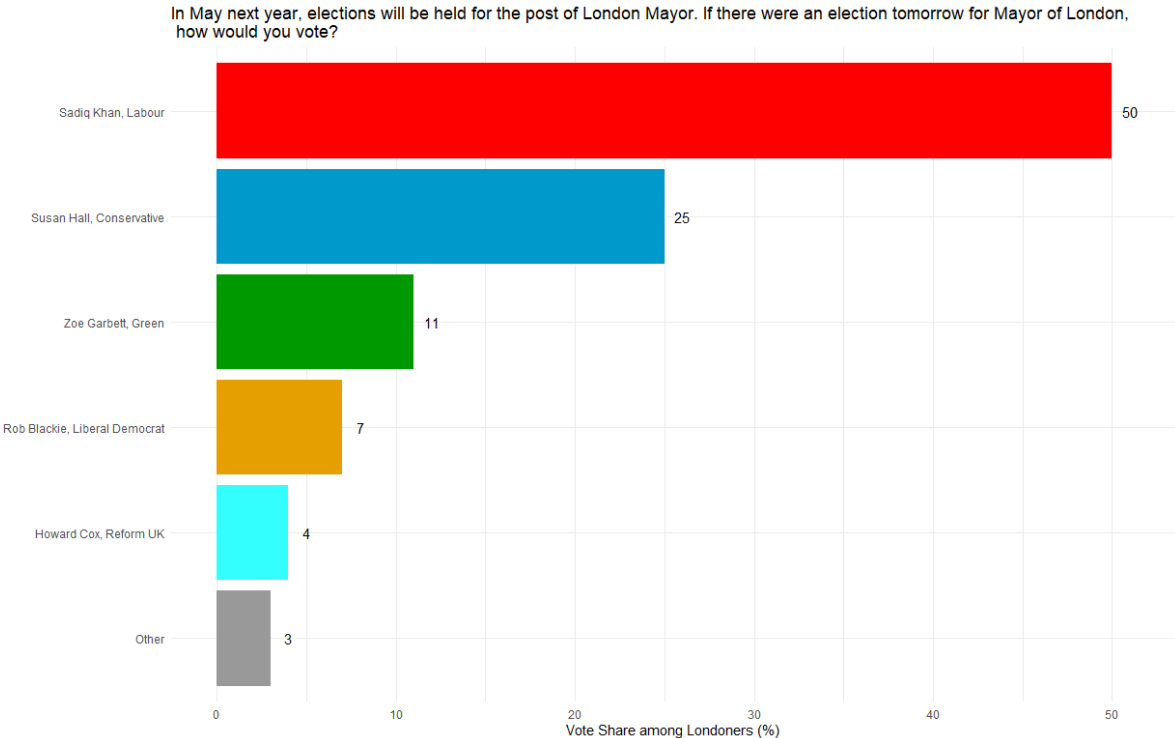


Sadiq Khan looks on course for victory at the 2024 London Mayoral Election, despite Londoners’ dissatisfaction with his performance as Mayor

A recent poll from the Mile End Institute at Queen Mary University of London suggests Sadiq Khan is on course for a comfortable victory at the 2024 London Mayoral election. If there were to be a Mayoral election tomorrow, 50 per cent of Londoners would likely vote for the Labour candidate (Sadiq Khan), with just 25 per cent opting for the next most popular candidate (Susan Hall, Conservative Party).

Our poll shows that Londoners’ votes would be cast as follows, if there were a Mayoral election tomorrow:



While it looks likely that Sadiq Khan will be able to celebrate securing a record third term as Mayor of London in May 2024, Londoners’ ratings of Khan’s performance while in post offer less cause for celebration.

Although 30 per cent of Londoners are satisfied with the way Sadiq Khan has performed since becoming Mayor of London, almost half (46 per cent) are dissatisfied, giving Khan a rather lacklustre net approval rating of -16 per cent. The proportion of people who think that Khan is doing a good job as Mayor is then significantly lower (16 percentage-points lower, to be precise) than the proportion of people who think Khan is performing poorly.

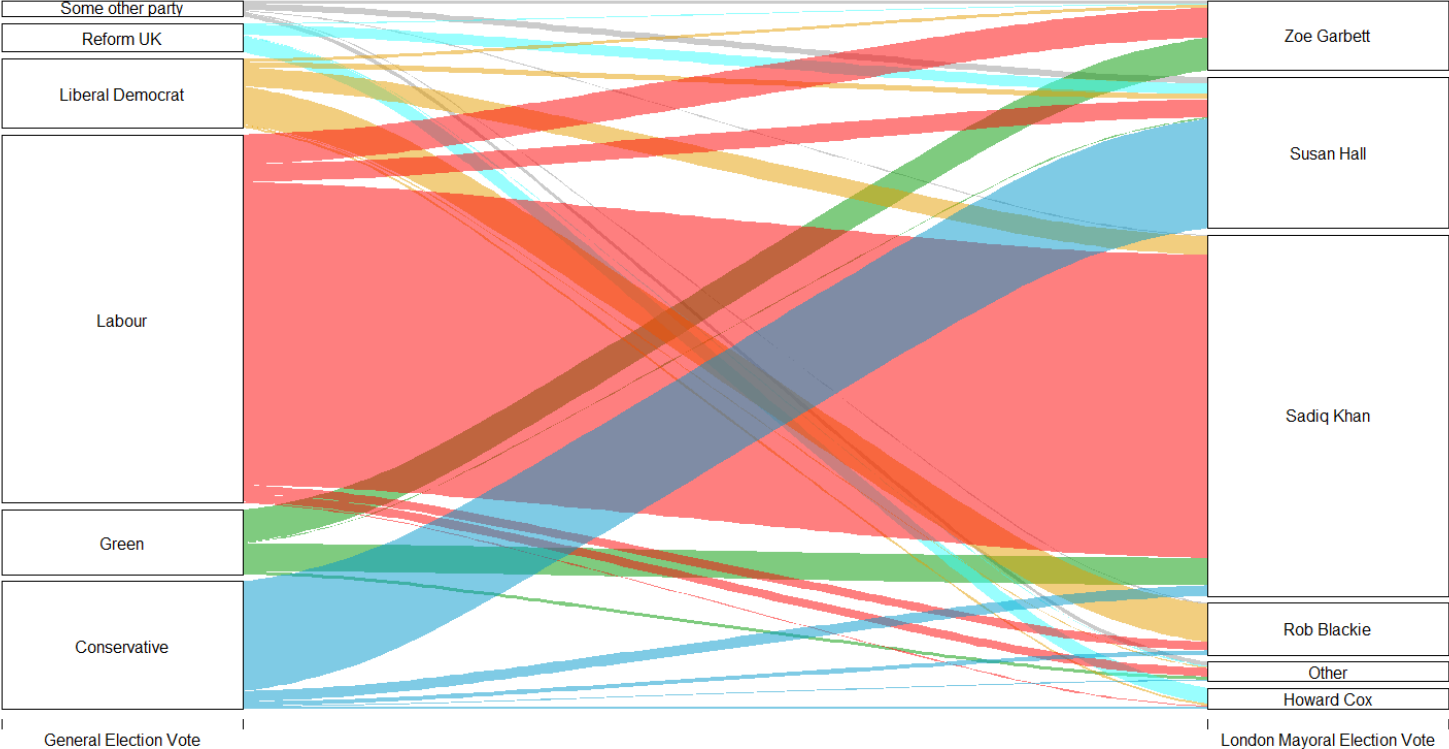
Older Londoners (those aged 50+), those living in outer London and those who voted to leave the EU in 2016 and/or for the Conservatives in 2019 appear to be particularly dissatisfied with Khan's performance as Mayor.

The table below demonstrates that views on the expansion of London's Ultra Low Emissions Zone are strongly linked to assessments of Sadiq Khan's performance as Mayor of London. While 72 per cent of Londoners who strongly supported the expansion of the Ultra Low Emissions Zone – so that it covered the entirety of London rather than just inner London - were satisfied with Khan's performance, just 2 per cent of those who strongly opposed this expansion said the same. We observe a clear and linear association between satisfaction with Khan's performance as Mayor and support for the expansion of the Ultra Low Emissions Zone; levels of satisfaction with Khan are subsequently lower among each group of Londoners who are more opposed to the expansion of the Ultra Low Emissions Zone as the table below indicates:

		<i>Are you generally satisfied or dissatisfied with the way Sadiq Khan has performed since becoming Mayor of London?</i>			
		Satisfied	Neither satisfied not dissatisfied	Dissatisfied	Don't know
<i>To what extent, if at all, do you support or oppose this expansion of the Ultra Low Emissions Zone?</i>	Strongly support	72%	16%	10%	2%
	Support	50%	27%	18%	4%
	Neither support nor oppose	19%	38%	38%	5%
	Oppose	10%	21%	66%	2%
	Strongly oppose	2%	8%	89%	1%
	Don't know	18%	21%	26%	35%

The fact that Sadiq Khan still looks on course for a comfortable victory at the 2024 London Mayoral Election, despite Londoners' general dissatisfaction with his performance as Mayor, can partly be explained by the popularity of the Labour Party among Londoners. The figure below shows that more than half of Londoners (55 per cent) would vote Labour if there was a general election tomorrow and that the vast majority (82 per cent) of these Labour supporters would vote along 'party lines' if a mayoral election was held in London, choosing Khan as their candidate. While proportionally more Londoners who would vote Conservative in a general election tomorrow would vote along 'party lines' - by opting for Susan Hall - in an upcoming Mayoral election (88 percent) than Labour supporters, this base of support can only take a Conservative Mayoral candidate so far, given just 20 per cent of Londoners would be likely to vote Conservative if there was a general election held tomorrow.

While the results of this new poll indicate that Sadiq Khan looks on course to secure a record third term as Mayor of London in May 2024, they also suggest Khan should be cautious about celebrating his lead in the polls. His approval ratings are low while his poll lead seems to be driven by, and linked closely to, the general popularity of the Labour Party among Londoners. If the Labour party were to become less popular among Londoners in the lead up to the next London Mayoral election in May 2024, Sadiq Khan would be likely to see an erosion of his advantage at the polls.



Data Tables are available here: [QMUL LondonOnly Tabs Oct23.xls \(live.com\)](#)

All figures, unless otherwise stated, are from fieldwork conducted by YouGov Plc for the Mile End Institute (which should be credited as the commissioner and designer of the survey). Fieldwork was conducted online between 12th – 17th October 2023. Total sample size was 1,066 adults living in inner and outer London. The figures have been weighted and are representative of all adults living in London (aged 18+). YouGov is a member of the British Polling Council and abide by their rules.