# Reform UK leads polling across diverse voter groups, unsettling Labour and Tories



Reform UK, the party led by Nigel Farage, has emerged as a significant player in British politics, consistently outperforming both Labour and the Conservative Party in recent polls. Data from the polling agency More In Common indicates that Reform is leading in eight out of 14 unique polling scenarios, investigating voters' preferences across diverse activities such as holiday destinations, sports events, and leisure choices like enjoying a pint in a pub garden. This broad appeal may be unsettling for Labour leader Sir Keir Starmer and Conservative figures, as it highlights a shift in voter sentiment.

Interestingly, the demographic support for Reform UK transcends traditional boundaries, showing traction among various groups, including those who prefer holidaying in the UK or attending events like Wimbledon and the British Grand Prix. Ed Hodgson from More In Common noted that these findings reflect an unexpected breadth of Reform's support, countering skepticism expressed by Gawain Towler, the party's former communications chief, who seemed less impressed by the results.

Starmer has recently intensified his criticism of Farage, labelling the party's economic proposals as reckless, a stark contrast to Labour's previous strategy of largely ignoring the right-wing populist movement. This shift signals a recognition of the growing influence of Reform UK, which has attracted support from working-class voters disillusioned with Labour. Farage, for his part, dismissed Starmer's remarks as desperate tactics from a faltering administration.

Despite its recent polling success, Reform UK, originally founded as the Brexit Party, faces challenges in converting this support into electoral victories. Its latest polling shows around 9.3% support, reflecting a mix of optimism and doubt about its sustainability. Historical trends suggest that such insurgent parties can struggle to maintain momentum, especially if their peak in popularity occurs too early. The party has drawn considerable backing from older voters who feel disenfranchised with current leaders, although a tendency towards indecision may hinder their electoral prospects.

The political landscape has recently been tumultuous for the Conservative Party, particularly following significant by-election defeats that showcased a dramatic 28.5% swing towards Labour in Wellingborough. However, political analysts caution against a simplistic interpretation of these results, noting that many former Tory voters appear to be gravitating towards Reform UK rather than Labour. This suggests a complex voter sentiment, exacerbated by a disillusioned electorate facing underwhelming turnout rates in recent polls, which fell below 40%.

Simultaneously, Farage's vision for Reform UK expands beyond Brexit to focus on immigration and environmental policies. His controversial stance includes the proposition of imposing taxes on employers hiring immigrants to manage immigration levels, which he claims will combat wage stagnation. The ambiguity surrounding potential alliances with the Conservatives adds another layer of uncertainty to the party's strategy as it seeks to establish itself as a formidable opposition force against Labour, particularly in light of its expected gains in the upcoming elections.

The interplay of these dynamics indicates a shifting landscape in British politics, with Reform UK carving out a niche amid traditional party allegiances. As we approach potential elections, the challenge for both Labour and the Tories will be to address the concerns of voters increasingly drawn to this new political force.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/politics/2063414/disaster-labour-8-new-polls), [[4]](https://www.ft.com/content/20c0f1a8-b61d-4c0b-972a-3ef3ec48e713)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/politics/2063414/disaster-labour-8-new-polls), [[2]](https://www.apnews.com/article/4d0aa7348d2568f783ab0dd29bd55872), [[5]](https://www.lemonde.fr/en/international/article/2024/06/02/in-the-uk-nigel-farage-hopes-to-win-back-disappointed-conservatives_6673433_4.html)
* Paragraph 3 – [[3]](https://www.ft.com/content/ec9efe78-30d1-4eec-a8e8-d959a2bbd8b2), [[6]](https://www.ft.com/content/7dfa734c-0f15-421a-bc24-47fe42e96174)
* Paragraph 4 – [[2]](https://www.apnews.com/article/4d0aa7348d2568f783ab0dd29bd55872), [[4]](https://www.ft.com/content/20c0f1a8-b61d-4c0b-972a-3ef3ec48e713)
* Paragraph 5 – [[5]](https://www.lemonde.fr/en/international/article/2024/06/02/in-the-uk-nigel-farage-hopes-to-win-back-disappointed-conservatives_6673433_4.html), [[6]](https://www.ft.com/content/7dfa734c-0f15-421a-bc24-47fe42e96174)

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## Bibliography

1. <https://www.express.co.uk/news/politics/2063414/disaster-labour-8-new-polls> - Please view link - unable to able to access data
2. <https://www.apnews.com/article/4d0aa7348d2568f783ab0dd29bd55872> - British Prime Minister Keir Starmer has criticised Nigel Farage's Reform UK party, accusing it of proposing reckless economic policies that could harm the UK economy. Starmer's speech marks a significant shift from previous Labour strategies of disregarding Farage, highlighting the growing influence of Reform UK, which has gained support from working-class voters traditionally aligned with Labour. Farage dismissed Starmer's attacks as 'dirty tricks' from a faltering administration, while Reform UK claimed the speech reflected the government's fear of losing ground to their movement. ([apnews.com](https://apnews.com/article/4d0aa7348d2568f783ab0dd29bd55872?utm_source=openai))
3. <https://www.ft.com/content/ec9efe78-30d1-4eec-a8e8-d959a2bbd8b2> - Nigel Farage's Reform UK party has rapidly emerged as a major political contender in Britain, recently outperforming the Conservatives and even Labour in polling and local elections. Riding a wave of disillusionment with the traditional parties, Farage has positioned Reform as the de facto opposition, appealing to social conservatives with left-leaning economic policies. However, this early success brings risks, as political history shows that insurgent movements often falter if they peak too soon. Sustaining momentum in a fluid political environment remains a major challenge for the party. ([ft.com](https://www.ft.com/content/ec9efe78-30d1-4eec-a8e8-d959a2bbd8b2?utm_source=openai))
4. <https://www.ft.com/content/20c0f1a8-b61d-4c0b-972a-3ef3ec48e713> - Reform UK, the renamed Brexit Party, led by Richard Tice, reportedly has around 9.3 per cent support according to the latest polls. This level of support suggests that one in ten voters would choose Reform. However, empirical evidence indicates that the party underperforms in elections compared to expectations. Potential supporters, described as older voters discontent with current leaders, are often reluctant to commit their vote to Reform, with many preferring not to vote at all. This phenomenon raises doubts about the accuracy of the polls, as it suggests that many declaring support for Reform might actually be undecided. ([ft.com](https://www.ft.com/content/20c0f1a8-b61d-4c0b-972a-3ef3ec48e713?utm_source=openai))
5. <https://www.lemonde.fr/en/international/article/2024/06/02/in-the-uk-nigel-farage-hopes-to-win-back-disappointed-conservatives_6673433_4.html> - The far-right Reform UK party, founded as the Brexit Party in 2018 and led by Richard Tice, is aiming to win over dissatisfied Conservative voters following PM Rishi Sunak's announcement of snap elections on July 4. Despite garnering between 8% and 14% in the polls, the party is running a controversial campaign with Nigel Farage, who is not standing for election but remains influential. Farage suggests addressing immigration by taxing employers for employing immigrants, claiming it would reduce legal immigration which he blames for wage stagnation. Farage's ambiguous stance on potential alliances with the Conservatives has caused confusion, but he aims to present Reform UK as a strong opposition against Labour's expected election win. Since Brexit, Farage has pivoted his focus towards migration and opposing the UK's climate commitments, while maintaining his media presence on GB News and appearances in entertainment. Reform UK's strategy hinges on appealing to Tory voters disillusioned by recent Conservative leadership trials and a desire for an alternative opposition force against Labour. ([lemonde.fr](https://www.lemonde.fr/en/international/article/2024/06/02/in-the-uk-nigel-farage-hopes-to-win-back-disappointed-conservatives_6673433_4.html?utm_source=openai))
6. <https://www.ft.com/content/7dfa734c-0f15-421a-bc24-47fe42e96174> - This week, the Tories faced two by-elections resulting in severe defeats, with an impressive 28.5% swing towards Labour in Wellingborough, the second-largest voter conversion since World War II. However, Professor Sir John Curtice advises against an unreserved interpretation of Labour's success, as most Tory voters shifted to Reform UK rather than Labour. The low voter turnout, under 40% in both elections, also reflects a disillusioned electorate sceptical about the parties' ability to resolve key issues like the economy and healthcare. The popularity of Labour leader Keir Starmer remains moderate, and recent controversies over antisemitism could damage his image. ([ft.com](https://www.ft.com/content/7dfa734c-0f15-421a-bc24-47fe42e96174?utm_source=openai))