**Results embargoed until the witching hour of 12:01 a.m. on
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It's a special Halloween release of the UMBC Poll!

Wednesday, October 30 (Baltimore): The UMBC Poll surveyed 1,003 Maryland adult ghosts and ghouls from Monday, September 23 to Saturday, September 28, 2024. Of the 1,003 Maryland adults surveyed (MOE=+/-3.1%), 917 indicated they were registered voters (MOE=+/3.2%). Please refer to the methodology statement for information regarding data collection and sample demographics and the topline results for the questions as worded in the order in which they were administered to respondents.

The UMBC Poll gives Maryland residents and voters the opportunity to express their opinions on the most important political, social, and economic issues of the day. We are also interested in people's thoughts about cultural and lifestyle topics. In that spirit, we asked Marylanders about an issue confronting residents each Halloween season: trick-or-treating.

If you have an idea for a cultural or lifestyle question for a future UMBC Poll, please contact Dr. Mileah Kromer (mkromer@umbc.edu).

Maryland residents were asked two questions regarding trick-or-treating.

First, when a group of children knock on the doors of state residents this Halloween, more than three-quarters (**77 percent**) plan to give them candy or treats, and **5 percent** plan to hand out something else. **Eleven percent** pretend not to be home when trick-or-treaters come knocking.

Marylanders were also asked the quintessential question regarding trick-or-treating:

At what age, if ever, does a child become too old to go trick-or-treating?

A plurality of residents (**29 percent**) think you are never "too old" to go trick-or-treating.

- **5 percent** think 10 to 11 is "too old" to go trick-or-treating
- **21 percent** think 12 to 13 is "too old" to go trick-or-treating
- **17 percent** think 14 to 15 is "too old" to go trick-or-treating
- **18 percent** think 16 to 18 is "too old" to go trick-or-treating
- **8 percent** say they "don't know" how old is "too old" to go trick-or-treating

"*Like most Marylanders, I'm looking forward to handing out candy to trick-or-treaters this Halloween*," said Mileah Kromer, Director of the UMBC Institute of Politics. "*Seeing delightful children of all ages in their costumes is certainly a welcome break from the real spooky season, the final weeks of campaigning for the General Election.*"

Methodology Statement

The UMBC Poll is conducted under the auspices of the UMBC Institute of Politics and is funded by the UMBC College of Arts, Humanities, and Social Sciences.

The UMBC Poll surveyed 1,003 Maryland adults, including 917 registered voters and 863 likely voters, from Monday, September 23, to Saturday, September 28, 2024. The poll was conducted by live interviewers and text-to-web utilizing a dual-frame (landline and cell phone) random sample stratified by county.

- **21 percent** of interviews were conducted via landline telephone.
- **79 percent** of the interviews were conducted via cellular telephone, including **26 percent** administered via text-to-web.

Interviews were conducted from 1 to 8 p.m., and interviewers attempted to reach respondents with working phone numbers a maximum of five times. Braun Research provided the sample of telephone numbers and the data collection.

There is a 95 percent probability that the survey results have the following percentage point sampling error from the actual population distribution for any given survey question:

- MOE=**+/-3.1%** for the sample of 1,003 Maryland adults.
- MOE=**+/-3.2%** for the sample of 917 Maryland registered voters.

The margin of sampling error is higher for subgroups. The margin of sampling error is not adjusted for design effects. Like all public opinion polls, the UMBC Poll is also subject to sources of non-sampling error such as non-response bias, question-order effects, and question-wording effects. The topline results include the questions as worded in the order in which they were administered to respondents.

Mileah Kromer, Director of the UMBC Institute of Politics, and Ian Anson, Associate Director, process the data collected by the UMBC Poll. Under Kromer and Anson's supervision, student researchers assist with various aspects of the UMBC Poll as part of UMBC's commitment to innovative teaching and learning, research across disciplines, and civic engagement.

The UMBC Poll is committed to methodological transparency. If you have questions about the poll's methodology, contact Mileah Kromer, Director, UMBC Institute of Politics (mkromer@umbc.edu).

Sample Demographics and Weighting

The UMBC Poll data is weighted by gender, age, race, geography, and educational attainment to represent the Maryland adult population targets established by the most recent American Community Survey (ACS) estimates provided by the U.S. Census. Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

		Maryland population parameter	Maryland Adults n=1,003 (+/-3.1%)	Registered Votes n=917 (+/-3.2%)
Gender	Male	48	48	47
	Female	52	52	53
Age	18-24	11	11	9
	25-34	17	17	16
	35-44	17	17	18
	45-54	17	17	17
	55-64	17	17	18
	65+	21	20	21
Race	White	59	59	60
	Black	29	29	28
	Hispanic/Latino	5	5	5
	Asian	5	5	4
	All other	2	3	3
Education	High school grad/GED or less	26	26	24
	Some college or associate degree	26	26	27
	4-year college degree	25	25	26
	Advanced / post-grad degree	23	23	24
Geography	Montgomery	17	17	16
	Prince George's	15	15	15
	Baltimore	14	14	14
	Baltimore City	10	10	10
	Anne Arundel	9	9	9
	Central Region	13	13	12
	Western Region	9	9	9
	Eastern Shore Region	8	8	8
	Southern Region	6	6	6

Central region: Carroll, Harford, and Howard Counties
Western region: Allegany, Garrett, Frederick, and Washington Counties
Eastern Shore region: Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties
Southern region: Calvert, Charles, and St. Mary's Counties

Other sample demographics

		Maryland population parameter	Maryland Adults n=1,003 (+/-3.1%)	Registered Votes n=917 (+/-3.2%)
Party*	Democrat	53	--	51
	Republican	24	--	27
	Unaffiliated	22	--	21
	Other	2	--	1
Ideology	Conservative	--	33	33
	Moderate	--	42	42
	Progressive	--	25	25
Income	Under $40,000	11	15	13
	$40,00 to under $75,000	24	20	20
	$75,000 to under $125,000	27	28	28
	$125,000 or more	38	37	39

* The most recent data from the Maryland State Board of Elections establishes the party registration population parameter.

Question design codes

- Bracketed items []: Items in brackets in the questions are administered in a randomized order.
- Probe (p): Response options that include a (p) indicate the use of a probe maneuver to determine a respondent's intensity of expressed opinion. Example: Do you have a [favorable or unfavorable] opinion of <item>? Would you say very favorable/unfavorable?
- Open-ended: Open-ended questions are those without a defined set of response options.
- Volunteer (v): Response options that include a (v) indicate that the respondent offered a response not read to them in the question.

Topline Results

The topline results below represent the sample of 1,003 Maryland adults (MOE=+/3.1%). Results are in column percentages and may not add up to exactly 100 due to weighting and rounding.

Q: HALLOWEEN	If a group of children came to your home to trick-or-treat, what comes closest to what you would normally do?	Percent
	Give them candy or treats	77
	Give them something other than candy or treats	5
	Answer the door but give them nothing	1
	Pretend not to be home	11
	Don't know / It depends (v)	3
	Refused (v)	3

Q: TT_AGE	At what age, if ever, does a child become too old to go trick-or-treating?	Percent
	10 to 11	5
	12 to 13	21
	14 to 15	17
	16 to 18	18
	You're never too old!	29
	Don't know (v)	8
	Refused (v)	2

Our Mission

UMBC is a dynamic public research university integrating teaching, research and service to benefit the citizens of Maryland. As an Honors University, the campus offers academically talented students a strong undergraduate liberal arts foundation that prepares them for graduate and professional study, entry into the workforce, and community service and leadership.

UMBC emphasizes science, engineering, information technology, human services and public policy at the graduate level. UMBC contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K-16 partnerships, and technology commercialization in collaboration with public agencies and the corporate community. UMBC is dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

Our Vision

Our UMBC community redefines excellence in higher education through an inclusive culture that connects innovative teaching and learning, research across disciplines, and civic engagement. We will advance knowledge, economic prosperity, and social justice by welcoming and inspiring inquisitive minds from all backgrounds.