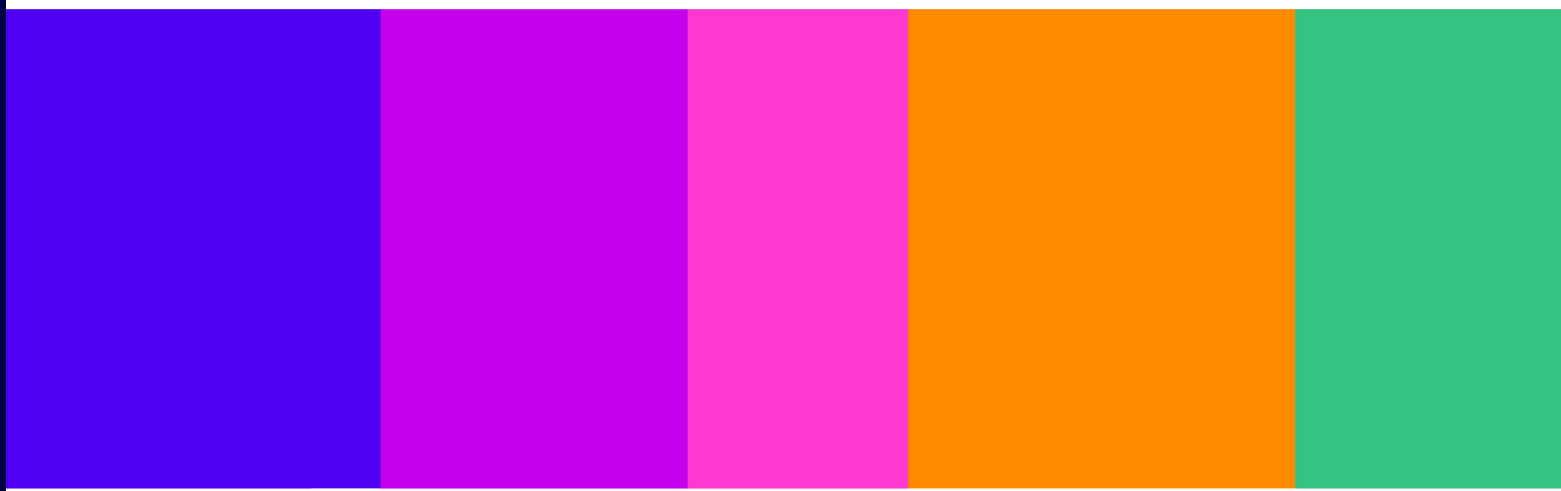


Evidence of past electoral support and evidence of current support ahead of the various elections taking place on 1 May 2025

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1. Overview

On 1 May 2025 there will be local (and mayoral)¹ elections taking place in some parts of England.

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.

1.2 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

¹ This includes four combined authority mayoral elections in: Cambridge and Peterborough; West of England; Greater Lincolnshire; and Hull and East Yorkshire. There are also single authority mayoral elections in: Doncaster; and North Tyneside.

² In relation to the various elections taking place on 1 May 2025, the rules in Section Six of Ofcom’s Broadcasting Code will apply when the “election period” commences. The start date of the election period will be 25 March 2025, as confirmed in the [Note to Broadcasters published on 3 March 2025](#) 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.

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;
- we put more weight on evidence of current support where it 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; and other significant elections which are not being contested on 1 May 2025.
- 1.5 Should other elections occur before the publication in early 2026 of Ofcom’s next electoral digest, 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 General Election which took place on 4 July 2024.

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 PPBs⁴. 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 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 2025

English local elections

1.8 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 (2023 and 2024); and the last two elections where the seats being contested in May 2025 were last contested (2017 and 2021).

Figure 1: Numbers of seats and share of vote at English local elections 2017 to 2024

	Cons	Lab	Lib Dem	UKIP	Green	Brexit/ Reform ⁵	Others/ Ind
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%
2024	515 23.8%	1,159 35.9%	522 15.8%	N/A	181 12.1%	2 1.8%	280 10.7%

Source: The Elections Centre, Plymouth University

English mayoral elections

1.9 Mayoral elections are due to take place in May 2025 in England for: Cambridge and Peterborough; Doncaster; Greater Lincolnshire; Hull and East Yorkshire; North Tyneside; and West of England.

1.10 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,

⁵ The Brexit Party was formed in November 2018 and changed its name to Reform UK in January 2021.

where available. The mayoralties of Greater Lincolnshire and Hull and East Yorkshire are new positions, therefore there are no prior results for these authorities.

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

	Cons	Lab	Lib Dem	UKIP	Green	Brexit/ Reform ⁶	Others/Ind
Cambridge and Peterborough							
2017	1 ⁷ 38.0%	0 18.6%	0 23.5%	0 8.0%	0 6.3%	N/A	N/A
2021	0 40.5%	1 ⁸ 32.8%	0 26.7%	N/A	N/A	N/A	N/A
Doncaster							
2017	0 21.2%	1 50.9%	N/A	0 12.1%	N/A	N/A	0 15.7%
2021	0 28.2%	1 ⁹ 43.3%	N/A	N/A	0 5.3%	0 1.6%	0 20.6%
North Tyneside							
2017	0 30.7%	1 56.4%	0 6.7%	0 6.2%	N/A	N/A	N/A
2021	0 31.2%	1 53.3%	0 5.7%	0 2.8%	0 6.9%	N/A	N/A
West of England							
2017	1 ¹⁰ 27.3%	0 22.2%	0 20.2	0 4.2%	0 11.2%	N/A	0 15.0%
2021	0 28.6%	1 ¹¹ 33.4%	0 16.3%	N/A	0 21.7%	N/A	N/A

Source: Local authorities' websites

⁶ See footnote 5.

⁷ The Conservative Party candidate received 56.9% of transfer votes in the second round.

⁸ The Labour Party candidate received 51.3% of transfer votes in the second round.

⁹ The Labour Party candidate received 59.8% of transfer votes in the second round.

¹⁰ The Conservative Party candidate received 51.6% of transfer votes in the second round.

¹¹ The Labour Party candidate received 59.5% of transfer votes in the second round.

Previous results of other significant elections which are not being contested in May 2025

1.11 Figures 3 to 14 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 2025.

UK General Elections

1.12 Figure 3 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.

Figure 3: Number of seats and share of vote at General Elections in 2019 and 2024 (England, Wales and Scotland)

	Cons	Lab	Lib Dem	SNP	Plaid Cymru	Green	Brexit/ Reform ¹²	Others/ Ind
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%
2024								
England	116 25.9%	347 34.4%	65 13.2%	N/A	N/A	4 7.3%	5 15.3%	6 3.9%
Wales	0 18.2%	27 37.0%	1 6.5%	N/A	4 14.8%	0 4.7%	0 16.9%	0 2.0%
Scotland	5 12.7%	37 35.3%	6 9.7%	9 30.0%	N/A	0 3.8%	0 7.0%	0 1.5%

Source: House of Commons Library

¹² See footnote 5.

1.13 Figure 4 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 4: Number of seats and share of vote at General Elections in 2019 and 2024 (Northern Ireland)

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others /Ind
2019	8 30.6%	7 22.8%	2 14.9%	0 11.7%	1 16.8%	N/A	0 0.2%	0 3.4%
2024	5 22.1%	7 27.0%	2 11.1%	1 12.2%	1 15.0%	1 6.2%	0 1.1%	1 5.3%

Source: BBC and House of Commons Library

European Parliamentary elections

1.14 Figure 5 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 6 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 5: 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 6: 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

1.15 Figure 7 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 7: 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 ¹³	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

¹³ See footnote 5.

Scottish Parliamentary elections

1.16 Figure 8 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 8: Numbers of seats and share of vote at Scottish Parliamentary elections in 2016 and 2021

	Cons	Lab	Lib Dem	SNP	Scottish Green	Brexit/ Reform ¹⁴	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

Northern Ireland Assembly elections

1.17 Figure 9 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 9: 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

¹⁴ See footnote 5.

Welsh local elections

1.18 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 Welsh local elections.

Figure 10: 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	468	63	208	1	330
	18.8%	34.4%	6.8%	16.5%	1.3%	26.1%
2022	112	527	70	203	8	314
	15.2%	34.0%	7.0%	17.0%	2.3%	24.4%

Source: BBC and The Elections Centre, Plymouth University

Scottish local elections

1.19 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 Scottish local elections.

Figure 11: 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	262	67	431	19	172
	25.3%	20.2%	6.9%	32.3%	4.1%	11.2%
2022	214	282	87	453	35	155
	19.6%	21.7%	8.6%	34.1%	6.0%	9.9%

Source: BBC and Electoral Commission

Northern Ireland local elections

1.20 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 local elections.

Figure 12: 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	105	59	75	53	6	8	34
	24.1%	23.2%	12.0%	14.1%	11.5%	2.2%	2.1%	10.9%
2023	122	144	39	54	67	9	5	22
	23.3%	30.9%	8.7%	10.9%	13.3%	3.9%	1.7%	7.2%

Source: BBC and local authority websites

London Mayoral elections

1.21 Figure 13 sets out winning party and the share of the vote achieved by the various political parties in the past two cycles of London mayoral elections. In 2021, the figures show the share of the first preference vote achieved. In 2024, the election took place under the first-past-the-post system.

Figure 13: Share of vote at London mayoral elections in 2021 and 2024

	Cons	Lab	Lib Dem	UKIP	Green	Reform	Others/Ind
2021	0 35.3%	1 ¹⁵ 40.0%	0 4.4%	0 0.6%	0 7.8%	N/A	0 11.9%
2024	0 32.7%	1 43.8%	0 5.8%	N/A	0 5.8%	0 3.1%	0 8.7%

Source: London Elects

London Assembly elections

1.22 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 the London Assembly elections.

Figure 14: Numbers of seats and share of vote at London Assembly elections in 2021 and 2024

	Cons	Lab	Lib Dem	UKIP	Green	Reform	Others/Ind
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%
2024							
Directly elected	3 27.2%	10 39.8%	1 11.0%	N/A	0 12.9%	0 7.4%	0 1.7%
Regional list	5 26.2%	1 38.4%	1 8.7%	N/A	3 11.6%	1 5.9%	0 9.2%

Source: London Elects

¹⁵ The Labour Party candidate received 55.2% of transfer votes in the second round.

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

- 1.23 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.
- 1.24 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.
- 1.25 Figure 15 sets out the Polling Observatory data from the General Election in July 2024 to 20 February 2025. 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 15 Polling Observatory opinion poll data (Great Britain-wide) July 2024 – February 2025

Date (Week beginning)	Cons	Lab	Lib Dem	Green	Reform
04/07/2024	21.8%	35.4%	12.4%	8.5%	16.2%
11/07/2024	21.9%	35.1%	12.4%	8.5%	16.3%
18/07/2024	22.2%	34.2%	12.4%	8.5%	16.9%
25/07/2024	22.5%	33.3%	12.4%	8.5%	17.4%
01/08/2024	22.2%	32.5%	12.4%	8.5%	18.3%
08/08/2024	22.2%	31.8%	12.4%	8.5%	18.8%
15/08/2024	22.4%	31.4%	12.4%	8.5%	18.9%
22/08/2024	22.6%	31.0%	12.5%	8.5%	18.9%
29/08/2024	22.9%	30.7%	12.5%	8.5%	19.0%
05/09/2024	22.7%	30.7%	12.6%	8.5%	18.8%
12/09/2024	22.5%	31.0%	12.6%	8.5%	18.8%
19/09/2024	22.7%	31.0%	12.7%	8.4%	18.8%
26/09/2024	23.2%	30.2%	12.6%	8.4%	19.2%
03/10/2024	24.0%	29.2%	12.6%	8.4%	19.6%

Date (Week beginning)	Cons	Lab	Lib Dem	Green	Reform
10/10/2024	24.3%	28.8%	12.7%	8.4%	19.7%
17/10/2024	24.4%	28.6%	12.7%	8.4%	19.4%
24/10/2024	24.6%	28.7%	12.6%	8.4%	18.9%
31/10/2024	24.9%	28.6%	12.5%	8.5%	18.8%
07/11/2024	25.5%	28.0%	12.3%	8.5%	19.2%
14/11/2024	26.0%	27.5%	12.2%	8.4%	19.2%
21/11/2024	26.4%	27.6%	12.2%	8.4%	19.4%
28/11/2024	25.9%	26.8%	12.1%	8.4%	20.5%
05/12/2024	24.7%	27.3%	12.0%	8.4%	21.1%
12/12/2024	24.6%	27.3%	11.9%	8.4%	21.6%
19/12/2024	24.1%	27.2%	12.0%	8.5%	21.9%
26/12/2024	23.4%	27.3%	12.0%	8.5%	22.5%
02/01/2025	23.0%	27.1%	12.0%	8.5%	22.7%
09/01/2025	23.7%	26.2%	12.1%	8.5%	23.4%
16/01/2025	23.2%	25.7%	12.2%	8.5%	24.1%
23/01/2025	22.4%	25.7%	12.3%	8.4%	24.5%
30/01/2025	21.7%	25.5%	12.4%	8.4%	25.2%
06/02/2025	21.7%	25.5%	12.3%	8.4%	25.8%
13/02/2025	21.3%	25.7%	12.2%	8.4%	26.3%
20/02/2025	21.3%	25.7%	12.2%	8.4%	26.3%

Source: Polling Observatory

Wales

1.26 Figure 16 sets out indicative levels of current support for the various parties in Wales from July 2024 to February 2025, based on voting intention at General Elections. Figure 17 sets out indicative levels of current support for the various parties in Wales, from July 2024 to February 2025, based on voting intention at Welsh Parliamentary elections.

Figure 16: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	Plaid Cymru	Reform	Green	Others /Ind
Survation (Nov 2024)	18.0%	33.0%	9.0%	13.0%	21.0%	5.0%	0.0%

Source: Survation

Figure 17: Voting preference in Welsh Parliamentary elections

	Cons	Lab	Lib Dem	Plaid Cymru	Reform	Green	AWA ¹⁶	Others /Ind
Welsh Election Study (Jul 2024)	16.0%	25.0%	6.0%	24.0%	16.0%	6.0%	7.0%	1.0%
Survation (Nov 2024)	18.0%	29.0%	7.0%	20.0%	19.0%	7.0%	N/A	1.0%
YouGov (Nov 2024)	19.0%	23.0%	5.0%	24.0%	23.0%	6.0%	N/A	1.0%

Source: Polling companies' websites

¹⁶ The Abolish the Welsh Assembly Party.

Scotland

1.27 Figure 18 sets out indicative levels of current support for the various parties in Scotland from July 2024 to February 2025, based on voting intention at General Elections. Figure 19 sets out indicative levels of current support for the various parties in Scotland, from July 2024 to February 2025, based on voting intention at Scottish Parliamentary elections (both in terms of directly elected constituency voting intention and regional list voting intention).

Figure 18: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	SNP	Green	Reform	Others/ Ind
Norstat (Aug 2024)	12.0%	32.0%	8.0%	29.0%	5.0%	12.0%	2.0%
Opinium (Sep 2024)	14.0%	25.0%	8.0%	32.0%	7.0%	11.0%	2.0%
Survation (Sep 2024)	14.0%	31.0%	9.0%	31.0%	3.0%	11.0%	1.0%
Norstat (Nov 2024)	15.0%	23.0%	10.0%	30.0%	6.0%	14.0%	2.0%
Survation (Nov 2024)	15.0%	28.0%	6.0%	31.0%	5.0%	13.0%	3.0%
Norstat (Dec 2024)	14.0%	20.0%	9.0%	31.0%	6.0%	15.0%	4.0%
Find Out Now (Dec 2024)	14.0%	20.0%	9.0%	34.0%	6.0%	15.0%	2.0%
Survation (Jan 2025)	14.0%	24.0%	9.0%	33.0%	4.0%	15.0%	1.0%
Find Out Now (Jan 2025)	12.0%	18.0%	10.0%	31.0%	7.0%	17.0%	5.0%

Source: Polling companies' websites

Figure 19: Voting preference in Scottish Parliamentary elections (constituency vote and regional list vote)

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Norstat (Aug 2024)								
Directly elected	12.0%	30.0%	8.0%	33.0%	5.0%	N/A	9.0%	2.0%
Regional list	14.0%	28.0%	7.0%	28.0%	8.0%	5.0%	9.0%	0.0%
Survation (Aug 2024)								
Directly elected	12.0%	30.0%	9.0%	31.0%	6.0%	1.0%	9.0%	0.0%
Regional list	12.0%	28.0%	10.0%	27.0%	10.0%	2.0%	9.0%	0.0%
Opinium (Sep 2024)								
Directly elected	12.0%	25.0%	8.0%	32.0%	7.0%	N/A	12.0%	3.0%
Regional list	12.0%	28.0%	10.0%	30.0%	8.0%	N/A	12.0%	4.0%
Survation (Sep 2024)								
Directly elected	13.5%	30.8%	8.4%	30.9%	6.0%	1.2%	8.7%	0.6%
Regional list	13.5%	26.0%	10.0%	27.6%	10.0%	2.7%	10.0%	0.8%
Norstat (Nov 2024)								
Directly elected	15.0%	23.0%	10.0%	33.0%	6.0%	N/A	11.0%	2.0%
Regional list	14.0%	22.0%	9.0%	29.0%	9.0%	3.0%	11.0%	2.0%
Survation (Nov 2024)								
Directly elected	14.4%	26.6%	8.9%	32.2%	6.2%	0.9%	10.5%	0.5%
Regional list	15.3%	25.3%	8.6%	26.6%	10.4%	2.8%	10.6%	0.5%
Norstat (Dec 2024)								
Directly elected	14.0%	21.0%	10.0%	37.0%	5.0%	N/A	12.0%	3.0%
Regional list	16.0%	18.0%	10.0%	32.0%	8.0%	5.0%	12.0%	1.0%
Find Out Now (Dec 2024)								

	Cons	Lab	Lib Dem	SNP	Green	Alba	Reform	Others/ Ind
Directly elected	15.0%	19.0%	9.0%	35.0%	7.0%	2.0%	11.0%	2.0%
Regional list	14.0%	17.0%	10.0%	26.0%	13.0%	6.0%	11.0%	3.0%
Survation (Jan 2025)								
Directly elected	14.0%	22.0%	8.0%	35.0%	6.0%	1.0%	13.0%	0.0%
Regional list	14.0%	21.0%	10.0%	31.0%	9.0%	2.0%	13.0%	0.0%
Find Out Now (Jan 2025)								
Directly elected	12.0%	19.0%	10.0%	31.0%	10.0%	2.0%	13.0%	0.0%
Regional list	13.0%	15.0%	13.0%	25.0%	13.0%	7.0%	11.0%	N/A
Norstat (Feb 2025)								
Directly elected	15.0%	18.0%	11.0%	35.0%	6.0%	2.0%	14.0%	0.0%
Regional list	15.0%	17.0%	11.0%	30.0%	10.0%	4.0%	13.0%	N/A

Source: Polling companies' websites

Northern Ireland

1.28 Ofcom understands that no opinion polls have been carried out in relation to voting intention at General Elections in Northern Ireland only since July 2024. Figure 20 sets out indicative levels of current support for the various parties in Northern Ireland, from July 2024 to February 2025, based on voting intention at Northern Ireland Assembly Elections.

Figure 20: Voting preference in Northern Ireland Assembly Elections

	DUP	Sinn Fein	SDLP	UUP	Alliance	TUV	Green	Others/ Ind
LucidTalk (Aug 2024)	18.0%	30.0%	8.0%	12.0%	15.0%	9.0%	2.0%	6.0%
LucidTalk (Nov 2024)	19.0%	29.0%	10.0%	10.0%	13.0%	11.0%	2.0%	6.0%
LucidTalk (Feb 2025)	19.0%	28.0%	11.0%	11.0%	14.0%	11.0%	2.0%	4.0%

Source: LucidTalk

London

1.29 Figure 21 sets out indicative levels of current support for the various parties in London, from July 2024 to February 2025, based on voting intention at General Elections.

Figure 21: Voting preference in UK General Elections

	Cons	Lab	Lib Dem	Green	Reform	Others/Ind
Savanta (Nov 2024)	24.0%	36.0%	12.0%	12.0%	13.0%	3.0%

Source: Savanta