

YouGov / The Sun Survey Results

Sample Size: 800 GB Adults
Fieldwork: 18th May 2010

	Voters			Gender		Age			Social grade		Region					
Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	800			384	416	242	277	281	439	360	102	260	171	197	69	
Unweighted Sample	800	273	191	177	393	407	230	258	312	497	302	103	297	153	168	79
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Labour will shortly elect a new leader to succeed Gordon Brown. Which TWO OR THREE of the following characteristics do you think it is most important for the new leader to have? (Please select no more than three.)

Ability to give straight answers to straight questions on radio and TV	59	66	55	55	61	57	54	56	67	59	59	59	58	58	61	60
Acceptance that the Blair/Brown governments lost touch with ordinary people	47	60	32	47	53	41	42	46	51	48	45	49	49	41	46	51
Giving top priority to protecting the interests of working-class voters	36	22	52	35	35	36	33	36	37	31	41	28	29	47	40	31
Experience of government as a former minister	24	17	39	21	19	28	26	18	28	24	24	17	23	27	28	20
Willingness to co-operate in the future with other parties, such as the Liberal Democrats	24	21	17	43	23	25	31	23	18	25	23	29	23	24	21	32
Determination to lead from the centre rather than the Left	23	30	24	17	24	23	18	20	31	27	19	21	26	20	23	24
Does not have a privileged background	14	7	22	15	14	14	14	15	13	11	17	13	10	19	15	15
More left-wing than Tony Blair and Gordon Brown	9	2	13	12	11	6	7	11	7	8	10	11	6	6	10	17
Don't know	8	8	5	6	8	8	10	10	4	7	9	11	9	5	8	6