



What people think,
feel and do

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

The Political Report

25th June 2020



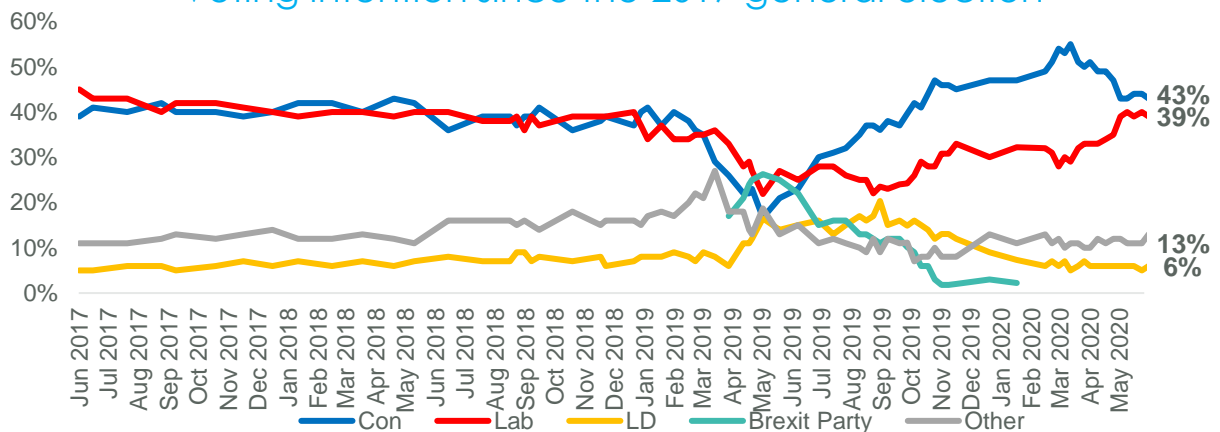
From the Opinium/Observer polling series

26th June 2020

One-minute takeaway

- Conservative lead sits at four points, with both parties a percentage point down from last week.
- For the first time, more people think Starmer would make a better PM than Johnson (37% vs. 35%). This is the first time an opposition leader has led on this question since we started asking it in 2015.
- Three-in-five (59%) think the current levels of testing in the UK are insufficient
- Over half (57%) disapprove of the government’s handling of the test and trace system
- 54% say the UK is coming out of lockdown too fast, up from 46% last week.
- A third (33%) say they have had more money to save or spend each month since the lockdown. A quarter (25%) say they have had less.
- A third (36%) say that when restrictions are lifted they will spend less on shopping. A similar figure (32%) say they will spend less in pubs and bars, and 36% say they same about eating out, once things return back to ‘normal’.
- Half (49%) say they have kept up with current affairs more since the lockdown. 30% say they have been sleeping more, 28% say they have been eating more healthy food, 42% have been reading more books. All evidence that the change in lifestyle has had some benefits.

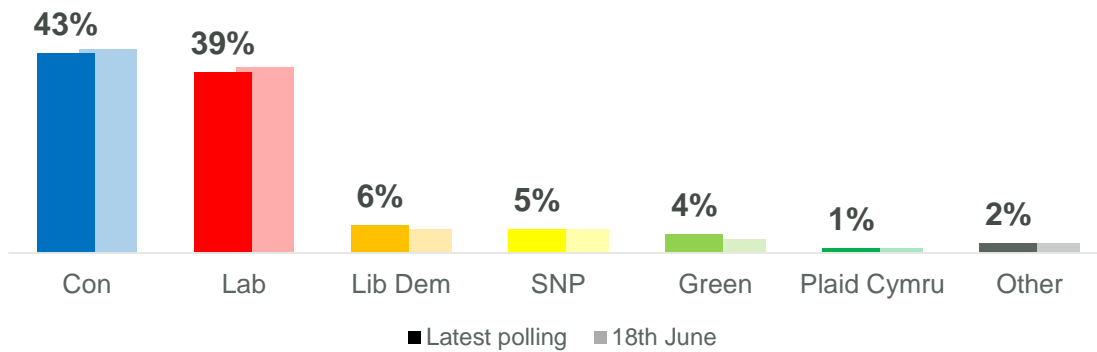
Voting intention since the 2017 general election



Headline voting intention

The Tory lead remains at four points as both parties vote shares stabilise

The Conservative's maintained their 4-point lead over Labour this week, with both parties dropping one point. The Conservative's are on 43% this week, down from 44% last week, while Labour is on 39, down from 40% a week ago.

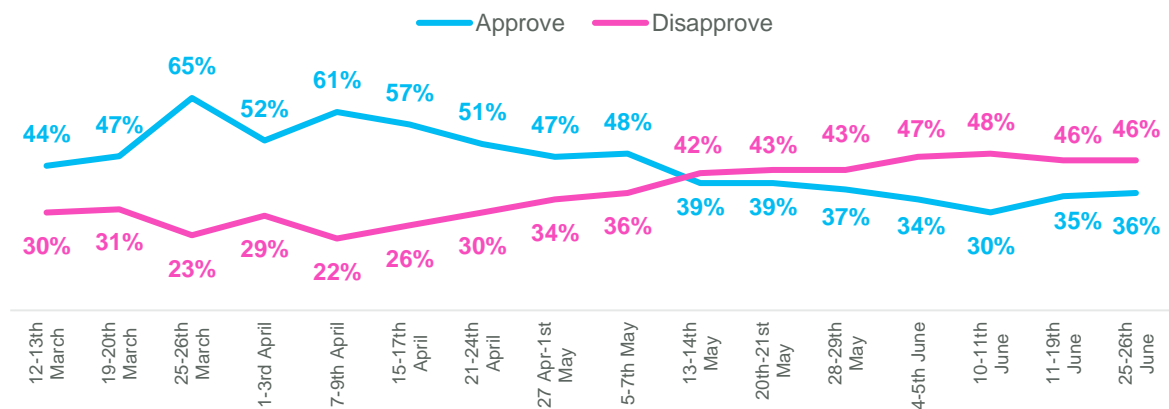


Perceptions of the crisis response

Net approval of the government's handling of the Coronavirus crisis is at -10%

Net approval of the government handling of the Coronavirus crisis remains in net negative territory, although there is a slight improvement from last week. Net approval this week at -10%, up from -11% last week and -18% two weeks ago.

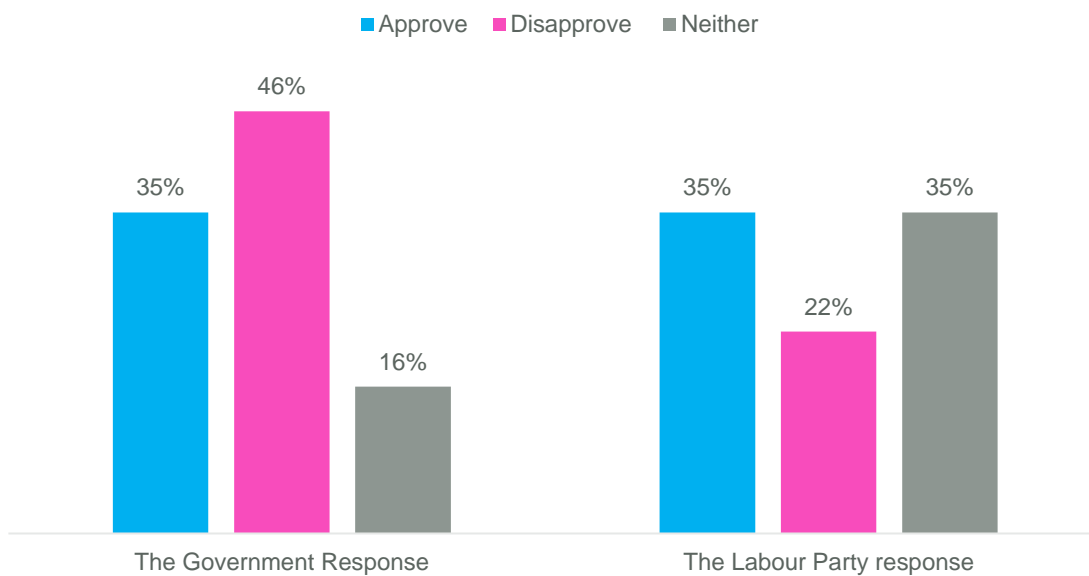
Approval of government's handling of the crisis



Labour are up 9 points in net approval ratings for their response to the crisis

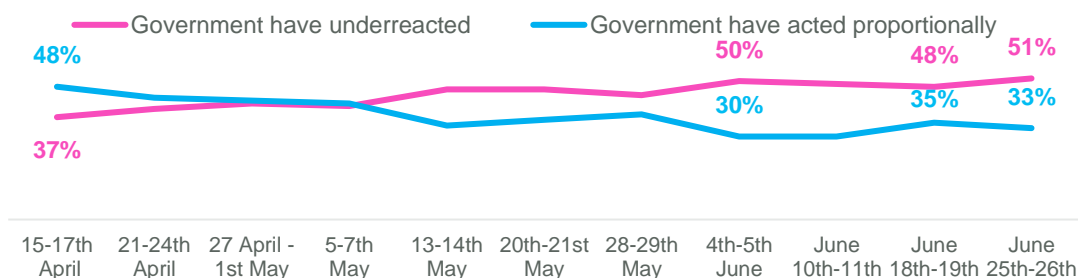
On the other hand, the Labour Party's response to the crisis remains in positive net approval territory and also builds on approval from the previous week. This week their net approval is at +13%, up from +4% last week. 35% approve, up from 32% last week, while 22% disapprove, down from 28% last week. However, many remain neutral on the Labour Party's response, neither approving nor disapproving (35%, up from 31% last week).

Approval ratings of response to the crisis



In terms of how people perceive the scale of the government's reaction, for the first time since the pandemic started, the number of people saying the government has underreacted is over 50%. 51% think the government has underreacted, up from 48% last week.

Perceived inaction or underreaction appears to have dented the public's view of the government



In line with the above, over half now (54%) think the UK is coming out of lockdown too fast, up from 46% last week. Meanwhile, most of the public continue to think testing levels are insufficient (59%),

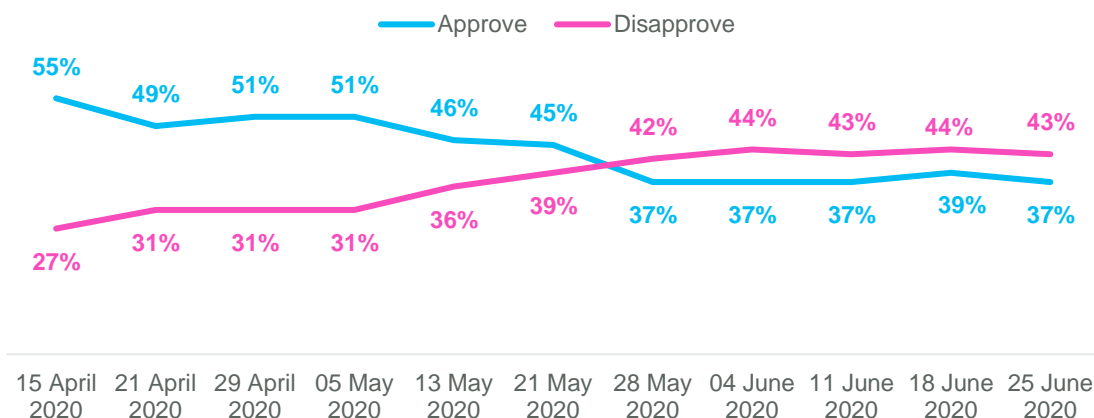
and 57% disapprove of the government's handling of the test and trace system, up from 54% last week.

Johnson's ratings remain negative

Disapproval of the job he is doing remains high

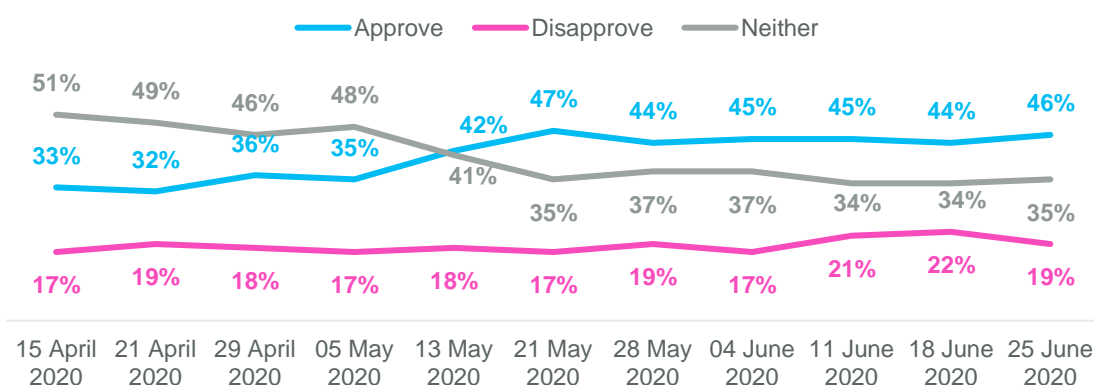
Net approval of the way Boris Johnson is handling his job as Prime Minister has dropped two points from -5% last week to -7% this week. The level approving of him takes a slight downtick to 37% from 39%, while disapproval has decreased slightly from 44% to 43%.

Boris Johnson's approval rating since leaving hospital



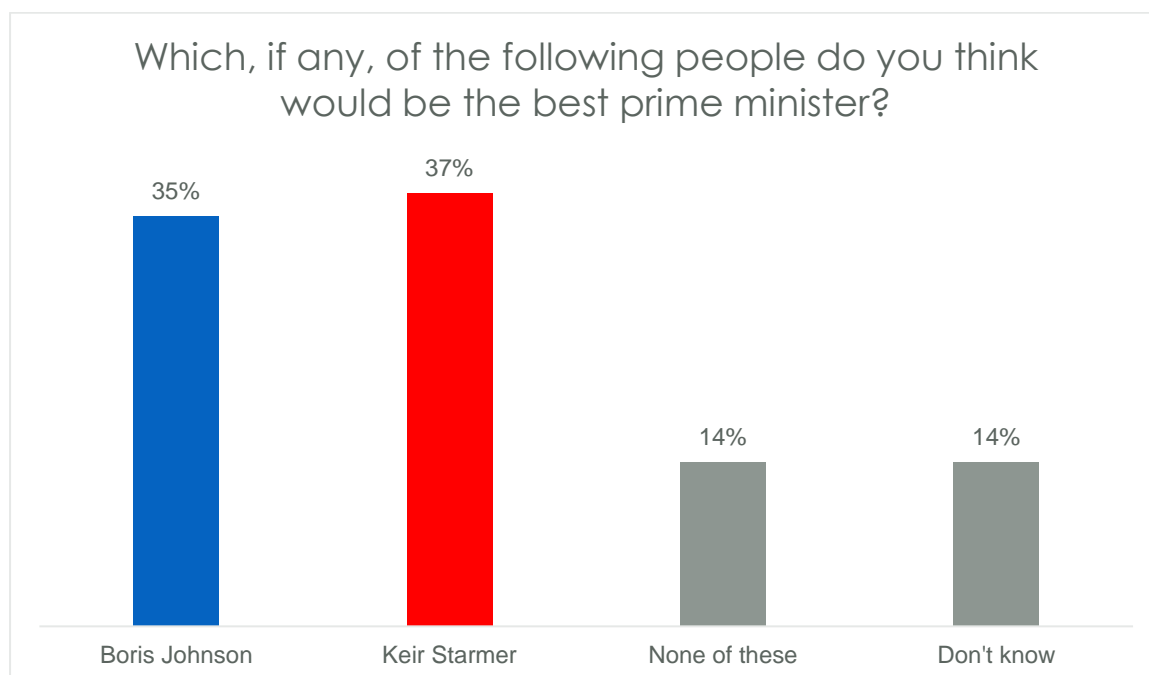
By comparison Keir Starmer's net approval ratings continue to rise from +22% last week to +27% this week.

Keir Starmer's approval rating since becoming Labour leader



For the first time Starmer leads Johnson on who would make the best Prime Minister

In line with the above trends, for the first time Starmer leads Johnson on who would make the best Prime Minister. 37% think Starmer will compared to 35% who think Johnson will. This is the first time that an opposition leader has led on an incumbent Prime Minister on this question since we started asking this question in 2015.



Looking at seats gained in the 2019 election, Starmer leads on the best Prime Minister question amongst Labour seats in England and Wales that the Conservative gained in 2019; 41% think Starmer would make the best Prime Minister compared to 33% who think Johnson does.

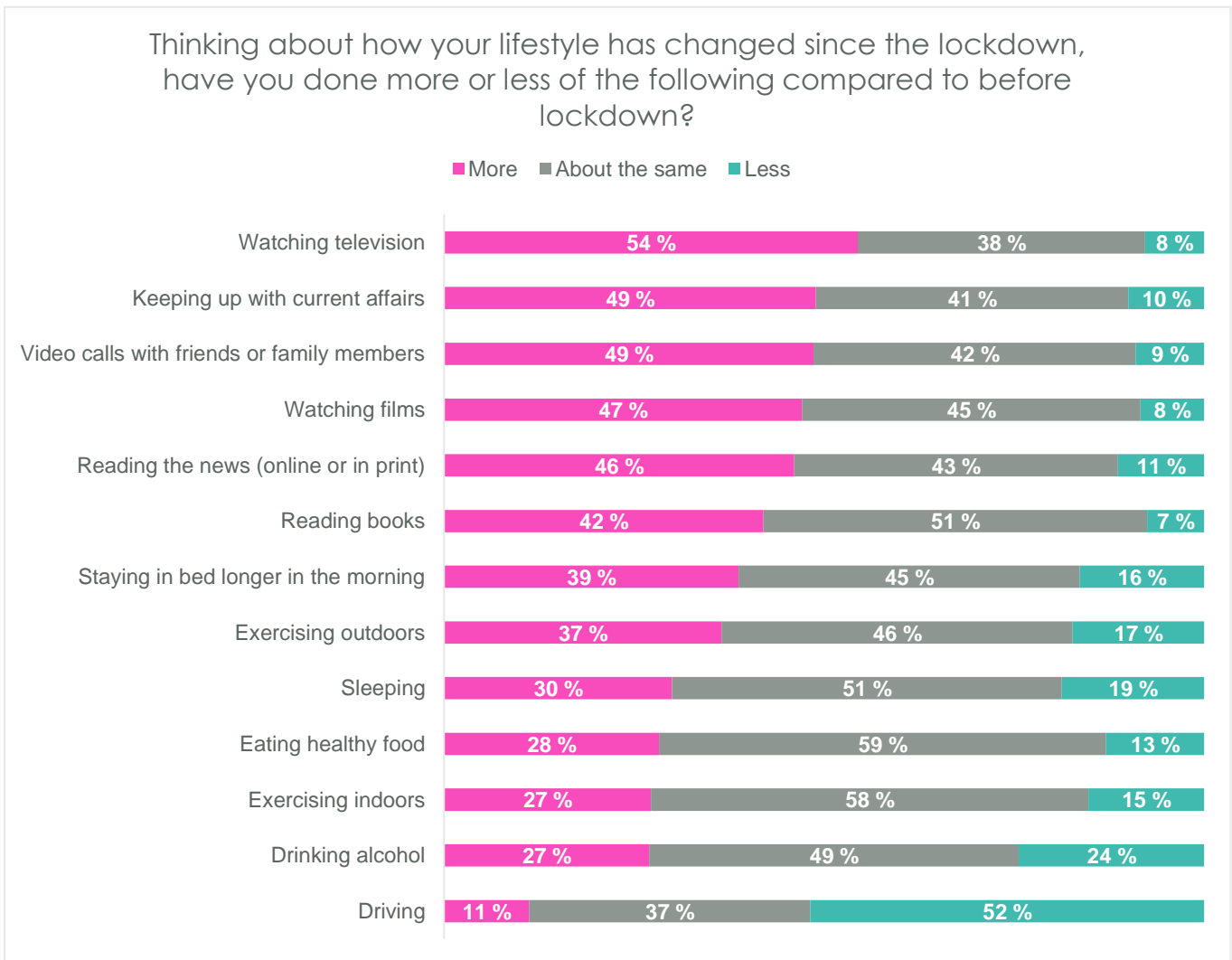
Lifestyle changes

A third have had more money to spend or save each month

Some members of the public have found silver linings in the crisis. A third (33%) of the public say they have more money to save or spend each month since lockdown began, while one in four (25%) have less to save or spend. Most people (42%) said that they had the same amount to save or spend

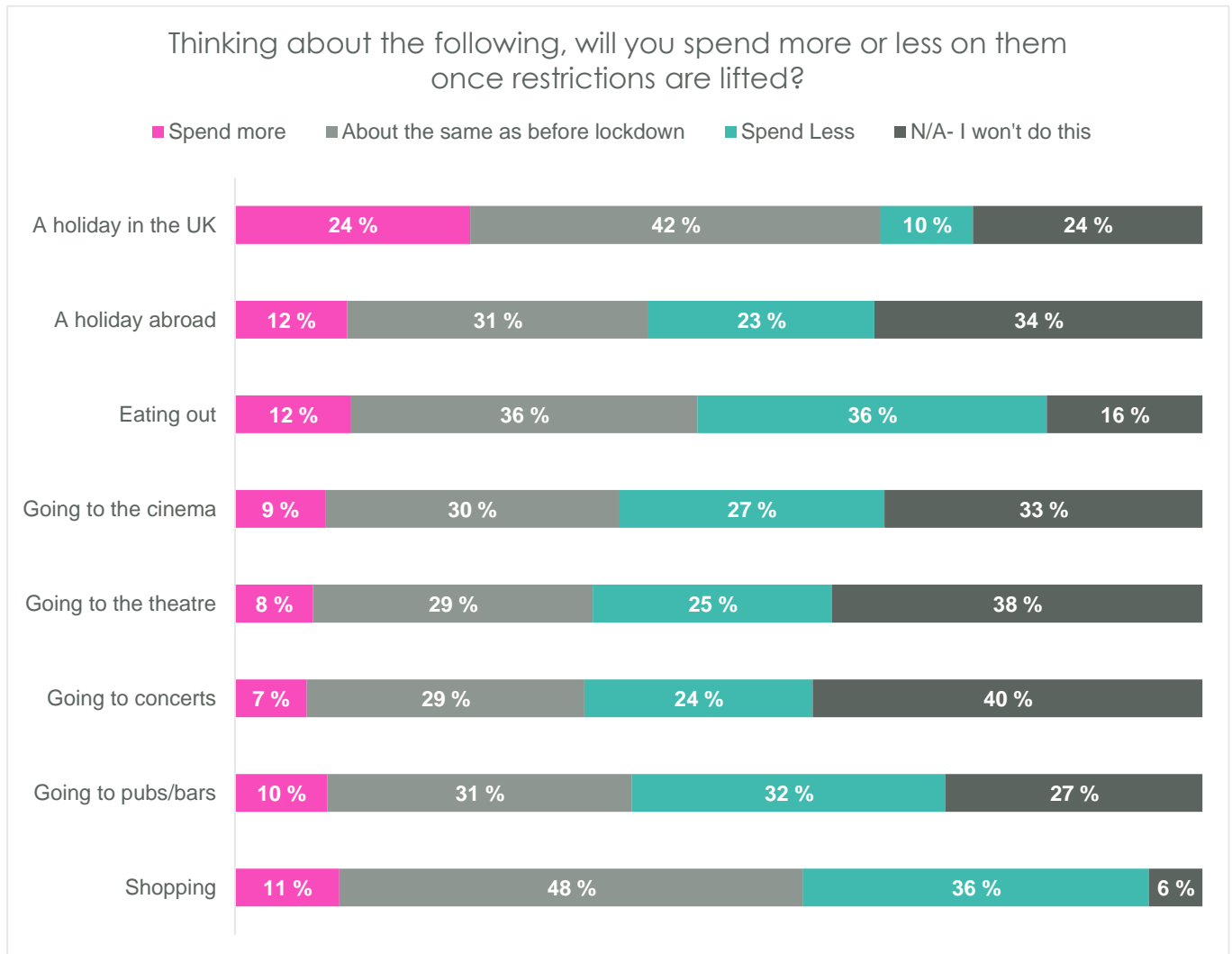
- The only area of the UK where people were more likely to say they had less to save and spend rather than more is the Midlands. Just over a quarter (28%) said they had more to save or spend, compared to over a third (36%) who said they have less

Furthermore half (49%) have kept up with current affairs more since the lockdown, while 42% have been reading more books, 30% have been sleeping more, and 28% have been eating more healthy food.



As restrictions ease, many will be spending less than before lockdown on various activities

With lockdown easing, many businesses are allowed to reopen. However, many of the public say they will be spending less on various activities compared to before lockdown. A third (36%) say that when restrictions are lifted they will spend less on shopping. A similar figure (32%) say they will spend less in pubs and bars, and 36% say the same about eating out, once things return back to 'normal'.



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.com | research@opinium.com | 0207 566 3190

Opinium Research is a member of the British Polling Council and abides by its rules. Under these rules we are required, when requested, to make information available from survey results that have entered the public domain. These include, but are not limited to, the name of commissioning client, fieldwork dates, methodology, size and composition of sample, and data tables showing the text of the questions asked, the order in which they were asked and the answers given to them.