

# Rating Post War Prime Ministers

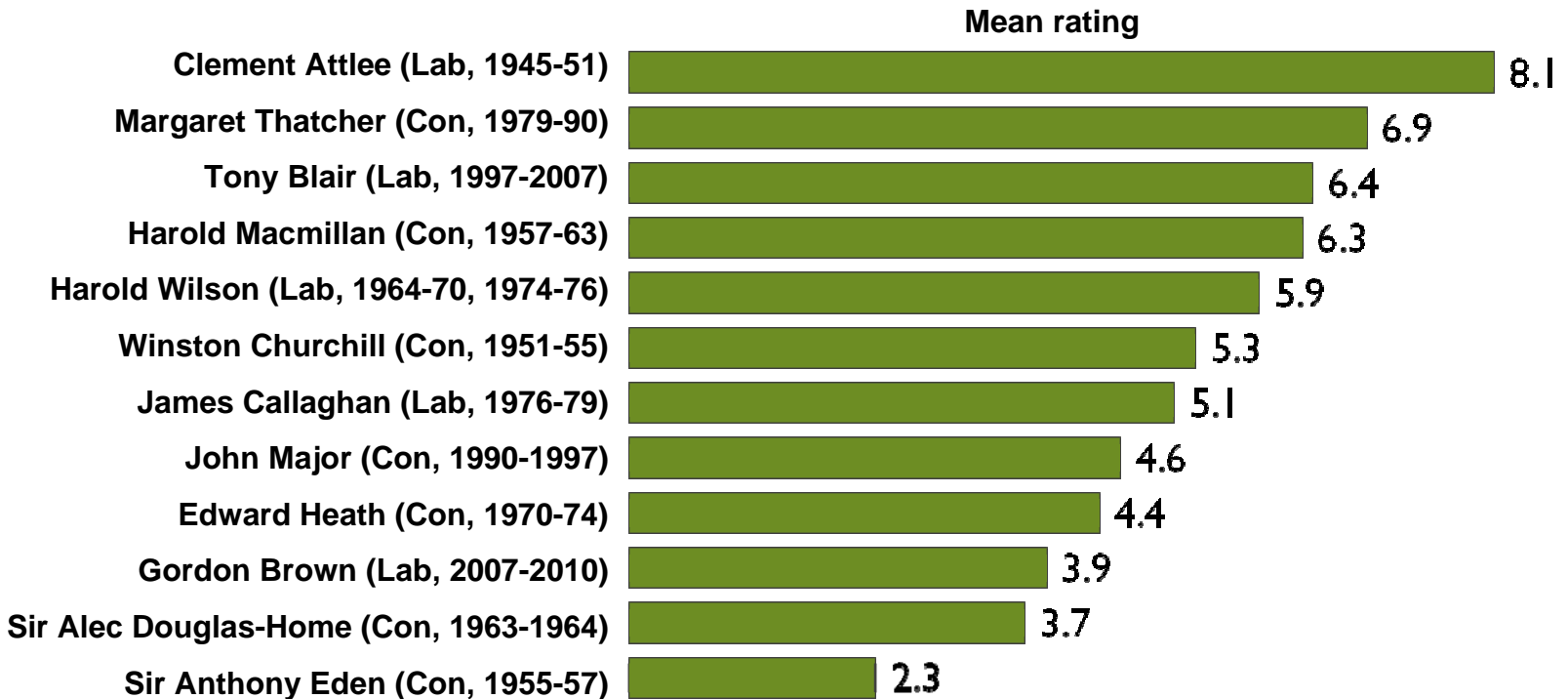
Woodnewton Associates / University of Leeds  
July 2010

# Methodology

- 176 UK-based academics were invited to take part in the survey
- The academics were selected by Professor Kevin Theakston (University of Leeds) based on their specialism of British political science or British history post-1945
- The survey was conducted online and administered by Woodnewton Associates
- The questionnaire was designed by Theakston and Gill (Woodnewton Associates) building on a previous survey of 20<sup>th</sup> century Prime Ministers conducted by the authors in 2004
- Fieldwork conducted between 9th June 2010 – 10th July 2010
- Response rate = 60% (106 completed)

# Overall Ranking of Post War Prime Ministers

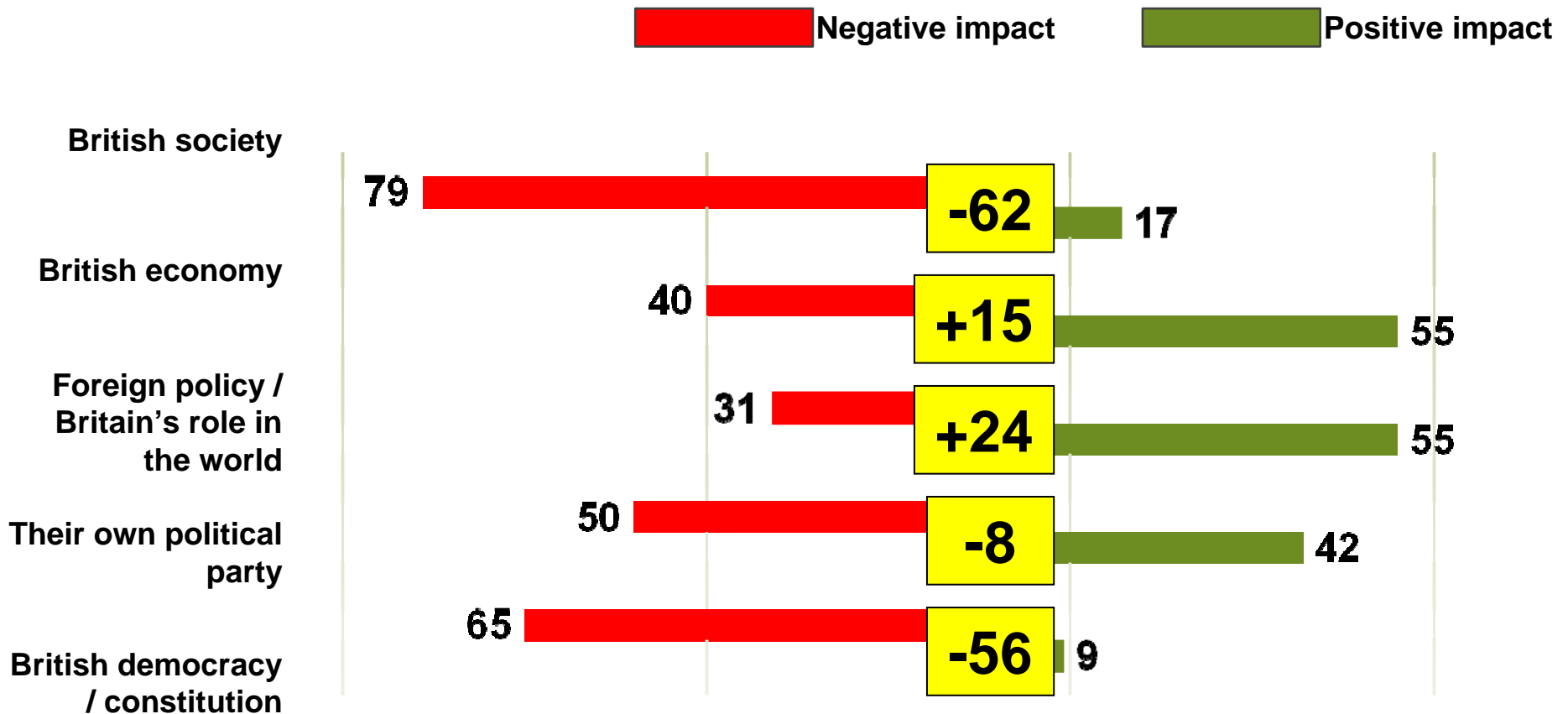
**Q** Below is a list of all the British Prime Ministers since 1945 (excluding David Cameron). For each please indicate on a scale of 0 to 10 how successful or unsuccessful you consider them to have been as **PRIME MINISTER** in office during the periods specified (with 0 being highly unsuccessful and 10 being highly successful). We are interested in your ranking of them during their periods as Prime Minister and not their overall political careers.



Base size: 106

# Impact of Margaret Thatcher:

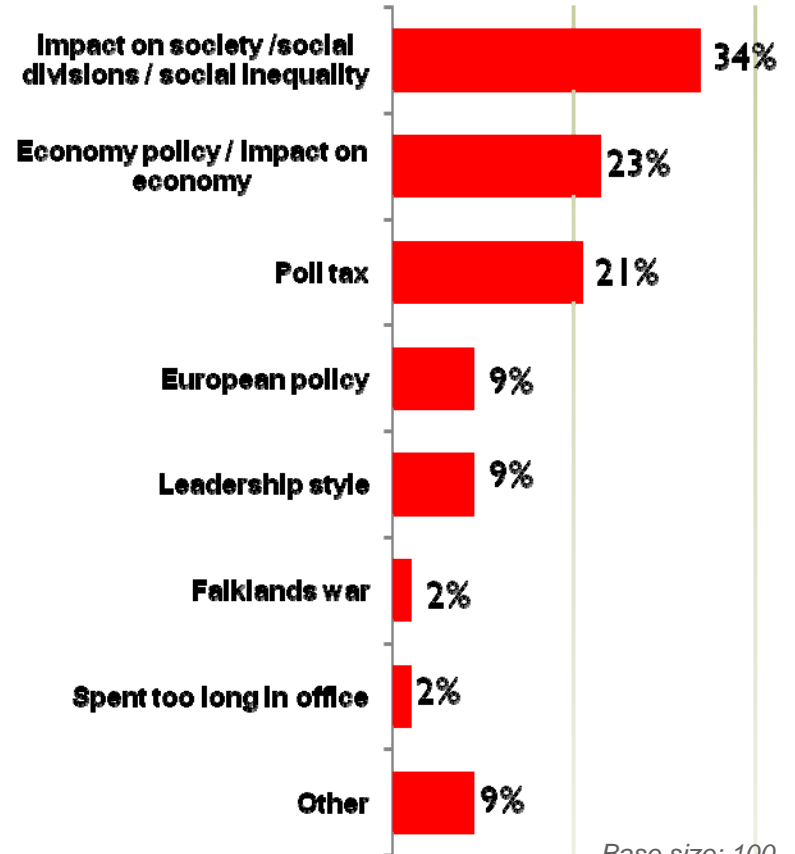
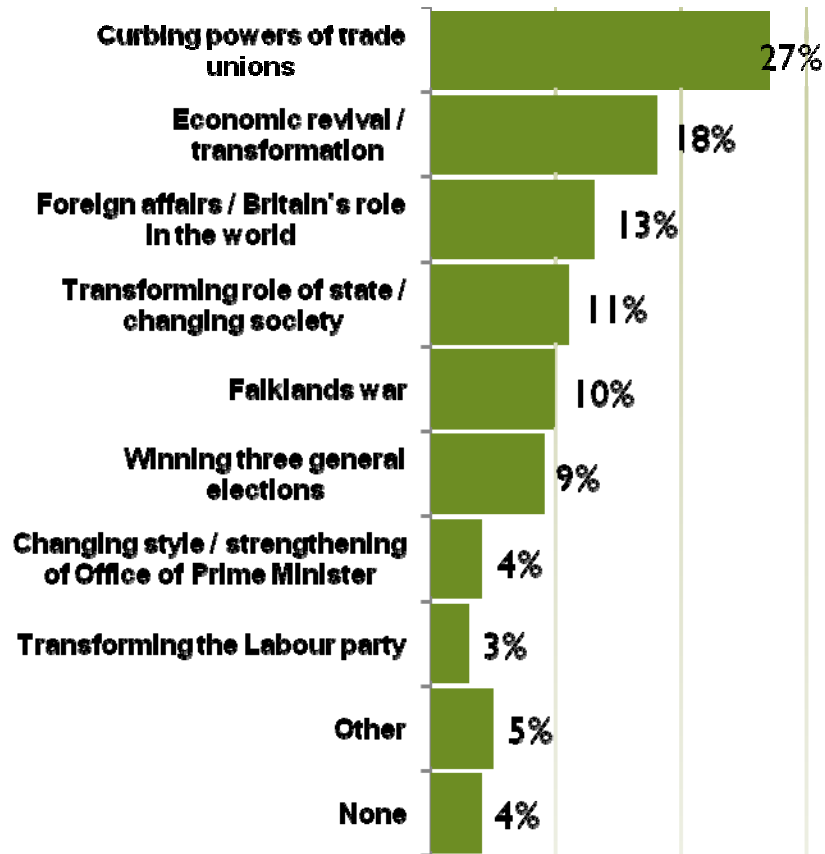
Q Please rate the extent to which you think Margaret Thatcher has had a positive or negative impact on the following:



Base size: 105

# Margaret Thatcher: Successes and Failures

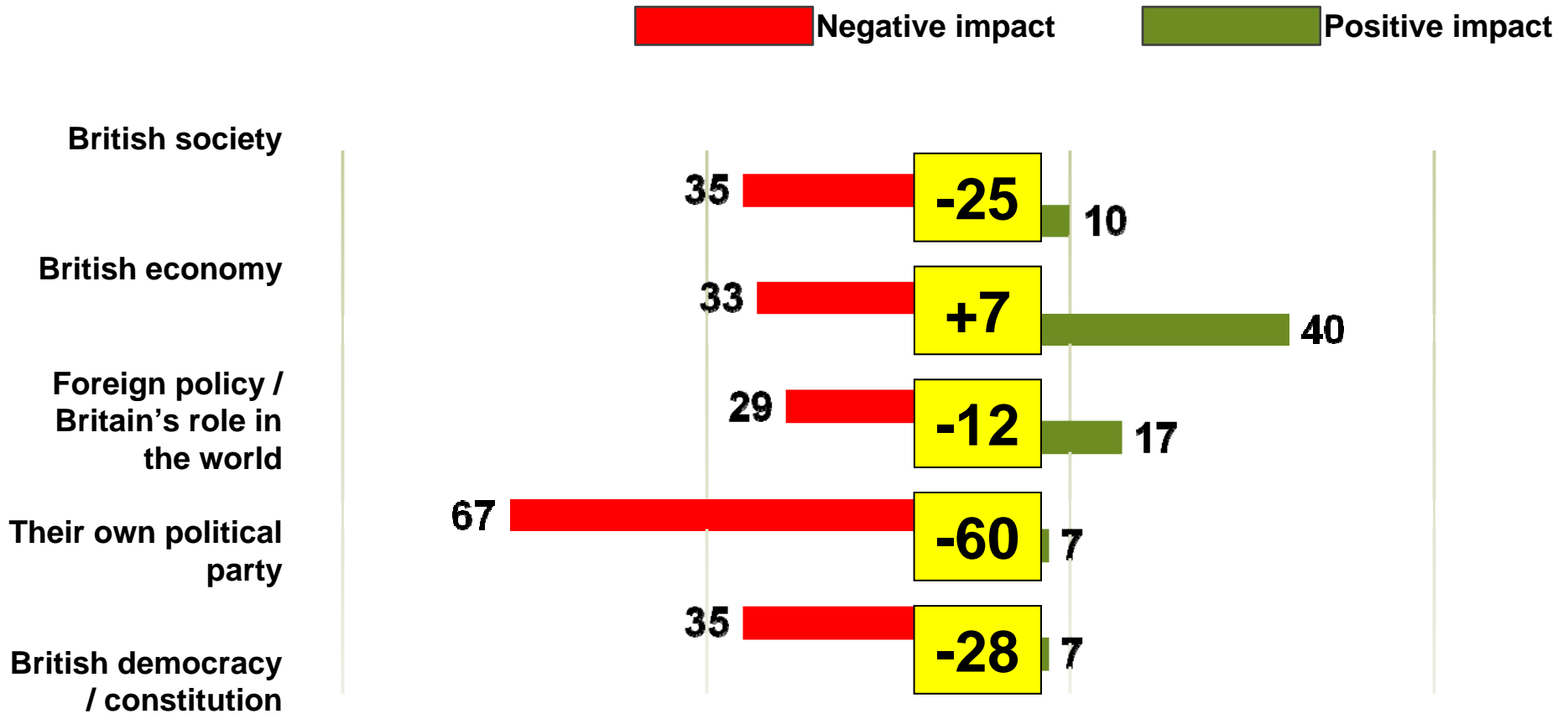
Q What do you consider to be the single greatest success/failure of Margaret Thatcher as Prime Minister?



Base size: 100

# Impact of John Major:

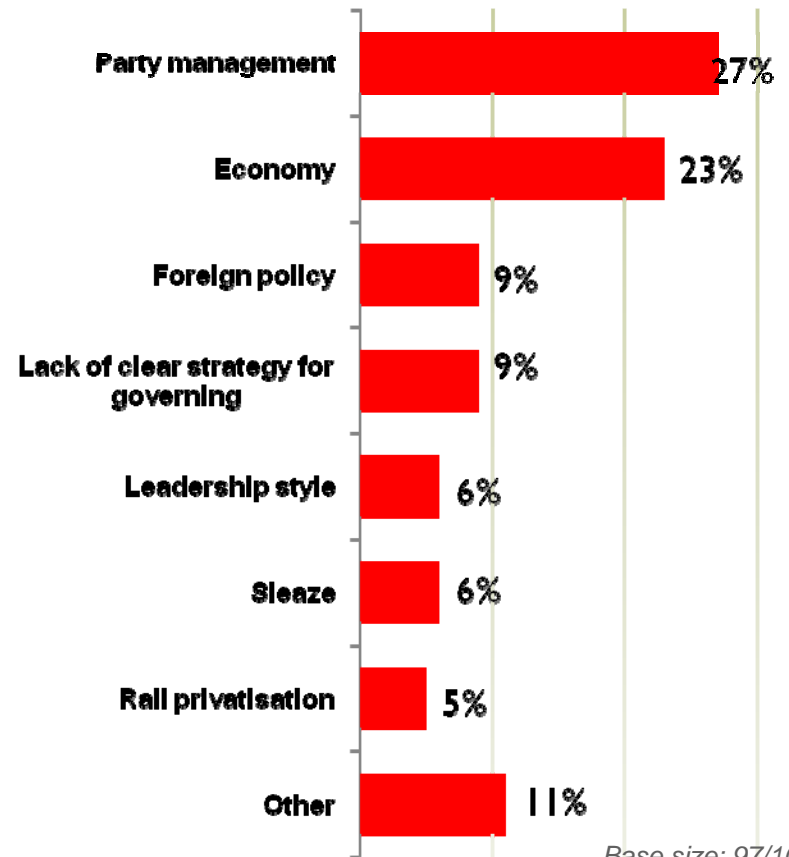
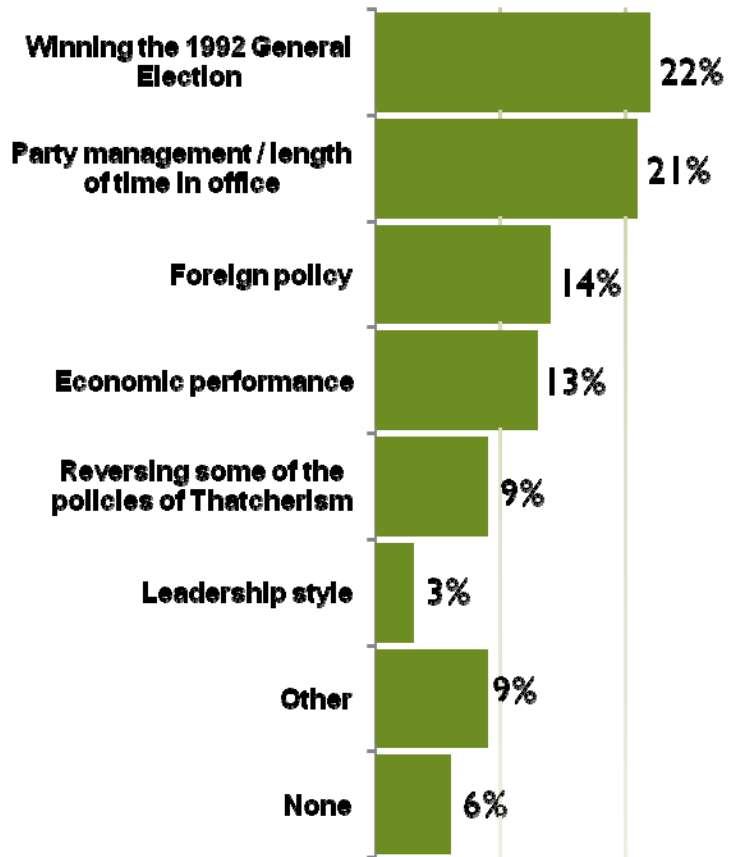
Q Please rate the extent to which you think John Major has had a positive or negative impact on the following:



Base size: 105

# John Major: Successes and Failures

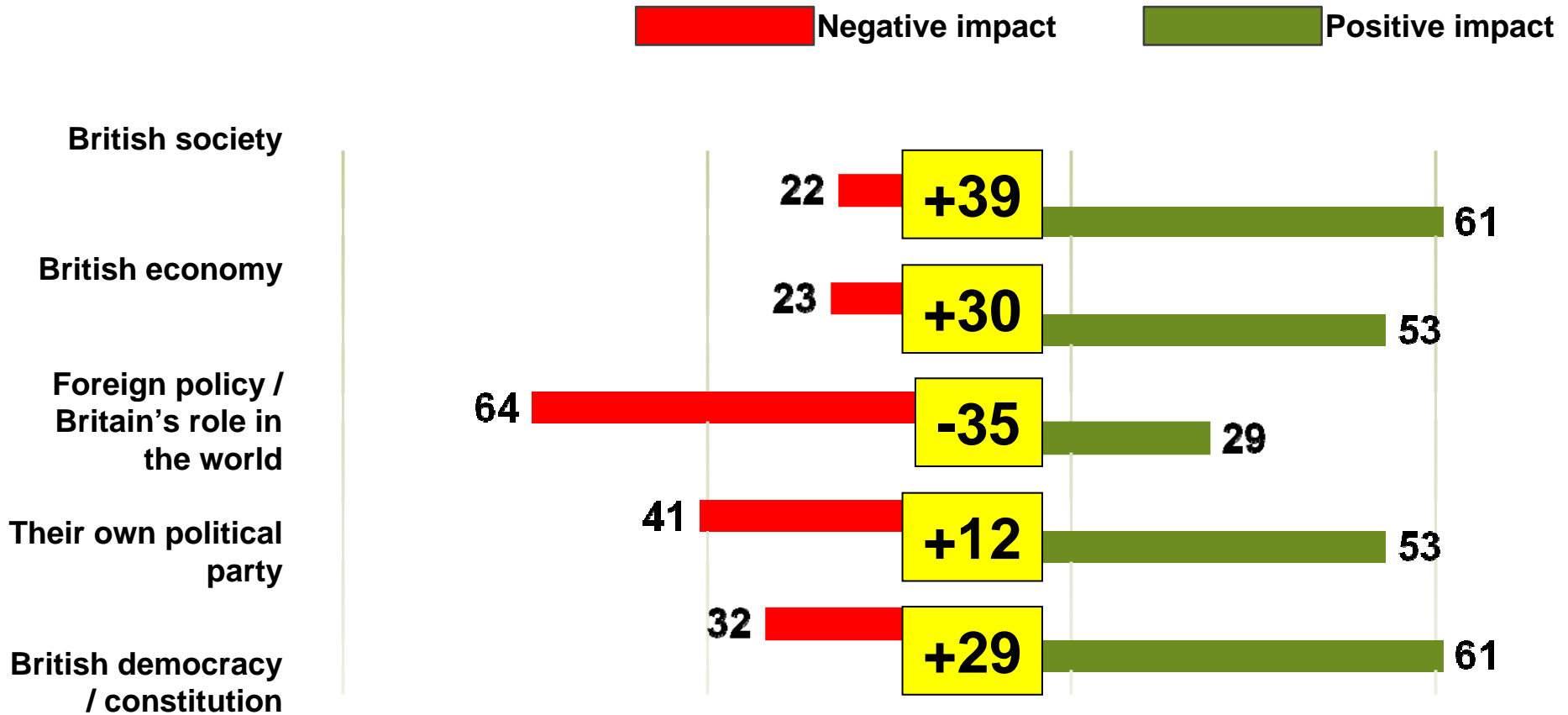
Q What do you consider to be the single greatest success/failure of John Major as Prime Minister?



Base size: 97/101

# Impact of Tony Blair:

Q Please rate the extent to which you think Tony Blair has had a positive or negative impact on the following:

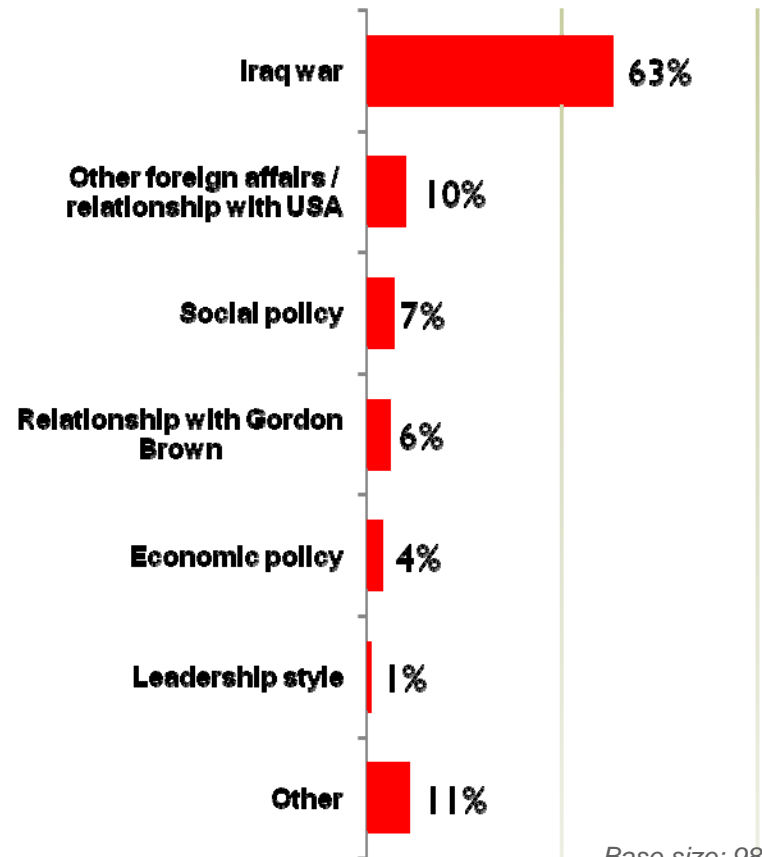
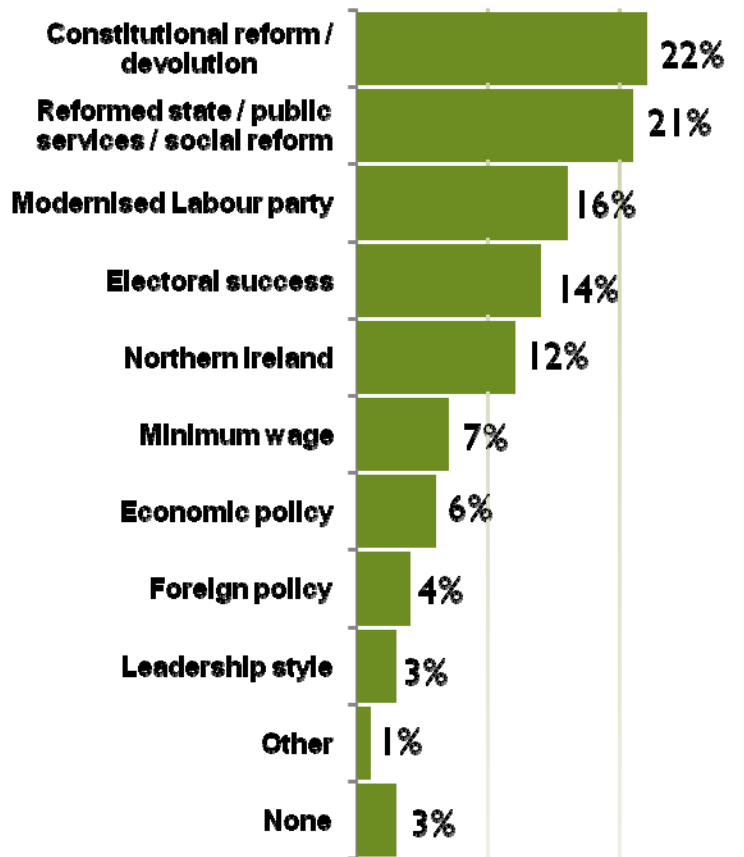


Base size: 105



# Tony Blair: Successes and Failures

Q What do you consider to be the single greatest success/failure of Tony Blair as Prime Minister?

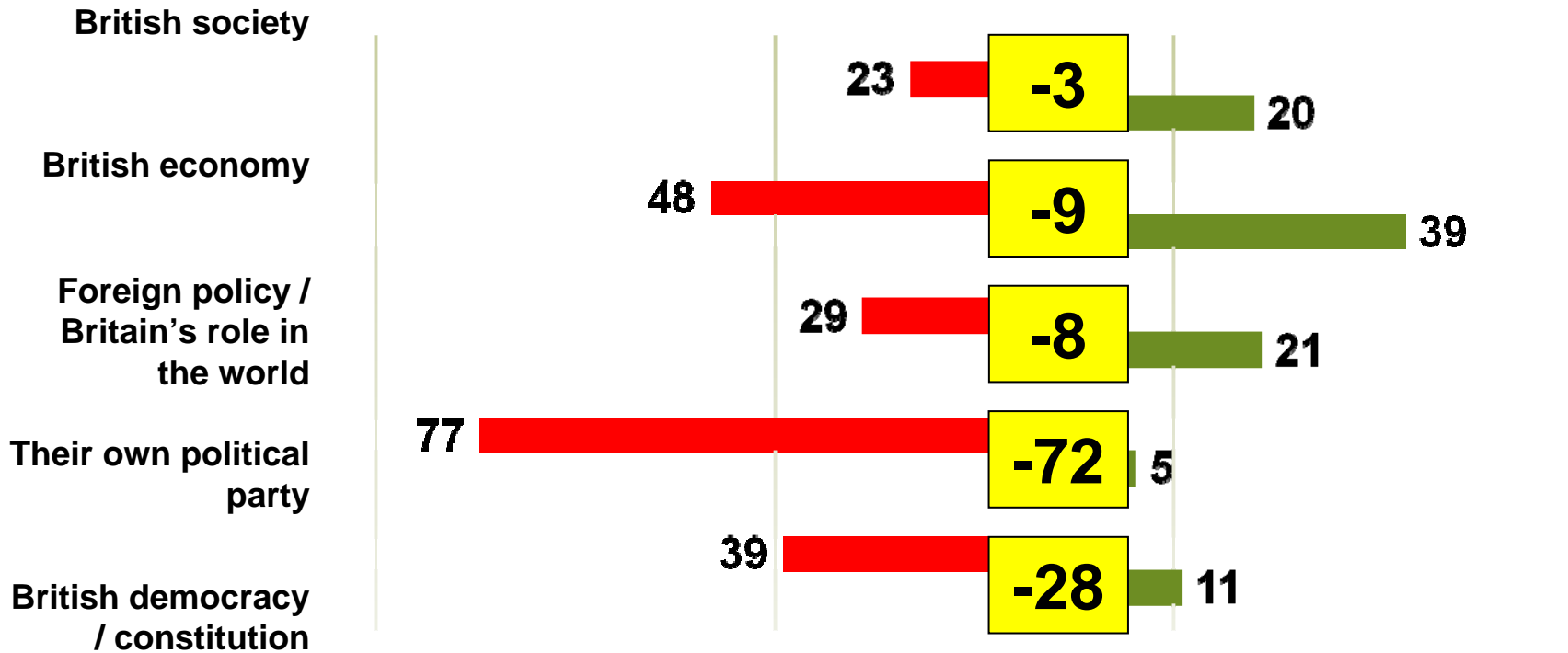


Base size: 98

# Impact of Gordon Brown:

Q Please rate the extent to which you think Gordon Brown has had a positive or negative impact on the following:

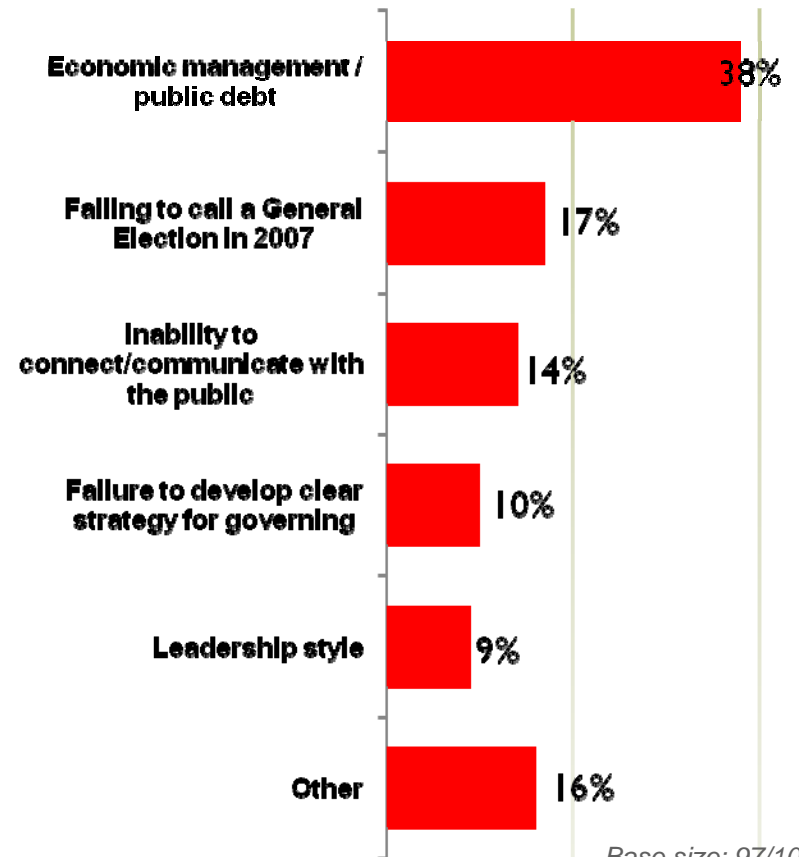
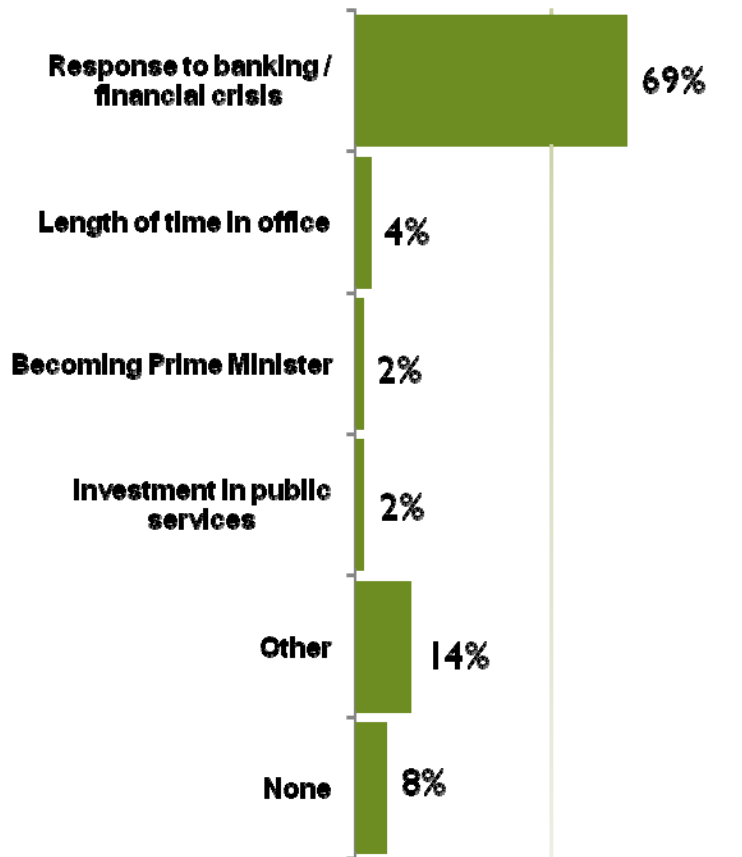
 Negative impact       Positive impact



Base size: 105

# Gordon Brown: Successes and Failures

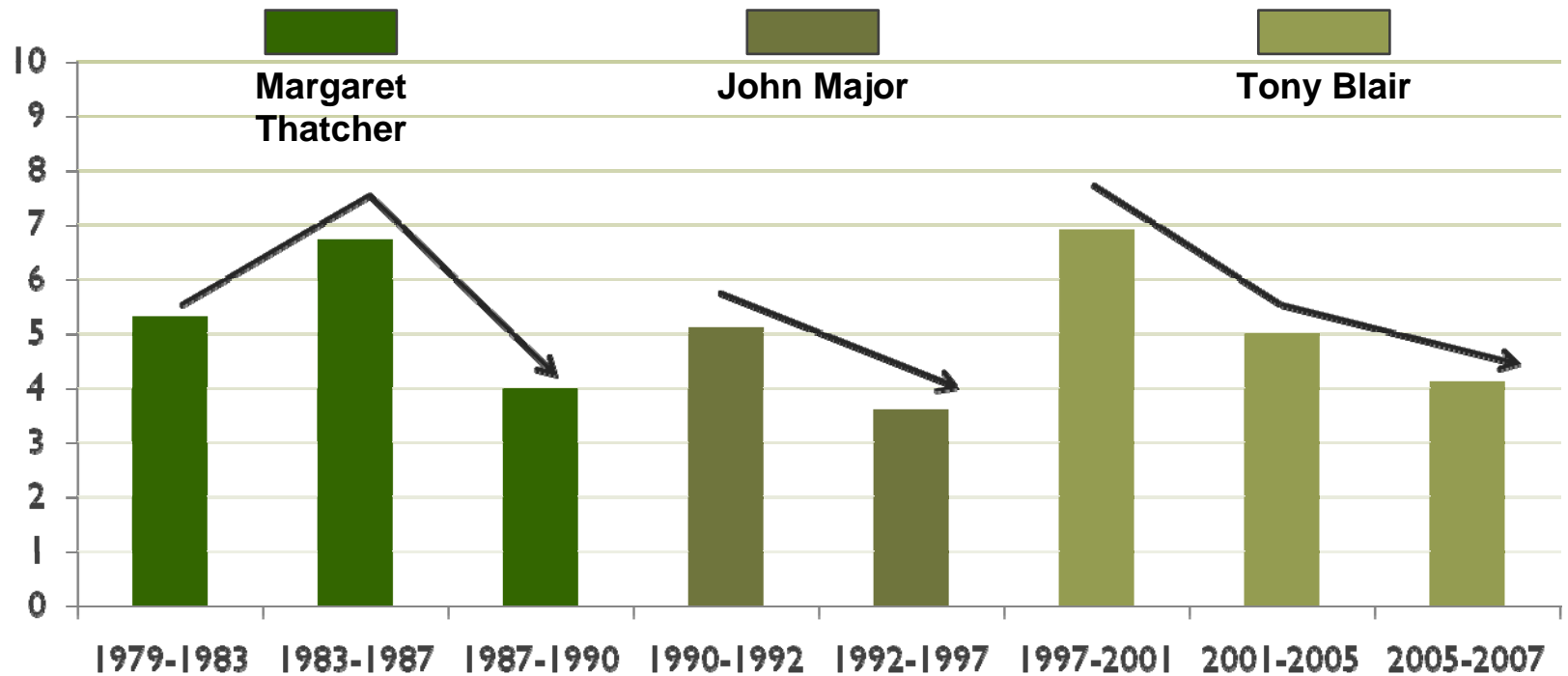
Q What do you consider to be the single greatest success/failure of Gordon Brown as Prime Minister?



Base size: 97/101

# Performance Rating By Term In Office

Q Please indicate on a scale of 0 to 10 how successful or unsuccessful you consider the following to have been as Prime Minister in office during the following periods. (with 0 being highly unsuccessful and 10 being highly successful)



Base size: 102

Base size: 102

Base size: 96