YouGov/ The Times Survey Results

Sample Size: 1876 GB adults
Fieldwork: 4th - 5th November 2013

	Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region				
		Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1876	x	x	x	x	579	479	387	910	966	223	475	642	537	1069	807	240	610	401	461	163
Unweighted Sample	1876	464	578	96	191	578	483	384	900	976	169	439	748	520	1190	686	267	584	364	497	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the following past Prime Ministers, do you think they were....

Tony Blair

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
A great Prime Minister	5	1	14	4	0	1	12	4	7	3	4	6	6	3	5	6	7	4	5	7	1
A good Prime Minister	29	19	46	39	12	16	44	35	31	26	28	36	29	22	30	26	25	25	27	33	37
TOTAL GREAT/GOOD	**34**	**20**	**60**	**43**	**12**	**17**	**56**	**39**	**38**	**29**	**32**	**42**	**35**	**25**	**35**	**32**	**32**	**29**	**32**	**40**	**38**
An average Prime Minister	23	22	22	23	21	22	23	24	19	26	17	22	25	23	23	22	24	20	20	28	25
A poor Prime Minister	16	25	8	17	20	24	10	18	16	16	16	14	14	20	17	15	12	19	18	13	16
A terrible Prime Minister	21	32	7	15	46	36	8	15	21	21	16	12	21	31	20	23	24	25	24	14	16
TOTAL POOR/TERRIBLE	**37**	**57**	**15**	**32**	**66**	**60**	**18**	**33**	**37**	**37**	**32**	**26**	**35**	**51**	**37**	**38**	**36**	**44**	**42**	**27**	**32**
Don't know	7	1	3	3	1	1	4	4	5	8	19	10	4	1	5	8	7	7	7	6	4

Gordon Brown

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
A great Prime Minister	1	0	3	0	1	0	4	0	2	1	2	1	2	0	1	2	1	1	0	3	1
A good Prime Minister	11	2	23	12	3	1	24	10	11	11	15	15	9	8	10	13	9	8	11	11	24
TOTAL GREAT/GOOD	**12**	**2**	**26**	**12**	**4**	**1**	**28**	**10**	**13**	**12**	**17**	**16**	**11**	**8**	**11**	**15**	**10**	**9**	**11**	**14**	**25**
An average Prime Minister	22	9	37	23	11	8	38	26	19	25	20	23	24	20	23	22	25	20	18	24	29
A poor Prime Minister	27	28	24	34	20	26	23	34	27	27	22	27	29	26	28	26	29	24	30	28	26
A terrible Prime Minister	32	60	8	27	65	63	7	26	36	28	19	24	32	45	33	30	30	40	33	28	15
TOTAL POOR/TERRIBLE	**59**	**88**	**32**	**61**	**85**	**89**	**30**	**60**	**63**	**55**	**41**	**51**	**61**	**71**	**61**	**56**	**59**	**64**	**63**	**56**	**41**
Don't know	7	1	4	5	1	1	4	4	5	9	21	10	4	1	6	8	7	8	7	6	4

John Major

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
A great Prime Minister	1	2	2	1	1	1	3	1	2	1	2	2	1	1	1	1	3	1	0	2	0
A good Prime Minister	17	30	11	22	13	26	12	18	19	16	16	18	16	19	18	16	22	17	19	14	20
TOTAL GREAT/GOOD	**18**	**32**	**13**	**23**	**14**	**27**	**15**	**19**	**21**	**17**	**18**	**20**	**17**	**20**	**19**	**17**	**25**	**18**	**19**	**16**	**20**
An average Prime Minister	38	45	35	38	36	48	35	39	38	38	18	35	39	48	39	36	33	39	41	36	38
A poor Prime Minister	23	17	32	23	29	19	32	24	23	23	9	21	28	25	22	24	21	24	20	27	23
A terrible Prime Minister	8	2	12	5	17	3	11	9	8	8	7	8	10	7	7	10	8	6	9	10	9
TOTAL POOR/TERRIBLE	**31**	**19**	**44**	**28**	**46**	**22**	**43**	**33**	**31**	**31**	**16**	**29**	**38**	**32**	**29**	**34**	**29**	**30**	**29**	**37**	**32**
Don't know	12	5	7	11	3	3	7	10	9	14	48	16	5	1	11	12	15	13	10	11	10

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	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
		Voting intention				2010 Vote			Gender		Age				Social grade		Region				
Weighted Sample	1876	x	x	x	x	579	479	387	910	966	223	475	642	537	1069	807	240	610	401	461	163
Unweighted Sample	1876	464	578	96	191	578	483	384	900	976	169	439	748	520	1190	686	267	584	364	497	164
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Margaret Thatcher

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
A great Prime Minister	23	53	5	10	35	53	6	9	24	21	14	16	24	31	23	22	22	27	24	17	16
A good Prime Minister	25	34	14	28	27	33	17	28	23	26	17	22	24	30	25	24	25	25	26	24	21
TOTAL GREAT/GOOD	**48**	**87**	**19**	**38**	**62**	**86**	**23**	**37**	**47**	**47**	**31**	**38**	**48**	**61**	**48**	**46**	**47**	**52**	**50**	**41**	**37**
An average Prime Minister	13	7	15	21	17	8	15	18	13	14	12	17	13	11	14	12	14	13	11	15	11
A poor Prime Minister	8	1	14	9	2	3	13	10	8	8	7	13	7	6	8	8	9	6	9	8	12
A terrible Prime Minister	22	1	45	19	16	2	43	25	24	20	17	16	28	22	16	23	16	18	21	27	33
TOTAL POOR/TERRIBLE	**30**	**2**	**59**	**28**	**18**	**5**	**56**	**35**	**32**	**28**	**24**	**29**	**35**	**28**	**29**	**31**	**25**	**24**	**30**	**35**	**45**
Don't know	10	3	6	12	2	1	6	10	8	11	34	15	5	0	9	11	13	10	8	9	8

Thinking specifically about Gordon Brown's time as Prime Minister, do you think he was…
Good or bad for Britain's economy?

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Very good	3	0	9	1	1	0	10	1	4	2	2	2	3	3	2	4	2	2	2	5	4
Fairly good	14	3	30	14	5	2	28	14	14	15	17	15	13	14	14	14	16	12	12	15	26
TOTAL GOOD	**17**	**3**	**39**	**15**	**6**	**2**	**38**	**15**	**18**	**17**	**19**	**17**	**16**	**17**	**16**	**18**	**18**	**14**	**14**	**20**	**30**
Neither good nor bad	23	14	31	26	16	12	33	29	23	23	27	26	24	17	24	22	24	20	23	25	26
Fairly bad	22	24	19	40	15	24	19	27	20	25	21	21	24	23	23	22	26	21	23	23	20
Very bad	30	58	6	15	61	60	5	20	36	25	21	24	29	41	32	28	27	38	32	25	15
TOTAL BAD	**52**	**82**	**25**	**55**	**76**	**84**	**24**	**47**	**56**	**50**	**42**	**45**	**53**	**64**	**55**	**50**	**53**	**59**	**55**	**48**	**35**
Don't know	7	1	4	4	2	1	5	9	3	11	11	11	6	3	5	10	6	7	8	7	9

Good or bad for British society?

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Very good	3	0	8	1	1	0	8	1	3	2	3	3	3	3	2	4	3	2	2	4	3
Fairly good	14	4	29	15	4	4	28	16	14	15	11	16	15	13	15	12	16	9	13	16	26
TOTAL GOOD	**17**	**4**	**37**	**16**	**5**	**4**	**36**	**17**	**17**	**17**	**14**	**19**	**18**	**16**	**17**	**16**	**19**	**11**	**15**	**20**	**29**
Neither good nor bad	30	22	39	42	20	21	40	38	30	30	33	29	32	27	30	30	32	28	30	30	35
Fairly bad	23	35	14	29	18	32	14	25	23	23	22	22	24	23	24	22	22	26	21	24	18
Very bad	23	38	6	11	53	42	4	12	26	19	20	18	20	31	24	20	21	29	25	18	10
TOTAL BAD	**46**	**73**	**20**	**40**	**71**	**74**	**18**	**37**	**49**	**42**	**42**	**40**	**44**	**54**	**48**	**42**	**43**	**55**	**46**	**42**	**28**
Don't know	8	2	4	2	3	1	5	8	3	11	11	11	6	4	5	10	6	6	8	9	8

Good or bad at handling the economic crisis when it first hit?

	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Very good	6	1	17	2	2	0	18	5	8	5	5	5	7	7	6	7	6	5	5	8	12
Fairly good	15	6	27	17	7	5	25	19	16	14	19	15	15	12	17	13	16	13	12	15	28
TOTAL GOOD	**21**	**7**	**44**	**19**	**9**	**5**	**43**	**24**	**24**	**19**	**24**	**20**	**22**	**19**	**23**	**20**	**22**	**18**	**17**	**23**	**40**
Neither good nor bad	19	11	25	24	13	10	26	21	18	19	18	22	19	15	18	20	20	13	17	24	22
Fairly bad	24	29	18	29	23	27	19	28	23	24	20	24	24	24	23	24	27	25	25	21	16
Very bad	29	52	8	22	53	55	7	19	32	26	23	22	29	37	30	27	22	37	32	23	15
TOTAL BAD	**53**	**81**	**26**	**51**	**76**	**82**	**26**	**47**	**55**	**50**	**43**	**46**	**53**	**61**	**53**	**51**	**49**	**62**	**57**	**44**	**31**
Don't know	8	2	5	5	2	2	5	9	4	12	15	11	6	3	6	10	9	7	8	8	7

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