

EXCLUSIVE HYPHEN POLLS

UK General Election poll — the figures

The first poll of British Muslims during the 2024 election found some surprising — and not so surprising — results. Here are the numbers



As Britons prepare to head to the polls on 4 July, Hyphen and Savanta asked British Muslims about their voting intentions. *Photo by Justin Tallis/AFP via Getty Images*

Hyphen staff**17 June 2024**

The 2024 [UK general election](#) campaign is in full flight, which means it's peak polling season too. While every day brings new results to mull over, only Hyphen and Savanta have specifically polled the voting intentions and priorities of British Muslims, giving us unique insights into how the UK's Muslim community intends to vote, and why. We also directed the

same questions to a sample of the wider UK population and compared the answers. Here are the full results.

Methodology: [Savanta](#) interviewed 2,862 respondents in the UK aged 18+ between 24 May and 3 June 2024.

Voting-related questions were asked to a nationally representative sample of 1,083 UK Muslim respondents, with the data weighted to be representative of UK Muslims aged 18+ by age, gender, region and ethnicity. Voting intention was also weighted by likelihood to vote.

Additional questions were asked to a sample of 1,366 nationally representative UK Muslims, with a boost to ensure a sample of 529 18-24 year olds. Data were weighted to be representative of UK Muslims aged 18+ by age, gender, region, and ethnicity.

A sample of 1,496 nationally representative UK adults was collected to act as a comparison, with a boost to ensure a sample of 527 18-24 year olds. Data were weighted to be representative of the UK population aged 18+ by age, gender, region, ethnicity and religion.

VOTING INTENTION

If there were a General Election tomorrow to elect MPs to Westminster, which of the following parties do you think you would vote for or would you vote for another party? *Base: All respondents likely to vote and expressing a voting intention (excl. 18-24 boost) (Muslim May 2024 N=774; Muslim Nov 2023 N=709)*

Muslim voting intention

Of respondents likely to vote and expressing a voting intention

Party	May 2024 voting intention	Change since Nov 2023
Labour	63%	-1
Conservative	12%	-7
Lib Dems	12%	+3
Reform UK	1%	No change
Green	7%	+2
SNP	1%	No change
Other	3%	+2

Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

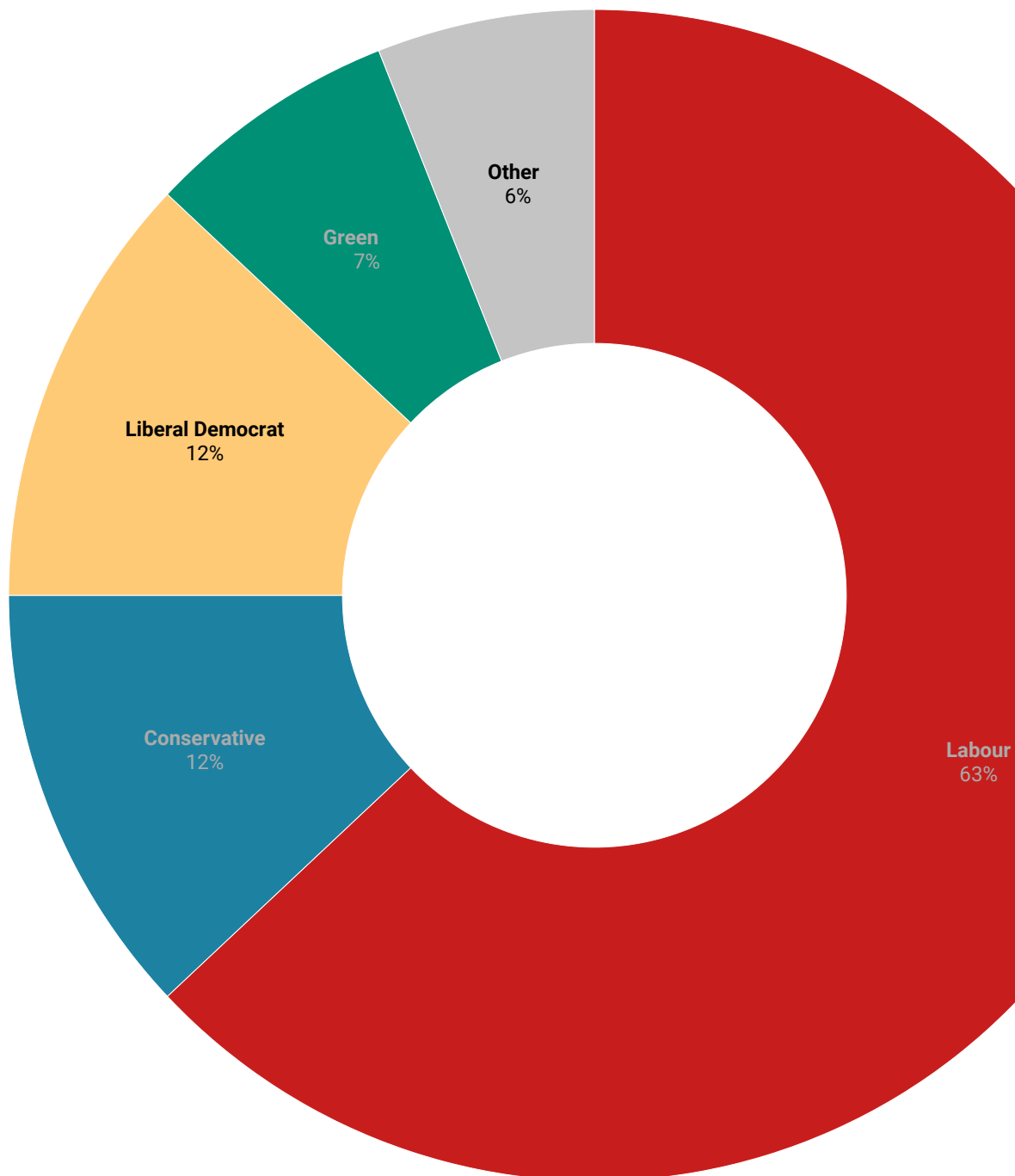
The 'Other' figure includes Northern Irish parties and Plaid Cymru.

Savanta [previously interviewed](#) 1,032 UK Muslims aged 18+ online on 27 October – 3 November 2023.

Almost two-thirds of Muslims plan to vote Labour

Of respondents likely to vote and expressing a voting intention

Labour
Conservative
Liberal Democrat
Green
Other



Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

Young Muslims are overwhelmingly Labour

Of respondents likely to vote and expressing a voting intention

	Conservative	Labour	Liberal Democrat	Green	Other
All	12%	63%		12%	7% 6%
Aged 18-34	9%	72%		8%	6% 5%
Aged 35-54	10%	63%		12%	8% 7%
Aged 55+	22%		43%	23%	8% 4%

Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

Two in five Muslim former Tory voters now intend to vote Labour

Of respondents likely to vote and expressing a voting intention

	Voted Conservative in 2019	Voted Labour in 2019
Conservative	42%	4%
Labour	39%	77%
Lib Dem	6%	5%
Green	7%	9%
Other	6%	5%

Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- Labour's lead remains strong among UK Muslims, with the proportion intending to vote Labour unchanged since autumn 2023 (63% vs. 64% previously).
- Labour are retaining 77% of their 2019 Muslim voters (down from 84% in the autumn) with 9% now intending to vote Green and 5% intending to vote Liberal Democrat. However, this effect is counterbalanced by the two in five (39%) 2019 Conservative voters who say they now intend to vote Labour (up from 22% in the autumn).
- The Conservatives' vote share has fallen by 7ppt since our autumn poll, with the Lib Dems (+3), Green (+2) and Other parties (+2) increasing their vote shares.

Q1. You mentioned that if there were to be a General Election tomorrow you would vote for PARTY SELECTED. Thinking about previous elections (Westminster and local elections), which of the following best describes your approach to voting for this party? *Base: All respondents with a voting intention (excl. 18-24 boost) (Muslim N=753) (Nat Rep = 838)*

Two-fifths of Muslim voters always vote for the same party

Percentage of respondents with a voting intention

	Muslim voters	All voters nationally
I always vote for them	42%	43%
I have voted for them before, but not every time	33%	40%
I have never voted for them before	17%	13%
I have never voted before	5%	4%

Source: Hyphen x Savanta poll. surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

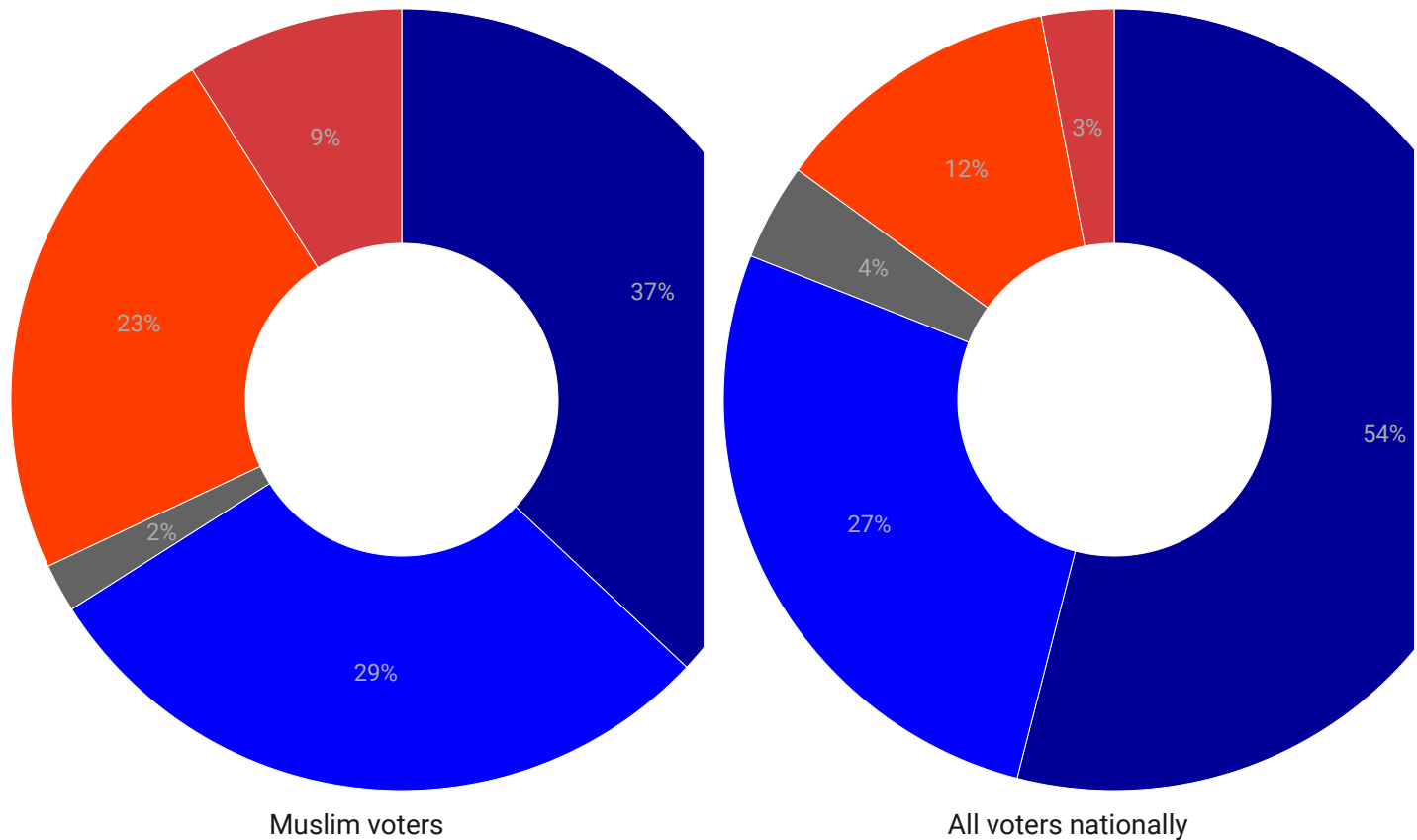
- Among UK Muslims with a voting intention, two in five (42%) say they always vote for them, a third (33%) say they have voted for them before, but not every time and one in six (17%) say they have never voted for them before. These figures are relatively consistent with the nationally representative sample (43%, 40% and 13% respectively).
- A third (36%) of UK Muslims who say they intend to vote Liberal Democrat say they have never voted for them before.
- Among UK Muslims who say they would vote for the Labour Party (63%) if there was a general election tomorrow, the majority (52%) say that they always vote for them. Three in the (31%) say they have voted for them before, but not every time, while less than one in 10 (8%) say they have never voted for them before.
- Among UK Muslims who say they would vote for the Conservative Party (12%), similar proportions say they always vote for them (44%) and have voted for them before but not every time (43%). Less than one in 10 (8%) say they have never voted for them.

Q2. You mentioned that if there were to be a General Election tomorrow you would vote for [PARTY SELECTED]. How likely, or unlikely, is it that you'll change your mind between now and when the next election is actually held? Base: All respondents with a voting intention (excl. 18-24 boost) (Muslim N=753) (Nat Rep = 838)

A third of Muslim voters say they're likely to change their minds before the election

Percentage of respondents with a voting intention

Very unlikely I will change my mind Somewhat unlikely I will change my mind Don't know
Somewhat likely I will change my mind Very likely I will change my mind



Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- Among UK Muslims with a voting intention, two thirds (65%) say it is unlikely they will change their mind and a third (32%) say it is likely. Muslim voters are twice as likely as the nationally representative sample (15%) to say it is likely they will change their mind.
- Almost half (48%) of UK Muslims who say they intend to vote Conservative say it is likely they will change their mind, compared to only 28% of Labour-voting Muslims. Among the nationally representative sample these figures are 15% and 12% respectively.

Q3. In which of the following ways, if any, have you engaged in politics in the UK over the last 12 months? *All respondents (Muslim N=1,366; Nat Rep N=1,496)*

Two-thirds of Muslims have engaged in politics in some way in the last 12 months

	Muslims	All voters nationally
Signed a petition	41%	36%
Bought/refused to make a purchase for political or ethical reasons	22%	13%
Taken part in a public demonstration	21%	7%
Contacted a politician, government or local government official (e.g. writing a letter or contacting on social media)	19%	15%
Been a member of a political party	6%	5%
None of these	29%	48%

- Two thirds (65%) of UK Muslims say that they have engaged in politics in some way in the last 12 months, with the most popular forms of engagement signing a petition (41%), buying or refusing to make a purchase for political or ethical reasons (22%), and taking part in public demonstrations (21%). This is higher than the share of nationally representative sample of respondents who say the same, with half (49%) saying that they have engaged in politics in some way, with the top form of engagement the same as UK Muslims (signed a petition, 36%), followed by contacting a politician, or government official (15%), and bought or refusing to make a purchase for political or ethical reasons (13%).
- Among both samples, younger adults aged 18-34 are more likely than their older counterparts to have engaged in politics in some way over the last 12 months (73% of 18-24 Muslims and 69% of 18-24 Nat rep sample).

Q4. Which of the following policy issues are most important to you when deciding how to vote at the next General Election? *All respondents (Muslim N=1,366; Nat Rep N= 1,496)*

A fifth of Muslim voters say Israel-Palestine is their number one voting issue in the general election

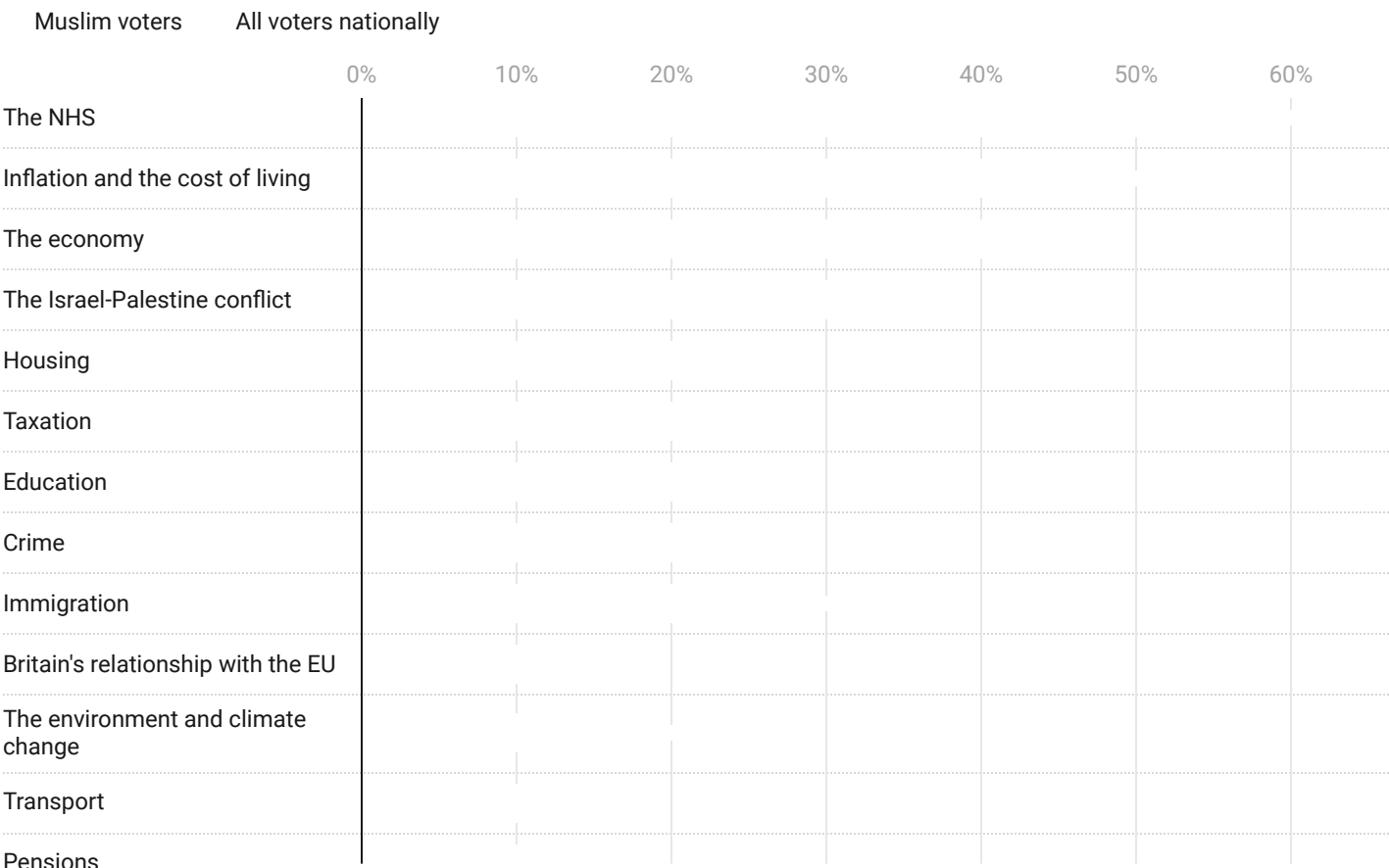
	Muslim voters	All voters nationally
Most important issue	21%	3%
Top three most important issues	35%	7%
Top five most important issues	44%	12%

Percentage of respondents who said "the Israel-Palestine conflict" is one of their most important policy issues are most important to you when deciding how to vote at the next General Election

Source: Hyphen x Savanta poll surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

Muslim voters are mostly aligned with the national average on their top voting priorities

Percentage of respondents who placed each policy issues in their top five when deciding how to vote at the next general election



- When asked to rank which policy issues are most important to them when deciding how to vote at the next general election, UK Muslims are most likely to select the NHS (57%) within their top five. Other commonly selected policy issues include inflation and the cost of living (51%), and the economy (48%). UK nationally representative respondents are also most likely to select the NHS (70%), inflation and the cost of living (66%), and the

economy (56%) among their top five policy concerns, albeit at a significantly higher rate than UK Muslims.

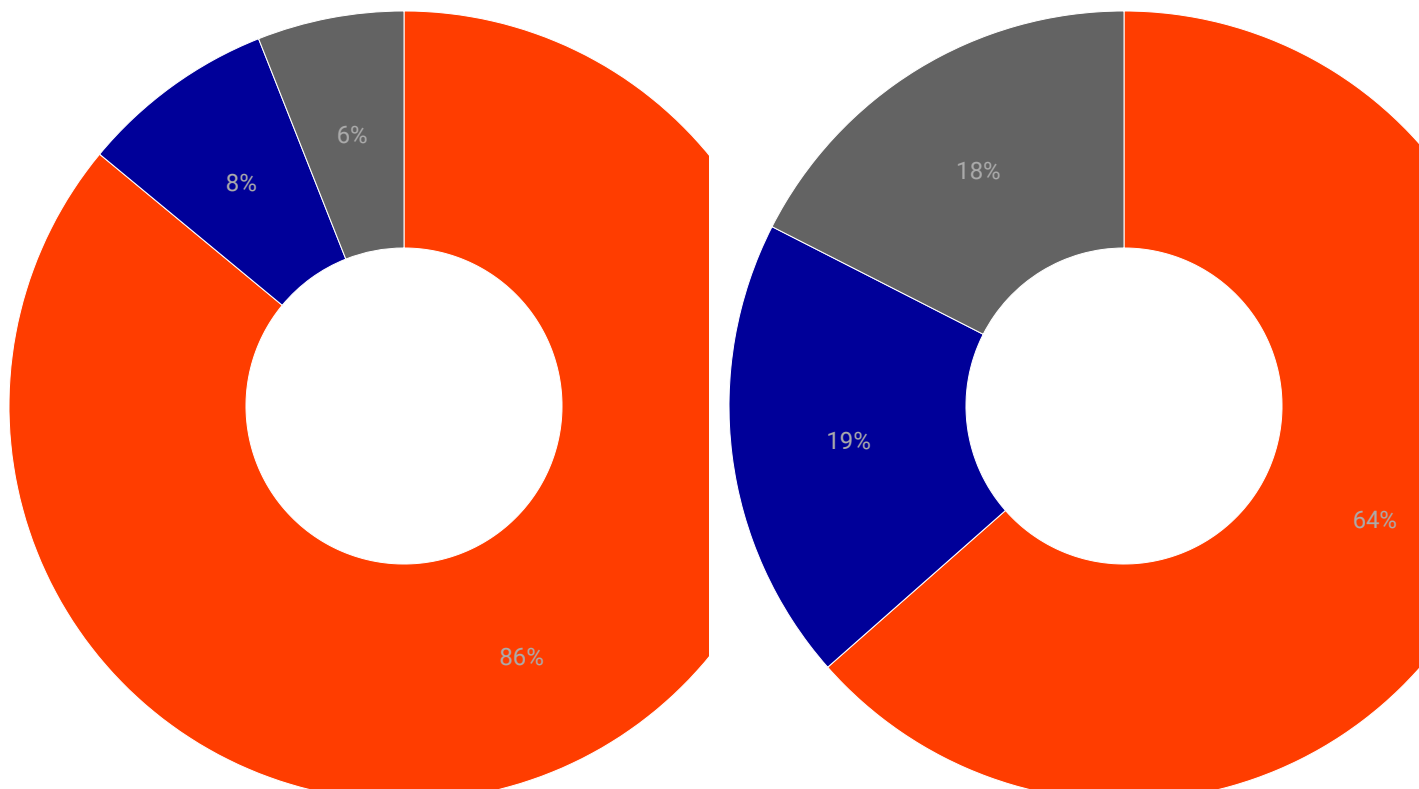
- The next most commonly selected policy issue among UK Muslims was the Israel-Palestine conflict, where 44% ranked this within their top five, with one in five (21%) ranking it first. These figures are consistent with the proportion who said this in the autumn (44% and 20% respectively).
- A significantly smaller proportion of nationally representative respondents ranked this within their top five (12%) and fell behind all other policy issues tested, coming ahead of only transport (7%) within their top policy concerns.
- Among both UK Muslims and the nationally representative sample of UK adults, 18–24-year-olds are more likely to rank the conflict in Israel-Palestine within their top five policy concerns compared to their older counterparts (54% of 18-24 Muslims and 25% of 18-24 Nat rep sample).

Q4b. You mentioned that the Israel-Palestine conflict is one of the most important policy issues impacting how you vote in the next General Election. If there was a pro-Palestinian, independent candidate standing in your constituency running on the issue of the Israel-Palestine conflict, would you consider voting for this candidate? *All respondents who select the Israel-Palestine conflict as an important policy issue to them when deciding how to vote at the next General Election (Muslim N=620; Nat Rep N=209)*

Will voters switch to an independent candidate over Israel-Palestine?

Percentage who said that the Israel-Palestine conflict is one of the most important policy issues, who would consider voting for a pro-Palestinian, independent candidate, running on the issue of the Israel-Palestine conflict

Would consider Would not consider Don't know



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Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- Among the 44% of Muslims who rank Israel-Palestine within the top five policy issues, the vast majority (86%) say they would consider voting for a pro-Palestinian, independent candidate running on the issue of the Israel-Palestine conflict if one was standing in their constituency.
- Among the 12% of the nationally representative sample who rank Israel-Palestine within the top five policy issues, this figure drops to 64%.

Q5. Thinking ahead to the next General Election, to what extent, if at all, do you think the following groups of people are generally a high or low priority for political parties? All respondents (Muslim N=1,366; Nat Rep N=1,496)

Do you think the government sees each group as a high priority?

	Muslims	Nat rep
Young adults (18-24)	55%	45%
People like you	50%	39%
British Muslims	50%	30%
Older people (65+)	49%	48%

Source: Hvphen x Savanta poll. surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- At least half of UK Muslims think that each of the tested groups of people are a high priority for political parties, including young adults (55%), people like them (50%), British Muslims (50%) and older people (49%). The UK nationally representative sample are more divided on whether British Muslims are a priority for political parties in the UK, with three in 10 saying they are a high priority (30%) and a low priority (29%).
- Native UK Muslims are more likely than first-and-second-generation Muslims to say that British Muslims are a high priority for political parties in the UK (58% of native Muslims vs. 48% of second generation and 50% of first generation).

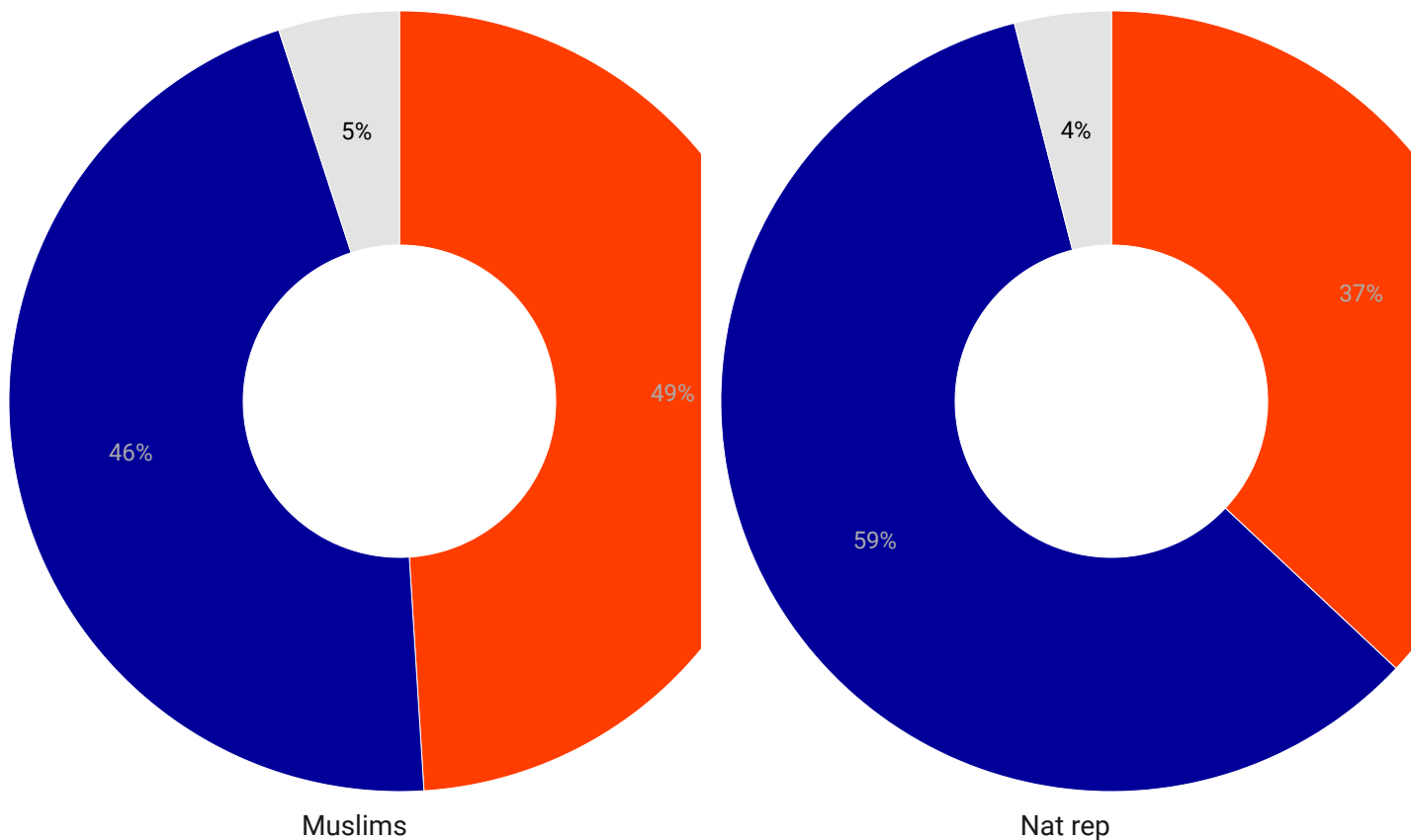
Q6. Thinking about the main political parties in the UK. To what extent, if at all, do you feel like they represent your concerns? *All respondents (Muslim N=1,366; Nat Rep N=1,496)*

Do UK political parties represent your concerns?

A lot/fair amount

Not much/at all

Don't know



Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- When asked to think about the main political parties in the UK, UK Muslims are divided, with half (49%) saying that they think they represent their concerns a lot (12%), or a fair amount (37%), whilst a similar proportion (46%) say that the main parties don't represent their concerns much (33%) or at all (13%). The sample of UK nationally representative adults are more pessimistic, with the majority (59%) saying that the main parties don't represent their views, compared to around two in five (37%) who say that they do.

Q7. You mentioned that you feel like political parties represent your concerns a lot or a fair amount. Which of the following parties do you feel represent your concerns? *Base: All respondents who say political parties represent their concerns (Muslim N=687; Nat Rep N=590)*

Of those who say they feel represented by political parties, Labour is the party that most say represents them

Percentage of respondents with a voting intention

	Muslims	Nat rep
Labour	60%	53%
Conservative	21%	29%
Liberal Democrat	18%	15%
Green	13%	12%
Reform UK	10%	11%

Source: Hyphen x Savanta poll, surveyed 24 May - 3 June 2024 • Created with [Datawrapper](#)

- Among those who say the main political parties represent their concerns, UK Muslims are most likely to say the Labour party represents their concerns (60%). A smaller proportion say the same for the Conservative party (21%) and the Liberal Democrats (18%), while one in 10 say the Green Party (13%) and Reform UK (10%). These figures are broadly consistent with those from the nationally representative sample (53%, 29%, 15%, 11% and 12% respectively).
- There is a clear age divide among UK Muslims, with younger adults aged 18-34 (63%) and 35-54 (65%) significantly more likely than those over 55 (37%) to say that the Labour Party best represents their concerns, while half (49%) of Muslims over 55 say the Liberal Democrats. This age divide is also reflected in the nationally representative sample, with over half (55%) of young people saying the Labour Party best represents their concerns (vs. 12-19% of other parties). Older adults among the nationally representative sample however are more divided with similar proportions saying the Labour Party (46%) and the Conservative Party (44%).

Q8. To what extent, if at all, have the following changed under the current government in the UK (i.e. since December 2019)? *All respondents (Muslim N=1,366; Nat Rep N=1,496)*

UK Muslims are less pessimistic about decline under the current government

Percentage of respondents who say each issue has "decreased" since December 2019

	Muslims	Nat rep
The accessibility of public services	37%	55%
Your standard of living	50%	58%
The quality of public services	43%	60%

- The majority of UK nationally representative respondents say the quality of public services (60%), their standard of living (58%), and the accessibility of public services (55%) have decreased under the current government, compared to around one in 10 (15% standard of living; 12% accessibility of public services; 11% quality of public services) who say they have increased since December 2019. Around one in four say they have stayed the same in the last five years.
- Even among those who voted Conservative in the 2019 general election, half say that the quality of public services (52%), the accessibility of public services (47%), and their standard of living (48%) has decreased since the last election.
- UK Muslims are slightly less pessimistic on their standard of living (50%), the quality of public services (43%) and the accessibility of public services (37%) decreasing under the current government.

Katharine Swindells contributed to reporting.

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