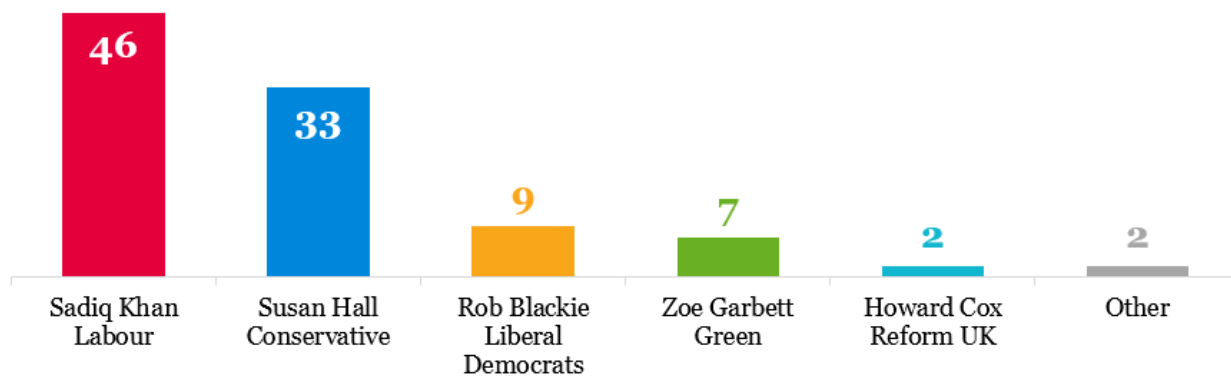


London Mayoral Election Special Edition

Voter Intention Polls Analysis

London Mayoral voting intention

If there were a London Mayoral Election tomorrow to elect the Mayor of London, which of the following candidates do you think you would vote for or would you vote for another candidate? (%)



Savanta:

8-17 April 2024
Base: 1,034 Londoners

[IMAGE: SAVANTA]

With less than a week until local election polling day, candidates' cards are all out on the table, as campaigns draw to a close and the public get ready to cast their votes. Back in March, YouGov polls showed current Labour mayor Sadiq Khan leading by 24%, a strong lead ahead of the Conservative Party candidate Susan Hall, who was polling at just 27%; but now, closer than ever to election day, has the narrative shifted?

This month's Savanta polls paint a slightly different picture, with Khan coming in at 46%, 5% less than last month, perhaps a result of the ongoing ULEZ row with Hall. Hall has condemned Khan's ULEZ expansion, accusing him of intentionally misleading voters by leaving it out of his 2021 manifesto. Furthermore, Hall has been quick to publicly scrutinise him over a seemingly made-up 'pay-per-mile' scheme, as an alternative to ULEZ. Khan has denied this scheme, telling Hall, and the nation, that there's no need for a pay-per-mile scheme since the ULEZ expansion, during the 'A Mayor for London' BBC One debate on Thursday night. However, for Hall, this isn't good enough, she's been quick to draw upon his PPM considerations in his 2023 book 'Breathe', as well as the £21 million Khan invested to explore ULEZ alternatives, which supposedly considered PPM. Khan's fall in popularity could also be a result of other candidates' condemnation of his failure on meeting his own police, housing and homelessness targets.

Growing in popularity and narrowing the margins at the top, Conservative candidate Susan Hall is proving to be more popular with Londoners than originally expected, especially in the rural outskirts. Hall hasn't shied away from making her feelings about

Khan clear, perhaps justifying her climb from 27% last month, to 33% now. Hall's popularity has risen with her plans to scrap the ULEZ expansion on day one, bolster the police force, build more homes, and make London safer for women. All in all, whilst there's still a gap of 13% between Khan and Hall, the possibility of a Labour mayor isn't as guaranteed as it was this time last month.

Seemingly ignoring the PPM criticism, Green Party candidate Zoe Garbett is promising just that, telling BBC One viewers she'd 'have a conversation with Londoners' about PPM during Thursday night's debate. Despite her seemingly concrete plans to improve funding for youth services, support rent control measures, and make London transport more accessible – as well as her seemingly uncontroversial track record as Hackney councillor – she's polling at 7%, down 1% from last month.

Liberal Democrat candidate Rob Blackie has been quick to call Khan out, just like Hall has. He's promising to improve the police force and build more housing, which he believes is the best way of getting a grip on London's astronomical rent prices. But polling at 9%, 1% down from March, would suggest his shot at City Hall is slim.

Reform UK candidate, Howard Cox, was a lifelong Conservative voter, who became disenfranchised, telling the BBC last year "I'm reluctantly standing as a candidate, but something needs to change. I am offering common sense popular policies." He has promised to scrap the ULEZ, LTNs and 20mph zones, and make cycle lanes smaller. But, having consistently polled at 2% since March, his chances of making City Hall are remarkably slim.

As next Thursday rapidly approaches, will Sadiq Khan come out triumphant and remain as Mayor of London for another term? Or could Susan Hall rally enough support to tip the ballot?