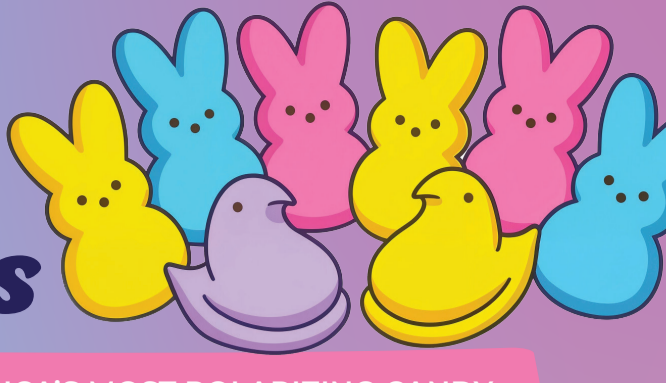


Peeps by the numbers



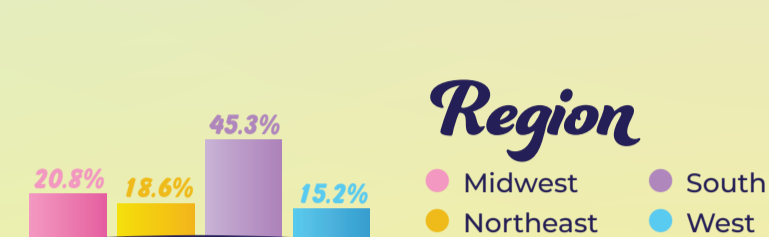
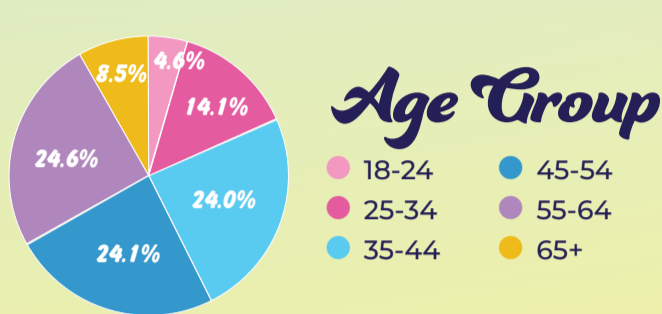
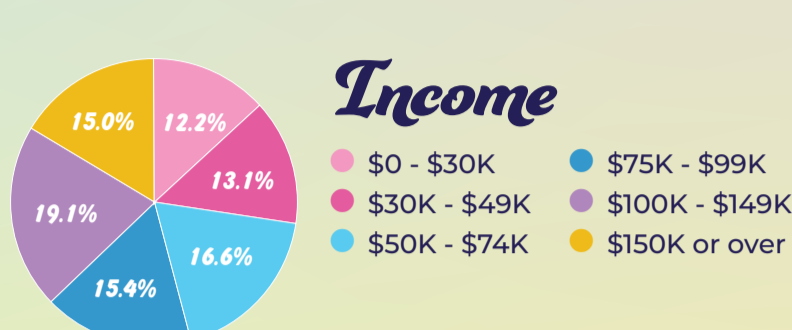
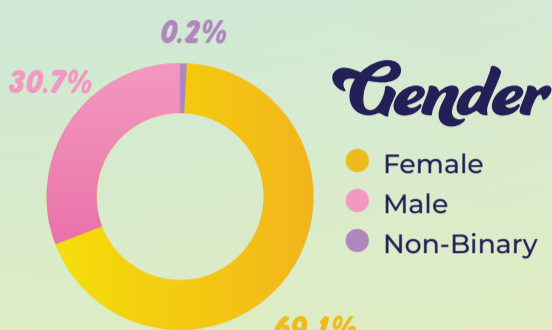
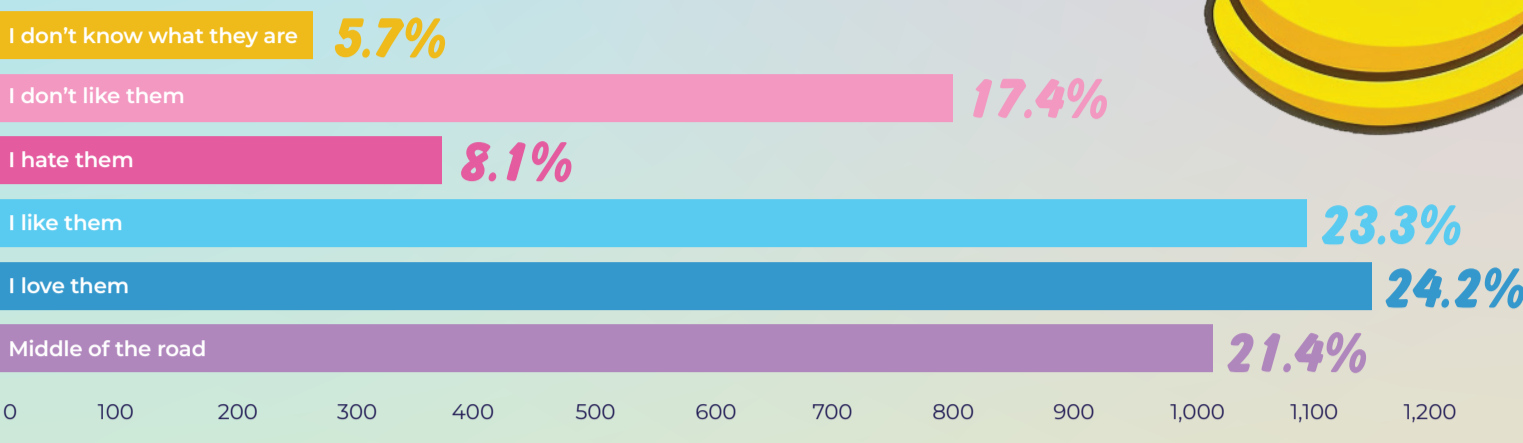
WHAT 8,000+ U.S. CONSUMERS REVEALED ABOUT AMERICA'S MOST POLARIZING CANDY

1 How America Feels About Peeps

4,752
Total Responses



Q: HOW DO YOU FEEL ABOUT PEEPS CANDY?

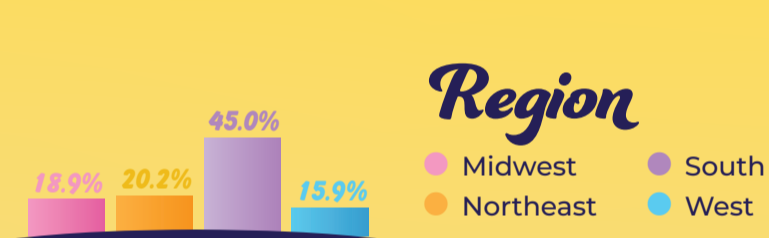
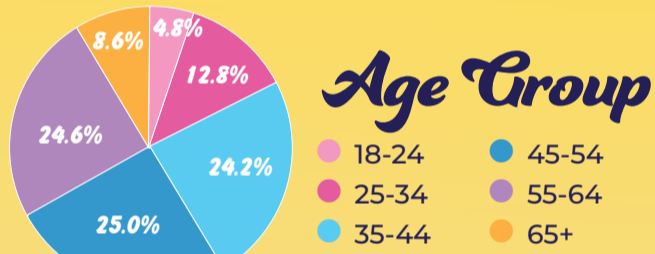
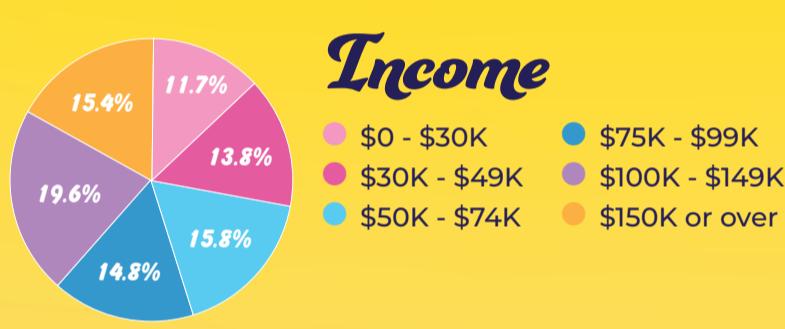
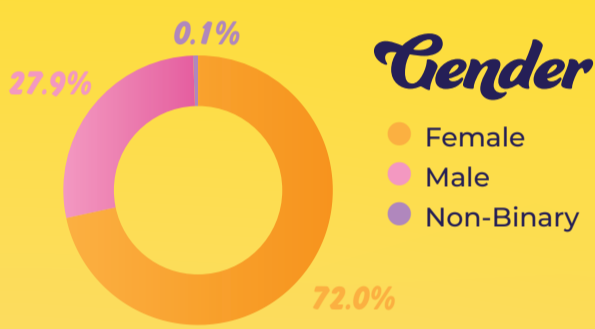
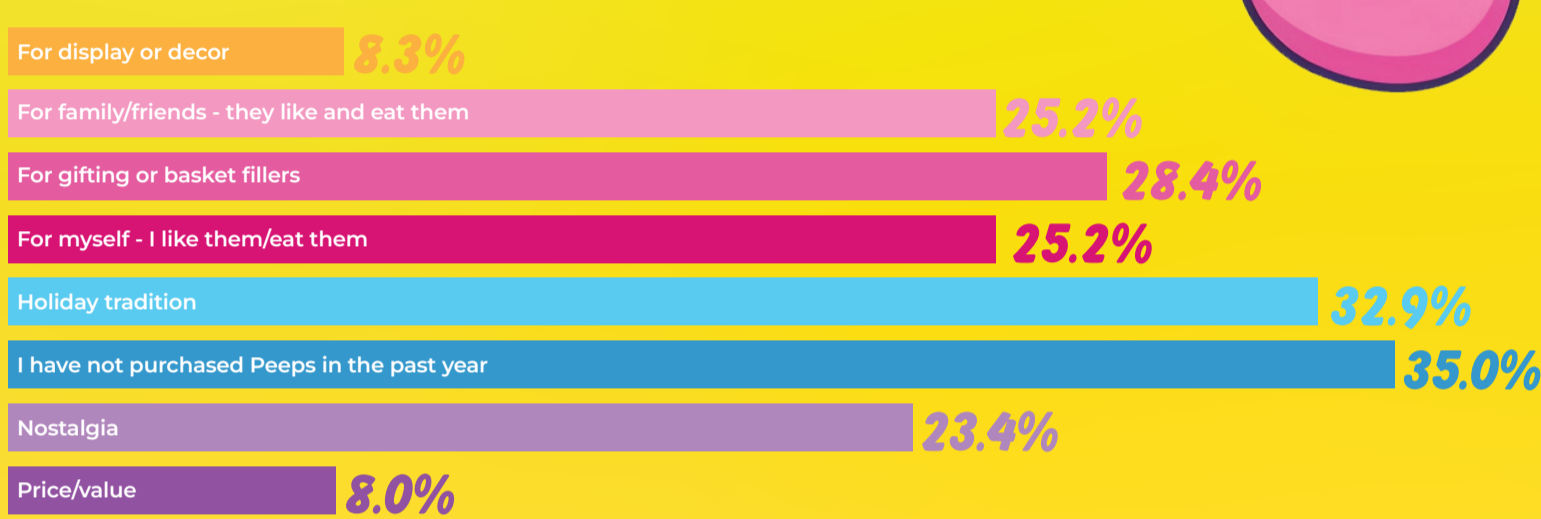


2 Why Consumers Purchase Peeps

8,076
Total Responses

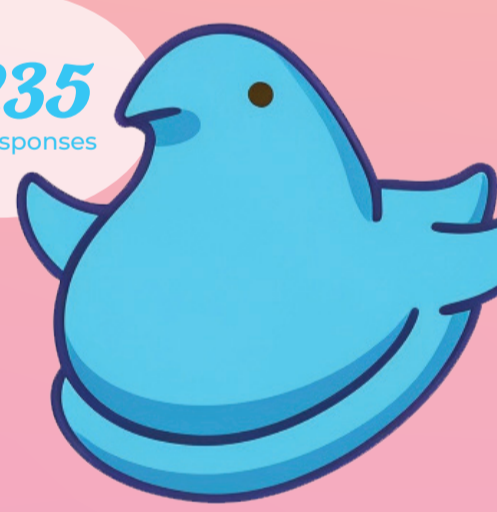


Q: IF YOU HAVE PURCHASED PEEPS IN THE PAST YEAR, WHAT ARE THE MAIN REASONS YOU PURCHASE? Select all that apply.

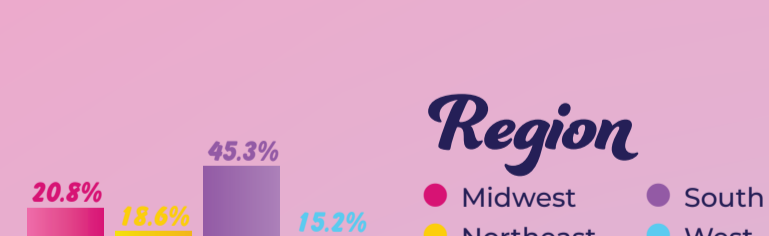
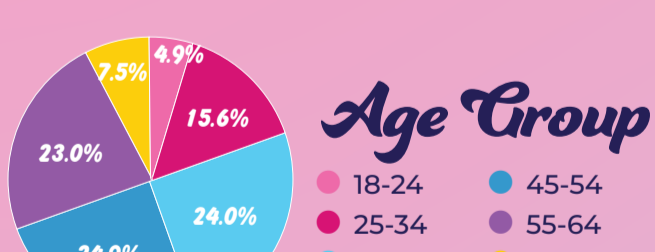
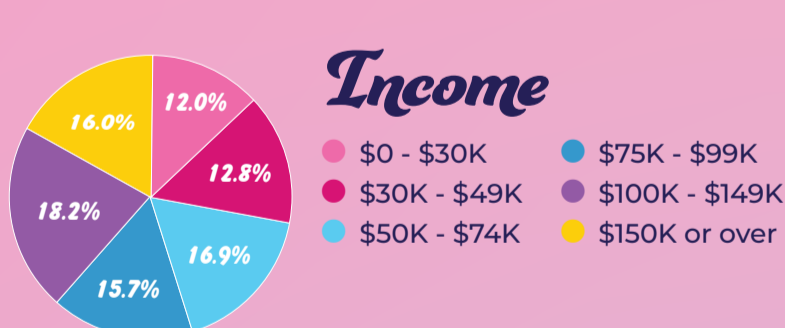
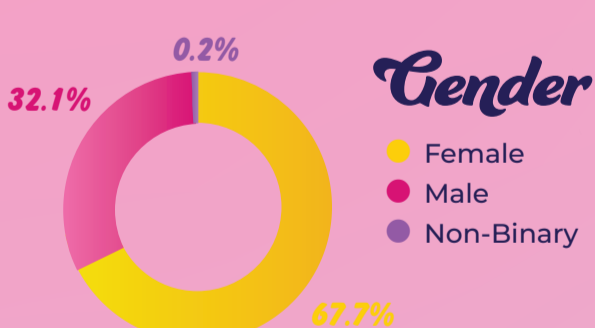
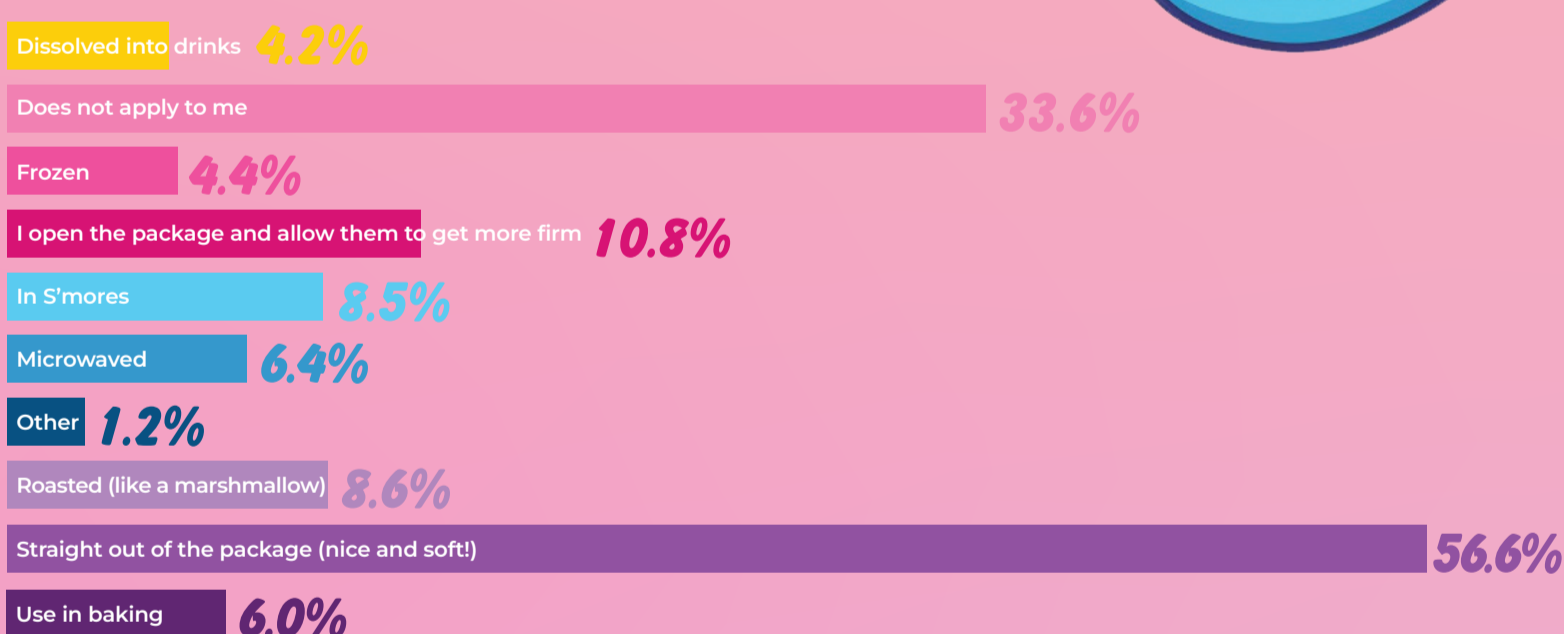


3 How Peeps Fans Eat Them

6,235
Total Responses



Q: IF YOU HAVE CONSUMED PEEPS IN THE PAST YEAR, HOW DO YOU TYPICALLY EAT THEM? Select all that apply.



4 The Popularity Of Peeps



47% OF AMERICANS LIKE OR LOVE PEEPS - MAKING THEM A GENUINE FAN-FAVORITE!