# Nigel Farage’s Reform UK surges to lead polls amid Conservative crisis



Amidst growing political turbulence in the UK, Nigel Farage has emerged as a significant contender, with many describing the situation as a “political earthquake.” Recent polling suggests that a dramatic shift in voter sentiment could see Farage's party, Reform UK, receiving 30% of voter support in a hypothetical election—placing it ahead of Labour at 25%, the Conservatives at 18%, and the Liberal Democrats at 13%. This increasing backing is especially pronounced among voters aged 55 to 64, where support peaks at 41%, while it dips to just 19% among younger constituents aged 25 to 34.

The Conservatives are currently grappling with what some analysts term an “existential crisis,” exacerbated by internal conflicts and dwindling support. This turmoil has evidently opened the door for Reform UK to present itself as a viable alternative. The party's leader, Richard Tice, has been vocal in urging Conservative MPs to consider defecting, leveraging a rising wave of dissatisfaction with traditional political structures to galvanise support for Reform UK.

Farage's popularity has not only soared among potential voters but also in comparison to rival party leaders. A recent survey indicated that 36% of respondents expressed approval for Farage, surpassing the approval ratings for both Prime Minister Sir Keir Starmer and Conservative leader Kemi Badenoch. This growing favourability, however, is not without contention. While Farage currently enjoys a higher visibility in the public consciousness—reflected in polls from organisations like Ipsos—he also faces criticism, with a notable percentage of the populace holding unfavourable views towards him.

Despite this complex dynamic, Farage's historical favourability ratings illustrate a polarized political landscape. Recent Ipsos surveys show that as many as 28% of people have a favourable opinion of him, while 48% do not, indicating a net favourable score that remains negative at -20. Comparatively, Starmer's net rating has reached -29, further highlighting the emerging competition in British politics.

The situation remains fluid, as reflected in recent polls indicating fluctuations in voter intentions. For instance, a YouGov study from early March noted a resurgence for Labour, which is now neck-and-neck with Reform UK at 26% and 25% respectively. This represents a shift reflecting Starmer’s focus on issues like defence and the ongoing situation in Ukraine, which collectively aim to draw voters back to the traditional party fold.

As Reform UK navigates this electoral landscape, it faces intrinsic challenges posed by the UK's first-past-the-post voting system. Despite achieving a commendable 14.3% of the national vote share during the 2024 general election and securing five parliamentary seats, the tactical voting phenomena contributed to limiting its potential gains. Such hurdles underscore the complexities of British electoral dynamics, illuminating the difficulty parties like Reform UK face in translating popular support into parliamentary representation.

As the general election looms closer, the evolving support for reformist parties and the stratagems of traditional parties will shape the future of the UK political landscape. With Farage at the helm, a significant recalibration of party loyalty seems imminent, and the repercussions of this political realignment could profoundly impact governance and policy direction in the coming years.

### Reference Map

1. Paragraphs 1-2
2. Paragraph 3
3. Paragraphs 4-5
4. Paragraph 6
5. Paragraph 7

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

## Bibliography

1. <https://www.express.co.uk/news/politics/2055625/uk-heading-earthquake-nigel-farage> - Please view link - unable to able to access data
2. <https://www.telegraph.co.uk/politics/2024/01/25/reform-uk-support-surges-to-record-high/> - A YouGov poll published on January 25, 2024, indicates that Reform UK has achieved its highest popularity to date, with 13% of Britons expressing support. This surge follows weeks of internal conflict within the Conservative Party, leading to increased backing for Reform UK. Party leader Richard Tice has called for Conservative MPs to defect to Reform UK, capitalizing on the party's rising momentum. The poll reflects a growing discontent with traditional political parties, positioning Reform UK as a significant challenger in the UK's political landscape.
3. <https://www.ipsos.com/en-uk/nigel-farage-holds-highest-favourability-rating-ipsos-poll-almost-half-hold-unfavourable-opinion> - An Ipsos Political Pulse survey conducted between November 8 and 11, 2024, reveals that Nigel Farage holds the highest favourability rating among listed politicians at 28%. However, he also faces a substantial unfavourable rating of 48%, resulting in a net favourability score of -20. In comparison, Prime Minister Keir Starmer has a net rating of -29, and Kemi Badenoch holds a net rating of -18. The survey highlights the polarized public opinion towards leading political figures in the UK.
4. <https://news.sky.com/story/reform-tops-landmark-poll-for-first-time-13302531> - A Sky News/YouGov poll published on February 3, 2025, shows Reform UK leading with 25% support, surpassing Labour at 24% and the Conservatives at 21%. This marks the first time Reform UK has topped a major poll, signaling a significant shift in British politics. The poll also indicates that one in five individuals who voted Conservative in the last general election would now support Reform UK, reflecting growing discontent with traditional parties.
5. <https://www.ipsos.com/en-uk/more-britons-favourable-towards-nigel-farage-keir-starmer-kemi-badenoch-and-ed-davey> - An Ipsos Political Pulse survey conducted between February 7 and 11, 2025, reveals that 31% of Britons hold a favourable view of Nigel Farage, the highest among listed politicians. However, 46% are unfavourable, resulting in a net favourability score of -15. In comparison, Prime Minister Keir Starmer has a net rating of -34, and Kemi Badenoch holds a net rating of -30. The survey highlights the polarized public opinion towards leading political figures in the UK.
6. <https://www.gbnews.com/politics/reform-uk-polling-labour-keir-starmer-ukraine-yougov> - A YouGov poll conducted in early March 2025 indicates that Labour has regained the lead with 26% support, overtaking Reform UK at 25%. The poll reflects a shift in public opinion following Prime Minister Keir Starmer's increased focus on Ukraine and defense spending. The survey also suggests that if an election were held at that time, Labour would see a significant reduction in parliamentary representation, highlighting the dynamic nature of UK politics.
7. <https://www.gbnews.com/politics/reform-uk-party-nigel-farage-poll> - A YouGov voting intention study published on March 4, 2025, reveals that Reform UK faces challenges from tactical voting, which contributed to the Conservative Party's historic defeat in the July 2024 general election. Despite securing 14.3% of the national vote share and winning five seats in the House of Commons, Reform UK's seat gains were limited due to the first-past-the-post system. The study highlights the complexities of the UK's electoral system and the impact of tactical voting on party dynamics.