

Deltapoll Survey Results
Prepared by Deltapoll

Sample Size: 2,136 GB Adults
Fieldwork: 12th - 15th January 2024

DELTA POLL

Total	Gender		Age					Generation			
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
2136	1031	1101	242	261	807	341	485	281	538	664	629
2136	1077	1055	195	328	735	328	550	256	556	614	680
%	%	%	%	%	%	%	%	%	%	%	%

All GB Adults
Unweighted Sample

GE2. When it comes to voting in general elections, which of the following best describes how you decide which candidate or party to vote for?

I generally vote for the candidate or party which I think will be best for me and my family	30	29	30	25	27	33	34	23	25	32	31	28
I generally vote for the candidate or party which I think will be best for Britain as a whole	52	54	50	41	51	46	55	65	41	46	52	60
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	12	12	11	17	13	14	7	8	18	13	13	7
I never vote in general elections	3	2	3	7	3	2	1	1	7	3	2	1
Don't know	4	2	6	9	6	3	2	3	8	6	2	3

Rebased to exclude 'don't know' and 'never vote'

I generally vote for the candidate or party which I think will be best for me and my family	32	31	33	30	30	35	35	24	30	35	32	29
I generally vote for the candidate or party which I think will be best for Britain as a whole	55	57	55	49	56	49	57	68	49	51	54	63
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	13	13	12	20	14	15	7	8	21	14	14	7

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	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
All GB Adults	2136	832	907	827	614	218	196	573	219	176	336
Unweighted Sample	2136	804	791	719	525	148	180	481	199	126	338
	%	%	%	%	%	%	%	%	%	%	%

GE2. When it comes to voting in general elections, which of the following best describes how you decide which candidate or party to vote for?

I generally vote for the candidate or party which I think will be best for me and my family	30	30	32	34	27	28	35	30	41	35	24
I generally vote for the candidate or party which I think will be best for Britain as a whole	52	53	57	59	46	58	52	63	52	43	49
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	12	15	7	5	22	13	10	4	5	16	23
I never vote in general elections	3	0	1	0	0	0	0	0	0	0	0
Don't know	4	2	3	3	4	1	3	2	2	6	4

Rebased to exclude 'don't know' and 'never vote'

I generally vote for the candidate or party which I think will be best for me and my family	32	31	33	35	28	28	36	31	42	37	25
I generally vote for the candidate or party which I think will be best for Britain as a whole	55	54	59	60	48	59	54	65	53	46	51
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	13	15	7	5	23	13	10	4	5	17	24

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	Total	Region					Social Grade		Voting Intention				
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Con	Lab	Lib Dem	Other
All GB Adults	2136	285	692	352	513	105	188	1204	919	471	779	154	326
Unweighted Sample	2136	277	710	356	534	105	154	1334	789	463	763	134	338
	%	%	%	%	%	%	%	%	%	%	%	%	%

GE2. When it comes to voting in general elections, which of the following best describes how you decide which candidate or party to vote for?

I generally vote for the candidate or party which I think will be best for me and my family	30	31	31	27	28	36	27	29	30	31	29	23	28
I generally vote for the candidate or party which I think will be best for Britain as a whole	52	47	54	51	52	51	52	55	49	62	48	58	55
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	12	18	9	15	11	12	13	10	14	5	18	18	13
I never vote in general elections	3	2	3	3	3	0	3	2	4	0	1	0	0
Don't know	4	2	3	4	6	1	6	4	4	1	4	1	4

Rebased to exclude 'don't know' and 'never vote'

I generally vote for the candidate or party which I think will be best for me and my family	32	32	33	29	31	36	29	31	32	32	31	23	29
I generally vote for the candidate or party which I think will be best for Britain as a whole	55	49	57	55	57	52	57	59	53	63	51	59	57
I generally vote for the candidate or party which I think will be best for the most disadvantaged people in Britain	13	19	10	16	12	12	14	11	15	5	19	18	14

	Total	Gender		Age					Generation			
		Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Generation Z	Millennials	Generation X	Baby Boomers
All GB Adults	2136	1031	1101	242	261	807	341	485	281	538	664	629
Unweighted Sample	2136	1077	1055	195	328	735	328	550	256	556	614	680
	%	%	%	%	%	%	%	%	%	%	%	%

GE3. And if you had to choose, which of the following do you think would be best for...?

You and your family

A Conservative government led by Rishi Sunak	29	33	26	15	21	26	33	43	16	25	28	40
A Labour government led by Keir Starmer	45	48	43	60	56	50	36	31	60	51	47	33
Don't know	25	19	31	25	23	23	30	26	24	24	25	27

Britain as a whole

A Conservative government led by Rishi Sunak	29	34	26	22	21	26	31	42	22	24	27	40
A Labour government led by Keir Starmer	46	49	44	53	57	51	42	32	55	53	49	35
Don't know	24	18	31	25	22	23	27	26	23	24	24	25

The most disadvantaged people in Britain

A Conservative government led by Rishi Sunak	17	21	15	8	18	16	20	22	9	16	19	21
A Labour government led by Keir Starmer	56	59	53	62	62	61	52	44	63	59	61	45
Don't know	27	21	32	30	20	23	28	34	28	25	20	34

	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
All GB Adults	2136	832	907	827	614	218	196	573	219	176	336
Unweighted Sample	2136	804	791	719	525	148	180	481	199	126	338
	%	%	%	%	%	%	%	%	%	%	%

GE3. And if you had to choose, which of the following do you think would be best for...?

You and your family

A Conservative government led by Rishi Sunak	29	26	38	58	4	25	12	54	66	3	5
A Labour government led by Keir Starmer	45	55	34	18	81	53	49	18	19	84	79
Don't know	25	19	28	24	14	23	39	28	15	13	16

Britain as a whole

A Conservative government led by Rishi Sunak	29	24	37	56	3	24	14	54	61	2	4
A Labour government led by Keir Starmer	46	58	34	20	85	58	43	20	21	83	83
Don't know	24	18	28	24	12	18	43	26	18	14	13

The most disadvantaged people in Britain

A Conservative government led by Rishi Sunak	17	14	23	33	3	12	9	32	37	3	2
A Labour government led by Keir Starmer	56	68	45	35	85	69	56	33	41	85	87
Don't know	27	18	32	31	12	20	35	35	22	12	11

	Total	Region					Social Grade		Voting Intention				
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Con	Lab	Lib Dem	Other
All GB Adults	2136	285	692	352	513	105	188	1204	919	471	779	154	326
Unweighted Sample	2136	277	710	356	534	105	154	1334	789	463	763	134	338
	%	%	%	%	%	%	%	%	%	%	%	%	%

GE3. And if you had to choose, which of the following do you think would be best for...?

You and your family

A Conservative government led by Rishi Sunak	29	33	35	27	25	27	25	32	26	87	5	24	16
A Labour government led by Keir Starmer	45	39	38	50	53	45	53	44	48	3	88	51	36
Don't know	25	29	27	24	22	28	23	24	27	9	7	25	48

Britain as a whole

A Conservative government led by Rishi Sunak	29	29	34	27	28	27	23	31	27	86	5	24	18
A Labour government led by Keir Starmer	46	44	40	47	52	54	53	44	49	4	89	53	36
Don't know	24	28	26	26	21	19	24	24	24	10	6	23	46

The most disadvantaged people in Britain

A Conservative government led by Rishi Sunak	17	21	20	17	14	14	17	17	18	54	4	14	12
A Labour government led by Keir Starmer	56	47	52	56	64	56	61	57	55	24	88	61	50
Don't know	27	32	28	27	22	30	22	26	27	22	8	25	38