

LORD ASHCROFT KCMG PC

POLITICAL POLL – JANUARY 2018

3,313 adults were interviewed online between 11 and 14 January 2018.
Data have been weighted to be representative of all adults in Great Britain.
Full data tables are available at LordAshcroftPolls.com

1. Which of the following do you think would make the best Prime Minister?

% (change since July 2017)	ALL	2017 GE vote			EU ref vote	
		Con	Lab	Lib Dem	Remain	Leave
Theresa May	35 (-)	78	6	21	23	53
Jeremy Corbyn	29 (-5)	3	64	27	44	16
Not sure	36 (+5)	19	30	52	33	30

2. Do you think Britain is on the right track, or heading in the wrong direction?

% (change since July 2017)	ALL	2017 GE vote			EU ref vote	
		Con	Lab	Lib Dem	Remain	Leave
Right track	28 (-)	60	9	8	12	49
Wrong direction	46 (+1)	18	73	72	70	25
Don't know	25 (-2)	22	18	19	18	26

3. Thinking about Britain's economy – including things like jobs, wages, prices, taxes and interest rates – how do you think the British economy will fare over the next year FOR THE COUNTRY AS A WHOLE / FOR YOU AND YOUR FAMILY?

% COUNTRY / ME (changes since August 2016)	ALL	2017 GE VOTE			EU ref vote	
		Con	Lab	Lib Dem	Remain	Leave
Very well	4 (-2) / 3 (-2)	8 / 5	2 / 1	1 / 1	1 / 1	7 / 4
Quite well	41 (-10) / 47 (-7)	66 / 68	22 / 31	28 / 37	26 / 36	59 / 59
TOTAL 'WELL'	45 (-12) / 50 (-9)	74 / 73	24 / 32	29 / 38	27 / 37	66 / 63
Quite badly	46 (+9) / 42 (+6)	24 / 24	62 / 55	59 / 56	60 / 53	30 / 30
Very badly	9 (+3) / 9 (+4)	2 / 3	15 / 13	11 / 6	14 / 9	4 / 6
TOTAL 'BADLY'	55 (+12) / 51 (+10)	26 / 27	77 / 68	70 / 62	74 / 62	34 / 36

4. Here are some things that people have said about the main political parties. Please can you say in each case whether, on balance, you think the statement is true of the **LABOUR PARTY** / the **CONSERVATIVE PARTY**.

% (change since July 2017) LABOUR / CONSERVATIVES	2017 GE vote			EU ref vote		
	ALL	Con	Lab	Lib Dem	Remain	Leave
On the side of people like me	32 (-8) / 22 (-)	7 / 51	70 / 4	30 / 11	48 / 16	20 / 32
Wants to help ordinary people get on in life	50 (-9) / 24 (-1)	31 / 53	81 / 7	67 / 16	69 / 18	39 / 35
Willing to take tough decisions for the long term	23 (-3) / 45 (-3)	6 / 73	47 / 33	26 / 38	35 / 42	15 / 57
Shares my values	31 (-4) / 24 (-1)	5 / 57	68 / 4	30 / 9	47 / 15	18 / 38
Competent and capable	23 (-) / 24 (-2)	4 / 49	52 / 10	19 / 12	35 / 17	13 / 34
Will do what they say	19 (-4) / 17 (-)	4 / 33	40 / 7	21 / 12	30 / 13	11 / 23
Clear about what they stand for	29 (-9) / 28 (-2)	11 / 43	55 / 21	26 / 24	41 / 27	20 / 32
Represents the whole country, not just some types of people	27 (-5) / 15 (-3)	6 / 34	55 / 3	31 / 7	41 / 10	16 / 23
Its heart is in the right place	45 (-6) / 25 (-)	24 / 55	76 / 6	61 / 12	64 / 17	32 / 37
Stands for fairness	40 (-6) / 20 (-2)	15 / 45	74 / 5	55 / 10	59 / 15	27 / 30
Stands for opportunity for all	38 (-8) / 20 (-2)	15 / 45	70 / 3	51 / 12	56 / 14	26 / 30
Is united	17 (+1) / 10 (-4)	8 / 16	31 / 7	14 / 7	21 / 7	13 / 13

Sample split four ways for Q5 – respondents answered version A, B, C or D:

5A. Do you want a second referendum on Brexit?

%	ALL	Remain	Leave
Yes	38	68	8
No	51	25	83
Don't know	11	7	9

5B. Would you support or oppose holding a new referendum on whether or not to continue with Brexit?

%	ALL	Remain	Leave
Support	40	69	17
Oppose	47	20	75
Don't know	14	11	8

5C. Once Brexit negotiations are complete would you support or oppose holding a referendum on whether to accept the terms, or leave without a deal?

%	ALL	Remain	Leave
Support	39	57	24
Oppose	31	19	52
Don't know	30	24	24

5D. Once negotiations are complete and the full details of Brexit are known, would you support or oppose holding a referendum on whether to go ahead with Brexit or not?

%	ALL	Remain	Leave
Yes	40	69	18
No	42	19	68
Don't know	18	12	15

6. If there were to be a second referendum today on whether or not to continue with Brexit, what do you think the result would be?

%	2017 GE vote			EU ref vote		
	ALL	Con	Lab	Lib Dem	Remain	Leave
To leave the European Union	35	55	22	13	8	65
To stay in the European Union after all	45	27	63	68	77	17
Don't know	20	18	15	18	15	18