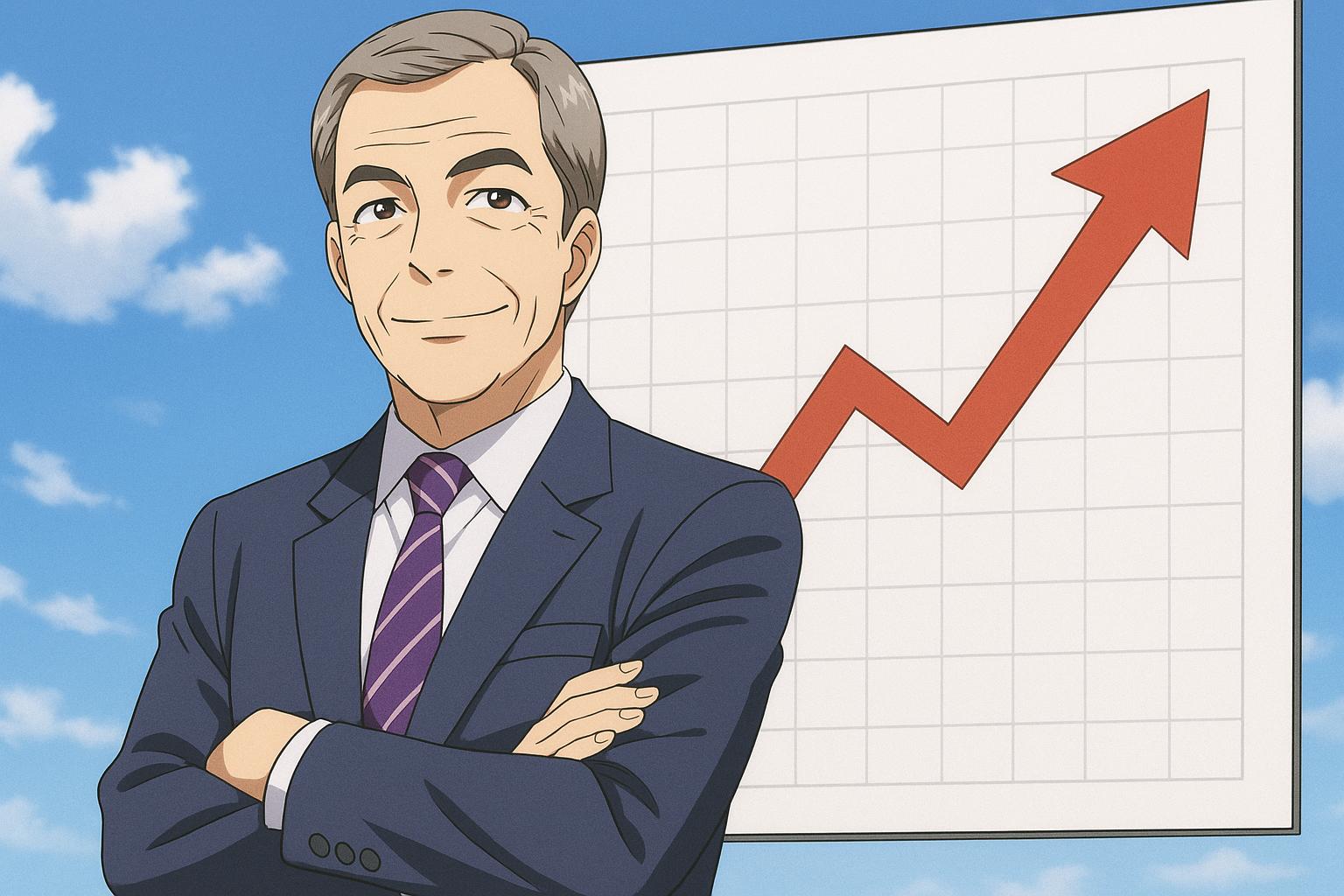
# Nigel Farage’s popularity surges as Labour faces historic collapse under Keir Starmer



Nigel Farage is witnessing a remarkable resurgence in popularity, according to recent findings from YouGov that reveal a dramatic climb in his favourability ratings across the political spectrum. Over the past month, his overall favourability rating has jumped by 11 points to 32%, making him the most favoured political leader among British voters. This rise is particularly notable among supporters of his party, where net favourability has surged to a staggering 76%, reflecting an 8-point increase. Farage has also attracted the attention of disenchanted former Conservative voters, seeing an impressive 10-point rise in support from those who once backed Rishi Sunak.

In stark contrast to Farage’s ascent, Labour leader Keir Starmer is facing a grim reality; his net favourability rating has plummeted to -46, the lowest since he took the helm. This alarming decline—driven by a catastrophic 34-point drop among his own supporters—reveals a growing rift within a party that has long been a pillar of British politics. Starmer's inability to pivot the party towards more resonant, populist policies is indicative of a profound disconnect between Labour and the electorate, raising concerns as his party grapples with the fallout from Reform UK's escalating popularity.

Recent electoral outcomes paint a troubling picture for Labour, particularly with Reform UK's significant victories—most notably in the Runcorn & Helsby by-election, marked by a striking 17% swing away from Labour. Furthermore, Reform UK's success in local council elections underscores an emerging political realignment, challenging the traditional binary dominance of Labour and the Conservatives. The ramifications of these victories compel Labour to reconsider its strategies, particularly around contentious issues like immigration and social welfare that resonate deeply with voters who feel abandoned.

The ongoing malaise within both Labour and Conservative ranks has given rise to concerns that Reform UK may be solidifying its position as a credible third force. With local election gains in key districts, including Conservative strongholds like Lincolnshire and Durham, Farage’s party is reshaping the political landscape.

Farage’s appeal extends beyond his established populist rhetoric; his evolving platform now addresses a wider array of pressing concerns, such as healthcare and economic stagnation—issues that resonate with many voters disillusioned by the promises unmet by both Labour and the Conservatives. His stance as the "real opposition" gains credibility with the tangible electoral success of his party.

Looking ahead to the national elections anticipated in 2029, the expanding influence of Farage raises critical questions about the future of British politics. The current dynamics signify a fragmentation of the political arena, signaling an urgent need for Labour and the Conservatives to reevaluate their strategies in the face of this resurgent reformist challenge. Analysts have observed a significant deviation from the predictable Labour-versus-Conservative paradigm, emphasizing that Farage’s party could indeed emerge as a formidable and lasting presence.

This evolving electoral landscape requires both Labour and the Conservatives to not only recalibrate their messaging but also to reconnect authentically with their bases. Farage's rising popularity serves as a stark warning, highlighting discontent and signaling a call to action for the traditional parties as they navigate an increasingly turbulent political climate where voter loyalty hangs by a thread.

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

## Bibliography

1. <https://www.express.co.uk/news/politics/2056114/nigel-farage-popularity-increase> - Please view link - unable to able to access data
2. <https://www.ft.com/content/59d13a6a-af51-4abf-8116-2e8f163a92a8> - Nigel Farage and his Reform UK party have significantly reshaped the British political landscape following major gains in recent elections. Reform UK won a pivotal by-election in Runcorn & Helsby—a traditionally safe Labour seat—with a 17% swing, and outpaced all other parties in local council seat wins. The results have triggered alarm for both Labour and the Conservatives. Labour, led by Prime Minister Keir Starmer, is under pressure to shift toward 'Blue Labour' populist policies, especially on migration and social issues, to counter Reform's rise. Starmer has already adjusted his tone on trans rights, patriotism, and foreign aid. Conservatives, led by Kemi Badenoch, face a deeper crisis, with Reform becoming the primary opposition force in parts of England. In several areas, including the mayoral race in Greater Lincolnshire, Reform candidates beat Tories decisively. Meanwhile, the Liberal Democrats are gaining in the south and west, threatening traditional Conservative strongholds. Overall, Farage's populist momentum puts both mainstream parties under intense scrutiny, with Reform poised to become a lasting force in British politics.
3. <https://www.reuters.com/world/uk/nigel-farages-reform-uk-party-ahead-by-four-votes-key-election-race-2025-05-02/> - Reform UK, led by Nigel Farage, achieved significant electoral gains in England, winning a parliamentary seat in Runcorn and Helsby by a narrow six-vote margin, capturing the mayoralty of Greater Lincolnshire, and taking control of Staffordshire and Durham county councils. These victories mark the party’s fifth seat in the House of Commons and its continued rise as a right-wing alternative to the established Labour and Conservative parties. Former Conservative minister Andrea Jenkyns now becomes Reform's most powerful elected official as mayor. Farage hailed the results as indicative of the party becoming the 'real opposition,' criticizing both major parties for their declining support. Labour, led by Prime Minister Keir Starmer, acknowledged the 'disappointing' outcomes, while the Conservatives continued to suffer from past mismanagement. Reform UK, originally formed as the Brexit Party in 2018, has expanded its platform beyond immigration, addressing issues like healthcare and economic stagnation. Analysts warn that the party will now face greater scrutiny to deliver on its promises as it gears up to challenge the political establishment in the next national election, expected in 2029.
4. <https://apnews.com/article/33fa773d553d022c6af527656e54ac21> - In the latest UK local elections, Nigel Farage’s hard-right Reform UK party achieved substantial gains, signaling a challenge to the traditional dominance of the Labour and Conservative parties. Reform UK won a Westminster seat in Runcorn and Helsby by a narrow margin, taking it from Labour following a scandal-related resignation. The party also secured over 600 local council seats and gained control in conservative heartlands such as Staffordshire, Lincolnshire, and Durham. This marks a significant expansion from the previous national election where Reform held just 14% of the vote. Farage described the results as a turning point in British politics, hinting at the decline of long-established two-party dynamics. The Labour government under Prime Minister Keir Starmer faced a sobering rebuff, with public discontent over economic stagnation and welfare cuts. The Conservatives suffered even heavier losses, and leader Kemi Badenoch acknowledged ongoing voter distrust. The centrist Liberal Democrats also made gains in southern England, appealing to socially liberal voters. Political analyst John Curtice noted these results reflect a fragmentation of British politics, with Reform now seen as a major threat to both leading parties.
5. <https://yougov.co.uk/politics/articles/51840-political-favourability-ratings-march-2025> - In March 2025, YouGov's political favourability ratings revealed that Nigel Farage's favourability among Britons stood at 27%, with 65% holding a negative view. Among Reform UK voters, Farage's favourability increased from 73% to 80% following a dispute with fellow Reform MP Rupert Lowe, who was ejected from the party. This indicates a rebound in support among Reform UK supporters after the internal conflict.
6. <https://yougov.co.uk/politics/articles/51642-political-favourability-ratings-february-2025> - In February 2025, YouGov's political favourability ratings showed that 30% of Britons had a favourable view of Nigel Farage, with 60% unfavourable, resulting in a net score of -30. This marked his best net rating since returning to the political frontlines at the previous year's election. Farage was perceived by some as the unofficial leader of the opposition, especially given the challenges faced by the official opposition leader, Keir Starmer.
7. <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 8th and 11th revealed that Nigel Farage held the highest favourability rating among listed politicians at 28%, but also faced a substantial unfavourable rating of 48%, resulting in a net favourability score of -20. This indicates a divided public opinion, with nearly half of respondents holding an unfavourable view of the Reform UK leader.