

LORD ASHCROFT KCMG PC

BREXIT POLL

NOVEMBER 2018

3,189 adults in Great Britain were interviewed online between 20-22 November 2018. Data have been weighted to be representative of all adults in Great Britain.
Full poll tables are available at LordAshcroftPolls.com

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

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Theresa May	37 (+2)	76 (-2)	10 (+4)	34 (+13)	28 (+5)	52	79	7	74	14	
Jeremy Corbyn	22 (-7)	2 (-1)	49 (-15)	19 (-8)	33 (-11)	12	2	54	2	42	
Not sure	41 (+5)	22 (+3)	41 (+11)	47 (-5)	38 (+5)	36	19	39	24	44	

2. If you HAD to choose, which of the following would you prefer?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
A Conservative government with Theresa May as Prime Minister	53 (-1)	95 (-1)	15 (-1)	49 (-3)	38 (-)	71 (-4)	95 (+1)	11 (-1)	96 (-1)	22 (-5)	
A Labour government with Jeremy Corbyn as Prime Minister	47 (+1)	5 (+1)	85 (+1)	51 (+3)	62 (-)	29 (+4)	5 (-1)	89 (+1)	4 (+1)	78 (+5)	

[Those who prefer a Conservative government with TM as PM]

3. Which of the following do you think is more important?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Getting the right outcome on Brexit	64	64	61	83	85	64	65	58	87	63	80
Keeping Theresa May and the Conservatives in government, and keeping out Jeremy Corbyn and Labour	27	27	36	11	9	28	30	39	7	34	15
Don't know	9	9	4	6	6	8	4	3	6	3	5

[Those who prefer a Labour government with JC as PM]

4. Which of the following do you think is more important?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Getting the right outcome on Brexit	51	51	(66)	52	67	56	55	88	54	(66)	53
Removing Theresa May and the Conservatives from government, and replacing them with Jeremy Corbyn and Labour	32	32	(17)	38	19	32	32	0	36	(11)	41
Don't know	17	17	(17)	9	14	11	13	12	10	(23)	6

5. 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 Sept '18)	
	Conservatives	Labour
On the side of people like me	22 (-2)	31 (-)
Wants to help ordinary people get on in life	24 (+1)	48 (+1)
Willing to take tough decisions for the long term	46 (+1)	23 (-)
Shares my values	24 (-)	28 (+1)
Competent and capable	22 (-2)	20 (-)
Will do what they say	18 (-)	18 (-1)
Clear about what they stand for	27 (-)	25 (+2)
Represents the whole country, not just some types of people	16 (-)	25 (-1)
Its heart is in the right place	23 (-1)	41 (+2)
Stands for fairness	20 (-)	37 (+2)
Stands for opportunity for all	22 (+1)	37 (+1)
Is united	6 (-3)	13 (+3)

[Conservative Remain voters]

6. Which of the following do you think would be worse for Britain?

	%	Con Remain
Leaving the EU with no deal		24
A Labour government with Jeremy Corbyn as Prime Minister		65
Not sure		11

[Conservative Leave voters]

7. Which of the following do you think would be worse for Britain?

	%	Con Leave
Accepting a Brexit deal that does not mean the UK taking back full control over its money, borders and laws		33
A Labour government with Jeremy Corbyn as Prime Minister		54
Not sure		13

[Labour Leave voters]

8. Which of the following is more important to you?

	%	Lab Leave
Getting a Brexit deal where the UK takes back full control over its money, borders and laws	75	
Getting a Labour government with Jeremy Corbyn as Prime Minister	25	

9. Over the last few weeks, would you say your opinion of each of the following has become more positive, more negative, or stayed about the same?

	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Theresa May	19 / 37	32 / 30	12 / 47	22 / 35	22 / 36	20 / 41	45 / 16	14 / 45	27 / 36	10 / 53
Jacob Rees-Mogg	12 / 32	21 / 31	7 / 40	3 / 53	3 / 48	23 / 25	6 / 48	2 / 50	27 / 25	18 / 26
Dominic Raab	9 / 25	16 / 24	6 / 33	4 / 38	4 / 37	16 / 20	5 / 34	4 / 40	21 / 20	10 / 25
Jeremy Corbyn	9 / 31	2 / 52	18 / 15	2 / 41	10 / 27	8 / 41	2 / 50	17 / 15	2 / 54	25 / 18
Boris Johnson	9 / 40	15 / 39	6 / 50	3 / 57	2 / 56	18 / 33	4 / 56	2 / 58	19 / 33	16 / 38
Michael Gove	7 / 29	13 / 28	3 / 39	8 / 37	6 / 36	9 / 31	14 / 27	3 / 42	13 / 28	6 / 38
David Davis	6 / 22	12 / 20	4 / 28	2 / 38	1 / 32	12 / 17	3 / 26	1 / 35	16 / 17	10 / 19
Those campaigning for Brexit	13 / 34	24 / 23	6 / 48	5 / 53	2 / 55	26 / 18	5 / 44	1 / 62	33 / 14	17 / 24
Those campaigning to stop Brexit and remain in the EU	20 / 31	9 / 50	31 / 20	41 / 18	38 / 12	6 / 55	22 / 24	44 / 8	5 / 60	9 / 49

10. Below is a list of people who some have suggested could be the next Prime Minister. Please say whether you think each one would make a better Prime Minister than Theresa May, or a worse Prime Minister.

	ALL <i>% 'better than TM' / % 'worse than TM'</i>	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
		Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Jeremy Corbyn	28 / 45	3 / 87	58 / 15	27 / 49	40 / 35	17 / 65	2 / 86	62 / 12	3 / 87	52 / 21
David Cameron	22 / 43	22 / 51	23 / 45	28 / 46	27 / 41	18 / 54	31 / 40	26 / 44	18 / 56	20 / 55
Boris Johnson	19 / 53	27 / 49	13 / 67	7 / 80	7 / 75	32 / 40	13 / 72	6 / 80	33 / 40	28 / 47
Jacob Rees-Mogg	14 / 42	24 / 41	9 / 53	4 / 70	5 / 63	28 / 32	7 / 62	4 / 65	32 / 33	22 / 34
David Davis	13 / 32	19 / 36	10 / 39	11 / 52	6 / 47	22 / 27	7 / 48	6 / 49	24 / 30	20 / 24
Sajid Javid	12 / 31	11 / 42	14 / 29	15 / 29	15 / 28	11 / 40	12 / 35	18 / 27	11 / 45	10 / 35
Dominic Raab	9 / 32	15 / 35	8 / 36	5 / 45	4 / 42	17 / 28	4 / 45	5 / 43	20 / 31	14 / 27
Amber Rudd	9 / 34	9 / 40	11 / 36	17 / 33	13 / 35	9 / 38	11 / 35	13 / 38	8 / 42	11 / 37
Jeremy Hunt	7 / 42	10 / 47	7 / 49	5 / 54	6 / 53	10 / 42	7 / 50	5 / 57	10 / 46	12 / 41
Michael Gove	7 / 49	9 / 52	7 / 57	6 / 66	5 / 61	12 / 46	6 / 59	4 / 66	10 / 48	15 / 44
Penny Mordaunt	5 / 26	6 / 34	4 / 25	5 / 33	3 / 30	7 / 28	2 / 38	3 / 28	7 / 33	7 / 20
Esther McVey	5 / 34	6 / 41	6 / 36	3 / 46	4 / 40	8 / 36	3 / 44	4 / 41	8 / 40	11 / 32

11. As you may know, a draft Brexit deal has been agreed between the government and the European Union. How much would you say you know about what is in the Brexit agreement?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
I know a great deal about it	7		9	8	7	7	9	5	8	10	8
I know a bit about it	38		47	40	42	42	41	43	44	49	35
TOTAL GREAT DEAL/A BIT	45		56	48	49	49	50	48	52	59	43
I don't know much about it	31		29	31	33	30	30	34	28	26	36
I know little or nothing about it	24		16	21	18	21	21	18	20	15	20
TOTAL NOT MUCH/LITTLE OR NOTHING	55		45	52	51	51	51	52	48	41	56

12. From what you have read or heard, do you think the draft Brexit deal agreed between the government and the EU:

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Honours the result of the EU referendum held in June 2016	19		21	20	28	27	13	35	24	15	12
Does not honour the result	43		52	43	36	34	59	27	41	64	54
<i>Don't know</i>	38		27	37	36	38	29	38	35	21	34

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Is better for the UK than leaving the EU with no deal	34		35	35	53	46	26	53	43	28	26
Is worse than leaving the EU with no deal	27		35	24	11	17	40	17	19	43	36
<i>Don't know</i>	39		30	40	37	37	34	30	38	29	39

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Is better for the UK than remaining in the EU on our current terms	21	34	13	15	13	33	23	10	40	21	
Is worse than remaining in the EU on our current terms	42	35	53	59	56	33	41	63	33	39	
<i>Don't know</i>	37	31	34	26	31	34	36	27	28	40	

13. As you may know, any Brexit deal will have to be approved by a vote in parliament. Some Members of Parliament have already said they do not think the deal is right for the UK. What do you think MPs should do if they are not happy with the terms on offer?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Vote to accept the Brexit agreement as an imperfect compromise and move on to other issues	26	41	18	24	26	30	54	16	37	23	
Vote to reject the Brexit agreement even if it is not clear what the outcome would then be	46	39	57	53	49	48	22	61	45	53	
<i>Don't know</i>	28	20	25	23	25	22	24	23	18	23	

14. If Theresa May went back to the EU to seek better terms for the UK in the Brexit agreement, how likely do you think the EU would be to agree new terms?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
They definitely would	1		0	1	1	1	1	0	0	1	2
Very likely	2		2	1	2	1	3	2	0	3	3
Quite likely	8		10	7	10	6	10	11	5	10	10
TOTAL WOULD	11		12	9	13	8	14	13	5	14	15
Quite unlikely	25		27	27	23	26	26	28	27	26	29
Very unlikely	29		31	30	36	34	28	32	36	31	23
They definitely would not	15		17	16	15	17	17	16	17	18	15
TOTAL WOULD NOT	69		75	73	74	77	71	76	80	75	67
Don't know	20		11	18	12	15	15	12	14	11	19

15. If Theresa May were to be replaced as Prime Minister, and the new Prime Minister went to the EU to seek better terms for the UK in the Brexit agreement, how likely do you think the EU would be to agree new terms?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
They definitely would	1		1	1	0	1	2	0	0	2	3
Very likely	3		4	3	2	1	5	1	1	6	6
Quite likely	11		9	14	10	9	13	4	12	11	18
TOTAL WOULD	15		14	18	12	11	20	5	13	19	27
Quite unlikely	22		24	23	23	22	23	25	22	23	26
Very unlikely	24		28	23	28	29	22	31	29	27	13
They definitely would not	15		19	13	21	19	15	24	16	17	10
TOTAL WOULD NOT	61		71	59	72	70	60	80	67	67	49
Don't know	24		16	23	16	19	20	15	19	16	23

16. Should there be a second referendum, to decide between leaving the EU on the terms agreed in the draft Brexit agreement, or leaving without a deal?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Yes there should	31		17	45	41	50	16	34	58	11	24
No there should not	50		73	37	42	33	72	51	26	82	61
Don't know	19		10	17	17	17	12	15	16	7	14

17. Should there be a second referendum, to decide between leaving the EU on the terms agreed in the draft Brexit agreement, or remaining in the EU?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Yes there should	38		16	56	62	66	11	42	76	6	20
No there should not	47		75	31	26	21	79	46	13	88	67
Don't know	15		9	14	12	12	10	12	11	6	13

18. Should there be a new general election before the terms of Brexit are finalised?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Yes there should	22		5	39	22	31	13	7	43	4	33
No there should not	54		85	35	58	46	71	83	32	88	45
Don't know	24		10	26	19	22	16	10	25	8	22

19. If Theresa May were replaced as Prime Minister before we leave the EU, should there be a new general election before the terms of Brexit are finalised?

	%	ALL	2017 GE vote			EU ref vote		2017 GE + EU ref vote			
			Con	Lab	Lib Dem	Remain	Leave	Con Remain	Lab Remain	Con Leave	Lab Leave
Yes there should	35		14	57	45	53	21	23	66	10	45
No there should not	42		71	23	33	30	60	62	17	76	37
Don't know	23		15	20	22	18	19	15	17	14	17