

YouGov Survey Results

Sample Size: 2179 GB Adults

Fieldwork: 9th - 10th September 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2179	392	560	200	235	133	765	778	1055	1124	229	900	538	512	1242	937	1885	105	190	516	357	264	747
Unweighted Sample	2179	358	616	206	250	144	887	775	987	1192	136	863	581	599	1305	874	1881	111	187	534	358	212	777
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, do you think it is that the next deputy leader of the Labour Party...?

Is a woman

Very important	4	3	7	5	1	5	6	2	3	5	5	5	4	4	5	4	4	1	7	4	2	11	3
Fairly important	12	6	19	13	2	26	17	5	9	15	20	15	9	8	16	8	13	11	10	14	14	15	10
TOTAL IMPORTANT	16	9	26	18	3	31	23	7	12	20	25	20	13	12	21	12	17	12	17	18	16	26	13
Not very important	28	25	35	33	21	31	33	22	28	28	34	28	28	25	29	27	28	29	25	28	28	30	28
Not important at all	41	57	27	37	69	18	32	59	50	32	14	37	47	53	38	45	40	43	44	39	42	32	43
TOTAL NOT IMPORTANT	69	82	62	70	90	49	65	81	78	60	48	65	75	78	67	72	68	72	69	67	70	62	71
Don't know	15	9	11	13	7	20	12	12	10	20	26	17	12	10	13	17	15	16	14	15	14	12	16

Is from an ethnic minority background

Very important	3	2	3	2	1	2	3	1	2	3	6	3	2	1	3	2	3	0	4	2	1	7	2
Fairly important	9	3	15	9	2	19	11	3	6	11	19	11	5	3	11	6	9	6	9	10	7	11	8
TOTAL IMPORTANT	12	5	18	11	3	21	14	4	8	14	25	14	7	4	14	8	12	6	13	12	8	18	10
Not very important	27	24	37	35	11	32	35	20	28	26	29	27	26	27	30	23	28	25	21	25	32	35	25
Not important at all	46	62	33	40	79	21	38	64	54	38	20	39	54	60	41	52	45	51	51	47	44	35	47
TOTAL NOT IMPORTANT	73	86	70	75	90	53	73	84	82	64	49	66	80	87	71	75	73	76	72	72	76	70	72
Don't know	16	9	11	14	6	26	14	12	10	22	27	19	13	9	15	18	16	18	15	16	16	12	17

Is from a working class background

Very important	21	14	24	18	22	37	22	21	20	22	18	26	18	16	19	23	20	32	21	23	20	24	17
Fairly important	28	20	38	32	20	28	33	21	28	29	37	28	29	25	31	25	29	21	28	31	33	26	27
TOTAL IMPORTANT	49	34	62	50	42	65	55	42	48	51	55	54	47	41	50	48	49	53	49	54	53	50	44
Not very important	17	23	18	22	15	20	20	16	18	16	18	15	17	22	19	15	18	13	17	14	17	24	18
Not important at all	20	34	11	20	36	5	16	30	26	15	7	16	26	29	20	21	20	22	21	18	17	17	24
TOTAL NOT IMPORTANT	37	57	29	42	51	25	36	46	44	31	25	31	43	51	39	36	38	35	38	32	34	41	42
Don't know	13	9	8	9	7	9	9	11	8	18	20	15	10	9	11	16	13	13	12	13	13	8	15

Is from outside London and the South of England

Very important	14	8	18	16	15	19	17	14	13	15	7	14	14	16	14	13	13	18	20	24	13	9	7
Fairly important	24	21	30	28	22	25	27	22	25	23	28	21	25	25	26	21	24	20	23	28	28	17	22
TOTAL IMPORTANT	38	29	48	44	37	44	44	36	38	38	35	35	39	41	40	34	37	38	43	52	41	26	29
Not very important	20	19	24	27	18	25	22	17	21	19	26	21	19	18	22	18	21	13	15	14	24	30	21
Not important at all	26	40	18	20	35	12	21	34	32	20	14	25	29	30	24	28	26	27	24	18	19	30	33
TOTAL NOT IMPORTANT	46	59	42	47	53	37	43	51	53	39	40	46	48	48	46	46	47	40	39	32	43	60	54
Don't know	16	11	10	9	9	19	12	13	10	23	24	19	14	11	14	19	16	22	17	16	16	13	17

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Is a current cabinet minister																								
Very important		5	7	6	5	4	4	5	6	5	5	4	5	5	5	5	5	5	3	4	6	4	5	5
Fairly important		19	26	23	18	13	13	20	17	19	19	27	17	16	21	20	17	19	19	17	19	20	18	19
TOTAL IMPORTANT		24	33	29	23	17	17	25	23	24	24	31	22	21	26	25	22	24	22	21	25	24	23	24
Not very important		24	17	30	28	23	26	27	23	26	21	23	22	24	27	25	22	23	20	29	22	26	23	23
Not important at all		30	35	22	32	47	26	28	37	37	23	11	28	37	33	29	30	29	37	28	31	26	29	30
TOTAL NOT IMPORTANT		54	52	52	60	70	52	55	60	63	44	34	50	61	60	54	52	52	57	57	53	52	52	53
Don't know		23	15	18	18	13	32	20	17	13	32	35	29	17	14	21	26	23	22	22	23	23	24	23
Is from the left of the party																								
Very important		13	1	20	15	1	45	18	4	14	11	30	17	7	3	15	9	13	11	14	16	8	19	10
Fairly important		14	7	22	18	5	15	19	8	16	12	18	15	13	10	16	11	14	10	12	12	16	19	13
TOTAL IMPORTANT		27	8	42	33	6	60	37	12	30	23	48	32	20	13	31	20	27	21	26	28	24	38	23
Not very important		18	24	21	22	16	12	22	18	19	17	12	15	20	24	19	17	18	15	18	16	21	19	18
Not important at all		28	44	17	21	56	8	20	43	36	21	8	23	37	39	26	31	28	34	28	26	29	25	30
TOTAL NOT IMPORTANT		46	68	38	43	72	20	42	61	55	38	20	38	57	63	45	48	46	49	46	42	50	44	48
Don't know		27	24	20	24	22	19	21	27	15	39	31	30	23	25	24	32	27	30	29	31	25	19	28

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.