

YouGov Survey Results

Sample Size: 300 members of the Political Studies Association
 Fieldwork: 29th October - 12th November 2007

Political Studies Association

All respondents
 Unweighted Sample

Total	Which of these best describes you?			Age group	
	Professor	Lecturer	Researcher	Under 40	Over 40
300	70	110	54	124	135
300	70	110	54	124	135
%	%	%	%	%	%

Thinking about Britain since the Second World War which of the following politicians might you consider to have been the best Prime Minister we NEVER had?

Denis Healey	18	33	13	13	9	26
Roy Jenkins	12	20	11	4	8	16
Kenneth Clarke	10	7	12	9	12	9
Neil Kinnock	8	3	8	15	10	6
Hugh Gaitskell	7	4	7	6	7	7
Aneurin Bevan	5	4	6	7	6	5
Shirley Williams	5	3	6	7	7	2
Michael Heseltine	4	1	6	2	6	3
Barbara Castle	3	0	5	4	2	4
RAB Butler	3	6	2	2	2	4
Enoch Powell	2	3	1	4	4	0
Iain Macleod	1	3	0	0	0	2
Herbert Morrison	1	0	2	0	1	1
Michael Howard	0	0	0	0	0	0
Someone else*	23	13	23	28	27	17

* Those who said 'someone else' were asked to name their candidate. Tony Benn was nominated by 12 people, or 4% of the total sample, and John Smith and Charles Kennedy were both nominated by 8 people each, giving them 3% of the overall sample. Nobody else reached 2%.

Political Studies Association

All respondents
Unweighted Sample

Total	Which of these best describes you?			Age group	
	Professor	Lecturer	Researcher	Under 40	Over 40
300	70	110	54	124	135
300	70	110	54	124	135
%	%	%	%	%	%

If you had to choose which four or five of the following personal qualities SHOULD matter most these days if a Prime Minister is to be successful? [Please tick up to 5 options.]

Direct experience of real life	78	77	79	85	86	72
Willingness to consult widely before taking decisions	61	64	68	48	61	64
Intelligence	60	53	59	63	58	62
Ability to take tough and sometimes unpopular decisions	44	51	36	32	34	50
Ability to explain complex issues simply	40	41	40	43	40	41
Moral courage	36	33	39	28	35	38
Management experience	34	21	36	44	37	30
Being a good butcher by sacking underperforming ministers	31	33	31	30	32	29
Strong political convictions	19	9	16	35	25	13
Ability to make effective set-piece speeches	17	14	17	22	19	16
Willingness to adapt to events rather than be bound by ideology or dogma	15	16	16	19	17	14
Ability to perform well in Parliament	9	16	8	7	8	10
Psychological strength and physical stamina	9	13	9	6	11	7
Ability to perform well in television interviews	3	4	1	6	3	2

Political Studies Association

All respondents
Unweighted Sample

	Which of these best describes you?			Age group		
	Total	Professor	Lecturer	Researcher	Under 40	Over 40
	300	70	110	54	124	135
	300	70	110	54	124	135
	%	%	%	%	%	%

And which four of five personal qualities do you think matter most IN PRACTICE these days to politicians seeking to become Prime Minister? [Again please tick up to 5 options.]

Ability to perform well in Parliament	92	91	93	89	91	93
Ability to perform well in television interviews	72	63	74	80	82	66
Willingness to adapt to events rather than be bound by ideology or dogma	50	53	46	46	47	53
Moral courage	48	47	54	48	46	52
Being a good butcher by sacking underperforming ministers	29	30	23	33	26	33
Direct experience of real life	24	33	22	19	23	24
Ability to make effective set-piece speeches	23	10	23	41	32	16
Willingness to consult widely before taking decisions	17	24	14	11	11	22
Psychological strength and physical stamina	16	7	24	13	18	15
Management experience	14	14	11	20	14	13
Ability to explain complex issues simply	7	9	8	6	7	8
Intelligence	4	0	6	4	3	4
Strong political convictions	3	4	1	7	3	3
Ability to take tough and sometimes unpopular decisions	3	6	2	2	2	4