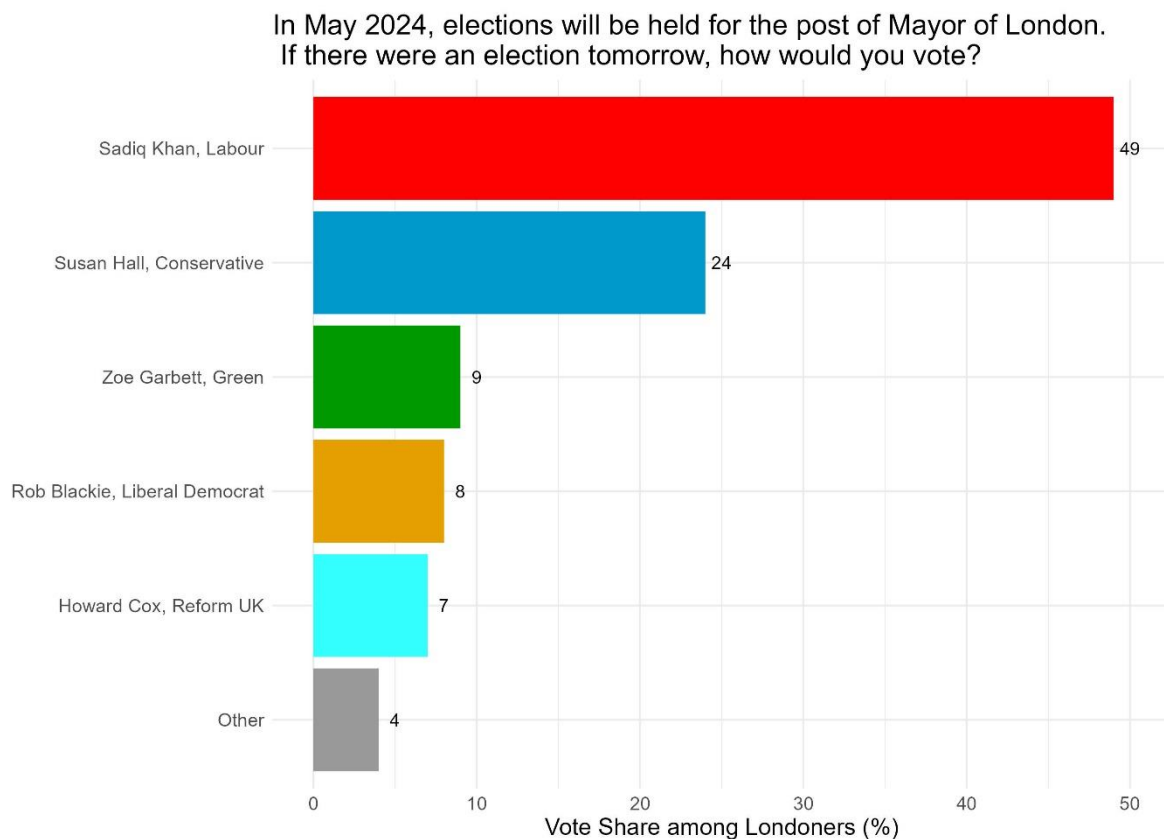


Fading fortunes for the Conservative Party in local and central government

A new poll from the Mile End Institute at Queen Mary University of London indicates that Sadiq Khan is on course to secure a record third term as Mayor of London in May 2024. The figure below summarises how Londoners would vote if there were to be a Mayoral election tomorrow (with figures weighted by likelihood to vote, and excluding those who don't know, refused or would not vote).



Our poll shows that if there were to be a Mayoral election tomorrow, we would expect 49 per cent of the vote to go to the Labour Party's Khan, while just 24 per cent would go to the Conservative Party's Susan Hall. While Khan holds a commanding 25 percentage point lead over Susan Hall, the race for the title of third-placed candidate at the upcoming Mayoral election is likely to be much closer. The figure above shows that just three percentage points currently separate Rob Blackie (Liberal Democrat), Zoe Garbett (Green) and Howard Cox (Reform UK).

Mayoral voting intentions have barely changed since the Mile End Institute last polled Londoners in the autumn. In fact, no candidate has seen more than a three percentage point shift in their vote share in the period from October 2023 to February 2024¹. This is good news for Khan, as it suggests that his lead over Hall appears to be relatively stable in

¹See here for a more detailed summary of London Mayoral vote intention at our October 2023 poll: <https://www.qmul.ac.uk/mei/media/mei/tgc-media/filesx2publications/Polling-London-2023---London-Mayoral-Election.pdf>

recent months, though there is no guarantee that this will continue as we draw closer to the May election date.

Victory for Khan is not a foregone conclusion. The headline Mayoral vote intention figures presented here do not account for the 21 per cent of Londoners who say they don't know who they would vote for if there were an election tomorrow. If a sizeable proportion of these currently undecided voters were to turn out to vote in the May 2024 contest, and the vast majority were to support the Conservative candidate, Khan's lead could be eroded significantly. However, it seems rather unlikely, given the current size of Khan's lead over Hall, that this would be enough to shift the result in Hall's favour.

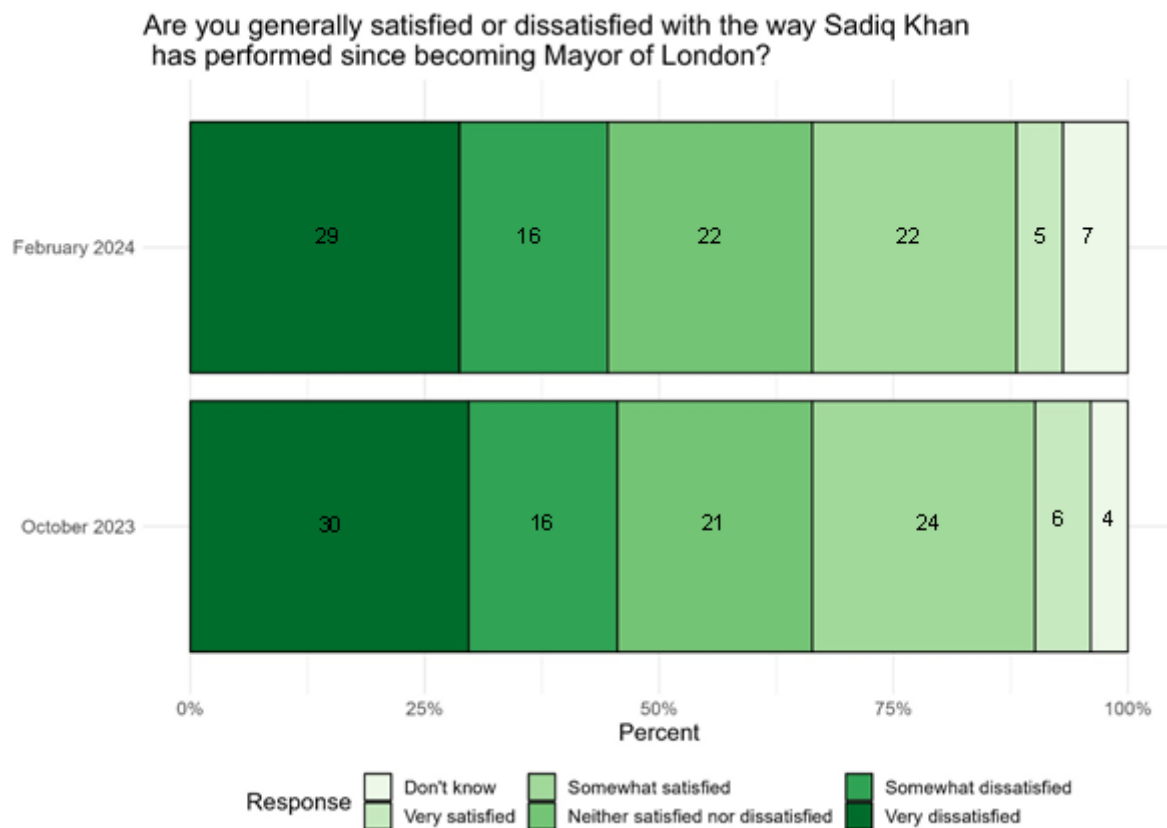
Khan is the favoured mayoral candidate amongst almost all key political and demographic groups in London. Our poll suggests he looks to win the majority of votes among:

- People who voted Labour and Liberal Democrat at the 2019 general election (72 and 60 per cent, respectively)
- People who voted Remain in 2016 (64 per cent)
- Those aged 49 and under (66 per cent of 18-24s and 55 per cent of 25-49s)
- The most economically privileged Londoners; those in social grades ABC1 (54 per cent)
- Those living in inner London (54 per cent)
- BME Londoners (58 per cent)

In contrast, Hall does not look set to win a majority of votes among any of the key demographic groups of Londoners considered here, and can currently expect to do so only among some select groupings, which are:

- People who voted Conservative at the 2019 general election (70 per cent)
- People who voted Leave in 2016 (52 per cent)

Political divides appear as though they will matter much more than demographic divides when it comes to determining who will become the next Mayor of London.



While Khan appears to be the 'popular' choice for Mayor for many Londoners, this decision doesn't appear to be driven by satisfaction with his performance. In fact, just 27 per cent report that they are generally satisfied with the way Sadiq Khan has performed since becoming Mayor of London (either 'very satisfied' or 'somewhat satisfied'), with a much larger 45 per cent of Londoners saying they are dissatisfied (either 'somewhat dissatisfied' or 'very dissatisfied'). This gives Khan a net approval rating of -18 per cent, a figure which is 2 percentage points lower than his -16 per cent net approval rating in our October 2023 poll (see the figure above). Not only are considerably more Londoners dissatisfied with Khan's performance as Mayor than are satisfied, but there may be some evidence to suggest that this sense of dissatisfaction has grown over time.

Regardless of who wins the next Mayoral election, they will be faced with the task of taking action to address Londoners' concerns over a number of key issues relating to life in the capital. When shown a selection of options, and asked to select those they thought were the most important issues currently facing London and Londoners:

- 52 per cent opted for policing, crime and personal safety
- 46 per cent opted for the provision of affordable, quality homes
- 37 per cent opted for the provision of health services in the capital
- 25 per cent opted for the affordability of public transport
- 21 per cent opted for the levels of taxation in the capital

Our findings clearly indicate that addressing concerns relating to policing, crime and personal safety, the affordability of city living and the provision of health services should be key priorities for the next Mayor, whoever is elected in May 2024. Failure to concentrate on, and deliver in, making substantial improvements in these priority areas will be likely to result in low satisfaction scores.

Our poll provides no better news for the Conservative party at the level of national government. It suggests that if there were to be a general election tomorrow, just 17 per cent of the vote would go to the Conservatives in London, while over half (52 per cent) would go to the Labour Party, giving Labour a commanding 35 percentage point lead over the Conservatives in the capital. It also finds that just 11 per cent of Londoners are generally satisfied with the way central government is running the country, while 71 per cent are dissatisfied. This gives Sunak's government a net approval rating of -60 per cent among Londoners, a figure which is 5 percentage points lower than the -55 per cent net approval rating in our October 2023 poll. In London, fortunes appear to be fading for the Conservative Party both regionally and nationally.

Data tables are available here: [QMULResults_240219_LondonMayoral.xls \(live.com\)](https://www.qmul.ac.uk/research/240219/LondonMayoral.xls)

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). Total sample size was 1,113 adults living in inner and outer London. Fieldwork was undertaken between 12th - 19th February 2024. The survey was carried out online. The figures have been weighted and are representative of all adults in London (aged 18+). YouGov is a member of the British Polling Council and abide by their rules.