

## Deltapoll Survey Results

Sample size: 2,004 Adults in Great Britain  
Fieldwork: 2nd to 5th February 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
<b>2004</b>	967	1030	230	252	745	323	454	293	482	594	600
<b>2004</b>	992	1005	190	288	658	350	518	252	473	566	664
%	%	%	%	%	%	%	%	%	%	%	%

### Voting Intention

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

Conservative	<b>27</b>	29	24	16	15	22	30	38	11	21	24	36
Labour	<b>43</b>	40	47	55	59	50	33	32	63	56	43	31
Liberal Democrat	<b>10</b>	11	9	14	9	8	13	11	10	8	10	12
UK Independence Party (UKIP)	<b>1</b>	0	3	1	1	2	1	1	1	1	3	1
Reform UK	<b>9</b>	12	7	3	3	7	15	13	3	6	10	13
Scottish National Party (SNP)	<b>3</b>	2	3	4	5	3	2	2	6	3	2	2
Plaid Cymru (PC)	<b>1</b>	1	1	1	0	2	0	1	1	0	2	0
Green	<b>5</b>	4	5	6	7	4	5	3	6	5	5	4
Some other party	<b>1</b>	0	2	0	1	1	1	1	0	2	1	1

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: 2,004 Adults in Great 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>2004</b>	782	850	640	480	158	725	471	156	124	331
<b>2004</b>	717	753	680	485	110	729	479	164	104	332
%	%	%	%	%	%	%	%	%	%	%

## Voting Intention

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

Conservative	<b>27</b>	17	38	61	1	4	10	56	75	2	0
Labour	<b>43</b>	56	29	17	88	30	29	19	14	91	86
Liberal Democrat	<b>10</b>	13	7	2	5	61	7	1	5	4	6
UK Independence Party (UKIP)	<b>1</b>	0	2	1	0	0	5	2	1	0	0
Reform UK	<b>9</b>	1	18	16	1	4	14	20	2	0	1
Scottish National Party (SNP)	<b>3</b>	4	1	0	0	0	15	0	0	0	0
Plaid Cymru (PC)	<b>1</b>	1	1	0	0	0	5	0	0	0	0
Green	<b>5</b>	6	3	2	5	1	12	2	0	2	6
Some other party	<b>1</b>	1	1	1	0	0	4	0	2	1	0

## Deltapoll Survey Results

Sample size: 2,004 Adults in Great Britain  
Fieldwork: 2nd to 5th February 2024

All GB Adults  
Unweighted Sample

Total	Region						Social Grade	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
<b>2004</b>	271	649	330	483	97	173	1139	860
<b>2004</b>	229	682	350	512	99	132	1279	720
%	%	%	%	%	%	%	%	%

### Voting Intention

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

Conservative	<b>27</b>	31	30	29	24	17	19	29	23
Labour	<b>43</b>	42	40	43	52	40	35	42	45
Liberal Democrat	<b>10</b>	12	13	9	8	4	5	10	9
UK Independence Party (UKIP)	<b>1</b>	1	1	1	2	5	0	1	2
Reform UK	<b>9</b>	9	9	12	10	10	3	9	10
Scottish National Party (SNP)	<b>3</b>	0	0	0	0	0	33	2	3
Plaid Cymru (PC)	<b>1</b>	0	0	0	0	17	0	1	1
Green	<b>5</b>	4	5	5	4	7	3	5	4
Some other party	<b>1</b>	1	2	0	0	0	3	0	2

**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
<b>2004</b>	967	1030	230	252	745	323	454	293	482	594	600
<b>2004</b>	992	1005	190	288	658	350	518	252	473	566	664
%	%	%	%	%	%	%	%	%	%	%	%

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	4	12	9	5	5	7	6	10	5
Quite well	<b>35</b>	37	34	33	28	39	33	35	33	37	37	34
Quite badly	<b>24</b>	24	24	23	32	21	23	25	24	26	21	25
Very badly	<b>19</b>	21	18	16	10	16	25	28	15	10	20	27
Don't know	<b>15</b>	11	18	24	18	16	15	7	21	21	12	10
Well (All)	<b>42</b>	45	40	37	40	48	38	40	40	43	47	39
Badly (All)	<b>43</b>	44	42	39	42	37	48	53	39	36	41	51
Net	<b>-1</b>	+0	-2	-2	-3	+11	-10	-13	+1	+7	+6	-13

**The Prime Minister, Rishi Sunak**

Very well	<b>5</b>	6	5	4	8	5	4	6	5	6	5	6
Quite well	<b>22</b>	24	21	20	13	20	26	31	17	17	21	30
Quite badly	<b>30</b>	31	30	37	38	27	30	28	34	33	28	28
Very badly	<b>35</b>	36	35	35	34	40	34	30	39	34	40	31
Don't know	<b>6</b>	4	9	3	8	8	5	5	4	10	6	6
Well (All)	<b>28</b>	30	26	24	20	24	30	37	23	23	26	35
Badly (All)	<b>66</b>	66	65	72	71	67	65	58	73	67	69	59
Net	<b>-38</b>	-37	-39	-48	-51	-43	-35	-21	-51	-44	-43	-24

**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>2004</b>	782	850	640	480	158	725	471	156	124	331
<b>2004</b>	717	753	680	485	110	729	479	164	104	332
%	%	%	%	%	%	%	%	%	%	%

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>	10	5	3	18	5	4	2	3	15	20
Quite well	<b>35</b>	44	29	27	50	49	29	27	27	46	52
Quite badly	<b>24</b>	21	27	28	18	23	24	30	26	21	15
Very badly	<b>19</b>	13	26	33	7	13	16	33	32	10	7
Don't know	<b>15</b>	12	12	9	7	10	26	8	12	8	5
Well (All)	<b>42</b>	54	34	30	68	54	33	29	30	61	72
Badly (All)	<b>43</b>	35	54	61	25	36	41	63	57	31	22
Net	<b>-1</b>	+19	-20	-31	+43	+18	-8	-34	-27	+31	+50

**The Prime Minister, Rishi Sunak**

Very well	<b>5</b>	5	6	10	3	5	3	8	17	4	2
Quite well	<b>22</b>	18	27	38	9	15	19	37	42	12	8
Quite badly	<b>30</b>	31	30	29	32	34	30	30	24	37	30
Very badly	<b>35</b>	40	32	20	52	43	37	22	13	43	56
Don't know	<b>6</b>	6	5	4	4	3	11	4	4	4	4
Well (All)	<b>28</b>	23	33	48	12	20	22	45	59	16	11
Badly (All)	<b>66</b>	71	62	48	84	77	67	51	37	80	85
Net	<b>-38</b>	-47	-28	-0	-72	-56	-45	-7	+22	-64	-74

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Unweighted Sample

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2004	271	649	330	483	97	173	1139	860
2004	229	682	350	512	99	132	1279	720
%	%	%	%	%	%	%	%	%

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	6	7	8	7	9	6	8
Quite well	35	41	32	35	36	30	35	35	35
Quite badly	24	25	27	22	21	20	24	26	21
Very badly	19	12	18	23	21	28	17	19	19
Don't know	15	16	16	13	14	15	14	14	16
Well (All)	42	47	39	42	44	37	45	41	43
Badly (All)	43	37	45	45	42	47	41	45	40
Net	-1	+11	-7	-4	+2	-10	+3	-4	+3

The Prime Minister, Rishi Sunak

Very well	5	10	6	5	5	4	1	5	5
Quite well	22	20	24	23	24	17	18	24	20
Quite badly	30	33	31	32	32	22	20	32	29
Very badly	35	32	31	35	34	52	53	33	39
Don't know	6	6	8	5	6	5	8	7	6
Well (All)	28	30	30	28	29	21	18	29	25
Badly (All)	66	65	63	67	66	74	73	64	68
Net	-38	-35	-33	-39	-37	-53	-55	-35	-43

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2004	967	1030	230	252	745	323	454	293	482	594	600
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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	28	32	25	23	20	21	35	42	20	18	26	41
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	46	47	44	55	60	50	33	35	60	54	44	35
Don't know	26	21	31	21	20	30	31	23	20	28	30	24

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	41	33	19	22	31	50	55	17	23	40	54
To re-join the European Union	47	45	49	57	59	51	39	36	59	55	46	37
Would not vote	5	7	4	17	5	5	3	2	14	6	5	1
Don't know	10	7	13	7	12	13	7	8	9	14	9	9
Prefer not to answer	0	0	0	0	2	0	0	0	1	1	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	44	39	20	26	36	55	59	19	27	44	59
To re-join the European Union	53	49	56	61	68	58	42	39	66	65	51	40
Would not vote	6	7	5	18	6	6	4	2	15	8	5	1

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2004	782	850	640	480	158	725	471	156	124	331
2004	717	753	680	485	110	729	479	164	104	332
%	%	%	%	%	%	%	%	%	%	%

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	28	20	39	59	4	23	18	56	67	7	3
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	46	57	34	20	82	52	43	21	15	80	83
Don't know	26	23	27	21	13	26	39	22	18	13	14

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	9	71	67	16	17	28	81	25	54	3
To re-join the European Union	47	80	16	23	74	65	46	10	63	34	88
Would not vote	5	2	3	2	2	1	12	1	3	5	2
Don't know	10	9	10	8	7	16	13	8	9	7	8
Prefer not to answer	0	0	0	0	0	0	1	0	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	41	10	79	73	18	20	33	88	28	59	4
To re-join the European Union	53	88	18	25	80	78	54	11	69	36	95
Would not vote	6	2	3	2	2	2	14	1	4	5	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	<b>28</b>	31	32	29	26	26	16	31	24
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	<b>46</b>	48	39	42	53	40	54	45	47
Don't know	<b>26</b>	20	29	29	21	34	30	24	29

**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	<b>37</b>	38	39	40	38	30	25	35	40
To re-join the European Union	<b>47</b>	47	45	46	46	51	62	52	41
Would not vote	<b>5</b>	6	6	5	5	5	5	4	7
Don't know	<b>10</b>	8	11	10	11	14	8	9	12
Prefer not to answer	<b>0</b>	1	0	0	0	0	0	0	0

**[Excluding 'Don't know']**

To stay out of the European Union	<b>41</b>	42	44	44	43	35	27	38	45
To re-join the European Union	<b>53</b>	52	50	51	52	59	67	57	47
Would not vote	<b>6</b>	6	6	5	6	6	6	5	7