



What people think,
feel and do

www.opinium.co.uk
research@opinium.co.uk
[@opiniumresearch](https://twitter.com/opiniumresearch)

The Political Report

6th November 2019



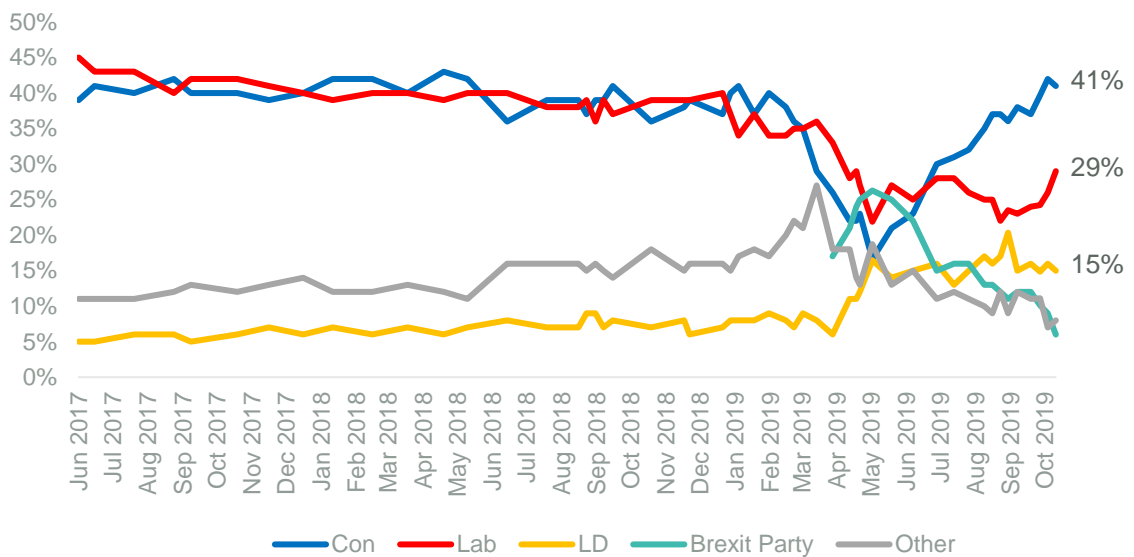
From the Opinium/Observer polling series

8th November 2019

One-minute takeaway

- The Conservatives maintain a lead over Labour but the gap has narrowed to 12-points this week
- The Labour Party have overtaken the Brexit Party among Leavers for the first time
- The exodus of Labour Leavers to the Conservative Party is slowing down
- Brexit stance is the main reason most voters intend for vote for a party, but Labour voters are most likely to vote Labour because of their health policies
- Nigel Farage’s approval among Leave voters has fallen to 37%, down from 50% a month ago

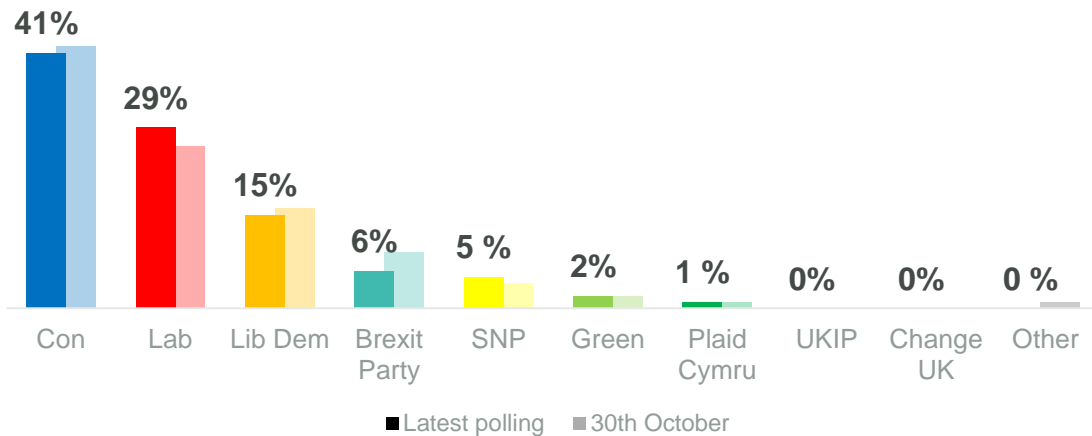
Voting intention since the 2017 general election



The state of the parties and leaders

The Conservative lead drops to 12 points

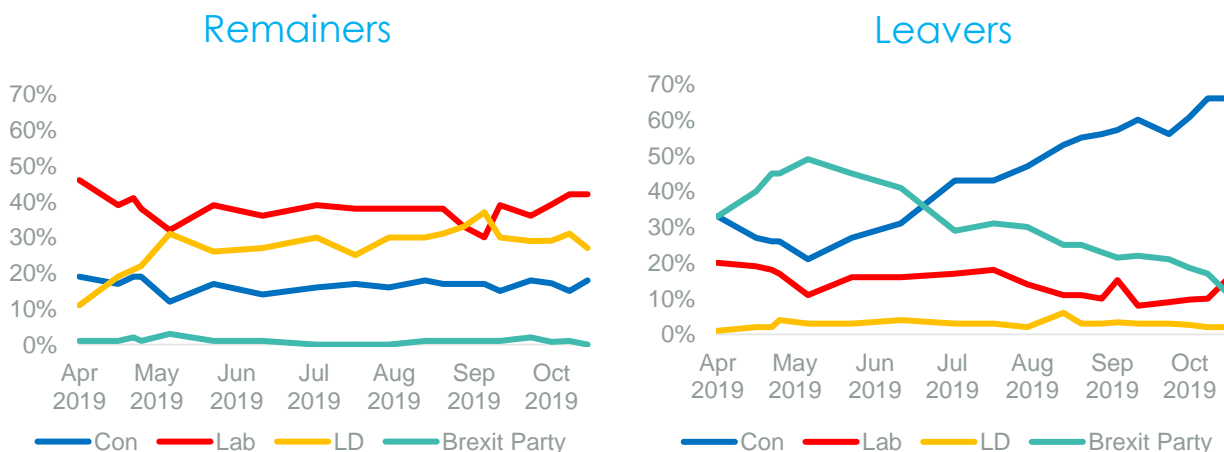
The Conservatives maintain a significant lead over Labour but their lead has dropped to 12 points from 16 last week. Labour are up by 3 points to 29% whilst the Lib-Dems have experienced a marginal drop from 16% to 15%.



The Conservatives are down one point to 41%, while The Brexit Party is down 3 points to 6%.

Labour overtake the Brexit Party among Leave voters

Whilst the Tories continue to dominate among Leave voters, with two thirds (66%) planning to vote Conservative, the interesting story emerging is that Labour have overtaken the Brexit Party among Leavers for the first time. As the Brexit Party vote share continues to fall with 12% now planning to vote for the party compared to 17% last week, Labour are up 5 points to 15% among Leavers.



The picture among Remainers looks much the same with Labour and Lib-Dems vying for pole position. However, whilst the Labour share has held at 42% the Lib-Dems have witnessed a four point drop to 27%.

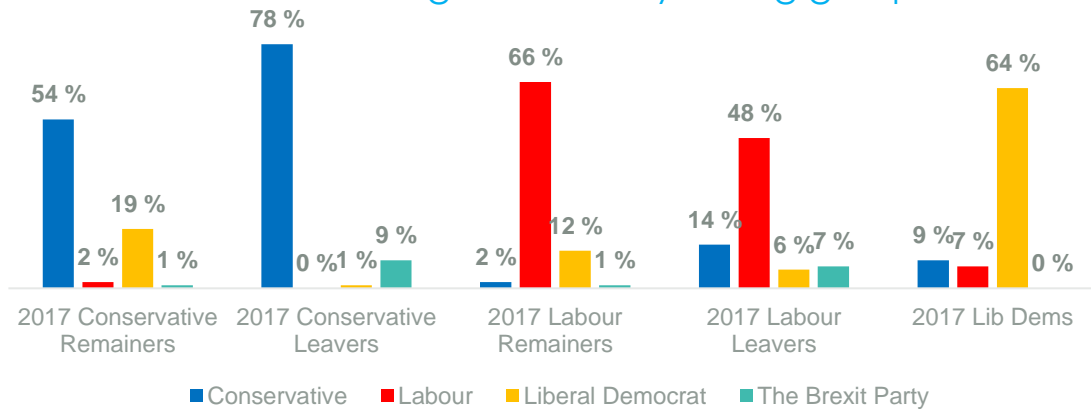
The exodus of Labour Leavers to the Conservatives slows

The voter churn that has defined polls of late continues this week but it looks as if the Labour Party may be stemming the flow of both Labour Leavers to the Tories and Remainers to the Lib Dems. As the tables below show 66% of Labour Leavers now plan on voting Labour – up nine points from last week.

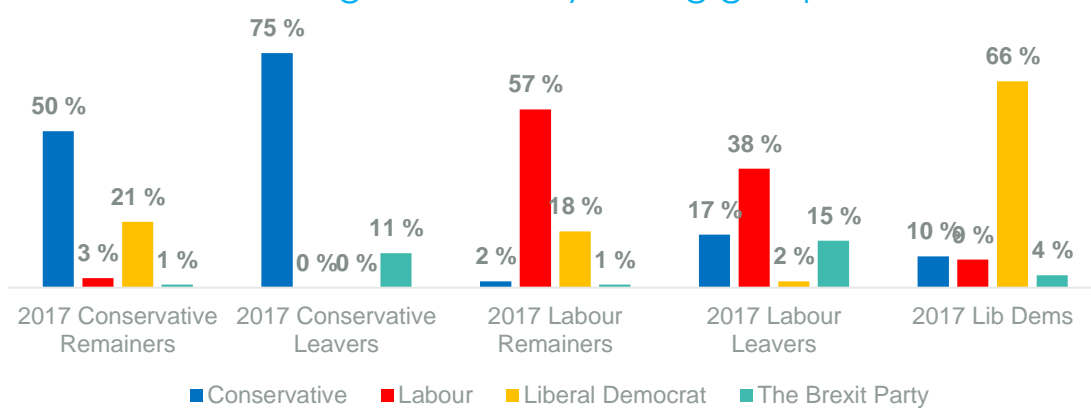
Similarly, 48% of Labour Remainers plan on voting Labour – up ten points from last week. This may be some cause for concern for the Lib Dems as they drop to 12% of Labour Remainers vs. 16% a week ago.

Elsewhere, the Tory consolidation of Conservative Leavers continues as they increase their vote share among this group by three points to 78% and add a number of Conservative Remainers.

Current voting intention by voting group



Current voting intention by voting group- 30th Oct



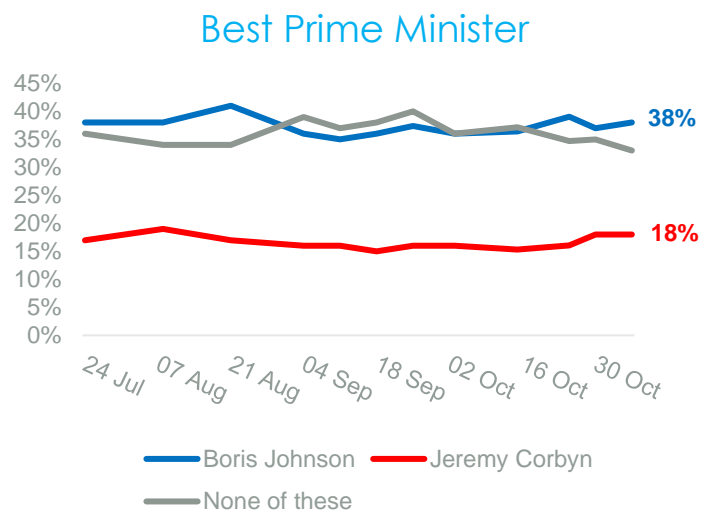
NB: Figures are before excluding “don’t know” and likelihood to vote as people moving in and out of the “likely voters who have chosen a party” group is a measurement of enthusiasm.

Johnson still the most popular choice for PM whilst Corbyn maintains highest score since August

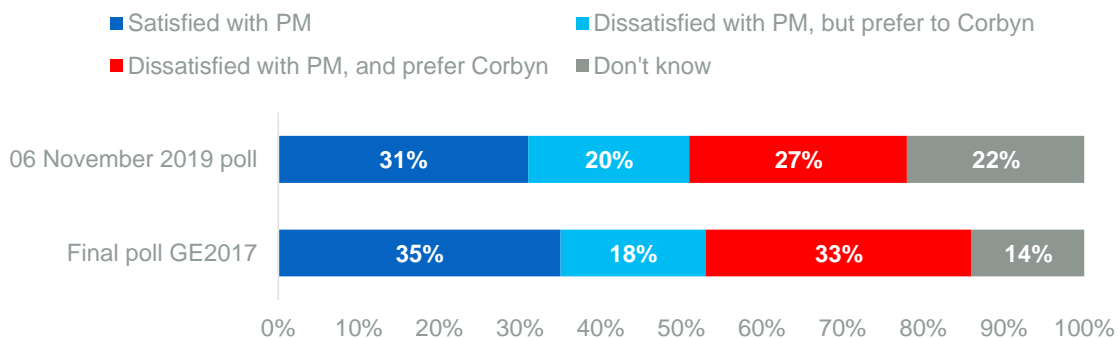
Boris Johnson is still the most popular choice for Prime Minister.

Currently 38% think Johnson would make the best prime minister, up 1 point from last week. As with last week, 18% think that Jeremy Corbyn would be the best prime minister, meaning he maintains his highest score since August.

Only 31% are actively satisfied with Boris Johnson down one point from last week’s poll, while 20% are dissatisfied with him but prefer him to Jeremy Corbyn (totalling 51%). By comparison, at the end of the 2017 campaign, 35% were satisfied with Theresa May, while 18% were dissatisfied with her but preferred her to Jeremy Corbyn (totalling 53%).



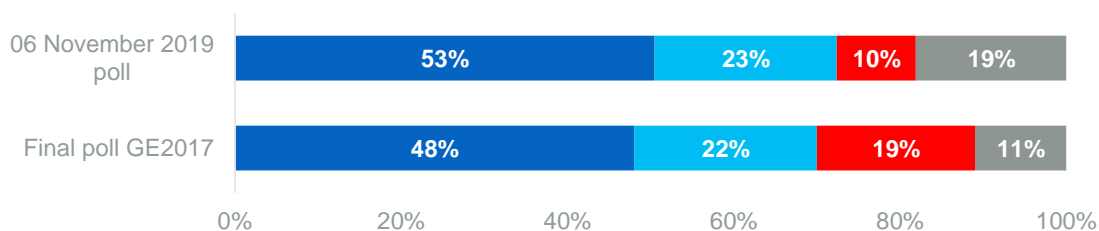
Leader preference 2019 vs 2017



Some interesting changes are evident among Leave voters this week with the percentage saying they’re satisfied with Johnson dropping seven points to 53%; the corollary being that those saying they prefer Corbyn has risen by two points to 10% and those saying they don’t know has also increased.

This brings the overall pattern slightly closer to the way it was before the 2017 General Election.

Leader preference 2019 vs 2017 (Leave voters only)



Polling commentary

Adam Drummond, head of political polling at Opinium, commented:

“Continuing the trends from last week, there are some signs that a 2017-style squeeze is taking shape with some Labour voters coming home and a relative lack of Brexit news looks like it’s helping Labour Leavers return to the fold.

The other side of this is that the Brexit party has continued to decline and partisan feelings are starting to assert themselves in views of Nigel Farage whose approval rating among Leave voters has dropped from a comfortable 50/19% approve/disapprove margin to a much more divisive 37/33% since he started attacking the Tories.”

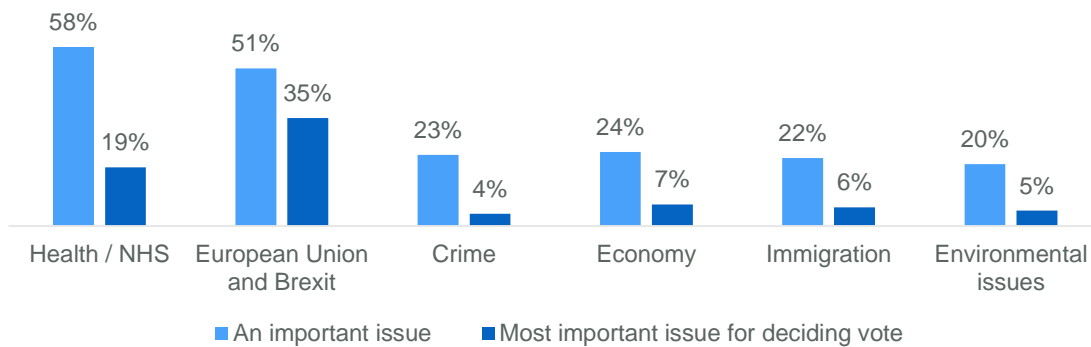
How this election will be fought

Brexit remains the issue on which voters are most likely to base their vote

As was evident last week, Brexit continues to be the issue voters are most likely to base their vote on. However, the number saying this has dropped five points from last week to 35%, reflecting a lack of Brexit news in the last week.

At a wider level, health and the NHS continues to be the most important issue facing the country according to 58% of the population, and 19% this is the issue that they will most likely base their vote on. However, with winter in our midst extra strain on the NHS may well see this figure increase.

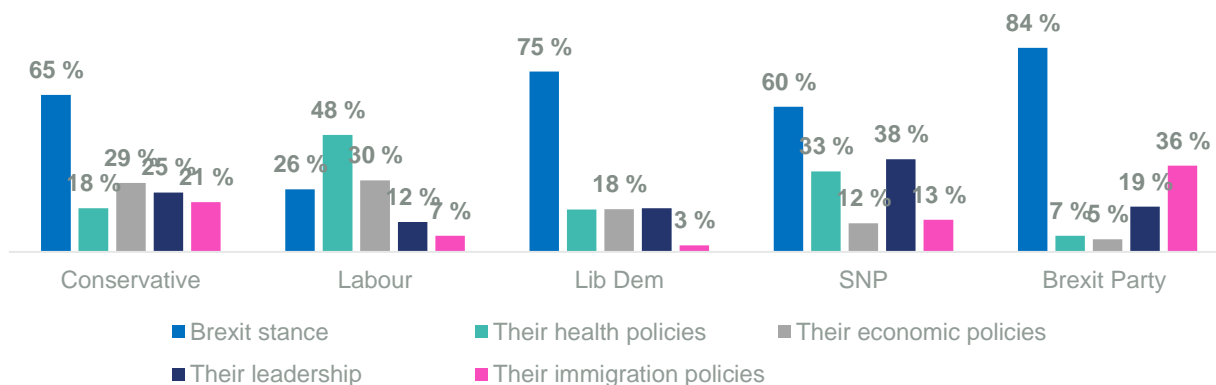
Top issues facing the country



However, for Labour voters their health policies are the main important reason for voting Labour

Those currently intending to vote for the Conservatives, Liberal Democrats and Brexit party, say their party's Brexit stance is the main reason why they are voting for them. Only a quarter (26%) of those who intend to vote Labour cite Brexit stance as the main reason for their vote, with health policies (48%) being the more important reason.

Main reason people intend to vote for this party



We asked those who are **not** planning to vote for each party what the main reason for that was. For the Conservatives, 44% were put off by the party's Brexit stance, followed by 35% saying the leadership.

- 40% of Brexit Party voters said the main reason they do not plan to vote for the Conservatives is because of their Brexit stance. 30% of non-Tory voting Leavers also cite this.

Labour's biggest problem in attracting votes is primarily their leadership. Half (53%) of those planning to not vote Labour say the main reason for this is because of the leadership of the party, while 47% say it is because of their Brexit stance.

- 53% of Lib Dem voters, 42% of Brexit Party voters and 51% of non-Labour voting remain voters cite the leadership of the Labour Party as the main reason they plan to not vote for Labour
- Among non-Labour voting Leavers, Brexit is the reason for 54% vs. 56% citing leadership

Readiness for Government

Corbyn and Labour not seen as ready to form the next government

Despite a slight increase recently, most voters cannot imagine Jeremy Corbyn as prime minister. 29% say that they can, up from 24% last week. However, 61% could not imagine him being Prime Minister.

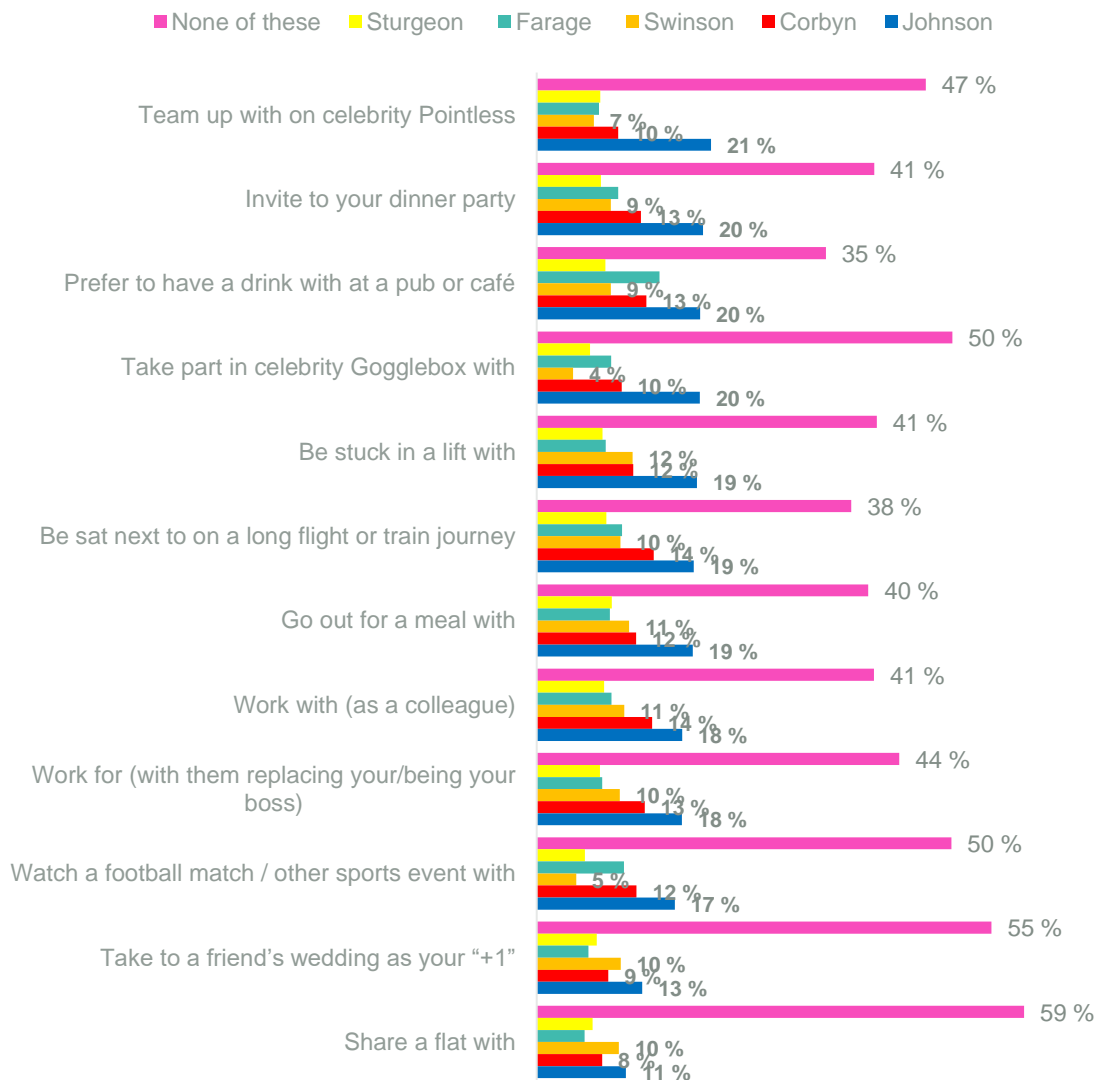
28% think the Labour party is ready to form the next government, compared to 26% last week. 59% believe they are not

Spending time with the leaders

Corbyn trails Johnson and “None of these” when asked who you’d want to spend time with

Across a range of different scenarios, none of the party leaders are that popular with the public to interact with. However, in all scenarios presented, more people would like to spend time with Johnson than Corbyn.

And, if you had to choose, which of the following party leaders would you...



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.

www.opinium.co.uk | research@opinium.co.uk | 0207 566 3190