

What people think,
feel and do

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Opinium / Observer

VI 3rd July 2019



Key findings

5 July 2019

Project details

PROJECT NUMBER	VI 03 07 19
POLL	VI 3rd July 2019
POLLING SERIES	Opinium / Observer
EMAIL	political@opinium.co.uk
SAMPLE	2,002 UK adults aged 18+
FIELDWORK DATES	3 to 5 July 2019

One-minute takeaway

Headline stats

- Labour remains narrowly in the lead with 25% of the vote, but the Conservatives have recovered to return to second place (up 3 points to 23%).
- Leave voters edge back to the Conservatives while Remain voters appear to be further diluting between three different parties

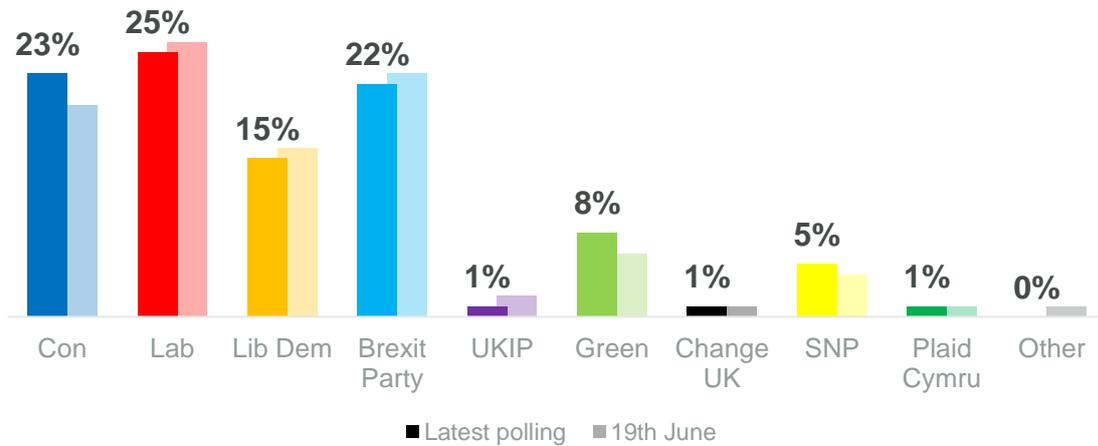
The Conservative leadership race

- Neither candidate is seen as an improvement on Theresa May: More than two in five (43%) think that Boris Johnson would do a worse job than Theresa May, while 39% think that Jeremy Hunt be about as good or bad as Mrs May.
- Boris Johnson is narrowly seen as more likely than Mr Hunt to unite the country (27% vs 18% respectively) but Jeremy Hunt is perceived to have run a more honest campaign than Mr Johnson (30% vs 17% respectively).
- Boris has a clear support base amongst 'diehard Leavers', while Jeremy Hunt has broad, if thinly spread, support

The state of the parties and leaders

Labour retains narrow lead in the polls

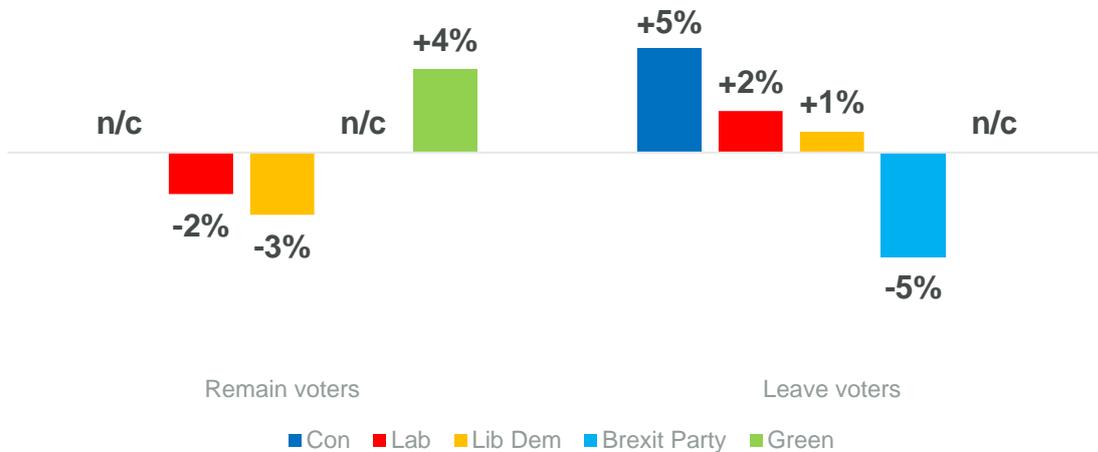
Labour remains narrowly in the lead, although for the first time since the European Parliament elections the Conservatives have returned to second place, pushing the Brexit Party into third.



Labour is on 25% (down 1 point), while the Brexit Party falls back to second place at 22% (down by 1 point), clearing the way for the Conservatives to rise 3 points to 23%.

Leave voters edge back towards Tories

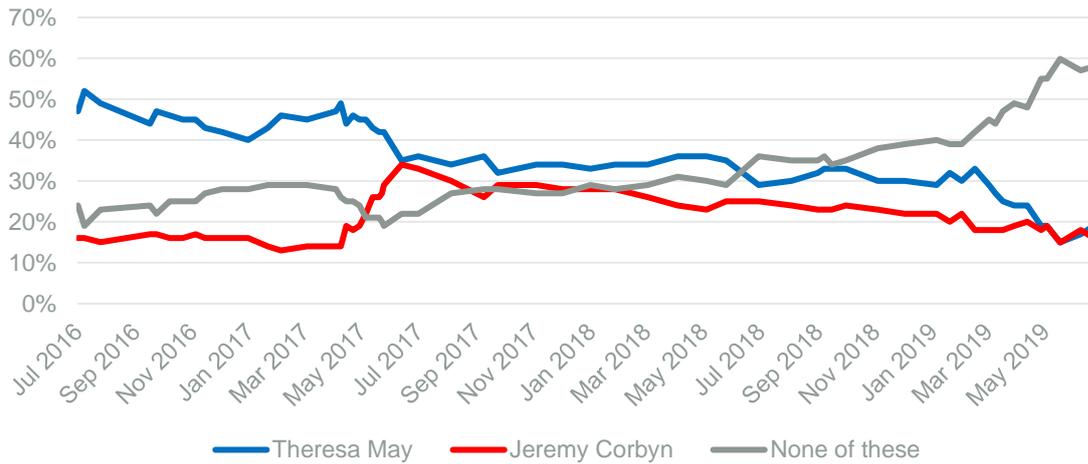
The main reason for the Conservatives' improvement is a 5% swing in votes amongst Leavers from the Brexit Party back to the Tories.



The Greens receded last month but seemed to get a small boost from a drop in both Labour and Lib Dem support amongst Remainers.

Both leaders unappealing to the public

Although soon to no longer be relevant, Theresa May returns to narrowly leading over Jeremy Corbyn on who would make the best prime minister (May at 19% vs Corbyn at 16%). Ultimately, 'none of these' option remains incredibly high at 58%.



Polling commentary

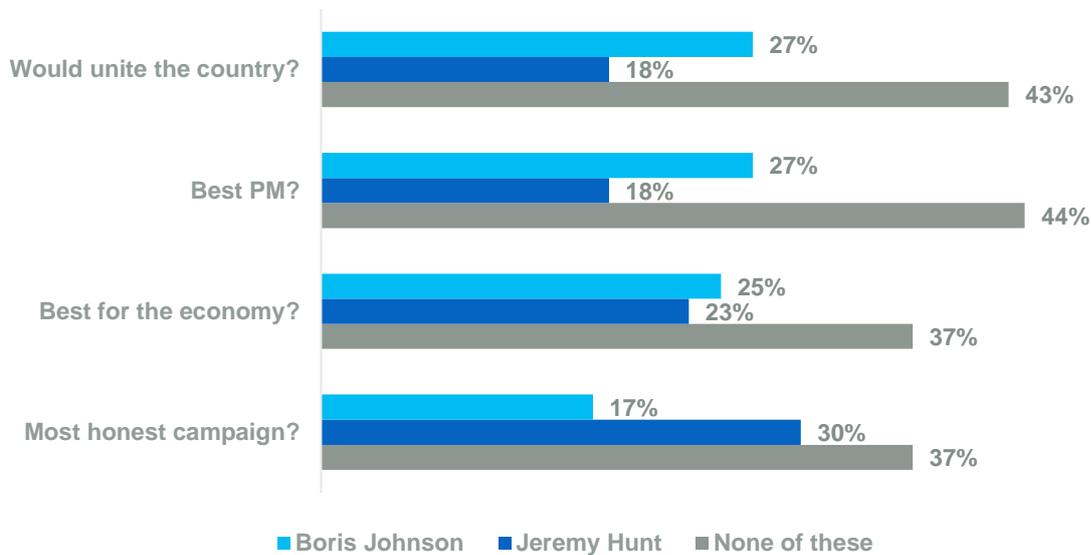
Adam Drummond, head of political polling at Opinium commented: “Politics as normal has been put on pause while we wait to see the outcome of both the Conservative and Liberal Democrat leadership elections.

The likely election of Boris Johnson as Conservative leader might be playing a part in the slight shift of Leave voters back to the Conservatives. However, the lack of any clear direction of travel for all of the major parties suggest voters are very much reserving judgement until they know what course the new government will take.”

The Conservative Leadership race

Boris Johnson and Jeremy Hunt evenly matched

Amongst UK adults generally, Boris Johnson leads narrowly on a range of issues: 27% think Boris Johnson would be the best prime minister, while 18% think that Jeremy Hunt would be. However, a large proportion (44% think neither of them would be).



Neither candidate seen as an improvement on Theresa May's premiership

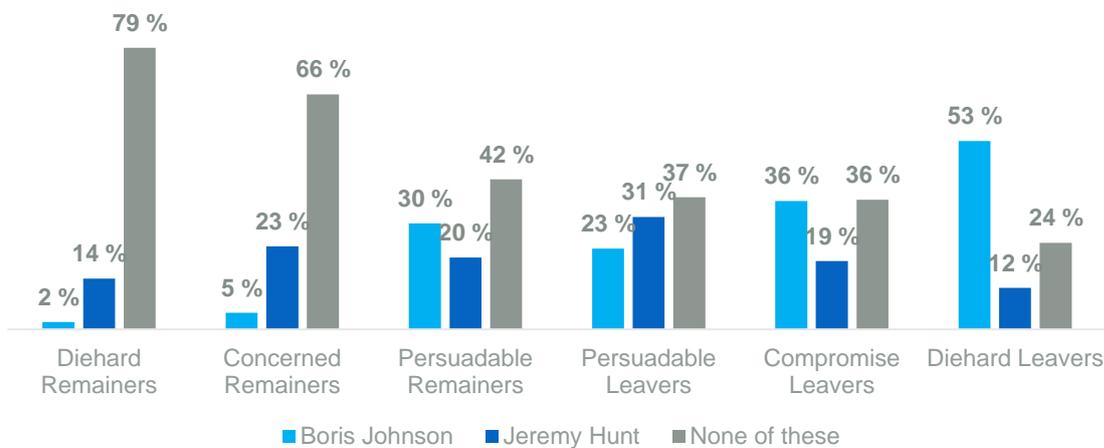
More than two in five (43%) think that Boris Johnson would do a worse job than Theresa May, while 31% think he would do a better job.

On the other hand, the views on Jeremy Hunt are more balanced: similar proportions think he would do a better (25%) and worse (24%) job than Theresa May, while two in five (39%) think he would be about as good or bad as Theresa May.

Johnson has clear support from Diehard Leavers, while Hunt's support is spread more thinly

Just under a third of the population (31%) we currently classify as 'diehard' or 'concerned Remainers', who either actively oppose all Brexit outcomes or a hard Brexit outcome respectively. Amongst these groups a very high proportion think neither Boris Johnson nor Jeremy Hunt would make a good PM (79% and 66% respectively).

Best PM split by Brexit tribes



There is a positive and negative aspect to Mr Hunt's ratings. He is the only candidate to make any movement amongst this group of Remainers. However, there isn't a group amongst whom he has a clear lead.

By comparison, Boris Johnson has a clear supporter base: 53% of 'diehard Leavers' think he would make the best prime minister. The question for the Conservative Party remains 'which strategy is the safer option?'

Leavers think that Britain will be out by October 31st if Boris Johnson becomes prime minister

Boris's support rests on the fact that 'diehard Leavers' think he will stick to his word. Two thirds (64%) of 'diehard Leavers', and 42% of all UK adults, believe that Britain will leave the EU within the current deadline if Boris Johnson becomes prime minister. By comparison only 25% of 'diehard Leavers' and 19% of UK adults more generally believe that the deadline will be met if Hunt becomes prime minister.

On the other hand, Jeremy Hunt doesn't win over our group of 'diehard' or 'concerned Remainers' in the same way – more than half (51%) of this combined group still think we'll be on course to leave the EU at some point under Mr Hunt despite their worries around such an outcome.

About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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