

## Deltapoll Survey Results

Sample size: 2,064 Adults in Britain  
Fieldwork: 26th to 29th 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
2064	995	1061	235	278	745	337	470	287	545	571	630
2064	1012	1044	202	325	707	356	474	271	521	609	626
%	%	%	%	%	%	%	%	%	%	%	%

### Voting Intention

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

Conservative	<b>29</b>	29	28	9	13	32	26	39	12	21	32	35
Labour	<b>43</b>	42	43	53	56	45	40	31	54	56	37	35
Liberal Democrat	<b>10</b>	10	9	23	10	8	10	8	21	5	11	9
UK Independence Party (UKIP)	<b>1</b>	0	2	1	1	1	1	2	1	1	1	1
Reform UK	<b>9</b>	9	8	1	3	6	12	15	2	4	8	14
Scottish National Party (SNP)	<b>2</b>	2	3	1	5	2	3	1	1	4	3	2
Plaid Cymru (PC)	<b>0</b>	0	0	0	0	0	0	1	0	0	0	1
Green	<b>6</b>	5	6	8	9	5	8	2	7	8	7	3
Some other party	<b>1</b>	1	1	2	3	1	0	1	2	1	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.

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Sample size: 2,064 Adults in Britain  
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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
<b>2064</b>	806	879	802	594	210	189	563	214	171	339
<b>2064</b>	799	738	677	535	142	172	445	197	126	349
%	%	%	%	%	%	%	%	%	%	%

## Voting Intention

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

Conservative	<b>29</b>	21	40	61	1	14	7	60	67	2	1
Labour	<b>43</b>	54	29	14	89	24	23	12	15	95	88
Liberal Democrat	<b>10</b>	11	6	3	3	55	7	2	6	1	3
UK Independence Party (UKIP)	<b>1</b>	0	2	1	0	1	5	2	0	0	0
Reform UK	<b>9</b>	1	18	16	0	2	13	22	2	0	0
Scottish National Party (SNP)	<b>2</b>	4	1	0	1	0	22	0	0	0	0
Plaid Cymru (PC)	<b>0</b>	0	0	0	0	0	1	0	1	0	0
Green	<b>6</b>	8	2	4	5	3	19	1	10	2	8
Some other party	<b>1</b>	1	1	0	1	0	4	1	0	2	0

# Deltapoll Survey Results

Sample size: 2,064 Adults in Britain  
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All GB Adults  
Unweighted Sample

Total	Region						Social Grade	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
2064	279	669	342	497	100	178	1173	883
2064	266	660	359	543	104	132	1351	705
%	%	%	%	%	%	%	%	%

## Voting Intention

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

Conservative	<b>29</b>	25	34	29	30	7	27	30	27
Labour	<b>43</b>	45	33	47	46	75	34	40	47
Liberal Democrat	<b>10</b>	17	14	6	6	3	5	11	8
UK Independence Party (UKIP)	<b>1</b>	1	0	3	2	0	0	1	1
Reform UK	<b>9</b>	5	12	8	9	9	3	8	9
Scottish National Party (SNP)	<b>2</b>	0	0	0	0	0	27	3	1
Plaid Cymru (PC)	<b>0</b>	0	0	0	0	5	0	0	0
Green	<b>6</b>	6	6	7	7	0	4	6	5
Some other party	<b>1</b>	1	1	0	1	0	1	1	1

**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
2064	995	1061	235	278	745	337	470	287	545	571	630
2064	1012	1044	202	325	707	356	474	271	521	609	626
%	%	%	%	%	%	%	%	%	%	%	%

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	<b>7</b>	8	6	2	9	8	6	7	3	8	7	7
Quite well	<b>33</b>	33	33	29	37	34	37	28	29	35	36	31
Quite badly	<b>25</b>	23	26	30	18	26	21	26	29	22	27	23
Very badly	<b>20</b>	22	17	11	11	18	24	29	15	12	19	28
Don't know	<b>16</b>	14	18	29	25	14	12	11	24	23	11	12
Well (All)	<b>40</b>	41	39	30	46	42	43	35	33	43	43	38
Badly (All)	<b>44</b>	45	43	41	29	44	45	54	43	34	46	50
Net	<b>-5</b>	-4	-5	-11	+16	-2	-2	-19	-11	+9	-3	-13

**The Prime Minister, Rishi Sunak**

Very well	<b>5</b>	6	5	4	7	7	3	5	5	8	4	4
Quite well	<b>23</b>	25	22	13	19	22	21	35	15	16	27	29
Quite badly	<b>30</b>	27	33	37	26	29	30	29	34	31	27	30
Very badly	<b>34</b>	36	32	37	32	35	42	27	38	32	38	32
Don't know	<b>8</b>	7	8	9	17	7	5	5	8	13	5	5
Well (All)	<b>29</b>	31	27	17	26	29	24	40	20	24	31	33
Badly (All)	<b>64</b>	63	65	74	58	64	71	56	72	63	65	61
Net	<b>-35</b>	-32	-38	-57	-32	-35	-47	-16	-52	-39	-34	-28

**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
<b>2064</b>	806	879	802	594	210	189	563	214	171	339
<b>2064</b>	799	738	677	535	142	172	445	197	126	349
%	%	%	%	%	%	%	%	%	%	%

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	<b>7</b>	8	7	3	16	4	4	3	2	23	15
Quite well	<b>33</b>	41	28	21	51	46	24	19	24	52	53
Quite badly	<b>25</b>	23	25	32	14	24	26	32	35	7	16
Very badly	<b>20</b>	13	29	34	9	8	20	36	30	7	5
Don't know	<b>16</b>	15	11	10	11	18	26	10	9	11	10
Well (All)	<b>40</b>	49	35	24	66	50	28	22	26	75	68
Badly (All)	<b>44</b>	36	54	66	23	32	46	67	65	14	21
Net	<b>-5</b>	+13	-20	-42	+43	+19	-18	-45	-38	+61	+47

**The Prime Minister, Rishi Sunak**

Very well	<b>5</b>	5	7	9	3	4	2	8	13	5	2
Quite well	<b>23</b>	22	28	39	11	18	14	36	46	13	12
Quite badly	<b>30</b>	28	31	32	25	39	28	34	27	21	23
Very badly	<b>34</b>	37	30	17	52	38	43	19	12	51	55
Don't know	<b>8</b>	7	5	3	9	1	13	3	1	10	8
Well (All)	<b>29</b>	27	34	48	14	21	16	44	59	18	14
Badly (All)	<b>64</b>	66	61	49	77	77	71	53	39	72	78
Net	<b>-35</b>	-38	-27	-1	-64	-56	-55	-10	+20	-55	-64

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2064	266	660	359	543	104	132	1351	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	7	6	7	6	6	10	10	5	9
Quite well	33	36	27	37	38	37	27	34	31
Quite badly	25	23	25	23	26	16	28	26	23
Very badly	20	23	21	20	18	18	14	20	19
Don't know	16	13	20	14	12	19	21	15	18
Well (All)	40	41	34	42	44	47	37	39	40
Badly (All)	44	46	47	43	44	34	41	46	42
Net	-5	-4	-13	-1	-0	+13	-4	-6	-2

The Prime Minister, Rishi Sunak

Very well	5	9	7	3	5	2	4	5	6
Quite well	23	24	21	29	27	11	19	27	19
Quite badly	30	31	34	32	25	24	23	29	30
Very badly	34	30	27	33	40	44	44	32	37
Don't know	8	7	11	4	3	19	10	7	8
Well (All)	29	32	28	32	32	13	23	32	24
Badly (All)	64	61	61	65	65	68	67	61	67
Net	-35	-28	-34	-33	-34	-55	-44	-29	-43

All GB Adults  
Unweighted Sample

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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	34	28	18	19	28	32	49	21	18	33	43
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	43	43	54	57	44	44	30	54	50	42	35
Don't know	25	23	28	28	24	29	24	21	24	32	25	22

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	40	35	17	13	33	51	60	17	20	40	58
To re-join the European Union	47	46	49	54	74	49	40	31	56	62	47	33
Would not vote	6	5	7	14	4	8	3	4	13	8	5	3
Don't know	8	8	8	14	7	10	6	4	14	9	9	5
Prefer not to answer	0	1	0	0	2	1	0	0	1	1	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	44	39	20	14	37	54	63	20	22	44	61
To re-join the European Union	52	51	53	63	81	55	42	33	65	69	51	35
Would not vote	7	6	8	17	4	8	3	4	15	9	5	4

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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	25	42	60	4	26	19	59	65	9	3
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	53	32	17	77	50	44	17	16	74	77
Don't know	25	22	26	23	18	23	38	24	19	17	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	38	10	73	65	21	11	34	81	26	54	4
To re-join the European Union	47	79	16	23	70	72	58	8	60	35	90
Would not vote	6	3	6	6	2	4	2	6	7	2	1
Don't know	8	8	6	6	7	12	5	5	7	8	5
Prefer not to answer	0	0	0	0	1	0	0	0	0	2	0

[Excluding 'Don't know']

To stay out of the European Union	41	11	77	69	22	13	36	86	28	60	4
To re-join the European Union	52	86	17	25	76	82	61	9	64	38	95
Would not vote	7	3	6	6	2	5	2	6	8	2	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	33	35	30	31	20	24	35	27
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	43	44	33	48	48	62	49	42	46
Don't know	25	23	32	22	21	18	27	24	28

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	31	42	37	39	28	32	36	39
To re-join the European Union	47	54	42	46	45	58	61	51	42
Would not vote	6	5	7	10	4	6	3	5	8
Don't know	8	9	8	6	11	8	3	7	9
Prefer not to answer	0	0	1	1	0	0	0	0	1

[Excluding 'Don't know']

To stay out of the European Union	41	34	46	40	44	30	34	39	44
To re-join the European Union	52	60	46	50	51	63	63	56	47
Would not vote	7	6	8	10	5	7	3	5	9