Deltapoll Survey Results

Sample size: 1974 adults in Great Britain
Fieldwork: 14th to 17th March 2025

	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	1974	952	1020	227	254	726	318	448	261	499	614	551
Unweighted Sample	1974	939	1033	153	310	716	329	466	215	526	609	580
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	25	26	24	8	11	20	28	40	8	17	21	37
Labour	25	24	26	29	37	31	22	12	31	36	26	15
Liberal Democrat	11	11	12	13	15	9	7	16	11	11	10	12
Reform UK	23	27	20	22	16	25	27	23	22	18	28	25
Scottish National Party (SNP)	3	3	3	2	3	4	3	3	2	2	5	3
Plaid Cymru (PC)	1	0	1	4	1	0	2	0	3	1	1	1
Green	9	7	11	17	16	10	9	3	18	14	9	4
Other	2	2	2	5	1	1	1	3	4	2	0	3

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	1974	769	834	367	578	191	218	239	230	118	212	312
Unweighted Sample	1974	709	711	326	682	135	234	163	192	108	200	345
	%	%	%	%	%	%	%	%	%	%	%	%
Voting Intention												
[Excluding 'Don't know' and 'Would not vote']												
Conservative	25	21	32	82	5	9	6	4	80	89	8	4
Labour	25	36	13	0	67	5	0	5	0	0	50	76
Liberal Democrat	11	16	7	1	8	68	1	5	1	2	6	10
Reform UK	23	8	39	14	12	5	93	6	17	5	28	4
Scottish National Party (SNP)	3	4	3	0	1	0	0	21	0	0	4	0
Plaid Cymru (PC)	1	1	1	0	0	0	0	6	0	0	0	0
Green	9	14	4	2	5	12	0	43	1	3	2	6
Other	2	1	2	1	1	0	0	11	1	1	3	0

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	Total	Region						Social Grade	
		London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
All GB Adults	1974	266	637	329	475	97	171	1112	847
Unweighted Sample	1974	220	630	348	509	101	166	1198	761
	%	%	%	%	%	%	%	%	%
Voting Intention									
[Excluding 'Don't know' and 'Would not vote']									
Conservative	25	21	29	29	22	16	19	28	20
Labour	25	32	15	22	36	33	21	29	19
Liberal Democrat	11	7	20	8	7	8	6	12	11
Reform UK	23	24	26	28	25	12	9	20	29
Scottish National Party (SNP)	3	0	0	0	0	0	38	3	4
Plaid Cymru (PC)	1	0	0	0	0	19	0	1	1
Green	9	11	9	13	7	11	5	7	12
Other	2	6	1	1	3	0	1	2	3

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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	1974	952	1020	227	254	726	318	448	261	499	614	551
Unweighted Sample	1974	939	1033	153	310	716	329	466	215	526	609	580
	%	%	%	%	%	%	%	%	%	%	%	%
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	**6**	8	4	7	10	6	4	3	7	10	5	3
Quite well	**25**	24	26	32	37	28	19	15	32	34	25	15
Quite badly	**24**	24	25	30	19	24	25	26	29	19	26	25
Very badly	**38**	41	36	20	26	35	47	52	22	30	37	53
Don't know	**7**	4	9	11	8	7	5	4	10	7	8	4
Well (all)	**31**	32	30	38	48	35	23	17	38	44	30	18
Badly (all)	**62**	64	61	51	44	58	72	78	51	49	63	78
Net	**-32**	-32	-31	-12	+3	-24	-49	-61	-13	-5	-33	-60
The Leader of the Conservative Party, Kemi Badenoch												
Very well	**5**	5	5	2	10	4	4	6	3	8	3	5
Quite well	**23**	25	21	21	16	19	26	31	19	19	21	29
Quite badly	**25**	26	24	25	29	23	24	26	27	23	26	25
Very badly	**20**	22	19	20	15	23	26	15	20	16	26	19
Don't know	**27**	21	32	32	30	30	20	21	31	33	24	23
Well (all)	**28**	30	26	23	26	24	30	37	22	28	24	34
Badly (all)	**45**	49	42	45	44	47	49	42	47	39	52	43
Net	**-17**	-19	-16	-22	-18	-23	-19	-5	-25	-11	-28	-9

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	Total	EU Ref Vote		GE 2024 Vote					Past Vote Political Groups			
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All GB Adults	**1974**	769	834	367	578	191	218	239	230	118	212	312
Unweighted Sample	**1974**	709	711	326	682	135	234	163	192	108	200	345
	%	%	%	%	%	%	%	%	%	%	%	%
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	**6**	7	4	5	10	3	0	4	4	7	9	11
Quite well	**25**	34	15	13	41	41	9	16	11	18	30	47
Quite badly	**24**	24	25	22	26	28	18	30	23	24	31	24
Very badly	**38**	28	52	56	18	24	73	40	58	49	25	15
Don't know	**7**	7	3	3	4	4	0	10	3	3	4	4
Well (all)	**31**	41	19	18	51	45	9	20	16	24	40	58
Badly (all)	**62**	52	77	78	45	52	90	70	81	72	56	39
Net	**-32**	-11	-58	-60	+6	-7	-81	-50	-65	-48	-17	+19
The Leader of the Conservative Party, Kemi Badenoch												
Very well	**5**	6	5	11	4	10	2	3	10	13	6	3
Quite well	**23**	19	27	50	17	14	25	11	50	43	18	14
Quite badly	**25**	25	26	17	25	28	35	27	17	21	32	23
Very badly	**20**	23	17	6	27	23	20	29	4	9	20	32
Don't know	**27**	26	24	16	27	26	17	29	18	13	25	28
Well (all)	**28**	25	32	61	21	24	28	14	60	56	24	17
Badly (all)	**45**	49	43	23	52	51	56	57	21	30	51	54
Net	**-17**	-23	-11	+38	-32	-27	-28	-43	+39	+26	-27	-37

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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	6	8	4	8	5	5	5	6	4
Quite well	25	34	24	24	22	31	21	30	19
Quite badly	24	20	27	17	26	31	27	27	22
Very badly	38	30	38	45	41	23	35	32	46
Don't know	7	8	7	5	5	10	11	4	9
Well (all)	31	42	28	33	28	36	26	37	23
Badly (all)	62	50	65	62	67	54	63	59	67
Net	-32	-8	-37	-30	-39	-18	-36	-23	-44
The Leader of the Conservative Party, Kemi Badenoch									
Very well	5	8	5	5	5	0	4	5	5
Quite well	23	26	22	25	23	23	17	25	20
Quite badly	25	21	26	26	26	19	28	27	23
Very badly	20	18	21	19	21	17	25	20	21
Don't know	27	27	26	25	25	42	26	23	31
Well (all)	28	33	27	30	28	23	20	30	25
Badly (all)	45	39	47	45	47	35	53	46	44
Net	-17	-6	-19	-15	-19	-13	-33	-16	-19

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Unweighted Sample	1974	939	1033	153	310	716	329	466	215	526	609	580
	%	%	%	%	%	%	%	%	%	%	%	%
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	35	38	32	24	30	26	40	53	25	28	29	51
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	35	36	34	51	48	40	27	16	51	44	37	18
Don't know	30	27	34	25	21	34	33	31	24	28	34	32
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	40	32	13	21	30	40	60	13	26	32	55
To re-join the European Union	49	47	51	56	63	56	50	26	55	63	54	32
Would not vote	7	7	7	15	7	7	4	4	17	5	7	4
Don't know	8	6	10	16	8	6	6	9	15	7	6	9
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	39	42	35	16	23	33	42	66	15	28	34	61
To re-join the European Union	54	51	56	66	69	59	54	29	65	67	58	35
Would not vote	8	7	8	18	8	8	4	5	20	5	8	4

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Unweighted Sample	**1974**	709	711	326	682	135	234	163	192	108	200	345
	%	%	%	%	%	%	%	%	%	%	%	%
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	**35**	28	46	79	14	27	48	24	78	81	23	8
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	**35**	45	21	4	64	42	11	35	5	2	49	72
Don't know	**30**	26	33	17	22	30	42	41	17	18	27	20
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**	8	70	61	28	20	62	26	82	19	64	7
To re-join the European Union	**49**	83	18	28	64	69	27	59	12	60	28	89
Would not vote	**7**	2	6	2	3	5	3	8	2	3	5	1
Don't know	**8**	7	6	8	4	6	8	7	4	18	3	3
Prefer not to answer	**0**	0	0	0	0	0	0	0	0	0	0	0
[Excluding 'Don't know']												
To stay out of the European Union	**39**	9	74	66	29	22	67	28	85	23	66	7
To re-join the European Union	**54**	89	20	31	67	73	29	63	13	73	29	92
Would not vote	**8**	2	6	3	3	6	3	9	2	4	5	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	35	24	42	40	32	24	26	36	33
A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer	35	41	28	37	36	50	35	37	32
Don't know	30	35	30	24	31	26	39	26	36
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	32	40	39	32	25	33	31	41
To re-join the European Union	49	48	46	47	53	57	53	55	41
Would not vote	7	12	6	9	6	6	4	5	9
Don't know	8	9	9	5	9	12	10	8	9
Prefer not to answer	0	0	0	0	0	0	0	0	0
[Excluding 'Don't know']									
To stay out of the European Union	39	35	43	41	36	28	37	34	45
To re-join the European Union	54	52	50	49	58	65	59	60	45
Would not vote	8	13	7	10	6	7	4	6	10

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