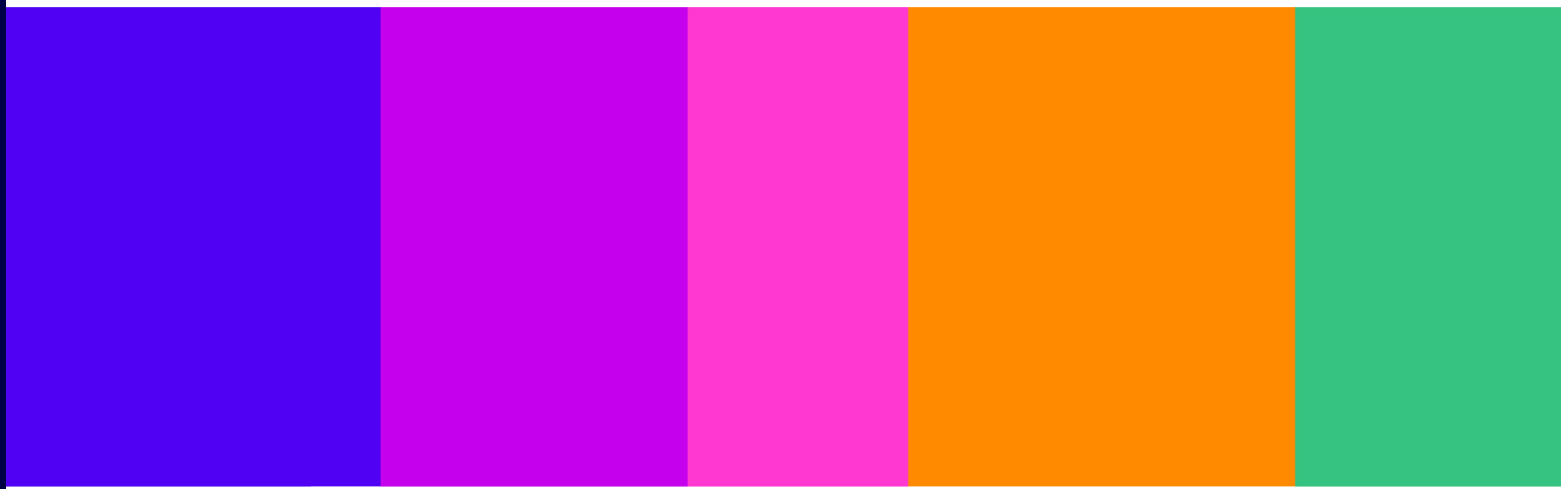


Evidence of past electoral support and evidence of current support ahead of the various elections taking place on 2 May 2024

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1. Overview

On 2 May 2024 there will be: local (and mayoral)¹ elections taking place in some parts of England; London Assembly and Mayoral elections; and elections for Police and Crime Commissioners for England and Wales. To help broadcasters to take editorial decisions during election campaigns, we are publishing a digest of evidence of past electoral support (i.e. election results) and evidence of current support (in the form of opinion polls). This digest also sets out the factors we consider when making decisions on election-related programming, including putting more weight on evidence of past electoral support than evidence of current support (e.g. opinion polls).

What we are including in this document

This document is an updated version of the digests of evidence of past electoral support and current support we have published ahead of the various elections since May 2017.

This digest provides a range of information to assist broadcasters when they are making: editorial decisions about election coverage during the election period² under [Section Six](#) of the Broadcasting Code (“the Code”); and decisions about the allocation of party election broadcasts (“PEBs”) under Ofcom’s rules on Party Political and Referendum Broadcasts (“[the PPRB Rules](#)”). However, this digest is not intended to be an exhaustive compendium of all currently relevant electoral evidence. Broadcasters should also take account of other relevant information when making decisions in relation to their coverage of elections. For example, broadcasters should take account of relevant past electoral support and/or current support for parties and candidates in particular constituencies and electoral areas, when making editorial decisions in relation to coverage of electoral contests in those areas.

- 1.1 Since 9 March 2017³, Ofcom has required broadcasters to take election-related editorial decisions and decisions about allocations of PEBs and party political broadcasts (“PPBs”) by reference to evidence of past electoral support and/or current support. As an aid to broadcasters, we have published digests of evidence of past electoral support (i.e. election results) and evidence of current support (in the form of opinion polls) ahead of the various elections that took place in the UK since 9 March 2017.

¹ This includes nine combined authority mayoral elections in: East Midlands; Greater Manchester; Liverpool City Region; North East; South Yorkshire; Tees Valley; West Midlands; West Yorkshire; and York and North Yorkshire. There is also a single authority mayoral election in Salford.

² In relation to the various elections taking place on 2 May 2024, the rules in Section Six of Ofcom’s Broadcasting Code will apply when the “election period” commences. The start date of the election periods in England and Wales will be confirmed in a Note to Broadcasters, to be published in March 2024 in Ofcom’s Broadcast and On Demand Bulletin.

³ On this date, Ofcom published its Statement amending its rules in the areas of due impartiality, due accuracy, elections and referendums (“the Statement”). In the Statement, we set out our decision to remove the concept of larger parties from Section Six of the Code and the PPRB Rules and to replace it with a requirement on broadcasters to take election-related editorial decisions and decisions about allocations of PEBs and party political broadcasts (“PPBs”) by reference to evidence of past electoral support and/or current support.

1.2 We consider it would be helpful to set out some of the factors Ofcom takes into account in weighing different types of evidence when taking decisions around the enforcement of Section Six of our Code in the area of elections. These factors, set out below, reflect the approach we have taken to complaints since March 2017:

- we place greater weight on the actual performance of a political party or an independent candidate in elections over opinion poll data. This reflects the fact that electoral performance is a measure of how voters have actually exercised their democratic choice. This compares with the greater uncertainty associated with support in opinion polls, which may not translate into actual votes or seats at an election;
- in considering past electoral support, we take into account factors such as the electoral performance of parties (including the numbers of elected candidates and overall percentage of vote received) or independent candidates in the previous set of corresponding elections over at least two electoral cycles;
- we also take into account performance in other relevant past elections being contested at the same time, as well as performance in other recent past elections;
- we take into account the electoral performance of parties or independent candidates over at least two electoral cycles when considering performance in any given type of elections. However, we place less weight on the evidence of electoral performance two or more electoral cycles ago given the historical nature of this evidence;
- where relevant, we consider evidence in relation to electoral performance in the different nations of the UK;
- while putting less weight on levels of current support as opposed to actual performance, we put weight on evidence of current support that is objective and measurable. One type of objective and measurable evidence of current support is opinion poll data, where it is available. There may be other types of evidence of current support but in considering such evidence we would take into account the consistency and objectivity of each type of evidence; and
- our intention is always to undertake a balanced assessment having regard to the totality of relevant evidence.

1.3 For further information regarding evidence of past electoral support and current support, please see our [Guidance to Section Six](#) of the Code, paragraphs 1.42 to 1.47.

1.4 In Section Two we lay out evidence of past electoral support in the form of past election results, which includes the performance, over two election cycles, of political parties across the nations of the UK in: English local and, where relevant, mayoral elections; London Assembly and Mayoral elections; Police and Crime Commissioner elections in England and Wales; and other significant elections which are not being contested on 2 May 2024.

- 1.5 In the event that a UK General Election is called later in 2024⁴, Ofcom will publish a further Election Digest. However, should other elections occur before then, e.g. by-elections, it is open to broadcasters to make reference to this digest in helping to frame their decisions. It might also be necessary in such circumstances for broadcasters to assess any more recent evidence that may be relevant.
- 1.6 In Section Three we lay out evidence of current support for the political parties across England, Wales, Scotland and Northern Ireland in the form of opinion polling data since the various elections which took place on 4 and 18 May 2023.

Guidance on the PPRB Rules on scheduling

- 1.7 Rules 25 and 26 of our PPRB Rules set out the scheduling requirements for PEBs and PPBs⁵. We expect broadcasters to make scheduling decisions in a fair and consistent manner having regard to evidence of past electoral and current support. We will therefore expect broadcasters to continue to allocate PEBs and PPBs to parties with higher levels of past electoral and current support at times which are likely to attract higher rather than lower numbers of viewers and listeners. We will also expect broadcasters to ensure that different parties are allocated PEBs and PPBs at different times in the schedule, in order to ensure the various parties' messages reach the widest possible audience. In particular, if a broadcaster consistently allocated PEBs and/or PPBs to a particular party at times attracting the lowest audiences, we would view this as potentially raising issues regarding the preservation of due impartiality under Section Five and/or (when during an election period) Section Six of the Code.

⁴ Under the provisions of the Dissolution and Calling of Parliament Act 2022, the current UK Parliament would dissolve on 17 December 2024, unless dissolved earlier.

⁵ Rule 25 states: "PEBs, PPBs and RCBs on television must be carried between 5.30pm and 11.30pm". Rule 26 states: "PEBs and RCBs on radio must be carried between 6.00am and 10.00pm".

2. Evidence of past electoral support

Previous results of elections being contested in May 2024

English local elections

2.1 Figure 1 sets out figures collated by the Elections Centre, Plymouth University of the numbers of seats won and share of the popular vote achieved by the various political parties for English local elections in recent years, including: the past two cycles of English local elections in terms of sequential years (2022 and 2023); and the last two elections where the seats being contested in May 2024 were last contested (2016 and 2021).

Figure 1: Numbers of seats and share of vote at English local elections 2016 to 2023

	Cons	Lab	Lib Dem	UKIP	Green	Brexit/ Reform ⁶	Others/ Ind
2016	841 27.0%	1,325 38.9%	380 12.8%	59 10.9%	45 6.0%	N/A	120 4.6%
2017	1,439 46.6%	417 20.0%	315 18.0%	1 4.7%	20 4.4%	N/A	178 6.4%
2018	1,331 31.8%	2,352 41.2%	539 14.0%	3 1.3%	40 6.7%	N/A	146 5.1%
2019	3,559 31.4%	2,020 26.6%	1,351 16.9%	34 4.5%	263 9.2%	N/A	1,198 11.4%
2021	2,337 40.5%	1,346 27.0%	588 15.3%	0 0.1%	152 9.1%	N/A	307 7.9%
2022	1,078 29.3%	2,269 38.1%	715 16.5%	N/A	116 9.5%	N/A	222 6.6%
2023	2,299 29.1%	2,682 30.8%	1,634 18.2%	N/A	482 10.5%	0 0.5%	980 10.8%

Source: The Elections Centre, Plymouth University

English mayoral elections

2.2 Mayoral elections are due to take place in May 2024 in England for: East Midlands; Greater Manchester; Liverpool City Region; London; North East; Salford; South Yorkshire; Tees Valley; West Midlands; West Yorkshire; and York and North Yorkshire.

2.3 Figure 2 sets out the winning party and the share of the first preference vote achieved by the various political parties in the past two cycles of the mayoral elections being contested, where available. The mayoralty of West Yorkshire was created in 2021, therefore only one prior set of results is available for this authority. The mayoralties of East Midlands and York

⁶ The Brexit Party was formed in November 2018 and changed its name to Reform UK in January 2021.

and North Yorkshire are new positions, therefore there are no prior results for these authorities. The mayoralty of North East is a new role which will replace the current North of Tyne Combined Authority Mayoralty. Previous election results for the mayoralty of North of Tyne are therefore provided. See Figure 3 for prior results of London Mayoral elections.

Figure 2: Number of mayoralties and share of vote at mayoral elections in the past two cycles

	Cons	Lab	Lib-Dem	UKIP	Green	Brexit/ Reform ⁷	Others/Ind
Greater Manchester							
2017	0 22.7%	1 63.4%	0 6.1%	0 1.9%	0 2.4%	N/A	0 3.6%
2021	0 19.6%	1 67.3%	0 3.2%	N/A	0 4.4%	0 2.7%	0 2.8%
Liverpool City Region							
2017	0 20.4%	1 59.3%	0 6.8%	0 4.1%	0 4.9%	N/A	0 4.5%
2021	0 19.6%	1 58.3%	0 10.3%	N/A	0 11.8%	N/A	N/A
North of Tyne⁸							
2019	0 24.9%	1 ⁹ 33.9%	0 13.0%	0 11.0%	N/A	N/A	0 17.2%
Salford							
2016	0 24.2%	1 ¹⁰ 49.6%	N/A	0 17.7%	0 8.5%	N/A	N/A
2021	0 23.4%	1 59.0%	0 3.2%	N/A	0 8.8%	N/A	0 5.2%

⁷ See footnote 6

⁸ The North of Tyne mayoralty will be replaced after the 2 May 2024 elections with a new North East mayoralty.

⁹ The Labour Party candidate received 56.1% of transfer votes in the second round.

¹⁰ The Labour Party candidate received 66.2% of transfer votes in the second round.

	Cons	Lab	Lib-Dem	UKIP	Green	Brexit/ Reform ⁷	Others/Ind
South							
Yorkshire¹¹							
2018¹²	0 14.5%	1 ¹³ 47.1%	0 10.4%	N/A	0 7.8%	N/A	0 18.4%
2022	0 16.5%	1 ¹⁴ 43.1%	0 10.8%	N/A	0 12.4%	N/A	0 17.3%
Tees Valley							
2017	1 ¹⁵ 39.5%	0 39.0%	0 12.3%	0 9.3%	N/A	N/A	N/A
2021	1 72.8%	0 27.2%	N/A	N/A	N/A	N/A	N/A
West							
Midlands							
2017	1 ¹⁶ 41.9%	0 40.8%	0 5.9%	0 5.6%	0 4.7%	N/A	0 1.1%
2021	1 ¹⁷ 48.7%	0 39.7%	0 16.3%	N/A	0 5.8%	0 2.2%	N/A
West							
Yorkshire							
2021	0 29.1%	1 ¹⁸ 43.1%	0 5.0%	N/A	0 9.2%	0 2.5%	0 11.2%

Source: Local authorities' websites

¹¹ From 2 May 2024 the Mayor of South Yorkshire will take on Police and Crime Commissioner responsibilities. These additional responsibilities mean that this Mayoralty is considered a new role, requiring an election.

¹² Between May 2018 and September 2021 the South Yorkshire Mayoral Combined Authority was known as the Sheffield City Region Mayoral Combined Authority.

¹³ The Labour Party candidate received 74.0% of transfer votes in the second round.

¹⁴ The Labour Party candidate received 71.4% of transfer votes in the second round.

¹⁵ The Conservative Party candidate received 51.1% of transfer votes in the second round.

¹⁶ The Conservative Party candidate received 50.4% of transfer votes in the second round.

¹⁷ The Conservative Party candidate received 54.0% of transfer votes in the second round.

¹⁸ The Labour Party candidate received 59.8% of transfer votes in the second round.

London Mayoral elections

2.4 Figure 3 sets out winning party and the share of the first preference vote achieved by the various political parties in the past two cycles of London mayoral elections.

Figure 3: Share of vote at London mayoral elections in 2016 and 2021

	Cons	Lab	Lib-Dem	UKIP	Green	Brexit/ Reform ¹⁹	Others/Ind
2016	0 35.0%	1 ²⁰ 44.2%	0 4.6%	0 3.6%	0 5.8%	N/A	0 6.6%
2021	0 35.3%	1 ²¹ 40.0%	0 4.4%	0 0.6%	0 7.8%	N/A	0 11.9%

Source: BBC

London Assembly elections

2.5 Figure 4 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of the London Assembly elections.

Figure 4: Numbers of seats and share of vote at London Assembly elections in 2016 and 2021

	Cons	Lab	Lib-Dem.	UKIP	Green	Brexit/ Reform ²²	Others/Ind
2016							
Directly elected	5 31.1%	9 43.5%	0 7.5%	0 7.6%	0 9.1%	N/A	0 1.2%
Regional list	3 29.2%	3 40.3%	1 6.3%	2 6.5%	2 8.0%	N/A	0 9.6%
2021							
Directly elected	5 32.0%	9 41.7%	0 10.3%	N/A	0 13.0%	0 2.4%	0 0.6%
Regional list	4 30.7%	2 38.1%	2 7.3%	0 1.1%	3 11.8%	0 1.0%	0 10.0%

Source: London Elects

¹⁹ See footnote 6.

²⁰ The Labour Party candidate received 56.8% of transfer votes in the second round.

²¹ The Labour Party candidate received 55.2% of transfer votes in the second round.

²² See footnote 6.

Police and Crime Commissioner (“PCC”) elections

2.6 Figure 5 sets out the numbers of PCC posts won and share of the popular vote achieved by the various political parties in the past two cycles of PCC elections.

Figure 5: Numbers of PCC posts and share of vote at PCC elections in 2016 and 2021

	Cons	Lab	Lib-Dem	Plaid Cymru	UKIP	Green	Brexit/ Reform ²³	Others/ Ind
2016								
England	20 30.2%	13 34.3%	0 9.1%	N/A	0 14.8%	0 1.4%	N/A	3 7.8%
Wales	0 21.9%	2 34.1%	0 4.7%	2 23.7%	0 4.9%	N/A	N/A	0 10.7%
2021								
England	30 45.2%	5 30.0%	0 14.3%	N/A	N/A	0 2.6%	0 1.2%	0 6.7%
Wales	0 28.4%	3 35.1%	0 5.2%	1 23.5%	N/A	N/A	N/A	0 7.8%

Source: House of Commons Library

Previous results of other significant elections which are not being contested in May 2024

2.7 Figures 6 to 15 set out the number of seats won and share of the popular vote achieved by the various political parties in a range of other significant elections which are not being contested in May 2024.

UK General Elections

2.8 Figure 6 sets out the number of seats won and share of the popular vote achieved by the various political parties for the last two General Elections in England, Wales and Scotland.

²³ See footnote 6.

Figure 6: Number of seats and share of vote at General Elections in 2017 and 2019 (England, Wales and Scotland)

	Cons	Lab	Lib-Dem	SNP	Plaid Cymru	Green	Brexit/ Reform ²⁴	Others/ Ind
2017								
England	296 45.4%	227 41.9%	8 7.8%	N/A	N/A	1 1.9%	N/A	1 3.0%
Wales	8 33.6%	28 48.9%	0 4.5%	N/A	4 10.4%	0 0.3%	N/A	0 2.2%
Scotland	13 28.6%	7 27.1%	4 6.8%	35 36.9%	N/A	0 0.2%	N/A	0 0.5%
2019								
England	345 47.2%	179 34.0%	7 12.4%	N/A	N/A	1 3.0%	0 2.0%	1 1.1%
Wales	14 36.1%	22 40.9%	0 6.0%	N/A	4 9.9%	0 1.0%	0 5.4%	0 0.6%
Scotland	6 25.1%	1 18.6%	4 9.5%	48 45.0%	N/A	0 1.0%	0 0.5%	0 0.2%

Source: BBC and House of Commons Library

2.9 Figure 7 sets out the number of seats won and share of the popular vote achieved by the various political parties for the last two General Elections in Northern Ireland.

Figure 7: Number of seats and share of vote at General Elections in 2017 and 2019 (Northern Ireland)

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others /Ind
2017	10 36.0%	7 29.4%	0 11.7%	0 10.3%	0 7.9%	0 0.4%	0 0.9%	1 3.2%
2019	8 30.6%	7 22.8%	2 14.9%	0 11.7%	1 16.8%	N/A	0 0.2%	0 3.4%

Source: BBC and House of Commons Library

²⁴ See footnote 6.

European Parliamentary elections

2.10 Figure 8 sets out the number of seats won and share of the popular vote achieved by the various political parties in the last two cycles of European Parliamentary elections in England, Wales and Scotland. Figure 9 sets out the number of seats won and share of the first preference vote achieved by the various political parties in the last two cycles of European Parliamentary elections in Northern Ireland.

Figure 8: Number of seats and share of vote at the 2014 and 2019 European Parliamentary elections – England, Wales and Scotland

	Cons	Lab	Lib Dem	SNP	Plaid Cymru	Brexit	UKIP	Green	Others /Ind
2014									
England	17 24.9%	17 25.2%	1 7.0%	N/A	N/A	N/A	22 29.2%	3 8.0%	0 4.5%
Wales	1 17.4%	1 28.1%	0 3.9%	N/A	1 15.3%	N/A	1 27.6%	0 4.5%	0 2.1%
Scotland	1 17.2%	2 25.9%	0 7.1%	2 29.0%	N/A	N/A	1 10.5%	0 8.1%	0 1.5%
Great Britain	19 23.9%	20 25.4%	1 6.9%	2 2.5%	1 0.7%	N/A	24 27.5%	3 7.9%	0 5.2%
2019									
England	3 9.0%	9 14.6%	15 21.3%	N/A	N/A	26 33.4%	0 3.5%	7 12.9%	0 5.4%
Wales	0 6.5%	1 15.3%	0 13.6%	N/A	1 19.6%	2 32.5%	0 3.3%	0 6.3%	0 2.9%
Scotland	1 11.6%	0 9.3%	1 13.9%	3 37.8%	N/A	1 14.8%	0 1.8%	0 8.2%	0 2.4%
Great Britain	4 9.1%	10 14.1%	16 20.3%	3 3.6%	1 1.0%	29 31.6%	0 3.3%	7 12.1%	0 5.0%

Source: BBC and House of Commons Library

Figure 9: Number of seats and share of vote at the 2014 and 2019 European Parliamentary elections – Northern Ireland

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	UKIP	Brexit	Others/ Ind
2014	1 20.9%	1 25.5%	0 13.0%	1 13.3%	0 7.1%	0 12.1%	0 1.7%	0 3.9%	N/A	0 2.4%
2019	1 21.8%	1 22.2%	0 13.7%	0 9.3%	1 18.5%	0 10.8%	0 2.2%	0 0.9%	N/A	0 0.6%

Source: House of Commons Library

Welsh Parliamentary elections

2.11 Figure 10 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of the Welsh Parliamentary elections.

Figure 10: Numbers of seats and share of vote at Welsh Parliamentary elections in 2016 and 2021

	Cons	Lab	Lib Dem	Plaid Cymru	UKIP	Green	Brexit/ Reform ²⁵	Others/ Ind
2016								
Directly elected	5 21.1%	27 34.7%	1 7.7%	6 20.5%	0 12.5%	0 2.5%	N/A	0 1.0%
Regional list	11 18.8%	2 31.5%	0 6.5%	6 20.8%	7 13.0%	0 3.0%	N/A	0 6.5%
2021								
Directly elected	8 26.1%	27 39.9%	0 4.9%	5 20.3%	0 0.8%	0 1.6%	0 1.6%	0 6.4%
Regional list	8 25.1%	3 36.2%	1 4.3%	8 20.7%	0 1.6%	0 4.4%	0 1.1%	0 7.7%

Source: BBC and House of Commons Library

Scottish Parliamentary elections

2.12 Figure 11 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of the Scottish Parliamentary elections.

Figure 11: Numbers of seats and share of vote at Scottish Parliamentary elections in 2016 and 2021

	Cons	Lab	Lib Dem	SNP	Scottish Green	Brexit/ Reform ²⁶	Others/Ind
2016							
Directly elected	7 22.0%	3 22.6%	4 7.8%	59 46.5%	0 0.6%	N/A	0 0.5%
Regional list	24 22.9%	21 19.1%	1 5.2%	4 41.7%	6 6.6%	N/A	0 4.5%
2021							
Directly elected	5 21.9%	2 21.6%	4 6.9%	62 47.7%	0 1.3%	N/A	0 0.6%
Regional list	26 23.5%	20 17.9%	0 5.1%	2 40.3%	8 8.1%	0 0.2%	0 5.1%

Source: The Scottish Parliament

²⁵ See footnote 6.

²⁶ See footnote 6.

Northern Ireland Assembly elections

2.13 Figure 12 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of the Northern Ireland Assembly elections.

Figure 12: Number of seats and share of vote at Northern Ireland Assembly elections in 2017 and 2022

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others/Ind
2017	28 28.1%	27 27.9%	12 11.9%	10 12.9%	8 9.1%	1 2.6%	2 2.3%	2 5.4%
2022	25 21.3%	27 29.0%	8 9.1%	9 11.2%	17 13.5%	1 7.6%	0 1.9%	3 6.3%

Source: BBC

Welsh local elections

2.14 Figure 13 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of Welsh local elections.

Figure 13: Number of seats and share of vote at Welsh local elections in 2017 and 2022

	Cons	Lab	Lib Dem	Plaid Cymru	Green	Others/Ind
2017	184 18.8%	468 34.4%	63 6.8%	208 16.5%	1 1.3%	330 26.1%
2022	112 15.2%	527 34.0%	70 7.0%	203 17.0%	8 2.3%	314 24.4%

Source: BBC and The Elections Centre, Plymouth University

Scottish local elections

2.15 Figure 14 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of Scottish local elections.

Figure 14: Number of seats and share of vote at Scottish local elections in 2017 and 2022

	Cons	Lab	Lib Dem	SNP	Green	Others/Ind
2017	276 25.3%	262 202%	67 6.9%	431 32.3%	19 4.1%	172 11.2%
2022	214 19.6%	282 21.7%	87 8.6%	453 34.1%	35 6.0%	155 9.9%

Source: BBC and Electoral Commission

Northern Ireland local elections

2.16 Figure 15 sets out the numbers of seats won and share of the popular vote achieved by the various political parties in the past two cycles of the Northern Ireland local elections.

Figure 15: Number of seats and share of vote at Northern Ireland local elections in 2019 and 2023

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others/Ind
2019	122 24.1%	105 23.2%	59 12.0%	75 14.1%	53 11.5%	6 2.2%	8 2.1%	34 10.9%
2023	122 23.3%	144 30.9%	39 8.7%	54 10.9%	67 13.3%	9 3.9%	5 1.7%	22 7.2%

Source: BBC and local authority websites

3. Evidence of current support

We lay out below evidence of current support, as indicated by opinion polls, in England, Wales, Scotland, Northern Ireland and London.

England

- 3.1 Great Britain-wide polls can be used as a proxy for gauging levels of current support in England only. One source of aggregated Great Britain-wide opinion poll figures is the Polling Observatory project.
- 3.2 The Polling Observatory project has produced estimates of current support by pooling all the available evidence to reduce the impact of the random variation that each individual survey inevitably produces.
- 3.3 Figure 16 set outs the Polling Observatory data from the various elections in May 2023 to the end of January 2024. These figures are calculated on the basis of a rolling average of all polls over a two-month window, unadjusted for ‘house effects’ i.e. estimated biases of the individual pollsters.

Figure 16: Polling Observatory opinion poll data (Great Britain-wide) May 2023 – January 2024

Date (Week beginning)	Cons	Lab	Lib Dem	Green	Reform
04/05/2023	27.7%	44.1%	10.5%	5.3%	5.6%
11/05/2023	27.3%	44.2%	10.7%	5.2%	5.6%
18/05/2023	27.7%	44.1%	10.7%	5.3%	5.7%
25/05/2023	27.5%	43.8%	10.8%	5.5%	5.7%
01/06/2023	27.6%	43.4%	11.1%	5.6%	5.7%
08/06/2023	27.3%	43.9%	11.0%	5.6%	5.8%
15/06/2023	25.7%	45.1%	10.9%	5.6%	5.8%
22/06/2023	26.0%	44.9%	10.7%	5.5%	5.9%
29/06/2023	25.9%	45.5%	10.6%	5.5%	5.9%
06/07/2023	26.1%	45.5%	10.6%	5.4%	6.0%
13/07/2023	25.7%	45.2%	10.9%	5.4%	6.1%
20/07/2023	25.8%	45.2%	10.9%	5.4%	6.2%
27/07/2023	25.6%	45.1%	10.8%	5.5%	6.2%
03/08/2023	25.7%	45.0%	10.8%	5.6%	6.3%

Date (Week beginning)	Cons	Lab	Lib Dem	Green	Reform
10/08/2023	25.9%	45.1%	10.7%	5.7%	6.3%
17/08/2023	26.0%	44.6%	10.7%	5.9%	6.4%
24/08/2023	26.4%	44.6%	10.7%	5.8%	6.5%
31/08/2023	26.1%	44.4%	10.8%	5.8%	6.5%
07/09/2023	25.3%	44.4%	10.8%	6.0%	6.6%
14/09/2023	25.3%	44.1%	11.0%	6.0%	6.6%
21/09/2023	26.6%	43.7%	11.1%	5.9%	6.7%
28/09/2023	26.6%	43.8%	11.1%	5.8%	6.7%
05/10/2023	26.6%	44.2%	11.0%	5.6%	6.8%
12/10/2023	26.4%	44.9%	10.7%	5.5%	6.9%
19/10/2023	25.9%	45.6%	10.6%	5.4%	7.0%
26/10/2023	25.8%	45.2%	10.4%	5.5%	7.2%
02/11/2023	25.9%	45.1%	10.5%	5.6%	7.3%
09/11/2023	24.4%	44.8%	10.7%	5.8%	7.6%
16/11/2023	24.7%	43.7%	11.1%	5.9%	7.8%
23/11/2023	24.7%	43.7%	11.0%	6.0%	8.1%
30/11/2023	24.7%	43.1%	11.1%	6.0%	8.3%
07/12/2023	24.3%	43.0%	11.0%	5.9%	8.5%
14/12/2023	24.6%	42.7%	10.9%	5.9%	8.6%
21/12/2023	25.1%	42.7%	10.9%	5.9%	8.8%
28/12/2023	25.1%	43.7%	10.7%	5.9%	8.9%
04/01/2024	24.7%	43.9%	10.3%	5.9%	9.0%
11/01/2024	24.2%	44.1%	10.1%	5.9%	9.1%
18/01/2024	24.1%	44.4%	9.8%	5.8%	9.2%
25/01/2024	24.2%	44.0%	9.9%	5.7%	9.3%

Source: Polling Observatory

Wales

3.4 Figure 17 sets out indicative levels of current support for the various parties in Wales from May 2023 to February 2024, based on voting intention at General Elections. Figure 18 sets out indicative levels of current support for the various parties in Wales, from May 2023 to February 2024, based on voting intention at Welsh Parliamentary elections (both in terms of directly-elected constituency voting intention and regional list voting intention).

Figure 17: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	Others /Ind
Redfield & Wilton (May 2023)	23.0%	43.0%	8.0%	11.0%	9.0%	4.0%	1.0%
YouGov (May 2023)	19.0%	49.0%	8.0%	10.0%	9.0%	4.0%	1.0%
Redfield & Wilton (Jun 2023)	22.0%	43.0%	7.0%	10.0%	12.0%	4.0%	1.0%
Redfield & Wilton (Jul 2023)	24.0%	46.0%	7.0%	10.0%	10.0%	3.0%	1.0%
Redfield & Wilton (Aug 2023)	24.0%	41.0%	7.0%	13.0%	11.0%	4.0%	0.0%
YouGov (Sep 2023)	19.0%	50.0%	5.0%	12.0%	8.0%	5.0%	2.0%
Redfield & Wilton (Sep 2023)	22.0%	44.0%	9.0%	10.0%	7.0%	6.0%	1.0%
Redfield & Wilton (Oct 2023)	26.0%	46.0%	3.0%	10.0%	10.0%	4.0%	0.0%
Redfield & Wilton (Nov 2023)	24.0%	44.0%	4.0%	13.0%	9.0%	5.0%	1.0%
Redfield & Wilton (Dec 2023)	22.0%	47.0%	6.0%	11.0%	10.0%	2.0%	0.0%
Redfield & Wilton (Jan 2024)	20.0%	48.0%	4.0%	11.0%	12.0%	4.0%	1.0%
Redfield & Wilton (Feb 2024)	22.0%	45.0%	5.0%	10.0%	13.0%	5.0%	1.0%

Source: Polling companies' websites

Figure 18: Voting preference in Welsh Parliamentary elections (constituency vote and regional list vote)

	Cons	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	AWA ²⁷	Others /Ind
Redfield & Wilton (May 2023)								
Directly elected	23.0%	38.0%	7.0%	20.0%	7.0%	3.0%	N/A	2.0%
Regional list	21.0%	30.0%	10.0%	24.0%	8.0%	4.0%	N/A	4.0%
YouGov (May 2023)								
Directly elected	18.0%	40.0%	7.0%	17.0%	8.0%	5.0%	N/A	4.0%
Regional list	16.0%	36.0%	7.0%	18.0%	7.0%	7.0%	5.0%	2.0%
Redfield & Wilton (Jun 2023)								
Directly elected	22.0%	36.0%	7.0%	19.0%	10.0%	3.0%	N/A	3.0%
Regional list	22.0%	30.0%	9.0%	20.0%	8.0%	6.0%	N/A	4.0%
Redfield & Wilton (Jul 2023)								
Directly elected	22.0%	42.0%	6.0%	16.0%	7.0%	3.0%	N/A	3.0%
Regional list	20.0%	33.0%	10.0%	19.0%	6.0%	6.0%	N/A	4.0%

²⁷ Abolish the Welsh Assembly.

	Cons	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	AWA ²⁷	Others /Ind
Redfield & Wilton (Aug 2023)								
Directly elected	21.0%	37.0%	6.0%	20.0%	9.0%	3.0%	N/A	4.0%
Regional list	19.0%	31.0%	10.0%	22.0%	10.0%	6.0%	N/A	3.0%
YouGov (Sep 2023)								
Directly elected	18.0%	41.0%	6.0%	19.0%	8.0%	4.0%	N/A	7.0%
Regional list	16.0%	34.0%	6.0%	20.0%	6.0%	6.0%	9.0%	3.0%
Redfield & Wilton (Sep 2023)								
Directly elected	27.0%	39.0%	5.0%	18.0%	3.0%	6.0%	1.0%	1.0%
Regional list	21.0%	35.0%	12.0%	18.0%	5.0%	6.0%	2.0%	1.0%
Redfield & Wilton (Oct 2023)								
Directly elected	27.0%	37.0%	4.0%	18.0%	6.0%	3.0%	5.0%	N/A
Regional list	21.0%	31.0%	5.0%	24.0%	8.0%	4.0%	7.0%	N/A
Redfield & Wilton (Nov 2023)								
Directly elected	23.0%	40.0%	3.0%	18.0%	7.0%	4.0%	3.0%	1.0%
Regional list	21.0%	32.0%	6.0%	18.0%	7.0%	9.0%	5.0%	1.0%

	Cons	Lab	Lib Dem	Plaid Cymru	Reform UK	Green	AWA ²⁷	Others /Ind
Redfield & Wilton (Dec 2023)								
Directly elected	22.0%	41.0%	7.0%	17.0%	7.0%	3.0%	3.0%	0.0%
Regional list	20.0%	28.0%	8.0%	24.0%	7.0%	7.0%	4.0%	N/A
Redfield & Wilton (Jan 2024)								
Directly elected	25.0%	39.0%	3.0%	18.0%	9.0%	4.0%	3.0%	0.0%
Regional list	19.0%	34.0%	6.0%	21.0%	7.0%	6.0%	6.0%	1.0%
Redfield & Wilton (Feb 2024)								
Directly elected	21.0%	34.0%	4.0%	19.0%	13.0%	3.0%	6.0%	0.0%
Regional list	16.0%	29.0%	8.0%	25.0%	10.0%	4.0%	7.0%	0.0%

Source: Polling companies' websites

Scotland

3.5 Figure 19 sets out indicative levels of current support for the various parties in Scotland from May 2023 to February 2024, based on voting intention at General Elections. Figure 20 sets out indicative levels of current support for the various parties in Scotland, from May 2023 to February 2024, based on voting intention at Scottish Parliamentary elections (both in terms of directly elected constituency voting intention and regional list voting intention).

Figure 19: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	SNP	Green	Reform	Others/ Ind
Ipsos MORI (May 2023)	16.0%	29.0%	6.0%	41.0%	3.0%	1.0%	3.0%
Redfield & Wilton (Jun 2023)	20.0%	28.0%	9.0%	37.0%	3.0%	3.0%	N/A
YouGov (Jun 2023)	17.0%	36.0%	7.0%	33.0%	4.0%	N/A	3.0%
Savanta (Jun 2023)	17.0%	34.0%	7.0%	38.0%	N/A	N/A	4.0%

	Cons	Lab	Lib Dem	SNP	Green	Reform	Others/ Ind
Panelbase (Jun 2023)	17.0%	34.0%	7.0%	34.0%	N/A	N/A	7.0%
Survation (Jun 2023)	17.0%	34.0%	9.0%	37.0%	N/A	N/A	4.0%
Redfield & Wilton (Jul 2023)	21.0%	32.0%	7.0%	35.0%	2.0%	2.0%	1.0%
Redfield & Wilton (Aug 2023)	17.0%	34.0%	7.0%	37.0%	2.0%	2.0%	1.0%
YouGov (Aug 2023)	15.0%	32.0%	6.0%	36.0%	6.0%	3.0%	2.0%
Survation (Aug 2023)	17.0%	35.0%	6.0%	37.0%	N/A	N/A	5.0%
Redfield & Wilton (Sep 2023)	15.0%	35.0%	8.0%	35.0%	4.0%	2.0%	1.0%
YouGov (Sep 2023)	16.0%	27.0%	7.0%	38.0%	6.0%	4.0%	2.0%
Opinium (Sep 2023)	18.0%	28.0%	8.0%	37.0%	4.0%	N/A	4.0%
Redfield & Wilton (4-5 Oct 2023)	21.0%	32.0%	9.0%	34.0%	2.0%	1.0%	1.0%
YouGov (2-6 Oct 2023)	20.0%	32.0%	5.0%	33.0%	5.0%	2.0%	2.0%
Savanta (Oct 2023)	19.0%	35.0%	6.0%	35.0%	N/A	N/A	4.0%
YouGov (20-25 Oct 2023)	16.0%	38.0%	6.0%	32.0%	4.0%	N/A	4.0%
Redfield & Wilton (29-30 Oct 2023)	23.0%	32.0%	8.0%	32.0%	2.0%	2.0%	1.0%
Ipsos (Nov 2023)	15.0%	30.0%	6.0%	40.0%	3.0%	N/A	5.0%
Redfield & Wilton (Nov 2023)	17.0%	36.0%	6.0%	34.0%	2.0%	3.0%	N/A
Redfield & Wilton (Jan 2024)	17.0%	35.0%	9.0%	35.0%	2.0%	2.0%	1.0%
Norstat (Jan 2024)	16.0%	36.0%	7.0%	33.0%	N/A	4.0%	4.0%

	Cons	Lab	Lib Dem	SNP	Green	Reform	Others/ Ind
Survation (Jan 2024)	16.0%	34.0%	8.0%	36.0%	N/A	N/A	7.0%
Ipsos (Jan 2024)	14.0%	32.0%	6.0%	39.0%	4.0%	3.0%	2.0%
Redfield & Wilton (Feb 2024)	18.0%	34.0%	8.0%	33.0%	2.0%	4.0%	1.0%

Source: Polling companies' websites

Figure 20: Voting preference in Scottish Parliamentary elections (constituency vote and regional list vote)

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Ipsos (May 2023)								
Directly elected	17.0%	28.0%	7.0%	42.0%	4.0%	1.0%	N/A	1.0%
Regional list	17.0%	27.0%	5.0%	35.0%	12.0%	2.0%	1.0%	2.0%
Redfield & Wilton (Jun 2023)								
Directly elected	21.0%	29.0%	8.0%	36.0%	2.0%	1.0%	2.0%	0.0%
Regional list	19.0%	25.0%	10.0%	25.0%	14.0%	3.0%	3.0%	0.0%
YouGov (Jun 2023)								
Directly elected	11.0%	21.0%	6.0%	27.0%	5.0%	N/A	N/A	3.0%
Regional list	12.0%	20.0%	8.0%	22.0%	6.0%	2.0%	N/A	1.0%
Savanta (Jun 2023)								
Directly elected	16.0%	33.0%	8.0%	40.0%	N/A	N/A	N/A	3.0%
Regional list	18.0%	28.0%	11.0%	28.0%	13.0%	N/A	N/A	3.0%
Panelbase (Jun 2023)								
Directly elected	13.0%	32.0%	9.0%	36.0%	7.0%	N/A	N/A	3.0%
Regional list	17.0%	28.0%	8.0%	30.0%	12.0%	4.0%	N/A	1.0%
Survation (Jun 2023)								
Directly elected	16.0%	33.0%	10.0%	38.0%	N/A	N/A	N/A	3.0%
Regional list	18.0%	29.0%	9.0%	30.0%	10.0%	N/A	2.0%	2.0%

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Redfield & Wilton (Jul 2023)								
Directly elected	21.0%	30.0%	10.0%	33.0%	2.0%	1.0%	2.0%	0.0%
Regional list	19.0%	26.0%	12.0%	28.0%	8.0%	2.0%	4.0%	1.0%
Redfield & Wilton (Aug 2023)								
Directly elected	19.0%	32.0%	8.0%	36.0%	2.0%	1.0%	1.0%	0.0%
Regional list	18.0%	30.0%	10.0%	29.0%	9.0%	2.0%	3.0%	1.0%
YouGov (Aug 2023)								
Directly elected	14.0%	31.0%	7.0%	41.0%	3.0%	N/A	N/A	4.0%
Regional list	14.0%	28.0%	8.0%	32.0%	11.0%	2.0%	3.0%	2.0%
Survation (Aug 2023)								
Directly elected	16.0%	34.0%	8.0%	39.0%	N/A	N/A	N/A	4.0%
Regional list	15.0%	30.0%	9.0%	30.0%	9.0%	N/A	5.0%	2.0%
Redfield & Wilton (Sep 2023)								
Directly elected	16.0%	30.0%	8.0%	39.0%	3.0%	1.0%	3.0%	0.0%
Regional list	15.0%	30.0%	9.0%	25.0%	14.0%	4.0%	3.0%	1.0%
YouGov (Sep 2023)								
Directly elected	16.0%	28.0%	8.0%	41.0%	3.0%	N/A	N/A	4.0%
Regional list	16.0%	25.0%	8.0%	33.0%	11.0%	2.0%	3.0%	2.0%
Opinium (Sep 2023)								
Directly elected	20.0%	26.0%	8.0%	42.0%	N/A	N/A	N/A	5.0%
Regional list	18.0%	25.0%	8.0%	35.0%	8.0%	2.0%	N/A	3.0%
Panelbase (Oct 2023)								
Directly elected	16.0%	32.0%	7.0%	35.0%	7.0%	N/A	N/A	3.0%
Regional list	18.0%	30.0%	8.0%	29.0%	12.0%	3.0%	N/A	2.0%

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Redfield & Wilton (4-5 Oct 2023)								
Directly elected	20.0%	29.0%	10.0%	35.0%	3.0%	0.0%	1.0%	1.0%
Regional list	19.0%	25.0%	12.0%	26.0%	12.0%	3.0%	2.0%	1.0%
YouGov (2-6 Oct 2023)								
Directly elected	20.0%	29.0%	9.0%	37.0%	3.0%	N/A	N/A	3.0%
Regional list	19.0%	28.0%	7.0%	28.0%	11.0%	3.0%	2.0%	1.0%
Savanta (Oct 2023)								
Directly elected	18.0%	33.0%	6.0%	37.0%	N/A	N/A	N/A	5.0%
Regional list	20.0%	29.0%	8.0%	28.0%	13.0%	N/A	N/A	2.0%
YouGov (20-25 Oct 2023)								
Directly elected	14.0%	32.0%	9.0%	34.0%	7.0%	N/A	N/A	4.0%
Regional list	14.0%	30.0%	8.0%	30.0%	11.0%	2.0%	3.0%	2.0%
Redfield & Wilton (29-30 Oct 2023)								
Directly elected	22.0%	30.0%	8.0%	34.0%	2.0%	2.0%	2.0%	0.0%
Regional list	21.0%	27.0%	8.0%	28.0%	9.0%	3.0%	4.0%	0.0%
Ipsos (Nov 2023)								
Directly elected	15.0%	27.0%	8.0%	41.0%	4.0%	2.0%	1.0%	3.0%
Regional list	14.0%	26.0%	8.0%	35.0%	10.0%	2.0%	N/A	4.0%
Redfield & Wilton (Jan 2024)								
Directly elected	18.0%	32.0%	8.0%	37.0%	3.0%	0.0%	1.0%	1.0%
Regional list	17.0%	30.0%	10.0%	25.0%	11.0%	2.0%	4.0%	1.0%
Norstat (Jan 2024)								
Directly elected	16.0%	31.0%	7.0%	36.0%	5.0%	N/A	N/A	4.0%
Regional list	19.0%	29.0%	7.0%	30.0%	9.0%	3.0%	2.0%	1.0%

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Ipsos (Jan 2024)								
Directly elected	14.0%	30.0%	7.0%	39.0%	6.0%	1.0%	1.0%	3.0%
Regional list	13.0%	31.0%	7.0%	33.0%	11.0%	1.0%	2.0%	2.0%
Redfield & Wilton (Feb 2024)								
Directly elected	18.0%	33.0%	8.0%	35.0%	3.0%	1.0%	3.0%	0.0%
Regional list	16.0%	29.0%	9.0%	27.0%	9.0%	3.0%	N/A	6.0%

Source: Polling companies' websites

Northern Ireland

3.6 Figure 21 sets out indicative levels of current support for the various parties in Northern Ireland from May 2023 to February 2024, based on voting intention at General Elections. Figure 22 sets out indicative levels of current support for the various parties in Northern Ireland, from May 2023 to February 2024, based on voting intention at Northern Ireland Assembly Elections.

Figure 21: Voting preference in UK General Elections

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others/ Ind
Social Market Research (Nov 2023)	25.0%	31.0%	9.0%	11.0%	15.0%	5.0%	N/A	5.0%

Source: The Irish News

Figure 22: Voting preference in Northern Ireland Assembly Elections

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others/ Ind
LucidTalk (Aug 2023)	26.0%	31.0%	6.0%	10.0%	15.0%	5.0%	2.0%	5.0%
LucidTalk (Oct 2023)	28.0%	31.0%	6.0%	8.0%	16.0%	4.0%	2.0%	4.0%
LucidTalk (Feb 2024)	24.0%	31.0%	7.0%	10.0%	14.0%	6.0%	1.0%	7.0%

Source: LucidTalk

London

3.7 Figure 23 sets out indicative levels of current support for the various parties in London, from May 2023 to February 2024, based on voting intention at General Elections.

Figure 23: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	Green	Reform	Others/Ind
Survation (Jul 2023)	23.0%	53.0%	14.0%	4.0%	3.0%	2.0%
Redfield & Wilton (Sep 2023)	27.0%	47.0%	17.0%	4.0%	4.0%	1.0%
YouGov (Oct 2023)	20.0%	55.0%	9.0%	9.0%	4.0%	2.0%
Lord Ashcroft (Nov 2023)	23.0%	51.0%	13.0%	6.0%	6.0%	1.0%

Source: Polling companies' websites