

YouGov Topic Quantifier Results

Sample Size: 752 Labour members
Fieldwork: 25th June - 3rd July 2026

July 2016													
	Age				Gender		Country			Region in England			
	Total	16-39	40-64	65+	Male	Female	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	752	191	380	180	451	301	677	38	38	226	109	120	222
Unweighted Sample	752	103	382	267	428	324	685	35	32	244	104	111	226
	%	%	%	%	%	%	%	%	%	%	%	%	%

What do you think should be the next Labour leader's biggest priorities as Prime Minister?
Please give up to 3 priorities, with a maximum 1 in each box below.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Cost of living	33	46	33	18	34	31	32	41	42	34	27	42	26
NHS	31	29	30	34	23	43	30	55	26	27	32	31	30
Economy [general / other]	20	16	18	31	21	20	20	15	28	23	22	15	19
Defence	17	12	18	20	20	12	16	29	11	13	18	17	19
Britain's relationship with the EU	16	9	19	17	17	16	17	2	13	15	14	12	23
Housing & planning	16	9	19	18	16	17	17	20	3	11	19	26	16
The environment & climate change	15	17	15	13	11	21	15	25	4	12	11	11	23
Immigration	11	11	12	10	13	8	11	12	15	12	10	17	7
Education	10	12	8	9	5	16	10	10	7	11	11	15	5
Nationalisation of utilities	9	5	12	7	10	7	9	7	3	11	6	5	11
Employment	9	6	11	7	9	8	9	2	9	6	13	6	11
Counter Reform UK / the radical right	9	13	8	7	9	9	6	17	44	10	3	2	6
Inequality	9	13	5	15	10	8	10	4	3	8	6	8	16
Economic growth	9	17	7	7	13	4	9	8	12	10	5	20	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%
Wealth tax / taxing the rich	8	5	9	10	8	7	9	0	0	9	8	8	10
Foreign policy / affairs	6	5	6	6	6	5	5	1	28	2	3	2	10
Welfare benefits	6	8	5	6	7	5	5	15	6	4	6	4	7
Tax reform	6	6	5	6	6	5	6	3	5	5	4	5	8
Energy & bills	5	9	4	4	8	2	5	10	13	3	7	6	4
Public services / investment	4	4	4	2	4	3	4	2	1	4	4	3	4
Devolution / regional divide	4	5	4	3	5	2	4	0	6	7	4	3	2
Divisions & unity	4	7	3	4	4	4	5	0	0	4	10	3	3
Social care	3	1	3	4	2	3	3	2	0	2	6	2	2
Communications & messaging	3	3	3	4	3	4	4	0	0	3	5	4	4
Electoral reform	3	1	3	7	5	1	4	1	0	4	4	2	4
Transport	3	2	4	1	2	3	3	2	0	5	0	1	3
Crime	2	5	1	1	0	5	2	1	0	1	1	9	1
Media & social media regulation	1	0	2	1	1	2	1	0	0	1	3	1	1
Other	12	11	12	14	13	11	13	5	10	17	19	5	10
Don't know	1	2	0	0	0	1	1	0	0	1	0	2	0

*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.