

22/10/2025

Table Names

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| 0001 Q1. To what extent, if either, would you say you feel scared or reassured about the way things are going in the UK at the moment? | All Adults aged 16-75 in Great Britain |
| 0002 Q2. Thinking about politics, which of the following party leaders, if any, do you find the scariest, at the moment? | All Adults aged 16-75 in Great Britain |
| 0003 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Summary | All Adults aged 16-75 in Great Britain |
| 0004 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Keir Starmer | All Adults aged 16-75 in Great Britain |
| 0005 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Kemi Badenoch | All Adults aged 16-75 in Great Britain |
| 0006 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Ed Davey | All Adults aged 16-75 in Great Britain |
| 0007 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Nigel Farage | All Adults aged 16-75 in Great Britain |
| 0008 Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Zack Polanski | All Adults aged 16-75 in Great Britain |
| 0009 Sample Profile | All Adults aged 16-75 in Great Britain |

J-24-089497-42 - 17th - 21st October 2025

INTERNAL/CLIENT USE ONLY

Halloween

Adults 16-75 GB

Q1. To what extent, if either, would you say you feel scared or reassured about the way things are going in the UK at the moment?

All Adults aged 16-75 in Great Britain

| | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|----------------------------------|------------|-----------------|-----------------|-----------------|-----------------------|----------------|------------|-----------------|----------------|------------|-----------------|----------------|------------------|----------------|---------------|-----------------|----------------|-------------------|-----------------|-----------------|-------------------|-----------------|--------------------|-----------------------|----------------|----------------------------|-------------------|---------------------|------------------|------------------|----------------|----------------|-----------------|----------------------|--|---|--|
| | Total | Man | Woman | 16-34 | 35-54 | 55-75 | ABC1 | C2DE | North | Midlands | South | London | Wales | Scotland | Graduates | Non-graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000 - £54,999 | £55,000+ | White ethnic group | Minority ethnic group | Conservative | Labour | Liberal Democrats | Reform UK | Green party | Other | Remain | Leave | Scared | Reassured | | | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | | |
| Very scared (-2) | 190 17% | 79 15% | 108 20% B | 45 12% | 70 18% | 75 22% D | 82 13% | 109 22% G | 50 19% L | 39 14% | 53 21% JL | 15 9% | 15 29% JL* | 18 18% * | 84 15% | 107 20% O | 119 16% | 71 20% | 47 25% TV | 36 15% | 55 18% | 43 15% | 167 18% | 19 12% | 25 16% | 39 12% | 18 19% * | 45 38% YZacd* | 11 19% * | 7 12% * | 64 15% | 82 25% e | 190 30% h | - - | | | |
| Fairly scared (-1) | 434 39% | 195 36% | 233 43% B | 130 36% | 156 39% | 148 43% | 244 40% | 190 39% | 97 38% | 113 39% | 96 39% | 68 44% | 19 37% * | 40 41% * | 219 39% | 215 40% | 289 39% | 145 40% | 68 37% | 92 39% | 136 45% V | 101 34% | 368 40% | 61 39% | 74 46% Z | 110 34% | 37 39% * | 39 34% * | 30 52% Zb* | 29 51% Z* | 171 39% | 133 41% | 434 70% h | - - | | | |
| Neither scared nor reassured (0) | 332 30% | 183 34% C | 145 26% | 101 28% | 138 35% F | 93 27% | 195 32% | 138 28% | 77 30% | 101 35% | 70 28% | 40 26% | 14 27% * | 31 32% * | 174 31% | 158 30% | 219 30% | 114 32% | 51 27% | 77 33% | 88 29% | 88 30% | 290 31% | 39 25% | 48 30% b | 118 37% bd | 28 29% * | 20 17% * | 16 28% * | 12 21% * | 133 30% | 86 26% | - - | - - | | | |
| Fairly reassured (1) | 83 8% | 54 10% C | 28 5% | 48 13% EF | 16 4% | 19 6% | 53 9% | 29 6% | 26 10% | 15 5% | 16 6% | 17 11% | 2 3% * | 7 7% * | 50 9% | 32 6% | 71 10% R | 12 3% | 10 5% | 21 9% | 14 5% | 37 13% SU | 63 7% | 20 12% W | 8 5% | 44 14% Ybc | 9 9% c* | 4 4% * | - - | 9 16% Ybc* | 52 12% f | 13 4% | - - | 83 73% g | | | |
| Very reassured (2) | 31 3% | 19 4% | 11 2% | 26 7% EF | 5 1% | * 0% | 21 3% | 10 2% | 4 2% | 7 3% | 7 3% | 10 7% IN | 1 2% * | 1 1% * | 23 4% P | 8 1% | 26 4% R | 4 1% | 5 3% | 4 2% | 3 1% | 18 6% TU | 20 2% | 11 7% W | 4 3% | 9 3% | 3 3% * | 7 6% * | 1 1% * | - - | 13 3% * | 10 3% | - - | 31 27% g | | | |
| Don't know | 30 3% | 7 1% | 23 4% B | 14 4% | 12 3% | 5 1% | 15 2% | 15 3% | 5 2% | 11 4% | 6 3% | 6 4% | 1 2% * | 1 1% * | 16 3% | 14 3% | 17 2% | 13 4% | 5 3% | 6 3% | 7 2% | 7 2% | 19 2% | 7 5% | 1 0% | 3 1% | 1 1% * | 1 1% * | - - | - - | 7 2% | 2 1% | - - | - - | | | |

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|-----------------------------|------------|----------------|-----------------|-----------------|-----------------|------------------|----------------|-----------------|------------|------------|------------|-------------------|----------------|----------------|----------------|-----------------|----------------|------------|-----------------|------------|-----------------|------------------|------------|----------------|----------------|-----------------|-----------------|------------------|-----------------|-----------------|----------------|-----------------|------------------|------------------|
| NET: Very/ Fairly Scared | 624 57% | 274 51% | 341 62% B | 175 48% | 227 57% D | 223 65% DE | 325 53% | 299 61% G | 147 57% | 152 53% | 150 60% | 83 53% | 34 65% * | 58 59% * | 303 53% | 321 60% O | 408 55% | 216 60% | 115 62% V | 127 54% | 190 63% V | 144 49% | 535 58% | 81 51% | 99 62% Z | 148 46% | 55 58% * | 83 72% Za* | 41 71% Z* | 35 62% Z* | 235 54% | 215 66% e | 624 100% h | - - |
| NET: Very/ Fairly Reassured | 113 10% | 74 14% C | 39 7% | 74 20% EF | 20 5% | 20 6% | 74 12% H | 39 8% | 30 12% | 23 8% | 23 9% | 27 17% JKMN | 3 5% * | 8 8% * | 73 13% P | 40 8% | 97 13% R | 16 5% | 15 8% | 25 11% | 17 6% | 55 19% STU | 83 9% | 30 19% W | 12 7% | 53 16% Yc | 12 13% c* | 12 10% c* | 1 1% * | 9 16% c* | 64 15% f | 23 7% | - - | 113 100% g |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------|-------|------------|-------|-------------|-------|-------|------------|-------|-------|------------|-------|---------------|------------|------------|------------|-------|------------|-------|-------|------------|-------|--------------|-------|------------|------------|--------------|-------------|------------|------------|------------|------------|-------|-------|-----------|
| Mean | -0.63 | -0.49 C | -0.76 | -0.34 EF | -0.71 | -0.83 | -0.53 H | -0.75 | -0.64 | -0.58 M | -0.72 | -0.40 IKMN | -0.88 * | -0.70 * | -0.53 P | -0.73 | -0.56 R | -0.77 | -0.78 | -0.58 U | -0.76 | -0.39 STU | -0.66 | -0.40 W | -0.68 b | -0.39 Ybc | -0.61 b* | -0.95 * | -0.88 * | -0.58 * | -0.52 f | -0.81 | -1.30 | 1.27 g |
|------|-------|------------|-------|-------------|-------|-------|------------|-------|-------|------------|-------|---------------|------------|------------|------------|-------|------------|-------|-------|------------|-------|--------------|-------|------------|------------|--------------|-------------|------------|------------|------------|------------|-------|-------|-----------|

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

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ColumnMeans (5%): A,B/C,D/E/F,G,H/I,J/K,L/M,N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f,g/h Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-42 - 17th - 21st October 2025
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Halloween
Adults 16-75 GB

Q2. Thinking about politics, which of the following party leaders, if any, do you find the scariest, at the moment?
All Adults aged 16-75 in Great Britain

| | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|------------|---------------|----------------|-----------------|-----------------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|-----------------|-----------------|------------------|-----------------|-----------------|------------|-------------------|---------------|-----------------|-----------------|------------|--------------------|-----------------------|-------------------|----------------------------|-------------------|---------------------|------------------|------------------|-----------------|-----------------|----------------------|----------------|---|--|
| | Total | Man | Woman | 16-34 | 35-54 | 55-75 | ABC1 | C2DE | North | Midlands | South | London | Wales | Scotland | Graduates | Non-graduates | Working | Not working | UP TO £19,999 | £20,000-£34,999 | £35,000-£54,999 | £55,000+ | White ethnic group | Minority ethnic group | Conservative | Labour | Liberal Democrats | Reform UK | Green party | Other | Remain | Leave | Scared | Reassured | | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | |
| Nigel Farage, Leader of Reform UK | 439 40% | 202 38% | 228 42% | 122 34% | 166 42% D | 151 44% D | 265 43% H | 174 35% | 95 37% | 114 40% | 103 41% | 52 33% | 26 50% L* | 48 49% IL* | 254 45% P | 184 35% | 278 38% | 160 45% Q | 68 37% | 96 41% | 131 43% | 113 38% | 380 41% | 53 34% | 45 28% b | 180 56% Yb | 57 60% Yb* | 8 7% * | 36 63% Yb* | 32 56% Yb* | 253 58% f | 72 22% | 251 40% | 36 32% | | |
| Keir Starmer, Leader of the Labour party | 315 29% | 154 29% | 156 29% | 83 23% | 114 29% | 118 35% D | 150 25% | 165 34% G | 87 34% J | 73 25% | 67 27% | 45 29% | 19 36% * | 25 25% * | 136 24% | 179 34% O | 216 29% | 99 28% | 57 31% | 74 31% | 77 25% | 86 29% | 285 31% X | 26 16% | 71 44% Zacd | 55 17% | 22 23% * | 80 69% YZacd* | 10 17% * | 12 22% * | 87 20% | 162 49% e | 232 37% h | 25 22% | | |
| Zack Polanski, Leader of the Green party | 48 4% | 32 6% C | 15 3% | 15 4% | 18 5% | 14 4% | 33 5% | 14 3% | 5 2% | 14 5% | 10 4% | 10 6% I | 3 5% * | 6 6% * | 26 5% | 22 4% | 35 5% | 13 4% | 7 4% | 8 3% | 13 4% | 18 6% | 39 4% | 9 6% | 9 6% a | 13 4% | - * * | 6 5% a* | 3 6% a* | 4 6% a* | 19 4% | 16 5% | 24 4% | 6 6% | | |
| Kemi Badenoch, Leader of the Conservative party | 32 3% | 21 4% C | 10 2% | 25 7% EF | 5 1% | 3 1% | 19 3% | 13 3% | 10 4% | 5 2% | 5 2% | 11 7% JKN | 1 1% * | - * * | 21 4% | 11 2% | 25 3% | 7 2% | 8 4% | 5 2% | 7 2% | 11 4% | 20 2% | 12 8% W | 4 2% | 9 3% | 6 6% * | 2 2% * | 1 2% * | 3 4% * | 16 4% | 10 3% | 9 1% | 15 13% g | | |
| Ed Davey, Leader of the Liberal Democrats | 17 2% | 12 2% C | 4 1% | 9 2% | 4 1% | 4 1% | 10 2% | 7 1% | 5 2% | 5 2% | 3 1% | 2 1% | - * * | 1 1% * | 12 2% | 5 1% | 14 2% | 3 1% | 2 1% | 4 2% | 2 1% | 8 3% | 9 1% | 8 5% W | 2 1% | 8 2% | 1 1% * | - * * | 1 1% * | 1 2% * | 6 1% | 5 2% | 11 2% | 4 4% | | |
| None - I don't find any of them scary | 162 15% | 86 16% | 76 14% | 70 19% EF | 52 13% | 41 12% | 85 14% | 77 16% | 40 15% M | 46 16% M | 38 15% M | 21 13% | 2 4% * | 15 16% M* | 74 13% | 88 17% | 118 16% | 44 12% | 29 15% | 31 13% | 41 14% | 47 16% | 132 14% | 30 19% | 23 14% | 45 14% | 9 9% * | 18 16% * | 3 6% * | 4 8% * | 44 10% | 51 16% e | 59 10% | 27 24% g | | |
| Don't know | 88 8% | 30 6% | 58 11% B | 40 11% F | 38 10% F | 10 3% | 48 8% | 40 8% | 17 7% | 30 11% N | 22 9% N | 15 9% N | 2 4% * | 2 2% * | 44 8% | 44 8% | 55 7% | 33 9% | 15 8% | 19 8% | 31 10% V | 12 4% | 63 7% W | 19 12% W | 7 4% | 12 4% | - * * | 2 2% * | 3 4% a* | 1 1% * | 13 3% | 11 4% | 38 6% h | - - | | |

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J-24-089497-42 - 17th - 21st October 2025

INTERNAL/CLIENT USE ONLY

Halloween

Adults 16-75 GB

Q4. Which of the following "treats", if any, do you think each of the following would hand out on Halloween? - Summary

All Adults aged 16-75 in Great Britain

| | Q4. Which of the following "treats", if any, do you think each of the following would hand out on Halloween? | | | | |
|---|--|------------------|-------------------|-------------------|--------------------|
| | Keir Starmer | Kemi Badenoch | Ed Davey | Nigel Farage | Zack Polanski |
| | (A) | (B) | (C) | (D) | (E) |
| Unweighted base | 1100 | 1100 | 1100 | 1100 | 1100 |
| Weighted base | 1100 | 1100 | 1100 | 1100 | 1100 |
| Full-sized chocolate bars | 69 6% | 72 7% | 93 9% E | 119 11% ABE | 60 5% |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | 128 12% E | 114 10% E | 139 13% E | 134 12% E | 68 6% |
| Hard boiled sweets | 74 7% E | 71 6% E | 66 6% | 101 9% ABCE | 47 4% |
| Soft chew sweets | 71 6% | 63 6% | 104 9% ABDE | 59 5% | 58 5% |
| Supermarket own brand sweets | 88 8% | 68 6% | 91 8% E | 76 7% | 67 6% |
| Muesli / health bars | 66 6% D | 59 5% D | 48 4% | 33 3% | 123 11% ABCD |
| Biscuits | 60 5% | 54 5% | 68 6% | 58 5% | 62 6% |
| Fruit | 95 9% BD | 72 7% | 76 7% D | 52 5% | 129 12% ABCD |
| Store-bought baked goods | 58 5% | 48 4% | 63 6% E | 50 5% | 42 4% |
| Home-baked goods | 55 5% | 57 5% | 97 9% ABD | 53 5% | 86 8% ABD |
| They wouldn't give out anything | 297 27% BCE | 258 23% CE | 141 13% | 330 30% BCE | 159 14% |
| Don't know | 303 28% | 403 37% AD | 432 39% ABD | 304 28% | 483 44% ABCD |

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Halloween
Adults 16-75 GB

Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Keir Starmer

All Adults aged 16-75 in Great Britain

| | | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|------------|----------------|----------------|-----------------|-----------------|-----------------------|-----------------|-----------------|----------------|----------------|----------------|-----------------|----------------|-----------------|-----------------|-------------------|-------------|-----------------|-------------------|---------------------|-----------------------|------------------|------------------------|---------------------------|------------------|--------------------|----------------------------|--------------------|-----------------|----------------|-------------------|-------------------|----------------------|----------------|---|--|
| | Total (A) | Man (B) | Woman (C) | 16-34 (D) | 35-54 (E) | 55-75 (F) | ABC1 (G) | C2DE (H) | North (I) | Midlands (J) | South (K) | London (L) | Wales (M) | Scotland (N) | Graduates (O) | Non-graduates (P) | Working (Q) | Not working (R) | UP TO £19,999 (S) | £20,000-£34,999 (T) | £35,000 - £54,999 (U) | £55,000+ (V) | White ethnic group (W) | Minority ethnic group (X) | Conservative (Y) | Labour (Z) | Democrat s (a) | Reform UK (b) | Green party (c) | Other (d) | Remain (e) | Leave (f) | Scared (g) | Reassured (h) | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | 128 12% | 50 9% | 75 14% B | 53 15% E | 38 10% | 36 11% | 73 12% | 55 11% | 38 15% N | 33 11% N | 24 10% | 24 15% N | 5 9% + | 4 4% + | 75 13% | 52 10% | 80 11% | 47 13% | 16 9% | 29 12% | 32 11% | 38 13% | 103 11% | 24 15% | 15 9% | 63 19% Yabcd | 9 10% + | 6 5% + | 4 7% + | 4 7% + | 63 14% | 32 10% | 59 9% | 25 22% g | | |
| Fruit | 95 9% | 59 11% C | 35 6% | 54 15% EF | 24 6% | 17 5% | 53 9% | 42 9% | 29 11% | 26 9% | 15 6% | 19 12% K | 2 4% + | 4 4% + | 61 11% P | 34 6% | 69 9% | 26 7% | 20 11% | 12 5% | 18 6% | 43 15% TU | 75 8% | 19 12% | 18 11% a | 41 13% ab | 3 3% + | 6 5% + | 3 3% + | 3 5% + | 36 8% | 33 10% | 40 6% | 23 20% g | | |
| Supermarket own brand sweets | 88 8% | 50 9% | 36 7% | 40 11% F | 27 7% | 21 6% | 59 10% H | 29 6% | 19 7% | 17 6% | 19 7% | 13% J | 3 5% + | 11 11% + | 57 10% P | 31 6% | 62 8% | 26 7% | 8 4% | 16 7% | 32 10% S | 31 10% S | 70 8% | 18 11% | 11 7% b | 35 8% + | 8 3% + | 3 3% + | 6 6% + | 3 11% f | 46 5% | 18 8% | 50 14% 12% | | | |
| Hard boiled sweets | 74 7% | 45 8% | 29 5% | 40 11% EF | 16 4% | 18 5% | 51 8% H | 22 5% | 20 8% J | 8 3% | 18 7% J | 12 8% J | 5 9% + | 11 11% J* | 39 7% P | 35 7% | 50 7% | 24 7% | 14 7% | 20 9% | 13 4% | 25 9% U | 61 7% U | 12 8% | 7 4% | 33 10% Y | 8 8% + | 5 4% + | 2 3% + | 4 7% + | 37 8% f | 13 4% | 35 6% 12% | | | |
| Soft chew sweets | 71 6% | 33 6% | 38 7% | 35 10% F | 25 6% F | 10 3% | 41 7% | 30 6% | 19 7% | 12 4% | 16 6% | 17 11% J | 3 6% + | 4 4% + | 47 8% P | 24 4% | 51 7% | 20 6% | 11 6% | 12 5% | 21 7% | 26 9% | 56 6% | 15 10% | 9 5% | 34 10% 10% | 9 9% + | 5 4% + | 4 7% + | 3 4% + | 36 8% | 24 7% | 32 5% 19% | | | |
| Full-sized chocolate bars | 69 6% | 46 9% C | 23 4% | 43 12% EF | 15 4% | 11 3% | 36 6% | 33 7% | 18 7% | 19 7% | 8 3% | 18 12% KM | * 1% + | 5 5% + | 36 6% P | 34 6% | 50 7% | 20 6% | 9 5% | 6 2% | 19 6% | 33 11% ST | 49 5% W | 21 13% W | 4 2% | 32 10% Yb | 7 7% + | 2 1% + | 3 4% + | 5 9% Yb* | 30 7% 4% | 13 4% | 23 4% 16% | | | |
| Muesli / health bars | 66 6% | 39 7% | 25 5% | 31 9% F | 20 5% | 14 4% | 42 7% | 24 5% | 12 6% | 17 7% | 18 7% | 11 7% 7% | 2 4% + | 6 6% + | 45 8% P | 21 4% | 56 8% | 10 3% | 8 4% | 13 5% | 21 7% | 23 8% | 51 6% 14% | 14 9% | 7 4% | 30 9% 9% | 9 10% + | 7 6% + | 1 2% + | 5 10% + | 34 8% | 14 4% | 31 5% 18% | | | |
| Biscuits | 60 5% | 36 7% | 23 4% | 35 10% EF | 17 4% | 7 2% | 46 8% H | 14 3% | 14 6% | 12 4% | 14 6% | 12 8% | 2 3% + | 5 5% + | 45 8% P | 15 3% | 47 6% | 13 4% | 7 4% | 10 4% | 11 4% | 32 11% STU | 45 5% W | 15 9% W | 9 6% | 30 9% 9% | 9 9% + | 5 4% + | 1 2% + | 2 3% + | 35 8% f | 13 4% | 24 4% 14% | | | |
| Store-bought baked goods | 58 5% | 36 7% | 21 4% | 37 10% EF | 14 4% | 7 2% | 35 6% | 23 5% | 19 7% K | 13 4% | 7 3% | 12 7% K | 3 7% + | 5 5% + | 41 8% P | 16 3% | 45 6% | 13 4% | 8 4% | 7 3% | 12 4% | 28 10% STU | 41 4% W | 16 10% W | 3 2% | 25 8% Y | 5 5% + | 5 4% + | 6 11% Y* | 1 1% + | 28 6% | 10 3% | 27 4% 18% | | | |
| Home-baked goods | 55 5% | 35 7% C | 18 3% | 31 9% EF | 13 3% | 11 3% | 31 5% | 24 5% | 13 5% | 12 4% | 7 3% | 17 11% UK | 1 2% + | 5 5% + | 33 6% P | 22 4% | 35 5% | 19 5% | 11 6% | 10 4% | 12 4% | 20 7% | 37 4% W | 17 11% W | 3 2% | 23 7% Y | 6 6% + | 3 3% + | 3 6% + | 3 5% + | 22 5% | 10 3% | 24 4% 15% | | | |
| They wouldn't give out anything | 297 27% | 141 26% | 155 28% | 72 20% | 113 29% D | 111 33% D | 135 22% G | 162 33% G | 69 27% | 80 28% L | 72 29% L | 29 18% | 16 30% + | 31 31% L* | 117 21% O | 179 34% O | 185 25% | 111 31% Q | 64 34% V | 74 31% V | 77 26% | 56 19% | 265 29% X | 27 17% | 57 36% Z | 54 17% 17% | 22 23% + | 58 50% YZad* | 19 33% Z* | 14 25% + | 85 19% e | 135 41% 19% | 206 33% h | | | |
| Don't know | 303 28% | 136 25% | 163 30% | 74 20% | 124 31% D | 106 31% D | 181 30% D | 122 25% D | 58 23% | 94 33% I | 66 27% | 40 26% | 18 34% + | 27 27% + | 161 28% | 142 27% | 212 29% | 91 25% | 46 25% | 60 25% | 79 26% | 87 29% | 263 28% | 33 21% | 39 25% | 67 21% | 20 21% + | 31 27% + | 12 20% + | 18 31% + | 115 26% 23% | 75 28% 13% | | | | |

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J-24-089497-42 - 17th - 21st October 2025

INTERNAL/CLIENT USE ONLY

Halloween
Adults 16-75 GB

Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Kemi Badenoch

All Adults aged 16-75 in Great Britain

| | | | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|--|--|--|------------|---------------|------------|-----------------------|-----------------|-----------------|--------------|----------------|-----------|--------------|-----------|-----------------|------------------|----------------|---------------|-------------------|-------------------|-----------------|-------------------|---------------------|----------------------|------------------|------------------------|---------------------------|----------------------------|------------------|-----------------------|-----------------|-----------------|-----------------|----------------------|------------|---|----------------|
| | | | | Total (A) | Man (B) | Woman (C) | 16-34 (D) | 35-54 (E) | 55-75 (F) | ABC1 (G) | C2DE (H) | North (I) | Midlands (J) | South (K) | London (L) | Wales (M) | Scotland (N) | Graduates (O) | Non-graduates (P) | Working (Q) | Not working (R) | UP TO £19,999 (S) | £20,000-£34,999 (T) | £35,000 -£54,999 (U) | £55,000+ (V) | White ethnic group (W) | Minority ethnic group (X) | Conservative (Y) | Labour (Z) | Liberal Democrats (a) | Reform UK (b) | Green party (c) | Other (d) | Remain (e) | Leave (f) | Scared (g) | Reassured (h) |
| Unweighted base | | | | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 |
| Weighted base | | | | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | | | | 114 10% | 58 11% | 54 10% | 47 13% E | 32 8% | 34 10% | 50 8% | 64 13% G | 19 7% | 26 9% | 29 12% | 19 13% | 9 17% I* | 11 11% + | 60 11% | 54 10% | 69 9% | 45 13% | 24 13% | 22 9% | 28 9% | 32 11% | 89 10% | 24 15% W | 21 13% | 38 12% | 9 10% + | 12 11% + | 3 5% + | 9 15% + | 43 10% | 46 14% | 61 10% | 17 15% |
| Full-sized chocolate bars | | | | 72 7% | 48 9% C | 24 4% | 41 11% EF | 15 4% | 16 5% | 38 6% | 34 7% | 23 9% | 11 4% | 17 7% | 12 8% | 3 6% + | 5 5% + | 37 7% | 34 6% | 48 6% | 24 7% | 12 6% | 10 4% | 19 6% | 25 9% | 55 6% | 16 10% | 14 9% | 25 8% | 7 7% + | 10 8% + | 1 2% + | 3 6% + | 31 7% | 21 6% | 33 5% | 19 16% F |
| Fruit | | | | 72 7% | 45 8% C | 25 5% | 45 12% EF | 15 4% | 12 4% | 46 7% | 26 5% | 19 7% | 15 5% | 12 5% | 14 9% | 8 15% JKN* | 4 4% + | 40 7% | 31 6% | 54 7% | 17 5% | 8 4% | 21 9% | 17 6% | 24 8% | 51 6% | 19 12% W | 13 8% | 28 9% | 3 3% + | 7 6% + | 3 4% + | 1 2% + | 22 5% | 21 6% | 34 6% | 19 17% F |
| Hard boiled sweets | | | | 71 6% | 32 6% | 39 7% | 38 11% EF | 16 4% | 16 5% | 40 7% | 30 6% | 15 6% | 20 7% | 15 6% | 14 9% | 3 6% + | 3 3% + | 50 9% P | 21 4% | 48 6% | 23 6% | 6 3% | 11 5% | 22 7% | 26 9% S | 49 5% | 21 13% W | 13 8% | 22 7% | 11 11% + | 5 4% + | 5 8% + | 3 5% + | 26 6% | 22 7% | 44 7% | 11 9% |
| Supermarket own brand sweets | | | | 68 6% | 45 8% C | 22 4% | 30 8% | 22 6% | 15 5% | 46 8% | 22 4% | 19 7% | 12 4% | 12 5% | 14 9% | 2 5% + | 8 8% + | 50 9% P | 18 3% | 54 7% R | 14 4% | 6 3% | 12 5% | 26 8% S | 22 8% | 50 5% | 16 10% W | 18 11% Z | 16 5% | 4 4% + | 7 6% + | 5 9% + | 7 12% + | 27 6% | 26 8% | 36 6% | 11 10% |
| Soft chew sweets | | | | 63 6% | 43 8% C | 21 4% | 31 9% E | 13 3% | 19 6% | 32 5% | 31 6% | 16 6% | 13 5% | 15 6% | 14 9% | 2 4% + | 3 4% + | 37 7% | 26 5% | 47 6% | 16 5% | 8 4% | 8 3% | 14 4% | 30 10% STU | 51 5% | 11 7% | 16 10% C | 26 8% C | 5 5% + | 9 7% C* | - 4% + | 2 4% + | 25 6% | 26 8% | 37 6% | 13 12% F |
| Muesli / health bars | | | | 59 5% | 39 7% C | 18 3% | 31 9% E | 12 3% | 17 5% | 34 6% | 25 5% | 20 8% | 16 6% | 11 4% | 5 3% | 5 9% + | 3 4% + | 34 6% | 26 5% | 38 3% | 21 6% | 8 5% | 16 7% | 15 5% | 15 5% | 44 5% | 14 9% | 13 8% | 14 4% | 4 5% + | 7 6% + | 5 9% + | 1 2% + | 26 6% | 15 4% | 39 6% | 12 10% |
| Home-baked goods | | | | 57 5% | 33 6% | 24 4% | 24 7% | 19 5% | 15 4% | 34 6% | 23 5% | 19 7% | 12 4% | 10 4% | 9 6% | 2 4% + | 6 6% + | 38 7% P | 19 4% | 45 6% | 13 4% | 10 5% | 6 2% | 13 4% | 27 9% TU | 42 5% | 14 9% W | 14 9% | 21 6% | 3 4% + | 7 6% + | 3 5% + | 2 3% + | 29 7% | 19 6% | 37 6% | 15 13% F |
| Biscuits | | | | 54 5% | 34 6% C | 20 4% | 29 8% EF | 13 3% | 12 4% | 31 5% | 23 5% | 12 5% | 9 3% | 9 3% | 18 11% UK | 2 5% + | 4 4% + | 33 6% R | 21 4% | 44 6% R | 10 3% | 4 2% | 12 5% | 13 4% | 24 8% S | 39 4% | 14 9% W | 11 7% | 21 6% | 4 4% + | 6 5% + | - 4% + | 2 3% + | 17 4% | 19 6% | 29 5% | 14 12% F |
| Store-bought baked goods | | | | 48 4% | 32 6% C | 16 3% | 28 8% EF | 12 3% | 8 2% | 29 5% | 19 4% | 8 3% | 8 3% | 6 3% | 16 10% UK | 5 9% JK* | 5 5% + | 29 5% | 20 4% | 36 5% | 12 3% | 9 5% | 5 2% | 15 5% | 19 7% T | 32 3% | 16 10% W | 9 6% | 14 4% | 4 4% + | 5 4% + | 5 9% + | 3 6% + | 21 5% | 16 5% | 31 5% | 10 9% |
| They wouldn't give out anything | | | | 258 23% | 128 24% | 125 23% | 67 18% | 104 26% D | 87 26% D | 153 25% | 105 21% | 62 24% | 70 24% | 56 22% | 31 20% | 10 19% + | 29 30% + | 124 22% | 134 25% | 161 22% | 98 27% | 55 29% | 48 20% | 68 22% | 66 23% | 228 25% | 26 17% | 14 9% | 103 32% Vb | 28 30% V* | 24 21% V* | 15 26% V* | 14 24% V* | 126 29% f | 62 19% | 143 23% | 24 22% |
| Don't know | | | | 403 37% | 161 30% | 238 43% | 101 28% | 173 44% D | 128 38% D | 223 37% | 179 37% | 92 36% | 122 43% | 93 37% | 47 30% | 21 40% + | 28 28% + | 198 35% | 205 38% | 285 38% | 118 33% | 64 34% | 85 36% | 113 38% | 103 35% | 352 38% X | 42 27% | 60 38% Z | 86 27% | 28 29% + | 44 38% Z* | 21 36% + | 17 30% + | 142 32% | 120 37% | 228 36% h | 21 18% |

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J-24-089497-42 - 17th - 21st October 2025

INTERNAL/CLIENT USE ONLY

Halloween
Adults 16-75 GB

Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Ed Davey

All Adults aged 16-75 in Great Britain

| | | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|------------|---------------|-----------------|-----------------|-----------------|-----------------------|----------------|----------------|--------------|--------------|------------|-----------------|----------------|-----------------|----------------|-------------------|-------------|-----------------|-------------------|---------------------|-----------------------|-----------------|------------------------|---------------------------|------------------|----------------|----------------------------|--------------------|-----------------|----------------|----------------|----------------|----------------------|----------------|---|--|
| | Total (A) | Man (B) | Woman (C) | 16-34 (D) | 35-54 (E) | 55-75 (F) | ABC1 (G) | C2DE (H) | North (I) | Midlands (J) | South (K) | London (L) | Wales (M) | Scotland (N) | Graduates (O) | Non-graduates (P) | Working (Q) | Not working (R) | UP TO £19,999 (S) | £20,000-£34,999 (T) | £35,000 - £54,999 (U) | £55,000+ (V) | White ethnic group (W) | Minority ethnic group (X) | Conservative (Y) | Labour (Z) | Democrat s (a) | Reform UK (b) | Green party (c) | Other (d) | Remain (e) | Leave (f) | Scared (g) | Reassured (h) | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | 139 13% | 61 11% | 76 14% | 42 12% | 48 12% | 49 14% | 90 15% H | 49 10% | 34 13% | 28 10% | 31 12% | 19 12% | 8 15% * | 19 19% J* | 83 15% | 56 11% | 94 13% | 46 13% | 15 8% | 33 14% | 30 10% | 48 16% SU | 114 12% | 25 16% | 18 11% | 55 17% | 16 17% * | 12 10% * | 6 11% * | 11 20% * | 71 16% | 40 12% | 75 12% | 20 18% | | |
| Soft chew sweets | 104 9% | 55 10% | 48 9% | 43 12% | 35 9% | 25 7% | 54 9% | 50 10% | 29 11% | 19 7% | 19 8% | 22 14% JK | 6 11% * | 9 9% * | 58 10% | 46 9% | 77 10% | 27 7% | 18 10% | 19 8% | 28 9% | 32 11% SU | 83 9% | 22 14% | 16 10% | 44 14% b | 10 11% * | 5 4% * | 6 11% * | 4 6% * | 43 10% | 37 11% | 51 8% | 24 21% f | | |
| Home-baked goods | 97 9% | 54 10% | 42 8% | 39 11% E | 26 6% | 32 9% | 61 10% | 36 7% | 26 10% | 25 9% | 25 10% | 14 9% | 4 7% * | 4 4% * | 62 11% P | 35 7% | 59 8% | 37 10% | 17 9% | 16 7% | 22 7% | 36 12% T | 79 9% | 17 11% | 14 8% | 37 11% b | 18 19% Yb* | 5 4% * | 4 7% * | 6 11% * | 55 12% f | 23 7% | 54 9% | 21 18% f | | |
| Full-sized chocolate bars | 93 9% | 50 9% | 41 8% | 46 13% EF | 25 6% | 23 7% | 50 8% | 44 9% | 22 8% | 27 9% | 19 8% | 17 11% | 4 8% * | 5 5% * | 49 9% | 45 8% | 55 7% | 39 11% | 16 9% | 12 5% | 27 9% | 29 10% | 66 7% | 27 17% W | 10 6% | 38 12% b | 12 12% * | 5 4% * | 4 8% * | 4 7% * | 38 9% | 20 6% | 52 8% | 15 14% | | |
| Supermarket own brand sweets | 91 8% | 48 9% | 42 8% | 45 12% EF | 22 6% | 24 7% | 56 9% | 36 7% | 22 9% | 21 7% | 23 9% | 14 9% | 5 9% * | 6 6% * | 58 10% P | 34 6% | 69 9% | 22 6% | 13 7% | 22 9% | 23 8% | 29 10% | 69 7% | 21 13% W | 8 5% | 39 12% Y | 10 10% * | 10 8% * | 5 9% * | 8 14% Y* | 44 10% | 21 7% | 47 7% | 18 16% f | | |
| Fruit | 76 7% | 44 8% | 31 6% | 38 11% EF | 21 5% | 17 5% | 46 8% | 30 6% | 22 8% | 14 5% | 15 6% | 15 10% | 1 3% * | 9 10% * | 50 9% P | 26 5% | 55 7% | 21 6% | 16 9% | 9 4% | 21 7% | 30 10% T | 56 6% | 17 11% W | 13 8% | 34 11% | 7 8% * | 8 7% * | 2 4% * | 4 7% * | 38 9% | 23 7% | 37 6% | 15 13% f | | |
| Biscuits | 68 6% | 42 8% C | 25 5% | 41 11% EF | 17 4% | 9 3% | 41 7% | 27 6% | 18 7% | 13 4% | 12 5% | 15 10% J | 2 5% * | 8 8% * | 41 7% | 27 5% | 51 7% | 17 5% | 11 6% | 14 5% | 14 5% | 28 10% U | 45 5% | 23 13% W | 8 5% | 27 8% * | 5 3% * | 4 9% * | 5 10% * | 5 10% * | 32 7% | 22 7% | 32 5% | 18 16% f | | |
| Hard boiled sweets | 66 6% | 28 5% | 38 7% | 26 7% | 22 6% | 18 5% | 35 6% | 32 7% | 15 6% | 20 7% | 12 5% | 13 9% | 2 3% * | 4 5% * | 39 7% | 28 5% | 47 6% | 20 6% | 10 5% | 11 5% | 21 7% | 21 7% | 53 6% | 12 8% | 7 4% | 26 8% | 6 7% * | 9 8% * | 6 10% * | 2 3% * | 27 6% | 17 5% | 39 6% | 13 12% | | |
| Store-bought baked goods | 63 6% | 40 8% C | 22 4% | 39 11% EF | 15 4% | 10 3% | 37 6% | 26 5% | 20 8% | 14 5% | 11 4% | 11 7% | 3 6% * | 5 5% * | 43 8% P | 20 4% | 46 6% | 18 5% | 10 5% | 16 7% | 17 6% | 20 7% | 44 5% | 19 12% W | 10 6% | 24 7% | 2 2% * | 4 3% * | 3 5% * | 5 9% * | 24 5% | 17 5% | 37 6% | 9 8% | | |
| Muesli / health bars | 48 4% | 33 6% C | 15 3% | 27 8% EF | 11 3% | 10 3% | 25 4% | 24 5% | 13 5% | 11 4% | 9 3% | 9 6% | 2 4% * | 5 5% * | 28 5% | 20 4% | 34 5% | 15 4% | 10 5% | 7 3% | 12 4% | 19 6% | 36 4% | 12 7% | 7 5% | 15 5% | 4 5% * | 5 4% * | 2 4% * | 6 11% * | 21 5% | 13 4% | 21 3% | 13 11% f | | |
| They wouldn't give out anything | 141 13% | 70 13% | 70 13% | 48 13% | 53 13% | 40 12% | 66 11% | 75 15% G | 31 12% | 46 16% | 28 11% | 18 12% | 3 7% * | 14 14% * | 57 10% | 84 16% O | 92 12% | 49 14% | 34 18% V | 31 13% | 37 12% | 30 10% | 123 13% | 16 10% | 19 12% | 32 10% | 7 7% * | 29 25% YZad* | 10 18% a* | 3 5% * | 44 10% | 51 16% e | 83 13% | 14 13% | | |
| Don't know | 432 39% | 194 36% | 233 43% B | 114 31% | 181 46% D | 137 40% D | 240 39% | 192 39% | 97 37% | 121 42% | 101 41% | 58 37% | 21 40% * | 34 35% * | 218 39% | 213 40% | 304 41% | 128 36% | 67 36% | 93 40% | 119 39% | 113 38% | 378 41% X | 44 28% | 63 40% | 102 32% | 27 28% * | 45 39% * | 16 28% * | 19 33% * | 156 36% | 123 37% | 254 41% h | 22 19% | | |

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Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Nigel Farage

All Adults aged 16-75 in Great Britain

| | | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|------------|------------|------------|------------|------------|-----------------------|------------|------------|--------------|--------------|-----------|------------|-----------|--------------|---------------|-------------------|-------------|-----------------|-------------------|---------------------|-----------------------|--------------|------------------------|---------------------------|------------------|------------|----------------|----------------------------|-----------------|-----------|------------|-----------|------------|---------------|----------------------|--|---|--|
| | Total (A) | Man (B) | Woman (C) | 16-34 (D) | 35-54 (E) | 55-75 (F) | ABC1 (G) | C2DE (H) | North (I) | Midlands (J) | South (K) | London (L) | Wales (M) | Scotland (N) | Graduates (O) | Non-graduates (P) | Working (Q) | Not working (R) | UP TO £19,999 (S) | £20,000-£34,999 (T) | £35,000 - £54,999 (U) | £55,000+ (V) | White ethnic group (W) | Minority ethnic group (X) | Conservative (Y) | Labour (Z) | Democrat s (a) | Reform UK (b) | Green party (c) | Other (d) | Remain (e) | Leave (f) | Scared (g) | Reassured (h) | | | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | | | |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | 134 12% | 76 14% | 55 10% | 37 10% | 50 13% | 47 14% | 64 11% | 69 14% | 45 17% | 24 8% | 28 11% | 19 12% | 7 13% | 11 11% | 65 12% | 68 13% | 92 12% | 42 12% | 14 8% | 36 15% | 33 11% | 41 14% | 118 13% | 16 10% | 37 23% | 28 9% | 6 7% | 28 24% | 6 11% | 5 8% | 43 10% | 67 21% | 82 13% | 14 13% | | | | |
| Full-sized chocolate bars | 119 11% | 65 12% | 54 10% | 49 14% | 38 10% | 32 9% | 55 9% | 64 13% | 33 13% | 24 8% | 26 11% | 21 13% | 8 15% | 8 8% | 52 9% | 67 13% | 82 11% | 37 10% | 20 11% | 29 12% | 26 9% | 36 12% | 96 10% | 21 13% | 13 8% | 27 8% | 11 11% | 29 25% | 3 5% | 7 13% | 41 9% | 39 12% | 66 11% | 15 13% | | | | |
| Hard boiled sweets | 101 9% | 57 11% | 43 8% | 47 13% | 36 9% | 18 5% | 58 9% | 44 9% | 26 10% | 23 8% | 25 10% | 16 10% | 6 12% | 4 5% | 54 10% | 47 9% | 70 9% | 31 9% | 14 7% | 21 9% | 29 10% | 30 10% | 77 8% | 24 16% | 12 8% | 36 11% | 10 11% | 10 9% | 7 12% | 6 11% | 43 10% | 33 10% | 50 8% | 22 19% | | | | |
| Supermarket own brand sweets | 76 7% | 40 7% | 35 6% | 33 9% | 22 6% | 21 6% | 43 7% | 33 7% | 21 8% | 17 6% | 9 4% | 18 11% | 3 6% | 8 8% | 49 9% | 27 5% | 56 8% | 20 6% | 10 6% | 8 4% | 26 9% | 28 6% | 54 6% | 22 14% | 12 8% | 32 10% | 6 6% | 4 4% | 5 9% | 4 6% | 39 9% | 23 7% | 38 6% | 22 20% | | | | |
| Soft chew sweets | 59 5% | 31 6% | 27 5% | 29 8% | 20 5% | 10 3% | 32 5% | 27 6% | 14 6% | 14 5% | 12 5% | 9 6% | 2 4% | 8 8% | 29 5% | 31 6% | 44 6% | 16 4% | 9 5% | 8 4% | 13 4% | 25 8% | 46 5% | 13 8% | 8 5% | 17 5% | 4 5% | 13 11% | 2 3% | 5 9% | 22 5% | 26 8% | 36 6% | 14 12% | | | | |
| Biscuits | 58 5% | 35 6% | 22 4% | 34 9% | 16 4% | 8 2% | 38 6% | 21 4% | 13 5% | 16 5% | 14 6% | 9 6% | - 1% | 6 6% | 32 6% | 26 5% | 39 5% | 19 5% | 14 7% | 12 5% | 9 3% | 21 7% | 41 11% | 18 7% | 11 5% | 18 5% | 4 4% | 9 7% | 2 4% | 2 3% | 22 5% | 20 6% | 31 5% | 14 13% | | | | |
| Home-baked goods | 53 5% | 40 7% | 14 3% | 37 10% | 12 3% | 4 1% | 35 6% | 18 4% | 18 7% | 8 3% | 5 2% | 10 7% | 5 10% | 6 6% | 38 7% | 15 3% | 45 6% | 9 2% | 6 3% | 8 4% | 10 3% | 28 10% | 37 4% | 16 5% | 8 6% | 20 6% | 5 5% | 7 6% | 1 2% | 2 4% | 26 6% | 13 4% | 24 4% | 18 16% | | | | |
| Fruit | 52 5% | 37 7% | 15 3% | 34 9% | 11 3% | 7 2% | 25 4% | 27 6% | 14 5% | 11 4% | 13 5% | 10 7% | 1 1% | 4 4% | 31 5% | 21 4% | 40 5% | 13 4% | 16 9% | 6 3% | 7 2% | 23 8% | 35 4% | 16 10% | 8 5% | 21 7% | 5 5% | 3 3% | 3 5% | - 1% | 18 4% | 13 4% | 26 4% | 17 15% | | | | |
| Store-bought baked goods | 50 5% | 32 6% | 18 3% | 33 9% | 10 3% | 7 2% | 33 5% | 17 3% | 18 7% | 7 3% | 7 3% | 12 7% | 1 1% | 6 6% | 33 6% | 16 3% | 39 5% | 11 3% | 6 3% | 8 3% | 10 3% | 23 8% | 32 11% | 17 11% | 12 7% | 15 5% | 3 4% | 5 4% | 2 4% | 5 8% | 21 5% | 17 5% | 21 3% | 19 17% | | | | |
| Muesli / health bars | 33 3% | 22 4% | 11 2% | 26 7% | 6 1% | 2 1% | 20 3% | 13 3% | 7 3% | 10 3% | 9 4% | 6 4% | - 1% | 3 3% | 22 4% | 12 2% | 28 4% | 5 1% | 3 2% | 8 4% | 5 2% | 15 5% | 21 2% | 12 8% | 4 2% | 15 5% | 1 1% | 3 3% | 2 1% | 1 1% | 12 3% | 8 3% | 10 2% | 12 10% | | | | |
| They wouldn't give out anything | 330 30% | 143 27% | 184 34% | 103 28% | 135 34% | 92 27% | 192 31% | 138 28% | 72 28% | 96 33% | 71 29% | 47 31% | 14 27% | 30 30% | 182 32% | 148 28% | 214 29% | 116 32% | 54 29% | 66 28% | 107 35% | 81 28% | 283 30% | 42 26% | 33 21% | 120 37% | 37 39% | 15 13% | 18 31% | 17 31% | 158 36% | 63 19% | 193 31% | 24 21% | | | | |
| Don't know | 304 28% | 133 25% | 167 30% | 66 18% | 115 29% | 124 36% | 171 28% | 133 27% | 61 23% | 95 33% | 72 29% | 37 24% | 14 28% | 25 25% | 154 27% | 150 28% | 205 28% | 99 28% | 54 29% | 65 27% | 74 24% | 81 27% | 268 29% | 31 20% | 47 29% | 71 22% | 17 17% | 35 30% | 16 28% | 13 22% | 110 25% | 92 28% | 172 28% | 17 15% | | | | |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E,F,G,H,I/J/K,L/M/N,O/P,Q/R,S/T/U/V,W,X/Y/Z/z/a/b/c/d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J/K,L,M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/z/a/b/c/d,e,f,g/h Minimum Base: 30(**) Small Base: 100(**)

J-24-089497-42 - 17th - 21st October 2025

INTERNAL/CLIENT USE ONLY

Halloween
Adults 16-75 GB

Q4. Which of the following “treats”, if any, do you think each of the following would hand out on Halloween? - Zack Polanski

All Adults aged 16-75 in Great Britain

| | | | Gender | | | Aggregated Age breaks | | | Social grade | | Region | | | | | | | Education | | Employment status | | Income | | | | Ethnicity | | General Election 2024 Vote | | | | | | | Referendum 2016 vote | | Attitude towards way things are going in the UK at the moment | |
|---|------------|----------------|-----------------|-----------------|-----------------|-----------------------|----------------|----------------|------------------|---------------|-----------------|----------------|----------------|------------------|----------------|-------------------|-------------|-----------------|-------------------|---------------------|-----------------------|----------------|------------------------|---------------------------|------------------|-----------------|----------------|----------------------------|----------------------|-----------------|----------------|----------------|-----------------|----------------|----------------------|--|---|--|
| | Total (A) | Man (B) | Woman (C) | 16-34 (D) | 35-54 (E) | 55-75 (F) | ABC1 (G) | C2DE (H) | North (I) | Midlands (J) | South (K) | London (L) | Wales (M) | Scotland (N) | Graduates (O) | Non-graduates (P) | Working (Q) | Not working (R) | UP TO £19,999 (S) | £20,000-£34,999 (T) | £35,000 - £54,999 (U) | £55,000+ (V) | White ethnic group (W) | Minority ethnic group (X) | Conservative (Y) | Labour (Z) | Democrat s (a) | Reform UK (b) | Green party (c) | Other (d) | Remain (e) | Leave (f) | Scared (g) | Reassured (h) | | | | |
| Unweighted base | 1100 | 532 | 554 | 354 | 402 | 344 | 737 | 363 | 263 | 285 | 249 | 155 | 53 | 95 | 631 | 469 | 746 | 354 | 161 | 213 | 292 | 355 | 921 | 162 | 163 | 343 | 102 | 105 | 60 | 53 | 475 | 312 | 617 | 123 | | | | |
| Weighted base | 1100 | 538 | 548 | 363 | 396 | 341 | 609 | 491 | 259 | 287 | 249 | 155 | 53 | 98 | 567 | 533 | 741 | 359 | 187 | 236 | 302 | 294 | 927 | 157 | 160 | 322 | 95 | 116 | 57 | 57 | 439 | 327 | 624 | 113 | | | | |
| Fruit | 129 12% | 79 15% C | 49 9% | 49 13% | 35 9% | 46 13% | 73 12% | 56 11% | 31 12% | 33 12% | 18 7% | 27 17% K | 6 11% * | 14 14% * | 72 13% | 57 11% | 87 12% | 43 12% | 19 10% | 39 17% U | 31 10% | 33 11% | 106 11% | 22 14% | 16 10% | 53 16% | 12 13% * | 11 10% * | 10 18% * | 12 22% Y* | 67 15% | 34 10% | 71 11% | 20 17% | | | | |
| Muesli / health bars | 123 11% | 66 12% | 57 10% | 35 10% | 36 9% | 53 15% DE | 77 13% | 46 9% | 33 13% | 30 10% | 26 11% | 19 12% | 3 5% * | 12 13% * | 73 13% | 50 9% | 79 11% | 44 12% | 19 10% | 26 11% | 29 10% | 41 14% | 102 11% | 20 13% | 21 13% | 50 15% | 13 14% * | 9 8% * | 8 13% * | 8 15% * | 63 14% | 38 12% | 71 11% | 17 15% | | | | |
| Home-baked goods | 86 8% | 40 7% | 43 8% | 35 10% | 28 7% | 23 7% | 60 10% H | 26 5% | 32 12% JKN | 17 6% | 14 6% | 13 8% | 6 12% * | 3 11% * | 61 11% P | 25 5% | 53 7% | 33 9% | 11 6% | 15 7% | 26 9% | 27 9% | 71 8% | 16 10% | 11 7% | 41 13% bd | 8 8% b* | 2 2% * | 13 23% YZabac* | 1 2% * | 52 12% f | 14 4% | 46 7% | 12 10% | | | | |
| Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets) | 68 6% | 37 7% | 29 5% | 43 12% EF | 19 5% F | 6 2% | 43 7% | 26 5% | 21 8% | 16 6% | 11 4% | 12 8% | 1 3% * | 6 6% * | 39 7% | 29 5% | 51 7% | 18 5% | 9 5% | 16 7% | 11 3% | 28 9% U | 50 5% | 17 11% W | 8 5% | 32 10% b | 5 5% * | 2 2% * | 7 12% b* | 7 12% b* | 29 7% | 13 4% | 36 6% | 17 15% g | | | | |
| Supermarket own brand sweets | 67 6% | 41 8% C | 25 5% | 47 13% EF | 11 3% | 8 2% | 43 7% | 24 5% | 17 7% | 13 4% | 20 8% | 13 8% | 1 1% * | 4 4% * | 40 7% | 27 5% | 48 7% | 19 5% | 13 7% | 9 4% | 17 6% | 26 9% T | 54 6% | 14 9% | 10 6% | 20 6% | 8 8% * | 4 3% * | 4 7% * | 2 3% * | 21 5% | 14 4% | 32 5% | 18 16% g | | | | |
| Biscuits | 62 6% | 34 6% | 27 5% | 41 11% EF | 17 4% F | 5 1% | 35 6% | 27 6% | 11 4% | 22 5% M | 12 5% | 14 9% M | - * | 3 3% * | 36 6% | 26 5% | 46 6% | 16 5% | 13 7% | 9 4% | 13 4% | 25 9% TU | 42 5% | 19 12% W | 6 4% | 22 7% | 7 7% * | 6 5% * | 8 15% YZ* | 3 5% * | 26 6% | 11 3% | 27 4% | 16 15% g | | | | |
| Full-sized chocolate bars | 60 5% | 39 7% C | 20 4% | 48 13% EF | 8 2% | 4 1% | 33 5% | 27 6% | 19 7% | 11 4% | 16 7% | 10 7% | 1 1% * | 2 3% * | 35 6% | 25 5% | 41 6% | 19 5% | 10 5% | 6 2% T | 14 5% | 24 8% T | 41 4% | 19 12% W | 3 2% | 23 7% Yb | 4 4% * | 2 2% * | 7 11% Yb* | 5 9% Yb* | 18 4% | 11 3% | 37 6% | 12 10% | | | | |
| Soft chew sweets | 58 5% | 28 5% | 28 5% | 40 11% EF | 12 3% | 6 2% | 36 6% | 22 4% | 14 5% | 8 3% | 17 7% | 12 8% | 2 4% J | 5 5% * | 33 6% | 25 5% | 42 6% | 16 4% | 10 5% | 9 4% | 12 4% | 24 8% U | 39 4% | 18 11% W | 5 3% | 27 8% Ya | 1 1% * | 5 4% * | 5 9% a* | 1 2% * | 25 6% | 10 3% | 29 5% | 15 13% g | | | | |
| Hard boiled sweets | 47 4% | 26 5% | 20 4% | 35 10% EF | 8 2% | 4 1% | 32 5% | 15 3% | 12 5% N | 13 3% N | 8 3% N | 10 7% N | 3 6% N* | - * | 24 4% | 23 4% | 34 5% | 13 4% | 8 4% | 10 4% | 11 4% | 17 6% W | 33 4% | 12 8% W | 5 3% | 13 4% | 2 3% * | 6 5% * | 2 4% * | 2 4% * | 13 3% | 10 3% | 27 4% | 10 9% | | | | |
| Store-bought baked goods | 42 4% | 26 5% | 16 3% | 34 9% EF | 6 2% | 2 0% | 27 5% | 15 3% | 11 5% K | 14 4% K | 1 1% | 12 8% K | 1 1% * | 2 2% * | 27 5% | 15 3% | 31 4% | 11 3% | 10 5% U | 6 3% | 5 2% | 18 6% U | 23 3% | 19 12% W | 4 3% | 14 4% | 4 5% * | 4 3% * | 7 12% Yzb* | 1 2% * | 17 4% | 11 3% | 16 3% | 16 14% g | | | | |
| They wouldn't give out anything | 159 14% | 84 16% | 73 13% | 36 10% | 66 17% D | 57 17% D | 73 12% | 85 17% G | 30 11% | 43 15% | 36 15% | 17 11% | 11 21% * | 21 22% IL* | 67 12% | 92 17% O | 97 13% | 62 17% | 34 18% | 33 14% | 45 15% | 35 12% | 142 15% | 14 9% | 30 19% c | 39 12% | 10 11% * | 30 26% Zacd* | 4 6% * | 6 10% * | 49 11% | 69 21% e | 100 16% | 15 13% | | | | |
| Don't know | 483 44% | 211 39% | 269 49% B | 122 34% | 206 52% D | 155 46% D | 267 44% | 217 44% | 104 40% | 137 48% | 123 49% I | 61 39% | 22 42% * | 37 38% * | 242 43% | 241 45% | 335 45% | 148 41% | 79 42% | 91 39% | 141 47% | 125 43% | 420 45% X | 55 35% | 68 42% | 112 35% | 38 40% * | 49 42% * | 23 40% * | 20 36% * | 177 40% | 144 44% | 281 45% h | 26 23% | | | | |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5N): A,B/C,D/E/F,G,H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/z/a/b/c/d,e/f,g/h Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5N): A,B/C,D/E/F,G,H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/z/a/b/c/d,e/f,g/h Minimum Base: 30(**) Small Base: 100(*)

J-24-089497-42 - 17th - 21st October 2025
INTERNAL/CLIENT USE ONLY
Halloween
Adults 16-75 GB

| Category | Item ID | Product Details | | | | | | | | | | Performance Metrics | | | | | | | | | | Logistics & Inventory | | | | | | | | | | Overall Status |
|-------------|---------|-----------------|----------|-------------|-------|------|-----------------|------------|------------|-------|----------|---------------------|----------|----------|----------|-----------|----------------|-------------|----------------|-----------|-------------|-----------------------|----------|---------------------|----------------|---------------------|----------------|-------------|-----------------|-----------------|---------|----------------|
| | | General Info | | | | | Technical Specs | | | | | Sales Data | | | | | Usage Patterns | | | | | Supply Chain | | | | | Warehouse Data | | | | | |
| | | Name | SKU | Brand | Color | Size | Material | Weight | Dimensions | Power | Capacity | Q1 Sales | Q2 Sales | Q3 Sales | Q4 Sales | YTD Sales | Units Sold | Avg. Rating | Feedback Score | Lead Time | Stock Level | Reorder Point | Supplier | Origin | Port of Origin | Port of Destination | ETA | Actual Date | Inventory Count | Inventory Value | | |
| Electronics | 001 | Smartwatch X | SW-X-001 | Apple | Black | 42mm | 35g | 42x42x12mm | 1.2W | 128GB | 1500 | 1800 | 2000 | 2200 | 7500 | 15000 | 4.5 | 4.8 | 4.9 | 5.0 | 10 | 500 | 100 | Apple Inc. | USA | San Francisco | London | 2023-10-25 | 2023-10-26 | 500 | \$15000 | |
| | 002 | Smartwatch X | SW-X-002 | Apple | White | 42mm | 35g | 42x42x12mm | 1.2W | 128GB | 1400 | 1700 | 1900 | 2100 | 7100 | 14000 | 4.5 | 4.8 | 4.9 | 5.0 | 10 | 450 | 90 | Apple Inc. | USA | San Francisco | London | 2023-10-25 | 2023-10-26 | 450 | \$13500 | |
| | 003 | Smartwatch X | SW-X-003 | Apple | Black | 45mm | 40g | 45x45x13mm | 1.5W | 256GB | 1600 | 1900 | 2100 | 2300 | 7900 | 15500 | 4.6 | 4.9 | 5.0 | 5.1 | 10 | 550 | 110 | Apple Inc. | USA | San Francisco | London | 2023-10-25 | 2023-10-26 | 550 | \$16500 | |
| Electronics | 004 | Smartwatch Y | SW-Y-001 | Samsung | Black | 44mm | 38g | 44x44x11mm | 1.0W | 128GB | 1400 | 1700 | 1900 | 2100 | 7100 | 14000 | 4.4 | 4.7 | 4.8 | 4.9 | 10 | 450 | 90 | Samsung Electronics | Korea | Seoul | London | 2023-10-25 | 2023-10-26 | 450 | \$13500 | |
| | 005 | Smartwatch Y | SW-Y-002 | Samsung | White | 44mm | 38g | 44x44x11mm | 1.0W | 128GB | 1300 | 1600 | 1800 | 2000 | 6700 | 13000 | 4.4 | 4.7 | 4.8 | 4.9 | 10 | 400 | 80 | Samsung Electronics | Korea | Seoul | London | 2023-10-25 | 2023-10-26 | 400 | \$12000 | |
| | 006 | Smartwatch Y | SW-Y-003 | Samsung | Black | 46mm | 42g | 46x46x12mm | 1.2W | 256GB | 1500 | 1800 | 2000 | 2200 | 7500 | 14500 | 4.5 | 4.8 | 4.9 | 5.0 | 10 | 500 | 100 | Samsung Electronics | Korea | Seoul | London | 2023-10-25 | 2023-10-26 | 500 | \$15000 | |
| Electronics | 007 | Smartwatch Z | SW-Z-001 | Google | Black | 41mm | 32g | 41x41x10mm | 0.8W | 64GB | 1200 | 1400 | 1600 | 1800 | 5000 | 10000 | 4.3 | 4.6 | 4.7 | 4.8 | 10 | 300 | 60 | Google LLC | USA | Mountain View | London | 2023-10-25 | 2023-10-26 | 300 | \$9000 | |
| | 008 | Smartwatch Z | SW-Z-002 | Google | White | 41mm | 32g | 41x41x10mm | 0.8W | 64GB | 1100 | 1300 | 1500 | 1700 | 4600 | 9000 | 4.3 | 4.6 | 4.7 | 4.8 | 10 | 250 | 50 | Google LLC | USA | Mountain View | London | 2023-10-25 | 2023-10-26 | 250 | \$7500 | |
| | 009 | Smartwatch Z | SW-Z-003 | Google | Black | 43mm | 34g | 43x43x11mm | 1.0W | 128GB | 1300 | 1500 | 1700 | 1900 | 5400 | 10500 | 4.4 | 4.7 | 4.8 | 4.9 | 10 | 350 | 70 | Google LLC | USA | Mountain View | London | 2023-10-25 | 2023-10-26 | 350 | \$10500 | |
| Electronics | 010 | Smartwatch A | SW-A-001 | Fitbit | Black | 42mm | 30g | 42x42x9mm | 0.6W | 32GB | 1000 | 1200 | 1400 | 1600 | 4200 | 8000 | 4.2 | 4.5 | 4.6 | 4.7 | 10 | 200 | 40 | Fitbit Inc. | USA | Fremont | London | 2023-10-25 | 2023-10-26 | 200 | \$6000 | |
| | 011 | Smartwatch A | SW-A-002 | Fitbit | White | 42mm | 30g | 42x42x9mm | 0.6W | 32GB | 900 | 1100 | 1300 | 1500 | 3800 | 7000 | 4.2 | 4.5 | 4.6 | 4.7 | 10 | 180 | 36 | Fitbit Inc. | USA | Fremont | London | 2023-10-25 | 2023-10-26 | 180 | \$5400 | |
| | 012 | Smartwatch A | SW-A-003 | Fitbit | Black | 44mm | 32g | 44x44x10mm | 0.8W | 64GB | 1100 | 1300 | 1500 | 1700 | 5100 | 9500 | 4.3 | 4.6 | 4.7 | 4.8 | 10 | 220 | 44 | Fitbit Inc. | USA | Fremont | London | 2023-10-25 | 2023-10-26 | 220 | \$6600 | |
| Electronics | 013 | Smartwatch B | SW-B-001 | Garmin | Black | 46mm | 55g | 46x46x15mm | 1.5W | 32GB | 1200 | 1400 | 1600 | 1800 | 5000 | 10000 | 4.6 | 4.9 | 5.0 | 5.1 | 10 | 300 | 60 | Garmin Ltd. | USA | Scottsdale | London | 2023-10-25 | 2023-10-26 | 300 | \$9000 | |
| | 014 | Smartwatch B | SW-B-002 | Garmin | White | 46mm | 55g | 46x46x15mm | 1.5W | 32GB | 1100 | 1300 | 1500 | 1700 | 4600 | 9000 | 4.6 | 4.9 | 5.0 | 5.1 | 10 | 250 | 50 | Garmin Ltd. | USA | Scottsdale | London | 2023-10-25 | 2023-10-26 | 250 | \$7500 | |
| | 015 | Smartwatch B | SW-B-003 | Garmin | Black | 48mm | 60g | 48x48x16mm | 1.8W | 64GB | 1300 | 1500 | 1700 | 1900 | 5500 | 10500 | 4.7 | 5.0 | 5.1 | 5.2 | 10 | 350 | 70 | Garmin Ltd. | USA | Scottsdale | London | 2023-10-25 | 2023-10-26 | 350 | \$10500 | |
| Electronics | 016 | Smartwatch C | SW-C-001 | Huawei | Black | 47mm | 60g | 47x47x16mm | 1.8W | 64GB | 1300 | 1500 | 1700 | 1900 | 5500 | 10500 | 4.7 | 5.0 | 5.1 | 5.2 | 10 | 350 | 70 | Huawei Tech | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 350 | \$10500 | |
| | 017 | Smartwatch C | SW-C-002 | Huawei | White | 47mm | 60g | 47x47x16mm | 1.8W | 64GB | 1200 | 1400 | 1600 | 1800 | 5000 | 10000 | 4.7 | 5.0 | 5.1 | 5.2 | 10 | 300 | 60 | Huawei Tech | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 300 | \$9000 | |
| | 018 | Smartwatch C | SW-C-003 | Huawei | Black | 49mm | 65g | 49x49x17mm | 2.0W | 128GB | 1400 | 1600 | 1800 | 2000 | 5800 | 10800 | 4.8 | 5.1 | 5.2 | 5.3 | 10 | 400 | 80 | Huawei Tech | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 400 | \$12000 | |
| Electronics | 019 | Smartwatch D | SW-D-001 | Xiaomi | Black | 48mm | 65g | 48x48x17mm | 2.0W | 128GB | 1400 | 1600 | 1800 | 2000 | 5800 | 10800 | 4.8 | 5.1 | 5.2 | 5.3 | 10 | 400 | 80 | Xiaomi Corp | China | Beijing | London | 2023-10-25 | 2023-10-26 | 400 | \$12000 | |
| | 020 | Smartwatch D | SW-D-002 | Xiaomi | White | 48mm | 65g | 48x48x17mm | 2.0W | 128GB | 1300 | 1500 | 1700 | 1900 | 5400 | 10400 | 4.8 | 5.1 | 5.2 | 5.3 | 10 | 350 | 70 | Xiaomi Corp | China | Beijing | London | 2023-10-25 | 2023-10-26 | 350 | \$10500 | |
| | 021 | Smartwatch D | SW-D-003 | Xiaomi | Black | 50mm | 70g | 50x50x18mm | 2.2W | 256GB | 1500 | 1700 | 1900 | 2100 | 6200 | 11000 | 4.9 | 5.2 | 5.3 | 5.4 | 10 | 450 | 90 | Xiaomi Corp | China | Beijing | London | 2023-10-25 | 2023-10-26 | 450 | \$13500 | |
| Electronics | 022 | Smartwatch E | SW-E-001 | OnePlus | Black | 49mm | 70g | 49x49x18mm | 2.2W | 256GB | 1500 | 1700 | 1900 | 2100 | 6200 | 11000 | 4.9 | 5.2 | 5.3 | 5.4 | 10 | 450 | 90 | OnePlus Inc. | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 450 | \$13500 | |
| | 023 | Smartwatch E | SW-E-002 | OnePlus | White | 49mm | 70g | 49x49x18mm | 2.2W | 256GB | 1400 | 1600 | 1800 | 2000 | 5800 | 10600 | 4.9 | 5.2 | 5.3 | 5.4 | 10 | 400 | 80 | OnePlus Inc. | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 400 | \$12000 | |
| | 024 | Smartwatch E | SW-E-003 | OnePlus | Black | 51mm | 75g | 51x51x19mm | 2.4W | 512GB | 1600 | 1800 | 2000 | 2200 | 6600 | 11400 | 5.0 | 5.3 | 5.4 | 5.5 | 10 | 500 | 100 | OnePlus Inc. | China | Shenzhen | London | 2023-10-25 | 2023-10-26 | 500 | \$15000 | |
| Electronics | 025 | Smartwatch F | SW-F-001 | Motorola | Black | 50mm | 75g | 50x50x19mm | 2.4W | 512GB | 1600 | 1800 | 2000 | 2200 | 6600 | 11400 | 5.0 | 5.3 | 5.4 | 5.5 | 10 | 500 | 100 | Motorola Inc. | USA | Chicago | London | 2023-10-25 | 2023-10-26 | 500 | \$15000 | |
| | 026 | Smartwatch F | SW-F-002 | Motorola | White | 50mm | 75g | 50x50x19mm | 2.4W | 512GB | 1500 | 1700 | 1900 | 2100 | 6200 | 11000 | 5.0 | 5.3 | 5.4 | 5.5 | 10 | 450 | 90 | Motorola Inc. | USA | Chicago | London | 2023-10-25 | 2023-10-26 | 450 | \$13500 | |
| | 027 | Smartwatch F | SW-F-003 | Motorola | Black | 52mm | 80g | 52x52x20mm | 2.6W | 1TB | 1700 | 1900 | 2100 | 2300 | 7000 | 11600 | 5.1 | 5.4 | 5.5 | 5.6 | 10 | 550 | 110 | Motorola Inc. | USA | Chicago | London | 2023-10-25 | 2023-10-26 | 550 | \$16500 | |
| Electronics | 028 | Smartwatch G | SW-G-001 | Nokia | Black | 51mm | 80g | 51x51x20mm | 2.6W | 1TB | 1700 | 1900 | 2100 | 2300 | 7000 | 11600 | 5.1 | 5.4 | 5.5 | 5.6 | 10 | 550 | 110 | Nokia Corp | Finland | Helsinki | London | 2023-10-25 | 2023-10-26 | 550 | \$16500 | |
| | 029 | Smartwatch G | SW-G-002 | Nokia | White | 51mm | 80g | 51x51x20mm | 2.6W | 1TB | 1600 | 1800 | 2000 | 2200 | 6600 | 11200 | 5.1 | 5.4 | 5.5 | 5.6 | 10 | 500 | 100 | Nokia Corp | Finland | Helsinki | London | 2023-10-25 | 2023-10-26 | 500 | \$15000 | |
| | 030 | Smartwatch G | SW-G-003 | Nokia | Black | 53mm | 85g | 53x53x21mm | 2.8W | 2TB | 1800 | 2000 | 2200 | 2400 | 7400 | 11800 | 5.2 | 5.5 | 5.6 | 5.7 | 10 | 600 | 120 | Nokia Corp | Finland | Helsinki | London | 2023-10-25 | 2023-10-26 | 600 | \$18000 | |
| Electronics | 031 | Smartwatch H | SW-H-001 | BlackBerry | Black | 52mm | 85g | 52x52x21mm | 2.8W | 2TB | 1800 | 2000 | 2200 | 2400 | 7400 | 11800 | 5.2 | 5.5 | 5.6 | 5.7 | 10 | 600 | 120 | BlackBerry Ltd | Canada | Waterloo | London | 2023-10-25 | 2023-10-26 | 600 | \$18000 | |
| | 032 | Smartwatch H | SW-H-002 | BlackBerry | White | 52mm | 85g | 52x52x21mm | 2.8W | 2TB | 1700 | 1900 | 2100 | 2300 | 7000 | 11400 | 5.2 | 5.5 | 5.6 | 5.7 | 10 | 550 | 110 | BlackBerry Ltd | Canada | Waterloo | London | 2023-10-25 | 2023-10-26 | 550 | \$16500 | |
| | 033 | Smartwatch H | SW-H-003 | BlackBerry | Black | 54mm | 90g | 54x54x22mm | 3.0W | 4TB | 1900 | 2100 | 2300 | 2500 | 7800 | 12000 | 5.3 | 5.6 | 5.7 | 5.8 | 10 | 650 | 130 | BlackBerry Ltd | Canada | Waterloo | London | 2023-10-25 | 2023-10-26 | 650 | \$19500 | |
| Electronics | 034 | Smartwatch I | SW-I-001 | PalmSecure | Black | 53mm | 90g | 53x53x22mm | 3.0W | 4TB | 1900 | 2100 | 2300 | 2500 | 7800 | 12000 | 5.3 | 5.6 | 5.7 | 5.8 | 10 | 650 | 130 | PalmSecure Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 650 | \$19500 | |
| | 035 | Smartwatch I | SW-I-002 | PalmSecure | White | 53mm | 90g | 53x53x22mm | 3.0W | 4TB | 1800 | 2000 | 2200 | 2400 | 7400 | 11600 | 5.3 | 5.6 | 5.7 | 5.8 | 10 | 600 | 120 | PalmSecure Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 600 | \$18000 | |
| | 036 | Smartwatch I | SW-I-003 | PalmSecure | Black | 55mm | 95g | 55x55x23mm | 3.2W | 8TB | 2000 | 2200 | 2400 | 2600 | 8200 | 12200 | 5.4 | 5.7 | 5.8 | 5.9 | 10 | 700 | 140 | PalmSecure Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 700 | \$21000 | |
| Electronics | 037 | Smartwatch J | SW-J-001 | VeriFone | Black | 54mm | 95g | 54x54x23mm | 3.2W | 8TB | 2000 | 2200 | 2400 | 2600 | 8200 | 12200 | 5.4 | 5.7 | 5.8 | 5.9 | 10 | 700 | 140 | VeriFone Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 700 | \$21000 | |
| | 038 | Smartwatch J | SW-J-002 | VeriFone | White | 54mm | 95g | 54x54x23mm | 3.2W | 8TB | 1900 | 2100 | 2300 | 2500 | 7800 | 11800 | 5.4 | 5.7 | 5.8 | 5.9 | 10 | 650 | 130 | VeriFone Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 650 | \$19500 | |
| | 039 | Smartwatch J | SW-J-003 | VeriFone | Black | 56mm | 100g | 56x56x24mm | 3.4W | 16TB | 2100 | 2300 | 2500 | 2700 | 8600 | 12400 | 5.5 | 5.8 | 5.9 | 6.0 | 10 | 750 | 150 | VeriFone Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 750 | \$22500 | |
| Electronics | 040 | Smartwatch K | SW-K-001 | SecureTech | Black | 55mm | 100g | 55x55x24mm | 3.4W | 16TB | 2100 | 2300 | 2500 | 2700 | 8600 | 12400 | 5.5 | 5.8 | 5.9 | 6.0 | 10 | 750 | 150 | SecureTech Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 750 | \$22500 | |
| | 041 | Smartwatch K | SW-K-002 | SecureTech | White | 55mm | 100g | 55x55x24mm | 3.4W | 16TB | 2000 | 2200 | 2400 | 2600 | 8200 | 12000 | 5.5 | 5.8 | 5.9 | 6.0 | 10 | 700 | 140 | SecureTech Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 700 | \$21000 | |
| | 042 | Smartwatch K | SW-K-003 | SecureTech | Black | 57mm | 105g | 57x57x25mm | 3.6W | 32TB | 2200 | 2400 | 2600 | 2800 | 9000 | 12600 | 5.6 | 5.9 | 6.0 | 6.1 | 10 | 800 | 160 | SecureTech Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 800 | \$24000 | |
| Electronics | 043 | Smartwatch L | SW-L-001 | QuantumLink | Black | 56mm | 105g | 56x56x25mm | 3.6W | 32TB | 2200 | 2400 | 2600 | 2800 | 9000 | 12600 | 5.6 | 5.9 | 6.0 | 6.1 | 10 | 800 | 160 | QuantumLink Inc. | USA | San Jose | London | 2023-10-25 | 2023-10-26 | 800 | \$24000 | |
| | 044 | Smartwatch L | SW-L-002 | QuantumLink | White | 56mm | 105g | 56x56x25mm | | | | | | | | | | | | | | | | | | | | | | | | |

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.