



What people think,
feel and do

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The Political Report

5th August 2021



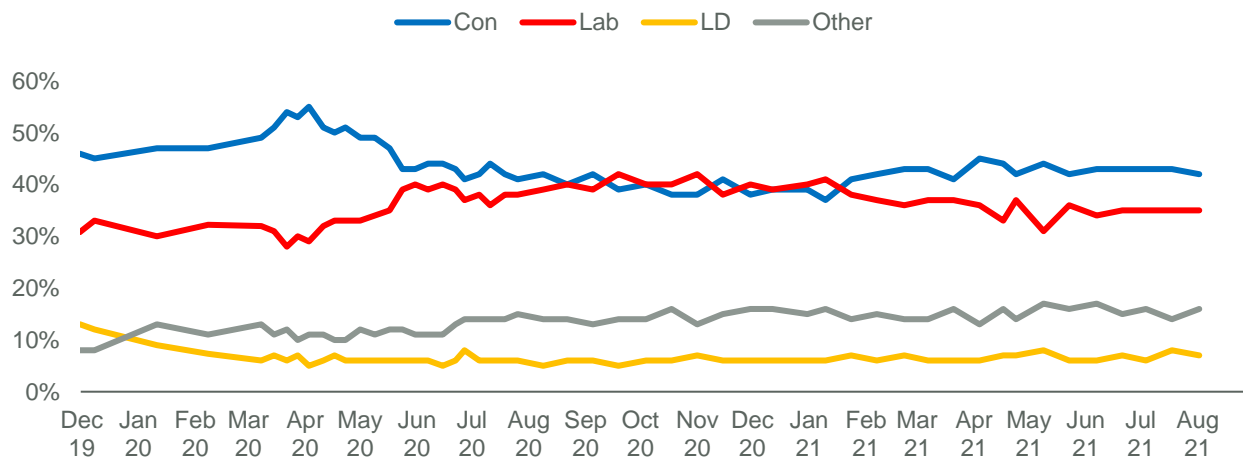
From the Opinium/Observer polling series

5th August 2021

One-minute takeaway

- **Headline:** The Conservatives lead remains fairly steady with a seven-point lead, down one point from two weeks ago. The Tories are on 42% (-1), with Labour on 35% (unchanged), the Lib Dems on 7% (-1), and the Greens on 5% (unchanged).
- Boris Johnson’s net approval rating has fallen to -16, down from -13 a fortnight ago. This is his lowest score since he became Prime Minister.
- However, Kier Starmer has also seen his approval rating drop from -6 to -11 – his joint worst score since we have tracked his ratings.
- **Covid:** Government’s handling of Coronavirus increased from a net of -16% to -9%.
- **Levelling up:** Only 18% of UK adults are clear on what the term ‘Levelling up’ means.
- Given the explanation of what the term means, half (50%) said that they think the Government is not delivering on their promise to ‘level up’ their local area.
- Over half of UK adults have noticed a decline in the state of public roads and in healthcare (both 55%) in their local area in the last 12 months.
- **Holidays:** Two fifths (41%) have either already taken or booked to take a staycation in 2021, with the most popular destinations being a house or cottage in the countryside/by the sea.

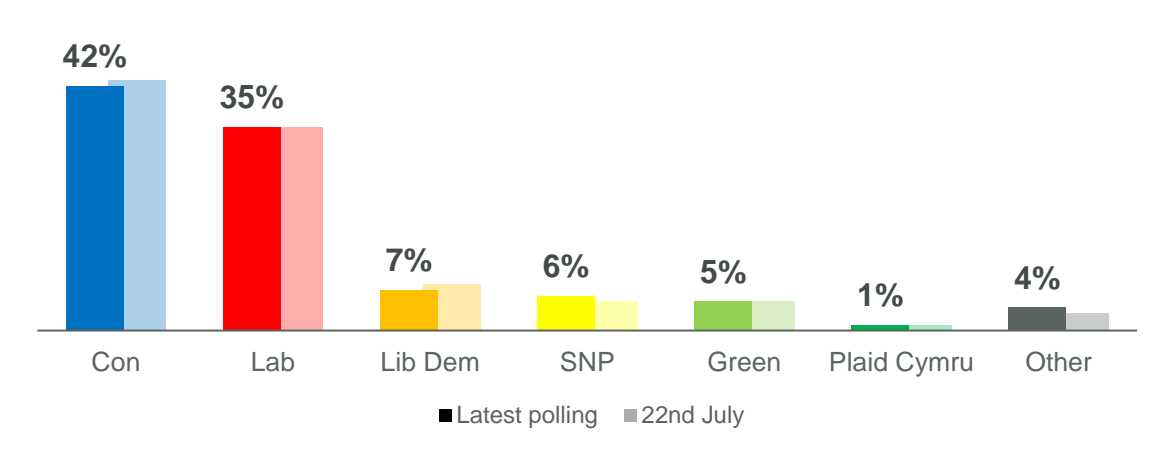
Voting intention since the 2019 general election



Headline Trackers

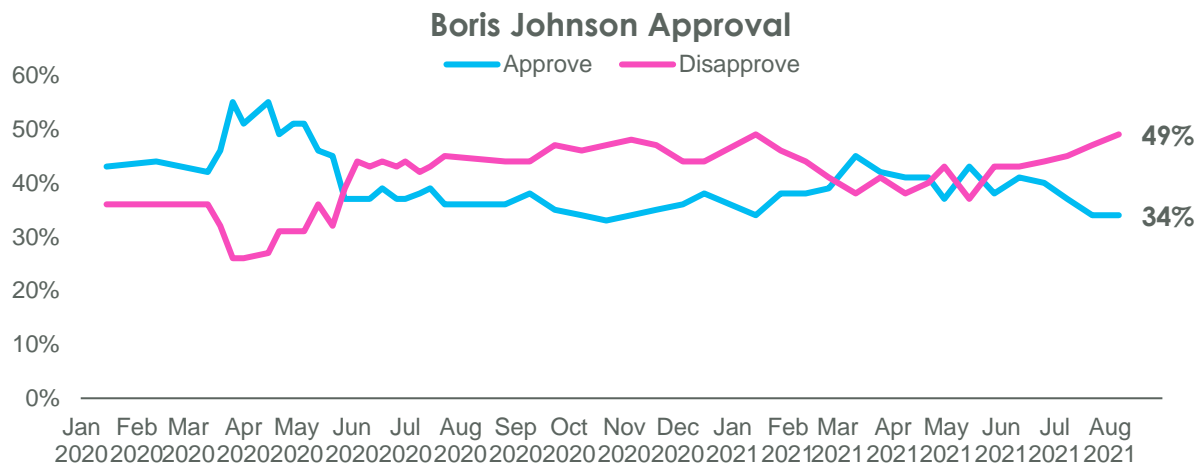
Conservatives hold a seven-point lead

The Conservative lead now sits at seven points, showing very little change from our eight point lead a fortnight ago. The Conservative's are now on 42% (-1), with Labour on 35% (unchanged), the Lib Dems on 7% (-1) and the Greens on 5% (unchanged).



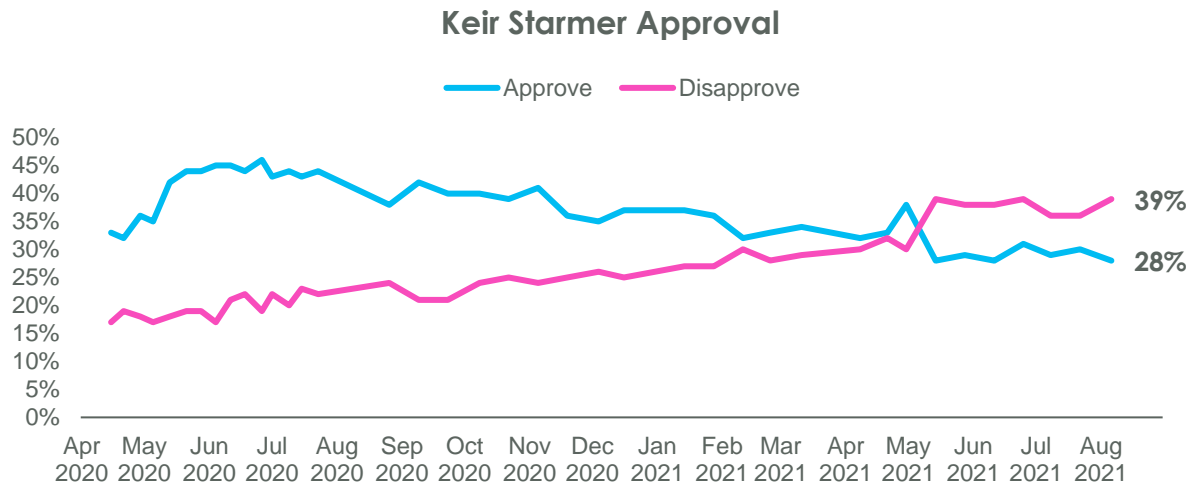
Johnson's worst approval rating to date

Boris Johnson's rating sits at -16, down from -13 two weeks ago, and -8 a fortnight before that. This is the lowest net approval rating we have recorded since Boris Johnson became Prime Minister – although he came very close in January this year, with a net score of -15. In total, 34% now approve of the job he is doing as Prime Minister (unchanged) while 49% disapprove (+2)



But worse news for Johnson doesn't automatically mean better news for Stamer. His approval rating is also down this week, with a net score of -11, down from -6 two weeks ago. In total, 28% approve of the job he is doing as Prime Minister (-2) while 39% disapprove (+3).

Similar to Johnson, this is his joint worse score since we have been tracking, alongside our poll from May this year.



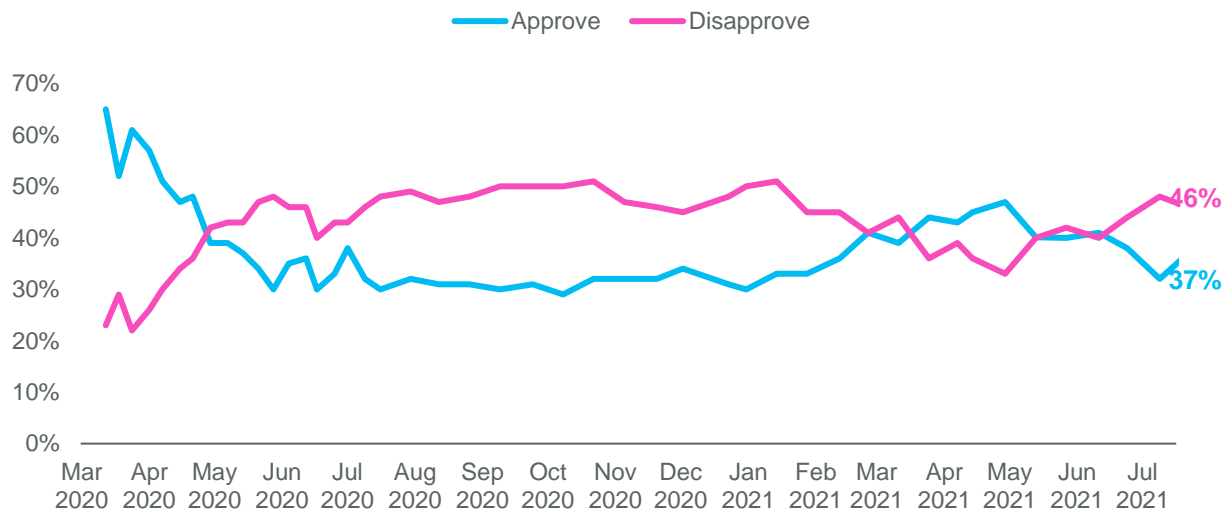
When it comes to who would make the best Prime Minister, 31% currently select Boris Johnson (+1) while 25% select Kier Starmer (-1). However, 32% chose neither (+1) and 12% said they don't know.

Covid

Perceptions of government handling of Coronavirus have improved

Net approval of the government's handling of Coronavirus has improved from -16% two weeks ago to -9%. This week, 37% approve of the government's handling of Coronavirus (+5 on a fortnight ago) while 46% disapprove (-2).

Approval of the government's handling of Coronavirus



Two fifths (38%) think the government is underreacting to the situation, down from 47% a fortnight ago.

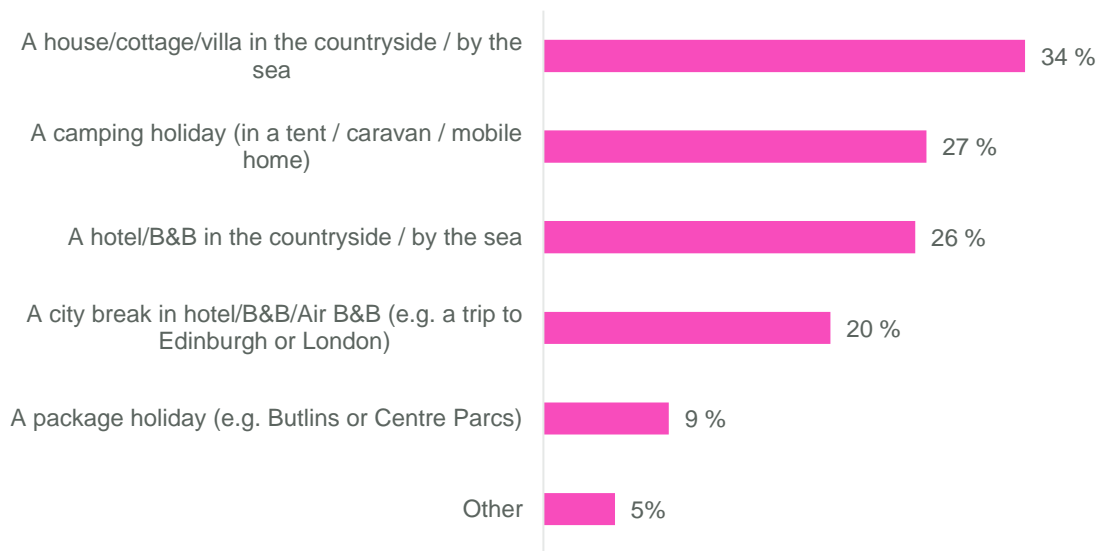
Holidays

The countryside and sea are the most popular destinations for staycations

Over half (54%) of UK adults have either taken or booked a holiday for 2021. A quarter (23%) have taken a holiday in the UK, while 7% have been abroad this year. Booked holidays are steering towards staycations with 18% having a booked a holiday in the UK for later this year, compared to 6% who have booked a holiday abroad.

Of the 41% of UK adults who have either already taken or booked a holiday in the UK, the most popular type of staycation has been to rent a house/cottage/villa in the countryside or by the sea (34%). Over a quarter (27%) have opted for camping holidays.

Where people are going for staycations this year



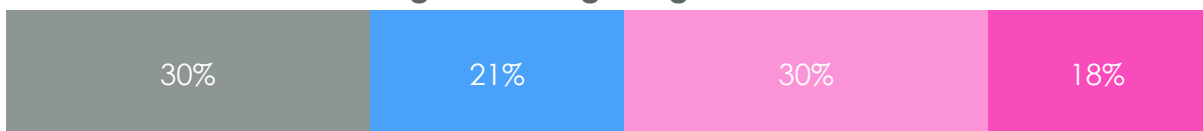
Levelling up

Half of the public think the government is not delivering on their promise to 'level up' in their area

Over the past couple of years, the term levelling up has been used by the government to address communities that feel they have been left behind and get a chance to catch up.

Less than a fifth (18%) of the public have a clear idea of what the term 'levelling up' meant when we asked them, with a further 30% saying they had a vague idea. Three in ten (30%) had not heard the term before.

Before today had you heard of the term "levelling up" in the context of it being something the government wants to do?



- Not heard of this before today
- Heard of it but don't know what it means
- Heard of it and have a vague idea what it means
- Heard of it and have a clear idea what it means

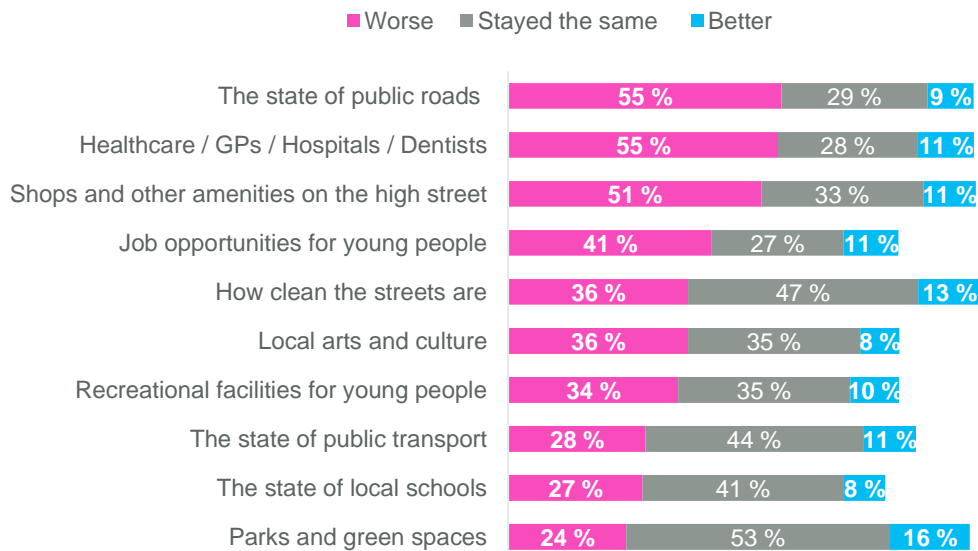
Survey respondents were then shown the following information about 'Levelling up': *"Levelling up" is the idea is that people and communities that feel they have been left behind get a chance to catch up. The Queen's Speech said that the government would "level up opportunities across all parts of the United Kingdom".*

Subsequently, when asked whether they thought in their area the government was or was not delivering on their promise to 'level up' across the country, half (50%) thought the government was not delivering while 17% thought they were.

Over half of the public have noticed a decline in the state of public roads and healthcare in their local area in the past 12 months

When we asked people about their local area, there were some key areas that many had noticed declining over the past 12 months. This was particularly the case about the state of public roads and healthcare, with over half (55%) of the public saying they have noticed this get worse in their area in the last 12 months.

Thinking about each of the following in your local area, would you say you have noticed them getting generally better or worse in the last 12 months?



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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