



What people think,
feel and do

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The Political Report

25th October 2021



From the Opinium/Observer polling series

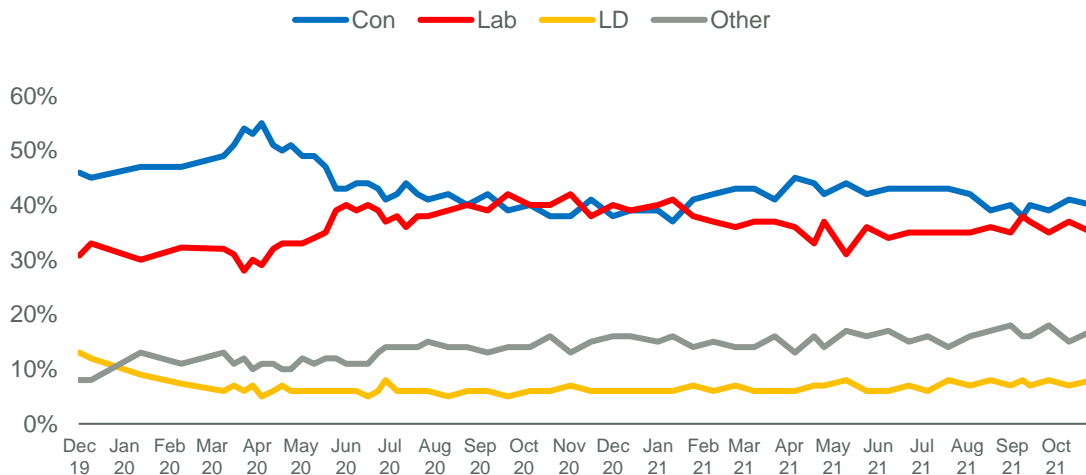
29th October 2021

One-minute takeaway

Headline trackers

- The Conservative's hold a 5-point lead in the polls, almost unchanged from the 4 point lead two weeks ago. The Conservatives are on 40% (-1) with Labour on 35% (-2). The Lib Dems are on 8% (+1), with the Greens on 7% (+2).
- Boris Johnson's approval rating is now -16, almost unchanged from -18 two weeks ago. 32% approve of the job his is doing (no change) with 48% disapproving (down 2).
- Similarly, Starmer's numbers haven't budged much, with a net score of -9, compared to -8 two weeks ago. 27% approve of the job he is doing (-3) which 36% disapprove (-2).
- But Sunak's numbers are up a bit, with 41% approving of the job he is doing (+1) compared to 28% who disapprove (-4). This gives him a net score of +13, up from +7 two weeks ago.
- People have become a bit more positive about how the economy is going over the past few months, but there is still little optimism about the future. Back in March 13% thought the economy was in a good state, that has now risen to 21%. The number who think it is in a bad state has fallen from 64% to 46%. But 30% now expect the economy to get better in the next 12 months, down from 36% in March. The number expecting it to get worse is now 41%, down from 44%.
- 44% think that Brexit is going to have a bad impact on the economy, compared to 25% who think it will have a good impact. 53% think it will have a bad impact on prices in shops, compared to 13% who think it will have a good impact. However, when it comes to people's own personal financial situation, just 23% think it will have a bad impact, compared to 15% who think it will have a good impact

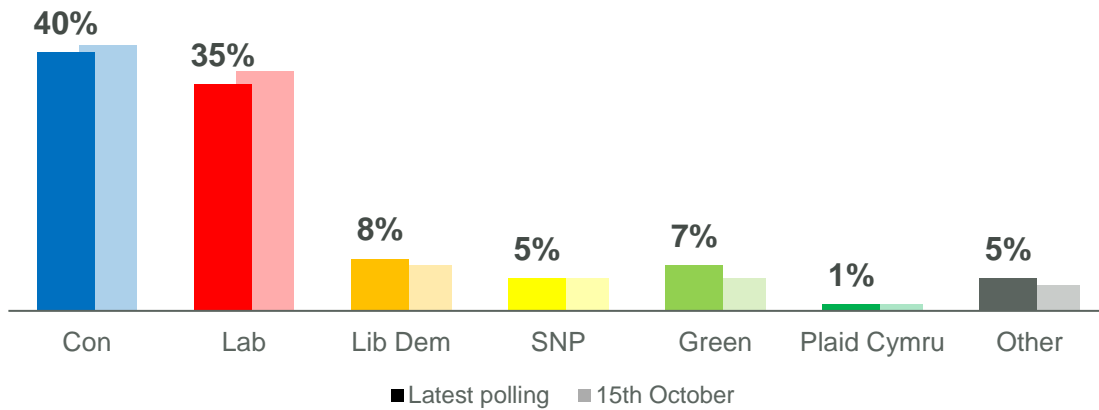
Voting intention since the 2019 general election



Headline Trackers

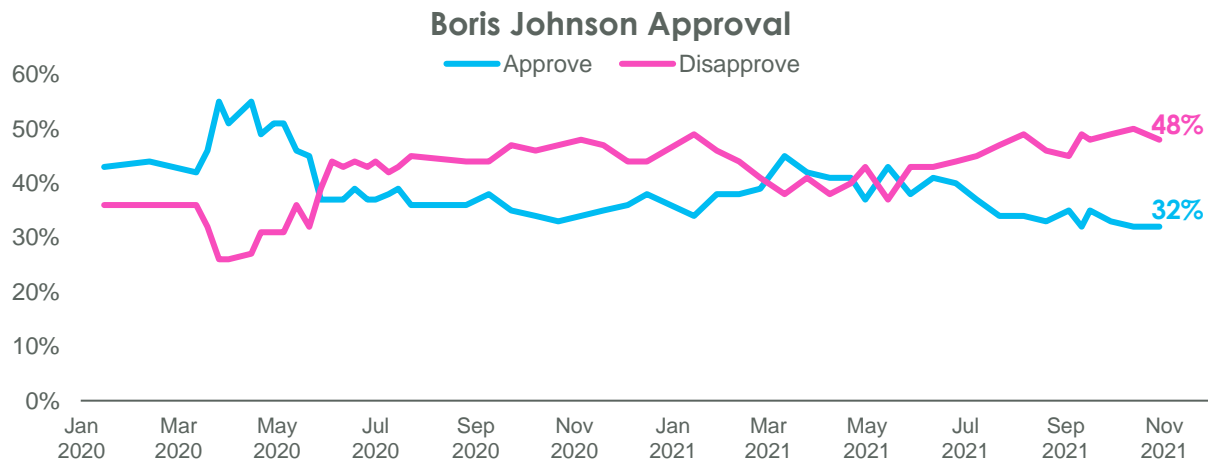
Conservatives hold a 5 point lead

The Conservative party have fallen by one point to 40%, while Labour have fallen by two points to 35%. Meanwhile the Lib Dems are up one point on 8% and the Green Party are up two points on 7%.



Sunak sees a small budget bounce

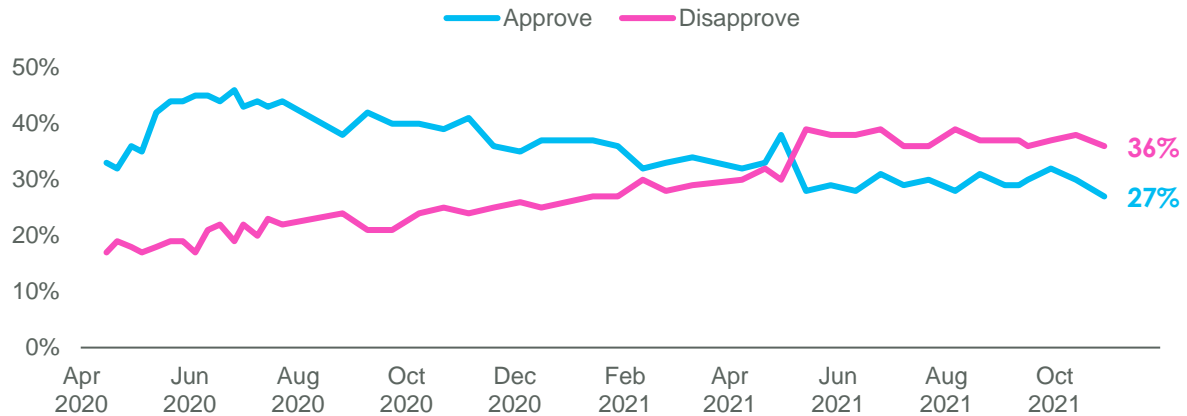
Boris Johnson’s net approval rating sits at -16 with 32% approving (unchanged on a fortnight ago) and 48% disapproving (down two on a fortnight ago). While these numbers are marginally better than we saw for Johnson a couple of week’s back, it is only a small recovery on his worst polling numbers since becoming Prime Minister.



Labour leader Keir Starmer continues to tread water with his net approval rating on -9%, almost unchanged on his -8 score from two weeks ago. 27% say they approve of the job he is doing, down

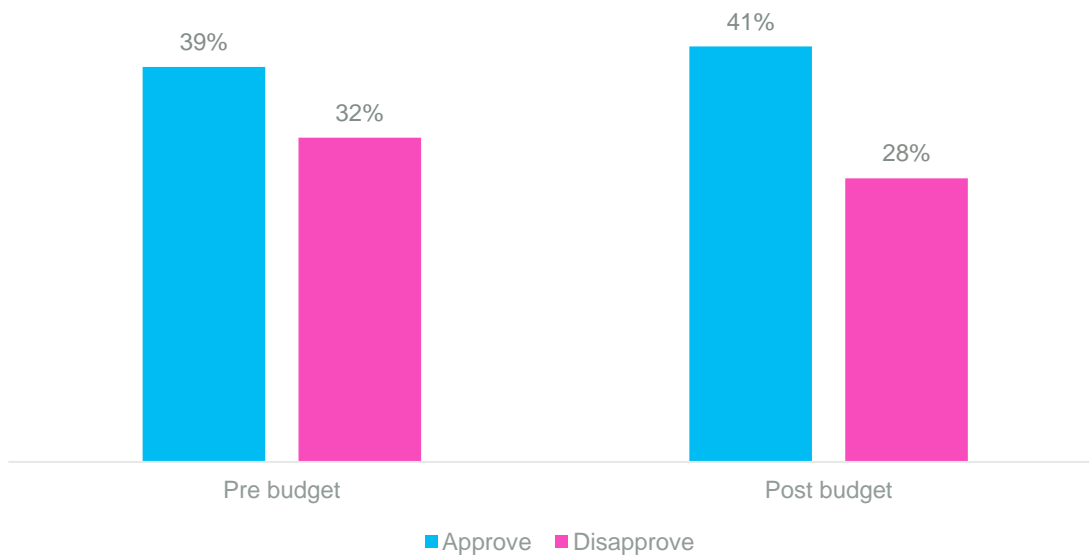
three, with 36% disapproving, down 2. While the net score hasn't changed much, this is the lowest number of people we have recorded saying they approve of the job Starmer is doing.

Keir Starmer Approval



After this week's budget we also asked people for their opinions on the Chancellor's performance. He continues to be Britain's most popular politician, with 41% saying they approve of the job he is doing, up two on a fortnight ago, with 28% disapproving, down 4.

Rishi Sunak's approval rating pre and post budget

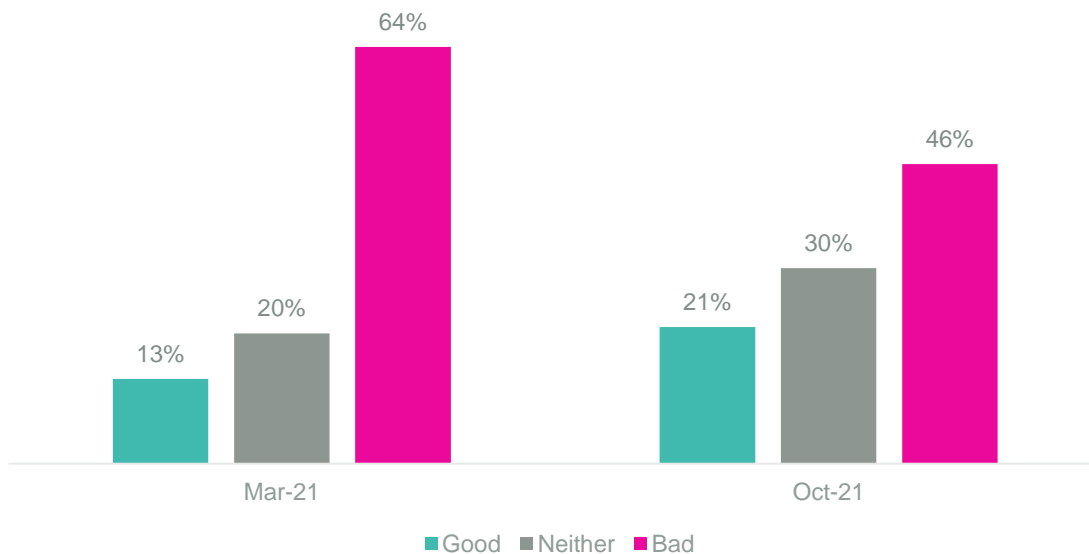


Views of the economy improve but people are pessimistic

Views of the current state of the economy are more positive than in March

Compared to polling from around the last time Rishi Sunak delivered a budget, in March 2021, people are narrowly more positive about the current state of the economy, 21% said it was “good”, 46% “bad” and 30% “neither good nor bad”. While this is net negative, by comparison March’s figures were much more universally bad, 64% saying “bad” and only 13% “good”. People don’t think the UK is booming but the situation is seen as less universally negative than earlier this year.

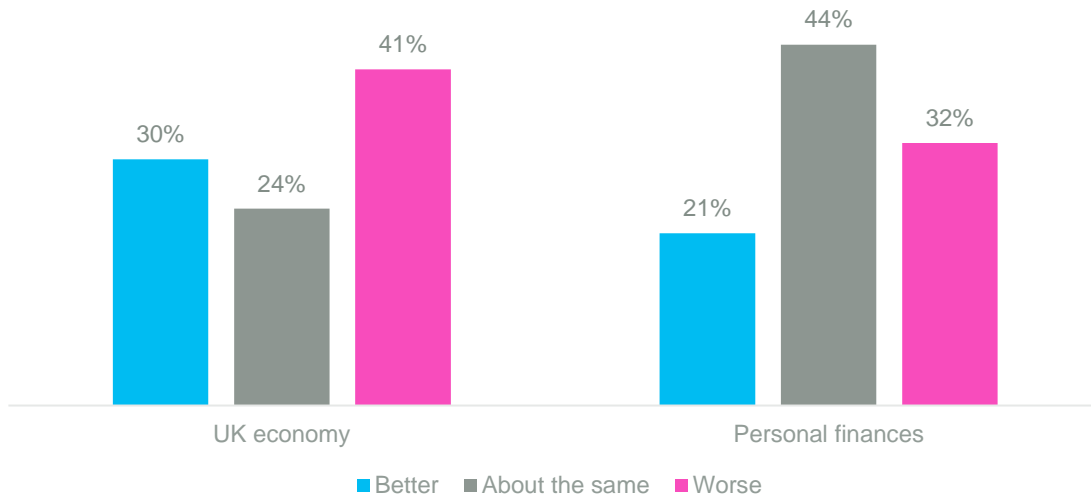
Is the current state of the UK economy...



But more people expect things to get worse than better

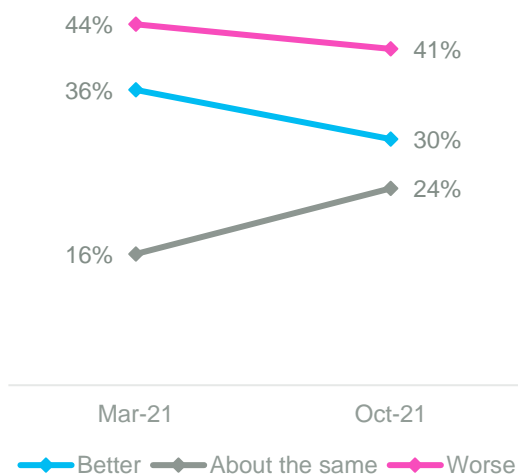
41% of UK adults expect the UK economy to get worse in the next 12 months vs. 30% expecting it to get better. The picture is similar when we ask about peoples’ personal finances with 32% expecting them to get worse and 21% saying better.

Over the next 12 months, do you expect the following to get better or worse?

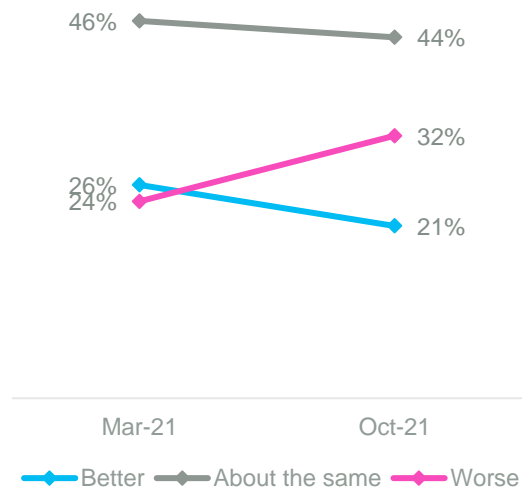


While expectations for the economy overall have not shifted very much, those for your personal finances have become more pessimistic:

UK economy expectations



Personal finances expectations



Spending is about right while taxes are on the high side

When asked whether taxes and spending were too high, too low or about right, 38% said taxes were too high, 37% 'about right' and 16% too low. On spending 29% said too high, 33% about right and 26% too low.

While Labour voters believed spending was too low by 42% to 24%, Conservatives were much more likely to say "about right" (57%) with 25% saying too high and 10% saying too low.

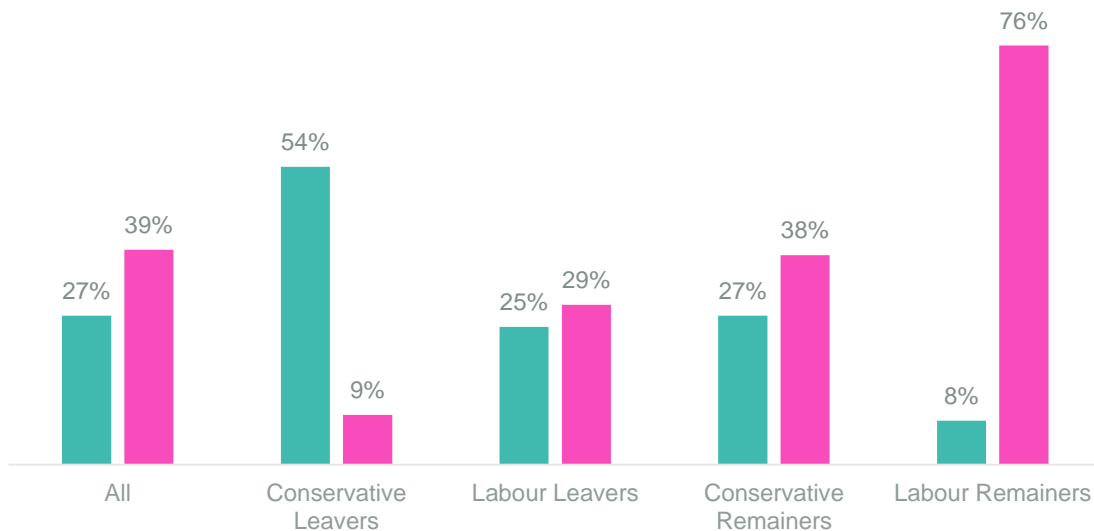
Brexit continues to divide

When asked whether Brexit has made them more optimistic or pessimistic about the economy, a plurality of voters say "more pessimistic" (39%) vs. 27% saying more optimistic and 28% saying neither.

As one might expect, Conservative voters (52%) and Leave voters (45%) are most likely to say 'optimistic' while Labour voters (59%) and Remain voters (66%) are more likely to say 'pessimistic'.

However, both 2019 Conservative Remainers and 2019 Labour Leavers are more pessimistic than optimistic than other voter groups. 2019 Conservative Leavers are optimistic by 54% to 9%. While this is less optimistic than the equivalent 'pessimistic' figure for Labour Remainers (76% vs. 8% who are more optimistic), it is much more optimistic than either of these crossover groups.

Has Brexit made you more optimistic or pessimistic about the economy?



Specific impacts of Brexit are less widely felt apart from prices in shops as well as trade

When we ask about whether Brexit is having a positive or negative impact on various areas of economic life, the impact on personal finances is muted but more widely felt in terms of prices in shops and the impact on international trade.

Is Brexit having a generally **good** or **bad** impact on each of the following?



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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