# Polling data reveals instability ahead of next UK General Election



Recent polling data exposes significant instability ahead of the next General Election in the UK, particularly regarding the performance of certain right-leaning parties. A study conducted by Coventry-based agency PLMR, together with Electoral Calculus, reveals a notable surge in support for a party advocating for a return to traditional values and accountability. This polling indicates a potential shift in voter allegiance, with this party projected to attract 25 per cent of the vote, surpassing both Labour and the Conservatives, who are expected to achieve only 23 per cent each.

The survey, which included responses from approximately 5,000 British adults, suggests that, should a General Election occur under current conditions, this party could secure an impressive 227 seats. In stark contrast, the new Labour government is anticipated to win merely 180 seats, while the Conservatives could settle for 130. PLMR also hinted at a possible coalition between this party and Conservatives, highlighting a path that may challenge the Labour administration's policies.

Of particular concern is the growing disillusionment among voters, as one-third of those surveyed admit to a lack of trust in any prominent party leader to effectively represent the UK. This alarming data underscores a broader crisis of political confidence, which the new Prime Minister must urgently address to regain support in regions like the Midlands. Kevin Craig, CEO of PLMR, emphasized, “It is striking that the majority of the public in the Midlands and right across the country either do not know who they can trust or do not trust anyone to represent the UK. The Prime Minister must grapple with this crisis to avoid further erosion of public support.”

The ramifications of this rising political force are profound, especially in the West Midlands, where it is forecasted to claim 15 out of 39 parliamentary seats in the region. Such predictions suggest that Labour could face the loss of 14 seats to this emerging party, with further losses from the Conservatives. This is indicative of a seismic shift in the political landscape, challenging the Labour stronghold in traditionally safe areas known as the Red Wall.

Additional insights from a separate poll conducted by JL Partners show a similar trend, forecasting this party to win around 135 seats while Labour leads with approximately 218 seats, despite suffering the loss of nearly 100 constituencies to its rivals. The Conservatives are projected to remain close behind with 136 seats. James Johnson, co-founder of JL Partners, highlighted the precariousness of the situation, suggesting that the current fragmentation among right-leaning parties might inadvertently aid in Labour's re-election efforts in 2029.

As the political atmosphere continues to evolve, it becomes increasingly clear that voters are shifting their sentiments. The rise of this party is compelling major parties to adapt their strategies, highlighting the urgent need for them to re-establish trust and effectively communicate their vision amidst a backdrop of growing dissatisfaction and demand for change.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://yougov.co.uk/politics/articles/51767-voting-intention-lab-24-ref-23-con-22-09-10-mar-2025> - This article provides insights into the recent UK voting intentions, highlighting the close race among Labour, Reform UK, and the Conservatives. It supports the claim of significant instability in UK politics.
2. <https://yougov.co.uk/politics/articles/51638-voting-intention-lab-25-ref-27-con-21-16-17-feb-2025> - This YouGov survey illustrates previous voting intention figures, showing Reform UK in the lead, which aligns with claims of a rising political force challenging traditional parties.
3. <https://en.wikipedia.org/wiki/Opinion_polling_for_the_next_United_Kingdom_general_election> - This Wikipedia page collates various UK opinion polls, demonstrating the fluctuating support for different parties and supporting the notion of political instability.
4. <https://www.noahwire.com> - The source article from Noah Wire Services discusses the emerging trends in UK party support, aligning with the broader narrative of political shifts.
5. <https://www.electoralcalculus.co.uk/> - This site provides electoral projections and analysis, which can support claims about seat predictions and political shifts in the UK.
6. <https://plmr.co.uk> - PLMR is the agency behind the polling data mentioned, though their website may not provide direct access to the specific study results. It's relevant for understanding their contributions to political research.
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