

Ipsos Labour deputy leadership polling

September 2025

Three in five say they don't care who becomes the next deputy leader of the Labour party, including two in five 2024 Labour voters

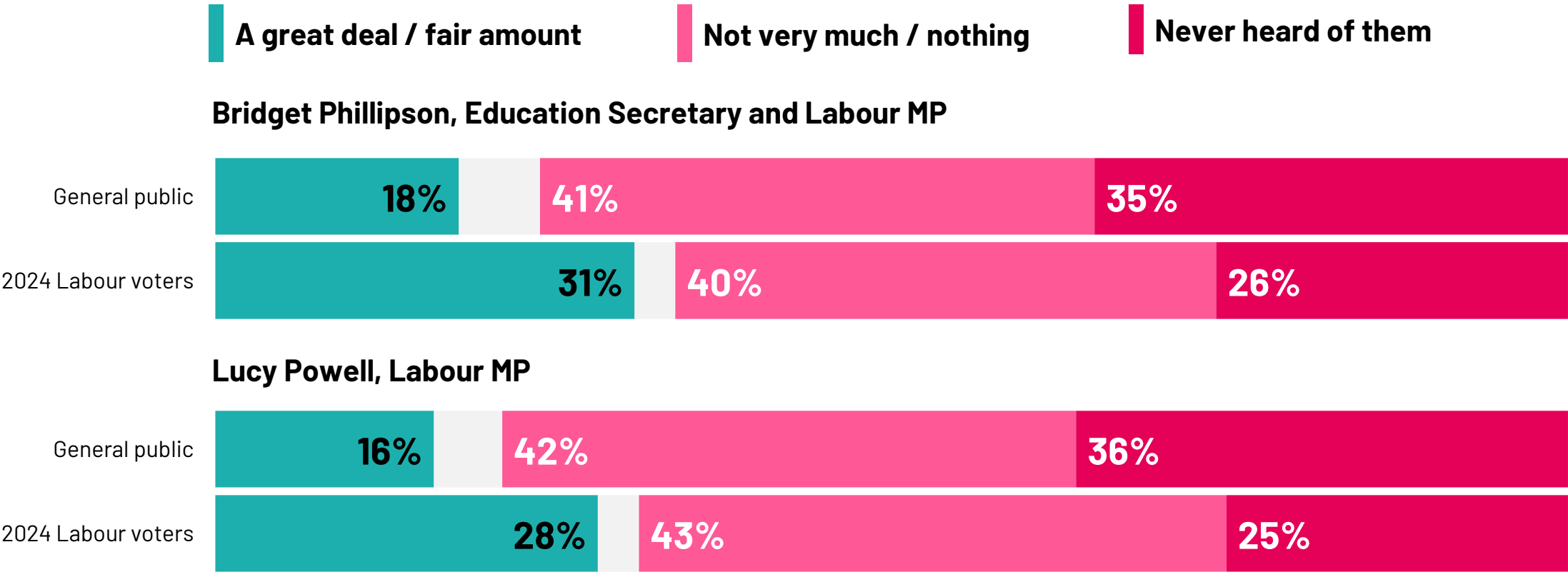
As you may know Angela Rayner recently resigned as Deputy Leader of the Labour party and there is now a contest within the party to elect her replacement. To what extent, if at all, do you personally care about who becomes the next deputy leader of the Labour party?



Base: 2,270 Online British adults aged 18+ including 716 2024 Labour voters, 12-15 September 2025

One in three say they have never heard of either Bridget Phillipson or Lucy Powell. Fewer than one in say they know a great deal or fair amount about them.

How much, if anything, do you personally know about each of the following politicians?
Please say so if you have never heard of them



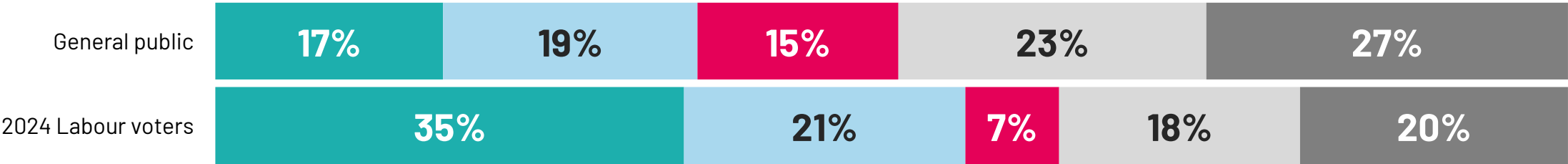
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Given the public’s low awareness of both Bridget Phillipson and Lucy Powell, few have an opinion on how either would perform as Deputy Labour leader

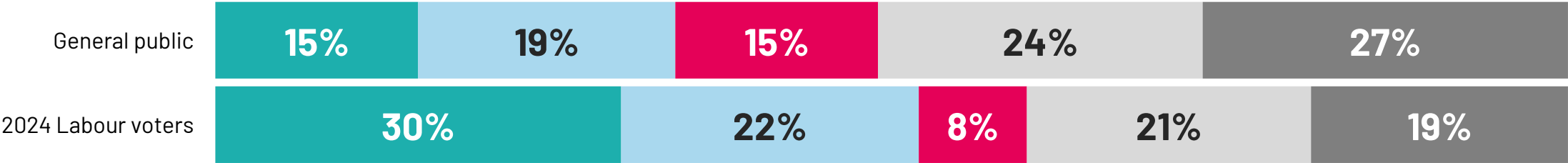
Do you think each of the following would do a good job or a bad job, if either, as Deputy Leader of the Labour party? Please say so if you have never heard of them.



Bridget Phillipson, Education Secretary and Labour MP



Lucy Powell, Labour MP



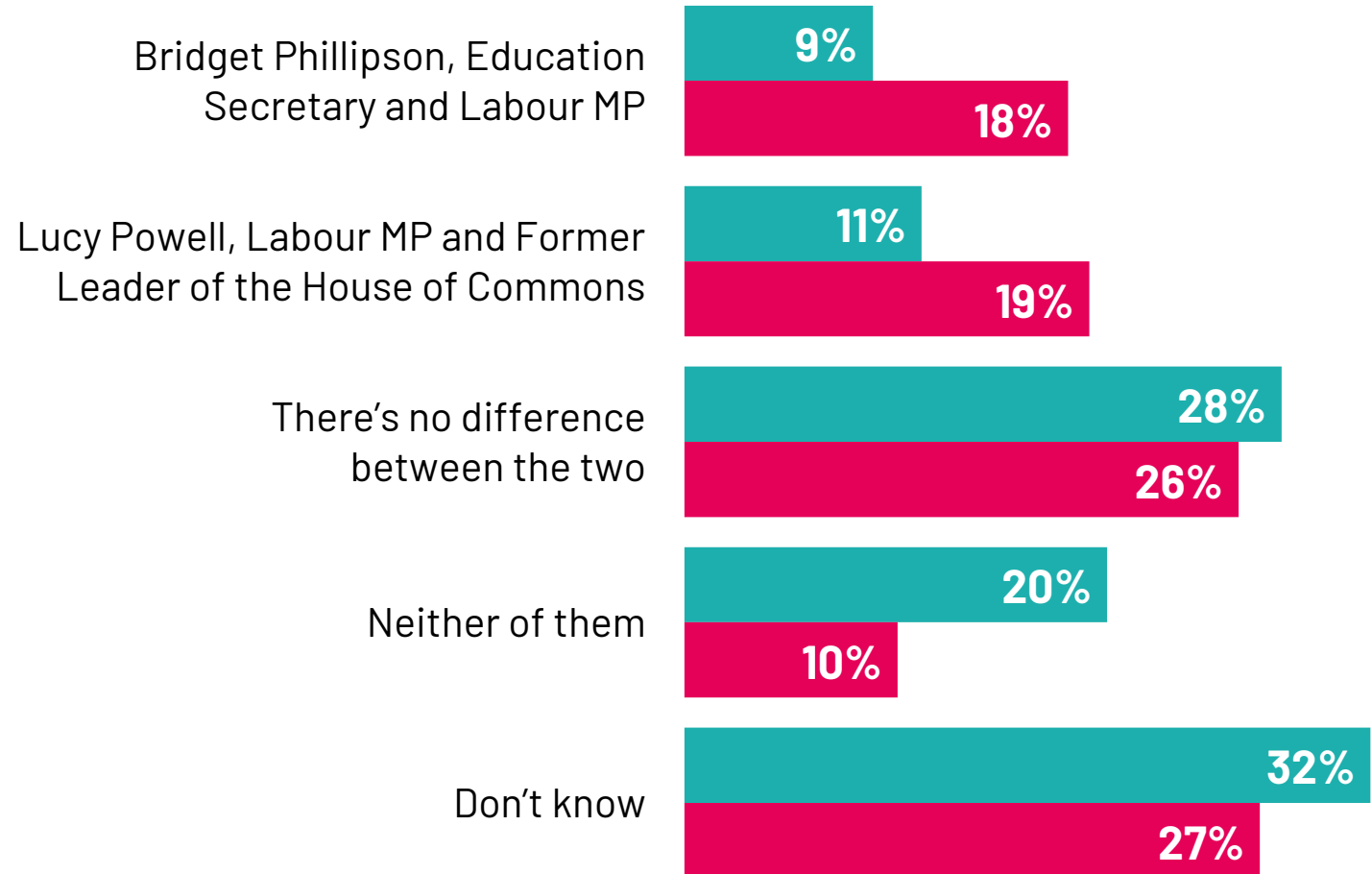
Base: 2,270 Online British adults aged 18+ including 716 2024 Labour voters, 12-15 September 2025

Similarly, most of the public don't express an opinion when Phillipson and Powell are put head-to-head

And which of the following, if either, do you think would do a better job as Deputy Leader of the Labour party?

Among general public

Among 2024 Labour voters



Base: 2,270 Online British adults aged 18+ including 716 2024 Labour voters, 12-15 September 2025

Lucy Powell has a slight lead among those considering to vote Green, Reform and for a new left-wing party at the next election – but still the large majority don't express an opinion

And which of the following, if either, do you think would do a better job as Deputy Leader of the Labour party?

Bridget Phillipson

Lucy Powell

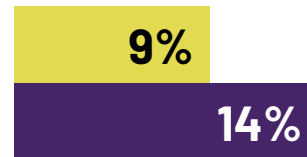
Among those considering to vote **Labour** at the next election



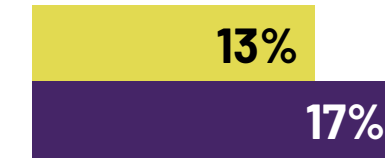
Among those considering to vote **Liberal Democrat** at the next election



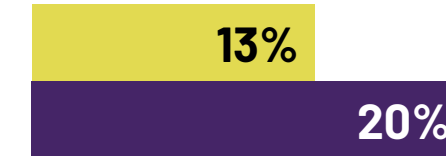
Among those considering to vote **Reform UK** at the next election



Among those considering to vote **Conservative** at the next election



Among those considering to vote **Greens** at the next election



Among those considering to vote a **new left-wing party** at the next election



Base: 2,270 Online British adults aged 18+ including those considering to vote Labour at the next election (799), Conservatives (644), Liberal Democrat (757), Green (735), Reform UK (835) and for a new left-wing party (553), 12-15 September 2025

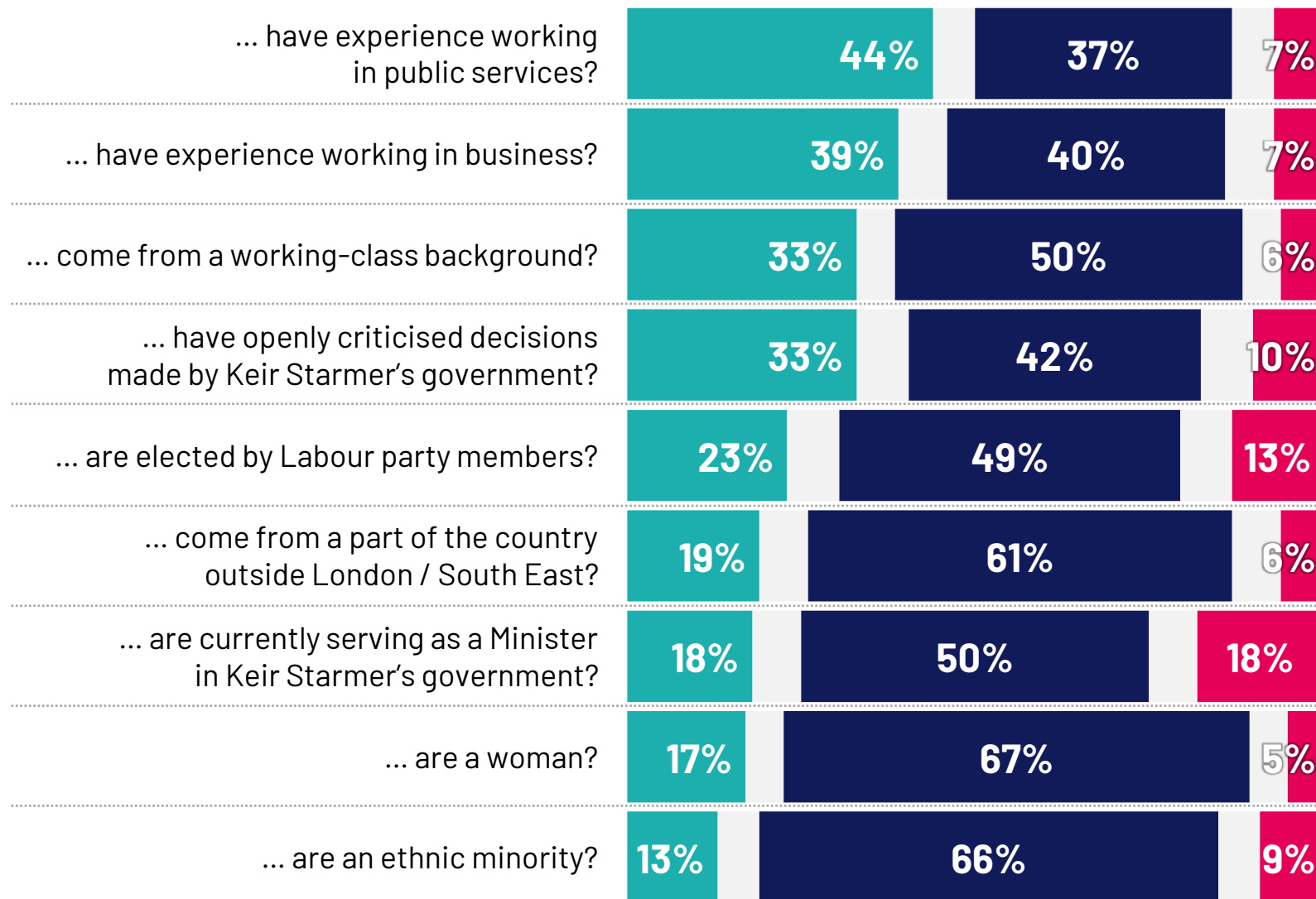
One in three say it would be a sign they'd do a good job if a candidate for the Deputy Labour leader has openly criticised decisions made by Starmer's govt.

Do you think each of the following would be a sign that someone would do a good job or bad job as Deputy Leader of the Labour Party, or do you think it wouldn't make much difference? That they...

Sign they'd do a good job

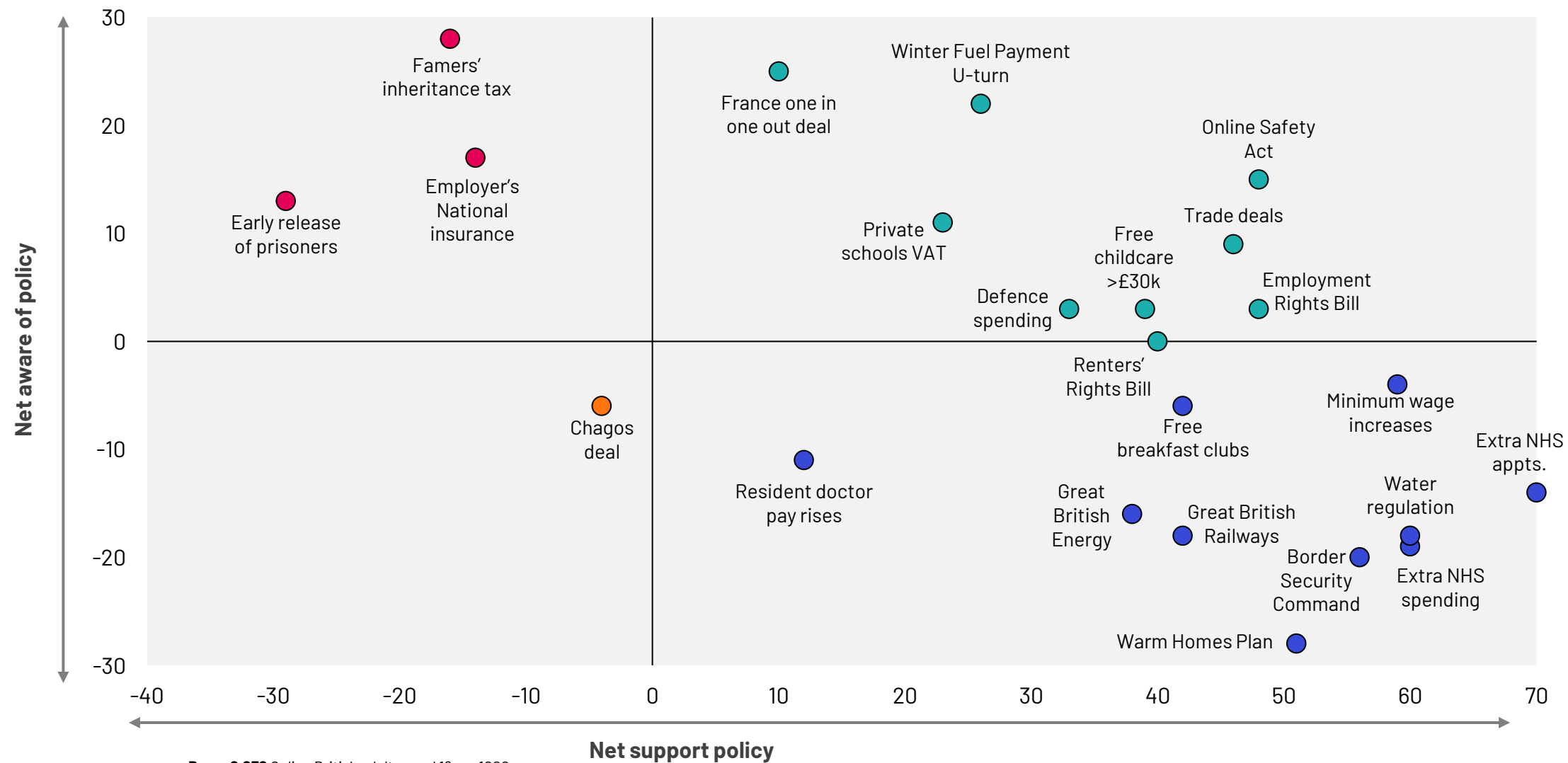
Makes no difference

Sign they'd do a bad job



Base: 2,270 Online British adults aged 18+ , 12-15 September 2025

Labour's most unpopular policies are those which have had the highest cut-through, while the public say they haven't heard about the policies they like most



Base: 2,270 Online British adults aged 18+, c.1000
were asked about each policy, 12-15 September 2025



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For more information

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