

PRIME MINISTERS

Britons Regard Churchill as Best Prime Minister Since Second World War

Labour Party supporters express more interest than other voters in reading or buying Tony Blair's autobiography.

[LONDON – 9 September 2010] – A sizeable proportion of people in Britain maintain a positive opinion of Winston Churchill and two thirds believe that Gordon Brown has been the worst head of government since the end of the Second World War, a new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 2,025 British adults also found that supporters of the Labour Party are more interested in reading or buying the autobiography of former Prime Minister Tony Blair than the average Briton.

Best Prime Ministers

Four-in-five Britons (79%) describe Churchill as a good prime minister. No other British head of government reaches the 50 per cent mark on this indicator, with Margaret Thatcher (47%), Tony Blair (39%), Harold Wilson (37%), David Cameron (34%), and Harold Macmillan (31%) getting a good review from at least three-in-ten respondents.

Churchill's overall score of +75 (a comparison between positive and negative responses) is the best for all 13 heads of government featured in the study. Only three other prime ministers posted a positive rating: Wilson (+16), Clement Atlee (+15) and Cameron (+7). In stark contrast, Gordon Brown (-45) and John Major (-25) had the lowest scores.

KEY FINDINGS

- **79% say Winston Churchill was a Good Prime Minister**
- **65% think Gordon Brown was a Bad Prime Minister**
- **19% will either read or buy Tony Blair's autobiography**

Full topline results are at the end of this release.

From September 3 to September 6, 2010, Angus Reid Strategies conducted an online survey among 2,025 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

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Tony Blair's Book

About one-in-five Britons say they plan to buy or have bought Blair's autobiography (5%), or plan to read the book or have already read it (14%). People who voted for the Labour Party in the 2010 General Election are more likely to express interest in buying (9%) or reading (19%) the book.

In addition, 14 per cent of respondents say the fact that Blair will give the proceeds of his autobiography to a project funded by the Royal British Legion that provides rehabilitation services for seriously injured members of the armed forces makes them more likely to buy the book.

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Prime Ministers

Below is a list of all the people who have served as Prime Minister since the end of the Second World War. For each one, please say whether you think they were (or have been) a good prime minister or a bad prime minister.

	Good Prime Minister	Bad Prime Minister	Not sure	Score
Winston Churchill	79%	4%	17%	+75
Clement Attlee	23%	8%	68%	+15
Anthony Eden	13%	17%	70%	-4
Harold Macmillan	31%	12%	57%	-19
Alec Douglas-Home	12%	18%	69%	-6
Harold Wilson	37%	21%	42%	+16
Edward Heath	22%	32%	46%	-10
James Callaghan	22%	27%	51%	-5
Margaret Thatcher	47%	40%	12%	+7
John Major	25%	50%	25%	-25
Tony Blair	39%	47%	14%	-8
Gordon Brown	20%	65%	15%	-45
David Cameron	34%	27%	39%	+7

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As you may know, the autobiography of former Prime Minister Tony Blair, entitled "A Journey", will be published on 1 September. Do you plan to read or buy this book?

	Great Britain	Labour Party Voters in 2010
I plan to buy the book / I have bought the book	5%	9%
I plan to read the book / I have read the book	14%	19%
I do not plan to either read or buy the book	82%	72%

Prime Ministers

Tony Blair will give the proceeds of his autobiography to a project funded by the Royal British Legion that provides rehabilitation services for seriously injured members of the armed forces. Thinking about this, are you more likely, just as likely, or less likely to purchase Tony Blair's autobiography?

	Great Britain	Labour Party Voters in 2010
More likely	14%	19%
Just as likely	45%	45%
Less likely	22%	16%
Not sure	19%	20%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specialising in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at

<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:

<http://www.visioncritical.com/category/global-opinions-and-trends>

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