



What people think,
feel and do

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The Political Report

30th July 2020



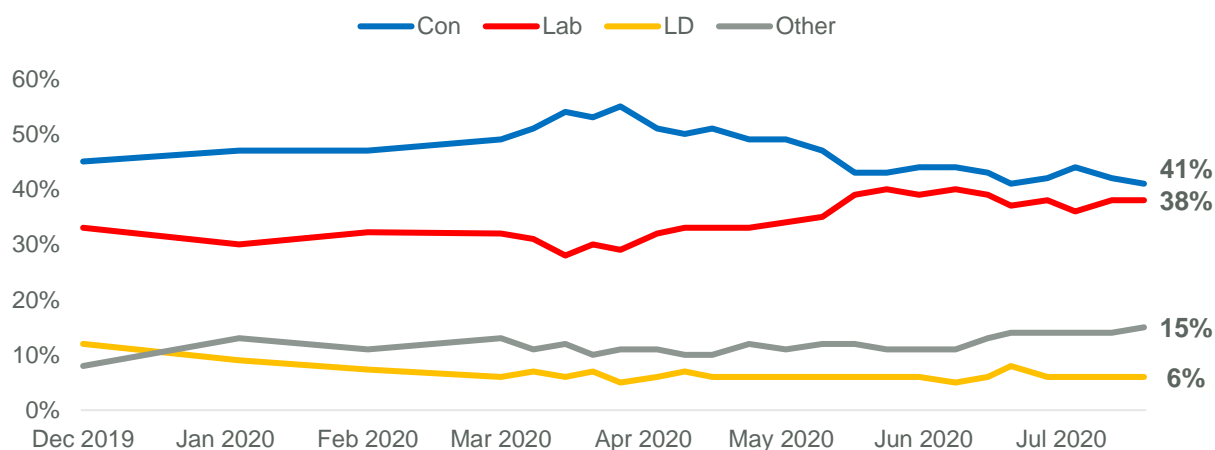
From the Opinium/Observer polling series

31st July 2020

One-minute takeaway

- Conservative lead drops slightly to 3 points, one of their lowest leads in recent months
- The government's handling of the Coronavirus crisis drops further, from a net approval of -14 to a net approval of -18
- Public becoming more divided on the pace of the easing of lockdown, with the proportion believing the speed of the easing is too fast and those believing it is easing too slowly both up on last week.
- Readiness to go to pubs and restaurants is up on a fortnight ago, but recovery in consumer confidence remains slow.
- Only 13% have booked a holiday abroad for the next 3 months, while almost half (48%) had originally planned to go abroad this summer before the pandemic.
- Just over half (54%) think the government acted proportionally with the swift introduction of the Spanish quarantine, in stark contrast to their approach to the Coronavirus crisis generally, where 45% think they are underreacting.

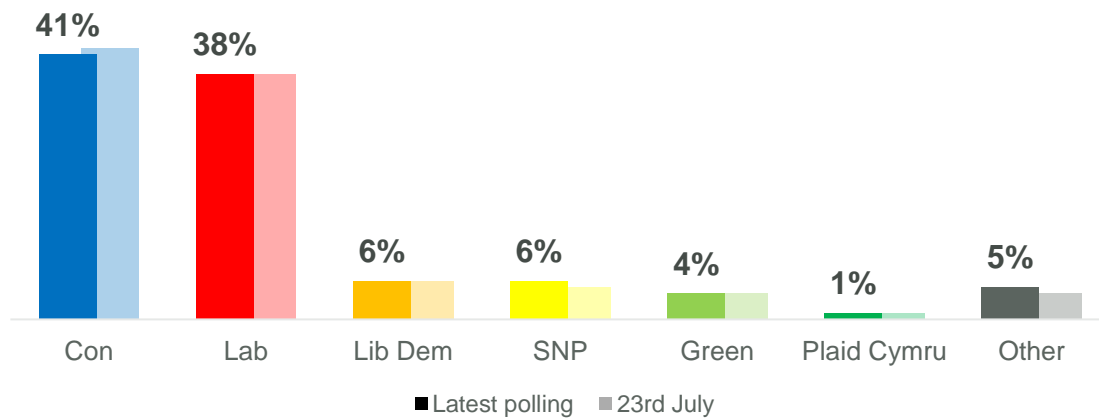
Voting intention since the 2019 general election



Headline voting intention

Tory lead drops slightly to 3 points

The Conservatives have lost one point while Labour have remained stable on 38%, taking the overall Tory lead from 4 points to 3. The Lib Dems and Greens remain unchanged on last week.

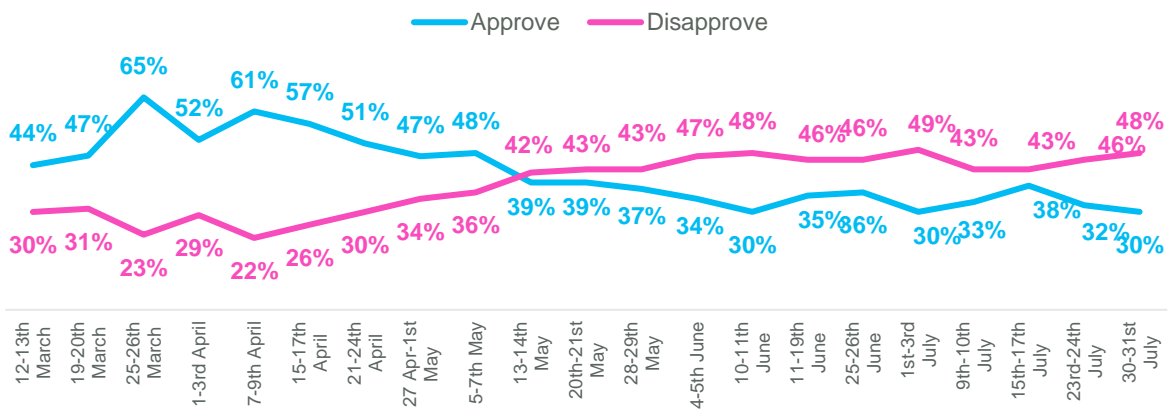


Other than one 3-point lead in early June, this is the lowest Conservative lead since August 2019.

Covid-19 crisis

Approval of the government's handling of the crisis drops slightly

Approval of government's handling of the crisis



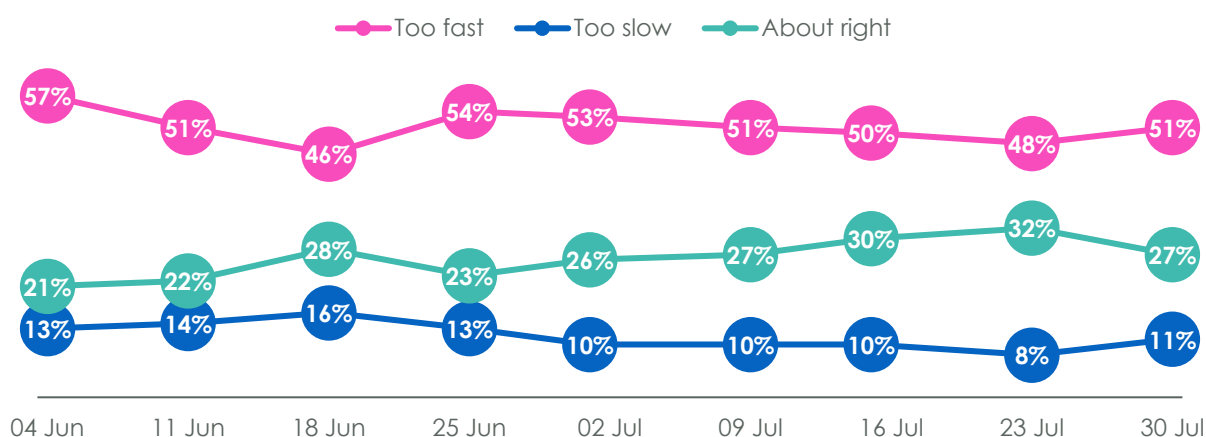
Despite a slight improvement in the government's ratings after the summer statement, approval of the government's handling of the Coronavirus crisis has fallen back considerably again. Now only 30% approve of their handling of the crisis, while almost half (48%) disapprove.

Easing of lockdown

Public more divided on easing of lockdown

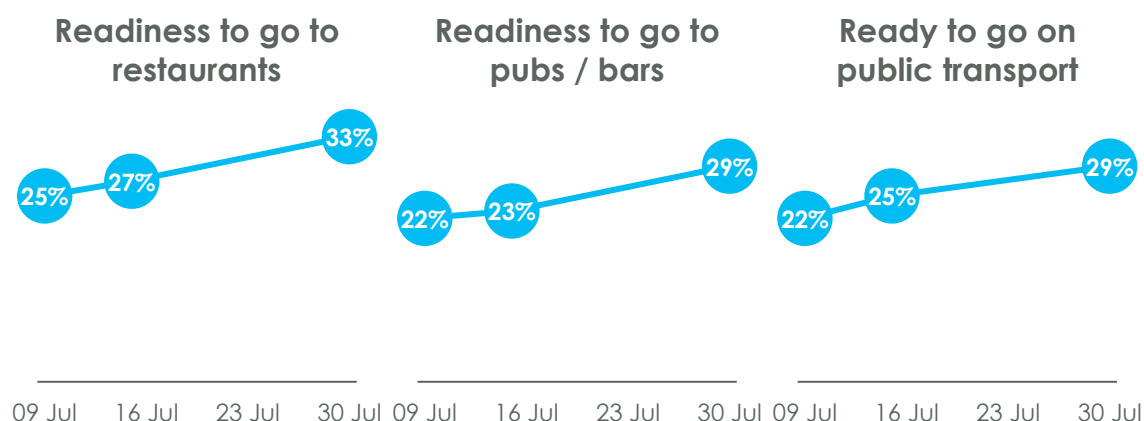
Up until last week the public were very slowly coming to terms with the pace of ending the lockdown, with a third (32%) believing the pace of easing of restrictions was about right – the highest we’ve recorded.

View on government approach to coming out of lockdown



However, the events of the past week seem to have divided the public: the proportion believing we’re coming out of lockdown too slowly (now 11%) and believing we’re coming out too quickly (51%) both increased by 3 points in the past week.

Ultimately, it still suggests that most consumers are not yet ready to start consuming as usual. However, there have been small improvements week on week in the number who either have gone to restaurants or who plan to soon (now 33%, up from 27% a fortnight ago). It is a similar pattern for pubs and public transport.



Holidays

Public still reticent to book any holidays abroad in the near future

Just under half (48%) of UK adults had planned to go on holiday abroad this summer before the Coronavirus pandemic came about, with a quarter (27%) having booked the holiday. However, just over three in five (63%) of those who booked their foreign holiday say it was cancelled while a further fifth (20%) say it was postponed.

The proportion who have now made holiday bookings since the crisis started are far lower: only 13% have booked a holiday abroad for the next 3 months, with a slightly higher proportion (18%) having booked one within the UK.

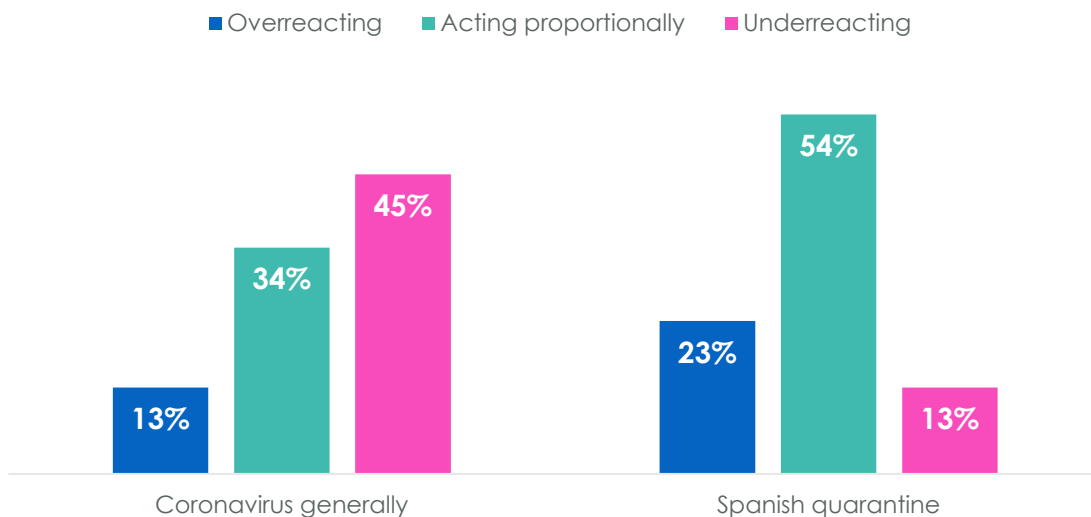
This is not surprising when 75% think that a second outbreak this year is likely, although they are divided on the scale of the crisis with 32% of these people thinking it will be bigger than the first wave while 30% think it will probably be smaller.

Government's introduction of a quarantine seen as proportional, unlike approach to wider crisis

Despite the disruption, there is clear support for the government on its quick implementation of a quarantine for those coming back from Spain. Just under two thirds (64%) approve of the measure while only 13% disapprove.

To place it in contrast with its wider response to the crisis, the public think the government acted proportionally over the quarantine against Spain, while the public broadly think the government is underreacting to the crisis more generally.

Perception of government approach to...



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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