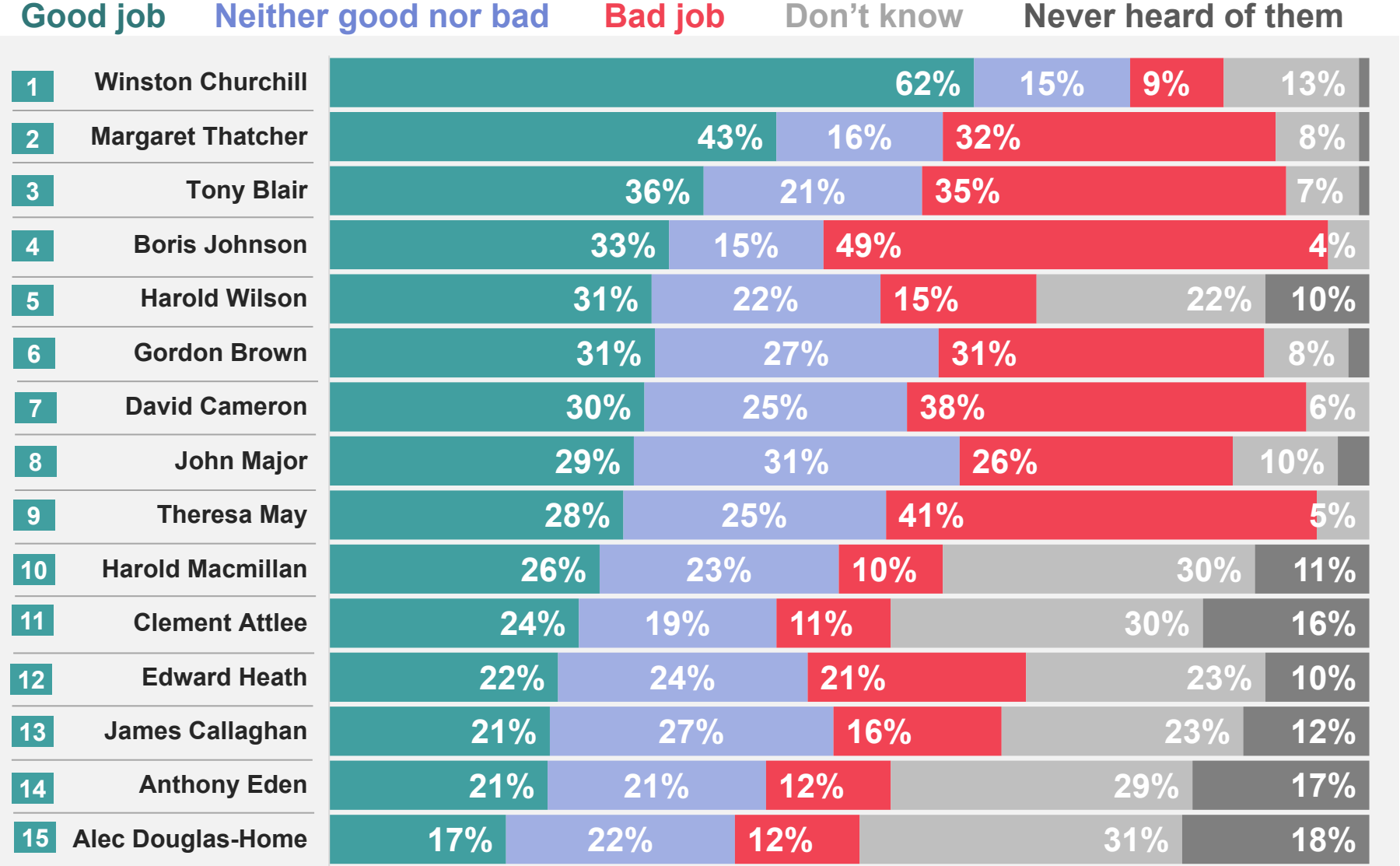


IPSOS UK POLITICAL PULSE PAST PMs

August 2022

How did these former Prime Ministers do in office?

Based on what you know, would you say that the following Prime Ministers did a good job or a bad job as Prime Minister, or neither?



Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022

Source: Ipsos



How did these former Prime Ministers do in office?

Based on what you know, would you say that the following Prime Ministers did a good job or a bad job as Prime Minister, or neither?

Former Conservative PMs are blue; Labour PMs are red.

Ranked by % saying “good job”

Rank	Prime Minister	% Good Job	Change since Feb 21
1	Winston Churchill	62%	-1
2	Margaret Thatcher	43%	-1
3	Tony Blair	36%	-
4	Boris Johnson	33%	N/A
5	Harold Wilson	31%	+1
6	Gordon Brown	31%	+7
7	David Cameron	30%	+3
8	John Major	29%	+4
9	Theresa May	28%	+6
10	Harold Macmillan	26%	+2
11	Clement Attlee	24%	-
12	Edward Heath	22%	+3
13	James Callaghan	21%	+4
14	Anthony Eden	21%	+5
15	Alec Douglas-Home	17%	+4

Change since Feb 21

Ranked by % saying “bad job”

Rank	Prime Minister	% Bad Job	Change since Feb 21
1	Boris Johnson	49%	N/A
2	Theresa May	41%	-4
3	David Cameron	38%	-6
4	Tony Blair	35%	+1
5	Margaret Thatcher	32%	-3
6	Gordon Brown	31%	-6
7	John Major	26%	-4
8	Edward Heath	21%	-
9	James Callaghan	16%	+2
10	Harold Wilson	15%	+1
11	Anthony Eden	12%	-2
12	Alec Douglas-Home	12%	-
13	Clement Attlee	11%	+3
14	Harold Macmillan	10%	-
15	Winston Churchill	9%	+1

Change since Feb 21

Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022

Source: Ipsos

How did these former Prime Ministers do in office? *Among 2019 Conservative voters*

Based on what you know, would you say that the following Prime Ministers did a good job or a bad job as Prime Minister, or neither?

Former Conservative PMs are blue; Labour PMs are red.

Ranked by % saying “good job”

Rank	Prime Minister	% Good Job	Change since Feb 21
1	Winston Churchill	81%	-2
2	Margaret Thatcher	73%	-1
3	Boris Johnson	55%	N/A
4	David Cameron	39%	+1
5	John Major	36%	+4
6	Theresa May	35%	+6
7	Harold Macmillan	31%	+1
8	Tony Blair	30%	+4
9	Harold Wilson	30%	+3
10	Anthony Eden	26%	+2
11	Clement Attlee	24%	+1
12	Edward Heath	23%	+1
13	Gordon Brown	22%	+9
14	James Callaghan	19%	+4
15	Alec Douglas-Home	19%	+2

Change since Feb 21

Ranked by % saying “bad job”

Rank	Prime Minister	% Bad Job	Change since Feb 21
1	Tony Blair	51%	-2
2	Gordon Brown	50%	-3
3	Theresa May	37%	-
4	David Cameron	27%	-7
5	John Major	27%	-4
6	Edward Heath	26%	+1
7	Boris Johnson	24%	N/A
8	Harold Wilson	22%	-3
9	James Callaghan	21%	-2
10	Margaret Thatcher	12%	-1
11	Alec Douglas-Home	10%	-1
12	Anthony Eden	9%	-5
13	Clement Attlee	9%	-3
14	Harold Macmillan	6%	-6
15	Winston Churchill	3%	+1

Change since Feb 21

Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022, including 2019 Conservative party voters (330)

Source: Ipsos

How did these former Prime Ministers do in office? Among 2019 Labour voters

Based on what you know, would you say that the following Prime Ministers did a good job or a bad job as Prime Minister, or neither?

Former Conservative PMs are blue; Labour PMs are red.

Ranked by % saying “good job”

Rank	Prime Minister	% Good Job	Change since Feb 21
1	Tony Blair	51%	-
2	Winston Churchill	50%	-
3	Gordon Brown	46%	+7
4	Harold Wilson	38%	-1
5	Clement Attlee	26%	-3
6	Harold Macmillan	24%	+2
7	John Major	24%	-
8	James Callaghan	23%	+1
9	David Cameron	23%	+3
10	Anthony Eden	20%	+5
11	Theresa May	19%	+6
12	Margaret Thatcher	18%	-5
13	Edward Heath	15%	-5
14	Alec Douglas-Home	13%	+1
15	Boris Johnson	12%	N/A

Change since Feb 21

Ranked by % saying “bad job”

Rank	Prime Minister	% Bad Job	Change since Feb 21
1	Boris Johnson	78%	N/A
2	Margaret Thatcher	57%	-3
3	Theresa May	57%	-3
4	David Cameron	54%	-7
5	Edward Heath	30%	+8
6	John Major	29%	-4
7	Gordon Brown	19%	-11
8	Tony Blair	19%	-3
9	Winston Churchill	15%	+1
10	James Callaghan	15%	+5
11	Anthony Eden	14%	-5
12	Alec Douglas-Home	14%	-2
13	Harold Macmillan	13%	-
14	Clement Attlee	13%	+5
15	Harold Wilson	11%	+3

Change since Feb 21

Base: 1,111 Online British adults aged 18+, 19th – 22nd August 2022, including 2019 Labour party voters (284)

Source: Ipsos

Ipsos UK

Political Pulse August 2022

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