Deltapoll Survey Results

DELTAPOLL

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

	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
Likely voters	**1534**	818	711	163	200	562	252	357	218	370	450	471
Unweighted Sample	**1581**	851	725	143	227	519	277	415	196	371	444	533
	%	%	%	%	%	%	%	%	%	%	%	%
You said that if there were a general election tomorrow, you would probably vote [PARTY FROM VOTE INTENTION]. How open, if at all, are you to changing your mind about which party to vote for before the actual general election takes place?												
Very open	**10**	11	9	19	23	9	7	1	19	14	10	3
Quite open	**31**	32	30	37	42	36	25	20	38	42	33	18
Not very open	**34**	31	38	35	21	33	35	42	32	27	33	41
Not at all open	**22**	23	20	5	10	19	30	35	7	12	22	36
Don't know	**3**	3	3	5	4	3	2	1	4	5	2	2
Open (all)	**41**	43	39	56	65	45	32	21	57	56	43	21
Not open (all)	**56**	54	58	40	31	52	65	77	39	39	55	77
Net	**-15**	-11	-19	16	34	-7	-33	-56	18	17	-12	-56
Those who are open to voting differently	**632**	351	279	90	130	255	82	75	123	206	194	100
Unweighted Sample	**650**	350	297	84	146	246	87	87	120	212	191	118
	%	%	%	%	%	%	%	%	%	%	%	%
You said that you are open to changing your mind about which party to vote for in the next general election. Which of the following parties would you be MOST open to voting for instead of voting [PARTY FROM VOTE INTENTION]?												
Conservative	**11**	14	7	9	11	6	12	23	10	10	6	21
Labour	**18**	16	20	21	18	15	23	17	18	14	21	20
Liberal Democrat	**21**	18	24	16	24	25	19	11	18	27	20	15
UK Independence Party (UKIP)	**6**	7	5	10	4	5	12	4	8	4	7	7
Reform UK	**9**	9	9	9	6	10	8	15	10	8	8	13
Scottish National Party (SNP)	**1**	1	1	1	4	0	0	0	3	2	0	0
Plaid Cymru (PC)	**1**	1	0	0	1	0	1	0	0	1	1	0
Green	**16**	17	15	18	13	20	5	18	16	19	14	12
Some other party	**7**	9	5	11	1	10	3	6	8	3	12	4
None of them	**11**	8	15	3	19	9	15	7	10	13	10	8

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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
Likely voters	**1534**	626	674	539	435	135	426	398	128	106	304
Unweighted Sample	1581	615	619	575	453	94	459	405	136	95	314
	%	%	%	%	%	%	%	%	%	%	%
You said that if there were a general election tomorrow, you would probably vote [PARTY FROM VOTE INTENTION]. How open, if at all, are you to changing your mind about which party to vote for before the actual general election takes place?											
Very open	**10**	8	10	9	10	10	11	8	8	12	9
Quite open	**31**	34	26	28	31	34	35	27	30	26	31
Not very open	**34**	35	33	37	30	36	33	36	44	30	30
Not at all open	**22**	21	28	25	25	20	15	27	18	26	26
Don't know	**3**	2	3	1	3	0	5	2	0	6	3
Open (all)	**41**	42	36	37	41	44	46	35	38	38	40
Not open (all)	**56**	56	61	62	55	56	48	63	62	56	56
Net	**-15**	-14	-25	-25	-14	-12	-2	-28	-24	-18	-16
Those who are open to voting differently	**632**	262	243	198	180	58	197	140	48	40	124
Unweighted Sample	650	240	219	214	180	36	220	137	55	39	118
	%	%	%	%	%	%	%	%	%	%	%
You said that you are open to changing your mind about which party to vote for in the next general election. Which of the following parties would you be MOST open to voting for instead of voting [PARTY FROM VOTE INTENTION]?											
Conservative	**11**	8	13	14	5	6	13	15	10	5	6
Labour	**18**	16	19	20	10	35	16	17	24	11	11
Liberal Democrat	**21**	27	17	13	33	29	16	13	17	30	33
UK Independence Party (UKIP)	**6**	3	8	10	3	0	7	10	7	5	3
Reform UK	**9**	5	12	13	6	3	10	14	12	9	5
Scottish National Party (SNP)	**1**	1	1	0	1	0	3	0	0	4	0
Plaid Cymru (PC)	**1**	0	1	0	0	0	1	1	0	0	1
Green	**16**	22	10	9	20	12	20	9	10	8	24
Some other party	**7**	7	6	8	5	14	6	9	7	1	3
None of them	**11**	10	14	11	16	0	9	11	12	28	13

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	Total	Region						Social Grade		Voting Intention				
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	Con	Lab	Lib Dem	Reform	Other
Likely voters	**1534**	210	489	243	385	79	128	880	653	392	677	147	148	170
Unweighted Sample	1581	183	530	265	414	81	108	1031	548	402	717	136	152	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
You said that if there were a general election tomorrow, you would probably vote [PARTY FROM VOTE INTENTION]. How open, if at all, are you to changing your mind about which party to vote for before the actual general election takes place?														
Very open	**10**	13	10	12	9	1	7	9	10	10	10	8	9	11
Quite open	**31**	35	35	28	31	24	24	32	30	25	32	40	28	38
Not very open	**34**	31	34	38	32	41	31	34	34	36	33	36	36	32
Not at all open	**22**	20	20	19	23	25	32	21	23	27	22	15	24	13
Don't know	**3**	1	2	3	4	9	6	3	3	3	3	2	3	5
Open (all)	**41**	48	45	40	40	25	31	41	40	35	42	48	37	49
Not open (all)	**56**	51	54	57	55	66	63	55	57	63	55	51	60	45
Net	**-15**	-3	-9	-17	-15	-41	-32	-14	-17	-28	-13	-3	-23	4
Those who are open to voting differently	**632**	101	218	97	157	20	40	367	265	137	286	70	55	84
Unweighted Sample	650	95	221	109	165	25	35	434	215	134	281	75	63	97
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
You said that you are open to changing your mind about which party to vote for in the next general election. Which of the following parties would you be MOST open to voting for instead of voting [PARTY FROM VOTE INTENTION]?														
Conservative	**11**	8	11	9	13	21	9	11	9	0	14	9	30	6
Labour	**18**	20	17	28	12	20	13	20	14	31	0	53	19	25
Liberal Democrat	**21**	19	26	23	20	6	4	23	17	19	33	0	7	7
UK Independence Party (UKIP)	**6**	8	6	6	5	17	2	6	6	6	4	3	28	3
Reform UK	**9**	6	9	7	15	4	2	9	9	16	7	8	0	11
Scottish National Party (SNP)	**1**	0	0	0	1	0	11	1	1	0	1	0	0	5
Plaid Cymru (PC)	**1**	0	0	0	0	9	3	1	0	2	0	0	0	0
Green	**16**	16	16	10	17	2	34	12	22	9	21	19	1	16
Some other party	**7**	19	3	4	8	6	0	6	9	6	7	7	4	10
None of them	**11**	3	12	13	9	16	22	10	12	11	11	0	11	18

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