



What people think,  
feel and do

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# The Political Report

## 22nd October 2020



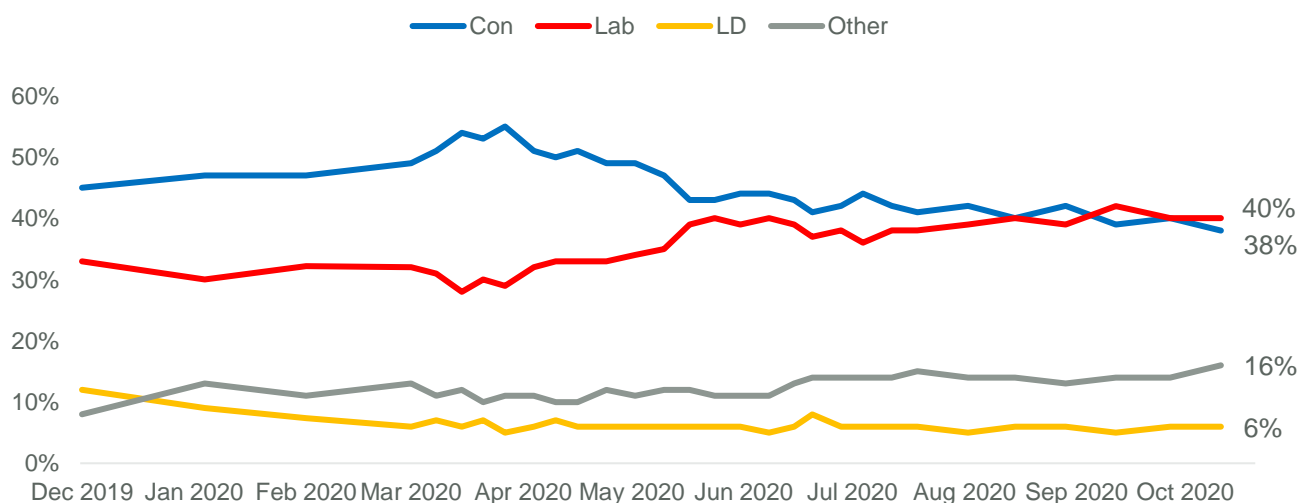
From the Opinium/Observer polling series

9th October 2020

## One-minute takeaway

- Labour take a lead of 2 points after being neck and neck a fortnight ago
- Approval of the government's handling of the pandemic had fallen to its lowest level with net rating of -21%.
- Half (50%) of those living in Greater Manchester approve of the way Andy Burnham is handling his job as Mayor. His net approval rating (+23%) is much higher than the Prime Ministers (-14%).
- The public are divided on the clarity of the new tier systems. Half (50%) say they think the system is clear compared to 44% who think the opposite.
- Two-in-five (41%) of Brits don't think the economic support provided to people and businesses in response to the most recent increase in cases goes far enough.
- A third (34%) say they aren't confident that they know what the rules are in their area.
- The proportion of under 35s admitting to flouting the rules has shot up from 10% to 17% in a fortnight. This is higher than older age groups.

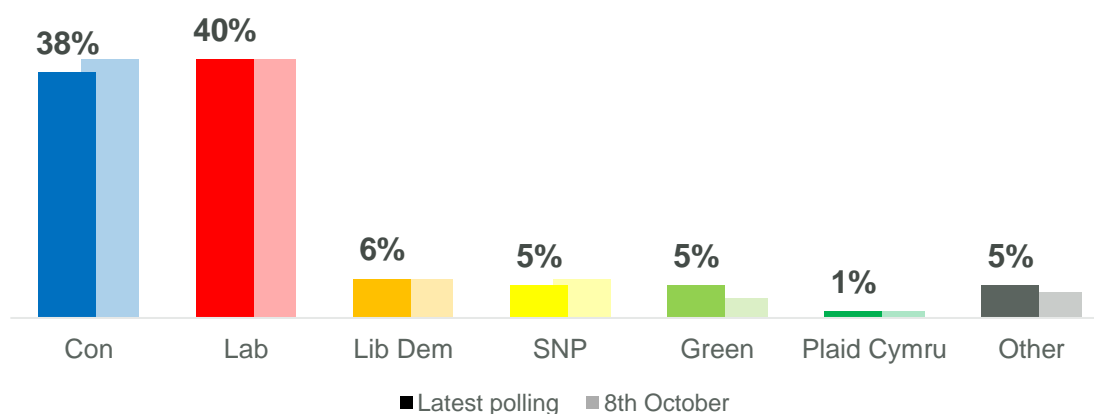
### Voting intention since the 2019 general election



## Headline voting intention

### Labour lead the Tories by two points

In our latest poll, Labour lead the Tories by 2 points. The Conservatives are down 2 points from a fortnight ago, while Labour are stable.



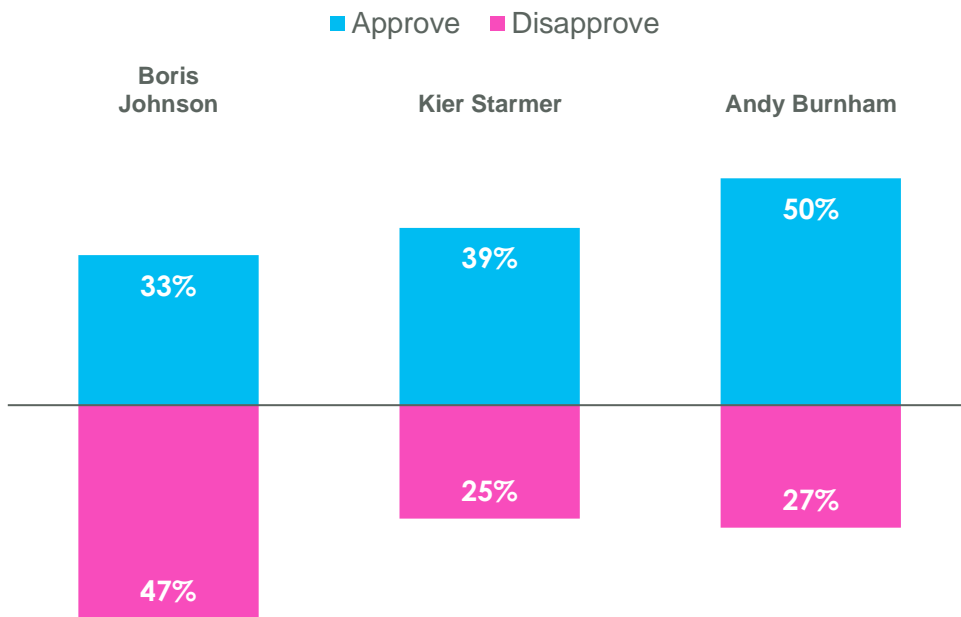
### The public are split on who would make best prime minister

The public are split on who would make best Prime Minister. Keir Starmer leads by 1 point, which is exactly the same picture we saw a fortnight ago. 31% think the Labour leader would make the best Prime Minister (down from 33% a fortnight ago), compared to 30% who think Boris Johnson would.

## Manchester, so much to answer for

### Andy Burnham experiences higher approval ratings than the PM

Following a tumultuous week in which the Manchester Mayor took the government to task over the move to place the Greater Manchester region into Tier 3, Andy Burnham's net approval rating of +23% (among those living in the GM area) is higher than Prime Minister's (-14%).

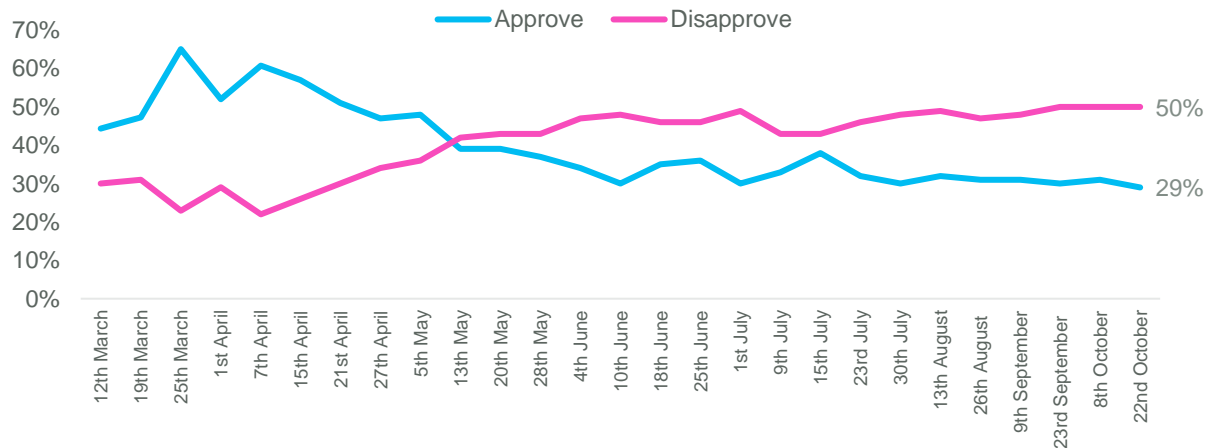


## Covid-19;

### Net approval for the government’s handling of the crisis has dropped to its lowest level

The public’s general disapproval of the government’s handling of the Coronavirus crisis continues, with approval levels dropping to their lowest levels since polling began. Currently half (50%) disapprove of the government’s handling of the crisis, while 29% approve – similar to a fortnight ago (50% disapproved and 31% approved two weeks ago).

### Approval of government's handling of the crisis



The generally negative opinions of the government’s handling continue throughout a range of aspects to the Covid-19 situation. Just under half (45%) think the government is underreacting to the crisis, while 28% think they are acting proportionally and 18% think they are overreacting.

Seven-in-ten (70%) say they the government was too slow to act to prevent the spread of the virus.

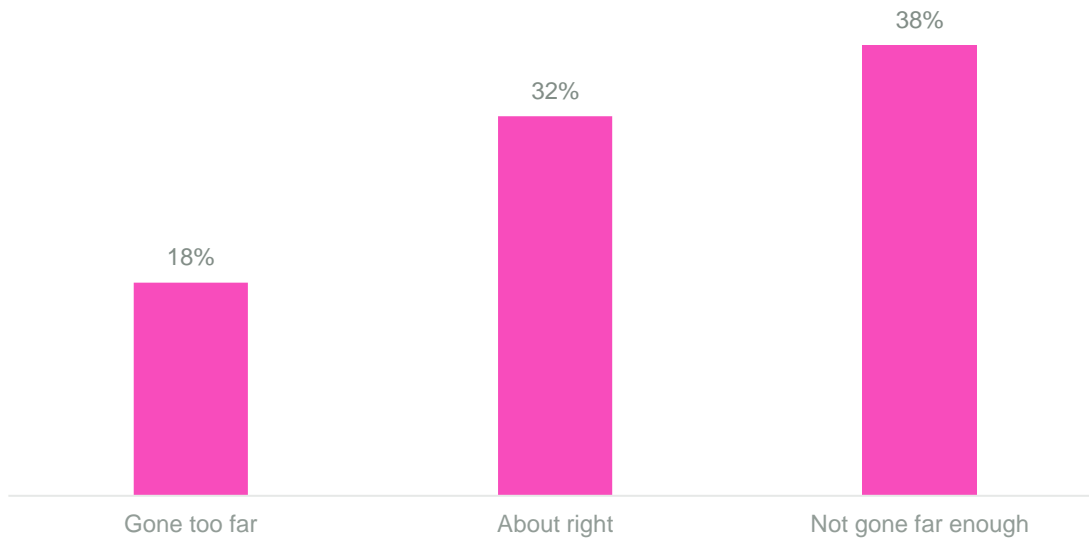
### The public are divided on the clarity of the new tiers system

When it comes to the new tiers system the public are divided on the clarity of the rules and guidelines. Whilst half (50%) say they think the system is clear, 44% think the opposite.

On a relate note around two-in-five (38%) think these new measures have not gone far enough in an effort to deal with the rise in cases. This is followed by 32% who think the measures are about right and 18% who think they have gone too far.

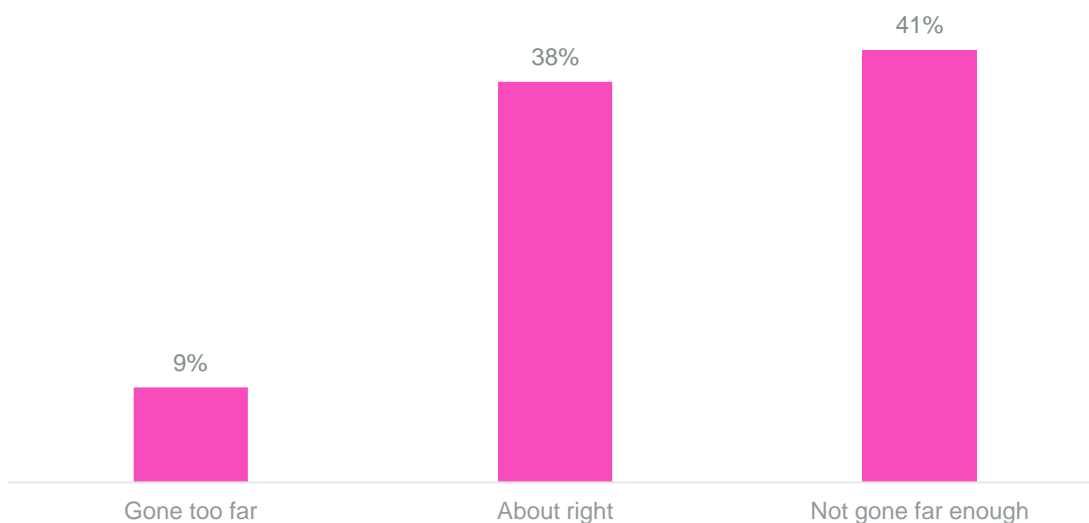
Indeed, a third (34%) say they aren’t confident they know what the rules are in their area.

### Perceptions of the new tiers system in terms of tackling the most recent increase in cases



Similarly, when it comes to the economic support to help people and businesses cope with these new restrictions, 41% of the public don't think they go far enough.

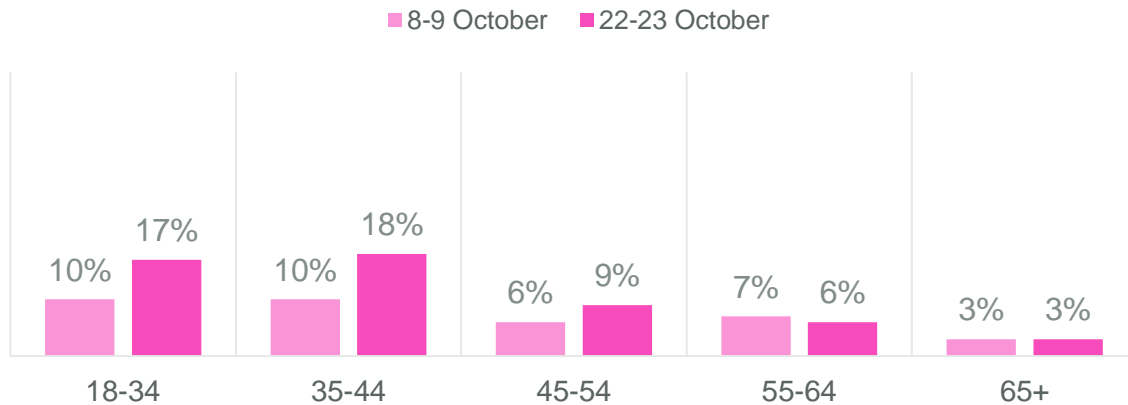
### Perceptions of the economic support to help people and businesses cope with new restrictions



The proportion of under 45s admitting to flouting the rules has shot up from 10% to 17% in a fortnight. This is higher than older age groups.

The majority of Brits are abiding by the rules but younger age groups are most likely to flout them

**Rates of not following the rules by age**



By in large, the British public report that they are abiding by the rules. However, younger age groups are more likely to admit to flouting the rules. The most interesting aspect here is the increase from a fortnight ago. Among those aged 18-34 those admitting to breaking the rules has increased from 10% to 17%.

# 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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