

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTAPOLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?
The leader of the Labour Party, Keir Starmer

Very well	11	15	8	11	8	13	8	13
Quite well	37	35	38	35	46	38	40	27
Quite badly	25	24	25	21	21	24	23	32
Very badly	15	19	12	19	16	13	15	17
Don't know	12	7	17	15	9	12	14	11
Well (All)	48	50	46	46	54	51	48	40
Badly (All)	40	43	37	40	37	37	38	49
NET Wellness	+8	+7	+9	+6	+17	+14	+10	-9

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	8	15	9
Quite well	37	42	37	32
Quite badly	25	23	22	29
Very badly	15	15	14	16
Don't know	12	13	11	13
Well (All)	48	50	52	41
Badly (All)	40	38	36	45
NET Wellness	+8	+12	+16	-4

Deltapoll Survey Results

Sample Size: 1,533 GB adults

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All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	9	9	12	13	8	17	9	14
Quite well	37	40	35	39	35	36	40	37	36
Quite badly	25	25	28	19	26	27	22	29	20
Very badly	15	15	15	19	15	21	8	16	14
Don't know	12	11	13	12	11	9	13	9	15
Well (All)	48	49	44	51	48	44	57	46	50
Badly (All)	40	40	43	38	41	48	30	45	34
NET Wellness	+8	+9	+1	+13	+7	-4	+27	+1	+16

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All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	10	12	12	9	12	11	9
Quite well	37	43	34	36	47	36	29	37
Quite badly	25	21	27	27	19	21	33	15
Very badly	15	11	17	17	10	16	17	13
Don't know	12	15	11	8	15	16	9	26
Well (All)	48	53	46	48	56	48	40	46
Badly (All)	40	32	44	44	29	37	50	28
NET Wellness	+8	+21	+2	+4	+27	+11	-10	+18

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All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	11	11	12	8	13	14	8
Quite well	37	39	33	30	40	41	45	30
Quite badly	25	25	26	31	29	18	21	31
Very badly	15	15	16	20	12	13	9	20
Don't know	12	10	15	7	12	16	10	11
Well (All)	48	50	44	42	48	54	59	38
Badly (All)	40	40	42	51	41	31	30	51
NET Wellness	+8	+10	+2	-9	+7	+23	+29	-13

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All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	5	19	12	15	5	4	19	23
Quite well	37	26	56	40	36	23	32	59	55
Quite badly	25	34	17	18	28	35	32	16	17
Very badly	15	24	5	9	11	27	16	5	2
Don't know	12	12	4	21	10	10	16	0	3
Well (All)	48	31	75	52	51	28	36	78	78
Badly (All)	40	58	22	27	39	62	48	21	19
NET Wellness	+8	-27	+53	+25	+12	-34	-12	+57	+59

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All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

Q1 For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?

The leader of the Labour Party, Keir Starmer

Very well	11	5	21	5	8	17	8	13
Quite well	37	18	57	35	31	32	35	39
Quite badly	25	36	13	21	40	21	26	24
Very badly	15	31	4	16	14	15	16	15
Don't know	12	11	5	23	7	15	15	9
Well (All)	48	23	78	40	39	49	43	52
Badly (All)	40	67	17	37	54	36	42	39
NET Wellness	+8	-44	+61	+3	-15	+13	+1	+13

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All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

**Q1 For each of the following party leaders, do you think they are doing
very well in their job, quite well, quite badly or very badly?**

The leader of the Labour Party, Keir Starmer

Very well	11	11	10	11	16	6
Quite well	37	37	38	36	39	32
Quite badly	25	25	21	25	20	33
Very badly	15	15	16	15	14	17
Don't know	12	12	15	12	11	12
Well (All)	48	48	48	47	55	38
Badly (All)	40	40	37	40	34	50
NET Wellness	+8	+8	+11	+7	+21	-12

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All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	4	0	5	2	3	1	1
Quite well	7	8	6	15	10	7	3	6
Quite badly	24	20	27	24	22	22	24	27
Very badly	62	64	60	54	64	62	66	62
Don't know	5	3	6	2	2	5	6	5
Well (All)	9	12	6	20	12	10	4	7
Badly (All)	86	84	87	78	86	84	90	89
NET Wellness	-77	-72	-81	-58	-74	-74	-86	-82

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	23	19	22	15	17	22	32
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	60	50	56	70	59	51	39
Don't know	24	17	30	21	14	24	26	29

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	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

The Prime Minister, Liz Truss

Very well	2	3	3	1
Quite well	7	11	7	5
Quite badly	24	23	22	25
Very badly	62	60	62	64
Don't know	5	2	6	5
Well (All)	9	14	10	6
Badly (All)	86	83	84	89
NET Wellness	-77	-69	-74	-83

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	16	18	28
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	66	56	43
Don't know	24	17	25	29

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	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	6	1	4	1	2	0	2	3
Quite well	7	10	5	11	6	11	6	8	7
Quite badly	24	27	21	26	28	21	17	24	24
Very badly	62	55	67	58	61	60	66	64	60
Don't know	5	3	5	2	4	6	10	3	6
Well (All)	9	16	6	15	7	13	6	10	10
Badly (All)	86	82	88	84	89	81	83	88	84
NET Wellness	-77	-66	-82	-69	-82	-68	-77	-78	-74

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	12	21	28	25	26	9	23	19
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	60	50	48	55	57	75	53	57
Don't know	24	28	28	23	20	17	16	23	24

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	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	2	2	3	3	2	0	0
Quite well	7	11	6	8	5	11	5	11
Quite badly	24	22	25	22	25	26	28	21
Very badly	62	61	62	64	58	53	63	66
Don't know	5	4	5	3	9	8	3	2
Well (All)	9	13	8	11	8	13	5	11
Badly (All)	86	83	87	86	83	79	91	87
NET Wellness	-77	-70	-79	-75	-75	-66	-86	-76

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	17	23	19	16	21	33	19
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	62	52	62	63	52	38	47
Don't know	24	21	25	20	20	27	28	34

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	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	3	1	1	3	2	2	2
Quite well	7	7	8	7	7	8	5	7
Quite badly	24	22	26	25	23	24	20	27
Very badly	62	62	62	62	66	59	69	60
Don't know	5	5	4	5	0	7	4	4
Well (All)	9	10	9	8	10	10	7	9
Badly (All)	86	84	88	87	89	83	89	87
NET Wellness	-77	-74	-79	-79	-79	-73	-82	-78

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	18	27	30	18	17	14	29
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	62	44	42	62	59	70	40
Don't know	24	20	30	28	19	24	16	31

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	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	2	1	5	4	2	2	3	1
Quite well	7	8	7	7	2	8	9	6	5
Quite badly	24	36	15	15	14	32	43	14	13
Very badly	62	51	72	68	78	53	44	74	77
Don't know	5	4	4	6	2	4	2	3	5
Well (All)	9	10	8	12	6	10	11	9	6
Badly (All)	86	87	87	83	92	85	87	88	90
NET Wellness	-77	-77	-79	-71	-86	-75	-76	-79	-84

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	43	6	5	7	42	44	6	4
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	29	83	67	72	26	35	83	89
Don't know	24	28	11	29	21	32	20	11	7

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	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	4	1	5	3	1	2	3
Quite well	7	16	6	2	5	14	4	9
Quite badly	24	48	14	19	17	16	23	26
Very badly	62	30	76	69	72	66	66	57
Don't know	5	2	3	5	4	3	5	4
Well (All)	9	20	7	7	8	15	6	12
Badly (All)	86	78	90	88	89	82	89	83
NET Wellness	-77	-58	-83	-81	-81	-67	-83	-71

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	71	4	7	15	30	21	20
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	10	91	64	56	52	51	60
Don't know	24	19	4	29	29	18	28	20

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	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

The Prime Minister, Liz Truss

Very well	2	2	2	2	1	1
Quite well	7	7	11	7	10	3
Quite badly	24	24	23	24	17	24
Very badly	62	62	61	61	70	68
Don't know	5	5	3	5	1	5
Well (All)	9	9	13	9	11	4
Badly (All)	86	86	84	85	87	92
NET Wellness	-77	-77	-71	-76	-76	-88

Q2 Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?

A Conservative government led by Liz Truss with Kwasi Kwarteng as Chancellor of the Exchequer	21	20	31	21	23	17
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	55	56	47	55	58	45
Don't know	24	24	22	24	19	38

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DELTA POLL

All GB Adults
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	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	40	34	10	19	31	50	61
To re-join the European Union	49	46	51	52	68	55	41	30
Would not vote	6	7	5	14	7	6	3	3
Don't know	8	6	10	22	6	7	6	7
Prefer not to answer	1	1	0	1	0	1	0	0

DPD1 Have you turned the central heating on in your household yet?

Yes	45	41	48	50	48	41	42	46
No	55	58	52	46	52	58	58	54
Don't know	1	1	0	4	0	0	0	0

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	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	17	32	55
To re-join the European Union	49	62	53	36
Would not vote	6	9	7	3
Don't know	8	12	7	7
Prefer not to answer	1	1	1	0

DPD1 Have you turned the central heating on in your household yet?

Yes	45	49	41	42
No	55	50	59	58
Don't know	1	1	0	0

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	Region						Social Grade	
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1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	24	39	38	41	40	27	37	36
To re-join the European Union	49	60	41	45	47	50	71	50	47
Would not vote	6	4	5	11	6	7	1	5	7
Don't know	8	10	13	6	6	3	1	8	9
Prefer not to answer	1	2	1	0	0	0	0	0	1

DPD1 Have you turned the central heating on in your household yet?

Yes	45	44	36	56	45	41	56	46	43
No	55	56	62	44	55	59	44	54	56
Don't know	1	0	1	0	1	0	0	0	1

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	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	26	41	31	27	22	63	32
To re-join the European Union	49	59	45	53	63	56	30	44
Would not vote	6	6	6	7	3	10	3	7
Don't know	8	9	8	9	6	13	3	13
Prefer not to answer	1	1	1	0	0	0	0	4

DPD1 Have you turned the central heating on in your household yet?

Yes	45	47	44	45	39	45	47	46
No	55	53	56	55	61	54	53	51
Don't know	1	0	1	0	0	1	0	3

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	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	30	46	49	29	34	9	72
To re-join the European Union	49	56	39	40	56	51	85	17
Would not vote	6	6	6	5	6	6	2	3
Don't know	8	8	8	6	7	10	4	7
Prefer not to answer	1	0	1	0	1	0	0	1

DPD1 Have you turned the central heating on in your household yet?

Yes	45	43	46	45	46	44	43	44
No	55	56	53	55	54	55	57	56
Don't know	1	0	1	0	1	1	0	0

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1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	62	19	15	32	79	25	61	3
To re-join the European Union	49	27	69	74	60	11	63	29	93
Would not vote	6	4	2	3	7	2	6	2	1
Don't know	8	8	9	9	1	8	6	4	2
Prefer not to answer	1	0	1	0	0	0	0	4	0

DPD1 Have you turned the central heating on in your household yet?

Yes	45	47	42	36	46	45	53	42	41
No	55	53	58	63	54	55	47	58	59
Don't know	1	0	0	1	0	0	0	0	0

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	65	22	17	46	40	39	33
To re-join the European Union	49	27	66	71	44	45	45	54
Would not vote	6	4	4	5	7	8	6	5
Don't know	8	5	7	6	3	7	10	7
Prefer not to answer	1	0	1	0	0	0	0	1

DPD1 Have you turned the central heating on in your household yet?

Yes	45	46	45	39	39	41	42	48
No	55	54	55	60	61	58	58	51
Don't know	1	0	0	1	0	1	0	1

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

Q3 And if there were a second referendum on British membership of the European Union, how would you vote?

To stay out of the European Union	36	36	37	36	38	59
To re-join the European Union	49	49	45	49	45	26
Would not vote	6	5	11	6	10	5
Don't know	8	8	7	8	7	10
Prefer not to answer	1	1	0	1	0	0

DPD1 Have you turned the central heating on in your household yet?

Yes	45	43	55	44	49	48
No	55	56	45	55	50	52
Don't know	1	1	1	1	1	0

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

DELTA POLL

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	6	5	10	2	5	5	6
A little more	11	12	10	13	15	12	11	7
About the same	37	40	34	33	33	33	46	43
A little less	18	16	19	17	19	18	15	18
A lot less	27	24	29	21	29	31	22	25
Don't know	2	2	2	6	3	1	1	2
More (All)	16	18	15	23	17	17	16	13
Less (All)	45	40	48	38	48	49	37	43
NET Increase	-29	-22	-33	-15	-31	-32	-21	-30

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	5	5	6
A little more	11	15	10	8
About the same	37	30	36	44
A little less	18	18	19	17
A lot less	27	28	29	24
Don't know	2	4	1	1
More (All)	16	20	15	14
Less (All)	45	46	48	41
NET Increase	-29	-26	-33	-27

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	8	3	10	4	11	2	6	5
A little more	11	6	9	14	14	12	10	12	9
About the same	37	27	37	35	40	41	47	34	41
A little less	18	20	20	16	19	17	8	19	16
A lot less	27	35	28	24	23	16	33	26	27
Don't know	2	4	3	2	1	3	1	2	2
More (All)	16	14	12	24	18	23	12	18	14
Less (All)	45	55	48	40	42	33	41	45	43
NET Increase	-29	-41	-36	-16	-24	-10	-29	-27	-29

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	5	5	6	8	3	4	3
A little more	11	12	11	13	13	8	9	8
About the same	37	34	38	35	33	46	43	35
A little less	18	19	17	15	23	9	20	23
A lot less	27	28	26	29	22	30	22	30
Don't know	2	2	2	2	1	3	2	2
More (All)	16	17	16	19	21	11	13	11
Less (All)	45	47	43	44	45	39	42	53
NET Increase	-29	-30	-27	-25	-24	-28	-29	-42

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	6	4	7	4	4	5	4
A little more	11	13	8	10	13	11	10	12
About the same	37	34	41	42	32	37	40	37
A little less	18	17	19	19	19	16	18	18
A lot less	27	27	26	21	30	29	27	28
Don't know	2	2	2	2	2	2	1	1
More (All)	16	19	12	17	17	15	15	16
Less (All)	45	44	45	40	49	45	45	46
NET Increase	-29	-25	-33	-23	-32	-30	-30	-30

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	5	7	3	1	4	7	7	5
A little more	11	11	11	11	14	12	8	15	8
About the same	37	34	37	51	43	33	36	39	38
A little less	18	20	17	18	10	18	22	17	17
A lot less	27	29	27	16	28	31	26	21	30
Don't know	2	1	1	0	4	1	1	1	1
More (All)	16	16	18	14	15	16	15	22	13
Less (All)	45	49	44	34	38	49	48	38	47
NET Increase	-29	-33	-26	-20	-23	-33	-33	-16	-34

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	9	5	4	6	3	5	6
A little more	11	13	11	11	11	10	12	11
About the same	37	39	39	42	31	48	36	36
A little less	18	18	17	20	15	22	17	18
A lot less	27	22	26	23	35	17	29	26
Don't know	2	1	1	0	2	0	2	3
More (All)	16	22	16	15	17	13	17	17
Less (All)	45	40	43	43	50	39	46	44
NET Increase	-29	-18	-27	-28	-33	-26	-29	-27

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD2 On October 18th 2022 it was the 100th birthday of the British Broadcasting Corporation (BBC). For each of the following time periods, do you believe you watch the BBC more or less now than you did then?

5 years ago

A lot more	5	6	3	6	4	2
A little more	11	11	9	12	5	9
About the same	37	36	44	38	32	32
A little less	18	17	23	17	34	23
A lot less	27	27	21	27	25	33
Don't know	2	2	0	2	0	2
More (All)	16	17	12	18	9	11
Less (All)	45	44	44	44	59	56
NET Increase	-29	-27	-32	-26	-50	-45

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

DELTA POLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

10 years ago

A lot more	9	10	8	12	8	10	8	8
A little more	11	11	10	9	12	12	13	8
About the same	31	33	28	32	26	28	34	35
A little less	15	16	14	16	14	14	16	17
A lot less	32	29	35	25	36	35	26	31
Don't know	3	2	4	6	3	2	3	2
More (All)	20	21	18	21	20	22	21	16
Less (All)	47	45	49	41	50	49	42	48
NET Increase	-27	-24	-31	-20	-30	-27	-21	-32

15 years ago

A lot more	11	13	10	14	15	12	9	9
A little more	12	13	12	10	18	14	11	9
About the same	24	25	24	19	16	23	33	29
A little less	11	11	11	14	8	9	14	13
A lot less	35	35	36	31	38	39	28	35
Don't know	5	4	7	11	5	3	5	6
More (All)	23	26	22	24	33	26	20	18
Less (All)	46	46	47	45	46	48	42	48
NET Increase	-23	-20	-25	-21	-13	-22	-22	-30

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

10 years ago

A lot more	9	10	10	8
A little more	11	12	11	11
About the same	31	26	30	32
A little less	15	15	14	17
A lot less	32	33	34	29
Don't know	3	4	1	3
More (All)	20	22	21	19
Less (All)	47	48	48	46
NET Increase	-27	-26	-27	-27

15 years ago

A lot more	11	15	11	8
A little more	12	15	13	10
About the same	24	16	25	29
A little less	11	9	10	13
A lot less	35	38	37	33
Don't know	5	6	3	6
More (All)	23	30	24	18
Less (All)	46	47	47	46
NET Increase	-23	-17	-23	-28

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

10 years ago

A lot more	9	9	6	13	10	17	3	10	8
A little more	11	6	9	15	12	12	13	9	13
About the same	31	22	34	31	30	26	33	30	32
A little less	15	20	15	8	17	14	14	16	14
A lot less	32	37	32	32	30	27	32	32	31
Don't know	3	5	3	1	1	3	5	3	2
More (All)	20	15	15	28	22	29	16	19	21
Less (All)	47	57	47	40	47	41	46	48	45
NET Increase	-27	-42	-32	-12	-25	-12	-30	-29	-24

15 years ago

A lot more	11	13	10	9	13	22	10	12	11
A little more	12	16	8	23	9	19	12	12	14
About the same	24	20	29	21	26	14	23	25	24
A little less	11	9	11	8	18	5	5	12	10
A lot less	35	38	35	34	32	35	44	36	35
Don't know	5	4	7	5	3	5	7	5	6
More (All)	23	29	18	32	22	41	22	24	25
Less (All)	46	47	46	42	50	40	49	48	45
NET Increase	-23	-18	-28	-10	-28	+1	-27	-24	-20

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

10 years ago

A lot more	9	8	9	9	14	8	8	4
A little more	11	14	9	13	9	11	9	7
About the same	31	28	31	29	31	37	32	28
A little less	15	12	16	13	17	12	20	15
A lot less	32	35	31	34	28	28	29	40
Don't know	3	2	3	2	2	4	2	6
More (All)	20	22	18	22	23	19	17	11
Less (All)	47	47	47	47	45	40	49	55
NET Increase	-27	-25	-29	-25	-22	-21	-32	-44

15 years ago

A lot more	11	14	11	13	14	8	9	9
A little more	12	16	11	15	13	13	9	9
About the same	24	20	26	22	25	34	26	20
A little less	11	12	11	10	15	4	15	10
A lot less	35	34	36	38	29	34	36	37
Don't know	5	5	5	3	5	7	4	14
More (All)	23	30	22	28	27	21	18	18
Less (All)	46	46	47	48	44	38	51	47
NET Increase	-23	-16	-25	-20	-17	-17	-33	-29

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

10 years ago

A lot more	9	10	7	8	10	7	9	8
A little more	11	12	9	11	12	10	12	11
About the same	31	30	32	35	25	31	31	30
A little less	15	14	17	16	17	13	15	15
A lot less	32	32	32	27	35	35	32	34
Don't know	3	2	4	2	1	4	2	2
More (All)	20	22	16	19	22	17	21	19
Less (All)	47	46	49	43	52	48	47	49
NET Increase	-27	-24	-33	-24	-30	-31	-26	-30

15 years ago

A lot more	11	13	9	10	15	10	11	10
A little more	12	14	10	13	13	12	15	11
About the same	24	23	26	31	16	25	28	23
A little less	11	11	11	12	13	9	8	13
A lot less	35	35	36	31	40	36	35	37
Don't know	5	3	8	5	2	8	3	5
More (All)	23	27	19	23	28	22	26	21
Less (All)	46	46	47	43	53	45	43	50
NET Increase	-23	-19	-28	-20	-25	-23	-17	-29

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

10 years ago

A lot more	9	7	10	11	7	8	7	14	6
A little more	11	11	12	7	10	11	12	11	13
About the same	31	29	31	46	31	27	30	23	32
A little less	15	17	12	16	13	16	21	21	8
A lot less	32	34	34	18	34	37	29	31	38
Don't know	3	2	2	1	5	1	1	0	2
More (All)	20	18	22	18	17	19	19	25	19
Less (All)	47	51	46	34	47	53	50	52	46
NET Increase	-27	-33	-24	-16	-30	-34	-31	-27	-27

15 years ago

A lot more	11	9	14	13	13	10	6	17	12
A little more	12	16	8	18	8	14	19	6	10
About the same	24	21	27	34	22	19	24	22	33
A little less	11	11	12	10	11	12	11	17	7
A lot less	35	40	34	20	39	41	37	38	36
Don't know	5	4	4	6	7	4	3	1	3
More (All)	23	25	22	31	21	24	25	23	22
Less (All)	46	51	46	30	50	53	48	55	43
NET Increase	-23	-26	-24	+1	-29	-29	-23	-32	-21

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

10 years ago

A lot more	9	10	10	13	5	4	10	9
A little more	11	15	10	8	10	12	11	10
About the same	31	32	33	36	22	42	30	29
A little less	15	18	13	18	19	18	12	17
A lot less	32	23	33	24	38	23	34	32
Don't know	3	1	2	0	6	1	2	4
More (All)	20	25	20	21	15	16	21	19
Less (All)	47	41	46	42	57	41	46	49
NET Increase	-27	-16	-26	-21	-42	-25	-25	-30

15 years ago

A lot more	11	9	14	14	10	5	12	12
A little more	12	22	11	14	9	15	13	12
About the same	24	23	27	31	18	30	25	23
A little less	11	13	10	13	11	16	9	13
A lot less	35	30	35	23	46	29	36	36
Don't know	5	4	4	5	7	5	6	4
More (All)	23	31	25	28	19	20	25	24
Less (All)	46	43	45	36	57	45	45	49
NET Increase	-23	-12	-20	-8	-38	-25	-20	-25

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

10 years ago

A lot more	9	9	6	9	6	5
A little more	11	11	11	11	6	8
About the same	31	29	41	31	27	27
A little less	15	15	15	14	27	16
A lot less	32	32	27	32	34	42
Don't know	3	3	1	3	0	2
More (All)	20	20	17	20	12	13
Less (All)	47	47	42	46	61	58
NET Increase	-27	-27	-25	-26	-49	-45

15 years ago

A lot more	11	12	8	12	6	9
A little more	12	12	14	13	10	10
About the same	24	24	27	25	20	21
A little less	11	10	18	10	25	10
A lot less	35	36	29	35	34	47
Don't know	5	5	3	5	5	4
More (All)	23	24	22	25	16	19
Less (All)	46	46	47	45	59	57
NET Increase	-23	-22	-25	-20	-43	-38

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTA POLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?
Inform

Very well	14	13	15	21	12	9	13	18
Fairly well	49	49	48	47	49	51	53	42
Fairly badly	19	21	18	18	26	20	13	19
Very badly	7	10	4	7	8	7	5	9
Don't know	11	7	15	7	5	13	16	12
Well (All)	63	62	63	68	61	60	66	60
Badly (All)	26	31	22	25	34	27	18	28
NET Wellness	+37	+31	+41	+43	+27	+33	+48	+32

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?

Inform

Very well	14	15	9	15
Fairly well	49	49	51	49
Fairly badly	19	24	19	18
Very badly	7	6	8	6
Don't know	11	7	14	12
Well (All)	63	64	60	64
Badly (All)	26	30	27	24
NET Wellness	+37	+34	+33	+40

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?
Inform

Very well	14	14	15	11	15	10	10	15	12
Fairly well	49	47	49	50	52	53	36	50	47
Fairly badly	19	19	17	21	20	26	21	20	19
Very badly	7	6	6	10	7	4	9	6	8
Don't know	11	14	13	8	6	8	23	9	14
Well (All)	63	61	64	61	67	63	46	65	59
Badly (All)	26	25	23	31	27	30	30	26	27
NET Wellness	+37	+36	+41	+30	+40	+33	+16	+39	+32

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?
Inform

Very well	14	9	16	12	15	11	15	13
Fairly well	49	52	47	51	49	51	45	44
Fairly badly	19	22	18	21	18	15	21	18
Very badly	7	7	7	7	7	6	9	5
Don't know	11	11	11	9	11	17	9	20
Well (All)	63	61	63	63	64	62	60	57
Badly (All)	26	29	25	28	25	21	30	23
NET Wellness	+37	+32	+38	+35	+39	+41	+30	+34

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?
Inform

Very well	14	13	14	17	12	11	18	8
Fairly well	49	51	46	52	51	44	53	47
Fairly badly	19	20	19	19	21	19	17	22
Very badly	7	7	7	6	6	9	4	10
Don't know	11	9	14	7	10	16	8	14
Well (All)	63	64	60	69	63	55	71	55
Badly (All)	26	27	26	25	27	28	21	32
NET Wellness	+37	+37	+34	+44	+36	+27	+50	+23

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?

Inform

Very well	14	10	16	22	13	8	15	12	15
Fairly well	49	52	49	46	38	48	62	54	50
Fairly badly	19	20	21	15	23	24	13	15	21
Very badly	7	9	5	3	10	12	2	8	3
Don't know	11	8	10	14	15	8	9	10	11
Well (All)	63	62	65	68	51	56	77	66	65
Badly (All)	26	29	26	18	33	36	15	23	24
NET Wellness	+37	+33	+39	+50	+18	+20	+62	+43	+41

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?
Inform

Very well	14	13	16	21	8	11	14	14
Fairly well	49	48	50	56	45	53	51	46
Fairly badly	19	23	17	11	29	17	18	21
Very badly	7	11	6	2	11	5	7	7
Don't know	11	5	12	9	7	14	10	12
Well (All)	63	61	66	77	53	64	65	60
Badly (All)	26	34	23	13	40	22	25	28
NET Wellness	+37	+27	+43	+64	+13	+42	+40	+32

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD3 The founding principles of the BBC are to "inform, educate, entertain". How well or badly do you think the BBC upholds each of these principles?

Inform

Very well	14	14	14	14	10	9
Fairly well	49	48	51	49	51	55
Fairly badly	19	19	20	19	25	19
Very badly	7	7	7	7	8	6
Don't know	11	12	8	12	5	11
Well (All)	63	62	65	63	61	64
Badly (All)	26	26	27	26	33	25
NET Wellness	+37	+36	+38	+37	+28	+39

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTAPOLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

Educate

Very well	14	14	13	20	13	12	15	13
Fairly well	49	49	50	43	50	53	51	46
Fairly badly	19	20	17	22	21	19	16	17
Very badly	8	11	6	8	12	6	6	11
Don't know	10	6	13	6	4	11	13	12
Well (All)	63	63	63	63	63	65	66	59
Badly (All)	27	31	23	30	33	25	22	28
NET Wellness	+36	+32	+40	+33	+30	+40	+44	+31

Entertain

Very well	18	17	19	24	18	16	17	19
Fairly well	47	45	48	38	48	52	53	37
Fairly badly	20	22	19	26	19	22	13	20
Very badly	10	13	7	7	13	7	10	15
Don't know	5	4	7	5	3	3	7	9
Well (All)	65	62	67	62	66	68	70	56
Badly (All)	30	35	26	33	32	29	23	35
NET Wellness	+35	+27	+41	+29	+34	+39	+47	+21

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

Educate

Very well	14	15	13	14
Fairly well	49	48	52	48
Fairly badly	19	22	18	17
Very badly	8	9	6	9
Don't know	10	6	10	11
Well (All)	63	63	65	62
Badly (All)	27	31	24	26
NET Wellness	+36	+32	+41	+36

Entertain

Very well	18	20	15	19
Fairly well	47	42	55	43
Fairly badly	20	24	20	18
Very badly	10	9	8	13
Don't know	5	5	2	7
Well (All)	65	62	70	62
Badly (All)	30	33	28	31
NET Wellness	+35	+29	+42	+31

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

Educate

Very well	14	15	13	15	16	8	10	16	11
Fairly well	49	42	50	53	50	63	42	50	48
Fairly badly	19	25	18	17	19	19	13	18	20
Very badly	8	8	8	8	9	4	12	8	9
Don't know	10	11	11	7	6	6	23	8	12
Well (All)	63	57	63	68	66	71	52	66	59
Badly (All)	27	33	26	25	28	23	25	26	29
NET Wellness	+36	+24	+37	+43	+38	+48	+27	+40	+30

Entertain

Very well	18	19	19	15	20	25	12	19	16
Fairly well	47	42	44	53	51	44	41	48	44
Fairly badly	20	30	19	20	18	18	17	18	23
Very badly	10	6	10	10	9	11	21	11	9
Don't know	5	4	9	3	2	2	8	3	8
Well (All)	65	61	63	68	71	69	53	67	60
Badly (All)	30	36	29	30	27	29	38	29	32
NET Wellness	+35	+25	+34	+38	+44	+40	+15	+38	+28

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

Educate

Very well	14	11	15	15	14	13	11	9
Fairly well	49	55	47	53	48	41	47	53
Fairly badly	19	18	19	18	19	22	20	17
Very badly	8	8	8	8	7	11	11	6
Don't know	10	7	11	7	11	14	11	15
Well (All)	63	66	62	68	62	54	58	62
Badly (All)	27	26	27	26	26	33	31	23
NET Wellness	+36	+40	+35	+42	+36	+21	+27	+39

Entertain

Very well	18	13	20	18	24	12	18	12
Fairly well	47	52	44	48	49	46	39	54
Fairly badly	20	21	20	21	16	24	23	16
Very badly	10	8	11	9	7	5	15	12
Don't know	5	5	5	3	4	13	6	6
Well (All)	65	65	64	66	73	58	57	66
Badly (All)	30	29	31	30	23	29	38	28
NET Wellness	+35	+36	+33	+36	+50	+29	+19	+38

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

Educate

Very well	14	15	11	14	13	13	16	10
Fairly well	49	51	47	56	51	44	55	46
Fairly badly	19	18	19	17	20	20	14	21
Very badly	8	7	10	8	7	9	6	10
Don't know	10	8	13	6	9	14	8	12
Well (All)	63	66	58	70	64	57	71	56
Badly (All)	27	25	29	25	27	29	20	31
NET Wellness	+36	+41	+29	+45	+37	+28	+51	+25

Entertain

Very well	18	19	15	21	17	15	23	13
Fairly well	47	48	44	50	49	43	54	42
Fairly badly	20	20	21	18	21	22	15	23
Very badly	10	9	12	9	10	11	6	14
Don't know	5	4	7	2	4	9	2	8
Well (All)	65	67	59	71	66	58	77	55
Badly (All)	30	29	33	27	31	33	21	37
NET Wellness	+35	+38	+26	+44	+35	+25	+56	+18

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

Educate

Very well	14	12	17	17	13	11	16	12	17
Fairly well	49	52	49	50	40	48	64	59	48
Fairly badly	19	19	19	16	18	22	9	18	19
Very badly	8	9	6	4	13	12	1	6	5
Don't know	10	7	9	14	17	6	10	6	11
Well (All)	63	64	66	67	53	59	80	71	65
Badly (All)	27	28	25	20	31	34	10	24	24
NET Wellness	+36	+36	+41	+47	+22	+25	+70	+47	+41

Entertain

Very well	18	15	22	19	18	11	26	23	21
Fairly well	47	48	47	50	40	45	55	43	56
Fairly badly	20	21	20	12	25	23	16	20	15
Very badly	10	12	9	4	11	16	2	15	6
Don't know	5	4	2	14	6	5	0	0	3
Well (All)	65	63	69	69	58	56	81	66	77
Badly (All)	30	33	29	16	36	39	18	35	21
NET Wellness	+35	+30	+40	+53	+22	+17	+63	+31	+56

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

Educate

Very well	14	14	15	17	14	13	13	15
Fairly well	49	48	50	57	37	50	52	46
Fairly badly	19	23	17	15	25	15	18	20
Very badly	8	7	7	3	17	7	8	8
Don't know	10	7	11	7	7	15	9	10
Well (All)	63	62	65	74	51	63	65	61
Badly (All)	27	30	24	18	42	22	26	28
NET Wellness	+36	+32	+41	+56	+9	+41	+39	+33

Entertain

Very well	18	17	20	20	16	12	18	19
Fairly well	47	52	48	53	36	46	47	46
Fairly badly	20	21	17	13	28	25	18	22
Very badly	10	7	10	3	18	8	11	9
Don't know	5	3	5	10	1	9	6	4
Well (All)	65	69	68	73	52	58	65	65
Badly (All)	30	28	27	16	46	33	29	31
NET Wellness	+35	+41	+41	+57	+6	+25	+36	+34

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

Educate

Very well	14	14	14	12	10
Fairly well	49	49	53	47	55
Fairly badly	19	19	17	26	16
Very badly	8	8	7	8	10
Don't know	10	10	9	7	8
Well (All)	63	63	67	59	65
Badly (All)	27	27	24	34	26
NET Wellness	+36	+36	+43	+25	+39

Entertain

Very well	18	18	14	19	13
Fairly well	47	46	49	49	45
Fairly badly	20	20	25	25	23
Very badly	10	10	8	13	15
Don't know	5	5	4	3	4
Well (All)	65	64	63	59	58
Badly (All)	30	30	33	38	38
NET Wellness	+35	+34	+30	+21	+20

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTAPOLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	29	26	23	29	31	39	16
A month	35	33	37	27	35	37	27	43
A year	7	7	6	13	13	6	2	3
Before the next general election	16	18	13	22	19	11	13	20
She will carry on as Prime Minister after the next general election	4	4	3	7	0	4	4	4
Don't know	11	9	14	7	5	11	15	15

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	28	30	27
A month	35	32	37	36
A year	7	12	6	3
Before the next general election	16	18	11	15
She will carry on as Prime Minister after the next general election	4	4	4	4
Don't know	11	7	12	15

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	21	30	26	29	36	20	27	28
A month	35	34	34	35	36	33	40	35	36
A year	7	13	4	13	5	1	2	8	5
Before the next general election	16	18	14	13	17	19	15	16	16
She will carry on as Prime Minister after the next general election	4	5	6	3	2	0	4	5	3
Don't know	11	10	12	9	10	11	20	10	13

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	26	28	29	31	32	18	30
A month	35	35	35	34	39	21	43	30
A year	7	9	6	10	3	6	3	9
Before the next general election	16	16	15	16	12	10	19	19
She will carry on as Prime Minister after the next general election	4	4	4	3	6	9	2	2
Don't know	11	10	12	8	8	22	14	11

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	29	24	27	30	27	30	27
A month	35	36	35	39	35	32	38	36
A year	7	8	5	5	10	6	5	5
Before the next general election	16	15	17	14	13	19	13	16
She will carry on as Prime Minister after the next general election	4	4	4	3	4	5	2	5
Don't know	11	8	15	12	9	12	12	10

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	27	30	32	24	28	22	31	33
A month	35	34	35	37	43	34	35	47	31
A year	7	8	5	3	4	6	11	7	6
Before the next general election	16	16	16	16	13	17	15	12	13
She will carry on as Prime Minister after the next general election	4	4	3	4	5	5	2	3	3
Don't know	11	12	10	8	10	12	14	1	14

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	17	34	38	27	28	31	23
A month	35	37	33	36	43	29	36	35
A year	7	9	5	5	6	7	5	8
Before the next general election	16	18	17	12	14	16	12	19
She will carry on as Prime Minister after the next general election	4	7	2	2	4	3	4	4
Don't know	11	13	9	6	7	16	12	10

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD4 How long do you think it will be before Liz Truss stands down or is removed as the Prime Minister?

A week	27	27	29	26	39	35
A month	35	36	29	36	31	31
A year	7	6	9	7	7	6
Before the next general election	16	16	13	16	13	15
She will carry on as Prime Minister after the next general election	4	4	4	4	1	3
Don't know	11	11	16	11	9	10

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

DELTAPOLL

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	29	27	17	23	27	28	37
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	28	24	17	20	23	31	36
A 1.25% rise in National Insurance to be reversed from 6th November	26	29	24	15	27	29	27	26
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	23	18	11	19	21	25	22
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	16	15	11	23	16	13	16
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	13	14	13	14	15	11	12
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	16	15	10	14	18	15	16
UK introducing sales tax-free shopping for overseas visitors	7	6	8	9	7	5	8	7
None of the above	5	7	4	7	5	4	6	7
Don't know	31	24	38	36	31	30	32	30

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	22	26	33
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	22	20	32
A 1.25% rise in National Insurance to be reversed from 6th November	26	23	30	27
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	15	22	24
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	18	15	15
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	15	13	12
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	14	18	14
UK introducing sales tax-free shopping for overseas visitors	7	8	5	7
None of the above	5	5	4	7
Don't know	31	31	31	32

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	16	33	29	28	28	21	34	20
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	23	30	26	25	25	18	30	21
A 1.25% rise in National Insurance to be reversed from 6th November	26	20	28	25	25	34	29	30	22
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	19	21	19	18	25	26	24	16
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	17	15	14	12	18	29	16	15
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	13	12	10	14	11	23	13	14
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	19	13	14	16	19	19	17	14
UK introducing sales tax-free shopping for overseas visitors	7	10	6	3	8	9	7	8	5
None of the above	5	7	5	6	4	9	2	6	4
Don't know	31	29	32	32	34	20	30	25	38

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	26	28	30	22	15	34	23
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	22	28	25	26	16	36	18
A 1.25% rise in National Insurance to be reversed from 6th November	26	27	26	29	27	21	25	26
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	17	22	23	14	15	23	18
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	16	16	18	17	13	15	11
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	16	12	15	15	9	11	15
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	16	15	16	14	19	16	12
UK introducing sales tax-free shopping for overseas visitors	7	5	7	8	4	4	8	7
None of the above	5	5	5	5	3	8	7	2
Don't know	31	31	31	26	34	42	32	37

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	28	27	37	33	16	33	27
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	26	27	36	26	19	32	25
A 1.25% rise in National Insurance to be reversed from 6th November	26	28	24	27	35	21	28	29
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	21	20	24	23	16	26	19
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	17	14	15	18	15	16	17
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	15	12	12	15	14	13	13
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	16	15	15	19	14	17	16
UK introducing sales tax-free shopping for overseas visitors	7	7	7	6	7	6	7	6
None of the above	5	5	6	6	5	5	4	6
Don't know	31	28	35	25	25	41	27	31

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	29	28	36	28	25	38	35	30
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	27	26	37	28	26	27	24	30
A 1.25% rise in National Insurance to be reversed from 6th November	26	29	23	27	39	27	34	35	23
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	22	18	20	33	18	36	21	19
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	16	17	13	22	16	15	25	16
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	12	17	4	23	13	12	18	17
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	18	15	7	23	18	21	16	19
UK introducing sales tax-free shopping for overseas visitors	7	8	8	2	5	5	13	9	7
None of the above	5	4	5	9	6	5	1	7	5
Don't know	31	31	31	31	11	35	23	19	32

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	25	30	41	24	22	32	24
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	24	26	41	20	19	31	22
A 1.25% rise in National Insurance to be reversed from 6th November	26	23	27	36	27	26	28	24
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	18	20	20	28	15	23	19
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	17	18	19	14	13	15	17
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	12	16	8	20	16	12	15
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	18	15	10	19	15	13	18
UK introducing sales tax-free shopping for overseas visitors	7	7	9	3	5	4	5	9
None of the above	5	4	4	6	8	3	6	5
Don't know	31	31	29	22	25	40	31	30

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD5 As you may know, over the past few weeks, the former Chancellor of the Exchequer Kwasi Kwarteng introduced a “mini-Budget” announcing a number of new economic policies. Following Kwasi Kwarteng being sacked and replaced by Jeremy Hunt as the Chancellor on Friday 14th October, several of the “mini-Budget” policies have been scrapped and a number of new economic policies have been announced. To the best of your knowledge, which of the following remain CURRENT policies of the government? Please select as many that you believe are current policies.

The level at which house buyers begin to pay Stamp Duty doubling from £125,000 to £250,000	28	28	27	28	27	31
First time house buyers paying no stamp duty on homes worth £400,000, up from £300,000	26	27	21	27	12	30
A 1.25% rise in National Insurance to be reversed from 6th November	26	27	23	27	23	33
Scrapping the cap on bankers' bonuses, which is currently limited to twice the salary level	20	21	15	20	20	25
Abolishing the 45p top rate of income tax for top earners over £150,000 per year	16	16	13	16	17	17
The basic rate of income tax being cut by 1p from 20p to 19p from next April	13	13	14	13	17	12
Scrapping the planned rise in Corporation Tax from 19p to 25p	16	16	13	16	12	18
UK introducing sales tax-free shopping for overseas visitors	7	7	4	7	7	8
None of the above	5	6	3	5	5	5
Don't know	31	30	40	31	34	30

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTAPOLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	44	45	22	37	48	56	47
Integrity	14	15	12	6	9	16	18	13
Trustworthy	11	12	11	11	15	12	10	9
Strong	7	7	7	4	5	6	6	11
Intelligent	6	5	7	4	3	5	6	11
Empathetic	5	4	6	3	6	4	6	6
Understanding	5	3	6	5	5	5	3	4
Compassionate	4	2	6	4	5	4	7	3
Caring	4	1	6	10	4	4	2	1
Listens	2	1	3	2	2	2	3	3
Competence	2	2	3	0	2	2	2	3
Confidence	2	1	3	7	1	1	0	2
Common	2	2	3	0	1	3	4	3
Transparency	2	2	3	2	3	3	3	2

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	30	51	51
Integrity	14	8	18	15
Trustworthy	11	13	12	10
Strong	7	5	6	9
Intelligent	6	3	5	8
Empathetic	5	5	4	6
Understanding	5	6	4	4
Compassionate	4	5	3	4
Caring	4	6	4	2
Listens	2	2	2	3
Competence	2	1	2	3
Confidence	2	3	1	2
Common	2	0	3	2
Transparency	2	2	3	2

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	40	51	38	40	58	45	49	39
Integrity	14	20	16	11	12	14	6	17	10
Trustworthy	11	10	11	16	11	18	4	12	11
Strong	7	6	8	6	6	8	6	9	4
Intelligent	6	4	7	5	6	6	8	8	4
Empathetic	5	3	4	4	9	4	3	5	5
Understanding	5	3	4	4	7	4	4	5	4
Compassionate	4	4	4	2	7	5	2	5	4
Caring	4	7	4	3	3	5	0	2	6
Listens	2	1	3	2	4	0	2	3	1
Competence	2	1	3	2	1	0	98	3	1
Confidence	2	3	3	2	1	0	0	2	2
Common	2	6	2	1	4	0	1	3	1
Transparency	2	1	4	4	1	0	3	2	3

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	38	48	47	39	36	50	34
Integrity	14	13	14	14	15	9	16	12
Trustworthy	11	15	10	14	8	9	7	13
Strong	7	4	8	7	6	4	10	4
Intelligent	6	4	7	5	5	3	10	9
Empathetic	5	3	6	4	6	3	5	9
Understanding	5	7	3	3	7	13	4	0
Compassionate	4	2	5	3	8	4	3	6
Caring	4	4	3	5	2	2	1	7
Listens	2	2	3	2	3	1	4	3
Competence	2	2	2	1	3	0	4	2
Confidence	2	2	2	2	3	2	1	0
Common	2	2	3	3	0	1	3	2
Transparency	2	3	2	2	3	3	2	3

Deltapoll Survey Results

Sample Size: 1,533 GB adults

Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	45	43	48	50	38	48	48
Integrity	14	14	13	16	15	11	18	12
Trustworthy	11	12	9	8	15	10	13	11
Strong	7	6	7	9	9	5	5	9
Intelligent	6	4	8	10	5	4	6	6
Empathetic	5	5	5	5	5	6	6	5
Understanding	5	4	5	3	4	6	5	4
Compassionate	4	4	4	4	5	4	4	4
Caring	4	4	3	2	2	6	3	2
Listens	2	2	3	3	3	1	3	2
Competence	2	2	3	4	1	2	2	2
Confidence	2	2	1	1	1	3	1	1
Common	2	3	2	2	5	1	4	2
Transparency	2	3	2	1	2	4	2	3

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	50	43	40	48	47	56	47	47
Integrity	14	14	15	16	11	12	18	14	17
Trustworthy	11	11	12	6	9	9	13	9	14
Strong	7	8	4	7	6	10	6	8	2
Intelligent	6	7	3	9	9	8	3	1	5
Empathetic	5	5	5	8	5	5	3	6	5
Understanding	5	5	4	3	9	3	10	6	3
Compassionate	4	4	6	5	3	6	0	1	6
Caring	4	4	5	1	0	3	5	0	3
Listens	2	3	2	1	0	2	6	1	3
Competence	2	3	2	1	5	2	4	3	3
Confidence	2	1	4	0	1	1	1	3	2
Common	2	3	2	2	3	1	8	5	2
Transparency	2	3	3	0	6	3	2	1	3

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	38	48	45	44	46	49	39
Integrity	14	9	15	29	11	8	17	11
Trustworthy	11	13	12	8	13	13	11	11
Strong	7	10	4	11	11	7	7	6
Intelligent	6	7	4	8	5	3	7	5
Empathetic	5	2	5	11	7	4	6	4
Understanding	5	6	4	4	5	11	4	4
Compassionate	4	3	6	4	2	3	5	4
Caring	4	2	3	2	2	1	4	4
Listens	2	2	2	0	3	0	2	3
Competence	2	2	2	1	3	3	2	2
Confidence	2	2	1	0	2	0	2	2
Common	2	1	2	2	2	0	1	4
Transparency	2	1	3	7	3	2	3	2

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD6 People often think about many different personality traits or behaviours that would make a good leader. Thinking about politicians in the UK at the moment, what do you believe to be the most valuable traits that a leader should have? Please write up to three traits separated by a semi-colon.

Honesty	44	45	40	45	41	55
Integrity	14	14	7	14	15	17
Trustworthy	11	11	10	11	12	8
Strong	7	7	5	7	9	7
Intelligent	6	6	3	6	5	3
Empathetic	5	5	4	5	4	7
Understanding	5	4	10	5	5	4
Compassionate	4	4	3	4	5	5
Caring	4	4	1	4	1	4
Listens	2	2	3	2	6	2
Competence	2	2	3	2	4	1
Confidence	2	2	0	2	0	1
Common	2	3	1	2	6	0
Transparency	2	2	2	2	3	7

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

DELTAPOLL

All GB Adults
Unweighted Sample

	Gender		Age				
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1533	737	791	180	226	547	234	347
1533	738	790	180	262	513	235	343
%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	9	5	15	12	8	3	2
No	92	90	94	82	88	91	94	98
Don't know	1	1	1	3	0	1	3	0

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Generation		
Total	Millennials	Generation X	Baby Boomers
1533	487	466	502
1533	500	455	491
%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	11	9	3
No	92	87	91	96
Don't know	1	1	1	1

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Region						Social Grade	
Total	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1533	206	499	256	365	76	132	862	658
1533	226	473	275	372	80	107	972	548
%	%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	18	3	8	6	9	4	6	8
No	92	81	96	91	93	91	92	93	91
Don't know	1	1	1	1	1	0	4	1	1

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Children 18 or Under		Work Status				
Total	Yes	No	Full time	Part time	Unemployed	Retired	Other
1533	455	1078	661	250	132	322	158
1533	468	1065	698	224	137	317	150
%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	10	6	9	9	9	1	7
No	92	90	93	91	91	87	99	88
Don't know	1	0	1	0	0	3	0	5

Deltapoll Survey Results

Sample Size: 1,533 GB adults
Fieldwork: 19th - 21st October 2022

All GB Adults
Unweighted Sample

	Working Status		Housing Tenure			EU Ref Vote	
Total	Working (All)	Not Working (All)	Owned Outright	Mortgage	Renting	Remain	Leave
1533	911	612	479	448	573	594	645
1533	922	604	488	451	560	546	549
%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	9	5	4	7	8	7	4
No	92	91	93	96	92	89	93	95
Don't know	1	0	2	0	0	2	0	1

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	GE 19 Vote				Past Vote Political Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1533	590	437	155	138	405	159	110	238
1533	505	408	95	101	337	137	98	240
%	%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	5	9	5	5	4	6	6	9
No	92	95	91	95	92	96	93	94	91
Don't know	1	0	0	0	4	0	0	0	0

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Voting Intention				Conservative Seats		
Total	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con
1533	291	612	158	180	125	717	691
1533	269	689	114	175	133	702	698
%	%	%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid your professional or personal problems?

Yes	7	7	8	7	8	4	4	11
No	92	93	92	93	89	95	95	88
Don't know	1	0	0	0	3	1	1	1

Deltapoll Survey Results

Sample Size: 1,533 GB adults
 Fieldwork: 19th - 21st October 2022

All GB Adults
 Unweighted Sample

	Reddish Wall (Con Gains 17&19 + Lab Marg)		Red Wall (Defined by Kanagasooriam / Hanbury)		Former Tories
Total	No	Yes	No	Yes	
1533	1376	157	1433	100	326
1533	1361	172	1424	109	277
%	%	%	%	%	%

DPD7 As an adult, have you ever hidden under a desk or table to avoid
 your professional or personal problems?

Yes	7	7	5	7	6	3
No	92	92	94	92	93	97
Don't know	1	1	1	1	1	0