

**Deltapoll Survey Results**

Sample Size: 2,176 GB Adults  
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	Generation 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
%	%	%	%	%	%	%	%	%	%	%	%

MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? (Please select up to three)

The cost of living	65	62	69	60	65	71	64	60	62	65	71	63
The NHS	35	32	38	20	19	34	39	52	19	25	37	50
The economy	35	37	33	37	29	34	42	35	34	29	39	37
The environment and climate change	13	15	10	9	10	11	17	17	8	10	13	17
Immigration and asylum	11	13	10	3	7	11	16	15	3	8	13	16
Housing	9	9	9	22	23	7	6	2	24	12	6	4
Pensions	9	8	10	1	2	5	13	20	1	3	7	19
Welfare and benefits	8	8	9	3	10	11	8	5	3	14	8	6
Taxation	8	9	7	10	10	8	6	7	10	8	8	6
Crime	7	8	6	5	5	8	8	6	6	5	9	6
Brexit	6	7	4	12	5	5	4	5	11	6	4	4
Family life and childcare	6	5	7	5	11	7	3	4	6	12	3	5
Education	5	3	7	7	4	6	4	3	7	4	6	4
Unemployment	4	6	3	11	7	4	2	1	10	5	3	2
Social inequality	4	3	4	5	3	4	4	3	5	3	4	3
Transport	4	5	3	5	11	3	4	2	7	5	4	2
Achieving peace in the world	4	6	3	1	4	4	4	7	1	5	4	6
The COVID 19 pandemic	3	2	4	9	3	3	2	3	8	2	3	3
The relationship between different ethnic groups in Britain	3	3	2	5	4	2	2	3	4	4	1	2
The situation in Ukraine	3	4	2	1	2	3	2	6	1	1	3	4
Defence and security	2	3	1	0	0	1	2	5	0	1	1	4
The situation in Gaza	2	2	3	6	2	2	2	2	5	3	1	2
The rights of trans men and trans women	1	2	0	2	1	2	1	0	2	1	2	1
Reform of the House of Lords	1	2	0	1	1	2	1	1	1	1	2	1
None of the above	1	1	1	1	0	1	2	1	1	0	2	1
Don't know	2	2	2	4	3	2	2	1	4	3	1	1
There are no important problems	3	2	3	1	2	2	3	4	1	3	3	3

## Deltapoll Survey Results

Sample Size: 2,176 GB Adults  
Fieldwork: 19th to 22nd January 2024

All GB Adults  
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups				Region					
	Remain	Leave	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland
2176	848	923	845	624	221	198	578	217	164	384	291	703	362	525	105	190
2176	835	789	729	536	146	185	468	216	119	360	272	677	358	580	118	171
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? (Please select up to three)

The cost of living	65	68	64	62	70	66	65	64	60	72	69	46	69	69	68	75	63
The NHS	35	39	39	40	38	31	40	42	39	35	39	21	38	35	39	49	32
The economy	35	35	36	38	29	53	35	37	37	32	26	44	31	38	32	29	42
The environment and climate change	13	15	12	12	13	13	21	11	17	13	12	8	15	12	13	11	15
Immigration and asylum	11	4	20	20	5	3	9	25	9	12	2	6	13	12	12	8	10
Housing	9	8	7	5	11	10	11	5	4	9	13	18	10	6	6	6	6
Pensions	9	9	12	12	8	7	9	12	13	12	8	6	10	11	7	14	9
Welfare and benefits	8	7	10	6	13	4	8	6	6	21	10	10	8	9	6	20	5
Taxation	8	8	7	8	7	8	5	7	11	4	8	13	7	5	8	6	8
Crime	7	6	9	9	6	6	5	10	6	6	7	9	5	7	8	7	7
Brexit	6	9	1	2	9	4	12	1	4	1	12	8	5	3	7	1	6
Family life and childcare	6	5	7	6	8	3	5	8	3	8	8	6	6	5	8	5	4
Education	5	7	3	2	8	5	5	2	3	7	9	4	6	5	4	2	5
Unemployment	4	3	3	2	3	5	5	1	2	4	3	5	3	7	5	4	5
Social inequality	4	4	3	1	7	2	3	1	1	7	6	3	3	3	3	7	5
Transport	4	5	3	2	4	10	4	1	4	4	5	7	4	3	5	5	2
Achieving peace in the world	4	4	6	5	4	3	9	6	2	4	4	4	5	2	2	3	11
The COVID 19 pandemic	3	3	2	2	4	7	1	2	4	3	5	12	2	2	2	2	1
The relationship between different ethnic groups in Britain	3	2	2	3	2	2	1	3	3	1	2	6	3	2	3	0	0
The situation in Ukraine	3	4	3	4	2	6	2	3	5	2	2	3	2	1	5	3	4
Defence and security	2	1	3	3	1	2	3	4	2	1	1	2	2	3	1	2	3
The situation in Gaza	2	2	1	2	2	2	1	1	1	1	3	6	2	1	2	1	4
The rights of trans men and trans women	1	1	2	2	1	1	0	2	1	0	1	2	1	0	2	1	0
Reform of the House of Lords	1	1	2	2	1	0	1	2	0	1	2	1	2	1	1	0	1
None of the above	1	2	0	1	1	0	1	0	3	0	2	2	1	1	1	1	0
Don't know	2	1	1	1	1	3	3	1	0	0	1	2	1	2	2	0	5
There are no important problems	3	2	3	4	1	1	2	4	5	1	1	2	2	4	2	2	3

## Deltapoll Survey Results

Sample Size: 2,176 GB Adults

Fieldwork: 19th to 22nd January 2024

All GB Adults  
Unweighted Sample

Total	Social Grade		Voting Intention				Conservative Seats			Red Wall Constituencies	
	ABC1	C2DE	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con	No	Yes
2176	1231	935	609	979	196	392	184	1129	863	2032	144
2176	1385	782	448	778	152	348	199	1088	888	2027	148
%	%	%	%	%	%	%	%	%	%	%	%

MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? (Please select up to three)

The cost of living	65	64	68	64	68	63	61	74	65	64	65	70
The NHS	35	38	33	31	39	33	35	31	38	33	36	31
The economy	35	38	32	39	31	54	36	32	35	36	35	32
The environment and climate change	13	15	10	10	14	17	16	15	13	12	13	9
Immigration and asylum	11	9	15	14	6	4	22	13	11	10	11	16
Housing	9	8	11	4	9	20	10	6	9	10	10	3
Pensions	9	8	10	13	9	10	7	9	10	8	9	13
Welfare and benefits	8	4	14	6	12	7	3	5	9	8	8	4
Taxation	8	9	7	6	7	9	12	11	7	8	8	10
Crime	7	7	7	8	5	7	10	9	4	10	6	17
Brexit	6	6	5	2	8	3	9	4	5	7	6	2
Family life and childcare	6	7	5	6	8	5	5	10	5	6	6	14
Education	5	6	4	2	7	4	3	3	6	4	5	3
Unemployment	4	3	5	4	3	4	6	6	3	5	4	2
Social inequality	4	4	3	1	6	2	4	7	3	4	3	5
Transport	4	4	4	3	4	4	4	0	4	5	4	2
Achieving peace in the world	4	4	4	6	4	4	6	3	4	4	5	1
The COVID 19 pandemic	3	4	2	2	4	10	1	2	3	3	3	3
The relationship between different ethnic groups in Britain	3	2	3	3	3	5	2	1	3	3	3	1
The situation in Ukraine	3	4	2	8	2	1	2	12	2	2	3	4
Defence and security	2	2	2	3	1	1	3	4	2	1	2	2
The situation in Gaza	2	3	2	2	2	2	4	2	2	3	3	1
The rights of trans men and trans women	1	1	1	2	1	2	1	2	1	1	1	3
Reform of the House of Lords	1	1	2	3	1	0	1	0	2	1	1	1
None of the above	1	1	1	1	1	0	1	1	1	1	1	0
Don't know	2	2	2	0	2	0	2	1	1	3	2	1
There are no important problems	3	3	2	5	1	1	1	1	3	2	2	3

## Deltapoll Survey Results

Sample Size: 2,176 GB Adults

Fieldwork: 19th to 22nd January 2024

All GB Adults  
Unweighted Sample

Total	Work Status							Former Tories	Reform UK Supporters	Housing Tenure		
	Full time	Part time	Unemployed	Retired	Other	Working (All)	Not Working (All)			Owned Outright	Mortgage	Renting
2176	928	372	195	462	211	1300	868	425	174	783	567	751
2176	985	317	179	504	186	1302	869	342	167	834	554	736
%	%	%	%	%	%	%	%	%	%	%	%	%

MI1a. What do you think are the most important problems FACING YOU AND YOUR FAMILY at the present time? (Please select up to three)

The cost of living	65	65	68	73	59	69	66	65	62	54	59	68	70
The NHS	35	31	30	35	50	33	31	43	47	36	47	36	23
The economy	35	40	36	18	34	29	39	29	37	37	36	41	33
The environment and climate change	13	10	13	18	17	10	11	16	14	7	17	13	9
Immigration and asylum	11	12	8	11	16	4	11	12	25	42	15	9	9
Housing	9	10	16	12	1	11	11	6	7	9	3	8	16
Pensions	9	8	4	3	20	4	7	12	10	10	14	7	5
Welfare and benefits	8	4	13	26	5	8	7	11	5	0	4	3	15
Taxation	8	11	4	4	6	8	9	6	10	16	9	9	7
Crime	7	9	6	5	7	4	8	6	9	9	8	6	7
Brexit	6	7	4	3	5	8	6	5	2	1	4	7	4
Family life and childcare	6	6	10	5	4	5	7	4	7	6	4	8	7
Education	5	4	10	2	3	8	6	4	2	1	4	6	5
Unemployment	4	4	2	13	1	8	4	5	1	3	3	4	6
Social inequality	4	3	6	3	3	6	4	3	1	2	2	2	6
Transport	4	4	5	3	3	5	4	4	2	5	3	5	5
Achieving peace in the world	4	5	2	2	8	1	4	5	3	2	5	6	2
The COVID 19 pandemic	3	2	6	7	3	2	3	4	2	0	4	2	3
The relationship between different ethnic groups in Britain	3	3	2	1	2	2	3	2	3	4	3	2	3
The situation in Ukraine	3	3	1	2	5	2	3	3	2	1	4	1	3
Defence and security	2	2	1	0	4	0	2	2	3	2	3	2	1
The situation in Gaza	2	2	3	3	3	4	2	3	2	6	2	2	3
The rights of trans men and trans women	1	2	1	1	0	1	2	1	1	4	1	2	2
Reform of the House of Lords	1	2	1	0	1	1	2	1	1	2	1	1	2
None of the above	1	1	2	0	1	1	1	1	1	0	1	1	1
Don't know	2	2	0	7	1	5	1	3	1	3	2	2	3
There are no important problems	3	2	3	0	4	2	2	3	2	0	4	2	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	Generation 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
%	%	%	%	%	%	%	%	%	%	%	%

MI1b. What do you think are the most important  
problems FACING THE COUNTRY at the present time?  
(Please select up to three)

The cost of living	<b>61</b>	57	65	63	58	65	63	53	64	59	66	56
The NHS	<b>44</b>	43	46	29	29	42	50	60	29	35	46	57
The economy	<b>34</b>	37	31	21	36	36	35	34	24	38	36	32
Immigration and asylum	<b>25</b>	24	26	8	10	22	33	40	8	18	24	38
The environment and climate change	<b>15</b>	14	15	8	9	13	21	19	7	9	16	20
Crime	<b>12</b>	12	12	10	13	12	15	10	10	13	12	12
Housing	<b>10</b>	10	11	12	14	10	8	9	13	12	9	9
Social inequality	<b>8</b>	7	8	15	12	8	4	4	17	8	7	4
Brexit	<b>7</b>	9	6	9	11	8	5	5	9	11	6	5
Taxation	<b>7</b>	9	5	10	8	9	4	3	9	9	8	3
Unemployment	<b>6</b>	6	5	13	10	5	2	2	12	7	4	2
Welfare and benefits	<b>6</b>	5	7	2	6	9	7	4	3	8	8	5
Defence and security	<b>6</b>	7	4	2	3	4	7	11	2	3	5	10
The situation in Ukraine	<b>6</b>	7	6	4	5	6	6	7	4	5	8	7
Achieving peace in the world	<b>5</b>	4	6	12	2	4	4	7	11	2	5	6
The situation in Gaza	<b>5</b>	5	5	13	7	3	3	5	12	6	2	4
Education	<b>4</b>	3	5	8	5	4	4	2	7	5	4	3
The relationship between different ethnic groups in Britain	<b>3</b>	4	2	2	4	3	3	3	2	3	3	4
Reform of the House of Lords	<b>3</b>	4	2	2	2	4	1	2	2	3	3	2
The COVID 19 pandemic	<b>2</b>	2	3	3	2	2	1	3	3	2	2	2
Pensions	<b>2</b>	2	3	1	2	1	4	4	1	1	2	4
Family life and childcare	<b>2</b>	2	3	2	7	2	1	1	3	4	2	1
Transport	<b>2</b>	2	1	4	3	1	2	2	4	2	1	2
The rights of trans men and trans women	<b>1</b>	2	1	4	2	1	1	1	3	2	0	1
None of the above	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0
Don't know	<b>1</b>	1	2	2	0	2	2	1	2	2	1	1
There are no important problems	<b>0</b>	1	0	2	0	0	0	0	2	0	0	0

All GB Adults  
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups				Region					
	Remain	Leave	Con	Lab	Lib Dem	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers	London	Rest of South	Midlands	North	Wales	Scotland
2176	848	923	845	624	221	198	578	217	164	384	291	703	362	525	105	190
2176	835	789	729	536	146	185	468	216	119	360	272	677	358	580	118	171
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

MI1b. What do you think are the most important problems FACING THE COUNTRY at the present time?  
(Please select up to three)

The cost of living	<b>61</b>	62	59	57	66	62	63	57	57	68	65	58	63	63	59	64	59
The NHS	<b>44</b>	51	44	42	52	40	55	43	45	48	55	33	46	39	46	63	52
The economy	<b>34</b>	36	36	38	32	40	29	38	36	26	33	30	35	32	37	26	32
Immigration and asylum	<b>25</b>	14	40	42	14	12	18	49	24	22	12	17	29	26	24	29	21
The environment and climate change	<b>15</b>	20	12	13	13	21	22	10	23	12	15	12	15	14	12	25	17
Crime	<b>12</b>	9	16	16	9	9	11	19	8	9	10	15	11	17	9	8	10
Housing	<b>10</b>	10	10	9	9	10	12	10	7	6	11	10	11	8	11	9	8
Social inequality	<b>8</b>	10	4	2	12	7	10	3	3	6	14	11	6	4	9	8	11
Brexit	<b>7</b>	12	3	3	12	8	12	2	6	6	13	8	6	9	6	8	11
Taxation	<b>7</b>	7	6	7	6	11	3	7	7	7	4	9	7	6	7	6	3
Unemployment	<b>6</b>	5	4	4	6	4	2	2	6	8	5	6	7	5	5	4	5
Welfare and benefits	<b>6</b>	6	7	5	10	6	3	5	5	15	9	7	5	6	8	7	3
Defence and security	<b>6</b>	4	9	9	3	4	4	10	8	7	1	3	7	6	6	4	3
The situation in Ukraine	<b>6</b>	7	6	6	7	9	1	6	8	12	5	6	6	6	7	5	5
Achieving peace in the world	<b>5</b>	5	4	5	4	12	8	5	7	1	4	9	8	4	3	1	3
The situation in Gaza	<b>5</b>	5	3	3	5	10	7	2	3	2	7	15	3	4	3	1	7
Education	<b>4</b>	5	3	4	5	2	2	3	5	2	6	6	4	4	4	2	4
The relationship between different ethnic groups in Britain	<b>3</b>	3	4	4	3	5	1	4	3	5	2	4	3	2	4	0	3
Reform of the House of Lords	<b>3</b>	2	3	3	2	3	1	4	0	2	2	3	2	3	3	1	2
The COVID 19 pandemic	<b>2</b>	2	2	2	3	0	3	2	2	3	3	6	1	3	1	3	1
Pensions	<b>2</b>	2	3	2	2	1	3	2	2	4	2	1	1	2	4	1	2
Family life and childcare	<b>2</b>	2	2	2	2	1	2	2	3	2	2	2	2	2	3	2	2
Transport	<b>2</b>	1	1	2	1	1	1	1	4	1	1	5	2	1	1	0	0
The rights of trans men and trans women	<b>1</b>	1	1	1	1	0	1	1	0	0	1	2	2	0	1	0	0
None of the above	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	<b>1</b>	1	1	1	1	0	3	1	0	0	0	2	1	2	1	0	5
There are no important problems	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0

All GB Adults  
Unweighted Sample

Total	Social Grade		Voting Intention				Conservative Seats			Red Wall Constituencies	
	ABC1	C2DE	Con	Lab	Lib Dem	Other	Gained by Con	Held by Con	Not Won by Con	No	Yes
2176	1231	935	609	979	196	392	184	1129	863	2032	144
2176	1385	782	448	778	152	348	199	1088	888	2027	148
%	%	%	%	%	%	%	%	%	%	%	%

MI1b. What do you think are the most important  
problems FACING THE COUNTRY at the present time?  
(Please select up to three)

The cost of living	61	58	65	61	62	57	57	64	61	60	61	60
The NHS	44	47	41	38	53	42	40	42	45	45	45	37
The economy	34	35	32	43	30	33	27	27	34	34	35	20
Immigration and asylum	25	22	29	38	16	14	36	30	26	22	25	29
The environment and climate change	15	18	10	11	15	22	13	15	16	13	15	13
Crime	12	11	14	14	8	10	15	8	12	12	12	17
Housing	10	8	12	9	11	11	10	15	10	9	10	10
Social inequality	8	9	6	3	11	7	7	6	5	11	8	7
Brexit	7	9	5	3	12	11	9	5	6	9	8	4
Taxation	7	7	7	9	6	8	6	6	7	7	7	10
Unemployment	6	5	7	3	6	8	3	7	5	6	5	8
Welfare and benefits	6	5	8	4	9	9	2	6	6	7	6	6
Defence and security	6	6	5	9	3	4	7	6	7	4	5	9
The situation in Ukraine	6	7	5	11	7	4	2	14	6	5	6	6
Achieving peace in the world	5	6	4	5	4	15	6	3	6	5	6	3
The situation in Gaza	5	6	4	3	4	13	7	2	4	8	5	3
Education	4	5	4	3	6	5	4	4	4	5	4	8
The relationship between different ethnic groups in Britain	3	3	3	6	2	1	4	6	3	3	3	4
Reform of the House of Lords	3	1	4	3	2	3	4	3	3	2	2	4
The COVID 19 pandemic	2	1	3	3	3	2	2	3	3	1	2	3
Pensions	2	2	2	3	2	3	2	4	2	2	2	5
Family life and childcare	2	2	2	2	3	3	3	3	2	2	2	5
Transport	2	2	2	2	1	0	3	1	2	2	2	1
The rights of trans men and trans women	1	1	1	2	1	1	2	0	2	1	1	1
None of the above	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	1	2	1	0	1	0	2	1	1	2	2	0
There are no important problems	0	0	0	0	0	0	0	1	0	0	0	2

All GB Adults  
Unweighted Sample

Total	Work Status							Former Tories	Reform UK Supporters	Housing Tenure		
	Full time	Part time	Unemployed	Retired	Other	Working (All)	Not Working (All)			Owned Outright	Mortgage	Renting
2176	928	372	195	462	211	1300	868	425	174	783	567	751
2176	985	317	179	504	186	1302	869	342	167	834	554	736
%	%	%	%	%	%	%	%	%	%	%	%	%

MI1b. What do you think are the most important problems FACING THE COUNTRY at the present time?  
(Please select up to three)

The cost of living	61	60	68	66	53	65	62	59	55	42	52	63	70
The NHS	44	39	42	44	59	45	40	52	44	37	54	44	34
The economy	34	38	28	32	33	31	35	32	34	33	35	38	28
Immigration and asylum	25	21	21	26	41	15	21	31	44	68	36	19	21
The environment and climate change	15	12	17	13	21	10	13	16	15	4	20	17	8
Crime	12	14	7	7	12	13	12	11	16	14	12	13	11
Housing	10	9	16	8	9	9	11	9	9	10	7	7	15
Social inequality	8	6	10	6	4	17	7	8	2	3	5	9	9
Brexit	7	8	8	7	5	10	8	6	3	2	6	8	7
Taxation	7	9	5	7	2	12	8	6	6	6	6	7	9
Unemployment	6	6	6	9	2	6	6	5	4	2	3	7	6
Welfare and benefits	6	6	6	18	3	3	6	7	6	2	4	4	10
Defence and security	6	4	4	3	11	5	4	7	9	11	10	6	1
The situation in Ukraine	6	6	6	5	7	5	6	6	4	2	7	5	6
Achieving peace in the world	5	4	10	3	6	2	6	5	6	3	6	3	5
The situation in Gaza	5	4	8	4	5	4	5	5	2	2	3	6	7
Education	4	4	7	1	3	6	5	3	5	3	4	5	4
The relationship between different ethnic groups in Britain	3	4	1	2	3	2	3	3	3	5	4	2	3
Reform of the House of Lords	3	3	1	4	3	2	2	3	3	6	2	2	3
The COVID 19 pandemic	2	2	1	5	2	3	2	3	1	0	3	1	2
Pensions	2	2	3	1	3	2	2	2	1	1	3	1	2
Family life and childcare	2	2	4	2	1	2	3	2	3	4	1	3	3
Transport	2	2	1	1	1	3	2	1	2	2	2	3	1
The rights of trans men and trans women	1	1	0	2	1	3	1	2	0	0	1	1	2
None of the above	0	0	0	0	0	0	0	0	0	3	0	0	0
Don't know	1	2	0	3	1	2	1	1	2	0	1	2	2
There are no important problems	0	0	0	0	0	1	0	0	0	0	0	0	0