

YouGov / QMUL Survey Results

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-17
Oct '23

12-19
Feb '24

WESTMINSTER VOTING INTENTION:

Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Con	20	17	100	0	0	49	2	7	6	36	17	17	13	12	18	31	16	19	18	17	19	15	16
Lab	55	52	0	100	0	18	75	47	63	29	50	55	65	58	49	34	54	49	55	52	37	59	55
Lib Dem	9	10	0	0	100	2	5	39	13	5	11	9	6	8	16	8	11	7	6	7	20	5	12
Reform UK	4	10	0	0	0	27	1	0	3	25	12	7	5	7	9	21	7	14	7	5	14	12	6
Green	9	10	0	0	0	3	15	7	13	5	9	12	8	15	6	5	11	10	13	18	9	6	10
Other	2	1	0	0	0	1	2	0	1	1	2	0	3	1	1	2	1	1	1	1	1	2	1

LONDON MAYORAL VOTING INTENTION:

Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Susan Hall – Con	25	24	82	3	2	70	3	11	11	52	25	23	8	16	26	48	23	26	21	20	30	23	23
Sadiq Khan – Lab	50	49	7	81	38	13	72	60	64	17	50	47	66	55	43	31	54	38	52	55	36	51	52
Rob Blackie – Lib Dem	7	8	4	4	51	3	6	19	9	6	8	7	3	8	10	7	7	9	7	7	13	4	10
Zoe Garbett – Green	11	9	2	7	6	3	9	8	11	5	6	13	6	12	10	2	9	9	10	13	12	7	5
Howard Cox - Reform UK	4	7	2	1	0	11	5	0	2	15	7	7	8	7	6	9	4	13	9	5	6	9	4
Other	3	4	2	3	2	1	4	2	3	3	4	4	9	2	5	3	3	4	1	0	2	7	6

YouGov / QMUL Survey Results

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

12-17
Oct '23

12-19
Feb '24

WESTMINSTER VOTING INTENTION:

Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Con	20	17	14	19	18	16
Lab	55	52	57	49	48	58
Lib Dem	9	10	7	11	10	11
Reform UK	4	10	8	11	14	3
Green	9	10	12	9	9	12
Other	2	1	2	1	1	1

LONDON MAYORAL VOTING INTENTION:

Headline Voting Intention

[Excluding those who don't know, refused or would not vote, and weighting by likelihood to vote]

Susan Hall – Con	25	24	19	27	30	14
Sadiq Khan – Lab	50	49	54	46	42	58
Rob Blackie – Lib Dem	7	8	5	9	7	8
Zoe Garbett – Green	11	9	9	9	9	9
Howard Cox - Reform UK	4	7	8	6	8	6
Other	3	4	5	3	3	4

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)					
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West	
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-17
Oct '23

12-19
Feb '24

If there were a general election held tomorrow, which party would you vote for?

Conservative	13	12	100	0	0	38	2	6	5	25	13	10	9	8	12	23	12	11	11	11	14	12	11
Labour	38	36	0	100	0	13	63	37	50	21	37	34	37	38	35	26	39	31	32	40	27	40	38
Liberal Democrat	6	7	0	0	100	2	5	31	10	3	8	5	4	5	11	6	8	4	4	4	14	4	8
Reform UK	3	7	0	0	0	20	1	0	2	17	9	4	4	4	6	16	5	9	4	3	10	9	4
Green	7	7	0	0	0	2	12	6	10	3	6	7	4	9	4	3	7	6	7	11	6	4	7
Some other party	2	1	0	0	0	1	2	0	1	0	2	0	3	0	1	1	1	1	1	1	0	2	1
Would not vote	10	13	0	0	0	6	3	2	7	8	13	13	11	16	10	7	11	15	15	15	13	11	13
Don't know	16	15	0	0	0	17	11	16	11	21	9	21	16	13	17	18	12	18	17	13	15	15	12
Refused	5	5	0	0	0	1	3	3	4	1	4	5	11	5	3	0	4	5	9	2	1	4	6

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=13]

UK Independence Party (UKIP)	9	7	0	0	0	0	0	0	0	51	9	0	0	0	29	0	0	21	0	100	0	0	0
Women's Equality Party	6	5	0	0	0	0	10	0	0	0	6	0	0	21	0	0	7	0	34	0	0	0	0
Some other party	86	88	0	0	0	100	90	0	100	49	86	100	100	79	71	100	93	79	66	0	100	100	100
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	10	12	1	2	0	4	1	0	5	7	9	14	8	15	10	7	10	15	17	11	12	10	9
1	2	1	0	0	0	0	1	1	1	0	1	1	2	1	1	1	1	1	0	2	0	2	2
2	1	2	0	0	0	1	1	0	1	2	3	2	9	2	1	0	1	4	2	2	3	2	3
3	1	3	0	2	0	2	2	0	2	5	3	3	4	2	5	2	1	6	2	8	1	3	4
4	2	2	1	2	3	0	1	1	3	1	2	2	1	2	2	0	2	2	3	1	2	1	2
5	7	9	11	5	2	7	4	3	6	11	7	11	12	9	8	10	7	12	7	9	7	13	8
6	4	4	7	4	6	4	5	1	4	4	4	4	4	5	4	2	5	4	5	5	4	4	5
7	6	9	11	10	9	8	7	4	6	8	10	7	21	8	4	7	7	11	12	7	6	9	7
8	7	8	13	8	13	7	9	8	10	7	9	7	9	9	8	5	8	8	8	9	7	9	7
9	10	9	12	13	8	9	11	16	10	10	10	7	6	9	9	10	10	7	9	6	9	9	9
10 - Absolutely certain to vote	51	41	43	53	59	58	58	67	53	45	41	41	24	37	48	57	47	32	36	40	49	38	45

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

	12-17 Oct '23	12-19 Feb '24				
If there were a general election held tomorrow, which party would you vote for?						
Conservative	13	12	9	13	12	11
Labour	38	36	36	35	34	37
Liberal Democrat	6	7	5	7	7	7
Reform UK	3	7	6	7	10	2
Green	7	7	7	6	6	7
Some other party	2	1	2	1	1	1
Would not vote	10	13	14	12	12	14
Don't know	16	15	15	15	15	14
Refused	5	5	6	3	2	8

And which of these parties would you vote for?

[Asked only to those who answered 'some other party'; n=13]

UK Independence Party (UKIP)	9	7	0	20	11	0
Women's Equality Party	6	5	7	0	7	0
Some other party	86	88	93	80	82	100
Don't know	0	0	0	0	0	0
Refused	0	0	0	0	0	0

On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?

0 - Certain NOT to vote	10	12	15	10	10	14
1	2	1	1	1	1	1
2	1	2	1	3	4	1
3	1	3	2	4	3	4
4	2	2	2	1	1	3
5	7	9	8	10	7	12
6	4	4	5	4	4	5
7	6	9	12	7	5	13
8	7	8	7	9	8	9
9	10	9	10	8	10	7
10 - Absolutely certain to vote	51	41	37	43	48	32

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)						
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West		
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-17
Oct '23

12-19
Feb '24

In May this year, elections will be held for the post of London Mayor and for London's Assembly. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

0 – Certain NOT to vote	9	12	3	3	2	4	2	2	5	9	10	13	9	16	7	7	10	14	14	14	12	10	9
1	1	1	0	0	0	1	0	1	0	2	1	2	5	1	1	1	1	2	1	2	0	3	0
2	1	3	1	1	0	1	1	1	2	2	3	2	6	2	3	2	3	3	3	2	1	2	6
3	2	2	1	3	0	2	2	2	1	3	2	3	1	2	6	1	1	4	1	7	2	1	3
4	2	2	2	4	3	0	3	0	3	1	3	2	3	2	1	2	2	3	2	2	1	2	4
5	8	11	16	9	5	8	9	3	7	10	13	9	21	11	9	8	10	14	15	11	5	15	8
6	5	5	3	7	4	2	5	7	6	4	4	7	9	6	1	7	6	5	5	7	6	4	5
7	7	7	7	7	13	6	8	3	8	6	5	9	11	8	6	2	7	8	8	3	7	7	11
8	9	10	9	12	13	8	12	10	12	9	10	9	9	10	14	2	10	9	9	10	11	9	8
9	9	7	13	9	7	6	9	11	8	6	7	6	10	6	7	8	8	5	6	3	10	7	7
10 – Absolutely certain to vote	47	39	46	44	54	61	50	60	48	49	41	37	16	36	45	60	43	33	35	39	45	38	38

In May this year, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

Susan Hall – Conservative	16	14	63	2	2	50	2	8	7	34	16	11	3	9	16	33	14	14	12	10	20	13	13
Sadiq Khan – Labour	33	30	7	63	32	9	56	45	45	13	35	26	34	33	28	22	36	22	30	32	24	34	31
Rob Blackie – Liberal Democrats	5	5	2	3	44	2	4	14	6	4	5	4	2	5	6	5	4	5	5	3	8	2	5
Zoë Garbett – Green Party	7	7	2	6	5	2	7	6	9	4	5	8	2	9	6	2	6	7	7	8	8	6	4
Howard Cox - Reform UK	3	5	2	1	0	8	4	0	1	11	6	3	6	4	4	7	3	7	5	3	4	6	2
Some other candidate	3	2	2	2	2	1	3	1	2	3	3	2	5	1	4	2	2	3	1	0	2	4	4
Don't know	21	21	19	17	15	21	18	22	21	19	13	28	27	18	23	23	21	20	17	23	22	22	22
Would not vote	8	13	3	4	0	6	3	2	5	12	13	14	13	17	10	7	11	17	14	20	12	10	14
Refused	3	4	0	1	1	1	3	3	4	0	4	4	9	5	2	0	3	6	9	1	0	4	4

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

12-17
Oct '23

12-19
Feb '24

In May this year, elections will be held for the post of London Mayor and for London's Assembly. On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in these elections?

	12-17 Oct '23	12-19 Feb '24				
0 – Certain NOT to vote	9	12	12	12	10	15
1	1	1	2	1	2	0
2	1	3	3	3	3	3
3	2	2	1	3	2	3
4	2	2	2	3	2	3
5	8	11	14	10	8	16
6	5	5	6	5	4	7
7	7	7	8	7	6	9
8	9	10	9	10	10	9
9	9	7	7	6	7	7
10 – Absolutely certain to vote	47	39	36	41	47	29

In May this year, elections will be held for the post of London Mayor. If there were an election tomorrow for Mayor of London, how would you vote?

	12-17 Oct '23	12-19 Feb '24				
Susan Hall – Conservative	16	14	11	15	19	8
Sadiq Khan – Labour	33	30	35	28	27	34
Rob Blackie – Liberal Democrats	5	5	4	5	4	5
Zoë Garbett – Green Party	7	7	6	7	7	6
Howard Cox - Reform UK	3	5	6	4	5	4
Some other candidate	3	2	3	2	2	2
Don't know	21	21	16	23	22	20
Would not vote	8	13	13	14	12	15
Refused	3	4	6	3	1	7

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)						
	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West		
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-17
Oct '23

12-19
Feb '24

Are you generally satisfied or dissatisfied with the way the national government is running the country?

Very satisfied	2	3	6	3	2	3	2	1	1	3	4	2	7	3	2	0	2	3	5	0	2	3	2
Somewhat satisfied	11	8	35	6	6	18	2	8	7	11	10	7	9	8	7	13	7	11	11	9	6	10	4
TOTAL SATISFIED	13	11	41	9	8	21	4	9	8	14	14	9	16	11	9	13	9	14	16	9	8	13	6
Neither satisfied nor dissatisfied	16	15	27	9	9	16	10	10	8	18	14	15	29	12	13	16	15	14	12	17	10	16	20
Somewhat dissatisfied	23	24	25	25	16	33	17	23	25	25	23	26	20	25	24	25	27	20	22	21	30	24	23
Very dissatisfied	45	47	6	57	67	26	69	58	59	39	47	46	29	49	53	43	48	46	48	52	50	43	45
TOTAL DISSATISFIED	68	71	31	82	83	59	86	81	84	64	70	72	49	74	77	68	75	66	70	73	80	67	68
Don't know	2	3	1	0	0	3	0	0	1	4	2	4	6	4	1	2	1	6	2	2	2	4	6

Are you generally satisfied or dissatisfied with the way Sadiq Khan has performed since becoming Mayor of London?

Very satisfied	6	5	3	8	4	1	9	4	6	2	7	3	7	5	4	3	5	5	5	5	5	6	3
Somewhat satisfied	24	22	9	38	36	9	31	43	31	9	25	19	21	24	21	15	27	15	22	18	18	26	21
TOTAL SATISFIED	30	27	12	46	40	10	40	47	37	11	32	22	28	29	25	18	32	20	27	23	23	32	24
Neither satisfied nor dissatisfied	21	22	14	23	23	9	25	19	24	14	19	25	35	25	15	12	23	21	27	23	13	22	24
Somewhat dissatisfied	16	16	20	16	21	16	20	21	18	18	13	19	9	14	23	18	16	16	12	20	19	14	19
Very dissatisfied	30	29	51	12	14	62	12	11	18	53	31	27	13	23	34	51	25	34	28	28	40	25	23
TOTAL DISSATISFIED	46	45	71	28	35	78	32	32	36	71	44	46	22	37	57	69	41	50	40	48	59	39	42
Don't know	4	7	2	3	2	2	3	2	3	4	5	8	15	8	3	2	5	9	6	5	5	7	10

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

	12-17 Oct '23	12-19 Feb '24				
Are you generally satisfied or dissatisfied with the way the national government is running the country?						
Very satisfied	2	3	4	2	1	5
Somewhat satisfied	11	8	11	7	8	9
TOTAL SATISFIED	13	11	15	9	9	14
Neither satisfied nor dissatisfied	16	15	12	16	14	15
Somewhat dissatisfied	23	24	24	24	24	25
Very dissatisfied	45	47	47	47	50	43
TOTAL DISSATISFIED	68	71	71	71	74	68
Don't know	2	3	1	4	3	3

	12-17 Oct '23	12-19 Feb '24				
Are you generally satisfied or dissatisfied with the way Sadiq Khan has performed since becoming Mayor of London?						
Very satisfied	6	5	6	4	4	7
Somewhat satisfied	24	22	26	19	22	22
TOTAL SATISFIED	30	27	32	23	26	29
Neither satisfied nor dissatisfied	21	22	24	20	16	29
Somewhat dissatisfied	16	16	14	17	17	15
Very dissatisfied	30	29	23	32	35	20
TOTAL DISSATISFIED	46	45	37	49	52	35
Don't know	4	7	6	7	6	8

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Westminster VI			Vote in 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region (1)						
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Central	North	South	East	West		
Weighted Sample	1113	129	396	73	218	328	103	473	309	544	569	127	578	240	168	656	455	232	152	210	346	172	
Unweighted Sample	1113	123	428	69	225	376	113	506	245	440	673	99	562	267	185	758	352	232	157	220	330	174	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following, if any, do you think are the most important issues currently facing London and Londoners? Please tick up to three.

Policing, crime and personal safety	52	70	50	53	70	46	57	50	65	51	53	38	46	61	69	52	52	46	54	66	43	59
The provision of affordable quality homes	46	31	55	46	32	59	53	52	35	42	50	49	50	42	38	48	43	54	41	43	47	42
The provision of health services in the capital	37	30	35	25	44	40	31	37	40	31	42	29	32	46	43	35	39	33	32	43	36	38
The affordability of public transport	25	30	22	41	21	26	33	25	21	27	24	30	27	23	18	28	21	26	31	22	20	33
The levels of taxation in the capital	21	24	15	22	30	15	7	16	27	25	17	25	24	16	15	20	23	20	19	23	22	21
The quality of the environment	17	13	20	15	11	21	28	22	13	17	18	16	18	14	18	18	16	20	15	15	16	21
The provision of good quality homes	16	15	17	16	13	22	17	20	13	16	15	12	17	14	16	16	15	19	13	15	17	14
The provision of social services in the capital	15	8	16	20	11	18	23	20	13	15	16	12	14	13	24	14	16	13	18	13	19	10
Waste collection and ability to keep the streets clean	10	22	7	7	15	7	8	8	11	12	8	9	11	9	10	10	10	11	10	11	9	9
The quality of schools and other educational institutions	10	10	13	10	8	11	13	10	10	8	12	13	8	12	14	13	7	11	7	9	13	10
The availability of public transport	9	13	9	10	16	8	7	7	12	10	8	12	9	8	10	11	6	11	10	9	7	11
The current system of planning applications and policies	5	9	4	6	5	4	2	4	6	6	3	3	6	3	6	5	5	8	4	5	4	4
Other	4	5	3	4	6	3	4	3	6	4	3	1	3	3	8	3	4	2	6	5	3	3
None of these	1	0	0	2	0	1	0	1	1	1	2	3	2	1	0	1	2	3	0	0	3	0
Don't know	3	0	3	1	0	2	2	2	3	3	3	5	3	5	1	2	6	0	6	1	5	4

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 1113 adults in London
Fieldwork: 12th - 19th February 2024

	Region (2)		Ethnicity	
	Inner London	Outer London	White	BME
Weighted Sample	410	703	626	471
Unweighted Sample	415	698	723	369
	%	%	%	%

Which of the following, if any, do you think are the most important issues currently facing London and Londoners? Please tick up to three.

Policing, crime and personal safety	52	45	56	58	43
The provision of affordable quality homes	46	52	43	47	45
The provision of health services in the capital	37	34	38	43	28
The affordability of public transport	25	24	26	23	29
The levels of taxation in the capital	21	19	22	15	28
The quality of the environment	17	21	15	21	12
The provision of good quality homes	16	17	15	13	19
The provision of social services in the capital	15	15	15	18	11
Waste collection and ability to keep the streets clean	10	10	10	10	9
The quality of schools and other educational institutions	10	11	10	9	12
The availability of public transport	9	9	10	9	9
The current system of planning applications and policies	5	5	5	4	7
Other	4	3	4	4	3
None of these	1	3	1	1	2
Don't know	3	1	5	3	3

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*