**Deltapoll Survey Results**

**New Sample Size: 2,017 Adults in the United Kingdom**
**New Fieldwork: 14th - 17th August 2026**

DELTAPOLL

| | Total | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ |
| | | A | B | C | D | E | F | G |
| All Adults in Great Britain Who Intend to Vote (Weighted N) | 2840 | 1438 | 1402 | 296 | 446 | 968 | 448 | 682 |
| **General Election Voting Intention** | | | | | | | | |
| Conservative | **21%** | 18% | 23% | 7% | 12% | 20% | 23% | 32% |
| Labour | **29%** | 32% | 26% | 30% | 33% | 33% | 27% | 22% |
| Liberal Democrat | **8%** | 8% | 9% | 9% | 9% | 9% | 7% | 8% |
| Reform UK | **27%** | 29% | 25% | 18% | 29% | 25% | 33% | 30% |
| Scottish National Party | **2%** | 2% | 3% | 2% | 2% | 3% | 3% | 2% |
| Plaid Cymru | **1%** | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Green | **8%** | 7% | 10% | 28% | 13% | 6% | 3% | 4% |
| Other | **3%** | 3% | 2% | 5% | 2% | 3% | 3% | 1% |


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| | | Total | Generation | | | | EU Ref Vote | | GE 2024 Vote | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Generation Z | Millennials | Generation X | Baby Boomers | Remain | Leave | Con | Lab | Lib Dem | Reform | Other |
| | | | H | I | J | K | L | M | N | O | P | Q | R |
| All Adults in Great Britain Who Intend to Vote (Weighted N) | | 2840 | 501 | 798 | 720 | 784 | 1017 | 1059 | 609 | 928 | 175 | 426 | 202 |
| **General Election Voting Intention** | | | | | | | | | | | | | |
| Conservative | **21%** | | 10% | 16% | 21% | 31% | 19% | 27% | 71% | 4% | 8% | 9% | 5% |
| Labour | **29%** | | 31% | 35% | 30% | 22% | 40% | 18% | 3% | 71% | 7% | 3% | 5% |
| Liberal Democrat | **8%** | | 8% | 9% | 9% | 7% | 13% | 4% | 2% | 5% | 67% | 2% | 3% |
| Reform UK | **27%** | | 21% | 26% | 29% | 31% | 12% | 45% | 23% | 11% | 10% | 83% | 12% |
| Scottish National Party | **2%** | | 1% | 2% | 4% | 2% | 4% | 1% | 0% | 1% | 0% | 0% | 23% |
| Plaid Cymru | **1%** | | 1% | 2% | 0% | 1% | 2% | 0% | 0% | 0% | 0% | 0% | 9% |
| Green | **8%** | | 24% | 8% | 4% | 3% | 8% | 1% | 0% | 7% | 7% | 1% | 36% |
| Other | **3%** | | 4% | 2% | 3% | 2% | 1% | 3% | 1% | 1% | 1% | 3% | 8% |


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| | Total | Region | | | | | | Education | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | Not University | University | White | Non-White |
| | | S | T | U | V | W | X | Y | Z | AA | AB |
| All Adults in Great Britain Who Intend to Vote (Weighted N) | 2840 | 379 | 952 | 472 | 679 | 135 | 222 | 1814 | 1010 | 2429 | 411 |
| **General Election Voting Intention** | | | | | | | | | | | |
| Conservative | **21%** | 23% | 26% | 21% | 18% | 14% | 8% | 20% | 22% | 21% | 19% |
| Labour | **29%** | 34% | 24% | 33% | 37% | 19% | 19% | 27% | 33% | 27% | 44% |
| Liberal Democrat | **8%** | 16% | 10% | 6% | 5% | 3% | 6% | 8% | 9% | 9% | 7% |
| Reform UK | **27%** | 14% | 30% | 28% | 31% | 26% | 28% | 31% | 21% | 31% | 7% |
| Scottish National Party | **2%** | 0% | 0% | 0% | 0% | 0% | 30% | 2% | 2% | 3% | 1% |
| Plaid Cymru | **1%** | 0% | 0% | 0% | 0% | 20% | 0% | 1% | 1% | 1% | 0% |
| Green | **8%** | 12% | 8% | 9% | 7% | 13% | 7% | 8% | 8% | 7% | 18% |
| Other | **3%** | 2% | 3% | 3% | 3% | 4% | 2% | 3% | 2% | 3% | 3% |


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| | Total | Annual Household Income | | | | | Social Grade | |
|---|---|---|---|---|---|---|---|---|
| | | Under £14k | £14k to £21k | £21k to £34k | £34k to £48k | More than £48k | ABC1 | C2DE |
| | | AC | AD | AE | AF | AG | AH | AI |
| All Adults in Great Britain Who Intend to Vote (Weighted N) | 2840 | 95 | 90 | 467 | 458 | 1660 | 1924 | 875 |
| **General Election Voting Intention** | | | | | | | | |
| Conservative | **21%** | 20% | 15% | 24% | 20% | 20% | 22% | 18% |
| Labour | **29%** | 23% | 33% | 26% | 31% | 30% | 29% | 30% |
| Liberal Democrat | **8%** | 11% | 10% | 7% | 5% | 10% | 10% | 5% |
| Reform UK | **27%** | 21% | 28% | 25% | 29% | 28% | 25% | 32% |
| Scottish National Party | **2%** | 4% | 5% | 3% | 3% | 2% | 2% | 4% |
| Plaid Cymru | **1%** | 1% | 0% | 1% | 1% | 1% | 1% | 0% |
| Green | **8%** | 10% | 5% | 12% | 6% | 8% | 9% | 7% |
| Other | **3%** | 9% | 3% | 3% | 5% | 1% | 2% | 4% |


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