

22/10/2025

Table Names	Table Filters
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

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%	45 8	70 12%	75 18%	82 D	109 22%	50 13%	39 22%	53 19%	14% G	15 14%	15 21%	18 JL	84 18%	107 20%	119 20%	71 16%	47 20%	36 15%	55 18%	43 15%	167 18%	19 12%	25 16%	39 12%	18 19%	45 38%	11 19%	7 12%	64 15%	82 25%	190 30%	-														
Fairly scared (-1)	434 39%	195 36%	233 43%	130 36%	156 39%	148 43%	244 40%	190 39%	97 38%	113 39%	96 39%	68 44%	19 37%	40 41%	215 *	289 39%	145 40%	68 37%	92 39%	136 45%	101 V	368 40%	61 39%	74 34%	110 34%	37 39%	39 34%	30 29%	29 30%	171 39%	133 41%	434 70%	-																
Neither scared nor reassured (0)	332 30%	183 34%	145 26%	101 28%	138 35%	93 27%	195 32%	138 28%	77 30%	101 35%	70 28%	40 26%	14 27%	31 32%	174 30%	158 30%	219 30%	114 32%	51 27%	77 33%	88 29%	290 30%	39 25%	48 30%	118 28%	20 17%	16 28%	12 21%	133 30%	86 26%	-	-																	
Fairly reassured (1)	83 8%	54 10%	28 5%	48 13%	16 4%	19 6%	53 9%	29 6%	26 10%	15 5%	16 6%	17 11%	2 3%	7 7%	50 6%	32 6%	71 10%	12 3%	10 5%	21 9%	14 5%	37 13%	63 7%	20 5%	8 14%	44 13%	9 5%	4 4%	-	9 14%	52 12%	13 4%	-	83 73%															
Very reassured (2)	31 3%	19 4%	11 2%	26 7%	5 1%	*	21 EF	10 3%	4 2%	7 3%	7 3%	10 7%	1 2%	1 1%	23 1%	8 1%	26 4%	4 1%	5 3%	4 2%	3 1%	18 6%	20 2%	11 7%	4 3%	9 3%	3 6%	7 1%	1 1%	-	13 3%	10 3%	-	31 27%															
Don't know	30 3%	7 1%	23 4%	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 2%	7 2%	7 2%	5 3%	19 2%	7 5%	1 0%	1 1%	1 1%	1 1%	-	7 2%	2 1%	-	-																	
NET: Very/ Fairly Scared	624 57%	274 51%	341 62%	175 48%	227 57%	223 D	325 DE	299 53%	147 51%	152 53%	150 60%	83 53%	34 65%	58 59%	303 53%	321 60%	408 55%	216 60%	115 62%	127 V	190 54%	144 63%	535 58%	81 51%	99 62%	148 46%	55 58%	83 72%	41 71%	35 62%	235 54%	215 66%	624 100%	-															
NET: Very/ Fairly Reassured	113 10%	74 14%	39 C	74 7%	20 20%	66 5%	74 EF	39 8%	30 12%	23 8%	23 9%	27 17%	3 5%	8 8%	73 13%	40 8%	97 13%	16 5%	15 8%	25 11%	17 6%	55 19%	83 9%	30 19%	12 7%	53 16%	12 13%	12 10%	1 1%	9 16%	64 15%	23 7%	-	113 100%															
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	-0.66	-0.40	W	-0.68	b	-0.39	Ybc	-0.61	b*	-0.95	*	-0.88	*	-0.58	f	-0.81	-1.30	1.27

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/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/a:b/c:d,e:f,g:h Minimum Base: 30(**) Small Base: 100(*)

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	Liberal Democrats	Labour	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	202	228	122	166	151	265	174	95	114	103	52	26	48	254	184	278	160	68	96	131	113	380	53	45	180	57	8	36	32	253	72	251	36		
	40%	38%	42%	34%	42%	44%	43%	35%	37%	40%	41%	33%	50%	49%	45%	35%	38%	45%	40%	37%	41%	43%	38%	41%	34%	53	28%	56%	60%	7%	63%	56%	58%	22%	40%	32%
Keir Starmer, Leader of the Labour party	315	154	156	83	114	118	150	165	87	73	67	45	19	25	136	179	216	99	57	74	77	86	285	26	71	55	22	80	10	12	87	162	232	25		
	29%	29%	29%	23%	29%	35%	25%	34%	34%	25%	27%	29%	36%	25%	24%	34%	30%	29%	31%	31%	25%	29%	31%	16%	44%	17%	23%	17%	69%	22%	20%	49%	37%	22%		
Zack Polanski, Leader of the Green party	48	32	15	15	18	14	33	14	5	14	10	10	3	6	26	22	35	13	7	8	13	18	39	9	9	13	-	6	3	4	19	16	24	6		
	4%	6%	3%	4%	5%	4%	5%	3%	2%	5%	4%	6%	5%	6%	5%	4%	5%	4%	3%	4%	6%	4%	6%	6%	6%	4%	-	5%	6%	4%	5%	6%	4%	6%		
Kemi Badenoch, Leader of the Conservative party	32	21	10	25	5	3	19	13	10	5	5	11	1	-	21	11	25	7	8	5	7	11	20	12	4	9	6	2	1	3	16	10	9	15		
	3%	4%	2%	7%	1%	1%	3%	3%	4%	2%	2%	7%	1%	-	4%	2%	3%	2%	4%	2%	2%	4%	2%	8%	2%	3%	6%	2%	2%	4%	3%	1%	13%	8		
Ed Davey, Leader of the Liberal Democrats	17	12	4	9	4	4	10	7	5	5	3	2	-	1	12	5	14	3	2	4	2	8	9	8	2	8	1	-	1	1	6	5	11	4		
	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	-	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	5%	1%	2%	1%	1%	2%	1%	1%	2%	2%	4%		
None - I don't find any of them scary	162	86	76	70	52	41	85	77	40	46	38	21	2	15	74	88	118	44	29	31	41	47	132	30	23	45	9	18	3	4	44	51	59	27		
	15%	16%	14%	19%	13%	12%	14%	16%	15%	16%	15%	13%	4%	16%	13%	17%	16%	12%	15%	13%	14%	16%	14%	19%	14%	14%	9%	16%	6%	8%	8%	10%	16%	10%	24%	8
Don't know	88	30	58	40	38	10	48	40	17	30	22	15	2	2	44	44	55	33	15	19	31	12	63	19	7	12	-	2	3	1	13	11	38	-		
	8%	6%	11%	11%	10%	3%	8%	8%	7%	11%	9%	9%	4%	2%	8%	8%	7%	9%	8%	8%	10%	4%	7%	12%	4%	-	2%	4%	1%	3%	4%	6%	6%	h		

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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

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%	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% E	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%	76 7%	67 6%
Muesli / health bars	66 6% D	59 5% D	48 4% D	33 3% ABD	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% ABD	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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Column Proportions (5%): A/B/C/D/E Minimum Base: 301** Small Base: 100†

Column Means (5%): A/B/C/D/E Minimum Base: 301** Small Base: 100†

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	
			16-34	35-54	55-75	ABC1	C2DE																																	
	Total (A)	Man (B)	Woman (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						
Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets)	128	50	75	53	38	36	73	55	38	33	24	24	5	4	75	52	80	47	16	29	32	38	103	24	15	63	9	6	4	4	63	32	59	25						
	12%	9%	14%	15%	10%	11%	12%	11%	15%	11%	10%	15%	9%	4%	13%	10%	11%	13%	12%	11%	11%	15%	9%	19%	10%	5%	7%	7%	14%	10%	59	22%								
Fruit	95	59	35	54	24	17	53	42	29	26	15	19	2	4	61	34	69	26	20	12	18	43	75	19	18	41	3	6	3	3	36	33	40	23						
	9%	11%	6%	15%	6%	5%	9%	9%	11%	9%	6%	12%	4%	4%	11%	6%	9%	7%	11%	5%	15%	8%	12%	11%	13%	3%	5%	6%	5%	8%	10%	6%	20%							
Supermarket own brand sweets	88	50	36	40	27	21	59	29	19	17	19	20	3	11	57	31	62	26	8	16	32	31	70	18	11	35	8	3	6	3	46	18	50	14						
	8%	9%	7%	11%	6%	5%	10%	6%	7%	6%	7%	13%	5%	11%	10%	8%	8%	7%	10%	8%	11%	7%	11%	8%	10%	8%	3%	10%	6%	11%	5%	12%								
Hard boiled sweets	74	45	29	40	16	18	51	22	20	8	18	12	5	11	39	35	50	24	14	20	13	25	61	12	7	33	8	5	2	4	37	13	35	13						
	7%	8%	5%	11%	4%	5%	8%	5%	8%	3%	7%	11	9%	11%	7%	7%	7%	7%	9%	9%	10%	9%	7%	8%	4%	3%	7%	8%	4%	6%	12%	8								
Soft chew sweets	71	33	38	35	25	10	41	30	19	12	16	17	3	4	47	24	51	20	11	12	21	26	56	15	9	34	9	5	4	3	36	24	32	21						
	6%	6%	7%	10%	6%	3%	7%	6%	7%	4%	6%	11%	6%	4%	8%	4%	7%	6%	5%	7%	9%	6%	10%	9%	5%	4%	7%	4%	8%	7%	5%	19%	8							
Full-sized chocolate bars	69	46	23	43	15	11	36	33	18	19	8	18	*	5	36	34	50	20	9	6	19	33	49	21	4	32	7	2	3	5	30	13	23	18						
	6%	9%	4%	12%	4%	3%	6%	7%	7%	3%	12%	1%	5%	6%	6%	7%	6%	5%	2%	6%	11%	5%	13%	2%	10%	7%	1%	4%	5%	3%	4%	16%	8							
Muesli / health bars	66	39	25	31	20	14	42	24	12	17	18	11	2	6	45	21	56	10	8	13	21	23	51	14	7	30	9	7	1	5	34	14	31	18						
	6%	7%	5%	9%	5%	4%	7%	5%	4%	6%	7%	4%	6%	8%	4%	8%	3%	4%	5%	8%	6%	9%	4%	10%	6%	2%	10%	8%	4%	5%	16%	8								
Biscuits	60	36	23	35	17	7	46	14	14	12	14	12	2	5	45	15	47	13	7	10	11	32	45	15	9	30	9	5	1	2	35	13	24	16						
	5%	7%	4%	10%	4%	2%	8%	3%	6%	4%	6%	8%	3%	5%	8%	3%	6%	4%	4%	4%	11%	5%	9%	6%	9%	4%	2%	3%	8%	4%	4%	14%	8							
Store-bought baked goods	58	36	21	37	14	7	35	23	19	13	7	12	3	5	41	16	45	13	8	7	12	28	41	16	3	25	5	5	6	1	28	10	27	20						
	5%	7%	4%	10%	4%	2%	6%	5%	3%	7%	4%	7%	5%	7%	3%	6%	4%	4%	3%	10%	2%	8%	5%	4%	1%	1%	6%	3%	4%	4%	18%	8								
Home-baked goods	55	35	18	31	13	11	31	24	13	12	7	17	1	5	33	22	35	19	11	10	12	37	17	3	23	6	3	3	3	22	10	24	15							
	5%	7%	3%	9%	3%	3%	5%	5%	5%	4%	3%	11%	2%	5%	6%	4%	5%	6%	4%	7%	11%	2%	7%	6%	3%	6%	5%	3%	4%	3%	13%	8								
They wouldn't give out anything	297	141	155	72	113	111	135	162	69	80	72	29	16	31	117	179	185	111	64	74	77	56	265	27	57	54	22	58	19	14	85	135	206	17						
	27%	26%	28%	20%	29%	20%	33%	33%	22%	28%	29%	18%	30%	*	21%	34%	25%	31%	34%	26%	19%	29%	17%	23%	50%	2%	22%	25%	19%	41%	33%	206	17							
Don't know	303	136	163	74	124	106	181	122	58	94	66	40	18	27	161	142	212	91	46	60	79	87	263	33	39	67	20	31	12	18	115	75	177	15						
	28%	25%	30%	20%	31%	31%	30%	25%	23%	33%	27%	26%	34%	*	27%	28%	29%	25%	25%	26%	29%	28%	21%	25%	21%	2%	27%	20%	31%	26%	23%	28%	13%							

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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	
			16-34	35-54	55-75	ABC1	C2DE																																	
	Total (A)	Man (B)	Woman (C)	(D)	(E)	(G)	(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-£49,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democr ats (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	58	54	47	32	34	50	64	19	26	29	19	9	11	60	54	69	45	24	22	28	32	89	24	21	38	9	12	3	9	43	46	61	17						
10%	11%	10%	13%	8%	10%	8%	13%	7%	9%	12%	13%	17%	11%	11%	10%	9%	13%	13%	9%	11%	10%	15%	13%	12%	10%	11%	11%	15%	10%	10%	14%	10%	10%	15%						
Full-sized chocolate bars	72	48	24	41	15	16	38	34	23	11	17	12	3	5	37	34	48	24	12	10	19	25	55	16	14	7	10	1	3	31	21	33	19							
7%	9%	4%	11%	4%	5%	6%	7%	9%	4%	7%	8%	6%	5%	5%	7%	6%	6%	7%	4%	6%	6%	6%	10%	9%	8%	7%	2%	6%	7%	5%	16%	8%								
Fruit	72	45	25	45	15	12	46	26	19	15	12	14	8	4	40	31	54	17	8	21	17	24	51	19	13	28	3	1	22	21	34	19								
7%	8%	5%	12%	4%	4%	7%	5%	7%	5%	5%	9%	15%	4%	7%	6%	7%	5%	9%	6%	6%	6%	6%	12%	8%	9%	3%	6%	2%	5%	6%	6%	17%	8%							
Hard boiled sweets	71	32	39	38	16	16	40	30	15	20	15	14	3	3	50	21	48	23	6	11	22	26	49	21	13	22	11	5	5	3	26	22	44	11						
6%	6%	7%	11%	4%	5%	7%	6%	6%	6%	7%	6%	9%	6%	3%	4%	6%	6%	3%	5%	7%	9%	5%	13%	8%	8%	7%	11%	4%	4%	6%	6%	7%	9%							
Supermarket own brand sweets	68	45	22	30	22	15	46	22	19	12	12	14	2	8	50	18	54	14	6	12	26	22	50	16	18	16	4	7	5	7	27	26	36	11						
6%	8%	4%	8%	6%	5%	8%	4%	7%	4%	5%	5%	9%	5%	8%	9%	3%	7%	8%	5%	5%	8%	5%	10%	6%	5%	4%	6%	5%	7%	6%	6%	10%								
Soft chew sweets	63	43	21	31	13	19	32	31	16	13	15	14	2	3	37	26	47	16	8	8	14	30	51	11	16	26	5	9	-	2	25	26	37	13						
6%	8%	4%	9%	3%	6%	5%	6%	6%	5%	6%	6%	9%	4%	4%	7%	5%	6%	5%	4%	3%	4%	10%	5%	7%	8%	5%	7%	-	4%	6%	8%	6%	12%	8%						
Muesli / health bars	59	39	18	31	12	17	34	25	20	16	11	5	5	3	34	26	38	21	8	16	15	44	14	13	14	4	7	5	1	26	15	39	12							
5%	7%	3%	9%	3%	5%	6%	5%	8%	6%	4%	3%	9%	4%	6%	5%	5%	6%	4%	7%	5%	5%	5%	9%	8%	4%	5%	6%	5%	7%	6%	6%	10%								
Home-baked goods	57	33	24	24	19	15	34	23	19	12	10	9	2	6	38	19	45	13	10	6	13	27	42	14	14	21	3	7	2	29	19	37	15							
5%	6%	4%	7%	5%	4%	6%	5%	7%	4%	4%	6%	4%	6%	7%	4%	5%	6%	4%	5%	2%	4%	5%	5%	5%	6%	4%	6%	5%	7%	6%	6%	13%	8%							
Biscuits	54	34	20	29	13	12	31	23	12	9	9	18	2	4	33	21	44	10	4	12	13	24	39	14	11	21	4	6	-	2	17	19	29	14						
5%	6%	4%	8%	3%	4%	5%	5%	5%	3%	3%	11%	5%	4%	6%	4%	4%	6%	3%	5%	2%	5%	4%	8%	7%	6%	4%	5%	6%	5%	7%	6%	12%	8%							
Store-bought baked goods	48	32	16	28	12	8	29	19	8	8	6	16	5	5	29	20	36	12	9	5	15	19	32	16	9	14	4	5	5	3	21	16	31	10						
4%	6%	3%	8%	3%	2%	5%	4%	3%	3%	3%	10%	9%	5%	5%	4%	3%	5%	2%	5%	3%	5%	3%	10%	6%	4%	4%	5%	6%	5%	5%	5%	5%	9%							
They wouldn't give out anything	258	128	125	67	104	87	153	105	62	70	56	31	10	29	124	134	161	98	55	48	68	66	228	26	14	103	28	24	15	14	126	62	143	24						
23%	24%	23%	18%	26%	20%	25%	21%	24%	24%	22%	20%	19%	*	*	22%	25%	22%	27%	20%	22%	23%	25%	17%	32%	30%	21%	24%	24%	29%	29%	27%	29%	23%	22%						
Don't know	403	161	238	101	173	128	223	179	92	122	93	47	21	28	198	205	285	118	64	85	113	103	352	42	60	86	28	44	21	17	142	120	228	21						
37%	30%	43%	28%	44%	40%	37%	37%	36%	43%	37%	30%	40%	*	*	28%	35%	38%	33%	34%	36%	38%	35%	38%	27%	38%	29%	36%	36%	32%	37%	36%	36%	36%	18%						

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 (%): 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(*)

ColumnMeans (%): 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(*)

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-£44,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democr ats (a)	Reform UK (b)	Green party (c)	Other (d)	Remain (e)	Leave (f)	Scared (g)	Reassured (h)				
	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-£44,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democr ats (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	61	76	42	48	49	90	49	34	28	31	19	8	19	83	56	94	46	15	33	30	48	114	25	18	55	16	12	6	11	71	40	75	20						
13%	11%	14%	12%	12%	14%	15%	10%	H	13%	10%	12%	12%	15%	19%	15%	11%	13%	13%	8%	14%	10%	16%	12%	11%	17%	17%	*	*	*	*	*	*	*	*	*	*	18%			
Soft chew sweets	104	55	48	43	35	25	54	50	29	19	19	22	6	9	58	46	77	27	18	19	28	32	83	22	16	44	10	5	6	4	43	51	24	8						
9%	10%	9%	12%	9%	7%	9%	10%	10%	11%	7%	8%	14%	JK	11%	9%	10%	9%	10%	7%	10%	8%	9%	11%	9%	14%	11%	4%	11%	6%	10%	11%	8%	21%							
Home-baked goods	97	54	42	39	26	32	61	36	26	25	25	14	4	4	62	35	59	37	17	16	22	36	79	17	14	37	18	5	4	6	55	23	54	21						
9%	10%	8%	11%	6%	9%	10%	7%	10%	9%	9%	10%	9%	9%	9%	11%	9%	11%	9%	11%	7%	12%	9%	11%	11%	12%	12%	10%	4%	11%	12%	9%	18%								
Full-sized chocolate bars	93	50	41	46	25	23	50	44	22	27	19	17	4	5	49	45	55	39	16	12	27	29	66	27	10	38	12	5	4	4	38	20	52	15						
9%	9%	8%	13%	6%	7%	8%	9%	8%	9%	8%	11%	8%	*	*	5%	8%	7%	11%	9%	10%	7%	17%	6%	12%	12%	4%	4%	8%	7%	9%	6%	8%	14%							
Supermarket own brand sweets	91	48	42	45	22	24	56	36	22	21	23	14	5	6	58	34	69	22	13	22	23	29	69	21	8	39	10	10	5	8	44	21	47	18						
8%	9%	8%	12%	6%	7%	9%	7%	9%	9%	7%	9%	9%	9%	*	*	10%	6%	9%	7%	9%	10%	7%	13%	5%	12%	10%	8%	9%	14%	10%	7%	7%	16%							
Fruit	76	44	31	38	21	17	46	30	22	14	15	15	1	9	50	26	55	21	16	9	21	30	56	17	13	34	7	8	2	4	38	23	37	15						
7%	8%	6%	11%	5%	5%	8%	6%	8%	5%	5%	6%	10%	3%	10%	9%	5%	5%	7%	6%	9%	4%	7%	10%	6%	11%	8%	11%	8%	4%	7%	7%	6%	13%							
Biscuits	68	42	25	41	17	9	41	27	18	13	12	15	2	8	41	27	51	17	11	14	14	28	45	23	8	27	5	4	5	32	22	32	18							
6%	8%	5%	11%	4%	3%	7%	6%	7%	4%	5%	5%	10%	J	5%	8%	7%	5%	7%	5%	6%	6%	5%	10%	5%	15%	15%	5%	3%	5%	10%	7%	5%	16%							
Hard boiled sweets	66	28	38	26	22	18	35	32	15	20	12	13	2	4	39	28	47	20	10	11	21	53	12	7	26	6	9	6	2	27	17	39	13							
6%	5%	7%	7%	6%	5%	6%	7%	6%	5%	5%	9%	3%	5%	7%	5%	6%	6%	5%	5%	5%	6%	5%	12%	6%	8%	7%	8%	10%	3%	6%	5%	6%	12%							
Store-bought baked goods	63	40	22	39	15	10	37	26	20	14	11	11	3	5	43	20	46	18	10	16	17	20	44	19	10	24	2	4	3	5	24	17	37	9						
6%	8%	4%	11%	4%	3%	6%	5%	8%	4%	5%	4%	7%	*	5%	8%	4%	6%	5%	5%	7%	6%	5%	12%	6%	7%	2%	3%	5%	5%	5%	5%	6%	8%							
Muesli / health bars	48	33	15	27	11	10	25	24	13	11	9	9	2	5	28	20	34	15	10	7	12	19	36	12	7	15	4	5	2	6	21	13	21	13						
4%	6%	3%	8%	3%	3%	4%	5%	5%	4%	3%	6%	4%	5%	5%	4%	5%	4%	5%	3%	4%	6%	4%	7%	5%	5%	4%	4%	11%	11%	8%	3%	11%								
They wouldn't give out anything	141	70	70	48	53	40	66	75	31	46	28	18	3	14	57	84	92	49	34	31	37	30	123	16	19	32	7	29	10	3	44	51	83	14						
13%	13%	13%	13%	13%	12%	11%	15%	G	12%	16%	11%	12%	7%	14%	10%	16%	12%	14%	18%	13%	12%	10%	13%	10%	12%	10%	7%	25%	18%	10%	10%	16%	13%	13%						
Don't know	432	194	233	114	181	137	240	192	97	121	101	58	21	34	218	213	304	128	67	93	119	113	378	44	63	102	27	45	16	19	156	123	254	22						
39%	36%	43%	31%	46%	40%	8	40%	39%	37%	42%	41%	37%	40%	*	35%	39%	40%	41%	36%	40%	39%	38%	41%	28%	28%	32%	27	39%	28%	33%	36%	37%	41%	19%						

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Column Proportions (%): 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: 301** Small Base: 100*

Column Means (%): 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: 301** Small Base: 100*

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	
			16-34	35-54	55-75	ABC1	C2DE																																	
	Total (A)	Man (B)	Woman (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						
Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets)	134	76	55	37	50	47	64	69	45	24	28	19	7	11	65	68	92	42	14	36	33	41	118	16	37	28	6	28	6	5	43	67	82	14						
	12%	14%	10%	10%	13%	14%	11%	14%	17%	8%	11%	12%	13%	11%	12%	13%	12%	12%	15%	11%	14%	13%	10%	23%	9%	7%	24%	11%	8%	10%	21%	13%	13%							
Full-sized chocolate bars	119	65	54	49	38	32	55	64	33	24	26	21	8	8	52	67	82	37	20	29	26	36	96	21	13	27	11	29	3	7	41	39	66	15						
	11%	12%	10%	10%	10%	9%	9%	13%	13%	8%	11%	13%	15%	8%	9%	13%	11%	10%	11%	12%	10%	13%	13%	13%	8%	8%	11%	25%	5%	7%	13%	12%	11%	13%						
Hard boiled sweets	101	57	43	47	36	18	58	44	26	23	25	16	6	4	54	47	70	31	14	21	29	30	77	24	12	36	10	10	7	6	43	33	50	22						
	9%	11%	8%	13%	5%	5%	9%	9%	10%	8%	10%	12%	5%	10%	9%	9%	9%	10%	8%	16%	8%	11%	11%	11%	12%	10%	10%	8%	8%	8%	12%	8%								
Supermarket own brand sweets	76	40	35	33	22	21	43	33	21	17	9	18	3	8	49	27	56	20	10	8	26	28	54	22	12	32	6	4	5	4	39	23	38	22						
	7%	7%	6%	9%	6%	6%	7%	7%	8%	6%	4%	11%	6%	8%	5%	8%	5%	6%	4%	9%	6%	6%	14%	14%	8%	10%	6%	4%	4%	6%	9%	7%	6%	20%	8%					
Soft chew sweets	59	31	27	29	20	10	32	27	14	14	12	9	2	8	29	31	44	16	9	8	13	25	46	13	8	17	4	13	2	5	22	26	36	14						
	5%	6%	5%	8%	5%	3%	5%	6%	6%	5%	5%	6%	4%	8%	5%	6%	6%	4%	4%	8%	5%	5%	5%	5%	5%	5%	4%	5%	5%	5%	5%	5%	6%	12%	8%					
Biscuits	58	35	22	34	16	8	38	21	13	16	14	9	-	6	32	26	39	19	14	12	9	21	41	18	11	18	4	9	2	2	22	20	31	14						
	5%	6%	4%	9%	4%	2%	6%	4%	5%	5%	6%	6%	-	6%	6%	5%	5%	5%	7%	5%	3%	7%	4%	11%	7%	5%	4%	7%	2%	3%	5%	6%	5%	13%	8%					
Home-baked goods	53	40	14	37	12	4	35	18	18	8	5	10	5	6	38	15	45	9	6	8	10	28	37	16	8	20	5	7	1	2	26	13	24	18						
	5%	7%	3%	10%	3%	1%	6%	4%	7%	3%	2%	7%	5%	10%	6%	7%	3%	6%	2%	3%	10%	4%	10%	5%	6%	5%	6%	2%	4%	4%	6%	4%	16%	8%						
Fruit	52	37	15	34	11	7	25	27	14	11	13	10	1	4	31	21	40	13	16	6	7	23	35	16	8	21	5	3	3	-	18	13	26	17						
	5%	7%	3%	9%	3%	2%	4%	6%	5%	5%	5%	7%	1%	4%	5%	4%	5%	4%	9%	3%	3%	10%	5%	5%	5%	5%	4%	4%	4%	4%	4%	4%	15%	8%						
Store-bought baked goods	50	32	18	33	10	7	33	17	18	7	7	12	1	6	33	16	39	11	6	8	10	23	32	17	12	15	3	5	2	5	21	17	21	19						
	5%	6%	3%	9%	3%	2%	5%	3%	3%	3%	3%	7%	1%	6%	6%	3%	5%	3%	3%	11%	7%	5%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	17%	8%						
Muesli / health bars	33	22	11	26	6	2	20	13	7	10	9	6	-	3	22	12	28	5	3	8	5	15	21	12	4	15	1	3	2	1	12	8	10	12						
	3%	4%	2%	7%	1%	1%	3%	3%	3%	3%	4%	4%	-	3%	4%	2%	4%	1%	4%	2%	5%	2%	5%	1%	3%	3%	1%	3%	3%	3%	3%	3%	3%	10%	8%					
They wouldn't give out anything	330	143	184	103	135	92	192	138	72	96	71	47	14	30	182	148	214	116	54	66	107	81	283	42	33	120	37	15	18	17	158	63	193	24						
	30%	27%	34%	28%	34%	8	27%	31%	28%	28%	29%	31%	27%	*	32%	28%	29%	32%	29%	28%	35%	28%	30%	26%	21%	37%	13%	15	31%	36%	19%	31%	31%	21%						
Don't know	304	133	167	66	115	124	171	133	61	95	72	37	14	25	154	150	205	99	54	65	74	81	268	31	47	71	17	35	16	13	110	92	172	17						
	28%	25%	30%	18%	29%	8	29%	27%	23%	33%	29%	24%	28%	*	25%	27%	28%	28%	29%	27%	24%	27%	29%	20%	17%	30%	17%	30%	28%	22%	25%	28%	28%	15%						

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Column Proportions (%): A & C, D & E, F, G, H, I / 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: 301** Small Base: 100*

Column Means (%): A, B, C, D, E, F, G, H, I / 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: 301** Small Base: 100*

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		Attitude towards way things are going in the UK at the moment	
			16-34	35-54	55-75	ABC1	C2DE																																	
	Total (A)	Man (B)	Woman (C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	UP TO £19,999	£20,000-£34,999	£35,000-£49,999	£55,000+	White ethnic group (W)	Minority ethnic group (X)	Conservati	Labour	Liberal Democr	Reform UK	Green party (c)	Other	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	79	49	49	35	46	73	56	31	33	18	27	6	14	72	57	87	43	19	39	31	33	106	22	16	53	12	11	10	12	67	34	71	20						
Muesli / health bars	123	66	57	35	36	53	77	46	33	30	26	19	3	12	73	50	79	44	19	26	29	41	102	20	21	50	13	9	8	8	63	38	71	17						
Home-baked goods	86	40	43	35	28	23	60	26	32	17	14	13	6	3	61	25	53	33	11	15	26	27	71	16	11	41	8	2	13	1	52	14	46	12						
Small-sized individual chocolates (e.g from Celebration, Heroes, Quality Streets)	68	37	29	43	19	6	43	26	21	16	11	12	1	6	39	29	51	18	9	16	11	28	50	17	8	32	5	2	7	29	13	36	17							
Supermarket own brand sweets	67	41	25	47	11	8	43	24	17	13	20	13	1	4	40	27	48	19	13	9	17	26	54	14	10	20	8	4	4	2	21	14	32	18						
Biscuits	62	34	27	41	17	5	35	27	11	22	12	14	-	3	36	26	46	16	13	9	13	25	42	19	6	22	7	6	8	3	26	11	27	16						
Full-sized chocolate bars	60	39	20	48	8	4	33	27	19	11	16	10	1	2	35	25	41	19	10	6	14	24	41	19	3	23	4	2	7	5	18	11	37	12						
Soft chew sweets	58	28	28	40	12	6	36	22	14	8	17	12	2	5	33	25	42	16	10	9	12	24	39	18	5	27	1	5	1	25	10	29	15							
Hard boiled sweets	47	26	20	35	8	4	32	15	12	13	8	10	3	-	24	23	34	13	8	10	11	17	33	12	5	13	2	6	2	2	13	10	27	10						
Store-bought baked goods	42	26	16	34	6	2	27	15	11	14	1	12	1	2	27	15	31	11	10	6	5	18	23	19	4	4	4	7	1	17	11	16	16							
They wouldn't give out anything	159	84	73	36	66	57	73	85	30	43	36	17	11	21	67	92	97	62	34	33	45	35	142	14	30	39	10	30	4	6	49	69	100	15						
Don't know	483	211	269	122	206	155	267	217	104	137	123	61	22	37	242	241	335	148	79	91	141	125	420	55	68	112	38	49	23	20	177	144	281	26						

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Column Means (%): 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(*)

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