Deltapoll Survey Results

Sample size: 1, 749 adults in Great Britain
Fieldwork: 14th to 18th November 2024

DELTAPOLL

	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	1749	840	904	196	231	646	280	396	240	417	570	476
Unweighted Sample	1749	834	910	151	252	598	303	445	213	406	541	556
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**27**	24	30	13	16	21	29	43	14	15	25	39
Labour	**29**	31	26	40	45	32	24	16	43	42	27	19
Liberal Democrat	**12**	13	11	15	11	12	8	14	13	12	11	12
Reform UK	**18**	19	18	20	17	15	24	20	19	13	21	20
Scottish National Party (SNP)	**4**	5	3	0	2	8	6	1	1	6	6	2
Plaid Cymru (PC)	**1**	1	1	0	1	1	1	1	0	1	0	1
Green	**8**	6	10	12	9	10	8	4	10	11	9	6
Other	**1**	1	1	0	1	1	0	1	1	0	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.

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
		Remain	Leave	Con	Lab	Lib Dem	Reform	Other	Con Leavers	Con Remainers	Lab Leavers	Lab Remainers
All GB Adults	1749	685	742	328	514	169	195	209	209	102	172	286
Unweighted Sample	1749	649	604	310	619	119	196	145	182	94	158	338
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	**27**	19	37	90	4	19	6	2	90	89	4	3
Labour	**29**	39	17	0	78	4	1	2	1	0	65	84
Liberal Democrat	**12**	16	9	3	5	76	1	3	1	6	5	6
Reform UK	**18**	6	30	6	7	0	91	5	9	3	15	3
Scottish National Party (SNP)	**4**	8	2	0	1	0	0	33	0	0	3	0
Plaid Cymru (PC)	**1**	1	1	0	0	0	0	6	0	0	0	0
Green	**8**	10	5	1	5	2	1	46	0	2	8	4
Other	**1**	1	1	0	0	0	1	4	0	0	0	0

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	**1749**	233	565	289	424	84	153	992	748
Unweighted Sample	1749	210	455	237	579	128	140	1030	710
	%	%	%	%	%	%	%	%	%
Voting Intention									
[Excluding 'Don't know' and 'Would not vote']									
Conservative	**27**	28	30	36	26	8	12	32	19
Labour	**29**	37	22	26	36	33	24	29	28
Liberal Democrat	**12**	6	20	10	10	7	3	13	10
Reform UK	**18**	22	16	20	19	23	14	16	22
Scottish National Party (SNP)	**4**	0	0	0	0	0	45	2	7
Plaid Cymru (PC)	**1**	0	0	0	0	14	0	1	0
Green	**8**	7	10	8	8	14	1	6	12
Other	**1**	0	1	0	1	1	2	1	1

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	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	1749	840	904	196	231	646	280	396	240	417	570	476
Unweighted Sample	1749	834	910	151	252	598	303	445	213	406	541	556
	%	%	%	%	%	%	%	%	%	%	%	%
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 Prime Minister, Keir Starmer												
Very well	5	5	5	8	6	5	4	2	7	8	4	4
Quite well	24	28	21	24	33	26	25	16	23	34	22	20
Quite badly	27	28	26	30	25	24	28	31	32	21	29	27
Very badly	34	31	37	18	23	33	38	46	20	25	37	44
Don't know	10	7	12	20	12	11	6	4	19	13	8	6
Well (all)	29	33	26	31	40	31	29	18	30	42	25	23
Badly (all)	61	60	62	49	48	58	65	77	52	45	67	71
Net	-32	-27	-37	-17	-9	-27	-37	-59	-22	-4	-42	-48
The Leader of the Conservative Party, Kemi Badenoch												
Very well	5	6	4	5	6	5	1	5	5	6	4	4
Quite well	20	19	20	10	20	15	22	31	10	18	16	28
Quite badly	20	23	17	35	25	18	19	12	35	19	20	13
Very badly	19	21	16	15	18	23	19	14	16	23	20	13
Don't know	38	32	43	35	31	40	38	39	34	33	39	41
Well (all)	24	25	24	15	26	20	24	36	15	24	20	32
Badly (all)	38	44	33	50	43	40	39	26	50	43	40	27
Net	-14	-19	-9	-35	-17	-20	-15	+10	-35	-19	-20	+6

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All GB Adults	1749	685	742	328	514	169	195	209	209	102	172	286
Unweighted Sample	1749	649	604	310	619	119	196	145	182	94	158	338
	%	%	%	%	%	%	%	%	%	%	%	%
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 Prime Minister, Keir Starmer												
Very well	5	6	3	2	11	1	3	2	1	4	11	11
Quite well	24	34	16	8	47	37	5	17	6	12	44	51
Quite badly	27	25	29	33	26	31	22	24	34	32	28	24
Very badly	34	25	47	51	9	25	66	52	55	43	14	5
Don't know	10	9	4	6	7	7	5	4	3	10	3	9
Well (all)	29	40	20	11	58	37	7	20	8	16	55	62
Badly (all)	61	50	76	84	35	56	88	76	89	74	42	29
Net	-32	-10	-56	-73	+24	-19	-81	-56	-81	-58	+13	+33
The Leader of the Conservative Party, Kemi Badenoch												
Very well	5	3	6	6	4	8	5	2	6	4	3	3
Quite well	20	21	22	43	16	20	17	6	41	46	15	17
Quite badly	20	20	16	12	28	7	23	19	13	12	26	27
Very badly	19	21	17	4	21	17	29	32	6	0	21	22
Don't know	38	35	39	35	32	49	26	41	34	38	34	30
Well (all)	24	24	28	49	20	28	23	9	47	50	19	21
Badly (all)	38	41	33	16	48	24	52	50	19	12	47	49
Net	-14	-17	-6	+33	-29	+4	-29	-42	+28	+38	-28	-29

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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 Prime Minister, Keir Starmer									
Very well	5	6	5	6	5	2	2	5	5
Quite well	24	29	26	24	20	29	23	27	20
Quite badly	27	28	25	23	30	36	28	27	27
Very badly	34	29	34	40	34	26	36	33	36
Don't know	10	7	10	8	11	7	11	8	12
Well (all)	29	36	31	29	25	31	25	33	25
Badly (all)	61	57	59	63	64	62	64	60	63
Net	-32	-21	-28	-33	-39	-31	-40	-27	-38
The Leader of the Conservative Party, Kemi Badenoch									
Very well	5	12	4	2	4	1	3	5	5
Quite well	20	17	25	19	19	14	11	23	16
Quite badly	20	23	16	19	20	21	25	19	20
Very badly	19	19	16	16	18	15	36	17	21
Don't know	38	29	38	44	39	48	25	37	38
Well (all)	24	29	30	21	23	15	14	27	20
Badly (all)	38	42	32	35	38	36	61	36	41
Net	-14	-13	-2	-13	-16	-21	-46	-8	-21

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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 by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	**32**	32	33	24	24	24	35	53	23	20	32	46
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**37**	43	31	48	42	43	35	20	47	47	38	26
Don't know	**31**	25	36	28	35	33	30	27	31	34	30	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	**35**	39	31	8	21	31	40	58	12	24	35	51
To re-join the European Union	**48**	49	47	61	56	54	48	28	60	57	51	34
Would not vote	**7**	6	9	18	10	7	4	3	16	8	6	4
Don't know	**10**	6	13	13	13	8	8	11	12	11	7	11
Prefer not to answer	**0**	0	0	0	0	0	1	0	0	0	0	0
[Excluding 'Don't know']												
To stay out of the European Union	**38**	42	35	9	24	34	43	65	13	27	38	58
To re-join the European Union	**54**	52	54	70	64	58	52	32	69	64	56	38
Would not vote	**8**	6	10	20	11	8	4	3	18	9	6	4

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Unweighted Sample	**1749**	649	604	310	619	119	196	145	182	94	158	338
	%	%	%	%	%	%	%	%	%	%	%	%
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 by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	**32**	25	44	76	10	38	50	15	75	79	12	8
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**37**	50	24	5	74	31	13	38	5	2	69	78
Don't know	**31**	25	32	19	16	31	37	47	20	19	19	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	**35**	11	67	60	25	31	67	18	80	27	58	9
To re-join the European Union	**48**	77	20	27	64	56	25	62	10	58	32	83
Would not vote	**7**	3	4	2	2	2	2	12	1	3	2	1
Don't know	**10**	8	8	10	9	11	7	8	9	12	9	7
Prefer not to answer	**0**	0	0	1	0	0	0	0	1	0	0	0
[Excluding 'Don't know']												
To stay out of the European Union	**38**	12	74	67	27	34	72	19	88	31	63	9
To re-join the European Union	**54**	84	22	30	70	63	26	68	11	66	35	89
Would not vote	**8**	4	4	2	2	3	2	13	1	3	2	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 by Kemi Badenoch with Mel Stride as Chancellor of the Exchequer	32	30	37	36	32	20	19	36	28
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	37	39	32	32	39	40	54	39	35
Don't know	31	30	30	32	29	39	27	25	38
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	35	43	35	38	33	26	23	36	33
To re-join the European Union	48	42	49	41	48	49	68	51	44
Would not vote	7	7	6	11	8	8	3	5	11
Don't know	10	8	10	10	10	17	5	9	11
Prefer not to answer	0	0	0	0	0	0	0	0	1
[Excluding 'Don't know']									
To stay out of the European Union	38	47	39	43	37	31	24	39	38
To re-join the European Union	54	46	55	46	53	59	72	56	50
Would not vote	8	7	6	12	9	10	3	5	12

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