

Deltapoll Survey Results

Sample size: 1556 Adults in Britain
Fieldwork: 28th-31st July 2023

DELTA POLL

All GB Adults
Unweighted Sample

	Gender		Age					Generation			EU Ref Vote	
Total	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Gen X	Baby Boomers	Remain	Leave
1556	748	801	178	224	550	250	354	471	481	497	605	658
1556	785	764	190	270	535	224	337	526	469	468	500	559
%	%	%	%	%	%	%	%	%	%	%	%	%

Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	25	25	26	7	15	21	26	42	14	21	31	15	39
Labour	48	49	46	62	64	50	44	33	62	49	42	56	36
Liberal Democrat	11	10	13	18	10	12	7	11	14	11	8	17	4
UK Independence Party (UKIP)	1	2	1	1	3	2	0	0	2	2	0	1	2
Reform UK	6	7	5	1	1	5	13	7	1	5	10	0	14
Scottish National Party (SNP)	3	3	2	2	1	3	3	3	1	3	3	4	1
Plaid Cymru (PC)	1	0	1	1	0	2	0	0	0	2	0	0	2
Green	5	3	6	7	4	5	6	3	4	6	5	7	3
Some other party	0	1	0	1	2	0	0	0	1	0	0	0	0

All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points.

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Unweighted Sample

Total	GE 19 Vote				Brexit Groups			
	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1556	602	444	159	141	424	152	127	252
1556	462	446	74	102	328	108	121	257
%	%	%	%	%	%	%	%	%

Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	25	58	3	0	5	58	57	5	4
Labour	48	22	90	32	12	21	25	92	89
Liberal Democrat	11	5	2	67	1	1	15	2	3
UK Independence Party (UKIP)	1	0	0	0	8	0	0	1	0
Reform UK	6	13	0	0	7	19	0	0	0
Scottish National Party (SNP)	3	0	0	0	27	0	0	0	0
Plaid Cymru (PC)	1	0	0	0	9	0	0	0	0
Green	5	2	3	0	29	1	4	0	4
Some other party	0	0	1	0	2	0	0	0	1

Deltapoll Survey Results

Sample size: 1556 Adults in Britain
Fieldwork: 28th-31st July 2023

All GB Adults
Unweighted Sample

Total	Region						Social Grade	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1556	212	503	255	375	76	135	876	667
1556	196	488	268	390	83	131	907	636
%	%	%	%	%	%	%	%	%

Voting Intention

[Excluding 'Don't know' and 'Would not vote']

Conservative	25	22	33	23	27	15	7	26	24
Labour	48	49	40	55	55	36	48	46	50
Liberal Democrat	11	15	15	5	7	20	11	13	9
UK Independence Party (UKIP)	1	1	0	2	2	0	1	1	2
Reform UK	6	8	6	5	7	9	1	6	7
Scottish National Party (SNP)	3	0	0	0	0	0	28	2	3
Plaid Cymru (PC)	1	0	0	0	0	15	0	1	0
Green	5	3	6	10	1	4	2	5	5
Some other party	0	2	0	0	0	0	1	0	0

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation			EU Ref Vote	
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Gen X	Baby Boomers	Remain	Leave
1556	748	801	178	224	550	250	354	471	481	497	605	658
1556	785	764	190	270	535	224	337	526	469	468	500	559
%	%	%	%	%	%	%	%	%	%	%	%	%

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	10	14	7	10	11	11	14	5	12	9	10	16	6
Quite well	35	33	37	28	39	37	35	32	34	38	32	45	28
Quite badly	20	22	19	23	17	23	14	22	21	22	19	21	20
Very badly	19	20	19	9	13	17	24	29	11	17	26	9	33
Don't know	15	12	19	30	19	12	12	12	22	13	12	9	14
Well (All)	45	47	44	38	50	48	49	37	46	47	42	61	34
Badly (All)	39	42	38	32	30	40	38	51	32	39	45	30	53
Net	+6	+5	+6	+6	+20	+8	+11	-14	+14	+8	-3	+31	-19

The Prime Minister, Rishi Sunak

Very well	5	6	5	3	9	4	4	6	7	4	6	3	7
Quite well	27	30	26	13	20	26	25	43	18	27	31	24	35
Quite badly	28	25	31	27	28	32	31	20	27	33	26	33	25
Very badly	29	32	27	39	26	32	27	24	33	30	28	31	26
Don't know	10	8	12	18	17	6	12	7	15	7	10	9	7
Well (All)	32	36	31	16	29	30	29	49	25	31	37	27	42
Badly (All)	57	57	58	66	54	64	58	44	60	63	54	64	51
Net	-25	-21	-27	-50	-25	-34	-29	+5	-35	-32	-17	-37	-9

All GB Adults
Unweighted Sample

	GE 19 Vote				Brexit Groups			
Total	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
1556	602	444	159	141	424	152	127	252
1556	462	446	74	102	328	108	121	257
%	%	%	%	%	%	%	%	%

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	10	6	16	19	6	3	14	10	17
Quite well	35	28	51	50	27	22	40	59	49
Quite badly	20	22	19	17	17	22	22	13	23
Very badly	19	32	6	12	23	39	15	12	4
Don't know	15	12	8	2	27	13	8	5	7
Well (All)	45	34	67	69	33	25	54	69	66
Badly (All)	39	54	25	29	40	61	37	25	27
Net	+6	-20	+42	+40	-7	-36	+17	+44	+39

The Prime Minister, Rishi Sunak

Very well	5	9	3	1	5	9	8	4	3
Quite well	27	45	14	14	20	44	50	18	13
Quite badly	28	23	32	39	30	21	29	32	32
Very badly	29	16	47	34	31	18	8	44	48
Don't know	10	7	3	12	15	8	5	1	3
Well (All)	32	54	17	15	25	53	58	22	16
Badly (All)	57	39	79	73	61	39	37	76	80
Net	-25	+15	-62	-58	-36	+14	+21	-54	-64

All GB Adults
Unweighted Sample

Total	Region						Social Grade	
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1556	196	488	268	390	83	131	907	636
%	%	%	%	%	%	%	%	%

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	10	18	10	9	6	3	11	9	11
Quite well	35	31	36	31	34	44	39	37	33
Quite badly	20	18	22	24	22	16	11	21	20
Very badly	19	17	19	22	22	25	8	20	19
Don't know	15	16	12	14	15	12	32	13	18
Well (All)	45	49	46	40	40	47	50	46	44
Badly (All)	39	35	41	46	44	41	19	41	39
Net	+6	+14	+5	-6	-4	+6	+31	+5	+5

The Prime Minister, Rishi Sunak

Very well	5	6	7	4	4	5	2	5	6
Quite well	27	30	30	27	28	21	18	28	27
Quite badly	28	31	29	29	25	13	33	29	26
Very badly	29	26	23	32	33	55	30	31	28
Don't know	10	7	11	9	10	5	17	7	13
Well (All)	32	36	37	31	32	26	20	33	33
Badly (All)	57	57	52	61	58	68	63	60	54
Net	-25	-21	-15	-30	-26	-42	-43	-27	-21

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation			EU Ref Vote	
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Millennials	Gen X	Baby Boomers	Remain	Leave
1556	748	801	178	224	550	250	354	471	481	497	605	658
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%	%	%	%	%	%	%	%	%	%	%	%	%

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 Rishi Sunak with Jeremy Hunt as Chancellor of the Exchequer	31	33	29	14	20	25	34	53	18	26	41	23	44
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	45	48	42	49	56	51	43	28	54	49	37	59	31
Don't know	24	19	29	38	24	24	23	19	29	25	23	17	25

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	38	38	37	11	26	34	46	58	21	35	51	10	74
To re-join the European Union	46	47	45	58	61	50	34	31	59	49	34	77	15
Would not vote	6	5	7	16	5	7	2	3	9	8	2	3	4
Don't know	10	10	11	14	7	8	17	8	9	8	13	10	6
Prefer not to answer	0	0	0	1	1	0	0	0	1	0	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	42	42	42	13	28	37	55	64	23	38	58	11	79
To re-join the European Union	51	52	50	68	66	54	42	34	66	54	39	86	16
Would not vote	7	6	8	19	6	8	3	3	10	9	3	3	5

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1556	462	446	74	102	328	108	121	257
%	%	%	%	%	%	%	%	%

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 Rishi Sunak with Jeremy Hunt as Chancellor of the Exchequer	31	61	5	16	18	62	62	5	6
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	45	20	81	66	36	18	23	76	84
Don't know	24	19	14	18	47	20	15	19	10

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	38	62	24	12	39	78	23	59	8
To re-join the European Union	46	26	68	65	50	11	64	28	88
Would not vote	6	6	3	0	3	5	7	6	2
Don't know	10	7	5	22	7	6	7	7	2
Prefer not to answer	0	0	0	0	0	0	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	42	67	25	16	43	83	24	64	8
To re-join the European Union	51	27	72	84	54	12	68	30	90
Would not vote	7	6	4	0	3	5	7	6	2

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%	%	%	%	%	%	%	%	%

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 Rishi Sunak with Jeremy Hunt as Chancellor of the Exchequer	31	36	36	30	30	26	12	34	27
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	45	40	42	46	48	49	52	45	46
Don't know	24	23	23	25	22	25	36	21	27

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	38	32	41	36	43	36	26	37	39
To re-join the European Union	46	47	41	46	42	55	65	51	39
Would not vote	6	8	6	7	8	2	2	4	9
Don't know	10	12	12	10	7	8	6	8	13
Prefer not to answer	0	1	1	0	0	0	1	0	0

[Excluding 'Don't know']

To stay out of the European Union	42	36	47	40	46	39	28	40	46
To re-join the European Union	51	54	47	51	46	59	70	56	45
Would not vote	7	9	6	8	8	2	2	5	10