



What people think,
feel and do

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The Political Report

5th November 2020



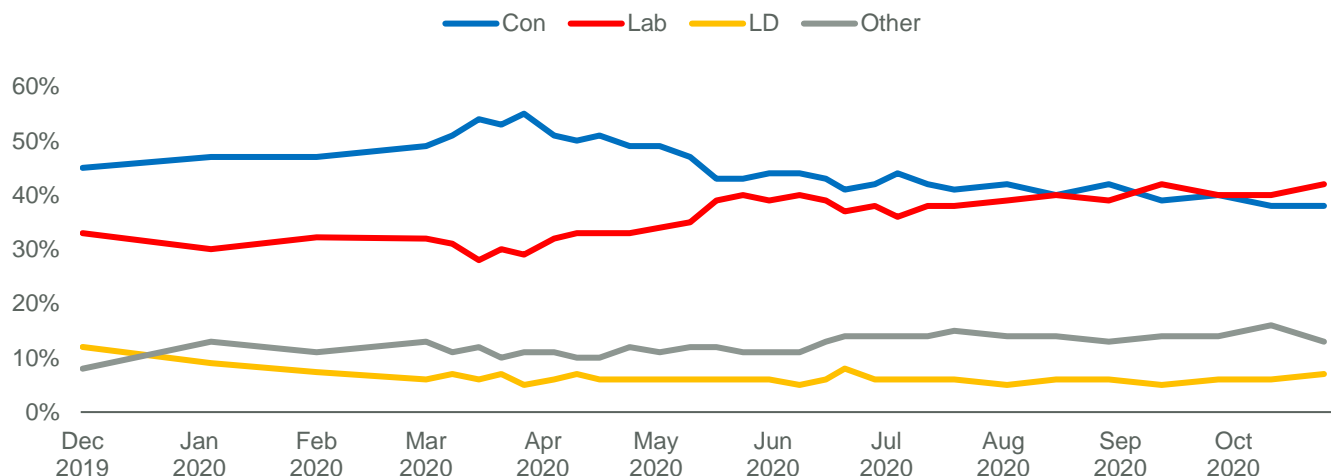
From the Opinium/Observer polling series

6th November 2020

One-minute takeaway

- Labour is up to a 4-point lead, with Labour on 42% and the Conservatives on 38%, the biggest lead we have shown for them since the election
- Only 32% approve of the government's handling of Coronavirus, while 51% disapprove. However, this score is stable from the last poll, suggesting the latest lockdown has not negatively impacted the government's score.
- Two thirds (64%) in England support the last lockdown, only 20% oppose it. However, three in five (62%) think the lockdown was implemented too late, which is what is so damaging to the government's numbers on their handling of the crisis.
- Almost half (45%) think the current length planned for the lockdown will not be long enough, and 58% think it will last longer than the 2nd December. Only a fifth (19%) think the lockdown will end when expected.
- There isn't (yet) a clear belief that Ker Starmer would have been better at handling Coronavirus – 36% think Starmer would have handled it better, 25% say about the same and a further quarter (24%) think he would have handled worse than Johnson.
- In the US election Brits prefer Joe Biden over Donald Trump by 57% to 16%.
 - More than half of the public think Biden would be better for the world generally (58%) and the for the US (58%), but 29% think Trump would be better for the UK to negotiate with.
 - 31% think Joe Biden would prioritise the EU over the UK if elected president.
 - 62% think the US election was generally conducted fairly and properly, with 67% think the Trump claim about the results are not true.

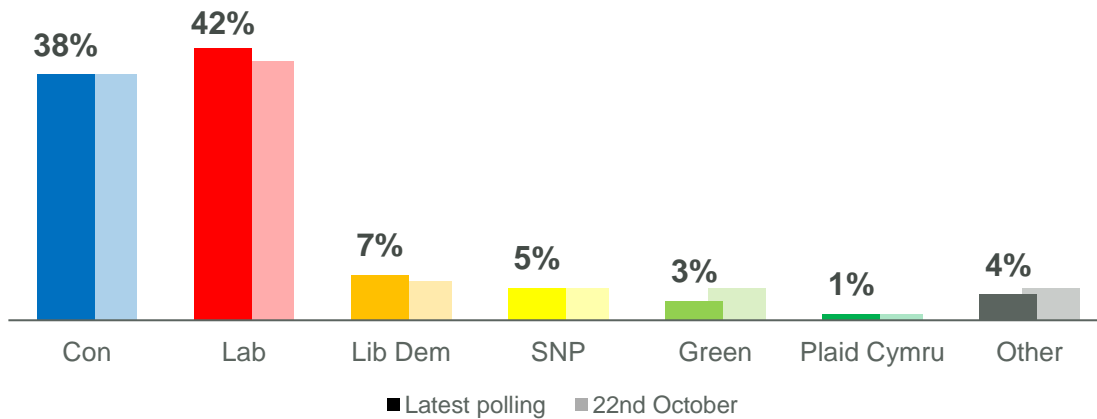
Voting intention since the 2019 general election



Headline voting intention

Labour lead rises from 2 to 4 in a fortnight

Labour is up 2 points (on 42%) to take their lead over the Conservatives to 4 points. The Conservatives are stable on 38%, while the Lib Dems are on 7% (up 1%).



The public are split on who would make best prime minister

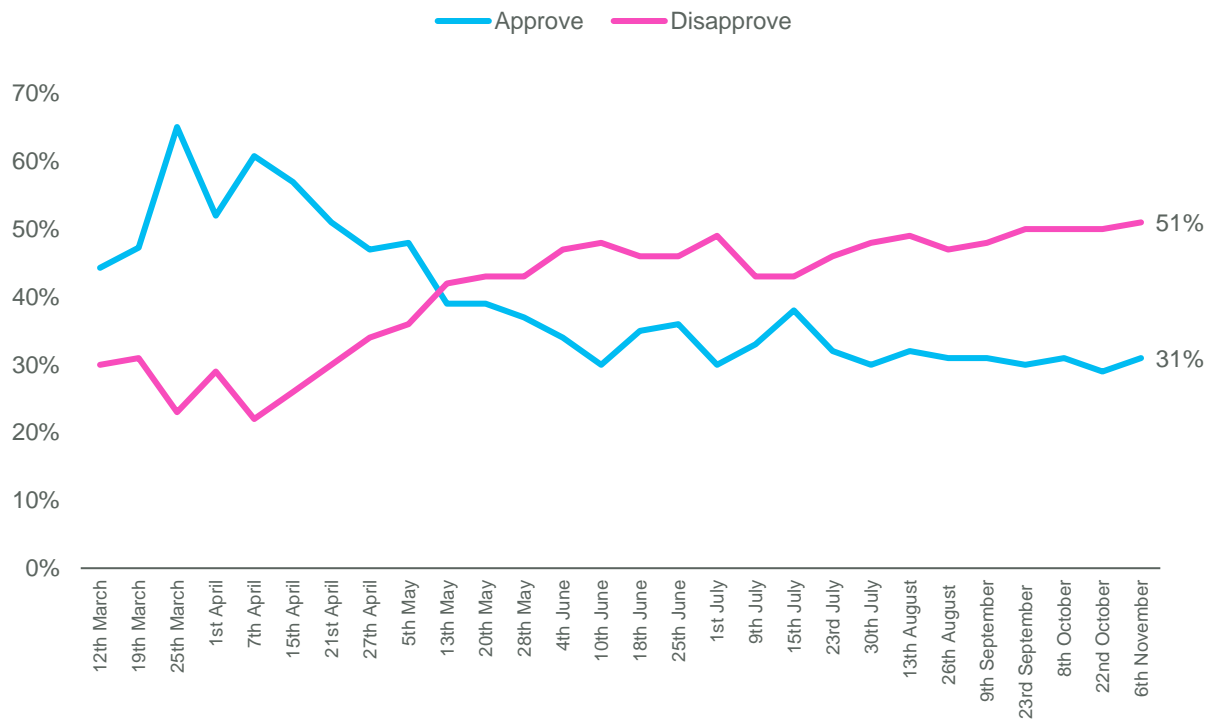
Keir Starmer has increased his lead as best prime minister, with 33% believing he would make the best prime minister while 31% think Boris Johnson would.

Covid-19

Government approval remains low but has not declined since the last poll

Only 32% approve of government handling of the Coronavirus pandemic , while 51% disapprove. However, this score is stable from the last poll, suggesting the latest lockdown has not negatively impacted the government's score.

Approval of government's handling of the crisis



In our last poll, approval of the government's handling of financial support to consumers and businesses suffered a big knock (falling to 43% approve and 26% disapprove). However, this has now recovered to half (49%) approving of the way they have handled this, with 22% disapproving.

The lockdown is supported by the public but three in five think it is too late

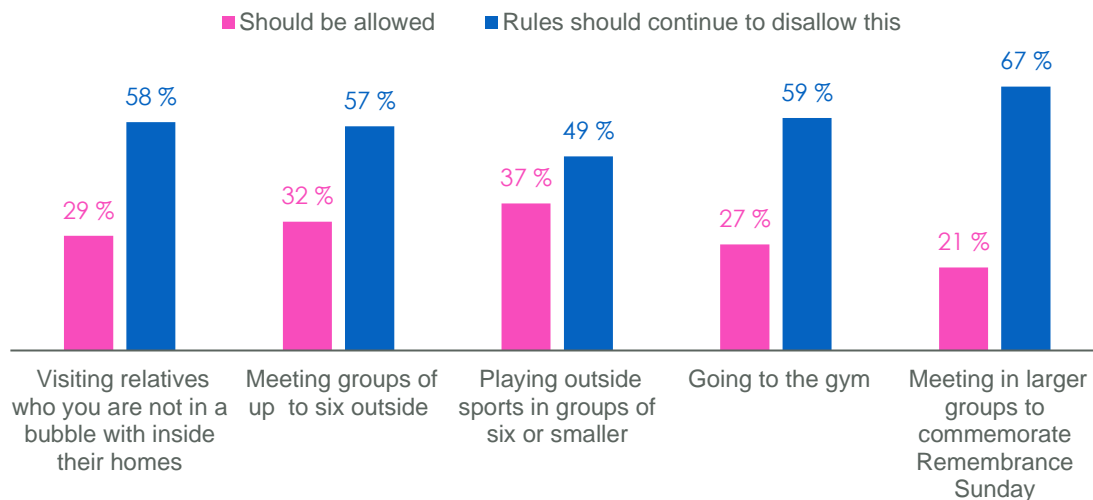
Two thirds (64%) in England support the last lockdown, only 20% oppose it. However, three in five (62%) think the lockdown was implemented too late. This is what has proved so damaging to the government: amongst those that support the latest lockdown but think it came too late, 62% disapprove of the government’s crisis handling.

Almost half (45%) think the current length planned for the lockdown will not be long enough, and 58% think it will last longer than the 2nd December. Only a fifth (19%) think the lockdown will end when it is planned to.

Lockdown rules are generally supported

Of the aspects of the lockdown rules that we tested, most generally had public support. However, the closest we come to an exemption is the rules around playing sports outside in groups of six, where 37% think these should be allowed under the lockdown rules.

Attitudes to the rules

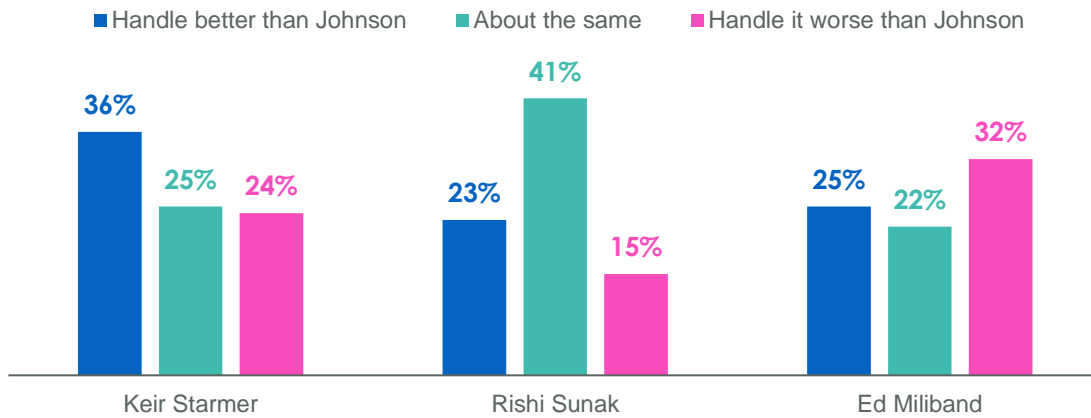


When asked about breaking the rules, just under a fifth (18%) would break the rules if they the lockdown is still in place on Christmas Day. A similar proportion (19%) would break the rules if they were in Tier 3 on Christmas Day, as would 18% if they were in Tier 2.

Would Starmer have managed this better? The jury is still out

The public are not yet widely convinced that Keir Starmer would have been better at handling Coronavirus – 36% think do that that the Labour leader would have handled it better, but 25% say he would have done about the same and a further quarter (24%) think he would have handled it worse than Johnson.

Would each of these have handled Coronavirus better or worse than Johnson?



Generally speaking, the public think Rishi Sunak would have handled it just as well or badly as Boris Johnson (41%) while former Labour leader Ed Miliband, added for comparison, is expected to have handled it worse if given the chance.

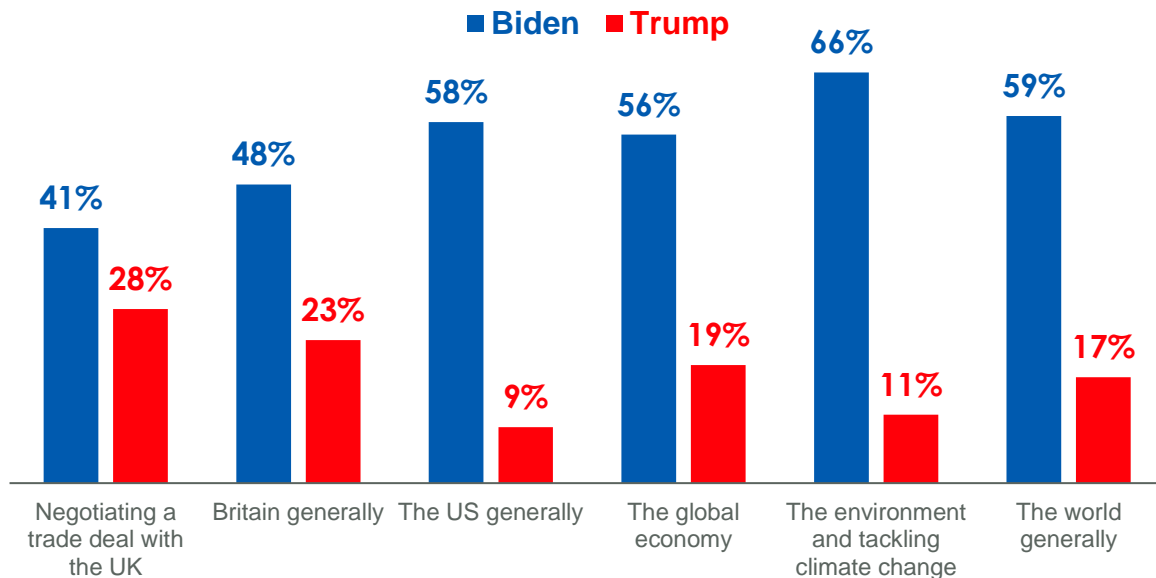
Views of the US election

Brits wanted a Biden victory and think it is the best outcome for the world, if not the UK

A majority of the British public (57%) wanted former Vice-President Joe Biden to win the US election, compared to just 16% who were hoping for a Donald Trump victory. There are also 21% who didn't have a preference either way, and 6% who said they don't know. Even Conservative voters preferred a Biden win to a Trump one, by 40% to 28%.

Part of the reason for this is because a Biden victory is seen as being better for both the UK and the world. Overall, 48% think a Biden presidency between would be better for Britain generally, while 41% think he will be better for negotiating a trade deal with the UK. Just 23% and 29% retrospectively said Donald Trump would be better on these.

And which President do you think would be better for...?



When it comes to the rest of the planet, a majority think that a Biden win would be better for both the global economy (56%) and the world more generally (50%). Just 19% think a Trump win would be better for the global economy, and 17% think he would be better for the world more generally.

Most Brits (67%) think Donald Trump's claims about the legitimacy of the election false, compared to just 19% who think they are true. Over six in ten (62%) think the election was conducted fairly and properly, with just 19% disagreeing.

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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