



What people think,  
feel and do

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# The Political Report

## 8th December 2021

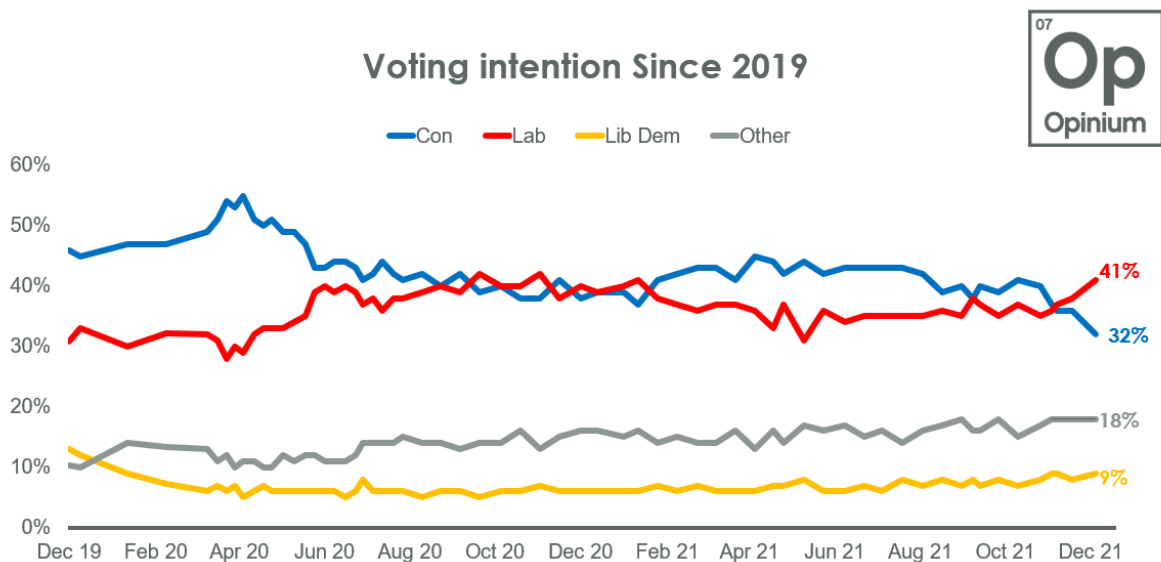


From the Opinium/Observer polling series

10th December 2021

# One-minute takeaway

- The Tory vote drops to 32%, its lowest since August 2019, as Labour move 9 points ahead in the poll to 41%. This is the biggest Labour lead, from any pollster, since May 2019. It is the biggest lead, from Opinium, since February 2014.
- Approval ratings for Boris Johnson have dropped to an all time low, at a NET of -35% (down from a NET of -21% two weeks ago; his lowest at that point). 24% approve of the job he's doing as PM whilst 59% disapprove.
- In comparison Starmer's NET approval sits at -2% with 33% approving and 35% disapproving of the job he's doing.
- A majority of voters now think that Boris Johnson should resign as Prime Minister. 57% think he should resign (+9 from a fortnight ago, and +4 from just two days ago) while 26% think he should stay in his job (-5 from a fortnight ago). That's a NET of -31%. But 50% of Con voters think he should stay in his job, compared to 34% who think he should resign.
- We also asked about KS in there and 41% think he should remain leader (+3 from two days ago), whereas 26% think he should resign.
- With the Conservative's plagued by numerous scandals, we asked the public which of the three major covid related scandals had shocked them the most; 51% said the No. 10 staff party in December 2020, followed by 28% who said the Dominic Cummings Barnard Castle fiasco, and 21% who said the Matt Hancock/Gina Coladangelo affair. Interestingly, Tory voters are more likely to say that the Cummings trip shocked them the most (42%) than the No. 10 party (35%).
- 48% disapprove of the way the government is handling the coronavirus situation compared to 32% who approve (a NET of -16%).
- 60% think it is likely that the UK will go into another lockdown within the next three months.

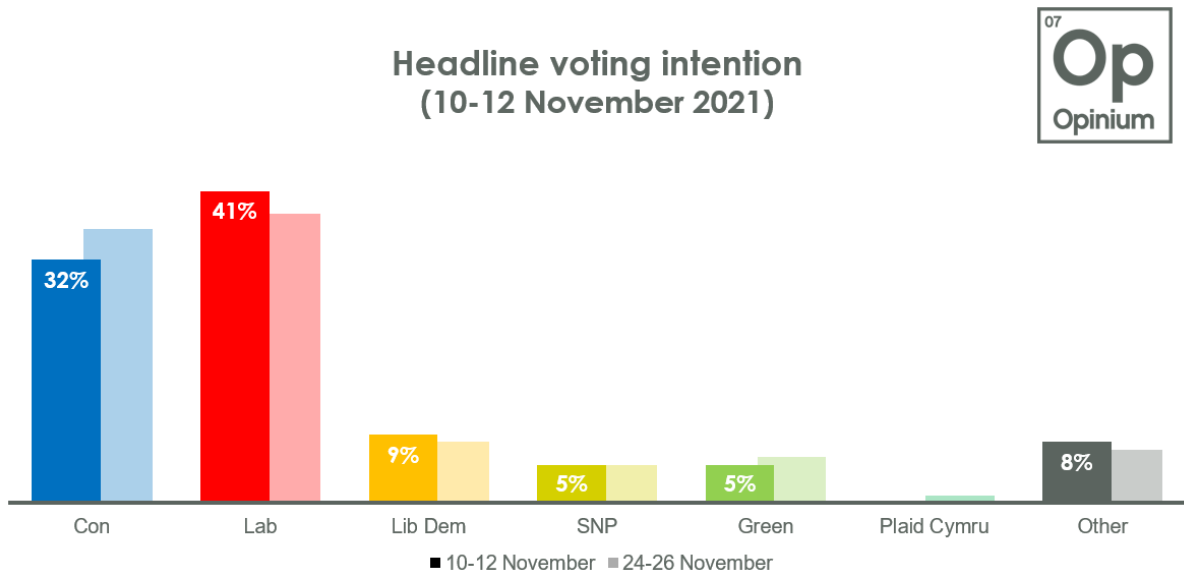


Sample: approximately 1200 voters per wave, excluding those who are undecided about how they will vote. Latest fieldwork: 10 – 12 November 2021. Full question wording: "If there were a general election tomorrow, for which party would you vote?"

# Headline Trackers

## Labour lead by 9 points

The Tory vote has dropped to 32%, its lowest since August 2019, as Labour move 9 points ahead on 41%. This is the biggest Labour lead, from any pollster, since May 2019. It is the biggest lead seen in an Opinium poll since March 2014.



Sample: 1175 likely voters, excluding those who are undecided about how they will vote. Fieldwork: 5 – 6 November 2021. Full question wording: "If there were a general election tomorrow, for which party would you vote?"

The Conservative's are now only holding onto 57% of their 2017 voters (-3 on last week), with 8% switching to Labour, and 22% undecided.

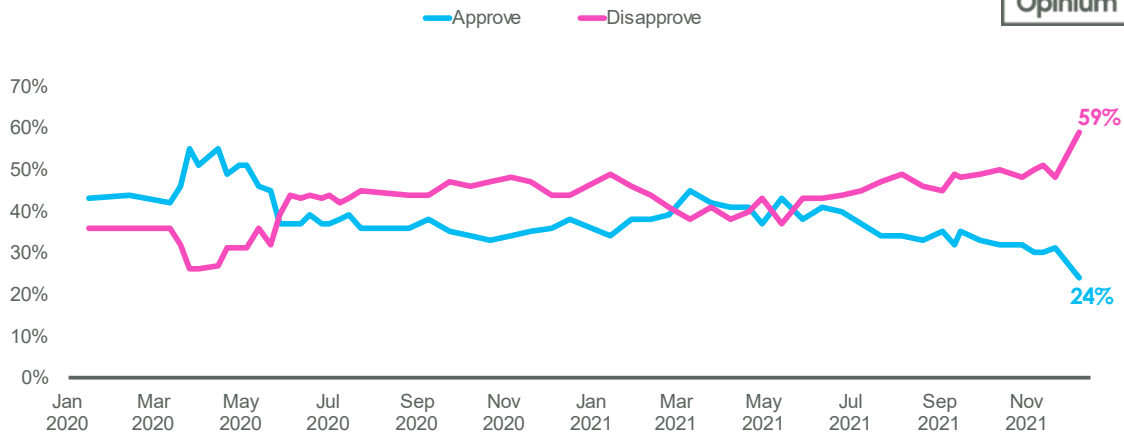
Meanwhile, Labour are holding onto 79% of their 2019 voters (+3 on last week), with 2% switching to Labour and 9% undecided.

## Johnson's approval drops to lowest since he became leader

Boris Johnson's net approval rating sits at -35 (from -21 a fortnight ago) with 24% approving and 59% disapproving. There are his worst polling numbers since becoming Prime Minister, far surpassing his previous nadir of a month ago.



### Boris Johnson approval rating

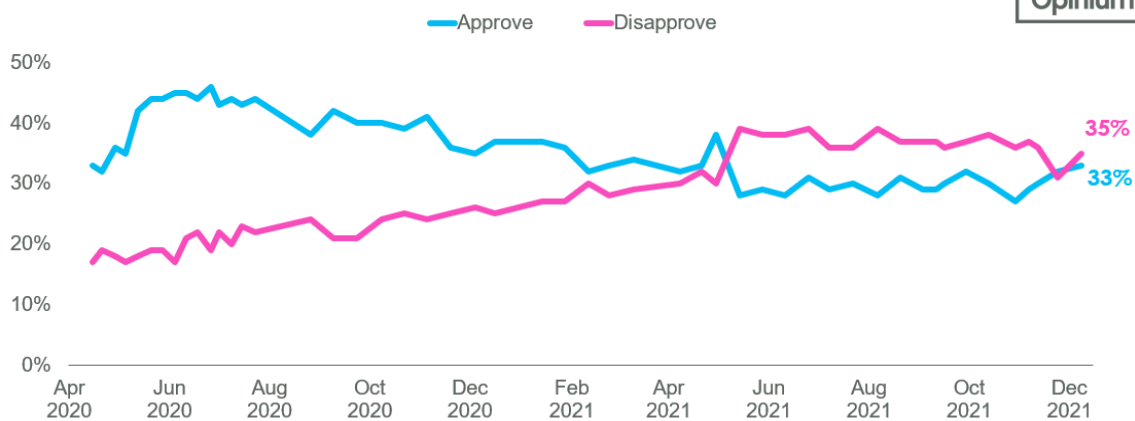


Sample: approximately 2000 UK Adults per wave. Latest fieldwork: 102 November 2021  
 Full question wording: "To what extent do you approve or disapprove of ...The way Boris Johnson is handling his job as Prime Minister"

Even those who voted Conservative at the last election are divided on the Prime Minister's leadership. 45% approve of the job he is doing, compared to 39% who disapprove.

In comparison Starmer's NET approval sits at -2% with 33% approving and 35% disapproving of the job he's doing.

### Keir Starmer approval rating

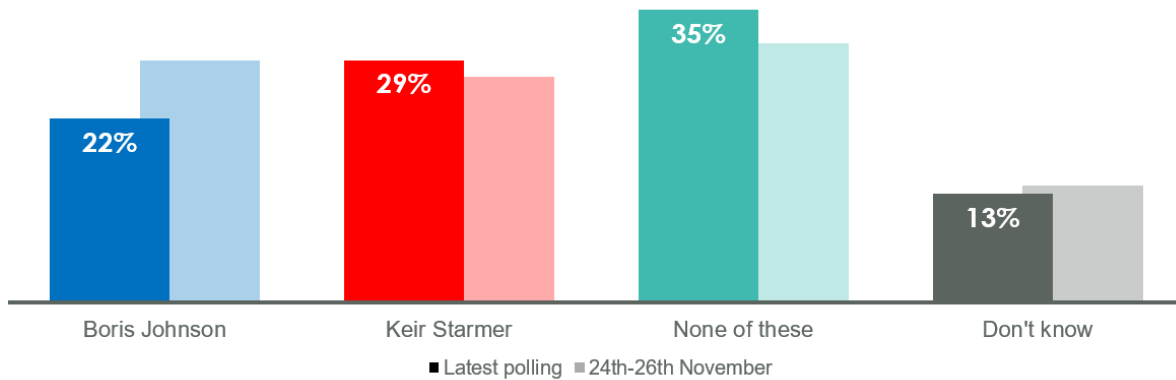


Sample: approximately 2000 UK Adults per wave. Latest fieldwork: 5 – 6 November 2021.  
 Full question wording: "To what extent do you approve or disapprove of ...The way Keir Starmer is handling his job as Leader of the Labour Party"

## More people think Starmer would make a better PM than think the same about Johnson

Starmer is a more popular choice than Johnson for Prime Minister, a reversal of opinion from a fortnight ago. Almost three-in-ten, 29% think the Labour is best suited for the role, compared to 22% for Johnson. However, most, 35%, chose none of these over both leaders. Less than half (47%) of 2019 Tory voters think Johnson would make the best PM, down from 58% two weeks ago.

### Who would make the Best Prime Minister?



Sample: 1840 UK adults. Fieldwork: 10 – 12 November 2021. Full question wording: "Which, if any, of the following people do you think would be the best prime minister?"

## Once bitten, twice shy as public anger grows over last Christmas

### The No.10 Christmas Party scandal is the most shocking yet

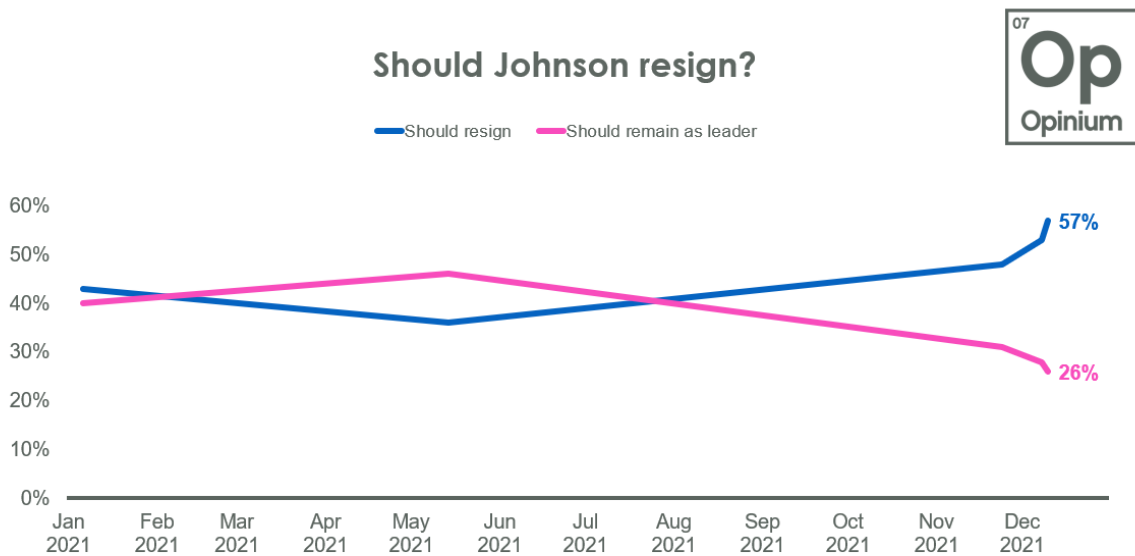
With the Conservative's plagued by numerous scandals, we asked the public which of the three major covid related scandals had shocked them the most; 51% said the No. 10 staff party in December 2020, followed by 28% who said the Dominic Cummings Barnard Castle fiasco, and 21% who said the Matt Hancock/Gina Coladangelo affair.

Tory voters are more likely to say that the Cummings trip shocked them the most (42%) than the No. 10 party (35%).

## A majority think the PM should resign

After the latest accusations, a majority of voters (57%) think that Boris Johnson should resign as Prime Minister. This is up +9 from a fortnight ago, and +4 from just two days ago.

Just 26% think he should stay in his job (-5 from a fortnight ago). However, 50% of Conservative voters think he should stay in his job, compared to 34% who think he should resign.



Sample: approximately 2000 voters per wave, excluding those who are undecided about how they will vote. Latest fieldwork: 8th – 10th xxx 2021.  
 Full question wording: "Do you think Boris Johnson should remain as leader of the Conservative Party, or resign with someone else becoming leader instead?"

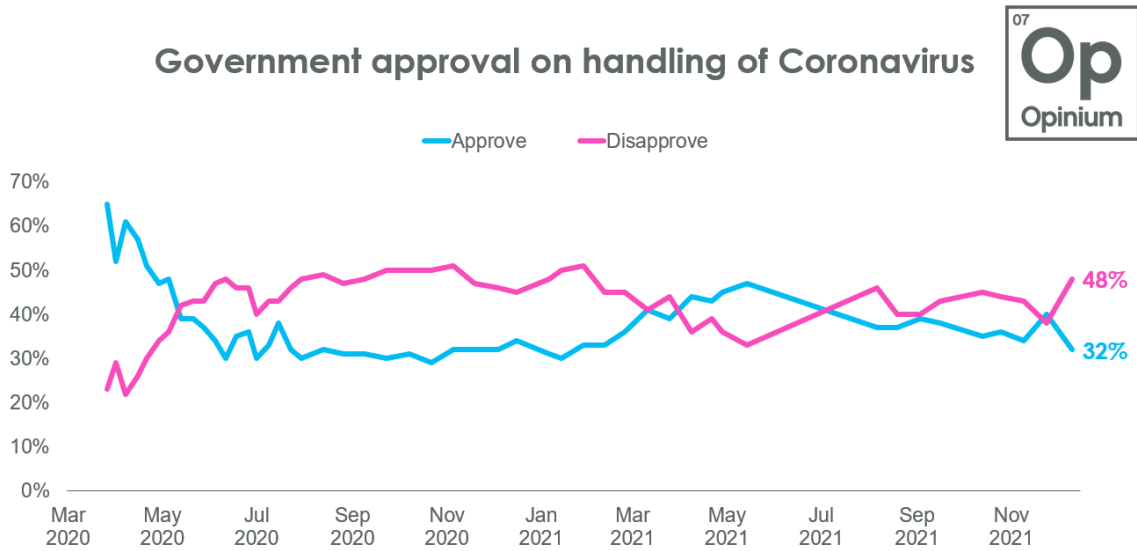
When it comes to the leader of the opposition, 41% think he should remain leader (+3 from two days ago, compared to 16% who think he should resign (-5 from two days ago)).

# Covid

## Three-in-five expect the country to go into another lockdown in the next three months

Three-in-five, 60% think it is likely that the UK will go into another lockdown within the next three months. A quarter 25% don't think it will and 15% say they don't know.

It comes as approval for the government's handling of the pandemic has slipped to a NET of -16, the lowest since January 2021; 48% disapprove of the way the government is handling the coronavirus situation compared to 32% who approve.



Sample: approximately 2000 UK Adults per wave. Latest fieldwork: 5 – 6 November 2021.  
 Full question wording: "To what extent do you approve, or disapprove, of the UK Government's handling of the Coronavirus situation so far?"

## One-in-five businesses have cancelled their Christmas party

With partying, or denials of partying, covering in the front pages, over one-in-five (22%) workers say their Christmas party has been cancelled this year. 30% are having (or have had) an in-person event, compared to 7% who are having a virtual one.

# 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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