

Deltapoll Survey Results

DELTA POLL

Sample Size: 1,598 GB Adults
Fieldwork: 24th - 27th September
2021

All GB Adults
Unweighted Sample

	Gender		Age					Generation			EU Ref Vote	
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Generation X	Baby Boomers	Leave	Remain
1598	761	834	230	269	581	208	311	582	497	432	599	567
1598	777	818	183	273	550	243	349	510	496	477	676	614
%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following statements please say if you agree or disagree?

"Since lockdown ended this summer, I have noticed more empty or closed shops in the places I visit than before the pandemic started."

Strongly agree	25	24	26	24	24	22	26	33	23	23	32	29	25
Somewhat agree	37	36	39	27	44	38	36	39	34	41	37	35	38
Neither agree nor disagree	23	24	23	34	15	25	25	18	27	22	21	26	24
Somewhat disagree	7	8	7	5	12	8	7	5	8	9	5	7	8
Strongly disagree	3	5	1	4	2	3	3	2	5	1	2	2	1
Don't know	4	3	4	6	3	4	2	3	4	4	3	1	4
Agree (All)	62	60	65	51	68	60	62	72	57	64	69	64	63
Disagree (All)	10	13	8	9	14	11	10	7	13	10	7	9	9
NET	+52	+47	+57	+42	+54	+49	+52	+65	+44	+54	+62	+55	+54

"Empty or closed shops make me fear for the future of my local community."

Strongly agree	23	21	25	23	24	21	24	24	24	21	27	21	25
Somewhat agree	37	34	40	32	36	37	36	44	33	39	39	36	39
Neither agree nor disagree	23	26	21	22	25	26	24	16	24	25	19	26	22
Somewhat disagree	10	11	10	13	10	9	8	13	10	9	10	11	10
Strongly disagree	4	6	2	3	2	6	5	1	5	4	3	4	3
Don't know	3	3	3	6	3	2	3	2	4	2	2	1	1
Agree (All)	60	55	65	55	60	58	60	68	57	60	66	57	64
Disagree (All)	14	17	12	16	12	15	13	14	15	13	13	15	13
NET	+46	+38	+53	+39	+48	+43	+47	+54	+42	+47	+53	+42	+51

Deltapoll Survey Results

Sample Size: 1,598 GB Adults
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2021

All GB Adults
Unweighted Sample

Total	GE 19 Vote				Brexit Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1598	487	360	128	115	308	132	121	181	226	523	274	370	75	130	849	749
1598	582	387	72	138	406	145	116	241	210	519	280	392	83	114	722	876
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following statements please say if you agree or disagree?

"Since lockdown ended this summer, I have noticed more empty or closed shops in the places I visit than before the pandemic started."

Strongly agree	25	23	32	21	36	24	23	39	26	17	28	19	24	39	36	25	26
Somewhat agree	37	37	43	43	34	38	30	43	44	30	39	49	35	26	34	39	36
Neither agree nor disagree	23	27	17	27	22	26	31	12	18	30	22	15	29	25	18	23	24
Somewhat disagree	7	9	6	1	4	9	13	5	7	7	8	10	6	8	6	9	6
Strongly disagree	3	3	1	0	3	1	1	1	0	11	1	2	1	2	2	2	4
Don't know	4	2	3	7	2	2	1	1	4	5	2	5	4	0	4	2	5
Agree (All)	62	60	75	64	70	62	53	82	70	47	67	68	59	65	70	64	62
Disagree (All)	10	12	7	1	7	10	14	6	7	18	9	12	7	10	8	11	10
NET	+52	+48	+68	+63	+63	+52	+39	+76	+63	+29	+58	+56	+52	+55	+62	+53	+52

"Empty or closed shops make me fear for the future of my local community."

Strongly agree	23	23	21	20	26	19	34	23	23	20	21	23	21	32	32	26	19
Somewhat agree	37	41	41	46	34	43	33	34	40	30	39	42	34	40	42	36	39
Neither agree nor disagree	23	25	19	21	26	26	22	19	20	29	22	20	26	20	16	21	25
Somewhat disagree	10	8	15	9	11	7	10	22	12	9	11	10	14	5	3	11	9
Strongly disagree	4	2	2	2	2	3	1	1	3	9	4	3	1	3	3	4	4
Don't know	3	1	1	2	1	1	0	0	2	2	3	3	3	0	5	2	4
Agree (All)	60	64	62	66	60	62	67	57	63	50	60	65	55	72	74	62	58
Disagree (All)	14	10	17	11	13	10	11	23	15	18	15	13	15	8	6	15	13
NET	+46	+54	+45	+55	+47	+52	+56	+34	+48	+32	+45	+52	+40	+64	+68	+47	+45

Deltapoll Survey Results

Sample Size: 1,598 GB Adults
Fieldwork: 24th - 27th September
2021

All GB Adults
Unweighted Sample

	Conservative Seats		
Total	Gained by Con	Held by Con	Not Won by Con
1598	146	762	690
1598	154	779	665
%	%	%	%

For each of the following
statements please say if you agree
or disagree?

"Since lockdown ended this
summer, I have noticed more empty
or closed shops in the places I visit
than before the pandemic started."

Strongly agree	25	31	26	23
Somewhat agree	37	46	39	34
Neither agree nor disagree	23	13	22	28
Somewhat disagree	7	8	8	7
Strongly disagree	3	3	2	3
Don't know	4	0	3	5
Agree (All)	62	77	65	57
Disagree (All)	10	11	10	10
NET	+52	+66	+55	+47

"Empty or closed shops make me
fear for the future of my local
community."

Strongly agree	23	28	21	24
Somewhat agree	37	38	42	32
Neither agree nor disagree	23	19	22	25
Somewhat disagree	10	11	9	12
Strongly disagree	4	3	3	5
Don't know	3	2	3	3
Agree (All)	60	66	63	56
Disagree (All)	14	14	12	17
NET	+46	+52	+51	+39

All GB Adults
Unweighted Sample

	Gender		Age					Generation			EU Ref Vote	
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Generation X	Baby Boomers	Leave	Remain
1598	761	834	230	269	581	208	311	582	497	432	599	567
1598	777	818	183	273	550	243	349	510	496	477	676	614
%	%	%	%	%	%	%	%	%	%	%	%	%

"The Government should do whatever it can to support local communities by helping shops to stay open."

Strongly agree	26	27	25	28	24	26	29	24	24	27	26	29	24
Somewhat agree	42	39	45	28	40	43	43	52	36	42	48	43	44
Neither agree nor disagree	21	24	18	25	16	22	20	19	19	24	20	21	23
Somewhat disagree	6	6	6	11	10	6	2	4	13	2	2	4	4
Strongly disagree	2	2	2	4	3	1	5	0	3	1	2	2	2
Don't know	3	2	3	4	7	2	1	1	5	3	1	1	3
Agree (All)	68	66	70	56	64	69	72	76	60	69	74	72	68
Disagree (All)	8	8	8	15	13	7	7	4	16	3	4	6	6
NET	+60	+58	+62	+41	+51	+62	+65	+72	+44	+66	+70	+66	+62

"In general, I think my local community is a better place to live than it was ten years ago."

Strongly agree	9	10	7	20	11	8	3	3	14	9	2	7	8
Somewhat agree	24	24	23	32	30	24	10	20	32	22	16	18	30
Neither agree nor disagree	37	34	40	24	35	37	41	47	31	36	43	43	33
Somewhat disagree	16	18	13	8	11	17	24	17	10	18	21	16	15
Strongly disagree	7	8	7	8	5	8	11	6	6	8	8	10	6
Don't know	8	5	10	8	8	6	12	8	7	7	10	6	8
Agree (All)	33	34	30	52	41	32	13	23	46	31	18	25	38
Disagree (All)	23	26	20	16	16	25	35	23	16	26	29	26	21
NET	+10	+8	+10	+36	+25	+7	-22	+0	+30	+5	-11	-1	+17

All GB Adults
Unweighted Sample

Total	GE 19 Vote				Brexit Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1598	487	360	128	115	308	132	121	181	226	523	274	370	75	130	849	749
1598	582	387	72	138	406	145	116	241	210	519	280	392	83	114	722	876
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

"The Government should do whatever it can to support local communities by helping shops to stay open."

Strongly agree	26	23	32	23	38	24	21	33	30	24	25	26	24	33	34	23	29
Somewhat agree	42	48	45	39	41	48	45	50	47	38	46	40	41	39	43	45	38
Neither agree nor disagree	21	22	19	28	11	23	22	16	19	24	22	14	25	17	14	19	22
Somewhat disagree	6	4	2	7	6	4	4	1	2	9	3	12	6	11	2	8	5
Strongly disagree	2	1	0	1	3	1	1	0	1	2	2	3	1	1	5	2	2
Don't know	3	2	1	2	1	0	7	1	2	3	2	5	3	0	2	3	3
Agree (All)	68	71	77	62	79	72	66	83	77	62	71	66	65	72	77	68	67
Disagree (All)	8	5	2	8	9	5	5	1	3	11	5	15	7	12	7	10	7
NET	+60	+66	+75	+54	+70	+67	+61	+82	+74	+51	+66	+51	+58	+60	+70	+58	+60

"In general, I think my local community is a better place to live than it was ten years ago."

Strongly agree	9	8	8	6	10	5	7	11	7	10	6	9	12	15	2	9	8
Somewhat agree	24	19	22	22	26	16	26	25	23	37	22	23	14	26	31	28	19
Neither agree nor disagree	37	46	35	42	34	53	31	25	38	36	36	34	43	24	41	34	40
Somewhat disagree	16	13	19	20	14	12	20	27	15	10	19	14	14	22	14	16	16
Strongly disagree	7	7	9	3	9	9	5	9	7	3	9	7	8	12	7	7	8
Don't know	8	7	8	7	7	5	12	3	10	2	8	14	9	2	4	7	9
Agree (All)	33	27	30	28	36	21	33	36	30	47	28	32	26	41	33	37	27
Disagree (All)	23	20	28	23	23	21	25	36	22	13	28	21	22	34	21	23	24
NET	+10	+7	+2	+5	+13	+0	+8	+0	+8	+34	+0	+11	+4	+7	+12	+14	+3

All GB Adults
Unweighted Sample

	Conservative Seats		
Total	Gained by Con	Held by Con	Not Won by Con
1598	146	762	690
1598	154	779	665
%	%	%	%

"The Government should do whatever it can to support local communities by helping shops to stay open."

Strongly agree	26	30	24	26
Somewhat agree	42	45	45	38
Neither agree nor disagree	21	15	22	21
Somewhat disagree	6	7	4	9
Strongly disagree	2	1	2	2
Don't know	3	2	3	3
Agree (All)	68	75	69	64
Disagree (All)	8	8	6	11
NET	+60	+67	+63	+53

"In general, I think my local community is a better place to live than it was ten years ago."

Strongly agree	9	3	7	11
Somewhat agree	24	15	19	30
Neither agree nor disagree	37	41	39	35
Somewhat disagree	16	21	18	11
Strongly disagree	7	17	7	6
Don't know	8	4	10	7
Agree (All)	33	18	26	41
Disagree (All)	23	38	25	17
NET	+10	-20	+1	+24

All GB Adults
Unweighted Sample

	Gender		Age					Generation			EU Ref Vote	
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Generation X	Baby Boomers	Leave	Remain
1598	761	834	230	269	581	208	311	582	497	432	599	567
1598	777	818	183	273	550	243	349	510	496	477	676	614
%	%	%	%	%	%	%	%	%	%	%	%	%

"In general, I think my local community will become a better place to live over the next ten years or so."

Strongly agree	7	8	7	8	12	9	4	3	9	9	4	8	9
Somewhat agree	24	25	23	30	25	24	13	24	28	23	19	25	20
Neither agree nor disagree	41	41	42	50	38	36	39	50	42	36	44	40	42
Somewhat disagree	11	12	10	4	11	14	17	7	7	16	12	10	13
Strongly disagree	6	8	4	4	5	8	6	4	6	7	5	7	5
Don't know	10	6	14	4	9	8	22	12	6	9	16	10	12
Agree (All)	31	33	30	38	37	33	17	27	37	32	23	33	29
Disagree (All)	17	20	14	8	16	22	23	11	13	23	17	17	18
NET	+14	+13	+16	+30	+21	+11	-6	+16	+24	+9	+6	+16	+11

"The Government should cut taxes on local shops to make it easier for them to stay open."

Strongly agree	25	25	25	26	23	25	30	23	25	24	26	25	26
Somewhat agree	41	37	44	35	35	40	38	52	36	39	47	42	38
Neither agree nor disagree	23	25	22	24	24	26	23	16	24	27	20	25	23
Somewhat disagree	5	8	3	5	9	4	3	7	6	4	3	5	6
Strongly disagree	1	2	1	3	1	1	4	1	2	1	2	2	1
Don't know	5	4	5	7	8	4	3	3	6	5	3	2	6
Agree (All)	66	62	69	61	58	65	68	75	61	63	73	67	64
Disagree (All)	6	10	4	8	10	5	7	8	8	5	5	7	7
NET	+60	+52	+65	+53	+48	+60	+61	+67	+53	+58	+68	+60	+57

All GB Adults
Unweighted Sample

Total	GE 19 Vote				Brexit Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1598	487	360	128	115	308	132	121	181	226	523	274	370	75	130	849	749
1598	582	387	72	138	406	145	116	241	210	519	280	392	83	114	722	876
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

"In general, I think my local community will become a better place to live over the next ten years or so."

Strongly agree	7	6	11	6	4	5	9	19	9	11	6	6	7	16	4	8	7
Somewhat agree	24	29	22	13	22	28	23	25	20	23	27	23	25	19	15	23	24
Neither agree nor disagree	41	39	41	47	48	42	34	31	44	44	36	42	43	48	52	41	42
Somewhat disagree	11	8	13	16	10	8	12	16	13	9	13	9	11	13	13	12	10
Strongly disagree	6	6	4	4	8	7	6	5	4	8	6	6	4	4	6	5	7
Don't know	10	11	8	14	8	10	16	4	11	5	12	14	10	0	10	11	10
Agree (All)	31	35	33	19	26	33	32	44	29	34	33	29	32	35	19	31	31
Disagree (All)	17	14	17	20	18	15	18	21	17	17	19	15	15	17	19	17	17
NET	+14	+21	+16	-1	+8	+18	+14	+23	+12	+17	+14	+14	+17	+18	+0	+14	+14

"The Government should cut taxes on local shops to make it easier for them to stay open."

Strongly agree	25	25	24	28	25	25	31	21	31	24	23	32	21	26	32	25	25
Somewhat agree	41	42	44	33	47	41	36	56	39	37	46	39	39	36	36	39	42
Neither agree nor disagree	23	23	24	28	15	27	19	19	21	28	21	15	29	24	22	23	23
Somewhat disagree	5	4	4	9	8	4	4	2	5	5	5	6	4	13	4	7	4
Strongly disagree	1	1	0	0	4	1	0	0	0	2	2	3	0	0	2	1	2
Don't know	5	4	3	2	2	2	11	1	4	4	4	6	6	0	4	5	4
Agree (All)	66	67	68	61	72	66	67	77	70	61	69	71	60	62	68	64	67
Disagree (All)	6	5	4	9	12	5	4	2	5	7	7	9	4	13	6	8	6
NET	+60	+62	+64	+52	+60	+61	+63	+75	+65	+54	+62	+62	+56	+49	+62	+56	+61

All GB Adults
Unweighted Sample

	Conservative Seats		
Total	Gained by Con	Held by Con	Not Won by Con
1598	146	762	690
1598	154	779	665
%	%	%	%

"In general, I think my local community will become a better place to live over the next ten years or so."

Strongly agree	7	4	6	9
Somewhat agree	24	21	23	25
Neither agree nor disagree	41	52	39	42
Somewhat disagree	11	11	13	9
Strongly disagree	6	6	6	6
Don't know	10	6	13	8
Agree (All)	31	25	29	34
Disagree (All)	17	17	19	15
NET	+14	+8	+10	+19

"The Government should cut taxes on local shops to make it easier for them to stay open."

Strongly agree	25	26	22	28
Somewhat agree	41	48	45	34
Neither agree nor disagree	23	16	23	25
Somewhat disagree	5	5	4	7
Strongly disagree	1	1	2	1
Don't know	5	5	4	5
Agree (All)	66	74	67	62
Disagree (All)	6	6	6	8
NET	+60	+68	+61	+54

All GB Adults
Unweighted Sample

	Gender		Age					Generation			EU Ref Vote	
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Generation X	Baby Boomers	Leave	Remain
1598	761	834	230	269	581	208	311	582	497	432	599	567
1598	777	818	183	273	550	243	349	510	496	477	676	614
%	%	%	%	%	%	%	%	%	%	%	%	%

"I would be willing to pay more for my online shopping if it meant physical shops in my local community could survive."

Strongly agree	8	10	6	10	12	7	8	3	10	7	5	9	7
Somewhat agree	27	26	27	21	26	30	22	28	24	31	27	28	27
Neither agree nor disagree	36	34	39	46	34	31	37	41	38	32	39	32	40
Somewhat disagree	15	15	14	14	17	18	11	11	18	16	10	14	15
Strongly disagree	10	11	10	3	6	11	17	13	6	11	15	15	9
Don't know	4	4	4	5	5	3	5	4	5	3	4	2	3
Agree (All)	35	36	33	31	38	37	30	31	34	38	32	37	34
Disagree (All)	25	26	24	17	23	29	28	24	24	27	25	29	24
NET	+10	+10	+9	+14	+15	+8	+2	+7	+10	+11	+7	+8	+10

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Unweighted Sample

Total	GE 19 Vote				Brexit Groups				Region						Social Grade	
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
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1598	582	387	72	138	406	145	116	241	210	519	280	392	83	114	722	876
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

"I would be willing to pay more for my online shopping if it meant physical shops in my local community could survive."

Strongly agree	8	6	12	2	2	6	4	13	13	9	7	11	8	7	2	7	8
Somewhat agree	27	28	32	30	22	29	20	36	29	24	28	23	26	40	29	30	23
Neither agree nor disagree	36	34	31	47	31	35	37	23	37	38	32	38	44	20	34	37	36
Somewhat disagree	15	16	14	5	23	12	22	18	11	22	14	15	9	19	16	16	14
Strongly disagree	10	14	7	11	17	16	14	9	5	4	14	8	11	12	11	7	14
Don't know	4	3	3	5	4	3	2	1	5	3	4	4	3	2	8	3	5
Agree (All)	35	34	44	32	24	35	24	49	42	33	35	34	34	47	31	37	31
Disagree (All)	25	30	21	16	40	28	36	27	16	26	28	23	20	31	27	23	28
NET	+10	+4	+23	+16	-16	+7	-12	+22	+26	+7	+7	+11	+14	+16	+4	+14	+3

All GB Adults
Unweighted Sample

	Conservative Seats		
Total	Gained by Con	Held by Con	Not Won by Con
1598	146	762	690
1598	154	779	665
%	%	%	%

"I would be willing to pay more for my online shopping if it meant physical shops in my local community could survive."

Strongly agree	8	9	7	8
Somewhat agree	27	23	28	26
Neither agree nor disagree	36	42	33	39
Somewhat disagree	15	15	15	14
Strongly disagree	10	11	13	8
Don't know	4	0	4	5
Agree (All)	35	32	35	34
Disagree (All)	25	26	28	22
NET	+10	+6	+7	+12