

Table 14

FPM1. a good prime minister or a bad prime minister---Winston Churchill

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	1485	186	500	318	367	114	741	743	370	524	590	784	701	323	511	292	30	2	82
	74%	73%	77%	74%	74%	64%	76%	72%	65%	72%	82%	76%	71%	67%	86%	77%	67%	33%	73%
Bad prime minister	111	16	38	22	28	7	71	40	34	41	36	54	57	40	18	21	1	2	10
	6%	6%	6%	5%	6%	4%	7%	4%	6%	6%	5%	5%	6%	8%	3%	5%	3%	27%	9%
Not sure	413	53	111	92	101	57	161	252	162	159	92	188	226	121	64	67	13	2	21
	21%	21%	17%	21%	20%	32%	17%	24%	29%	22%	13%	18%	23%	25%	11%	18%	30%	40%	18%

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Table 15

FPM1. a good prime minister or a bad prime minister---Clement Attlee

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	413	52	148	99	80	34	235	178	70	118	226	231	183	117	130	79	10	1	32
	21%	21%	23%	23%	16%	19%	24%	17%	12%	16%	31%	22%	19%	24%	22%	21%	23%	20%	29%
Bad prime minister	201	30	62	36	57	16	143	58	47	68	87	97	105	49	69	26	8	-	13
	10%	12%	10%	8%	11%	9%	15%	6%	8%	9%	12%	9%	11%	10%	12%	7%	18%		12%
Not sure	1395	172	438	296	359	128	595	799	450	539	406	698	696	319	393	275	26	5	67
	69%	68%	68%	69%	72%	72%	61%	77%	79%	74%	56%	68%	71%	66%	66%	72%	58%	80%	59%

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Table 16

FPM1. a good prime minister or a bad prime minister---Anthony Eden

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	266	35	81	61	61	28	150	116	39	72	155	144	121	63	103	46	3	1	19
	13%	14%	13%	14%	12%	15%	15%	11%	7%	10%	22%	14%	12%	13%	17%	12%	6%	13%	17%
Bad prime minister	312	44	110	63	70	26	214	98	61	91	161	174	139	80	107	50	7	2	24
	16%	17%	17%	15%	14%	14%	22%	9%	11%	12%	22%	17%	14%	17%	18%	13%	15%	33%	21%
Not sure	1431	176	456	308	365	125	609	822	466	562	403	708	723	341	383	284	35	3	70
	71%	69%	70%	71%	74%	70%	63%	79%	82%	78%	56%	69%	74%	70%	65%	75%	78%	54%	62%

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Table 17

FPM1. a good prime minister or a bad prime minister---Harold Macmillan

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	567	61	185	120	145	56	306	260	80	172	315	324	243	133	228	100	16	2	35
	28%	24%	29%	28%	29%	31%	31%	25%	14%	24%	44%	32%	25%	27%	38%	26%	36%	35%	31%
Bad prime minister	238	28	74	53	64	20	159	80	58	73	108	118	120	80	55	42	8	1	18
	12%	11%	11%	12%	13%	11%	16%	8%	10%	10%	15%	12%	12%	17%	9%	11%	19%	11%	16%
Not sure	1204	166	389	259	287	103	508	695	428	480	296	584	620	272	311	238	20	3	60
	60%	65%	60%	60%	58%	58%	52%	67%	76%	66%	41%	57%	63%	56%	52%	63%	45%	54%	53%

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Table 18

FPM1. a good prime minister or a bad prime minister---Alec Douglas-Home

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	218	30	65	45	56	23	115	103	40	45	132	136	81	44	96	39	6	-	9
	11%	12%	10%	10%	11%	13%	12%	10%	7%	6%	18%	13%	8%	9%	16%	10%	14%		8%
Bad prime minister	378	36	128	92	94	29	240	138	62	87	230	196	183	121	110	58	10	3	27
	19%	14%	20%	21%	19%	16%	25%	13%	11%	12%	32%	19%	19%	25%	19%	15%	22%	47%	24%
Not sure	1413	189	456	295	346	127	618	795	464	593	356	694	719	319	387	284	28	3	77
	70%	74%	70%	68%	70%	71%	64%	77%	82%	82%	50%	68%	73%	66%	65%	75%	64%	53%	68%

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Table 19

FPM1. a good prime minister or a bad prime minister---Harold Wilson

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	735	79	210	161	210	74	381	353	91	247	396	385	350	250	193	151	24	2	46
	37%	31%	32%	37%	42%	42%	39%	34%	16%	34%	55%	38%	36%	52%	32%	40%	54%	33%	41%
Bad prime minister	352	48	135	73	78	18	220	131	55	125	172	183	168	48	178	48	4	2	22
	18%	19%	21%	17%	16%	10%	23%	13%	10%	17%	24%	18%	17%	10%	30%	13%	9%	27%	19%
Not sure	923	127	303	197	208	87	371	551	420	352	151	457	466	187	222	181	16	2	45
	46%	50%	47%	46%	42%	49%	38%	53%	74%	49%	21%	45%	47%	38%	38%	48%	36%	40%	40%

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Table 20

FPM1. a good prime minister or a bad prime minister---Edward Heath

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	394	51	129	88	92	35	200	194	53	137	205	223	172	83	167	76	13	1	18
	20%	20%	20%	20%	19%	19%	21%	19%	9%	19%	28%	22%	17%	17%	28%	20%	30%	13%	16%
Bad prime minister	626	69	203	131	172	51	380	246	82	234	309	306	320	172	197	105	13	4	53
	31%	27%	31%	30%	35%	29%	39%	24%	15%	32%	43%	30%	33%	36%	33%	28%	29%	60%	47%
Not sure	988	135	317	213	232	93	393	596	431	353	205	497	492	229	229	199	18	2	42
	49%	53%	49%	49%	47%	52%	40%	58%	76%	49%	28%	48%	50%	47%	39%	52%	41%	27%	37%

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Table 21

FPM1. a good prime minister or a bad prime minister---James Callaghan

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	416	46	120	86	110	54	217	199	64	136	216	213	203	148	101	83	11	1	27
	21%	18%	19%	20%	22%	30%	22%	19%	11%	19%	30%	21%	21%	31%	17%	22%	26%	9%	24%
Bad prime minister	499	51	181	115	123	28	319	180	53	192	254	272	227	80	215	95	10	2	41
	25%	20%	28%	27%	25%	16%	33%	17%	9%	27%	35%	26%	23%	17%	36%	25%	22%	39%	36%
Not sure	1094	158	347	231	262	96	438	656	449	396	248	541	553	256	277	202	23	3	45
	54%	62%	54%	53%	53%	54%	45%	63%	79%	55%	35%	53%	56%	53%	47%	53%	52%	52%	40%

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Table 22

FPM1. a good prime minister or a bad prime minister---Margaret Thatcher

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	945	126	372	194	202	51	473	471	222	352	370	525	419	95	497	145	7	1	48
	47%	49%	57%	45%	41%	28%	49%	46%	39%	49%	52%	51%	43%	20%	84%	38%	16%	22%	42%
Bad prime minister	804	81	212	177	231	102	406	398	205	302	297	380	424	333	58	191	33	5	51
	40%	32%	33%	41%	47%	57%	42%	38%	36%	42%	41%	37%	43%	69%	10%	50%	74%	78%	45%
Not sure	261	48	64	60	63	25	95	166	139	70	51	120	141	56	38	44	4	-	14
	13%	19%	10%	14%	13%	14%	10%	16%	25%	10%	7%	12%	14%	12%	6%	11%	10%		13%

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Table 23

FPM1. a good prime minister or a bad prime minister---John Major

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	512	78	178	112	112	31	264	247	138	180	194	276	236	77	227	100	4	1	22
	25%	31%	27%	26%	23%	18%	27%	24%	24%	25%	27%	27%	24%	16%	38%	26%	9%	14%	19%
Bad prime minister	896	92	289	187	240	87	486	409	173	374	349	447	449	299	210	176	26	4	61
	45%	36%	45%	43%	48%	49%	50%	40%	30%	52%	49%	44%	46%	62%	35%	46%	59%	72%	54%
Not sure	602	84	182	132	144	60	223	379	255	171	175	303	299	109	156	104	14	1	31
	30%	33%	28%	31%	29%	34%	23%	37%	45%	24%	24%	30%	30%	23%	26%	27%	32%	14%	27%

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Table 24

FPM1. a good prime minister or a bad prime minister---Tony Blair

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	728	93	210	152	208	65	398	330	246	279	204	369	358	284	138	146	9	1	24
	36%	36%	32%	35%	42%	36%	41%	32%	43%	38%	28%	36%	36%	59%	23%	38%	21%	12%	22%
Bad prime minister	964	119	342	200	217	86	468	496	198	348	418	491	473	123	397	180	27	5	75
	48%	47%	53%	46%	44%	48%	48%	48%	35%	48%	58%	48%	48%	25%	67%	47%	62%	88%	66%
Not sure	317	43	97	79	71	28	107	210	122	98	97	165	152	78	58	54	7	-	14
	16%	17%	15%	18%	14%	16%	11%	20%	22%	14%	13%	16%	15%	16%	10%	14%	16%		12%

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Table 25

FPM1. a good prime minister or a bad prime minister---Gordon Brown

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midland s Wales	North	Scotlan d	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	390	50	100	84	105	52	170	220	125	144	122	203	187	209	33	73	12	1	7
	19%	20%	15%	19%	21%	29%	18%	21%	22%	20%	17%	20%	19%	43%	6%	19%	27%	13%	7%
Bad prime minister	1251	155	447	259	296	94	673	578	308	456	487	660	591	169	512	236	24	4	89
	62%	61%	69%	60%	60%	53%	69%	56%	54%	63%	68%	64%	60%	35%	86%	62%	55%	72%	79%
Not sure	367	50	101	89	95	33	130	237	133	124	110	162	205	106	48	71	8	1	17
	18%	19%	16%	21%	19%	18%	13%	23%	24%	17%	15%	16%	21%	22%	8%	19%	18%	14%	15%

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Table 26

FPM1. a good prime minister or a bad prime minister---David Cameron

	Total	Region					Gender		Age			Social Grade		Last Vote					
		London	Rest of South	Midlands Wales	North	Scotland	Male	Female	18-34	35-54	55+	ABC1	C2DE	Labour	Cons	Lib Demo	SNP	Plaid Cymru	Other
BASE: All Respondents	2009	255	648	432	496	179	973	1036	566	725	719	1026	983	485	593	380	44	6	113
BASE: UNWEIGHTED	2009	275	646	414	498	176	964	1045	612	740	657	1013	996	418	603	378	55	8	150
Good prime minister	669	95	257	138	139	41	332	337	181	230	258	379	289	55	416	97	5	1	18
	33%	37%	40%	32%	28%	23%	34%	32%	32%	32%	36%	37%	29%	11%	70%	26%	11%	22%	16%
Bad prime minister	889	102	243	185	260	98	445	444	250	329	310	420	469	349	78	184	32	5	65
	44%	40%	37%	43%	52%	55%	46%	43%	44%	45%	43%	41%	48%	72%	13%	49%	72%	78%	58%
Not sure	451	58	148	109	97	39	196	255	135	166	151	226	225	81	99	99	7	-	30
	22%	23%	23%	25%	20%	22%	20%	25%	24%	23%	21%	22%	23%	17%	17%	26%	16%		26%

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