# Keir Starmer faces historic slump in support amid rising Labour discontent



Polling data has revealed a stark downturn in the popularity of Prime Minister Keir Starmer, signaling a significant shift not just among the general public but particularly among Labour voters themselves. Recent surveys indicate that only 45 per cent of Labour supporters now view their leader positively—a dramatic decline of more than 17 percentage points in just one month. Alarmingly, half of those who backed Labour report unfavourable views of Starmer, a stark increase from just 33 per cent earlier this year.

Historically, Starmer’s approval ratings had shown some promise, especially following moments of apparent success, such as a recent protest during his speech at the Labour Party conference, which sparked a fleeting surge in popularity. An Opinium poll previously suggested Labour held a 16-point lead, with Starmer’s net approval rising to a relatively modest 35 per cent. However, the latest data paints a far bleaker picture, with YouGov reporting for the first time that Starmer’s negative ratings have eclipsed his popularity even among his own party members.

Nationally, Starmer’s standing has plummeted, with only 23 per cent of the general public favouring his leadership and a staggering 69 per cent viewing him unfavourably. This results in a net favourability rating of an alarming -46, the lowest recorded for a Labour leader in history. The sentiment mirrors growing dissatisfaction within Labour itself, with 65 per cent of respondents indicating an unfavourable view of the party—an unprecedented low since polling on this question began in June 2017.

Adding to Starmer’s woes, key figures within his team, such as Angela Rayner, Yvette Cooper, and Rachel Reeves, are enduring their own unfavourable ratings, achieving "worst-ever" scores amid escalating discontent. As the Labour Party grapples with fractious internal disputes—especially around Starmer’s controversial handling of immigration—there are rising fears in 10 Downing Street that his attempts to appeal to right-leaning voters may inadvertently alienate the party’s traditional base.

Furthermore, a concurrent Ipsos survey shows that 52 per cent of Britons now hold an unfavourable view of Starmer, reflecting a growing discontent that has emerged since he took office. While some may still possess a degree of optimism regarding Labour’s position—given that their favourability is indeed higher than the Conservatives—this latest data highlights a troubling trajectory as the government nears its 100 days in power.

Looking to the political landscape ahead, it appears increasingly likely that Starmer’s current strategies will fail to galvanise support across the political spectrum. Disillusioned Labour voters may be just as inclined to shift their allegiance to the Greens as they are to remain loyal to their own party. Political analysts are left questioning whether Starmer can recalibrate his approach to regain lost ground or if this marks a definitive turning point not just for his leadership but for the future of Labour itself.

As the political atmosphere remains charged, both Starmer and his party must navigate a treacherous path, balancing internal dissent while striving to unify their base ahead of upcoming elections. The ramifications of these polling trends could profoundly impact not only Starmer’s legacy but also the broader narrative of British politics in the near future. The rise of alternative parties, advocating for accountability and a return to traditional values, poses a formidable challenge to Labour’s current fragile standing.

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

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14721339/Prime-Minister-popularity-record-low-poll-Labour-voters.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.theguardian.com/politics/2023/oct/14/glitter-bomb-bounce-makes-keir-starmer-labour-poll-ratings-sparkle> - An article from The Guardian discusses how a glitter-bomb protest during Keir Starmer's speech at the Labour Party conference in October 2023 coincided with an increase in both Labour's lead and Starmer's personal popularity ratings. The Opinium poll showed Labour's lead increased to 16 points, with the party now at 44% of the vote, up 2 points from the previous week. Starmer's net approval rating leapt by 9 points, with 35% of voters approving of his performance, compared to 34% who disapprove. The article suggests that the protest and Starmer's handling of it may have contributed to this boost in ratings.
3. <https://www.ipsos.com/en-uk/fall-in-public-favourability-towards-keir-starmer-and-labour> - An Ipsos Political Pulse survey conducted between 6th and 9th September 2023 reveals a decline in public favourability towards Keir Starmer and the Labour Party. The survey found that 46% of respondents held an unfavourable view of Starmer, matching the highest unfavourability rating since he became Labour leader. Additionally, 45% of respondents viewed the Labour Party unfavourably. Despite these declines, the Labour Party's net favourability remained higher than that of the Conservatives, with 36% favourable and 45% unfavourable towards Labour, compared to 24% favourable and 57% unfavourable towards the Conservatives.
4. <https://www.ipsos.com/en-uk/labour-and-starmer-approval-ratings-continue-drop-government-nears-100-days-power> - An Ipsos Political Pulse survey conducted between 4th and 7th October 2023 indicates a continued decline in approval ratings for Keir Starmer and the Labour Party as the government approaches 100 days in power. The survey found that 52% of Britons held an unfavourable view of Starmer, marking a significant increase from previous months. The Labour Party's net favourability dropped to -21, down from +6 when Starmer took office in July. The survey also revealed a decrease in the government's performance score, with respondents rating it 3.8 out of 10, down from 4.4 in September.
5. <https://www.theguardian.com/politics/live/2023/oct/13/grant-shapps-israel-gaza-city-government-uk-politics-latest-updates> - A live update from The Guardian on 13th October 2023 reports on a YouGov survey indicating that Rishi Sunak's approval rating as the preferred Prime Minister has reached a record low, with only 20% of respondents choosing him over Keir Starmer, who received 32%. The survey also shows that Labour's lead over the Conservatives has increased to 23 points, with Labour at 47% and the Conservatives at 24%. The article highlights that these findings suggest Sunak has failed to gain electoral benefit from the party conference season.
6. <https://www.standard.co.uk/news/politics/keir-starmer-rishi-sunak-exclusive-poll-change-candidate-election-b1115826.html> - An article from the Evening Standard reports on an Ipsos survey revealing that 40% of the public trust Keir Starmer more than Rishi Sunak to deliver the change Britain needs if he becomes the next Prime Minister. In contrast, 26% trust Sunak more. The survey also shows that Labour maintains a 20-point lead in Westminster voting intention, with 44% support compared to the Conservatives' 24%. Additionally, Starmer's personal satisfaction rating is 30%, with 53% dissatisfied, resulting in a net score of minus 23.
7. <https://www.ipsos.com/en-uk/majority-britons-think-it-likely-keir-starmer-will-become-prime-minister> - An Ipsos survey indicates that 56% of Britons believe it is likely that Keir Starmer will become Prime Minister in the future, compared to 28% who think it is unlikely. This matches Starmer's previous highest score on this measure from October 2022. The survey also shows that 38% of Britons have a favourable opinion of the Labour Party, with 34% unfavourable, resulting in a net favourability score of +4. This is Labour's highest net favourability since the question was first asked in November 2019.