

# YouGov / Daily Telegraph Survey Results

Sample Size: 2062  
Fieldwork: 28th - 31st March 2008

	Party ID			Gender		Age			Social Grade		Region					
	Total	Lab	Con	Lib Dem	Male	Female	18 to 34	35 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>All GB Adults</b>	<b>2062</b>	680	515	227	990	1072	642	688	732	1113	949	259	665	443	510	185
Unweighted Sample	2062	696	523	192	932	1130	589	588	885	1251	811	285	684	402	497	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## In your view and from what you know who is or was Britain's greatest postwar Prime Minister?

Margaret Thatcher (1979-90)	<b>34</b>	11	75	27	36	33	26	33	43	38	30	33	41	35	30	22
Winston Churchill (not during the war but after the war: 1951-55)	<b>15</b>	18	11	14	10	20	17	16	13	12	19	18	13	16	15	18
Tony Blair (1997-2007)	<b>11</b>	25	1	4	15	8	15	12	7	11	12	10	9	12	15	11
Harold Wilson (1964-70 and 1974-76)	<b>9</b>	15	1	14	10	8	6	7	13	8	10	8	8	8	10	10
Clement Attlee (1945-51)	<b>7</b>	10	1	11	10	4	6	7	7	8	5	7	5	6	7	10
Harold Macmillan (1957-63)	<b>3</b>	2	2	5	3	2	1	4	4	4	2	4	3	1	2	6
Edward Heath (1970-74)	<b>1</b>	1	1	3	1	1	1	1	2	2	1	1	1	2	1	2
John Major (1990-97)	<b>1</b>	1	*	2	*	1	1	1	1	*	2	*	1	*	1	1
James Callaghan (1976-79)	<b>1</b>	1	*	1	1	1	*	1	1	1	*	2	*	*	1	1
Anthony Eden (1955-57)	<b>*</b>	1	1	*	*	1	*	1	*	*	1	1	*	1	1	*
Gordon Brown (2007- )	<b>*</b>	*	*	*	*	*	1	*	*	*	*	*	*	*	*	*
Alec Douglas-Home (1963-64)	<b>*</b>	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	<b>18</b>	16	7	18	14	21	27	17	9	17	18	18	17	17	17	18

\* = less than 0.5%

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which TWO of the following do you regard as Margaret Thatcher's greatest achievements?**  
**[Please tick up to two options]**

Becoming Britain's first woman Prime Minister	<b>42</b>	43	30	53	33	50	49	43	35	43	41	40	38	42	48	41
Curbing the power of the trade unions	<b>27</b>	13	51	26	32	21	17	23	39	31	21	34	28	25	23	26
Winning the Falklands War	<b>26</b>	24	33	21	26	26	22	28	27	24	28	22	27	23	30	25
Keeping Britain in the European Union but more on Britain's terms	<b>20</b>	14	26	23	17	22	22	21	17	20	19	23	20	19	20	14
I do not believe Margaret Thatcher achieved anything	<b>15</b>	28	1	12	17	13	10	17	17	13	17	14	13	14	15	24
Helping the West to win the Cold War	<b>11</b>	8	16	10	13	10	11	9	14	12	10	9	14	11	10	12
Causing the Labour Party to abandon socialism	<b>8</b>	4	14	7	10	6	6	8	10	9	6	6	9	7	7	6
Privatising the previously nationalised state-owned industries	<b>7</b>	4	13	4	10	4	7	7	7	8	5	9	8	5	6	4
Don't know	<b>8</b>	7	4	10	7	9	17	5	3	7	10	9	9	12	5	6

**And which TWO of the following do you regard as Mrs Thatcher's greatest failures? [Please tick up to two options]**

Introducing the Poll Tax	<b>45</b>	43	50	44	43	47	40	51	45	42	49	37	45	46	49	44
Undermining the idea of public service and making individual greed seem morally desirable	<b>32</b>	38	21	43	36	28	26	35	34	36	27	35	29	32	33	35
Bringing about the return of mass unemployment during the 1980s	<b>27</b>	35	18	27	27	26	35	26	21	25	29	24	24	29	29	29
Failing to maintain the quality of the National Health Service	<b>19</b>	23	14	17	16	22	21	20	18	18	21	22	20	18	19	18
Dividing the nation instead of bringing it together	<b>19</b>	25	11	22	23	15	17	20	19	21	17	19	17	19	19	24
Failing to invest in such things as roads and the railway	<b>14</b>	9	19	18	15	13	11	15	16	17	11	14	15	12	15	16
Failing to take Britain out of the European Union	<b>13</b>	5	27	4	13	13	6	12	20	13	13	18	15	11	13	8
I do not believe Mrs Thatcher failed in anything	<b>3</b>	0	9	2	2	3	2	2	4	3	2	2	4	2	2	3
Don't know	<b>8</b>	6	6	6	6	9	15	5	4	7	9	10	9	9	6	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**In your view who is Margaret Thatcher's natural successor in the sense of being the most impressive figure in the Conservative Party today?**

William Hague	<b>16</b>	12	23	20	18	15	11	14	24	18	14	15	17	15	16	19
David Cameron	<b>15</b>	10	25	15	13	17	21	14	12	16	14	16	17	16	13	13
Boris Johnson	<b>4</b>	5	3	4	6	2	4	6	2	3	5	1	4	3	4	5
David Davis	<b>2</b>	1	5	2	3	2	2	1	3	3	2	2	3	3	2	0
John Redwood	<b>1</b>	1	1	3	2	*	1	1	2	1	1	1	1	1	2	1
Liam Fox	<b>1</b>	1	1	*	1	*	1	1	*	*	1	*	1	*	1	3
George Osborne	<b>1</b>	1	1	*	1	1	1	1	1	1	1	2	1	*	1	*
David Willetts	<b>*</b>	1	*	*	1	*	*	*	*	*	*	1	*	1	*	1
None of these: Margaret Thatcher has no natural successor	<b>36</b>	42	28	36	39	34	28	41	39	37	35	40	34	35	38	37
Don't know	<b>23</b>	26	13	19	17	29	31	23	17	20	27	23	22	26	24	22

**If you had to choose and you could pick one of the following at the peak of their powers to be Prime Minister today whom would you choose?**

Margaret Thatcher	<b>27</b>	6	64	18	27	27	18	28	35	30	24	30	32	27	24	17
Tony Blair	<b>20</b>	42	1	10	23	16	26	21	13	19	21	17	14	22	27	20
Tony Benn	<b>13</b>	17	4	19	14	12	9	13	15	12	13	12	11	14	12	18
David Cameron	<b>8</b>	3	15	9	7	10	12	7	7	8	9	8	10	9	7	5
Kenneth Clarke	<b>6</b>	4	5	12	8	4	3	4	9	8	3	8	6	4	6	4
Gordon Brown	<b>5</b>	10	*	7	5	6	5	6	5	5	6	5	4	3	5	15
Don't know	<b>21</b>	17	10	24	16	26	27	21	16	19	23	20	23	22	19	21

## YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18 to 24	<b>76</b>	<b>113</b>
Male 25 to 39	<b>244</b>	<b>289</b>
Male 40 to 54	<b>202</b>	<b>257</b>
Male 55 +	<b>410</b>	<b>332</b>
Female 18 to 24	<b>106</b>	<b>113</b>
Female 25 to 39	<b>339</b>	<b>301</b>
Female 40 to 54	<b>210</b>	<b>258</b>
Female 55 +	<b>475</b>	<b>400</b>
<b>Region</b>		
London	<b>435</b>	<b>404</b>
Rest of South	<b>441</b>	<b>434</b>
Midlands and Wales	<b>451</b>	<b>479</b>
North	<b>530</b>	<b>548</b>
Scotland	<b>205</b>	<b>197</b>
<b>Social Grade</b>		
ABC1	<b>1251</b>	<b>1113</b>
C2DE	<b>811</b>	<b>949</b>
<b>Newspaper Type</b>		
Express / Mail	<b>540</b>	<b>330</b>
Sun / Star	<b>290</b>	<b>453</b>
Mirror / Record	<b>189</b>	<b>330</b>
Guardian / Independent	<b>148</b>	<b>82</b>
FT / Times / Telegraph	<b>202</b>	<b>196</b>
Other Paper	<b>241</b>	<b>258</b>
No Paper	<b>451</b>	<b>412</b>
<b>Political Party Identification</b>		
Lab	<b>696</b>	<b>680</b>
Con	<b>523</b>	<b>515</b>
Lib Dem	<b>192</b>	<b>227</b>
Others	<b>91</b>	<b>62</b>
None	<b>495</b>	<b>527</b>
Don't know	<b>65</b>	<b>52</b>