

PRIME MINISTERS

Churchill Best, Brown Worst As Britons Assess Their Prime Ministers

Wilson, Macmillan, Attlee and Thatcher all garner positive ratings, while eight other heads of government are in negative territory.

[LONDON – 3 February 2012] – Winston Churchill remains a revered political figure in Britain, while a majority of respondents consider Gordon Brown as a bad head of government, new Angus Reid Public Opinion poll has found.

The online survey of a representative sample of 2,025 British adults asked respondents to say whether the 13 politicians who have lived at 10 Downing Street since the end of the Second World War have been “good” or “bad.”

Three-in-five Britons (74%) think Churchill was a good prime minister, while only six per cent believe he was bad. Almost half of respondents (47%) think Margaret Thatcher was a good head of government, but 40 per cent believe she was bad.

Along with Churchill and Thatcher, three other British prime ministers managed to get a larger proportion of “good” responses than “bad” responses: Harold Wilson (37% to 18%), Harold Macmillan (28% to 12%) and Clement Attlee (21% to 10%).

At least two-in-five respondents believe three of the last four British prime ministers have been bad: David Cameron (44%), John Major (45%), and Tony Blair (48%).

The lowest ranked head of government is Gordon Brown, with the proportion of negative reviews outranking positive ones by a 3-to-1 margin (65% to 19%).

Consult our [September 2010](#) survey on Prime Ministers.

KEY FINDINGS

- **74% say Winston Churchill was a Good Prime Minister**
- **65% think Gordon Brown was a Bad Prime Minister**

Full topline results are at the end of this release.

From January 22 to January 23, 2012, Angus Reid Public Opinion conducted an online survey among 2,009 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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About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

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- 30 -

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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	74%	6%	21%	+68
Harold Wilson	37%	18%	46%	+19
Harold Macmillan	28%	12%	60%	+16
Clement Attlee	21%	10%	69%	+11
Margaret Thatcher	47%	40%	13%	+7
Anthony Eden	13%	16%	71%	-3
James Callaghan	21%	25%	55%	-4
Alec Douglas-Home	11%	19%	70%	-8
Edward Heath	20%	31%	49%	-11
David Cameron	33%	44%	22%	-11
Tony Blair	36%	48%	16%	-12
John Major	25%	45%	30%	-20
Gordon Brown	19%	62%	18%	-43

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