



What people think,  
feel and do

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# The Political Report

## 25th June 2021



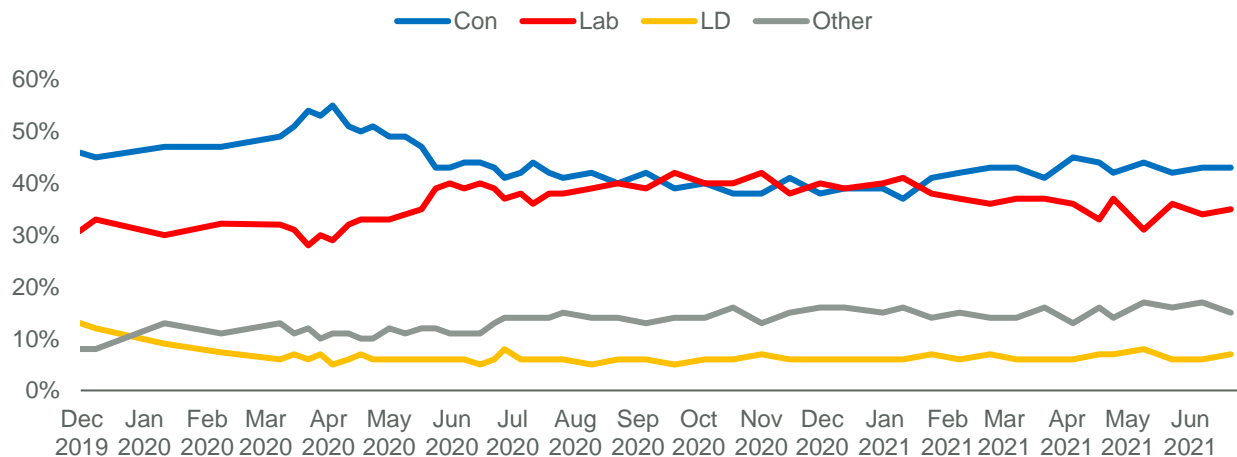
From the Opinium/Observer polling series

25th June 2021

# One-minute takeaway

- The Conservatives hold an eight-point lead, almost unchanged from two weeks ago. The Tories are on 42% (unchanged), with Labour on 35% (+1), the Lib Dems on 7% (+1), and the Greens on 5% (-2).
- Johnson’s job approval is -4, with 40% approving (-1) and 44% disapproving (+1). Starmer’s job approval is -8, with 31% approving (+3) and 39% disapproving (+1).
- 41% approve of the government’s handling of coronavirus, compared to 40% who disapprove.
- Just 27% think that Britain should re-join the EU while 22% think we should negotiate a closer relationship than we have with them now, 20% think the current relationship is about right and 22% think we should form a more distant relationship.
- A third (33%) approve of the government’s handling of Brexit (-3 from 29 Jan 2021) while 43% disapprove (+4). Related, 38% think Brexit has gone well so far (no change on 29 Jan 2021) while 52% think it has gone badly (no change).
- However, there is optimism among some that any problems caused so far will be fixed in the future. 42% think the problems caused so far will be fixed over time, compared to 35% who think they won’t. 8% think there haven’t been any problems, while 16% don’t know. 68% of those who voted Leave think these problems will be fixed with time, compared to 29% of Remain voters who think they won’t.

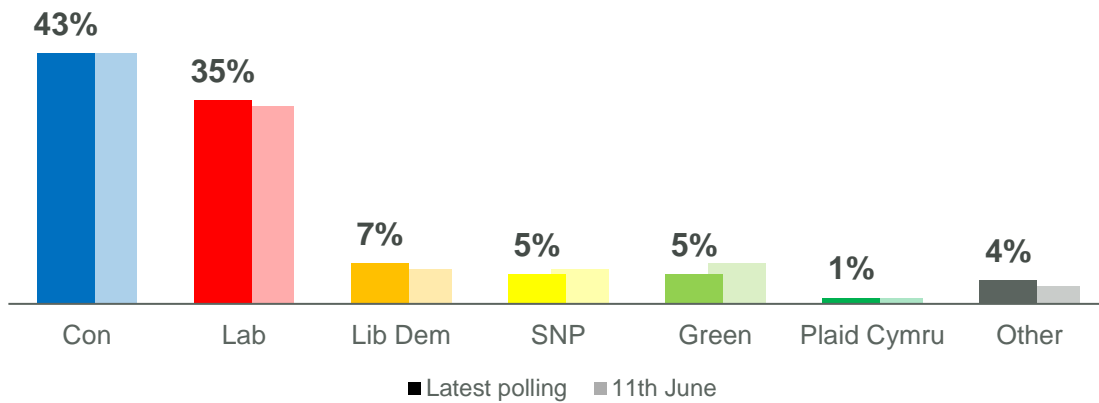
## Voting intention since the 2019 general election



# Headline Trackers

## Conservatives hold an eight point lead

The Conservative have an eight point lead, compared to nine points two weeks ago. The Conservatives are on 43%, unchanged from a fortnight ago, while Labour are on 35%, up one point.

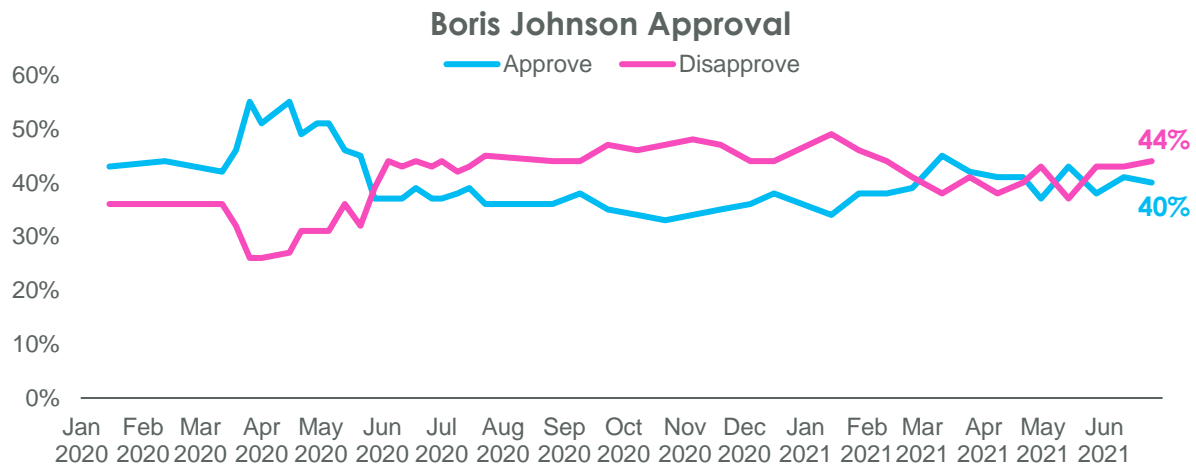


The Lib Dems are on 7% (+1) while the Greens are on 5% (-2).

Most of the fieldwork was conducted before the stories in the Sun about Matt Hancock's personal life.

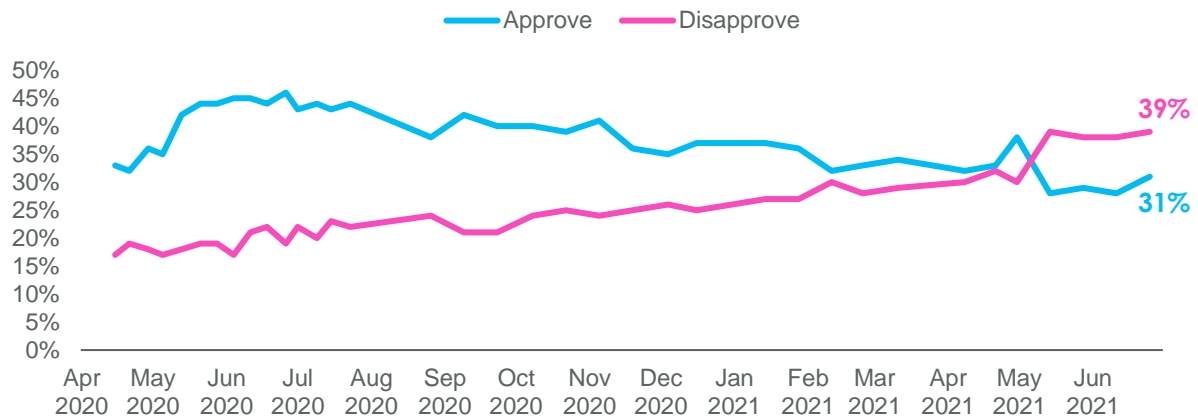
## Leaders ratings almost unchanged

Similar to voting intention, there has been very little change to the leader's approval ratings over the past fortnight. Boris Johnson's rating sits at -4, with 40% approving (-1) and 44% disapproving (+1).



Meanwhile, Kier Starmer's approval rating sits at -8, still in negative territory as it has been since the May elections. In total, 31% approve of the job he is doing as opposition leader (+3) with 39% disapproving (+1).

### Keir Starmer Approval

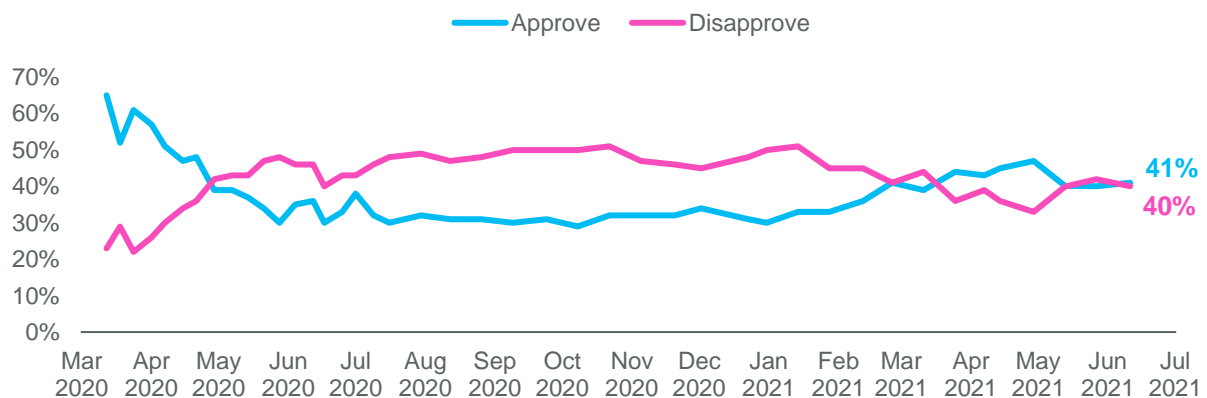


When it comes to who would make the best Prime Minister, 35% currently select Boris Johnson (-2) while 26% select Kier Starmer (+2). However, 28% chose neither (no change) and 11% said they don't know (no change).

## Public divided on the government's handling of Coronavirus

This week, 41% approve of the government's handling of Coronavirus (+1 on a fortnight ago) while 40% disapprove (-2).

### Approval of the governments handling of Coronavirus



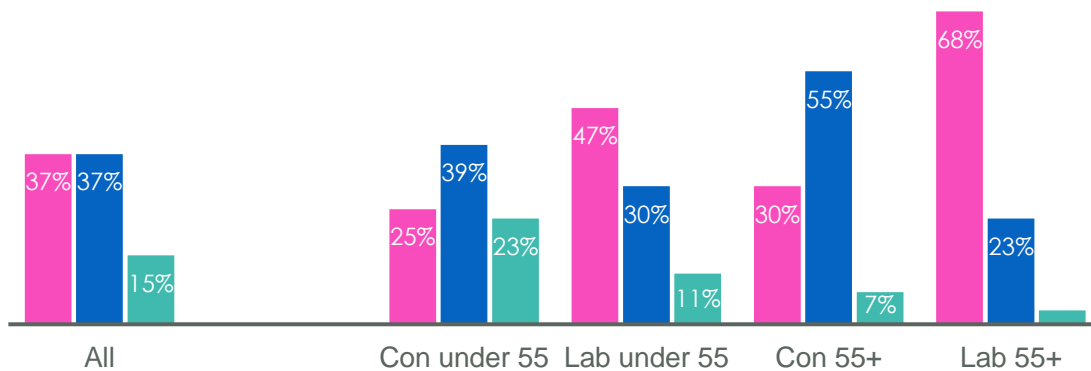
# Economy

## Tax and Spend politics crosses party lines

When it comes to tax and spend, 37% say they would like to increase taxes to spend more on public services, with 15% thinking tax and spend should be cut. Meanwhile, 37% think the current balance is about right, with 12% saying they don't know.

### Attitudes to tax and spend

- Increase taxes and spend more on public services
- Keep the same
- Reduce taxes and spend less on public services

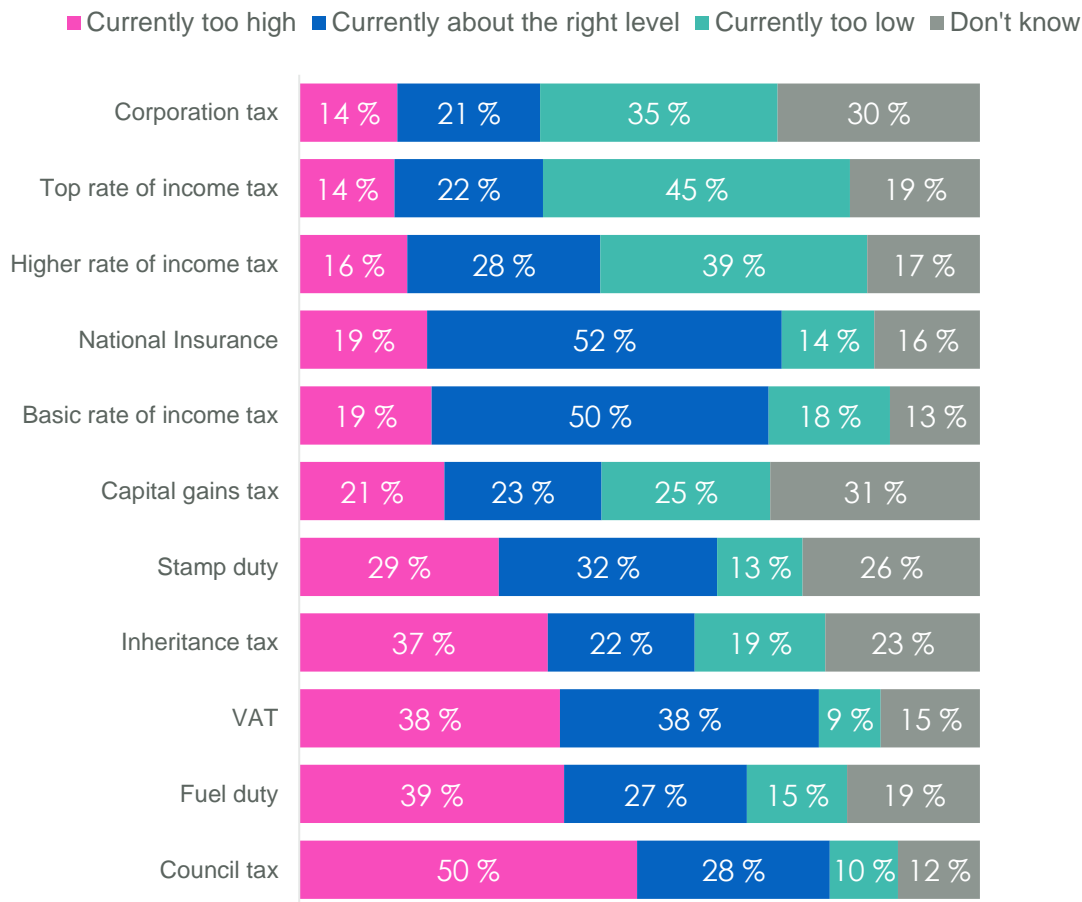


What's interesting is how this does not fall neatly into party political camps. While Labour voters are overall more in favour of spend than the Conservatives, there are many older Conservative voters (who are most likely to use the NHS and least likely to pay tax) supportive of more tax and spend, while many younger Labour voters are opposed to it.

## But the public would still prefer to raise the taxes they don't pay

More specifically, people are most likely to say that the top rate of income tax (45%), the higher rate of income tax (39%), and corporation tax (35%) are currently too low.

### Attitudes to tax

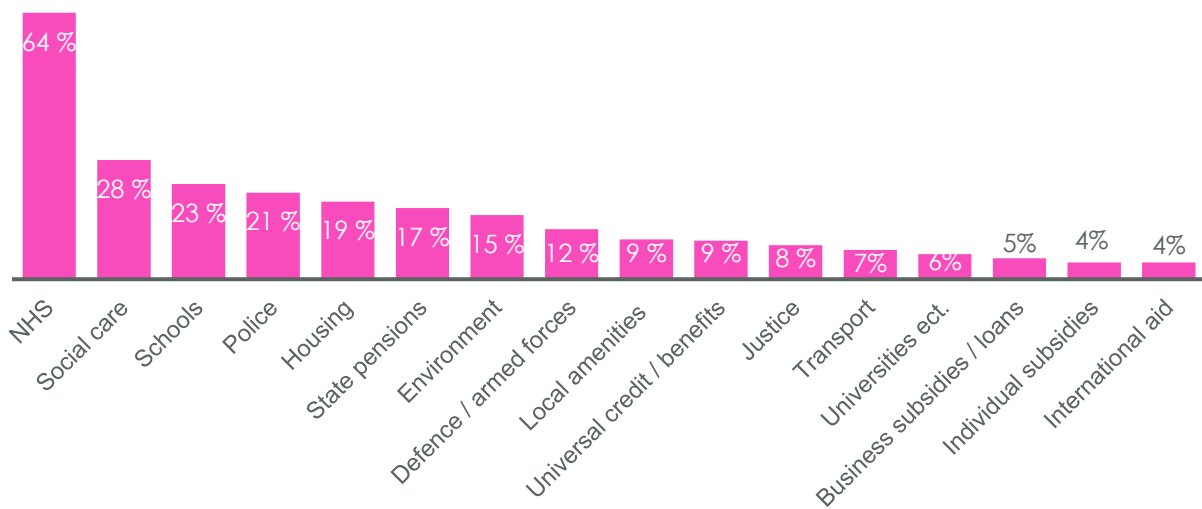


Meanwhile they are most likely to think that council tax (50%), fuel duty (39%), and VAT (38%) are currently too high.

## NHS, social care, and education still dominate the public's spending priorities

When it comes to where extra tax revenue should be directed, the NHS (64%), social care (28%), schools (23%), and police (21%) are the public's top priorities.

### Where should extra government spending go?



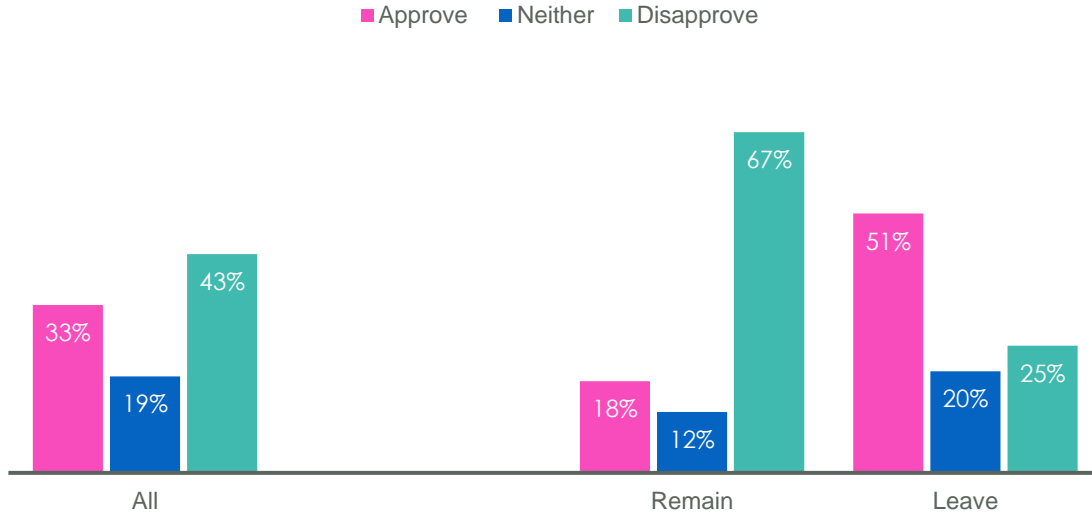
On making savings, international aid (38%) and business subsidies / loans (25%) are the areas that people think the government should be looking at.

## Brexit

This week marked five years since Britain voted to leave the European Union. We therefore explored current attitudes to Brexit and whether recent events have had any impact. All changes are on our poll from January this year, which happened shortly after the trade deal was agreed with the EU.

Overall, 33% approve (-3) of the way the government has been handling Brexit, compared to 43% who disapprove (+4). Around half (51%) of Leave voters approve of the job they are doing compared to just 18% of those who voted Remain in the referendum. However, approval among Leave voters has dropped since January where 63% approved compared to 51% now.

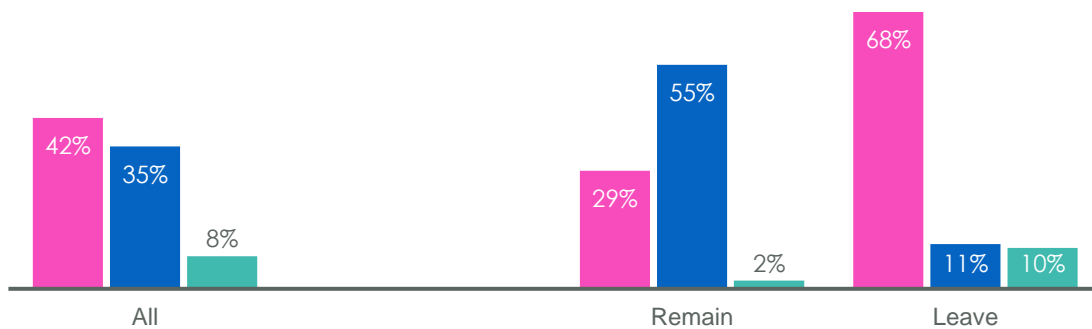
## Approval of the governments handling of Brexit



Similarly, more people think the Brexit process has gone badly (52%) than well (38%). Despite this, there is more optimism about the future, with 42% thinking the problems caused so far will be solved with time (-1) compared to 35% (+1) who think they will not be. Meanwhile 8% think that Brexit hasn't caused any problems, and 16% say they don't know.

## Perceptions of how Brexit will pan out

- The problems that have been caused so far by Brexit will be solved over time
- The problems that have been caused so far by Brexit will not be solved over time
- There haven't been any problems caused by Brexit so far



Again, there is a big Brexit divide on this question, with 68% of Leave voters thinking there aren't problems that time can't fix, compared to 29% of Remain voters.

When presented with four options just 27% now say they want to remain in the EU, with an additional 22% thinking we should negotiate a closer relationship.

This compares to 20% who think the current relationship is about right, and 22% who think we should have a more distant relationship.



# 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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