

navigator*

Tuesday, October 31st

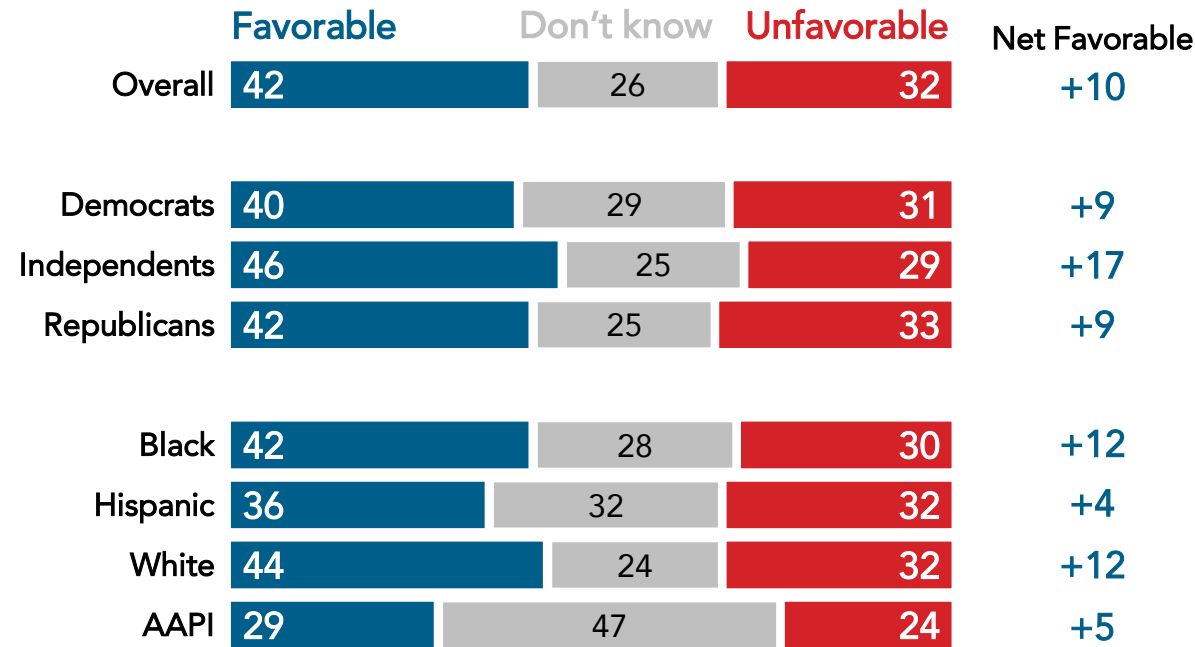
Happy Halloween!



Favorability Levels of Candy Corn Are Mixed, Though It Emerges as a Decisive Least Favorite Candy for Many Americans

Pluralities view candy corn favorably across party lines and by racial group, though when asked in an open end what their least favorite candy is, many Americans say candy corn.

(October 9) Please indicate how favorable or unfavorable you are to: Candy corn.



What's your least favorite Halloween candy?



"Candy corn. *It has no real flavor and is a waste of perfectly good sugar.*"

"Candy corns because *they just have an awful flavor and they get stuck to my teeth.*"

"Probably those weird candy corn things. *They taste funny and they're always kind of loose, so you have no idea where they've been.*"

Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted October 12-October 16, 2023. For more info, visit navigatorresearch.org.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from October 12-October 16, 2023. 99 additional interviews were conducted among Hispanic voters. 74 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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