



What people think,
feel and do

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The Political Report

12th March 2020



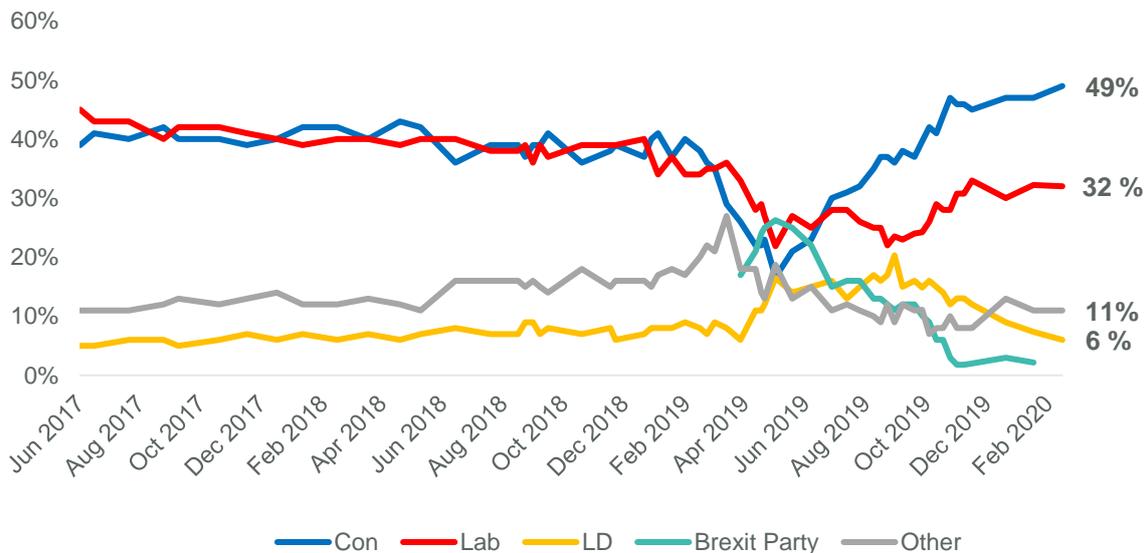
From the Opinium/Observer polling series

12th March 2020

One-minute takeaway

- Broadly speaking the government is perceived to be handling the crisis well: with 44% approving of the government’s handling of it.
- There is still a divide about whether the government is doing enough, with 40% believing the government has underreacted and 41% thinking the approach has been proportionate.
- Londoners have the most negative opinion of the government’s approach, with 41% disapproving of their handling of the crisis and just over half (55%) believing the government has underreacted.
- Almost three quarters (73%) of UK adults are worried about Coronavirus.
- Four in five (80%) think Coronavirus will have a negative impact on the economy.
- Two in five (42%) think it is likely that they will catch Coronavirus.
- Seven in then (71%) have changed their behaviour due to the coronavirus crisis.

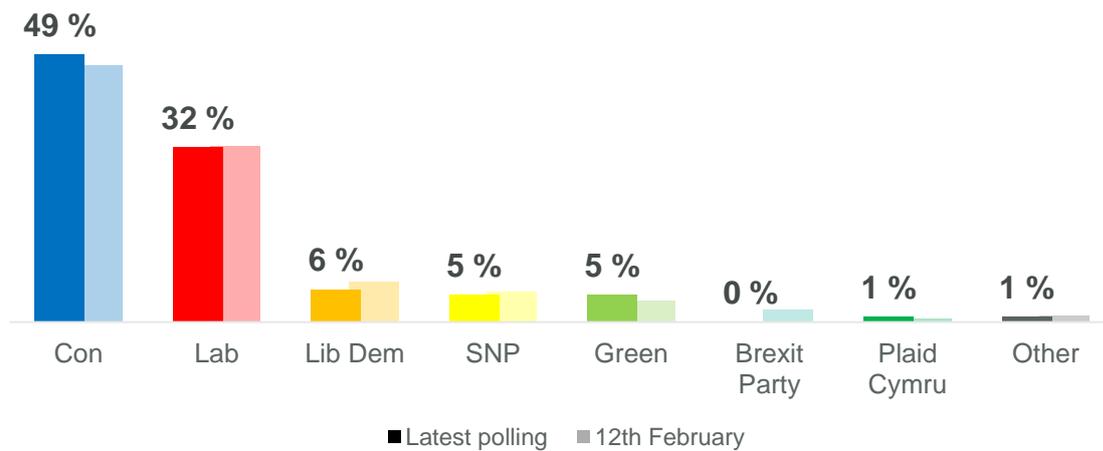
Voting intention since the 2017 general election



The state of the parties

Conservatives maintain strong lead in the polls

The Conservatives lead has from risen back up to 17 points from 15 points last month.



The Conservatives are on 49%, almost half of the GB vote share, while Labour holds steady on only 32% of the vote.

In the current environment there is also relatively positive news for the prime minister, with Boris Johnson having a net +6% positive approval rating, with 42% approving of how he has acted as prime minister, compared to 36% disapproving.

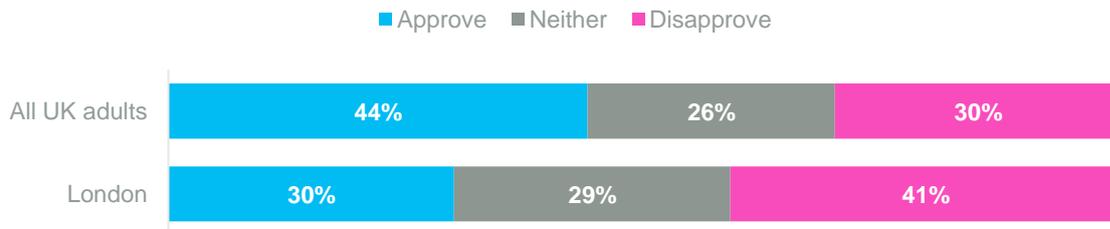
Coronavirus crisis

Broad approval of government's handling of the Coronavirus crisis

Broadly speaking the government is perceived to be handling the crisis well. Just over two in five (44%) UK adults approve of the government's handling of the Coronavirus epidemic, while only 30% disapprove.

Similarly, 41% have confidence in the Government's ability to handle the Coronavirus situation as it continues to develop, while a third (32%) do not.

Approval of government handling of Coronavirus

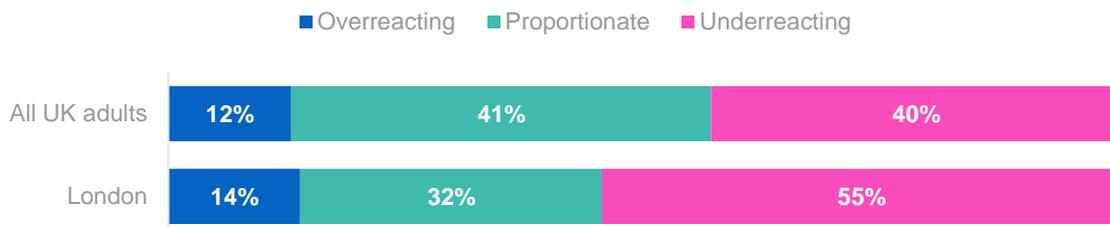


However, in London, where there are the most cases, 41% disapprove of the government's handling of Coronavirus. Only 30% approve of the government's handling.

Londoners think the government has underreacted to the crisis

Despite the broad national approval of how the government has handled the crisis, in other ways the public are a bit more divided. For example, there is still a divide about whether the government is doing enough. Although Two in five (41%) think the government has reacted proportionally, while a similar proportion (40%) think they have underreacting.

Government approach seen as....



In London the proportion who think the government is underreacting is as high as 55%, while only a third (32%) think the government has acted proportionately.

Trust in politicians still low

Although trust is limited in the information on Coronavirus provided by politicians, the experts are generally more trusted.

Less than two in five (36%) trust the info provided by Boris Johnson, and only 37% trust the info from Matt Hancock.

However, 59% say they would trust the information from the Chief Medical Advisor to the UK Government and 55% would trust the information from the Director-General of the World Health Organisation

Three quarters worried by coronavirus

Coronavirus is beginning to have a serious impact on the public. Almost three quarters (73%) are worried about Coronavirus.

At the end of this week just under half (47%) of UK adults now think coronavirus will have a negative impact on their personal finances, up from 34% at the beginning of the week.

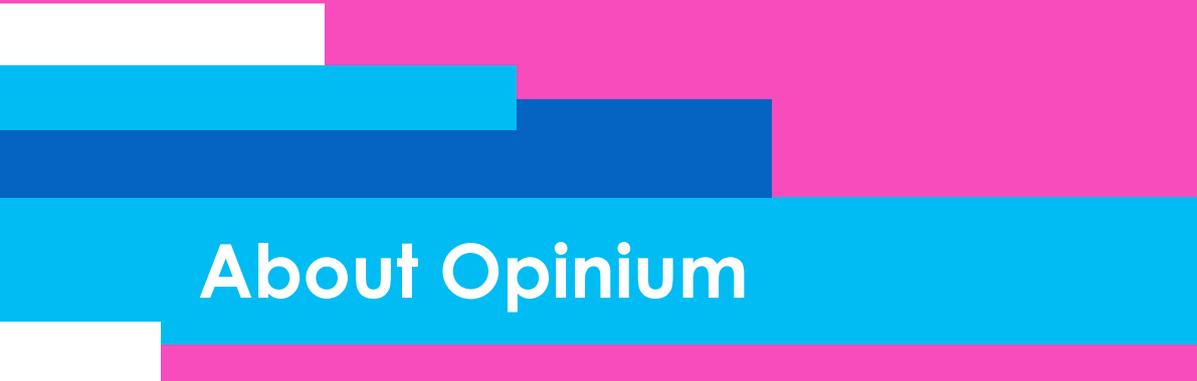
Four in five (80%) think Coronavirus will have a negative impact on the economy.

Two in five (42%) think it is likely that they will catch Coronavirus, and 46% think a close family member will catch it. Half (51%) of workers think a colleague will catch it.

Seven in ten changed behaviour due to crisis

Seven in ten (71%) have changed their behaviour in some way over the coronavirus: Over a quarter (28%) have stopped shaking hands and almost a fifth (18%) have postponed plans to book holidays:

- Washing your hands / applying antibacterial hand gel more often than usual - 53%
- Stopped shaking hands with people you meet - 28%
- Stopped touching your face - 20%
- Postponed plans to book holidays - 18%
- Stocked up on non-perishable food supplies (e.g. rice, pasta, tinned vegetables) at the supermarket - 16%
- Started disinfecting personal items (e.g. your phone) - 15%
- Stocked up on cleaning supplies / hand soap at the supermarket - 14%
- Cancelled other plans (e.g. music concerts, festivals, theatre / cinema tickets) - 11%
- Stocked up on toilet roll / tissues at the supermarket - 11%
- Reduced the amount you use public transport - 10%
- Cancelled booked holidays - 8%
- Started booking home deliveries of groceries, rather than going to the shops in person - 8%
- Started working from home - 5%
- Stopped going to the gym - 4%



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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