



What people think,
feel and do

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The Political Report

27th April 2020



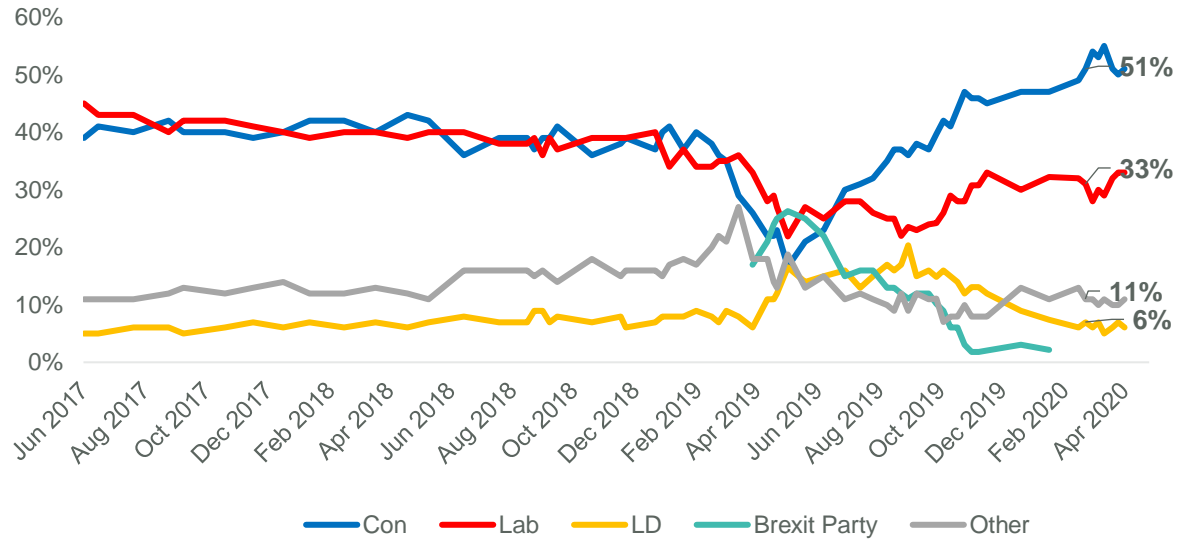
From the Opinium/Observer polling series

27th April 2020

One-minute takeaway

- Approval for Government handling of the Coronavirus crisis falls for the third week in a row to the lowest level since 12th March (47%)
- 60% disapprove of government handling of access to PPE equipment for NHS staff and essential workers
- Half (55%) of Scottish adults approve of the Scottish Government's handling of Coronavirus
- Approval for the way the NHS has handled the pandemic sits at 87% whilst approval for care home providers handling of the outbreak sits at 67%
- 31% think the government has handled the situation as well as any past government possibly could have, while 26% think the government has handled things worse than other past governments would have done
- Sunak and Johnson have the highest approval ratings out of leading Conservative politicians for the ways they have handled their role in the outbreak, Patel meanwhile is more polarising
- The vast majority (79%) of the public are following lockdown instructions as strictly as ever, although some have started to bend the rules a bit if it won't harm anyone
- The public are resoundingly against any places being re-opened on the 8th of May

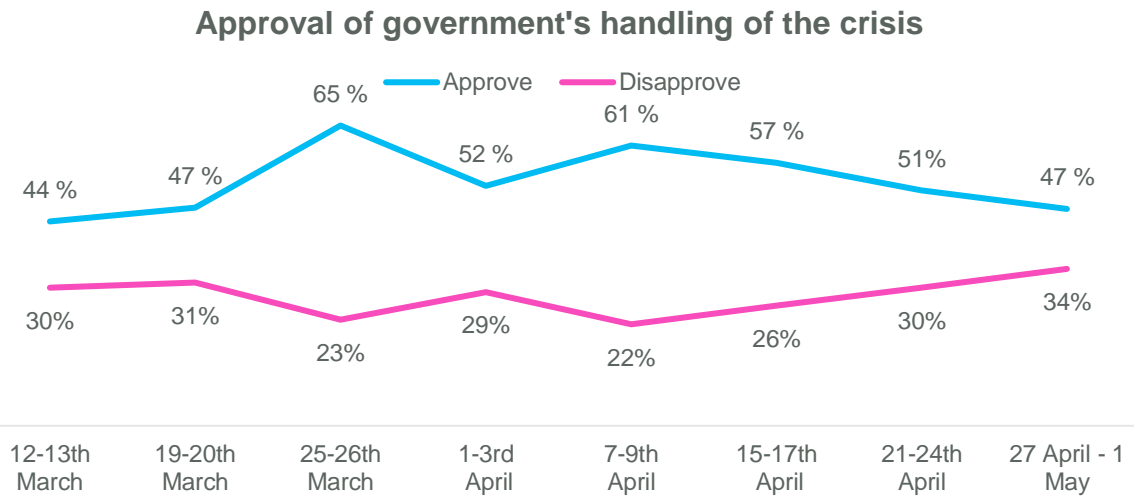
Voting intention since the 2017 general election



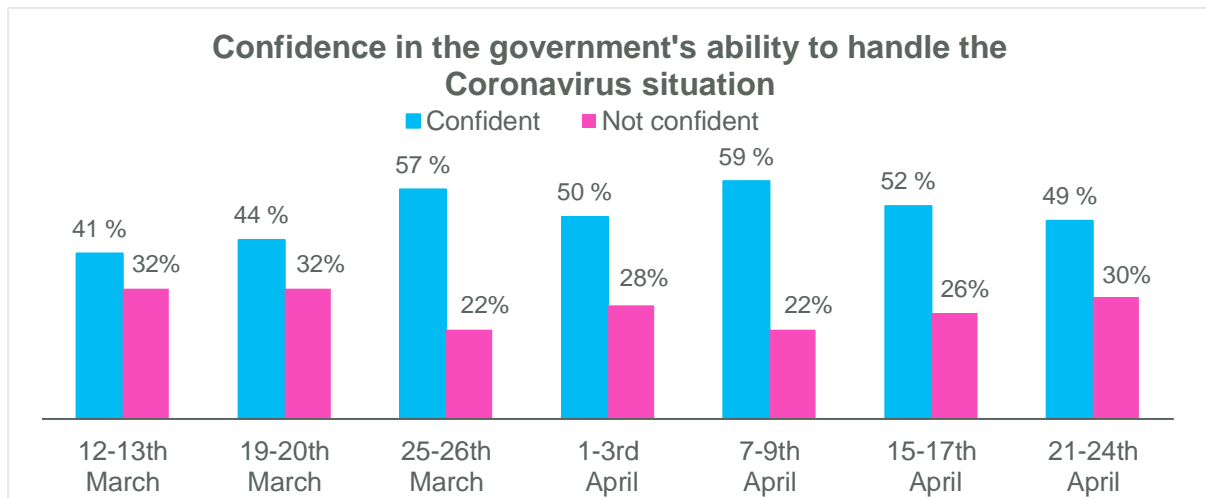
The government's crisis response

Fall in approval of the government's handling of the crisis

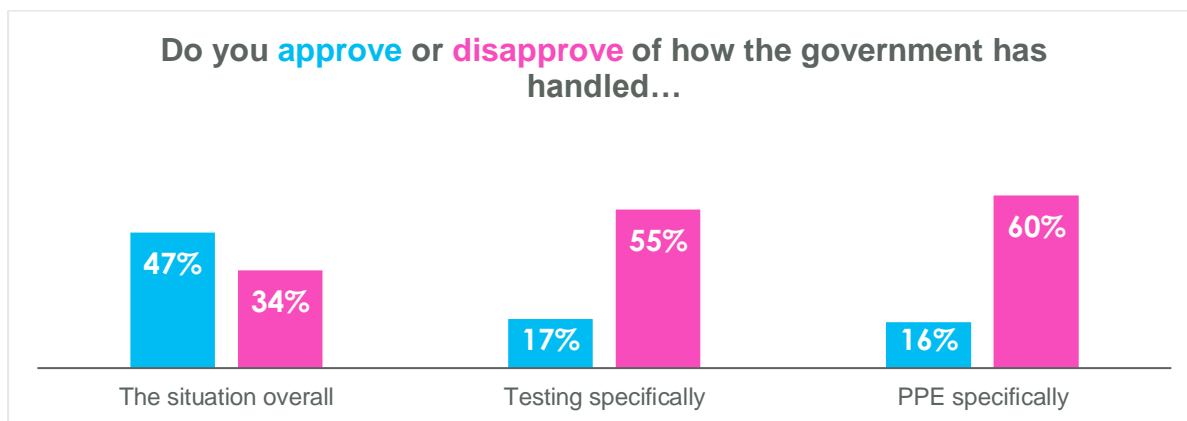
For the third week in a row, approval ratings for the government's handling of the Coronavirus crisis, to its lowest level in 7 weeks. This week approval of government handling is 47%, while 30% disapprove. This is a drop from a positive net score of +21% down to +13% and is now at its lowest level since 12th March, before the lockdown measures were brought in.



Similarly, confidence in the Government's ability to handle the situation also fell, from +18% last week to +15% this week.

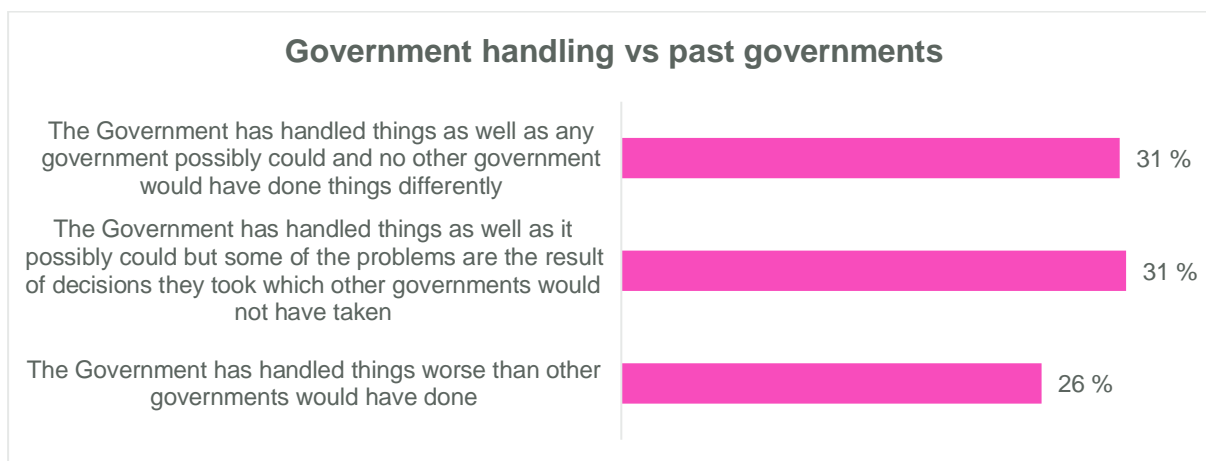


Meanwhile, three in five (60%) disapprove of the Government's handling of access to PPE equipment for NHS staff and essential workers.



We asked respondents to think about this Government (led by Boris Johnson and the Conservatives) specifically vs. other governments Britain has had in the past led by other prime ministers or other parties.

Within this context, three in ten (31%) think the current Government has handled things as well as any government could have, and that no other government would have done things differently. Meanwhile, 31% do think some of the problems currently are the result of decisions this government took which past governments would not have taken, and a further one in four (26%) think the current Government has handled things worse than past governments would have.



Support for other British Government's

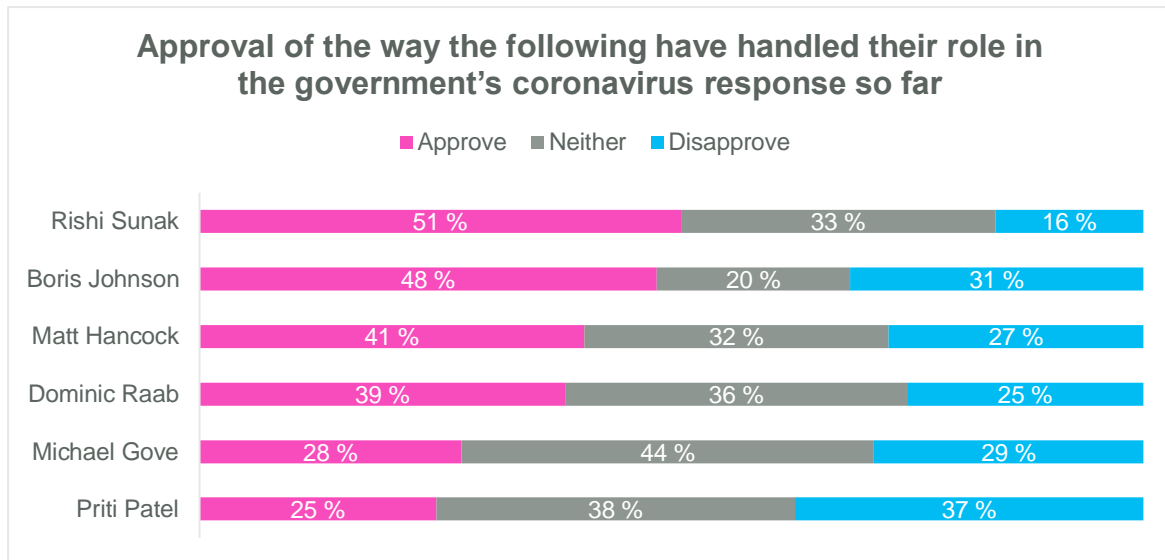
Half (55%) of Scottish adults approve of the Scottish government's handling of Coronavirus, while 16% disapprove, and among those in Northern Ireland, 43% approve while 25% disapprove of NI

government’s handling of Coronavirus. Furthermore, in London 38% approve of Sadiq Khan’s actions, while 23% disapprove. In Wales, 29% approve versus 38% who disapprove.

Meanwhile, support for the way the NHS has handled the Coronavirus pandemic is very high (87% approve), and two thirds (67%) approve of the way care home providers have handled the crisis.

Approval of leading Conservative politicians handling of their role in this outbreak

Asked more specifically about how leading Conservative politicians have handled their role in the Coronavirus response so far, Sunak and Johnson fare the best. Half (51%) approve of the Chancellor’s handling of Coronavirus in his capacity, while 48% approve of Johnson’s handling of his role as Prime Minister during this pandemic. Meanwhile, more people disapprove than approve of the way Priti Patel has handled her role during the outbreak, with a third (37%) disapproving.



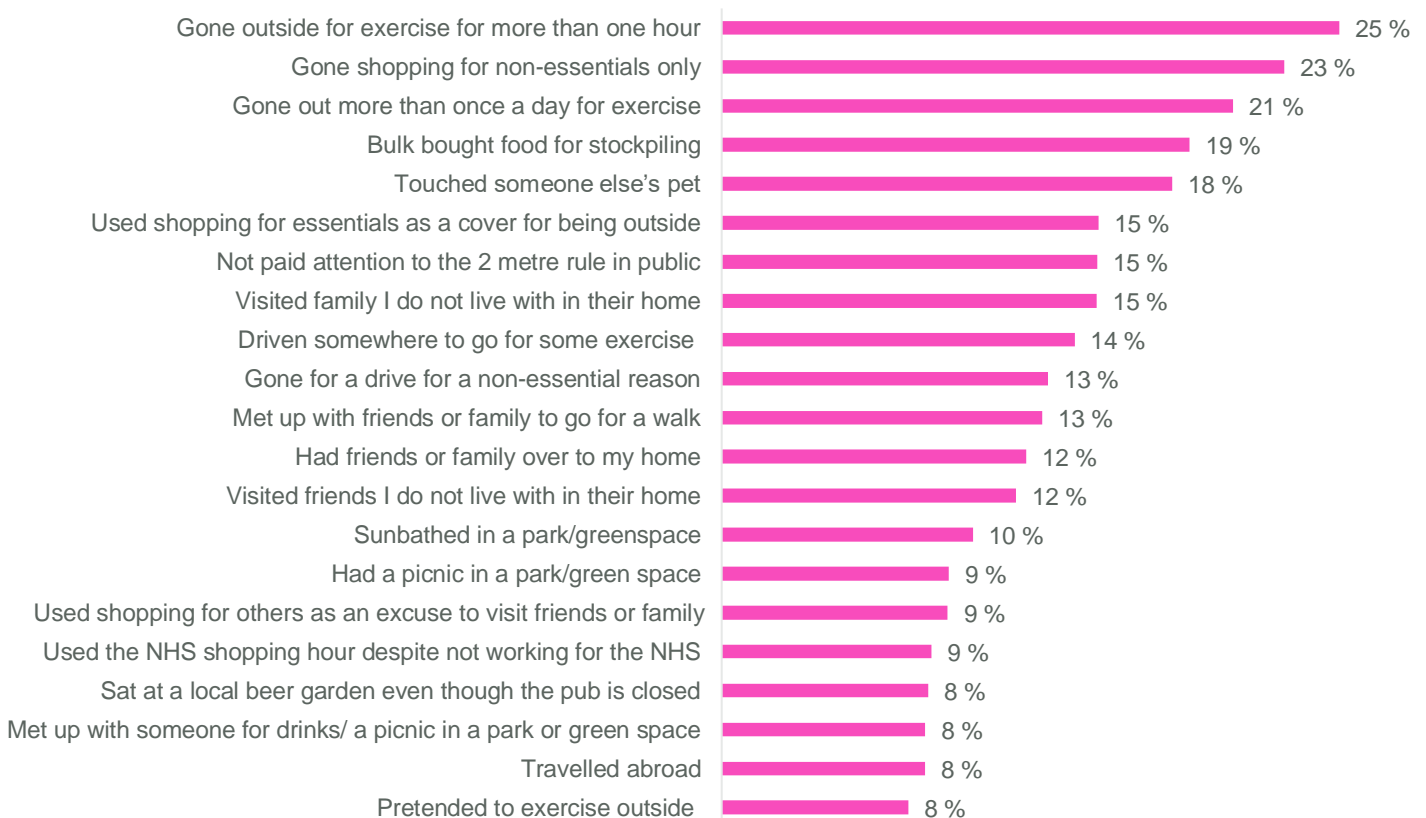
Lockdown

The majority are sticking to the lockdown rules, although some have started bending the rules

On the whole, the vast majority of the UK public seem to be abiding by lockdown rules quite stringently. Four in five (79%) say they are following the lockdown restrictions and instructions as strictly as they were when they were first introduced. However, 14% say they are starting to be more relaxed about bending the rules slightly now if they don't think it will harm anyone, while 3% say they never followed the rules strictly in the first place.

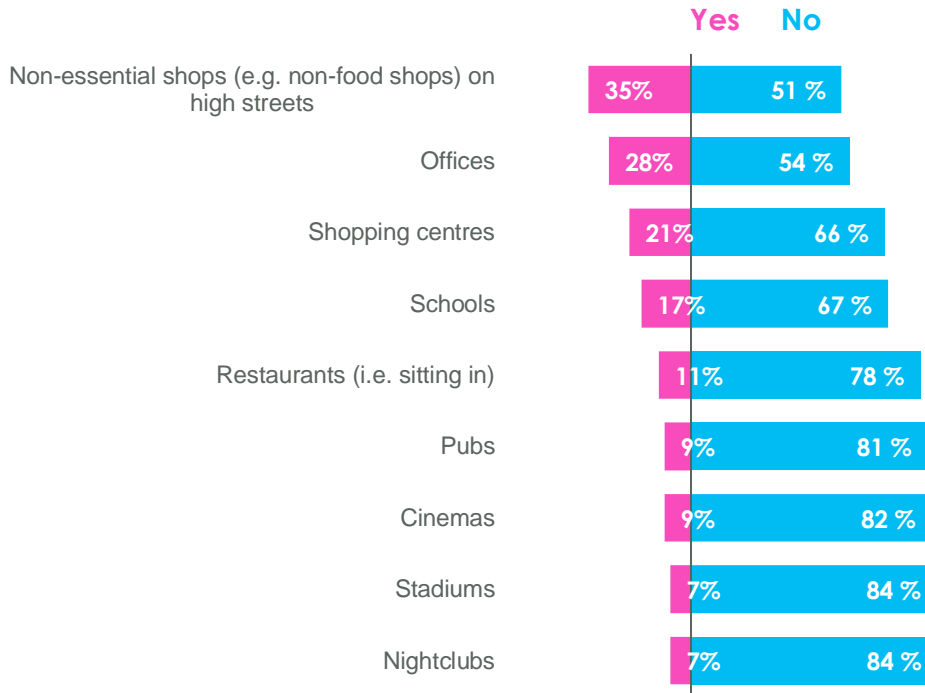
In terms of the types of ways people admit to bending the rules in the last 5 weeks, a quarter have gone to the shops for non-essentials (23%), while a fifth (21%) have admitted to going out more than once a day for exercise. Meanwhile, 15% have admitted to visiting family they do not live with and 13% have met up with friends and family to go for a walk.

%age who have done any of the following in the last 5 weeks



With the next review period for the lockdown coming up next Thursday, the public are resoundingly against any places being re-opened on the 8th of May.

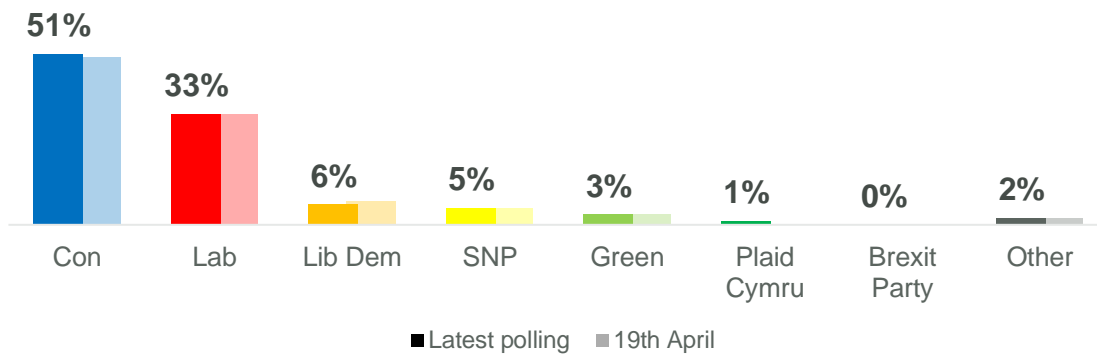
Do you think the conditions have been met to consider re-opening each of these places on 8th May?



Headline voting intention

Conservatives maintain strong lead in the polls

The Conservatives are on half of the GB vote share, on 51%, up 1 point from last week. Meanwhile, Labour remains steady at 33% of the vote.



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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