

Deltapoll Survey Results

Sample size: 2072 Adults in Great Britain
Fieldwork: 15th to 18th March 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
2072	999	1064	237	283	743	337	471	277	533	620	605
2072	1030	1033	200	314	678	335	545	254	512	581	689
%	%	%	%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	23	24	22	3	11	22	24	36	5	15	26	30
Labour	46	41	50	82	60	52	38	26	76	58	46	30
Liberal Democrat	9	11	7	3	9	5	17	9	6	6	7	13
UK Independence Party (UKIP)	1	1	1	3	2	2	0	1	3	1	2	1
Reform UK	12	14	10	4	7	11	12	19	4	11	10	17
Scottish National Party (SNP)	2	3	1	2	1	3	1	4	1	1	3	3
Plaid Cymru (PC)	1	2	0	0	1	1	1	2	1	1	1	2
Green	5	3	6	3	8	4	6	3	4	6	5	3
Some other party	1	0	1	1	2	0	0	1	0	1	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.

Deltapoll Survey Results

Sample size: 2072 Adults in Great Britain

Fieldwork: 15th to 18th March 2024

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
2072	812	877	804	596	214	188	566	217	152	329
2072	788	746	733	507	119	160	485	210	107	333
%	%	%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	23	16	33	53	2	3	2	50	61	5	0
Labour	46	55	32	19	89	40	17	18	20	89	89
Liberal Democrat	9	11	8	2	2	54	5	1	3	2	3
UK Independence Party (UKIP)	1	0	2	1	0	0	4	2	0	0	0
Reform UK	12	3	23	22	2	0	20	28	6	4	2
Scottish National Party (SNP)	2	4	1	0	1	0	21	0	0	0	1
Plaid Cymru (PC)	1	1	1	1	0	0	7	1	2	1	0
Green	5	8	2	2	3	3	22	0	8	0	4
Some other party	1	1	0	1	1	0	2	0	1	0	1

Deltapoll Survey Results

Sample size: 2072 Adults in Great Britain

Fieldwork: 15th to 18th March 2024

All GB Adults
Unweighted Sample

Total	Region						Social Grade	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
2072	277	676	341	498	102	178	1174	891
2072	243	677	331	543	125	153	1307	758
%	%	%	%	%	%	%	%	%

Voting Intention

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

Conservative	23	24	27	27	20	13	16	25	20
Labour	46	41	42	47	55	39	40	44	48
Liberal Democrat	9	15	15	5	5	1	4	9	9
UK Independence Party (UKIP)	1	0	1	3	1	1	0	1	1
Reform UK	12	9	11	9	16	24	7	11	14
Scottish National Party (SNP)	2	0	0	0	0	0	30	2	3
Plaid Cymru (PC)	1	0	0	0	0	20	0	1	1
Green	5	11	3	7	3	3	0	5	4
Some other party	1	0	1	1	0	0	2	1	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	Gen X	Baby Boomers
2072	999	1064	237	283	743	337	471	277	533	620	605
2072	1030	1033	200	314	678	335	545	254	512	581	689
%	%	%	%	%	%	%	%	%	%	%	%

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	9	11	7	6	11	11	11	6	5	11	12	7
Quite well	33	35	30	32	43	33	33	27	31	40	31	30
Quite badly	23	22	24	26	19	19	26	28	26	21	19	27
Very badly	22	23	21	8	12	24	18	32	8	15	27	27
Don't know	13	9	17	28	16	12	12	7	29	14	11	8
Well (All)	42	46	38	38	53	44	43	33	36	50	43	38
Badly (All)	45	45	45	34	31	44	44	60	35	35	46	54
Net	-3	+2	-7	+4	+22	+0	-1	-27	+2	+15	-4	-17

The Prime Minister, Rishi Sunak

Very well	5	7	3	3	8	4	5	5	4	6	5	4
Quite well	25	24	27	13	22	26	26	33	12	23	28	31
Quite badly	27	26	28	26	18	30	25	28	25	25	29	27
Very badly	37	38	35	44	45	35	39	31	47	40	33	35
Don't know	6	4	7	13	6	5	5	3	12	6	5	3
Well (All)	30	31	30	16	30	30	31	38	16	30	33	35
Badly (All)	64	65	63	71	63	65	64	59	72	64	62	62
Net	-34	-34	-33	-55	-33	-35	-33	-21	-56	-34	-29	-27

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
2072	812	877	804	596	214	188	566	217	152	329
2072	788	746	733	507	119	160	485	210	107	333
%	%	%	%	%	%	%	%	%	%	%

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	9	13	8	3	21	4	10	4	3	24	25
Quite well	33	39	26	25	43	54	19	22	32	44	42
Quite badly	23	20	24	28	19	19	25	27	31	14	16
Very badly	22	16	32	34	8	13	32	38	25	10	8
Don't know	13	11	10	9	9	10	14	10	10	9	10
Well (All)	42	52	34	28	64	58	29	26	35	68	66
Badly (All)	45	37	56	62	27	32	57	65	56	24	24
Net	-3	+16	-22	-34	+37	+26	-29	-39	-21	+44	+42

The Prime Minister, Rishi Sunak

Very well	5	6	5	7	5	2	1	6	11	3	7
Quite well	25	21	32	41	12	24	17	41	40	11	9
Quite badly	27	30	26	27	28	34	16	27	28	21	32
Very badly	37	40	33	22	52	37	59	23	19	56	50
Don't know	6	3	5	2	4	3	6	3	2	9	2
Well (All)	30	27	36	48	17	26	19	47	51	14	15
Badly (All)	64	70	59	49	79	71	76	51	47	77	82
Net	-34	-42	-22	-1	-62	-45	-57	-4	+4	-64	-67

All GB Adults
Unweighted Sample

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2072	277	676	341	498	102	178	1174	891
2072	243	677	331	543	125	153	1307	758
%	%	%	%	%	%	%	%	%

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	9	12	9	5	10	8	9	9	10
Quite well	33	29	33	37	31	26	39	37	27
Quite badly	23	29	21	24	24	25	14	23	24
Very badly	22	21	24	20	20	32	13	21	22
Don't know	13	9	13	14	14	8	24	10	18
Well (All)	42	41	42	42	41	34	49	46	37
Badly (All)	45	50	45	44	45	58	27	44	45
Net	-3	-9	-3	-2	-3	-24	+21	+2	-9

The Prime Minister, Rishi Sunak

Very well	5	13	3	4	6	2	2	6	3
Quite well	25	22	32	28	22	20	16	27	23
Quite badly	27	28	27	29	29	25	14	26	28
Very badly	37	32	33	35	36	48	60	36	38
Don't know	6	5	6	4	7	5	8	4	7
Well (All)	30	35	35	32	28	22	18	33	27
Badly (All)	64	61	60	65	66	74	74	62	66
Net	-34	-26	-25	-33	-38	-52	-56	-29	-40

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
2072	999	1064	237	283	743	337	471	277	533	620	605
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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	32	28	13	19	28	33	46	13	18	34	43
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	46	48	44	51	59	48	45	32	54	57	43	35
Don't know	24	20	28	35	23	23	22	22	33	24	23	22

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	36	41	31	10	22	29	46	59	10	23	36	56
To re-join the European Union	49	48	50	56	64	54	42	33	58	59	49	38
Would not vote	7	6	8	16	3	9	3	3	14	8	6	2
Don't know	8	5	12	16	10	8	8	5	16	9	9	4
Prefer not to answer	1	1	0	1	1	0	0	1	2	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	39	44	35	12	25	32	50	63	12	26	40	58
To re-join the European Union	54	50	56	68	71	59	46	35	70	65	54	39
Would not vote	7	6	9	19	4	10	4	3	17	9	6	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	24	42	59	5	19	20	57	64	1	6
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	46	58	34	22	80	60	42	21	23	78	83
Don't know	24	18	24	20	14	21	38	23	13	21	11

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	36	13	68	59	20	22	31	71	29	50	9
To re-join the European Union	49	77	20	28	69	66	62	15	60	40	83
Would not vote	7	2	5	6	5	0	1	7	5	3	1
Don't know	8	8	6	6	7	11	4	7	6	7	7
Prefer not to answer	1	0	0	0	0	0	2	0	0	0	0

[Excluding 'Don't know']

To stay out of the European Union	39	14	72	63	21	25	33	76	31	54	10
To re-join the European Union	54	84	22	30	74	75	66	16	64	43	89
Would not vote	7	2	6	7	5	1	1	8	5	3	1

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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	30	34	36	27	24	19	33	26
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	46	43	45	44	47	38	60	46	45
Don't know	24	27	22	21	26	38	21	21	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	36	30	36	38	37	39	38	36	36
To re-join the European Union	49	50	49	49	46	46	52	52	44
Would not vote	7	8	8	7	6	6	2	5	9
Don't know	8	12	7	6	10	6	8	7	10
Prefer not to answer	1	0	0	0	1	3	1	0	1

[Excluding 'Don't know']

To stay out of the European Union	39	34	38	40	41	43	41	39	40
To re-join the European Union	54	57	53	52	52	51	57	56	49
Would not vote	7	9	8	8	7	6	2	5	10