

Opinium / Observer

VI 21st August 2019



Key findings

23 August 2019

Project details

| | |
|-----------------|--------------------------|
| PROJECT NUMBER | VI 21 08 19 |
| POLL | VI 21st August 2019 |
| POLLING SERIES | Opinium / Observer |
| EMAIL | political@opinium.co.uk |
| SAMPLE | 2,005 UK adults aged 18+ |
| FIELDWORK DATES | 21 to 23 August 2019 |

One-minute takeaway

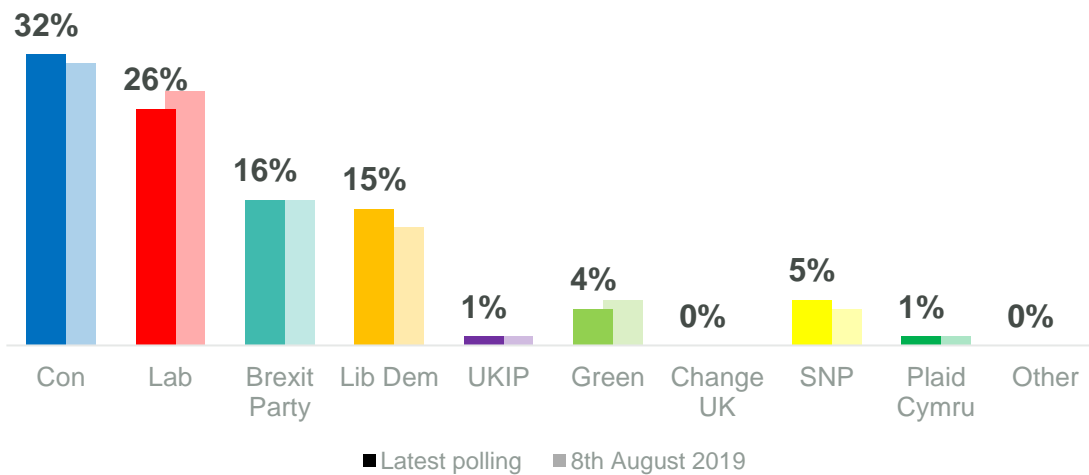
Headline stats

- The Conservatives double their lead and are now 6 points ahead of Labour, with 32% of the vote
- The public continue to believe that if the PM is unable to make changes to the Withdrawal Agreement that enables it to pass the House of Commons before October 31st, he should take the UK out of the EU on that date, even if it means leaving with 'no deal'.
- However, on their overall preferred outcome, 40% would rather stay in the EU, 39% prefer to leave but remain closely aligned to the EU and 39% prefer to leave and have a clear break from the EU.
- The public believe that the wealthy would benefit most from a no-deal Brexit, with the poorest in society thought to suffer the most.
- Boris Johnson would be held most responsible if the UK were to leave without a deal.
- Most (75%) haven't taken any steps to prepare for a no deal Brexit.

The state of the parties and leaders

Conservatives continue to extend their lead

The Conservatives have taken a 6-point lead in the polls, thanks in part to a 2-point decline in Labour voting intent. They have gained 1 point since two weeks ago.



Boris Johnson viewed as the better Prime Minister

Johnson has increased his lead over Corbyn on who would make the best prime minister by 23 points, an increase of 3 points since a fortnight ago, whilst Corbyn has lost 2 points (Johnson at 41% & Corbyn at 17% vs. Johnson at 38% & Corbyn at 19% two weeks ago).

Polling commentary

Adam Drummond, head of political polling at Opinium commented:

"While the change in the Tories' lead comes more from Labour's weakness than the government's strengths, the impact of Boris Johnson's trip to meet the German and French leaders (and the adoring press coverage they generated) can be seen in his expanding lead over Jeremy Corbyn on the best prime minister rating. Johnson has a 23 point lead vs. a 19 point lead in our last poll. The ongoing question is whether the next election will turn out more like 2017 or like 2015 but another point in Johnson's favour is that, when put up against Corbyn, 79% of Brexit party voters prefer the PM whereas Corbyn has no equivalent potential support to draw on from those who aren't already voting Labour."

Issues facing the country

Health and the NHS remains the number one issue facing the country

The Brexit deadline continues to loom closer, however Health/NHS remain the most important issue in the mind of the public, although this has decreased 3 points from 59% to 56%. The European Union and Brexit remains significant however at 52%.

Europe and Brexit

Brits believe that a 'no-deal' is the most likely outcome on October 31st

Johnson has said that he wants to change the Withdrawal Agreement made between May's government and the European Union.

When asked if the PM is unable to make changes to the Withdrawal Agreement that enables it to pass the House of Commons before October 31st, 45% said that he should go ahead with Brexit, even if it means leaving with 'no deal'. Indicating signs of 'Brexit fatigue', the next most popular choice is for Johnson to cancel Brexit and decide to remain the EU after all; only 14% think he should delay Brexit until we can negotiate a deal that can pass the House of Commons.

Regardless of which outcome the public would prefer, over a third (37%) believe the most likely outcome is for the UK to leave without a deal on Halloween. A general election is perceived to be the next most likely (22%).

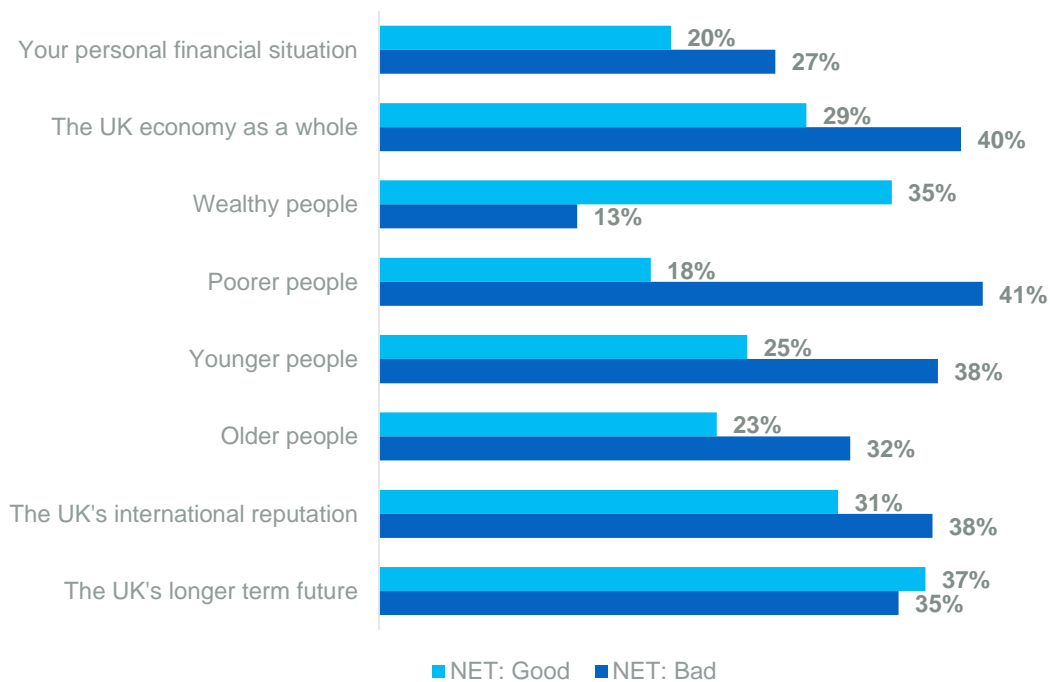
| MOST LIKELY OUTCOME | % |
|--|-----|
| The UK leaves the EU on October 31st without a deal | 37% |
| Brexit is delayed so that the UK can hold a general election or referendum | 22% |
| The UK leaves the EU with a deal on or shortly after October 31st | 13% |
| Brexit is delayed indefinitely or cancelled without a referendum | 9% |
| Don't know | 19% |

A No-Deal Impact

The public believe that the wealthy would benefit most from a no-deal Brexit.

When asked to think about the impact that the UK leaving the EU on October 31st without a deal would have, the public are more optimistic about their personal financial situation as opposed to the UK economy. Just over a quarter (27%) believe it would have bad consequences for their personal finances, compared to 40% who believe it would have bad consequences for the UK economy as a whole.

Thinking again about the possibility of the UK leaving the European Union on October 31st without a deal... Please tell us whether you think this would have generally good or bad consequences for each of the following.



More stark differences emerge between the perceived impact on the richest and poorest society (13% bad consequences for wealthy people vs. 41% for poorer people). In fact, over a third (35%) believe a no-deal Brexit will benefit the wealthiest in society.

Interestingly opinions on the impact of a no deal on the UK's reputation future are more mixed. 3 in 10 (31%) believe a no deal would have good consequences for the UK's international reputation, 38% believe it would be negative. Looking to the future, 37% say they think the consequences would be generally good, with a similar number saying bad (35%).

Boris Johnson would be held accountable if the UK were to leave without a deal

Despite having only been PM a fraction of the time Theresa May was, Boris Johnson tops the list of top 3 people or organisations who would be most responsible if the UK were to leave the EU without a deal.

| TOP 3 PEEOPLE / ORGANISATIONS | % |
|---|-----|
| Boris Johnson | 29% |
| Brexit campaigners for creating unrealistic expectations of what "no deal" will be like | 25% |
| MPs who voted against the deal because they want to stop Brexit from happening | 24% |
| The European Union | 24% |
| Theresa May | 22% |
| Remain campaigners for trying to overturn the referendum result | 20% |
| MPs who voted against the deal because it would mean too close a relationship between the UK and the EU | 13% |
| Jeremy Corbyn | 10% |
| MPs who voted against the deal because it would mean too distant a relationship between the UK and the EU | 10% |
| Other | 5% |
| Don't know | 15% |

Most haven't taken any steps to prepare for a no deal Brexit

Almost 1-in-10 (9%) of the British public say they have stockpiled items in preparation for the possibility that the UK may leave the EU on 31st October, however three quarters haven't done anything.

OPINIUM RESEARCH

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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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