

Deltapoll Survey Results

Sample size: 2,176

Fieldwork: 19th to 22nd January 2024

DELTA POLL

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Gen Z	Millennials	Gen X	Baby Boomers
2176	1053	1116	253	253	833	343	494	300	525	668	661
2176	1048	1121	199	308	750	362	557	255	527	654	705
%	%	%	%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	28	28	27	5	20	27	27	39	8	23	28	35
Labour	45	40	50	53	55	47	43	36	56	54	42	39
Liberal Democrat	9	10	8	17	7	9	12	7	13	7	10	9
UK Independence Party (UKIP)	1	1	1	2	2	1	1	1	2	1	1	1
Reform UK	8	10	7	6	4	7	9	12	6	4	9	11
Scottish National Party (SNP)	3	4	2	1	6	3	2	3	1	5	2	3
Plaid Cymru (PC)	0	0	0	4	0	0	0	0	3	0	0	0
Green	5	6	4	12	7	5	7	2	11	6	7	2
Some other party	0	1	0	0	0	1	0	0	0	0	1	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 it lies within 2 points.

Deltapoll Survey Results

Sample size: 2,176

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All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Remain	Leave	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
2176	848	923	845	624	221	198	578	217	164	384
2176	835	789	729	536	146	185	468	216	119	360
%	%	%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	28	21	39	61	1	14	5	57	73	1	1
Labour	45	54	34	17	91	24	22	17	15	91	91
Liberal Democrat	9	12	4	2	1	58	4	2	4	1	2
UK Independence Party (UKIP)	1	0	2	1	0	0	6	1	0	0	0
Reform UK	8	1	16	15	2	1	11	20	1	3	1
Scottish National Party (SNP)	3	5	2	0	1	0	26	0	0	3	0
Plaid Cymru (PC)	0	0	0	0	0	0	3	0	1	0	0
Green	5	6	3	3	4	2	23	2	6	1	5
Some other party	0	1	0	0	0	1	1	0	0	0	0

Deltapoll Survey Results

Sample size: 2,176

Fieldwork: 19th to 22nd January 2024

All GB Adults
Unweighted Sample

Total	Region						Social Grade	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
2176	291	703	362	525	105	190	1232	935
2176	272	677	358	580	118	171	1385	782
%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	28	30	31	29	28	14	17	29	25
Labour	45	40	42	49	52	52	34	42	50
Liberal Democrat	9	18	11	3	7	9	5	11	5
UK Independence Party (UKIP)	1	0	1	2	1	2	1	1	2
Reform UK	8	5	9	10	7	13	8	7	10
Scottish National Party (SNP)	3	0	0	0	0	0	32	3	3
Plaid Cymru (PC)	0	0	0	0	0	6	0	1	0
Green	5	5	6	7	4	6	2	5	5
Some other party	0	0	1	0	0	0	1	1	0

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Gen Z	Millennials	Gen X	Baby Boomers
2176	1053	1116	253	253	833	343	494	300	525	668	661
2176	1048	1121	199	308	750	362	557	255	527	654	705

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	9	10	8	5	15	8	13	7	7	12	7	10
Quite well	33	35	31	25	35	37	30	32	25	38	36	30
Quite badly	25	26	24	27	26	21	27	30	29	20	23	30
Very badly	20	20	19	9	15	22	19	24	11	20	21	22
Don't know	13	9	17	33	9	13	11	6	29	10	13	8
Well (All)	42	45	39	30	50	45	43	39	32	50	43	40
Badly (All)	45	46	44	36	41	43	46	54	40	41	43	52
Net	-3	0	-5	-6	9	2	-3	-15	-8	9	0	-12

The Prime Minister, Rishi Sunak

Very well	6	8	4	3	14	4	3	7	3	10	3	6
Quite well	25	25	25	14	18	25	27	34	14	22	25	31
Quite badly	27	25	28	29	24	30	17	28	28	28	26	25
Very badly	36	38	35	44	38	35	44	29	45	30	40	34
Don't know	6	4	9	10	6	7	8	3	9	9	6	5
Well (All)	31	33	29	17	32	29	30	40	18	33	28	37
Badly (All)	63	63	62	73	62	64	61	56	73	59	66	59
Net	-32	-30	-33	-56	-29	-36	-31	-16	-56	-26	-38	-22

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Remain	Leave	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
2176	848	923	845	624	221	198	578	217	164	384
2176	835	789	729	536	146	185	468	216	119	360

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	9	12	8	4	19	6	8	5	4	21	20
Quite well	33	44	27	26	44	49	28	24	30	41	47
Quite badly	25	23	27	28	20	31	31	27	29	22	21
Very badly	20	13	30	34	7	7	21	39	24	7	7
Don't know	13	9	7	8	10	8	12	6	12	10	5
Well (All)	42	56	35	30	63	55	36	29	34	61	67
Badly (All)	45	35	57	62	27	38	52	66	54	29	28
Net	-3	21	-22	-31	36	17	-16	-37	-20	32	40

The Prime Minister, Rishi Sunak

Very well	6	6	6	9	2	6	5	8	14	2	2
Quite well	25	24	30	38	16	29	7	36	45	24	14
Quite badly	27	26	27	26	29	24	23	28	23	26	29
Very badly	36	40	31	22	51	39	57	23	13	46	53
Don't know	6	4	5	5	3	2	9	5	5	2	2
Well (All)	31	30	36	47	18	35	12	44	59	25	16
Badly (All)	63	66	59	48	79	63	80	51	36	72	82
Net	-32	-37	-22	0	-62	-29	-68	-8	22	-47	-66

All GB Adults
Unweighted Sample

Total	Region						Social Grade	
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2176	291	703	362	525	105	190	1232	935
2176	272	677	358	580	118	171	1385	782

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	9	12	9	9	7	14	9	9	10
Quite well	33	28	31	32	40	36	32	35	31
Quite badly	25	27	27	23	24	17	27	26	24
Very badly	20	15	21	24	18	21	17	18	22
Don't know	13	18	13	12	11	11	15	12	14
Well (All)	42	40	39	41	47	50	41	43	41
Badly (All)	45	42	48	47	42	38	44	44	46
Net	-3	-2	-9	-6	5	12	-3	-1	-5

The Prime Minister, Rishi Sunak

Very well	6	14	4	7	4	4	1	6	5
Quite well	25	28	26	21	28	13	22	27	22
Quite badly	27	21	28	30	26	18	25	25	29
Very badly	36	33	35	35	36	55	41	37	36
Don't know	6	4	7	6	5	10	11	5	8
Well (All)	31	42	30	28	32	17	23	33	28
Badly (All)	63	54	63	65	62	73	67	62	64
Net	-32	-12	-33	-37	-30	-56	-44	-29	-37

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Unweighted Sample

Total	Gender		Age					Generation			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Gen Z	Millennials	Gen X	Baby Boomers
2176	1053	1116	253	253	833	343	494	300	525	668	661
2176	1048	1121	199	308	750	362	557	255	527	654	705

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	29	33	26	11	21	27	34	44	11	23	30	42
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	41	43	56	49	44	38	34	55	48	40	35
Don't know	28	26	30	33	30	29	28	23	33	28	30	23

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	37	39	35	11	24	32	51	55	12	26	38	55
To re-join the European Union	47	45	48	62	53	49	43	35	61	51	48	37
Would not vote	6	5	6	14	5	6	4	3	13	7	4	3
Don't know	10	10	11	12	17	13	3	7	13	15	10	6
Prefer not to answer	0	0	0	0	1	0	0	0	0	1	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	44	39	12	29	37	52	59	14	31	43	58
To re-join the European Union	52	50	54	71	64	57	44	38	71	61	53	39
Would not vote	6	6	6	16	6	6	4	3	15	8	4	3

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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	29	26	39	55	6	30	16	53	64	9	5
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	53	31	17	77	50	44	17	15	76	76
Don't know	28	21	30	28	17	20	40	30	21	15	20

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	37	13	70	64	19	19	32	77	35	54	5
To re-join the European Union	47	77	17	22	72	70	51	11	53	32	89
Would not vote	6	2	4	5	2	1	2	4	3	2	1
Don't know	10	8	10	9	7	10	15	8	9	12	6
Prefer not to answer	0	0	0	0	0	1	0	0	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	14	77	70	20	21	38	84	38	61	5
To re-join the European Union	52	84	19	25	77	78	60	12	59	37	94
Would not vote	6	2	4	5	2	1	2	4	3	3	1

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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	29	34	31	31	28	24	20	33	25
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	44	37	43	45	54	47	42	43
Don't know	28	22	32	26	27	22	33	25	32

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	37	29	40	37	38	33	35	34	41
To re-join the European Union	47	61	43	43	44	55	46	53	38
Would not vote	6	2	6	7	7	5	4	3	8
Don't know	10	8	10	12	10	8	14	9	12
Prefer not to answer	0	0	1	1	0	0	1	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	32	44	43	43	36	41	38	47
To re-join the European Union	52	66	49	50	49	59	54	59	44
Would not vote	6	2	7	8	8	5	4	4	10