 3.2 | 3.4 | 4.3 | 5.7 | 6.0 |
| C. Snickers | | | | 1.0 | 1.4 | 1.5 | 1.6 | 1.7 | 1.8 | 1.9 | 2.7 | 2.8 | 3.5 | 4.7 | 5.0 |
| D. Skittles | | | | | 1.4 | 1.5 | 1.5 | 1.6 | 1.7 | 1.8 | 2.6 | 2.7 | 3.4 | 4.6 | 4.9 |
| E. Butterfinger | | | | | | 1.1 | 1.1 | 1.2 | 1.3 | 1.3 | 1.9 | 2.0 | 2.5 | 3.3 | 3.5 |
| F. Milky Way | | | | | | | 1.0 | 1.1 | 1.2 | 1.2 | 1.8 | 1.8 | 2.3 | 3.1 | 3.3 |
| G. M&Ms | | | | | | | | 1.1 | 1.1 | 1.2 | 1.7 | 1.8 | 2.3 | 3.0 | 3.2 |
| H. Starburst | | | | | | | | | 1.1 | 1.1 | 1.6 | 1.7 | 2.1 | 2.8 | 3.0 |
| I. Sour Patch Kids | | | | | | | | | | 1.0 | 1.5 | 1.6 | 2.0 | 2.6 | 2.8 |
| J. Hershey Miniatures | | | | | | | | | | | 1.4 | 1.5 | 1.9 | 2.5 | 2.7 |
| K. Smarties | | | | | | | | | | | | 1.0 | 1.3 | 1.8 | 1.9 |

| | | | | | | | | | | | | | | | | |
|------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|-----|-----|-----|
| L. Tootsie Pops | | | | | | | | | | | | | | 1.3 | 1.7 | 1.8 |
| M. Jolly Rancher | | | | | | | | | | | | | | | 1.3 | 1.4 |
| N. Candy corn | | | | | | | | | | | | | | | | 1.1 |
| O. Hot Tamales | | | | | | | | | | | | | | | | |

Midwest

The segment with participants living in IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD and WI accounts for 19.4% of survey participants in the region segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Twix | high | high |
| Sour Patch Kids | medium | medium-high |
| Skittles | | |
| M&Ms | | |
| Milky Way | | |
| Reese's Peanut Butter Cups | | |
| Butterfinger | | |
| Starburst | | |
| Snickers | | |
| Hershey Miniatures | | low |
| Jolly Rancher | | |
| Tootsie Pops | | |
| Smarties | | |
| Candy corn | low | |
| Hot Tamales | | |

This segment bifurcates both its middle and low priority candies into subgroups with medium seeing additional grouping as medium-high and medium, and low seeing additional grouping as medium-low and low.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

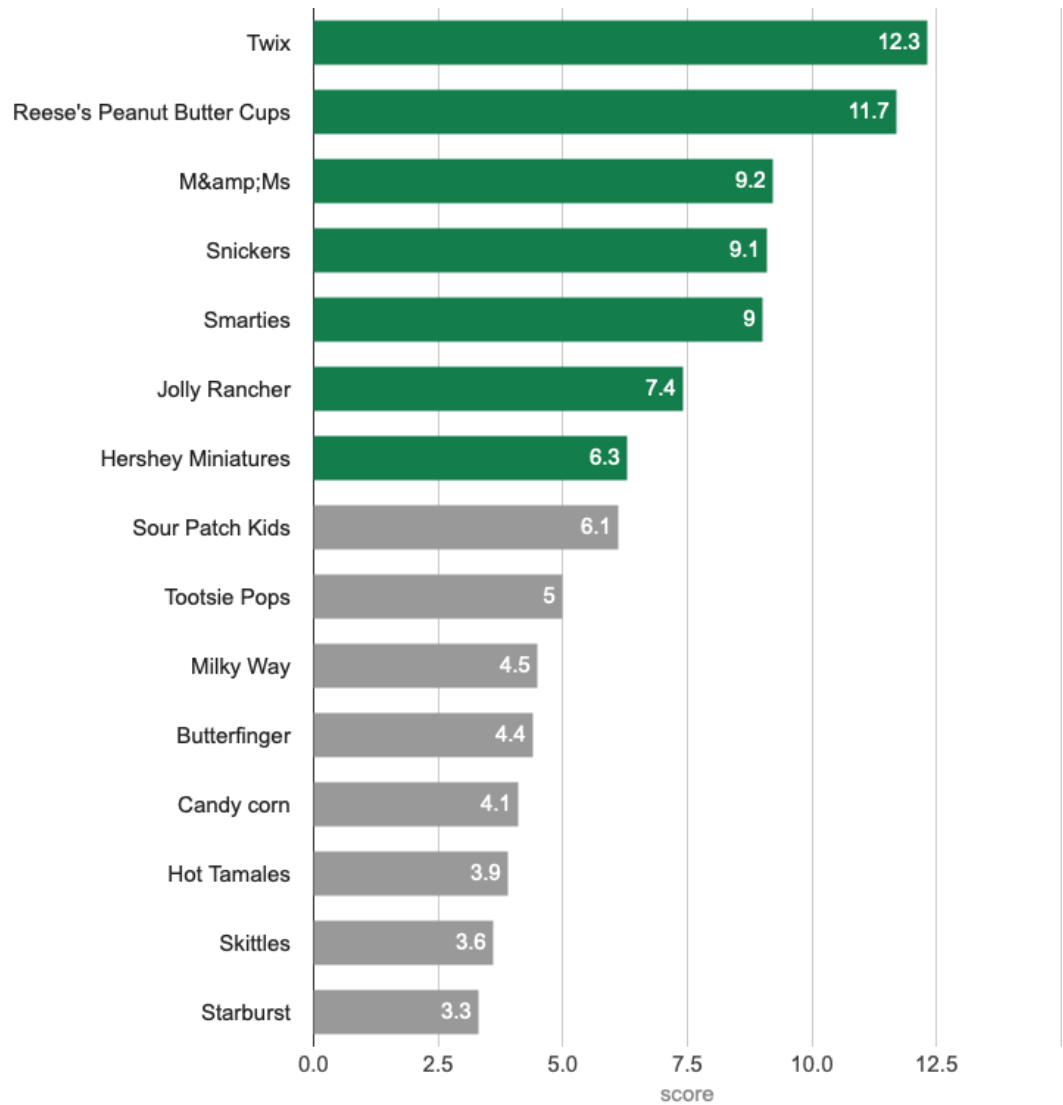
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|--------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| A. Twix | | 1.4 | 1.5 | 1.6 | 1.6 | 1.7 | 1.9 | 2.0 | 2.2 | 2.7 | 2.9 | 3.5 | 4.2 | 9.1 | 10.1 |
| B. Sour Patch Kids | | | 1.1 | 1.1 | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 | 1.9 | 2.1 | 2.5 | 3.0 | 6.4 | 7.2 |

| | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| C. Skittles | | | | 1.0 | 1.1 | 1.1 | 1.2 | 1.3 | 1.4 | 1.7 | 1.9 | 2.3 | 2.8 | 6.0 | 6.7 |
| D. M&Ms | | | | | 1.0 | 1.1 | 1.2 | 1.3 | 1.4 | 1.7 | 1.8 | 2.2 | 2.7 | 5.7 | 6.4 |
| E. Milky Way | | | | | | 1.1 | 1.2 | 1.3 | 1.4 | 1.7 | 1.8 | 2.2 | 2.6 | 5.7 | 6.4 |
| F. Reese's Peanut Butter Cups | | | | | | | 1.1 | 1.2 | 1.3 | 1.5 | 1.7 | 2.0 | 2.4 | 5.2 | 5.9 |
| G. Butterfinger | | | | | | | | 1.1 | 1.2 | 1.4 | 1.6 | 1.9 | 2.3 | 4.9 | 5.5 |
| H. Starburst | | | | | | | | | 1.1 | 1.3 | 1.4 | 1.7 | 2.1 | 4.5 | 5.0 |
| I. Snickers | | | | | | | | | | 1.2 | 1.3 | 1.6 | 1.9 | 4.2 | 4.6 |
| J. Hershey Miniatures | | | | | | | | | | | 1.1 | 1.3 | 1.6 | 3.4 | 3.8 |
| K. Jolly Rancher | | | | | | | | | | | | 1.2 | 1.4 | 3.1 | 3.5 |
| L. Tootsie Pops | | | | | | | | | | | | | 1.2 | 2.6 | 2.9 |
| M. Smarties | | | | | | | | | | | | | | 2.2 | 2.4 |
| N. Candy corn | | | | | | | | | | | | | | | 1.1 |
| O. Hot Tamales | | | | | | | | | | | | | | | |

Mountain West

The segment with participants living in AZ, CO, ID, MT, NM, NV, UT, and WY accounts for 2.8% of survey participants in the region segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Twix | high | high |
| Reese's Peanut Butter Cups | | |
| M&Ms | medium | medium-high |
| Snickers | | |

| | | |
|--------------------|-----|------------|
| Smarties | low | medium |
| Jolly Rancher | | |
| Hershey Miniatures | | |
| Sour Patch Kids | | medium-low |
| Tootsie Pops | | |
| Milky Way | | |
| Butterfinger | | |
| Candy corn | | |
| Hot Tamales | | low |
| Skittles | | |
| Starburst | | |

This segment’s high preferences stay high, but its medium and low preference groups shift in a quintile grouping.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

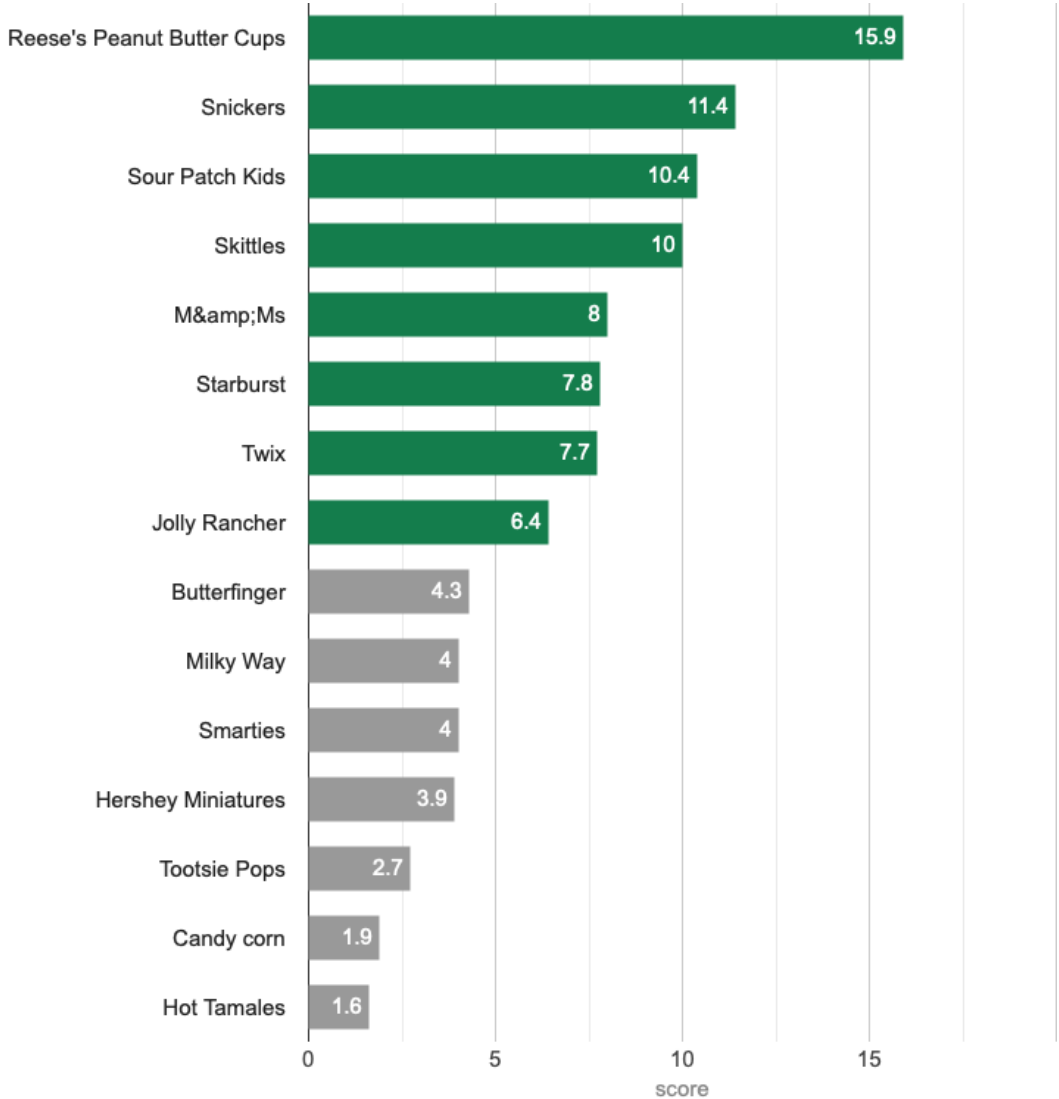
| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Twix | | 1.1 | 1.3 | 1.4 | 1.4 | 1.7 | 2.0 | 2.0 | 2.5 | 2.7 | 2.8 | 3.0 | 3.2 | 3.4 | 3.7 |
| B. Reese's Peanut Butter Cups | | | 1.3 | 1.3 | 1.3 | 1.6 | 1.9 | 1.9 | 2.3 | 2.6 | 2.6 | 2.8 | 3.0 | 3.2 | 3.6 |
| C. M&Ms | | | | 1.0 | 1.0 | 1.2 | 1.5 | 1.5 | 1.8 | 2.0 | 2.1 | 2.2 | 2.4 | 2.5 | 2.8 |
| D. Snickers | | | | | 1.0 | 1.2 | 1.4 | 1.5 | 1.8 | 2.0 | 2.1 | 2.2 | 2.4 | 2.5 | 2.8 |
| E. Smarties | | | | | | 1.2 | 1.4 | 1.5 | 1.8 | 2.0 | 2.0 | 2.2 | 2.3 | 2.5 | 2.7 |
| F. Jolly Rancher | | | | | | | 1.2 | 1.2 | 1.5 | 1.6 | 1.7 | 1.8 | 1.9 | 2.0 | 2.2 |
| G. Hershey Miniatures | | | | | | | | 1.0 | 1.3 | 1.4 | 1.4 | 1.5 | 1.6 | 1.7 | 1.9 |
| H. Sour Patch Kids | | | | | | | | | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 1.7 | 1.8 |
| I. Tootsie Pops | | | | | | | | | | 1.1 | 1.1 | 1.2 | 1.3 | 1.4 | 1.5 |
| J. Milky Way | | | | | | | | | | | 1.0 | 1.1 | 1.2 | 1.2 | 1.4 |
| K. Butterfinger | | | | | | | | | | | | 1.1 | 1.1 | 1.2 | 1.3 |

| | | | | | | | | | | | | | | | | |
|----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|-----|-----|-----|
| L. Candy corn | | | | | | | | | | | | | | 1.1 | 1.1 | 1.3 |
| M. Hot Tamales | | | | | | | | | | | | | | | 1.1 | 1.2 |
| N. Skittles | | | | | | | | | | | | | | | | 1.1 |
| O. Starburst | | | | | | | | | | | | | | | | |

Pacific West

The segment with participants living in AK, CA, HI, OR and WA accounts for 18.1% of survey participants in the region segment.

This chart shows the rank order of ideas for this segment response:



This table shows the segment preferences in two groups: as tertile preferences (“low,” “medium” and “high”) and quintile preferences (“low,” “medium-low,” “medium,” “medium-high,” and “high”):

| Candy | Tertile Preference | Quintile Preference |
|----------------------------|--------------------|---------------------|
| Reese's Peanut Butter Cups | high | high |
| Snickers | medium | medium-high |
| Sour Patch Kids | | |
| Skittles | | |
| M&Ms | | |
| Starburst | | medium |
| Twix | | |
| Jolly Rancher | | |
| Butterfinger | | |
| Milky Way | | |
| Smarties | | |
| Hershey Miniatures | | |
| Tootsie Pops | low | |
| Candy corn | | |
| Hot Tamales | | |

This segment’s high preferences stay high, medium and low preference groups remain intact with bifurcations of the medium and low tertile groupings.

This table shows the magnitudes of preference between each idea, rounded to one decimal place:

| Candy | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|-------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A. Reese's Peanut Butter Cups | | 1.4 | 1.5 | 1.6 | 2.0 | 2.0 | 2.1 | 2.5 | 3.7 | 3.9 | 3.9 | 4.0 | 6.0 | 8.4 | 9.9 |
| B. Snickers | | | 1.1 | 1.1 | 1.4 | 1.5 | 1.5 | 1.8 | 2.7 | 2.8 | 2.8 | 2.9 | 4.3 | 6.0 | 7.1 |

| | | | | | | | | | | | | | | | |
|-----------------------|--|--|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| C. Sour Patch Kids | | | | 1.0 | 1.3 | 1.3 | 1.3 | 1.6 | 2.4 | 2.6 | 2.6 | 2.6 | 3.9 | 5.5 | 6.5 |
| D. Skittles | | | | | 1.2 | 1.3 | 1.3 | 1.6 | 2.3 | 2.5 | 2.5 | 2.5 | 3.7 | 5.3 | 6.2 |
| E. M&Ms | | | | | | 1.0 | 1.0 | 1.3 | 1.9 | 2.0 | 2.0 | 2.0 | 3.0 | 4.2 | 5.0 |
| F. Starburst | | | | | | | 1.0 | 1.2 | 1.8 | 1.9 | 1.9 | 2.0 | 2.9 | 4.1 | 4.9 |
| G. Twix | | | | | | | | 1.2 | 1.8 | 1.9 | 1.9 | 2.0 | 2.9 | 4.1 | 4.8 |
| H. Jolly Rancher | | | | | | | | | 1.5 | 1.6 | 1.6 | 1.6 | 2.4 | 3.4 | 4.0 |
| I. Butterfinger | | | | | | | | | | 1.1 | 1.1 | 1.1 | 1.6 | 2.3 | 2.7 |
| J. Milky Way | | | | | | | | | | | 1.0 | 1.0 | 1.5 | 2.1 | 2.5 |
| K. Smarties | | | | | | | | | | | | 1.0 | 1.5 | 2.1 | 2.5 |
| L. Hershey Miniatures | | | | | | | | | | | | | 1.5 | 2.1 | 2.5 |
| M. Tootsie Pops | | | | | | | | | | | | | | 1.4 | 1.7 |
| N. Candy corn | | | | | | | | | | | | | | | 1.2 |
| O. Hot Tamales | | | | | | | | | | | | | | | |

Segment Comparisons

Comparing idea rankings between two segment responses leads to deep insights by seeing where participants agree and disagree over priorities. This gives us a sense on how ideas will perform in practice among different groups of people. This analysis **reveals hidden opportunities** for ideas when we see what one segment group prefers while the other does not.

Each table in this section shows three rows below the header. The first shows which ideas are important to both segment response groups. The next two rows show which ideas are important to one segment response group but not the other. An idea is considered important when its pair score is above the mean of all pair scores for that segment response group.

Male vs. Female

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Reese's Peanut Butter Cups Snickers Twix Skittles M&Ms Sour Patch Kids |

| | |
|--------------------|---------------------------------|
| | Starburst |
| Male only | Butterfinger |
| Female only | Milky Way Hershey Miniatures |

Male vs. Other

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Reese's Peanut Butter Cups Snickers Twix Skittles M&Ms Sour Patch Kids Starburst Milky Way |
| Male only | Butterfinger |
| Other only | <i>No unique preferences</i> |

Female vs. Other

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Reese's Peanut Butter Cups Twix Milky Way M&Ms Starburst Sour Patch Kids Snickers Skittles |
| Male only | Hershey Miniatures |
| Other only | <i>No unique preferences</i> |

Northeast vs. South

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Reese's Peanut Butter Cups Twix Milky Way Snickers Hershey Miniatures Butterfinger M&Ms |
| Northeast only | Starburst Sour Patch Kids |
| South only | Skittles |

Northeast vs. Midwest

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Reese's Peanut Butter Cups Twix Milky Way Snickers M&Ms Starburst Butterfinger Sour Patch Kids |
| Northeast only | Hershey Miniatures |
| Midwest only | Skittles |

Northeast vs. Mountain West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---------------------------------------|
|---------------------------------|---------------------------------------|

| | |
|---------------------------|--|
| Both segments | Reese's Peanut Butter Cups Twix Snickers M&Ms Hershey Miniatures |
| Northeast only | Milky Way Starburst Butterfinger Sour Patch Kids |
| Mountain West only | Jolly Rancher Smarties |

Northeast vs. Pacific West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|--|
| Both segments | Reese's Peanut Butter Cups Twix Snickers M&Ms Starburst Sour Patch Kids |
| Northeast only | Milky Way Hershey Miniatures Butterfinger |
| Pacific West only | Skittles Jolly Rancher |

South vs. Midwest

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|--|
| Both segments | Reese's Peanut Butter Cups Twix Snickers |

| | |
|---------------------|---|
| | Skittles Butterfinger M&Ms Milky Way |
| South only | Hershey Miniatures |
| Midwest only | Starburst Sour Patch Kids |

South vs. Mountain West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|--|
| Both segments | Reese's Peanut Butter Cups Twix Snickers M&Ms Hershey Miniatures |
| South only | Skittles Butterfinger Milky Way |
| Mountain West only | Smarties Jolly Rancher |

South vs. Pacific West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|--|
| Both segments | Reese's Peanut Butter Cups Twix Snickers Skittles M&Ms |
| South only | Butterfinger Milky Way |

| | |
|--------------------------|---|
| | Hershey Miniatures |
| Pacific West only | Starburst Sour Patch Kids Jolly Rancher |

Midwest vs. Mountain West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Twix M&Ms Reese's Peanut Butter Cups Snickers |
| Midwest only | Sour Patch Kids Skittles Milky Way Butterfinger Starburst |
| Mountain West only | Hershey Miniatures Jolly Rancher Smarties |

Midwest vs. Pacific West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|--|
| Both segments | Twix Sour Patch Kids Skittles M&Ms Reese's Peanut Butter Cups Starburst Snickers |
| Midwest only | Milky Way Butterfinger |

| | |
|--------------------------|---------------|
| Pacific West only | Jolly Rancher |
|--------------------------|---------------|

Mountain West vs. Pacific West

| This segment response group ... | ... preferred these Halloween candies |
|---------------------------------|---|
| Both segments | Twix Reese's Peanut Butter Cups M&Ms Snickers Jolly Rancher |
| Mountain West only | Smarties Hershey Miniatures |
| Pacific West only | Sour Patch Kids Skittles Starburst |