

Deltapoll Survey Results

Prepared by Deltapoll for London Communications Agency

Sample Size: 1593

Fieldwork: 5th-6th January 2023

All GB Adults
Unweighted Sample

Total	Gender		Age				
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1593	769	821	188	260	550	237	358
1593	756	834	179	269	564	252	329
%	%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	19	21	29	30	23	17	8
Worry less about your mental health and well-being in January and February than you do other times of year	7	9	4	22	8	6	1	2
The time of year makes no difference/ it depends	70	69	72	47	58	68	80	89
Don't know	3	3	2	1	5	3	2	1

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will....

Work more days in your workplace than you did last year	14	16	12	25	27	16	7	1
Work more days working from home than you did last year	8	9	8	19	16	8	3	2
No difference	38	40	37	40	34	55	44	12
Not applicable/ do not work	37	34	40	15	20	19	41	85
Don't know	2	1	3	1	4	2	5	0

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Sample Size: 1593

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All GB Adults
Unweighted Sample

Total	Generation			EU Ref Vote	
	Millennials	Generation X	Baby Boomers	Remain	Leave
1593	488	510	475	621	667
1593	502	510	477	578	576
%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	30	22	12	21	17
Worry less about your mental health and well-being in January and February than you do other times of year	7	14	5	2	4	5
The time of year makes no difference/ it depends	70	53	70	84	72	77
Don't know	3	3	3	2	3	1

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will....

Work more days in your workplace than you did last year	14	26	16	4	14	11
Work more days working from home than you did last year	8	17	7	3	9	4
No difference	38	38	55	30	38	39
Not applicable/ do not work	37	17	20	60	38	42
Don't know	2	3	2	3	2	2

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Unweighted Sample

Total	GE 19 Vote				Past Vote Political Groups			
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1593	610	459	165	146	399	166	129	262
1593	553	421	93	121	353	153	109	257
%	%	%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	18	24	13	21	15	22	23	22
Worry less about your mental health and well-being in January and February than you do other times of year	7	2	9	5	8	2	2	8	6
The time of year makes no difference/ it depends	70	77	64	78	70	82	71	67	68
Don't know	3	2	3	4	1	1	4	2	4

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will...

Work more days in your workplace than you did last year	14	13	16	5	18	10	17	14	17
Work more days working from home than you did last year	8	5	11	11	7	3	6	6	9
No difference	38	42	37	36	34	43	38	37	37
Not applicable/ do not work	37	39	34	46	34	43	38	41	36
Don't know	2	1	2	2	7	1	1	2	2

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All GB Adults
Unweighted Sample

Total	Region						
	London	Rest of South	Midlands	North	Wales	Scotland	Northern Ireland
1593	216	515	265	382	76	139	0
1593	244	526	272	371	69	111	0
%	%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	21	16	24	19	25	29	0
Worry less about your mental health and well-being in January and February than you do other times of year	7	12	5	7	6	3	7	0
The time of year makes no difference/ it depends	70	63	77	66	72	72	61	0
Don't know	3	4	1	3	4	0	3	0

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will....

Work more days in your workplace than you did last year	14	19	12	13	15	17	14	0
Work more days working from home than you did last year	8	18	8	8	5	11	3	0
No difference	38	34	41	33	42	30	39	0
Not applicable/ do not work	37	25	38	44	36	42	37	0
Don't know	2	3	1	2	2	0	7	0

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All GB Adults
Unweighted Sample

Total	Social Grade		Voting Intention				Children 18 or Under	
	ABC1	C2DE	Con	Lab	Lib Dem	Other	Yes	No
1593	897	682	402	620	126	203	458	1135
1593	976	603	395	635	99	204	488	1105
%	%	%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	19	22	16	26	12	26	25	19
Worry less about your mental health and well-being in January and February than you do other times of year	7	6	8	3	10	4	10	10	5
The time of year makes no difference/ it depends	70	74	67	81	61	79	64	61	74
Don't know	3	2	4	1	3	5	1	5	2

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will...

Work more days in your workplace than you did last year	14	16	13	13	17	7	13	21	12
Work more days working from home than you did last year	8	11	4	5	11	12	10	12	7
No difference	38	39	38	38	37	46	37	48	35
Not applicable/ do not work	37	32	43	44	33	34	33	17	45
Don't know	2	2	2	1	2	1	7	2	2

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All GB Adults
Unweighted Sample

Total	Conservative Seats			Reddish Wall (Con Gains 17&19 + Lab Marg)	
	Gained by Con	Held by Con	Not Won by Con	No	Yes
1593	136	779	678	1403	190
1593	146	769	678	1415	178
%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	19	17	24	21	19
Worry less about your mental health and well-being in January and February than you do other times of year	7	8	4	10	7	6
The time of year makes no difference/ it depends	70	67	77	64	71	70
Don't know	3	6	2	2	2	6

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will...

Work more days in your workplace than you did last year	14	13	11	18	14	13
Work more days working from home than you did last year	8	7	7	11	9	5
No difference	38	33	42	36	38	41
Not applicable/ do not work	37	44	39	32	37	38
Don't know	2	4	1	3	2	2

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Unweighted Sample

Total	Red Wall (Defined by Kanagasooriam / Hanbury)		Work Status				
	No	Yes	Full time	Part time	Unemployed	Retired	Other
1593	1505	88	634	270	169	330	184
1593	1506	87	710	279	156	302	141
%	%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	21	16	25	20	24	9	23
Worry less about your mental health and well-being in January and February than you do other times of year	7	6	9	9	9	9	0	3
The time of year makes no difference/ it depends	70	71	66	64	66	63	90	71
Don't know	3	2	8	2	5	4	0	3

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will....

Work more days in your workplace than you did last year	14	14	18	24	20	4	0	5
Work more days working from home than you did last year	8	9	3	14	10	6	0	5
No difference	38	39	34	60	66	10	3	13
Not applicable/ do not work	37	36	42	1	0	74	96	72
Don't know	2	2	3	1	3	6	0	5

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Unweighted Sample

Total	Working Status		Former Tories	Housing Tenure		
	Working (All)	Not Working (All)		Owned Outright	Mortgage	Renting
1593	904	684	237	519	423	613
1593	989	599	218	517	446	596
%	%	%	%	%	%	%

QLCA1. Thinking about your own mental health and well-being would you say you...

Worry more about your mental health and well-being in January and February than you do at other times of year	20	23	17	23	12	26	24
Worry less about your mental health and well-being in January and February than you do other times of year	7	9	3	3	3	9	8
The time of year makes no difference/ it depends	70	65	78	70	83	62	66
Don't know	3	3	2	4	2	3	3

QLCA2. Thinking about where you will work from in the next 12 months, do you think you will....

Work more days in your workplace than you did last year	14	23	2	15	6	20	17
Work more days working from home than you did last year	8	12	3	5	3	12	10
No difference	38	62	8	47	31	54	34
Not applicable/ do not work	37	1	84	32	58	13	35
Don't know	2	2	3	1	2	1	3

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Total	Gender		Age				
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1593	769	821	188	260	550	237	358
1593	756	834	179	269	564	252	329

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	13	10	21	21	13	5	0
Work fewer days in your workplace than you otherwise would	7	9	6	17	14	8	2	0
It would make no difference	41	41	41	46	44	55	45	13
Not applicable/do not work	37	34	40	12	15	20	47	87
Don't know	3	3	3	4	6	4	1	0

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Total	Generation			EU Ref Vote	
	Millennials	Generation X	Baby Boomers	Remain	Leave
1593	488	510	475	621	667
1593	502	510	477	578	576

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	21	13	3	10	10
Work fewer days in your workplace than you otherwise would	7	15	8	1	8	5
It would make no difference	41	45	55	31	42	40
Not applicable/do not work	37	13	21	64	37	45
Don't know	3	5	4	1	3	1

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1593	610	459	165	146	399	166	129	262
1593	553	421	93	121	353	153	109	257

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	10	13	3	11	8	12	11	12
Work fewer days in your workplace than you otherwise would	7	6	10	8	4	4	8	10	9
It would make no difference	41	41	43	36	44	41	37	41	43
Not applicable/do not work	37	42	32	45	39	45	42	38	32
Don't know	3	1	2	8	2	1	1	0	3

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Total	Region						
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1593	216	515	265	382	76	139	0
1593	244	526	272	371	69	111	0

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	12	10	12	13	6	12	0
Work fewer days in your workplace than you otherwise would	7	13	7	7	5	9	7	0
It would make no difference	41	48	39	37	45	36	33	0
Not applicable/do not work	37	25	40	42	33	46	45	0
Don't know	3	2	4	2	3	4	3	0

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Total	Social Grade		Voting Intention				Children 18 or Under	
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1593	897	682	402	620	126	203	458	1135
1593	976	603	395	635	99	204	488	1105

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	13	10	11	14	7	11	16	10
Work fewer days in your workplace than you otherwise would	7	8	6	7	9	8	6	13	5
It would make no difference	41	43	38	35	43	46	42	49	38
Not applicable/do not work	37	34	42	46	32	30	37	18	45
Don't know	3	2	3	1	2	10	5	4	2

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Total	Conservative Seats			Reddish Wall (Con Gains 17&19 + Lab Marg)	
	Gained by Con	Held by Con	Not Won by Con	No	Yes
1593	136	779	678	1403	190
1593	146	769	678	1415	178

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	15	9	14	11	14
Work fewer days in your workplace than you otherwise would	7	5	6	9	8	7
It would make no difference	41	31	42	42	41	39
Not applicable/do not work	37	48	40	32	37	39
Don't know	3	2	3	3	3	1

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Unweighted Sample

Total	Red Wall (Defined by Kanagasooriam / Hanbury)		Work Status				
	No	Yes	Full time	Part time	Unemployed	Retired	Other
1593	1505	88	634	270	169	330	184
1593	1506	87	710	279	156	302	141

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	11	17	20	14	3	0	7
Work fewer days in your workplace than you otherwise would	7	8	6	11	9	6	0	7
It would make no difference	41	41	33	65	69	15	1	12
Not applicable/do not work	37	37	42	1	1	72	99	72
Don't know	3	3	3	3	8	4	0	2

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Unweighted Sample

Total	Working Status		Former Tories	Housing Tenure		
	Working (All)	Not Working (All)		Owned Outright	Mortgage	Renting
1593	904	684	237	519	423	613
1593	989	599	218	517	446	596

QLCA3. If the location of your workplace had more and better (world-class) events and culture, would you...

Work more days in your workplace than you otherwise would	11	18	3	10	5	17	13
Work fewer days in your workplace than you otherwise would	7	11	3	3	3	8	10
It would make no difference	41	66	8	51	30	56	40
Not applicable/do not work	37	1	85	35	61	14	34
Don't know	3	4	1	1	1	5	3

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Unweighted Sample

Total	Gender		Age				
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+
1593	769	821	188	260	550	237	358
1593	756	834	179	269	564	252	329

QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	9	10	21	12	10	2	6
I plan to spend less money on personal well-being this January compared to previous years	24	21	26	33	39	22	20	14
I plan to spend about the same amount of money compared to previous years	22	24	21	25	17	22	24	24
The time of year makes no difference/ it depends	39	40	39	13	28	41	46	54
Don't know	5	6	4	8	4	5	7	2

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1593	502	510	477	578	576

QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	17	8	4	8	8
I plan to spend less money on personal well-being this January compared to previous years	24	35	22	18	27	19
I plan to spend about the same amount of money compared to previous years	22	20	22	26	22	22
The time of year makes no difference/ it depends	39	22	43	47	41	46
Don't know	5	6	5	5	3	4

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1593	553	421	93	121	353	153	109	257

QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	8	10	6	9	8	10	4	9
I plan to spend less money on personal well-being this January compared to previous years	24	22	28	25	16	18	27	23	30
I plan to spend about the same amount of money compared to previous years	22	23	20	24	25	20	26	23	21
The time of year makes no difference/ it depends	39	45	34	41	41	53	34	42	36
Don't know	5	2	7	3	8	2	3	7	4

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Total	Region						
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QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	11	8	14	9	10	7	0
I plan to spend less money on personal well-being this January compared to previous years	24	30	20	23	25	43	17	0
I plan to spend about the same amount of money compared to previous years	22	17	26	18	22	19	24	0
The time of year makes no difference/ it depends	39	36	44	40	36	28	40	0
Don't know	5	6	1	5	7	0	12	0

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1593	976	603	395	635	99	204	488	1105

QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	10	9	9	10	7	14	11	9
I plan to spend less money on personal well-being this January compared to previous years	24	25	23	22	28	23	15	29	22
I plan to spend about the same amount of money compared to previous years	22	22	22	22	22	22	26	21	23
The time of year makes no difference/ it depends	39	38	41	45	34	43	39	34	42
Don't know	5	5	5	2	6	4	6	5	5

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QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	10	8	12	9	13
I plan to spend less money on personal well-being this January compared to previous years	24	23	22	26	24	22
I plan to spend about the same amount of money compared to previous years	22	24	22	22	21	28
The time of year makes no difference/ it depends	39	36	44	34	40	32
Don't know	5	8	3	6	5	5

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I plan to spend more money on personal well-being this January compared to previous years	10	9	16	13	8	7	6	10
I plan to spend less money on personal well-being this January compared to previous years	24	24	27	29	31	16	13	24
I plan to spend about the same amount of money compared to previous years	22	22	22	22	26	22	23	16
The time of year makes no difference/ it depends	39	40	23	32	32	45	55	42
Don't know	5	4	12	4	3	10	3	8

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Total	Working Status		Former Tories	Housing Tenure		
	Working (All)	Not Working (All)		Owned Outright	Mortgage	Renting
1593	904	684	237	519	423	613
1593	989	599	218	517	446	596

QLCA4. Do you plan to spend more money on your own personal well-being this January compared to typical Januarys before the Pandemic, less money, or about the same amount? Please think about all aspects of well-being spend, including going out, entertainment and gym membership, for example.

I plan to spend more money on personal well-being this January compared to previous years	10	11	7	7	6	9	12
I plan to spend less money on personal well-being this January compared to previous years	24	29	17	22	16	29	27
I plan to spend about the same amount of money compared to previous years	22	23	21	26	23	25	20
The time of year makes no difference/ it depends	39	32	49	43	51	35	32
Don't know	5	4	6	2	3	2	8