Deltapoll Survey Results

Sample size: 1,502
Fieldwork: 8th-11th March 2024

	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
All GB Adults	**1502**	722	772	178	205	532	246	340	234	319	478	433
Unweighted Sample	**1502**	712	782	146	222	537	250	347	194	368	463	444
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**27**	24	30	7	13	25	28	44	5	22	26	36
Labour	**44**	41	46	57	61	50	35	26	59	54	47	30
Liberal Democrat	**10**	10	9	5	12	10	12	8	7	9	11	10
UK Independence Party (UKIP)	**0**	0	0	1	1	0	0	0	1	0	0	0
Reform UK	**11**	15	7	15	1	7	20	16	9	4	10	18
Scottish National Party (SNP)	**2**	3	1	1	6	2	2	2	1	4	2	2
Plaid Cymru (PC)	**1**	1	0	0	0	1	0	1	0	0	1	1
Green	**4**	4	4	5	7	5	3	4	11	6	2	4
Some other party	**1**	1	1	10	0	1	0	0	6	0	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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Deltapoll Survey Results

Sample size: 1,502
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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	**1502**	588	633	579	430	156	138	403	136	118	243
Unweighted Sample	**1502**	570	526	494	388	93	120	325	136	87	245
	%	%	%	%	%	%	%	%	%	%	%
Voting Intention											
[Excluding 'Don't know' and 'Would not vote']											
Conservative	**27**	20	38	63	0	6	0	58	79	0	1
Labour	**44**	52	32	15	90	21	21	15	14	94	91
Liberal Democrat	**10**	13	7	4	3	56	11	4	4	2	2
UK Independence Party (UKIP)	**0**	0	0	0	0	0	1	0	0	0	0
Reform UK	**11**	2	20	17	1	12	18	22	1	3	0
Scottish National Party (SNP)	**2**	4	1	0	0	0	21	0	0	0	0
Plaid Cymru (PC)	**1**	1	0	0	0	0	5	0	0	0	0
Green	**4**	8	1	1	3	5	21	1	2	0	5
Some other party	**1**	0	1	0	2	0	2	0	0	0	1

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Deltapoll Survey Results

Sample size: 1,502
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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	**1502**	198	493	247	360	73	130	843	644
Unweighted Sample	**1502**	167	510	251	377	83	114	895	592
	%	%	%	%	%	%	%	%	%
Voting Intention									
[Excluding 'Don't know' and 'Would not vote']									
Conservative	**27**	27	27	26	32	12	25	31	22
Labour	**44**	29	45	47	47	58	38	45	42
Liberal Democrat	**10**	18	13	10	5	3	4	10	9
UK Independence Party (UKIP)	**0**	1	0	0	0	0	0	0	0
Reform UK	**11**	21	10	11	10	10	2	9	14
Scottish National Party (SNP)	**2**	0	0	0	0	0	26	1	4
Plaid Cymru (PC)	**1**	0	0	0	0	9	0	0	1
Green	**4**	3	5	5	3	8	3	3	6
Some other party	**1**	1	0	1	2	0	1	0	2

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	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
All GB Adults	**1502**	722	772	178	205	532	246	340	234	319	478	433
Unweighted Sample	1502	712	782	146	222	537	250	347	194	368	463	444
	%	%	%	%	%	%	%	%	%	%	%	%
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	**8**	10	6	4	10	9	11	5	5	9	11	6
Quite well	**32**	34	31	26	32	39	32	26	24	42	35	29
Quite badly	**27**	25	28	31	27	23	30	28	32	23	26	27
Very badly	**22**	25	19	15	11	20	21	36	13	15	20	31
Don't know	**11**	6	16	24	20	9	7	5	27	11	8	7
Well (All)	**40**	44	37	30	42	48	43	31	29	51	46	35
Badly (All)	**49**	50	47	46	38	43	50	64	45	38	46	58
Net	**-8**	-6	-10	-16	+4	+5	-8	-33	-16	+13	-0	-23
The Prime Minister, Rishi Sunak												
Very well	**5**	7	4	1	7	6	3	6	2	10	4	4
Quite well	**26**	24	28	18	22	23	31	35	15	25	25	34
Quite badly	**28**	26	29	33	30	27	24	28	40	24	24	28
Very badly	**37**	41	34	41	36	42	40	28	37	36	44	32
Don't know	**3**	1	5	7	5	3	2	2	6	5	3	2
Well (All)	**31**	32	31	19	29	29	34	41	17	36	29	38
Badly (All)	**65**	67	63	74	66	68	64	57	77	60	68	60
Net	**-34**	-35	-32	-55	-37	-39	-30	-16	-61	-24	-39	-22

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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	**1502**	588	633	579	430	156	138	403	136	118	243
Unweighted Sample	1502	570	526	494	388	93	120	325	136	87	245
	%	%	%	%	%	%	%	%	%	%	%
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	**8**	9	8	2	17	14	3	2	4	31	12
Quite well	**32**	44	23	23	48	37	35	18	31	41	56
Quite badly	**27**	22	31	33	20	21	28	36	26	21	16
Very badly	**22**	14	33	37	7	15	23	41	31	3	5
Don't know	**11**	11	4	5	8	13	10	3	8	3	11
Well (All)	**40**	54	31	26	65	50	38	19	35	72	68
Badly (All)	**49**	35	64	70	27	37	52	78	57	25	21
Net	**-8**	+18	-33	-44	+38	+14	-14	-58	-21	+47	+46
The Prime Minister, Rishi Sunak											
Very well	**5**	7	5	10	2	4	1	7	24	3	2
Quite well	**26**	27	28	39	13	33	13	36	50	13	13
Quite badly	**28**	29	26	27	26	28	29	30	18	19	29
Very badly	**37**	34	39	22	58	33	55	25	5	65	53
Don't know	**3**	3	2	2	2	1	2	2	3	0	3
Well (All)	**31**	34	33	49	15	38	14	43	74	15	15
Badly (All)	**65**	63	65	49	83	61	84	55	24	85	82
Net	**-34**	-29	-32	+0	-69	-23	-70	-12	+50	-69	-68

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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	**8**	10	8	10	6	11	10	6	11
Quite well	**32**	24	30	42	26	41	49	33	32
Quite badly	**27**	31	28	16	34	30	16	28	26
Very badly	**22**	30	20	28	22	16	8	23	20
Don't know	**11**	6	15	4	12	1	18	10	12
Well (All)	**40**	34	37	51	32	52	59	39	42
Badly (All)	**49**	61	48	44	56	47	23	51	46
Net	**-8**	-27	-11	+7	-24	+5	+36	-12	-3
The Prime Minister, Rishi Sunak									
Very well	**5**	8	2	9	4	3	12	7	4
Quite well	**26**	26	27	27	29	21	18	26	26
Quite badly	**28**	32	29	25	29	32	18	28	28
Very badly	**37**	34	37	39	35	43	46	37	39
Don't know	**3**	1	5	0	4	1	7	3	4
Well (All)	**31**	34	29	36	33	24	30	33	30
Badly (All)	**65**	65	66	64	64	75	63	64	66
Net	**-34**	-32	-37	-28	-31	-51	-34	-31	-36

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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	**30**	29	33	13	17	26	34	51	11	25	27	47
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**45**	45	44	57	62	50	41	23	62	53	48	29
Don't know	**25**	26	23	30	20	24	25	25	28	21	25	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	**40**	45	35	21	15	32	53	67	17	20	40	63
To re-join the European Union	**47**	43	50	53	74	51	40	26	61	62	48	30
Would not vote	**5**	7	4	14	7	6	2	2	12	7	4	2
Don't know	**8**	6	9	10	3	10	5	6	9	9	8	5
Prefer not to answer	**1**	0	1	2	1	1	0	0	2	2	0	0
[Excluding 'Don't know']												
To stay out of the European Union	**43**	48	39	24	16	36	56	71	19	23	43	66
To re-join the European Union	**51**	45	56	60	77	57	43	27	68	70	52	32
Would not vote	**6**	7	4	16	7	7	2	2	13	7	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	**30**	28	41	59	4	33	10	56	77	9	2
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**45**	56	30	17	86	37	48	15	15	84	86
Don't know	**25**	16	29	23	10	29	42	29	8	7	12
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	**40**	12	76	67	22	22	33	83	27	57	8
To re-join the European Union	**47**	77	15	23	69	62	59	8	64	37	83
Would not vote	**5**	2	4	5	2	0	5	4	4	2	2
Don't know	**8**	8	5	5	6	14	3	5	4	4	7
Prefer not to answer	**1**	1	0	0	0	3	0	0	0	0	0
[Excluding 'Don't know']											
To stay out of the European Union	**43**	13	80	71	24	26	34	88	29	60	9
To re-join the European Union	**51**	85	16	24	74	74	61	8	67	38	89
Would not vote	**6**	2	4	5	2	0	5	4	4	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	**30**	33	29	33	32	18	27	35	25
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**45**	41	42	43	47	66	49	44	47
Don't know	**25**	25	28	24	21	16	24	21	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	**40**	51	36	43	41	34	30	42	38
To re-join the European Union	**47**	40	46	43	47	50	65	48	45
Would not vote	**5**	5	5	9	6	3	1	4	7
Don't know	**8**	3	12	4	6	12	5	6	9
Prefer not to answer	**1**	1	1	0	1	1	0	0	1
[Excluding 'Don't know']									
To stay out of the European Union	**43**	53	41	45	44	39	31	44	42
To re-join the European Union	**51**	41	53	45	50	58	68	51	50
Would not vote	**6**	5	6	10	6	3	1	4	7

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