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It's No Trick: New Jerseyans Pick Reese's as Their Favorite Treat

Snickers and candy corn round out voters' top three Halloween candies, according to a Rutgers-Eagleton Poll

NEW BRUNSWICK, N.J. (Oct. 31, 2025) – Make sure to stock up on Reese's candies if you don't want Halloween leftovers, according to the latest Rutgers-Eagleton Poll.

Twenty-one percent of New Jersey registered voters rank Reese's as their top pick when asked to name their favorite Halloween candy. Snickers come in a distant second at 11%, followed by candy corn (9%) and KitKats (7%). Twix and chocolate in general each garner 6%, followed by M&Ms (4%), Hershey's and Milky Ways (3% each), and Butterfingers (2%), which round out the top 10.

"Candy corn has historically been a more divisive treat," said [Jessica Roman](#), director of data management and analysis at the [Eagleton Center for Public Interest Polling](#) (ECPIP) at [Rutgers University-New Brunswick](#). "While it made the top three in this poll, the rest of the results suggest that sweet-toothed voters have a penchant for chocolate-based candies. Nary a sour nor fruity candy cracked the top 10."

Reese's comes out on top regardless of partisanship, gender, race and ethnicity, income, and education. Only one age cohort, those 50 to 64, doesn't put Reese's as their favorite. Instead, 15% of this group say Snickers is the best candy, followed closely by Reese's (13%) and candy corn (13%).

"With days to go to Election Day, partisans can agree on one thing – Reese's is No. 1," said [Ashley Koning](#), an assistant research professor and director of ECPIP. "Democrats, independents, and Republicans alike say Reese's is their favorite Halloween candy."

Results are from a statewide poll of 795 voters contacted via live calling and texting from Oct. 3

to Oct. 17. This registered voter sample has a margin of error of +/- 4.6 percentage points.

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ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING

Home of the Rutgers-Eagleton Poll, the Eagleton Center for Public Interest Polling (ECPIP) was established in 1971 and is the oldest and one of the most respected university-based statewide polling operations in the United States. Now in its 52nd year and with the publication of over 200 polls, ECPIP's mission is to provide scientifically sound, nonpartisan information about public opinion. To read more about ECPIP and view all of our press releases, published research and data archive, please visit our website: eagletonpoll.rutgers.edu. You can also visit our [Facebook](#) and [Bluesky](#).

ABOUT THE EAGLETON INSTITUTE OF POLITICS

The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University–New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve and promotes political participation and civic engagement. The Institute explores state and national politics through research, education and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.edu.

ABOUT RUTGERS UNIVERSITY-NEW BRUNSWICK

Rutgers University-New Brunswick is where Rutgers, The State University of New Jersey, began more than 250 years ago. Ranked among the world's top 60 universities, Rutgers's flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference's most diverse university. Through its community of teachers, scholars, artists, scientists and healers, Rutgers is equipped as never before to transform lives.

QUESTIONS AND TABLES START ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey registered voters unless otherwise noted; all percentages are of weighted results. Interpret groups with sample sizes under 100 with extreme caution.

FUN2. What is your favorite Halloween candy?

Note: This question was originally asked in an open-ended format.

Reese's	21%
Snickers	11%
Candy corn	9%
Kit Kat	7%
Twix	6%
Chocolate	6%
M&Ms	4%
Hershey's	3%
Milky Way	3%
Butterfinger	2%
Any candy	1%
Don't eat candy	<1%
Other	19%
None	7%
Don't know	<1%
Unweighted N=	723

**Halloween Candy
Rutgers-Eagleton Poll**

	Party ID			Gender		Race or Ethnicity		Age			
	Dem	Ind	Rep	Man	Woman	Non-Hispanic white	Nonwhite	18-34	35-49	50-64	65+
Reese's	24%	19%	21%	20%	23%	26%	14%	21%	28%	13%	24%
Snickers	12%	10%	10%	11%	11%	9%	12%	7%	15%	15%	6%
Candy corn	8%	10%	10%	11%	7%	9%	10%	2%	11%	13%	11%
Kit Kat	7%	7%	7%	8%	6%	6%	9%	14%	4%	6%	4%
Twix	8%	6%	3%	3%	8%	4%	10%	12%	4%	2%	5%
Chocolate	5%	8%	4%	7%	5%	5%	7%	4%	3%	7%	9%
M&Ms	5%	3%	6%	6%	3%	5%	3%	4%	2%	6%	6%
Hershey's	2%	3%	4%	3%	3%	4%	1%	1%	3%	4%	5%
Milky Way	2%	3%	3%	2%	4%	4%	1%	2%	2%	6%	1%
Butterfinger	2%	3%	3%	1%	4%	3%	2%	4%	3%	1%	2%
Any candy	1%	0%	2%	1%	1%	1%	2%	0%	2%	0%	2%
Don't eat it	<1%	1%	0%	<1%	<1%	<1%	<1%	0%	<1%	1%	1%
Other	22%	18%	19%	19%	20%	17%	23%	26%	18%	16%	17%
None	4%	7%	10%	8%	5%	7%	6%	3%	4%	12%	7%
Don't know	0%	1%	<1%	1%	<1%	<1%	<1%	<1%	1%	0%	<1%
Unwt N=	239	288	196	388	324	533	171	156	187	170	210

**Halloween Candy
Rutgers-Eagleton Poll**

	Income		Education	
	<\$100K	\$100K+	Some college or less	4-year college degree +
Reese's	24%	21%	23%	19%
Snickers	9%	12%	8%	13%
Candy corn	9%	10%	9%	9%
Kit Kat	6%	9%	4%	10%
Twix	7%	3%	7%	5%
Chocolate	6%	6%	7%	5%
M&Ms	7%	2%	6%	3%
Hershey's	3%	3%	4%	2%
Milky Way	4%	2%	3%	3%
Butterfinger	3%	2%	2%	3%
Any candy	1%	0%	1%	1%
Don't eat it	<1%	<1%	1%	<1%
Other	14%	24%	16%	23%
None	5%	6%	9%	4%
Don't know	1%	<1%	1%	<1%
Unwt N=	274	396	293	430

Methodology

The Rutgers–Eagleton Poll was conducted by telephone using live interviewers October 3-17, 2025, with a random sample of New Jersey likely voters (n=795). Likely-voter status was modeled at the respondent level: Each self-identified voter received an individual turnout probability based on past voting history and reported likelihood of voting. That probability was then incorporated into the post-stratification weights described below. This poll included 140 adults reached through live calling and 655 through one-to-one SMS text messaging by live interviewers that led respondents to an online version of the survey. Distribution of phone use in this sample is:

Cell call	13%
Landline call	4%
Text to web	82%

The data were weighted to represent the population of registered voters in New Jersey. A base weight was not applied, as the sample was selected with equal probability from records that included a phone number. Table 1 outlines the variables used in the calibration process and identifies the sources of the benchmark distributions.

The calibration was accomplished using iterative proportional fitting (IPF). This procedure balances each calibration variable to target benchmarks individually and iteratively. The entire set of calibration variables is cycled through until the weights converge across all dimensions. Weights were trimmed to prevent individual interviews from having too much influence on survey estimates. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

Table 1. Calibration Variable Definitions and Benchmark Sources

Variable (categories)	Source
Sex (M, F)	L2 voter file
Age (18-34, 35-49, 50-64, 65+)	L2 voter file
Education (HS grad or less, some college / Assoc degree, 4-yr college grad, graduate degree)	CPS 2024 Voting and Registration Supplement PUMS data ¹
Race (White~Hispanic, Black~Hispanic, Hispanic, Asian~Hispanic, Other/mixed~Hispanic)	CPS 2024 Voting and Registration Supplement PUMS data
Region (urban, suburb, exurban, Phila/south, shore)	L2 voter file
2024 recalled vote (Harris, Trump, other, did not vote) ²	The American Presidency Project, UC Santa Barbara ³

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. SSRS calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate

¹ U.S. Census Bureau. *Current Population Survey, November 2024: Voting and Registration Supplement [Public Use Microdata Sample]*. Washington, D.C.: U.S. Department of Commerce. Released April 21, 2025. Available at [Census.gov](https://www.census.gov).

² The 2024 vote distribution pulled from The American Presidency Project was adjusted so that the proportion of voters who reported not voting matched the unweighted percentage in the survey data.

³ <https://www.presidency.ucsb.edu/statistics/elections/2024>.

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sample design and systematic non-response. The total sample design effect for the likely voter sample is 1.83. The total sample design effect for the registered voter sample is 1.78.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. In this poll, the simple sampling error for 795 New Jersey likely voters is ± 3.5 percentage points at a 95% confidence interval. Sampling error should also be adjusted to recognize the effect of weighting the data to better match the population. The design effect is 1.83, making the adjusted margin of error ± 4.7 percentage points. Thus, if 50% of New Jersey voters in this sample favor a particular position, we would be 95% sure that the true figure is between 45.3% and 54.7% (50 ± 4.7) if all New Jersey voters had been interviewed, rather than just a sample. The simple sampling error for registered voters is $\pm 3.5\%$ and the adjusted margin of error with the 1.78 design effect is $\pm 4.6\%$.

Sampling error is only one possible source of error in a survey estimate. Sampling error does not consider other sources of variation inherent in public opinion studies, such as selection bias, non-response bias, question wording, context effects, or reporting accuracy, which may contribute additional error of greater or lesser magnitude.

This Rutgers-Eagleton Poll was fielded by Braun Research, Inc. and Rumble Up with sample from L2 Data and Marketing Systems Group (MSG). Special thank you to Siena Research Institute for consultation on likely voter modeling and weighting. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). Ashley Koning and Jessica Roman led analysis and preparation of this release, with assistance from David Martin. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics at Rutgers, The State University of New Jersey, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request and can also be accessed through our archives at eagletonpoll.rutgers.edu. For more information, please contact poll@eagleton.rutgers.edu.

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**Weighted Demographics
795 New Jersey Registered Voters
Overall Margin of Error = +/- 4.6 percentage points**

Please note: Totals may equal slightly more or less than 100% due to rounding.

		deff	MOE			deff	MOE
Democrat	33%	1.76	+/- 8.2%	<100K	50%	1.69	+/- 7.3%
Independent	37%	1.84	+/- 7.5%	100K+	50%	1.76	+/- 6.3%
Republican	30%	1.71	+/- 8.5%				
				Some college or Less	51%	1.68	+/- 7.0%
Man	48%	1.78	+/- 6.3%	4-Yr College Degree or More	49%	1.77	+/- 6.0%
Woman	52%	1.71	+/- 6.9%				
Non-Hispanic white	63%	1.71	+/- 5.3%				
Nonwhite	37%	1.56	+/- 9.0%				
18-34	25%	1.72	+/- 9.9%				
35-49	24%	1.86	+/- 9.3%				
50-64	25%	1.67	+/- 9.2%				
65+	25%	1.77	+/- 8.6%				