



Garden State Panel Omnibus Halloween Survey

OVERVIEW

This study was conducted on the Rutgers-Eagleton/SSRS Garden State Panel Omnibus. The Garden State Panel Omnibus is a quarterly, New Jersey statewide, probability-based survey. Data collection was conducted from September 24 - September 27, 2026, among a sample of 1,004 respondents. The survey was conducted via web and administered in English (n=988) and Spanish (n=16). The margin of error for total respondents is +/-4.1 percentage points at the 95% confidence level. All Garden State Panel Omnibus data are weighted to represent the target population of New Jersey adults ages 18 or older.

The Garden State Panel Omnibus is conducted on the Rutgers-Eagleton/SSRS Garden State Panel. The Panel is a joint research venture between The Eagleton Center for Public Interest Polling at the Eagleton Institute of Politics at Rutgers-New Brunswick (ECPIP) and SSRS. It is a probability-based panel of New Jersey adults age 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range.

NOTE ABOUT RESULTS

Because percentages are rounded, they may not total 100%. An asterisk (*) indicates less than 0.5%.



HLWN1. Thinking about Halloween, which of the following best describes how trick-or-treating usually happens in the area where you live?

(Trunk-or-treating is a Halloween event, often held in a parking lot or at a school, church, or community center, where children go from car to car to collect candy, instead of going door to door.)

	Total NJ Adults
Traditional door-to-door trick-or-treating is more common	45
Trunk-or-treating is more common	17
They are equally common	24
Neither is common where I live	13
My town/neighborhood does something else	1
	(1,004)

HLWN2. Do you personally plan to hand out candy to trick-or-treaters this year?

	Total NJ Adults
Yes	52
No	26
Not applicable - I don't get trick-or-treaters where I live	22
	(1,004)