



What people think,
feel and do

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The Political Report

15th January 2020



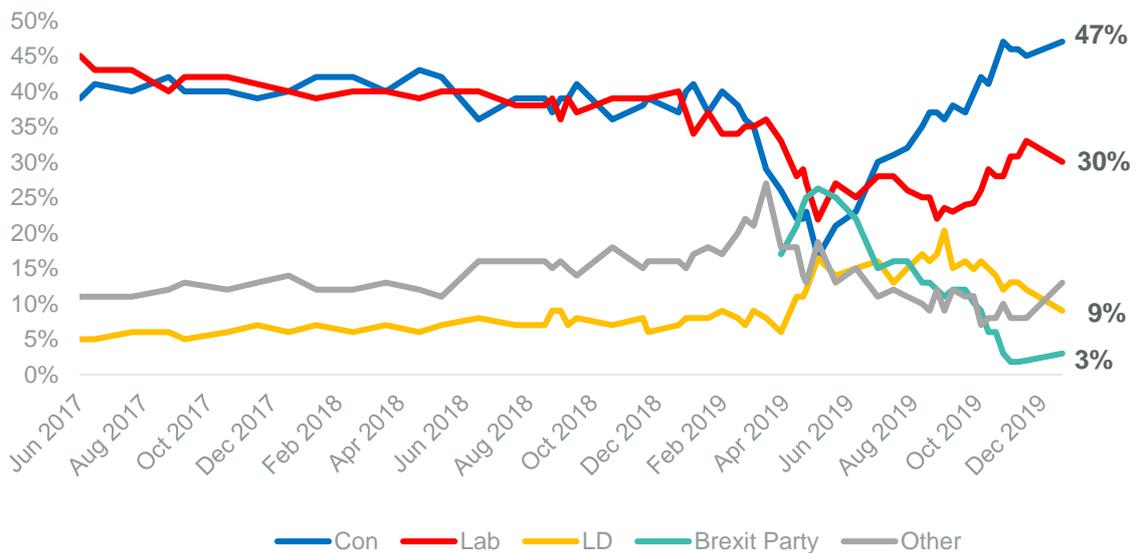
From the Opinium/Observer polling series

17th January 2020

One-minute takeaway

- The Conservative lead consolidates following the election with a lead of 17 points (47% to 30% for Labour)
- Johnson also benefits from this honeymoon period; 42% say he is doing a better job as PM than expected since becoming Prime Minister
- Two in five (39%) say their opinion of Johnson has become more positive since the general election
- Public are split on whether the Conservatives will be successful in responding to the needs of previous Labour seats they won
- 82% think it is important to have a strong opposition party in Parliament
- Only 18% think that Labour could win the next general election

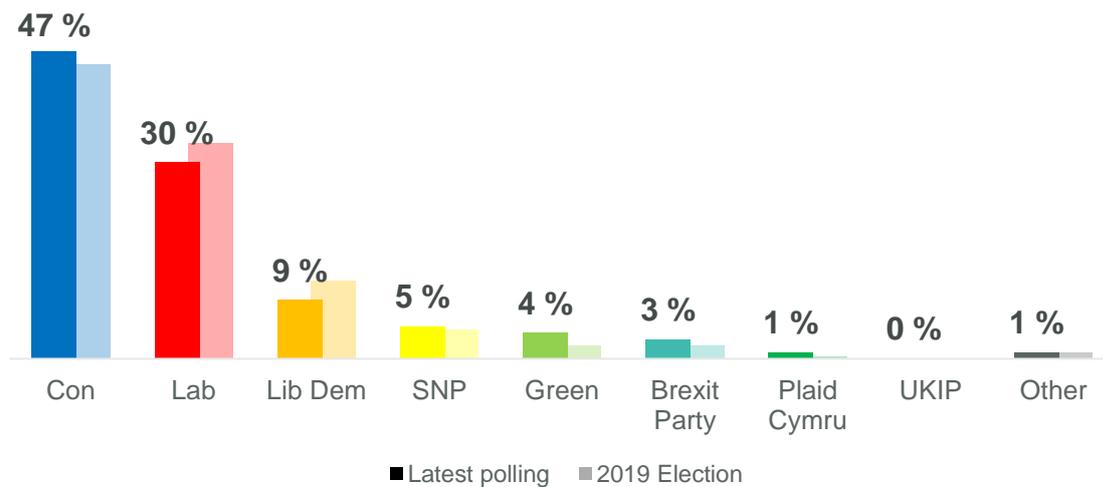
Voting intention since the 2017 general election



The state of the parties

A honeymoon period for the Conservatives

Following the election, the Conservatives are continuing to cement their poll position with the lead over Labour now at 17 points.



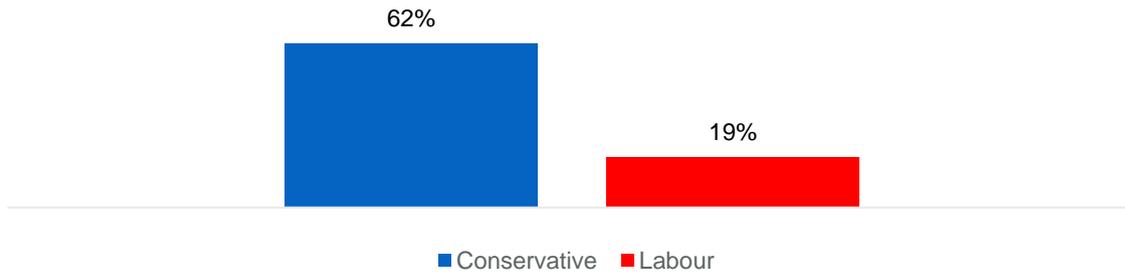
Much of this can be explained by the fall in the both Labour (from 33% to 30%) and the Lib-Dem share of the vote (12% to 9%).

Perceptions of Johnson and the Conservatives are boosted

As the Conservatives bask in the afterglow of such a resounding victory, 42% of voters say they believe Johnson is doing a better job as Prime Minister than they expected when he first took on the job. A third (33%) say he is performing badly, as expected, or worse than they expected. Further to this, two in five (39%) say their opinion of Johnson has become more positive since the general election.

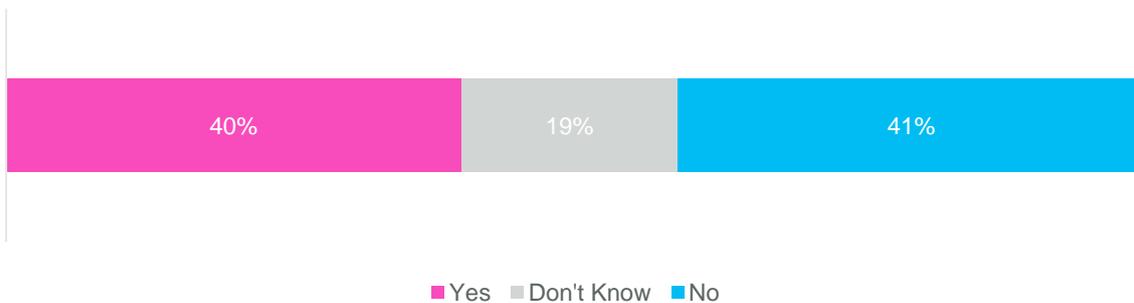
Unsurprisingly the British public also see the Conservative party as more united than Labour, as the chart below shows.

% of the population who say X party is united



Maintaining such numbers will depend on how the Conservatives deliver in the weeks and months that follow. Key to this will be repaying those voters in former Labour seats who took a chance on the Conservatives in 2019. On this matter, the public are divided; 40% believe the Tories will be successful in responding the needs of people in these constituencies. 41% say the opposite.

Do you think Boris Johnson and the Conservative Party will be successful in responding to the needs of people in former Labour seats?



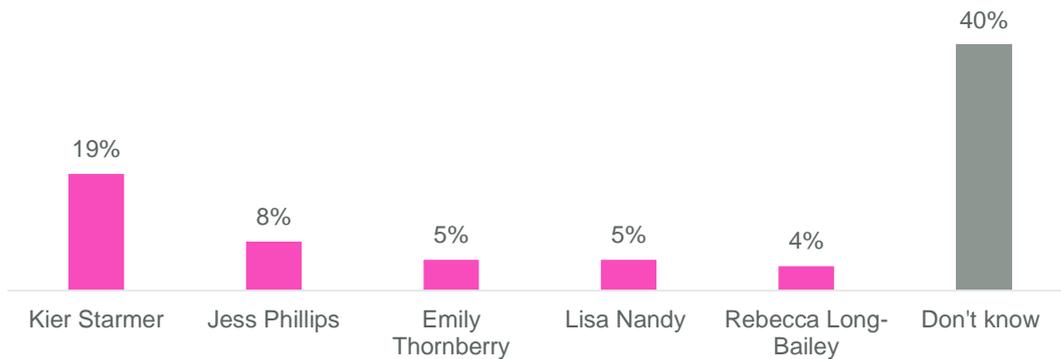
Labour Leadership

Keir, there, and everywhere

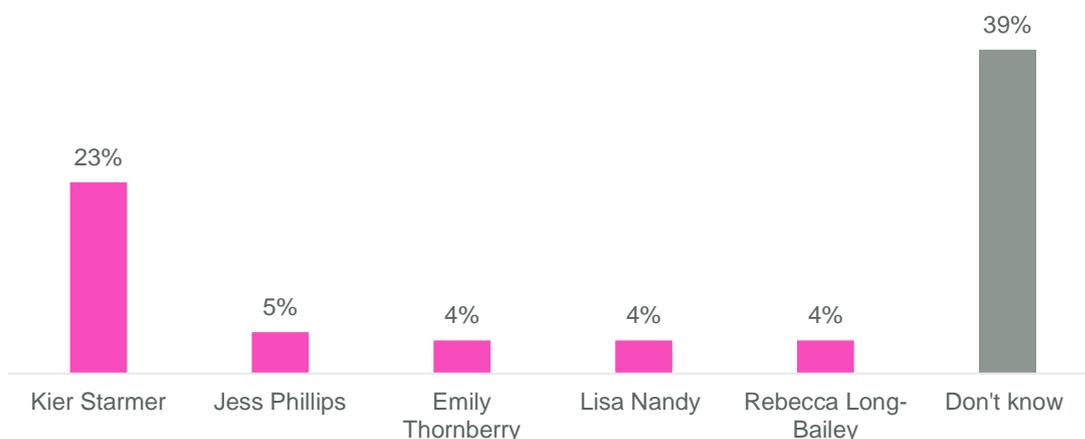
Keir Starmer is currently leading the pack in the Labour Leadership race, with the caveat that this is largely due to the name recognition of the various candidates. When it comes to holding the Tories to account Starmer is the candidate that most believe is up to the job (19%). Just under a quarter (23%) say he would be most likely to win a general election.

However, it's worth repeating it is still very early days. Perhaps the most interesting figure here is the 40% or so who say they don't know who would be best at holding the Conservative government to account. Getting the attention of voters over the next few months will be crucial.

Labour leadership candidate the public think will be best at holding the government to account



Labour leadership candidate the public think will be most likely to win a General Election

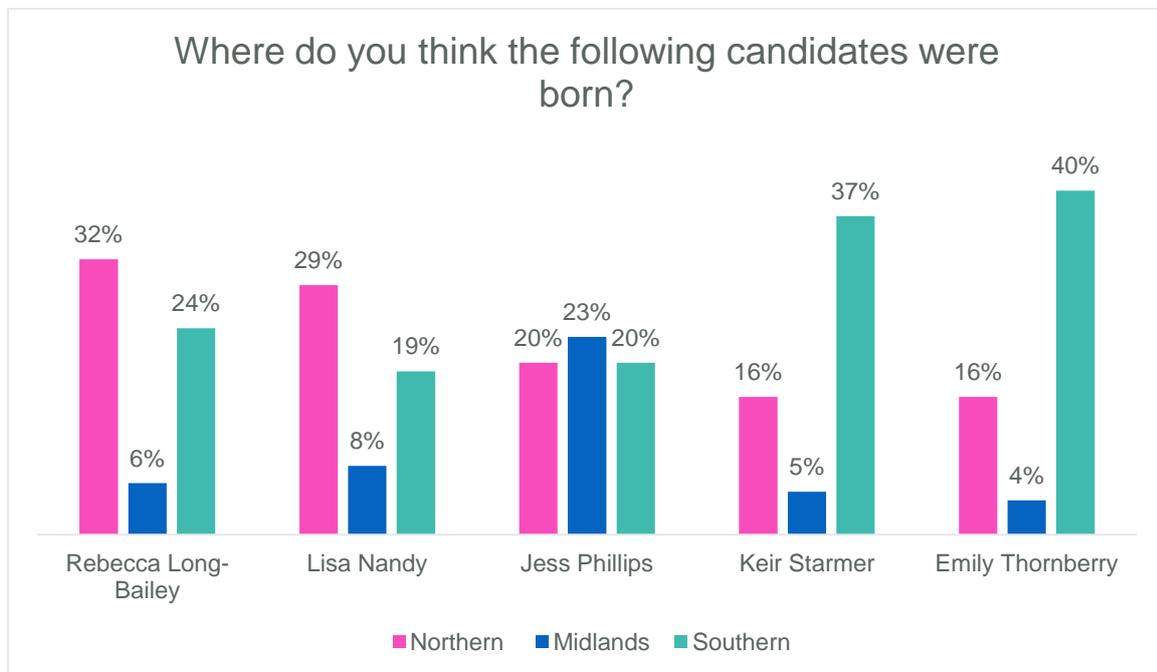


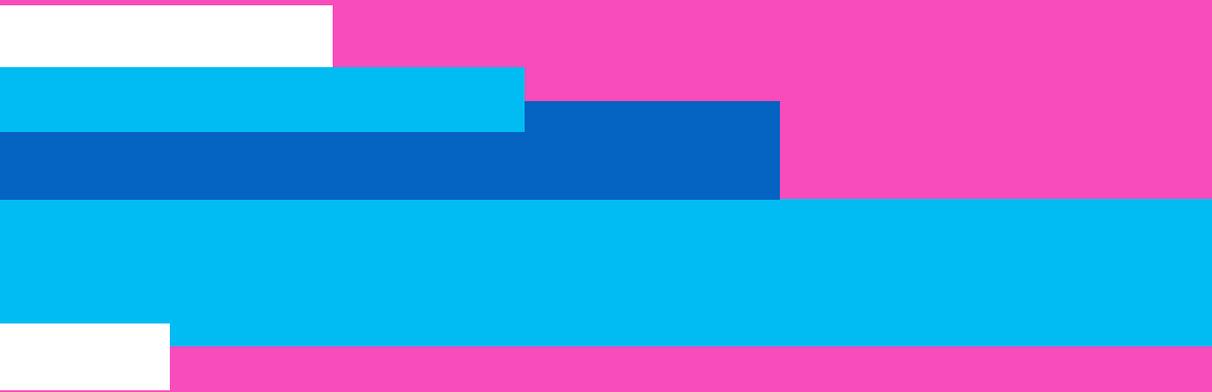
However, the public are pessimistic about Labour’s prospect of getting back in government anytime soon. Only 18% think they could win the next general election. A third think Labour won’t win the next general election but could win the one after that. A further 21% think that Labour won’t win another general election for more than ten years.

Born to lead?

Much of the post-election analysis has focussed on concepts like place and belonging, so we asked respondents to say where they believe the Labour candidates were born, to the nearest city.

Our most Northern candidate? Rebecca Long-Bailey (32% Northern) followed by Nandy with 29%. Unsurprisingly, Jess “Did I mention I’m a Brummie?” Phillips is the most Midlands candidate and Thornberry the most Southern.





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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