

December 14, 2022

To: Mayor and Members of City Council

From: Sheryl M.M. Long, City Manager

Subject: Halloween Trick-or-Treat Survey Results

202202209

Reference Document #202201983

The City Council, at its session on November 2, 2022, referred to the following item for review and report:

MOTION, submitted by Councilmembers Keating, Owens, Johnson and Harris, **WE MOVE** that the City Administration conduct a city-wide survey to determine the interest of our residents in moving future official Halloween Trick-or-Treat times to a weekend during early evening hours. This will aid in keeping our city's children and youth safe, providing more visibility for both pedestrians and drivers, and creating more accessibility for parents and guardians.

The City Manager's Office surveyed the community over the course of two weeks. The City reached out to Cincinnati Public Schools and the Archdiocese of Cincinnati in an effort to disseminate the survey to as many families as possible. It was also promoted on Twitter and Facebook during that time.

The survey consisted of three questions:

- What day would you prefer to have official Halloween Trick or Treat?
- What time of day would you prefer to have official Halloween Trick or Treat?
- Which of the following best describes you?

The survey had more than 1,400 responses. The majority of respondents said they prefer for Trick to Treat to always occur on October 31st from 6-8pm.

A detailed report of survey results is attached.

Attachment

cc: Mollie Lair, Director of Communications