# Kemi Badenoch’s approval rating hits new low amid party turmoil and rising rivals



Kemi Badenoch, the beleaguered leader of the Conservative Party, is witnessing a dramatic nosedive in her popularity, as highlighted by a stark new Ipsos poll. Her net approval rating has plummeted by 3.5 points since April, now languishing at an alarming -32. Shockingly, this places her behind Labour leader Keir Starmer, who has a net approval rating of -31. Only a mere 17% of respondents view Badenoch favourably, while a troubling 49% have a negative opinion. These numbers don’t just reflect personal failings; they signify a deeper crisis within the Conservative Party at a time when the nation craves genuine leadership.

The Ipsos data exposes a broader collapse in support for Conservative leaders. Badenoch's current plight mirrors a party marred by a lack of vision and purpose, especially in the shadow of the recent Labour government under Keir Starmer, which has already begun making significant decisions that might further alienate the electorate. Meanwhile, the disgraced former Prime Minister Boris Johnson, despite his removal from No. 10, manages a somewhat notable 26% approval rating, showing that even past leaderships resonate more positively in certain circles than the present Conservative establishment.

Adding to Badenoch’s woes is the rise of dynamic figures like Nigel Farage, whose political messaging has begun to resonate with disillusioned voters. His net rating stands at -19—far more favourable than Badenoch’s—suggesting a shift in public sentiment that could spell trouble for the Conservatives. Although Farage faces a notable unfavourable opinion, his increasing visibility represents a significant challenge to the established order, revealing a hunger for alternative viewpoints among right-leaning voters.

Gideon Skinner, Senior Director of UK Politics at Ipsos, acknowledges the complex terrain for political leaders. He points out that while there’s a slight uptick in favour for Labour, an overwhelming number of Britons feel the country is moving in the wrong direction. This pervasive dissatisfaction creates fertile ground for reformist ideologies that advocate for a departure from the status quo.

Public opinion regarding leadership effectiveness further complicates Badenoch’s position. Recent surveys indicate that 32% of those polled believe Starmer would serve as a more competent Prime Minister compared to Badenoch's meagre 18%. This chasm underscores her uphill struggle not only to win support but also to redefine her leadership in a way that resonates beyond party lines.

Worryingly, almost half of Conservative voters express discontent with Badenoch's leadership, raising alarm bells about party unity in a time when cohesion is vital. The very essence of the party is at stake, as it grapples with the repercussions of failing to connect with its base.

Despite these challenges, some party insiders cling to the hope that Badenoch is a forward-looking figure who could reignite grassroots support. However, a December poll suggests a troubling reality: while she may be favoured by some party loyalists for future leadership, her lack of broad public appeal is a fundamental hurdle that cannot be ignored.

As the political landscape evolves, all eyes will be on Badenoch. The ongoing polling indicates that if she is to regain traction, she must tackle both internal dissent and external perceptions head-on. The upcoming months are critical—not just for Kemi Badenoch, but for the Conservative Party as a whole, which must face an increasingly assertive opposition that is calling for urgent reform and change.

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

## Bibliography

1. <https://www.express.co.uk/news/politics/2058939/Kemi-Badenoch-popularity-poll> - Please view link - unable to able to access data
2. <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 reveals the latest favourability ratings for prominent political figures. Nigel Farage holds the highest favourability rating among the listed politicians at 28%, but also faces a substantial unfavourable rating of 48%, resulting in a net favourability score of -20. Keir Starmer's favourability stands at 23% (-3 from October), while half (52%) of Britons express an unfavourable view (no change), leading to a net rating of -29. Kemi Badenoch, the new Leader of the Opposition, holds a net favourability rating of -18, with 21% favourable and 39% unfavourable. Rachel Reeves, the Chancellor of the Exchequer, holds a net favourability rating of -32, with 18% favourable (-2 from October) and 50% unfavourable (no change). Donald Trump has a net rating of -34, with 25% favourable and 58% unfavourable.
3. <https://www.ipsos.com/en-uk/favourability-ratings-farage-reform-competitive-other-leading-politicians-and-parties> - An Ipsos Political Pulse survey conducted between December 13th and 17th reveals the latest favourability ratings for prominent political figures and parties. Nigel Farage holds the highest favourability rating among the listed politicians at 29% (+1); however, his unfavourables remain high at 49% (+1), resulting in an unchanged net favourability score of -20. Keir Starmer's favourability stands at 24% (+1 from November), while half (53%) of Britons express an unfavourable view (+1), leading to a net rating of -29. Kemi Badenoch's favourables have fallen a point to 20%, and the percentage unfavourable has increased 6 points to 45%. Rachel Reeves holds a net favourability rating of -29, with 18% favourable (no change from November) and 47% unfavourable (-3 percentage points).
4. <https://www.ipsos.com/en-uk/despite-low-approval-ratings-public-prefers-starmer-pm-badenoch-or-farage> - A recent Ipsos Political Pulse survey indicates that the British public still favours Keir Starmer as Prime Minister over Kemi Badenoch or Nigel Farage. The poll, conducted online among 1,137 British adults aged 18+ from December 13-17, 2024, reveals that more people (32%) believe Starmer would make a better Prime Minister than Kemi Badenoch (18%). Starmer is also preferred over Farage, with 37% believing he would be a better Prime Minister compared to 25% for Farage. The survey also indicates that only a quarter of those surveyed believe it is likely that either Nigel Farage (26%) or Kemi Badenoch (24%) will ever become Prime Minister.
5. <https://yougov.co.uk/politics/articles/51840-political-favourability-ratings-march-2025> - A YouGov poll from March 2025 shows that Kemi Badenoch continues to trail behind her rivals. Only 18% of Britons have a favourable view of the Conservative leader, while 50% have an unfavourable view of her. Badenoch has the lowest favourability among her own voters of any major party leader. Fewer than half of 2024 Conservative voters (48%) have a positive opinion of the Tory leader, although this is still higher than the 30% with a negative view of her.
6. <https://www.opinium.com/resource-center/opinium-voting-intention-5th-march-2025-2/> - An Opinium poll from March 2025 shows that after a boost to approvals last week, Keir Starmer’s approval drops back down to -29%, going down by 6 points. For other leaders, their approval has stayed stable compared to last week with Badenoch’s approval rising by two points; Davey’s approval dropping by one point and Farage’s approval dropping by two points. Badenoch's approval rating is at -15%, with 20% approval, 30% neither, and 35% disapproval.
7. <https://www.telegraph.co.uk/politics/2023/12/31/kemi-badenoch-first-in-next-tory-party-leader-survey/> - A December 2023 poll by ConservativeHome shows Kemi Badenoch topping the list of grassroots Tories on who should become the next party leader. The Business Secretary pushed ahead of Penny Mordaunt and Suella Braverman with 38% of the vote. Ms Mordaunt and Mrs Braverman trailed on 23% and 14% respectively. This marks a dramatic turn in fortunes since the last Tory leader poll from ConservativeHome two years ago, in which she was ranked 11th.