9/14/25, 2:00 PM

| | Name | Name Value | Value Blob |
|---|---|---|---|
| | Q1. Are you the Single Payer Monthly Household Income Eligibility Leader of the Labour party and if there is less or one household in the party are the Legislature. Trusted person, if all who are your Household Income Eligibility Leader of the Labour party and if there | | 44 cents ago 1 hr 44 min |
| | Q1. Are you the Low Single Payer Monthly Subjective Eligibility Leader of the Labour party and if there is less or one household in the party are the Legislature. Trusted person, if all who are your Household, who leader will come from Income Eligibility Need of the | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. ... Abridged Philippines, Alexander Hundreds, and Lisbon, Hall | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. ... Abridged Philippines, Alexander Hundreds, and Lisbon, Hall | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. ... Abridged Philippines, Alexander Hundreds, and Lisbon, Hall | | 44 cents ago 1 hr 44 min |
| | Q2. How much, if anything, do you personally know about each of the following people? Please say or if you have never heard of them. ... Lucy Powell, Labour MP and Shadow Leader of the House of | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say ... Abridged Philippines, Alexander Hundreds, and Lisbon, Hall | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say ... Lucy Powell, Labour MP and Shadow Leader of the House of Commons, Hall | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say ... Abridged Philippines, Alexander Hundreds, and Lisbon, Hall | | 44 cents ago 1 hr 44 min |
| | Q3A. Do you think each of the following people is a good, above or bad job: Politics, or doing a poor job? Please say ... Lucy Powell, Labour MP and Shadow Leader of the House of Commons, Hall | | 44 cents ago 1 hr 44 min |
| | Q3A. And, and which of the following: Whether, do you think each is a | | 44 cents ago 1 hr 44 min |
| | Q3A. And, and which of the following: Further, do you think each is a | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative? | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative? | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative? | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative? That they ... ... Housepainters working to Houses? | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative? That they ... ... Housepainters working to Houses? | | 44 cents ago 1 hr 44 min |
| | Q4. Are you, Work each of the following: Lisbon, and you think each is a national Party, or do you think it was Not? Instead Work Affirmative

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q1. 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?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Care a great deal | 255<br>11% | 156<br>14%<br>C | 97<br>8% | 108<br>17%<br>EF | 66<br>9% | 81<br>9% | 67<br>13%<br>L | 54<br>9% | 54<br>10% | 59<br>19%<br>GHIL | 11<br>10%<br>* | 10<br>5% | 192<br>14%<br>N | 64<br>7% | 172<br>14%<br>P | 83<br>8% | 135<br>18%<br>R | 120<br>8% | 33<br>7% | 52<br>9% | 64<br>12%<br>S | 104<br>20%<br>STU | 63<br>21%<br>X | 191<br>10% | 130<br>20%<br>Zabc | 28<br>8% | 13<br>7% | 41<br>12% | 14<br>7% | 131<br>15%<br>e | 73<br>9% |
| Care a fair amount | 564<br>25% | 265<br>24% | 288<br>25% | 218<br>35%<br>EF | 188<br>25%<br>F | 158<br>18% | 147<br>28% | 134<br>23% | 118<br>23% | 89<br>28% | 28<br>25%<br>* | 47<br>24% | 391<br>28%<br>N | 173<br>20% | 361<br>28%<br>P | 203<br>20% | 218<br>29%<br>R | 346<br>23% | 109<br>23% | 131<br>22% | 125<br>23% | 154<br>30%<br>STU | 93<br>31%<br>X | 464<br>24% | 233<br>36%<br>Zabc | 78<br>22% | 41<br>23% | 61<br>18% | 51<br>26% | 262<br>31%<br>e | 151<br>20% |
| Don't care very much | 667<br>29% | 279<br>25% | 382<br>33%<br>B | 145<br>23% | 225<br>30%<br>D | 297<br>33%<br>D | 141<br>27% | 161<br>27% | 181<br>35%<br>GHJ | 76<br>24% | 41<br>36%<br>J* | 66<br>34%<br>J | 390<br>28% | 276<br>32% | 372<br>29% | 294<br>30% | 209<br>28% | 457<br>30% | 138<br>29% | 178<br>30% | 165<br>30% | 129<br>25% | 72<br>24% | 588<br>30%<br>W | 196<br>30%<br>b | 103<br>30% | 79<br>44%<br>YZb | 75<br>22% | 69<br>35%<br>b | 283<br>33%<br>e | 192<br>25% |
| Don't care at all | 696<br>31% | 365<br>33%<br>C | 325<br>28% | 110<br>18% | 237<br>32%<br>D | 350<br>39%<br>DE | 158<br>30% | 219<br>37%<br>GIJK | 154<br>29% | 76<br>24% | 23<br>20%<br>* | 66<br>34%<br>K | 376<br>27% | 320<br>37%<br>M | 335<br>26% | 361<br>36%<br>O | 156<br>21% | 540<br>35%<br>Q | 165<br>35%<br>V | 206<br>35%<br>V | 166<br>31%<br>V | 109<br>21% | 59<br>19% | 628<br>33%<br>W | 79<br>12% | 131<br>37%<br>Ya | 42<br>23%<br>Y | 154<br>46%<br>Yac | 56<br>28%<br>Y | 161<br>19% | 345<br>45%<br>d |
| Don't know | 88<br>4% | 33<br>3% | 53<br>5% | 44<br>7%<br>EF | 32<br>4%<br>F | 13<br>1% | 19<br>4% | 26<br>4% | 17<br>3% | 12<br>4% | 10<br>9%<br>GIL* | 5<br>2% | 51<br>4% | 37<br>4% | 37<br>3% | 52<br>5%<br>O | 22<br>3% | 66<br>4% | 23<br>5% | 21<br>4% | 21<br>4% | 13<br>3% | 16<br>5% | 59<br>3% | 11<br>2% | 9<br>2% | 4<br>2% | 4<br>1% | 7<br>4% | 14<br>2% | 13<br>2% |
| NET: Care | 819<br>36% | 420<br>38% | 385<br>34% | 326<br>52%<br>EF | 255<br>34%<br>F | 239<br>27% | 214<br>40%<br>HIL | 188<br>32% | 172<br>33% | 148<br>47%<br>HIKL | 39<br>35%<br>* | 57<br>30% | 582<br>42%<br>N | 237<br>27% | 533<br>42%<br>P | 286<br>29% | 354<br>48%<br>R | 466<br>30% | 142<br>30% | 183<br>31% | 189<br>35% | 258<br>51%<br>STU | 157<br>51%<br>X | 654<br>34% | 364<br>56%<br>Zabc | 106<br>30% | 54<br>30% | 102<br>30% | 65<br>33% | 393<br>46%<br>e | 225<br>29% |
| NET: Don`t care | 1363<br>60% | 644<br>59% | 706<br>62% | 255<br>41% | 461<br>62%<br>D | 647<br>72%<br>DE | 300<br>56% | 380<br>64%<br>GJ | 335<br>64%<br>GJ | 152<br>49% | 63<br>56%<br>* | 132<br>68%<br>GJ | 767<br>55% | 596<br>69%<br>M | 707<br>55% | 656<br>66%<br>O | 365<br>49% | 998<br>65%<br>Q | 303<br>65%<br>V | 384<br>65%<br>V | 331<br>61%<br>V | 238<br>47% | 131<br>43% | 1216<br>63%<br>W | 276<br>42% | 234<br>67%<br>Y | 121<br>68%<br>Y | 229<br>68%<br>Y | 124<br>63%<br>Y | 444<br>52% | 537<br>69%<br>d |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q1. 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?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Care a great deal | 255<br>11% | 154<br>38% | 136<br>38% | 139<br>37%<br>E | 29<br>9% | 133<br>39%<br>G | 29<br>8% | 72<br>36%<br>JK | 78<br>31%<br>JK | 47<br>7% | 27<br>6% | 162<br>23%<br>MNOP | 99<br>16% | 128<br>18% | 119<br>18% | 135<br>15% | 112<br>23%<br>MNOP | 87<br>6% | 149<br>11%<br>RTW | 118<br>9%<br>R | 125<br>9%<br>RW | 112<br>10%<br>R | 121<br>8%<br>R |
| Care a fair amount | 564<br>25% | 149<br>36% | 137<br>39% | 162<br>43%<br>E | 67<br>20% | 157<br>46%<br>G | 80<br>24% | 67<br>33%<br>JK | 124<br>49%<br>HJK | 158<br>25%<br>K | 84<br>19% | 277<br>39%<br>MNP | 184<br>29%<br>P | 214<br>30%<br>P | 236<br>36%<br>MNP | 210<br>24% | 203<br>42%<br>MNOP | 263<br>19% | 347<br>25%<br>RUW | 313<br>24%<br>RUW | 300<br>22%<br>R | 332<br>28%<br>RSTUW | 323<br>21%<br>R |
| Don't care very much | 667<br>29% | 50<br>12% | 29<br>8% | 59<br>16% | 62<br>19% | 38<br>11% | 67<br>20%<br>F | 42<br>21% | 35<br>14% | 223<br>35%<br>HIK | 118<br>26%<br>I | 196<br>28%<br>PQ | 151<br>24%<br>Q | 232<br>33%<br>LMOPQ | 177<br>27%<br>PQ | 192<br>22% | 94<br>19% | 410<br>30%<br>T | 451<br>32%<br>T | 359<br>27% | 413<br>30%<br>T | 419<br>36%<br>RSTUW | 490<br>32%<br>TU |
| Don't care at all | 696<br>31% | 50<br>12% | 46<br>13% | 16<br>4% | 165<br>50%<br>D | 10<br>3% | 155<br>46%<br>F | 18<br>9% | 13<br>5% | 197<br>31%<br>HI | 209<br>46%<br>HIJ | 58<br>8% | 179<br>28%<br>LNOQ | 114<br>16%<br>LQ | 104<br>16%<br>LQ | 327<br>37%<br>LMNOQ | 58<br>12%<br>L | 559<br>41%<br>STUVW | 426<br>30%<br>V | 490<br>37%<br>SV | 499<br>36%<br>SV | 285<br>24% | 542<br>36%<br>SV |
| Don't know | 88<br>4% | 7<br>2% | 6<br>2% | 5<br>1% | 8<br>3% | 3<br>1% | 9<br>3% | 2<br>1% | 3<br>1% | 10<br>2% | 12<br>3% | 15<br>2% | 16<br>3% | 22<br>3% | 15<br>2% | 22<br>3% | 17<br>4% | 30<br>2% | 33<br>2% | 30<br>2% | 33<br>2% | 30<br>3% | 31<br>2% |
| NET: Care | 819<br>36% | 304<br>74% | 274<br>77% | 301<br>79%<br>E | 96<br>29% | 290<br>85%<br>G | 109<br>32% | 139<br>69%<br>JK | 202<br>80%<br>HJK | 205<br>32%<br>K | 111<br>25% | 439<br>62%<br>MNOP | 283<br>45%<br>P | 342<br>48%<br>P | 355<br>54%<br>MNP | 345<br>39% | 316<br>65%<br>MNOP | 350<br>26% | 496<br>35%<br>RUW | 431<br>33%<br>RW | 426<br>31%<br>R | 444<br>38%<br>RSTUW | 444<br>29%<br>R |
| NET: Don`t care | 1363<br>60% | 100<br>24% | 75<br>21% | 75<br>20% | 227<br>68%<br>D | 48<br>14% | 222<br>65%<br>F | 60<br>30%<br>I | 48<br>19% | 421<br>66%<br>HI | 327<br>73%<br>HI | 253<br>36%<br>Q | 330<br>52%<br>LOQ | 346<br>49%<br>LOQ | 282<br>43%<br>LQ | 519<br>59%<br>LMNOQ | 152<br>31% | 969<br>72%<br>STUVW | 877<br>62%<br>V | 848<br>65%<br>V | 912<br>67%<br>SV | 704<br>60% | 1032<br>68%<br>STUV |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**
**GB 18+**

Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. - Summary
All adults aged 18+ in GB

| | Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. | |
|---|---|---|
| | Bridget Phillipson, Education Secretary and Labour MP | Lucy Powell, Labour MP and Former Leader of the House of Commons |
| | (A) | (B) |
| Unweighted base | 2270 | 2270 |
| Weighted base | 2270 | 2270 |
| A great deal | 103<br>5% | 98<br>4% |
| A fair amount | 309<br>14%<br>B | 256<br>11% |
| Not very much | 499<br>22% | 465<br>20% |
| Heard of them but know nothing about them | 432<br>19% | 504<br>22%<br>A |
| Never heard of them | 796<br>35% | 815<br>36% |
| Don't know | 131<br>6% | 132<br>6% |
| NET: A great deal / a fair amount | 412<br>18%<br>B | 354<br>16% |
| NET: A great deal / a fair amount / not very much | 911<br>40%<br>B | 819<br>36% |
| NET: At least heard of | 1343<br>59% | 1323<br>58% |
| NET: Not very much / know nothing / never heard of | 1727<br>76% | 1784<br>79%<br>A |
| NET: Know nothing / never heard of | 1228<br>54% | 1319<br>58%<br>A |

**nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. - Bridget Philipson, Education Secretary and Labour MP

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A great deal | 103<br>5% | 78<br>7%<br>C | 24<br>2% | 56<br>9%<br>EF | 27<br>4% | 20<br>2% | 30<br>6%<br>I | 24<br>4% | 12<br>2% | 30<br>10%<br>HIKL | 2<br>2%<br>* | 4<br>2% | 86<br>6%<br>N | 17<br>2% | 65<br>5% | 38<br>4% | 58<br>8%<br>R | 45<br>3% | 16<br>3% | 13<br>2% | 19<br>4% | 53<br>10%<br>STU | 29<br>10%<br>X | 72<br>4% | 53<br>8%<br>ac | 19<br>5% | 3<br>2% | 15<br>4% | 4<br>2% | 51<br>6% | 29<br>4% |
| A fair amount | 309<br>14% | 187<br>17%<br>C | 121<br>11% | 119<br>19%<br>EF | 86<br>11% | 104<br>12% | 72<br>14% | 63<br>11% | 71<br>13% | 67<br>21%<br>GHIKL | 11<br>10%<br>* | 25<br>13% | 233<br>17%<br>N | 76<br>9% | 213<br>17%<br>P | 95<br>10% | 159<br>21%<br>R | 150<br>10% | 38<br>8% | 64<br>11% | 79<br>15%<br>S | 115<br>23%<br>STU | 72<br>24%<br>X | 234<br>12% | 149<br>23%<br>Zabc | 45<br>13% | 16<br>9% | 48<br>14% | 22<br>11% | 162<br>19%<br>e | 90<br>12% |
| Not very much | 499<br>22% | 271<br>25%<br>C | 223<br>19% | 133<br>21% | 153<br>20% | 213<br>24% | 119<br>22% | 137<br>23% | 121<br>23% | 58<br>19% | 28<br>25%<br>* | 36<br>19% | 296<br>21% | 203<br>23% | 311<br>24%<br>P | 188<br>19% | 181<br>24% | 319<br>21% | 106<br>23% | 144<br>24% | 112<br>21% | 98<br>19% | 57<br>19% | 436<br>23% | 149<br>23% | 72<br>21% | 57<br>32%<br>YZ | 82<br>24% | 50<br>25% | 192<br>23% | 173<br>22% |
| Heard of them but know nothing about them | 432<br>19% | 208<br>19% | 219<br>19% | 93<br>15% | 130<br>17% | 209<br>23%<br>DE | 98<br>18% | 96<br>16% | 121<br>23%<br>HJ | 47<br>15% | 27<br>24%<br>* | 43<br>22% | 245<br>17% | 187<br>22%<br>M | 248<br>19% | 184<br>19% | 119<br>16% | 312<br>20%<br>CL | 100<br>21%<br>V | 128<br>22%<br>V | 102<br>19% | 76<br>15% | 52<br>17% | 378<br>20% | 113<br>17% | 65<br>19% | 45<br>25% | 76<br>23% | 35<br>18% | 165<br>19% | 159<br>20% |
| Never heard of them | 796<br>35% | 305<br>28% | 477<br>42%<br>B | 165<br>26% | 305<br>41%<br>D | 326<br>36%<br>D | 186<br>35% | 232<br>39%<br>J | 178<br>34% | 89<br>29% | 38<br>34%<br>* | 73<br>37% | 461<br>33% | 335<br>39%<br>M | 387<br>30% | 409<br>41%<br>O | 193<br>26% | 603<br>39%<br>CL | 182<br>39%<br>V | 208<br>35%<br>V | 200<br>37%<br>V | 141<br>28% | 72<br>24% | 708<br>37%<br>W | 170<br>26% | 138<br>40%<br>Ya | 46<br>26% | 105<br>31% | 74<br>38%<br>Ya | 244<br>29% | 304<br>39%<br>d |
| Don't know | 131<br>6% | 48<br>4% | 81<br>7%<br>B | 58<br>9%<br>F | 47<br>6%<br>F | 27<br>3% | 27<br>5% | 42<br>7% | 21<br>4% | 21<br>7% | 6<br>6%<br>* | 13<br>7% | 79<br>6% | 52<br>6% | 52<br>4% | 79<br>8%<br>O | 31<br>4% | 100<br>7%<br>CL | 27<br>6% | 32<br>5% | 29<br>5% | 26<br>5% | 22<br>7% | 101<br>5% | 16<br>2% | 10<br>3% | 11<br>6% | 10<br>3% | 12<br>6%<br>Y | 37<br>4% | 19<br>2% |
| NET: A great deal / a fair amount | 412<br>18% | 266<br>24%<br>C | 144<br>13% | 175<br>28%<br>EF | 113<br>15% | 124<br>14% | 103<br>19% | 87<br>15% | 82<br>16% | 97<br>31%<br>GHIKL | 14<br>12%<br>* | 29<br>15% | 319<br>23%<br>N | 93<br>11% | 278<br>22%<br>P | 133<br>13% | 217<br>29%<br>R | 195<br>13% | 54<br>11% | 76<br>13% | 98<br>18%<br>ST | 167<br>33%<br>STU | 101<br>33%<br>X | 306<br>16% | 202<br>31%<br>Zabc | 64<br>18% | 20<br>11% | 63<br>19% | 26<br>13% | 214<br>25%<br>e | 119<br>15% |
| NET: A great deal / a fair amount / not very much | 911<br>40% | 536<br>49%<br>C | 367<br>32% | 308<br>49%<br>EF | 266<br>36% | 337<br>38% | 222<br>42% | 224<br>38% | 203<br>39% | 155<br>50%<br>HIKL | 42<br>37%<br>* | 65<br>33% | 615<br>44%<br>N | 296<br>34% | 590<br>46%<br>P | 321<br>32% | 398<br>54%<br>R | 513<br>34% | 160<br>34% | 220<br>37% | 210<br>39% | 265<br>52%<br>STU | 158<br>52%<br>X | 742<br>38% | 350<br>54%<br>Zabc | 136<br>39% | 77<br>43% | 145<br>43% | 75<br>38% | 406<br>48%<br>e | 292<br>38% |
| NET: At least heard of | 1343<br>59% | 745<br>68%<br>C | 586<br>51% | 401<br>64%<br>E | 396<br>53% | 546<br>61%<br>E | 320<br>60% | 320<br>54% | 324<br>62%<br>H | 202<br>65%<br>H | 69<br>61%<br>* | 108<br>56% | 860<br>61%<br>N | 483<br>56% | 838<br>66%<br>P | 505<br>51% | 517<br>70%<br>R | 826<br>54% | 260<br>55% | 348<br>59% | 312<br>58% | 341<br>67%<br>STU | 210<br>69%<br>X | 1119<br>58% | 464<br>71%<br>Zc | 201<br>58% | 122<br>68%<br>c | 221<br>66% | 110<br>56% | 571<br>67%<br>e | 451<br>58% |
| NET: Not very much / know nothing / never heard of | 1727<br>76% | 784<br>71% | 920<br>80%<br>B | 391<br>63% | 588<br>79%<br>D | 748<br>83%<br>DE | 403<br>76%<br>J | 465<br>78%<br>J | 421<br>80%<br>J | 194<br>62% | 93<br>82%<br>J* | 152<br>78%<br>J | 1002<br>72% | 725<br>83%<br>M | 946<br>74% | 781<br>79%<br>O | 493<br>67% | 1234<br>81%<br>CL | 388<br>83%<br>UV | 479<br>82%<br>V | 413<br>76%<br>V | 315<br>62% | 181<br>60% | 1522<br>79%<br>W | 432<br>66% | 275<br>79%<br>Y | 148<br>83%<br>Y | 263<br>78%<br>Y | 158<br>81%<br>Y | 600<br>71% | 636<br>82%<br>d |
| NET: Know nothing / never heard of | 1228<br>54% | 513<br>47% | 697<br>61%<br>B | 258<br>41% | 435<br>58%<br>D | 535<br>60%<br>D | 284<br>53%<br>J | 328<br>55%<br>J | 299<br>57%<br>J | 136<br>44% | 65<br>57%<br>J* | 116<br>60%<br>J | 706<br>50% | 522<br>60%<br>M | 635<br>50% | 593<br>60%<br>O | 312<br>42% | 915<br>60%<br>CL | 282<br>60%<br>V | 336<br>57%<br>V | 301<br>56%<br>V | 217<br>43% | 124<br>41% | 1086<br>56%<br>W | 283<br>44% | 203<br>58%<br>Y | 91<br>51% | 181<br>54%<br>Y | 109<br>55%<br>Y | 408<br>48% | 463<br>60%<br>d |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. - Bridget Philipson, Education Secretary and Labour MP

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A great deal | 103<br>5% | 103<br>25% | 89<br>25% | 78<br>20%<br>E | 12<br>3% | 69<br>20%<br>G | 14<br>4% | 42<br>21%<br>IJK | 33<br>13%<br>JK | 19<br>3% | 7<br>2% | 81<br>11%<br>P | 64<br>10%<br>P | 69<br>10%<br>P | 64<br>10%<br>P | 63<br>7% | 65<br>13%<br>NOP | 22<br>2% | 36<br>3%<br>R | 32<br>2%<br>R | 38<br>3%<br>R | 39<br>3%<br>RW | 36<br>2%<br>R |
| A fair amount | 309<br>14% | 309<br>75% | 196<br>55% | 183<br>48%<br>E | 59<br>18% | 150<br>44%<br>G | 58<br>17% | 93<br>46%<br>JK | 94<br>37%<br>JK | 69<br>11% | 35<br>8% | 183<br>26%<br>MNOP | 117<br>19% | 138<br>19% | 133<br>20% | 150<br>17% | 111<br>23%<br>MP | 116<br>9% | 173<br>12%<br>R | 159<br>12%<br>R | 163<br>12%<br>R | 150<br>13%<br>R | 170<br>11%<br>R |
| Not very much | 499<br>22% | -<br>- | 52<br>15% | 86<br>23% | 108<br>32%<br>D | 79<br>23% | 107<br>31%<br>F | 41<br>20% | 70<br>28% | 181<br>28%<br>H | 105<br>23% | 168<br>24% | 139<br>22% | 159<br>22% | 135<br>21% | 205<br>23% | 99<br>20% | 301<br>22% | 322<br>23% | 308<br>24% | 329<br>24% | 269<br>23% | 367<br>24%<br>R |
| Heard of them but know nothing about them | 432<br>19% | -<br>- | 16<br>4% | 27<br>7% | 85<br>26%<br>D | 31<br>9% | 79<br>23%<br>F | 16<br>8% | 35<br>14% | 165<br>26%<br>HI | 96<br>21%<br>HI | 128<br>18% | 108<br>17% | 135<br>19% | 121<br>18% | 170<br>19% | 77<br>16% | 273<br>20% | 291<br>21% | 258<br>20% | 278<br>20% | 233<br>20% | 314<br>21% |
| Never heard of them | 796<br>35% | -<br>- | 2<br>1% | 6<br>2% | 65<br>20%<br>D | 10<br>3% | 81<br>24%<br>F | 6<br>3% | 19<br>8% | 184<br>29%<br>HI | 181<br>40%<br>HIJ | 124<br>18% | 183<br>29%<br>LQ | 180<br>25%<br>L | 170<br>26%<br>LQ | 275<br>31%<br>LNOQ | 110<br>23%<br>L | 578<br>43%<br>STUVW | 516<br>37% | 500<br>38% | 517<br>38% | 427<br>36% | 566<br>38% |
| Don't know | 131<br>6% | -<br>- | *<br>0% | 1<br>0% | 3<br>1% | 2<br>1% | 2<br>1% | 2<br>1% | 1<br>0% | 18<br>3%<br>I | 26<br>6%<br>HIJ | 23<br>3% | 18<br>3% | 29<br>4% | 30<br>5%<br>P | 24<br>3% | 22<br>5%<br>P | 59<br>4%<br>U | 67<br>5%<br>UW | 53<br>4% | 46<br>3% | 60<br>5%<br>UW | 53<br>4% |
| NET: A great deal / a fair amount | 412<br>18% | 412<br>100% | 285<br>80% | 260<br>68%<br>E | 71<br>21% | 219<br>64%<br>G | 72<br>21% | 135<br>67%<br>IJK | 128<br>51%<br>JK | 87<br>14% | 42<br>9% | 265<br>37%<br>MNOP | 181<br>29%<br>P | 207<br>29%<br>P | 197<br>30%<br>P | 213<br>24% | 177<br>36%<br>MNOP | 138<br>10% | 209<br>15%<br>R | 191<br>15%<br>R | 200<br>15%<br>R | 189<br>16%<br>RW | 206<br>14%<br>R |
| NET: A great deal / a fair amount / not very much | 911<br>40% | 412<br>100% | 336<br>95% | 346<br>91%<br>E | 178<br>54% | 299<br>88%<br>G | 179<br>52% | 176<br>88%<br>IJK | 197<br>78%<br>JK | 268<br>42%<br>K | 147<br>33% | 433<br>61%<br>MNOP | 320<br>51% | 366<br>52% | 331<br>51% | 418<br>47% | 276<br>57%<br>MNOP | 439<br>33% | 531<br>38%<br>R | 499<br>38%<br>R | 530<br>39%<br>R | 457<br>39%<br>R | 573<br>38%<br>R |
| NET: At least heard of | 1343<br>59% | 412<br>100% | 352<br>99% | 374<br>98%<br>E | 263<br>79% | 329<br>97%<br>G | 257<br>76% | 192<br>96%<br>JK | 232<br>92%<br>JK | 434<br>68%<br>K | 243<br>54% | 560<br>79%<br>MNOPQ | 429<br>68% | 501<br>71%<br>P | 452<br>69% | 587<br>66% | 353<br>73%<br>P | 712<br>53% | 823<br>59%<br>R | 757<br>58%<br>R | 807<br>59%<br>R | 691<br>59%<br>R | 888<br>59%<br>R |
| NET: Not very much / know nothing / never heard of | 1727<br>76% | -<br>- | 70<br>20% | 120<br>31% | 258<br>78%<br>D | 120<br>35% | 266<br>78%<br>F | 63<br>32% | 124<br>49%<br>H | 531<br>83%<br>HI | 382<br>85%<br>HI | 420<br>59% | 431<br>68%<br>LQ | 474<br>67%<br>LQ | 425<br>65%<br>LQ | 649<br>73%<br>LMNOQ | 286<br>59% | 1152<br>85%<br>STUVW | 1130<br>80% | 1066<br>81%<br>V | 1123<br>82%<br>V | 930<br>79% | 1248<br>83%<br>SV |
| NET: Know nothing / never heard of | 1228<br>54% | -<br>- | 18<br>5% | 33<br>9% | 150<br>45%<br>D | 40<br>12% | 159<br>47%<br>F | 22<br>11% | 54<br>21%<br>H | 350<br>55%<br>HI | 277<br>62%<br>HI | 252<br>36% | 291<br>46%<br>LQ | 315<br>44%<br>LQ | 290<br>45%<br>LQ | 445<br>50%<br>LNOQ | 187<br>39% | 851<br>63%<br>STUVW | 808<br>57% | 758<br>58% | 794<br>58% | 661<br>56% | 880<br>58% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. - Lucy Powell, Labour MP and Former Leader of the House of Commons

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A great deal | 98<br>4% | 74<br>7%<br>C | 23<br>2% | 64<br>10%<br>EF | 20<br>3% | 15<br>2% | 29<br>5%<br>K | 17<br>3% | 15<br>3% | 30<br>10%<br>HIKL | 1<br>1%<br>* | 6<br>3% | 87<br>6%<br>N | 12<br>1% | 64<br>5% | 34<br>3% | 65<br>9%<br>R | 34<br>2% | 2<br>1% | 15<br>3%<br>S | 23<br>4%<br>S | 57<br>11%<br>STU | 33<br>11%<br>X | 61<br>3% | 54<br>8%<br>Zac | 12<br>3% | 4<br>2% | 16<br>5% | 3<br>1% | 49<br>6% | 30<br>4% |
| A fair amount | 256<br>11% | 169<br>15%<br>C | 85<br>7% | 110<br>18%<br>EF | 77<br>10% | 68<br>8% | 61<br>12% | 64<br>11% | 45<br>9% | 58<br>18%<br>GHIKL | 10<br>8%<br>* | 19<br>10% | 196<br>14%<br>N | 60<br>7% | 164<br>13%<br>P | 92<br>9% | 120<br>16%<br>R | 136<br>9% | 46<br>10% | 47<br>8% | 61<br>11% | 92<br>18%<br>STU | 67<br>22%<br>X | 187<br>10% | 129<br>20%<br>Zabc | 40<br>11% | 17<br>10% | 32<br>10% | 17<br>9% | 137<br>16%<br>e | 70<br>9% |
| Not very much | 465<br>20% | 241<br>22% | 222<br>19% | 121<br>19% | 147<br>20% | 197<br>22% | 115<br>22% | 115<br>19% | 106<br>20% | 63<br>20% | 23<br>20%<br>* | 43<br>22% | 289<br>21% | 176<br>20% | 286<br>22%<br>P | 179<br>18% | 160<br>22% | 306<br>20% | 99<br>21% | 136<br>23%<br>V | 104<br>19% | 90<br>18% | 52<br>17% | 408<br>21% | 138<br>21% | 76<br>22% | 34<br>19% | 78<br>23% | 52<br>27% | 183<br>22% | 154<br>20% |
| Heard of them but know nothing about them | 504<br>22% | 243<br>22% | 254<br>22% | 107<br>17% | 159<br>21% | 237<br>26%<br>DE | 107<br>20% | 134<br>23% | 131<br>25%<br>J | 54<br>17% | 33<br>29%<br>J* | 44<br>23% | 283<br>20% | 221<br>25%<br>M | 278<br>22% | 225<br>23% | 149<br>20% | 355<br>23% | 106<br>23% | 144<br>24% | 122<br>23% | 97<br>19% | 59<br>19% | 438<br>23% | 144<br>22% | 60<br>17% | 47<br>26%<br>Z | 102<br>30%<br>YZ | 47<br>24% | 183<br>22% | 188<br>24% |
| Never heard of them | 815<br>36% | 324<br>29% | 478<br>42%<br>B | 160<br>26% | 299<br>40%<br>D | 356<br>40%<br>D | 193<br>36% | 220<br>37%<br>J | 204<br>39%<br>J | 90<br>29% | 39<br>34%<br>* | 70<br>36% | 465<br>33% | 351<br>40%<br>M | 424<br>33% | 391<br>39%<br>O | 211<br>29% | 604<br>39%<br>Q | 189<br>40%<br>V | 218<br>37%<br>V | 202<br>37%<br>V | 141<br>28% | 71<br>23% | 732<br>38%<br>W | 165<br>25% | 151<br>43%<br>Ybc | 67<br>38%<br>Y | 100<br>30% | 65<br>33% | 259<br>30% | 313<br>40%<br>d |
| Don't know | 132<br>6% | 47<br>4% | 83<br>7%<br>B | 62<br>10%<br>EF | 45<br>6%<br>F | 25<br>3% | 27<br>5% | 44<br>7%<br>I | 22<br>4% | 18<br>6% | 9<br>8%<br>* | 12<br>6% | 82<br>6% | 50<br>6% | 61<br>5% | 71<br>7%<br>O | 36<br>5% | 96<br>6% | 25<br>5% | 28<br>5% | 28<br>5% | 31<br>6% | 22<br>7% | 102<br>5% | 20<br>3% | 10<br>3% | 9<br>5% | 8<br>2% | 13<br>6%<br>b | 40<br>5%<br>e | 19<br>2% |
| NET: A great deal / a fair amount | 354<br>16% | 243<br>22%<br>C | 108<br>9% | 174<br>28%<br>EF | 97<br>13%<br>F | 83<br>9% | 90<br>17%<br>I | 81<br>14% | 60<br>11% | 88<br>28%<br>GHIKL | 10<br>9%<br>* | 25<br>13% | 282<br>20%<br>N | 72<br>8% | 228<br>18%<br>P | 127<br>13% | 185<br>25%<br>R | 169<br>11% | 48<br>10% | 62<br>11% | 85<br>16%<br>ST | 148<br>29%<br>STU | 101<br>33%<br>X | 249<br>13% | 183<br>28%<br>Zabc | 51<br>15% | 21<br>12% | 48<br>14% | 19<br>10% | 186<br>22%<br>e | 100<br>13% |
| NET: A great deal / a fair amount / not very much | 819<br>36% | 484<br>44%<br>C | 330<br>29% | 295<br>47%<br>EF | 244<br>33% | 281<br>31% | 205<br>39%<br>I | 197<br>33% | 166<br>32% | 150<br>48%<br>GHIKL | 33<br>29%<br>* | 68<br>35% | 571<br>41%<br>N | 249<br>29% | 514<br>40%<br>P | 306<br>31% | 345<br>47%<br>R | 475<br>31% | 148<br>32% | 199<br>34% | 189<br>35% | 239<br>47%<br>STU | 153<br>50%<br>X | 657<br>34% | 321<br>49%<br>Zabc | 127<br>37% | 55<br>31% | 126<br>37% | 72<br>37% | 369<br>43%<br>e | 254<br>33% |
| NET: At least heard of | 1323<br>58% | 727<br>66%<br>C | 584<br>51% | 402<br>64%<br>EF | 403<br>54% | 518<br>58% | 312<br>59% | 331<br>56% | 298<br>57% | 204<br>66%<br>HI | 66<br>58%<br>* | 112<br>58% | 854<br>61%<br>N | 469<br>54% | 792<br>62%<br>P | 531<br>53% | 493<br>67%<br>R | 830<br>54% | 254<br>54% | 342<br>58% | 311<br>58% | 336<br>66%<br>STU | 212<br>70%<br>X | 1095<br>57% | 465<br>72%<br>Zac | 188<br>54% | 102<br>57% | 228<br>68%<br>Za | 119<br>61% | 552<br>65%<br>e | 442<br>57% |
| NET: Not very much / know nothing / never heard of | 1784<br>79% | 807<br>74% | 954<br>83%<br>B | 388<br>62% | 605<br>81%<br>D | 790<br>88%<br>DE | 415<br>78%<br>J | 469<br>79%<br>J | 442<br>84%<br>GHJ | 206<br>66% | 94<br>83%<br>J* | 157<br>81%<br>J | 1036<br>74% | 748<br>86%<br>M | 988<br>77% | 796<br>80% | 520<br>70% | 1264<br>83%<br>Q | 394<br>84%<br>V | 498<br>85%<br>UV | 428<br>79%<br>V | 329<br>65% | 182<br>60% | 1578<br>82%<br>W | 447<br>69% | 288<br>83%<br>Y | 148<br>83%<br>Y | 280<br>83%<br>Y | 164<br>84%<br>Y | 625<br>73% | 655<br>85%<br>d |
| NET: Know nothing / never heard of | 1319<br>58% | 566<br>52% | 731<br>64%<br>B | 267<br>43% | 459<br>61%<br>D | 593<br>66%<br>D | 300<br>56%<br>J | 354<br>60%<br>J | 335<br>64%<br>GJ | 143<br>46% | 72<br>63%<br>J* | 114<br>59%<br>J | 747<br>53% | 572<br>66%<br>M | 702<br>55% | 617<br>62%<br>O | 360<br>49% | 959<br>63%<br>Q | 295<br>63%<br>V | 361<br>62%<br>V | 324<br>60%<br>V | 239<br>47% | 130<br>43% | 1170<br>61%<br>W | 309<br>47% | 212<br>61%<br>Y | 114<br>64%<br>Y | 202<br>60%<br>Y | 112<br>57%<br>Y | 442<br>52% | 501<br>65%<br>d |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q2. How much, if anything, do you personally know about each of the following politicians? Please say so if you have never heard of them. - Lucy Powell, Labour MP and Former Leader of the House of Commons

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A great deal | 98<br>4% | 91<br>22% | 98<br>28% | 68<br>18%<br>E | 11<br>3% | 77<br>23%<br>G | 13<br>4% | 31<br>16%<br>JK | 47<br>19%<br>JK | 13<br>2% | 7<br>1% | 79<br>11%<br>P | 63<br>10% | 70<br>10% | 63<br>10% | 74<br>8% | 67<br>14%<br>MNOP | 19<br>1% | 32<br>2%<br>R | 27<br>2%<br>R | 33<br>2%<br>RW | 24<br>2% | 27<br>2% |
| A fair amount | 256<br>11% | 193<br>47% | 256<br>72% | 155<br>41%<br>E | 45<br>14% | 154<br>45%<br>G | 42<br>12% | 60<br>30%<br>JK | 99<br>39%<br>JK | 60<br>9% | 29<br>6% | 168<br>24%<br>MNOP | 118<br>19%<br>P | 121<br>17% | 124<br>19%<br>P | 125<br>14% | 105<br>22%<br>NP | 83<br>6% | 130<br>9%<br>R | 128<br>10%<br>R | 123<br>9%<br>R | 123<br>10%<br>R | 138<br>9%<br>R |
| Not very much | 465<br>20% | 75<br>18% | -<br>- | 77<br>20% | 90<br>27% | 77<br>23% | 109<br>32%<br>F | 50<br>25% | 64<br>26% | 173<br>27%<br>K | 94<br>21% | 156<br>22%<br>NO | 121<br>19% | 129<br>18% | 121<br>19% | 191<br>22% | 97<br>20% | 283<br>21% | 308<br>22% | 300<br>23% | 313<br>23% | 251<br>21% | 328<br>22% |
| Heard of them but know nothing about them | 504<br>22% | 35<br>9% | -<br>- | 60<br>16% | 97<br>29%<br>D | 27<br>8% | 102<br>30%<br>F | 39<br>20% | 31<br>12% | 178<br>28%<br>HI | 109<br>24%<br>I | 144<br>20% | 115<br>18% | 145<br>20% | 139<br>21%<br>Q | 195<br>22%<br>MQ | 86<br>18% | 323<br>24% | 343<br>24% | 307<br>23% | 318<br>23% | 276<br>23% | 366<br>24% |
| Never heard of them | 815<br>36% | 12<br>3% | -<br>- | 17<br>5% | 84<br>25%<br>D | 6<br>2% | 71<br>21%<br>F | 16<br>8% | 10<br>4% | 192<br>30%<br>HI | 187<br>42%<br>HIJ | 132<br>19% | 191<br>30%<br>LQ | 214<br>30%<br>LOQ | 172<br>26%<br>LQ | 278<br>31%<br>LOQ | 106<br>22% | 585<br>43%<br>STUVW | 530<br>38% | 495<br>38% | 535<br>39% | 444<br>38% | 596<br>40% |
| Don't know | 132<br>6% | 4<br>1% | -<br>- | 3<br>1% | 4<br>1% | 1<br>0% | 2<br>1% | 3<br>2% | 1<br>0% | 20<br>3%<br>I | 24<br>5%<br>I | 29<br>4% | 22<br>3% | 31<br>4%<br>P | 32<br>5%<br>P | 23<br>3% | 24<br>5%<br>P | 55<br>4% | 62<br>4%<br>W | 53<br>4% | 49<br>4% | 60<br>5%<br>UW | 52<br>3% |
| NET: A great deal / a fair amount | 354<br>16% | 285<br>69% | 354<br>100% | 223<br>59%<br>E | 56<br>17% | 231<br>68%<br>G | 56<br>16% | 92<br>46%<br>JK | 146<br>58%<br>HJK | 73<br>11% | 36<br>8% | 246<br>35%<br>MNOP | 181<br>29%<br>P | 190<br>27%<br>P | 187<br>29%<br>P | 199<br>22% | 172<br>35%<br>MNOP | 102<br>8% | 162<br>12%<br>R | 155<br>12%<br>R | 156<br>11%<br>R | 147<br>12%<br>R | 165<br>11%<br>R |
| NET: A great deal / a fair amount / not very much | 819<br>36% | 360<br>87% | 354<br>100% | 301<br>79%<br>E | 147<br>44% | 307<br>90%<br>G | 165<br>48% | 142<br>71%<br>JK | 211<br>83%<br>HJK | 246<br>39%<br>K | 129<br>29% | 402<br>57%<br>MNOP | 302<br>48% | 319<br>45% | 308<br>47% | 391<br>44% | 269<br>55%<br>MNOP | 385<br>29% | 470<br>33%<br>R | 454<br>35%<br>R | 468<br>34%<br>R | 398<br>34%<br>R | 493<br>33%<br>R |
| NET: At least heard of | 1323<br>58% | 395<br>96% | 354<br>100% | 361<br>95%<br>E | 243<br>73% | 334<br>98%<br>G | 267<br>78% | 181<br>90%<br>JK | 242<br>96%<br>HJK | 424<br>67%<br>K | 239<br>53% | 547<br>77%<br>MNOPQ | 417<br>66% | 464<br>65% | 447<br>69% | 586<br>66% | 355<br>73%<br>MNOP | 708<br>53% | 813<br>58%<br>R | 761<br>58%<br>R | 787<br>57%<br>R | 674<br>57%<br>R | 859<br>57%<br>R |
| NET: Not very much / know nothing / never heard of | 1784<br>79% | 123<br>30% | -<br>- | 155<br>41% | 271<br>82%<br>D | 109<br>32% | 283<br>83%<br>F | 106<br>53%<br>I | 105<br>42% | 543<br>85%<br>HI | 390<br>87%<br>HI | 433<br>61% | 427<br>68%<br>LQ | 488<br>69%<br>LQ | 432<br>66%<br>LQ | 664<br>75%<br>LMNOQ | 289<br>60% | 1191<br>88%<br>STUVW | 1181<br>84% | 1102<br>84% | 1166<br>85%<br>V | 972<br>82% | 1290<br>86%<br>V |
| NET: Know nothing / never heard of | 1319<br>58% | 48<br>12% | -<br>- | 78<br>20% | 181<br>55%<br>D | 33<br>10% | 174<br>51%<br>F | 56<br>28%<br>I | 41<br>16% | 370<br>58%<br>HI | 297<br>66%<br>HIJ | 277<br>39% | 305<br>49%<br>LQ | 359<br>51%<br>LQ | 311<br>48%<br>LQ | 473<br>53%<br>LMOQ | 192<br>40% | 908<br>67%<br>STUVW | 873<br>62% | 802<br>61% | 853<br>62% | 720<br>61% | 963<br>64%<br>TV |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**
**GB 18+**

Q3A. 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. - Summary
All adults aged 18+ in GB

| | Q3A. 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 (A) | Lucy Powell, Labour MP and Former Leader of the House of Commons (B) |
| Unweighted base | 2270 | 2270 |
| Weighted base | 2270 | 2270 |
| A very good job (2) | 126<br>6% | 113<br>5% |
| A fairly good job (1) | 256<br>11% | 228<br>10% |
| Neither a good nor bad (0) | 428<br>19% | 424<br>19% |
| A fairly bad job (-1) | 130<br>6% | 152<br>7% |
| A very bad job (-2) | 202<br>9% | 189<br>8% |
| I've never heard of this person | 614<br>27% | 610<br>27% |
| Don't know | 515<br>23% | 554<br>24%<br>A |
| NET: Good job | 381<br>17%<br>B | 341<br>15% |
| NET: Bad job | 332<br>15% | 340<br>15% |
| Mean | -0.02 | -0.07 |

**nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q3A. 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 Philipson, Education Secretary and Labour MP

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A very good job (2) | 126<br>6% | 91<br>8%<br>C | 35<br>3% | 66<br>11%<br>EF | 37<br>5%<br>F | 23<br>3% | 34<br>6% | 27<br>5% | 19<br>4% | 37<br>12%<br>GHIKL | 4<br>4%<br>* | 4<br>2% | 106<br>8%<br>N | 20<br>2% | 91<br>7%<br>P | 35<br>4% | 75<br>10%<br>R | 50<br>3% | 14<br>3% | 19<br>3% | 25<br>5% | 66<br>13%<br>STU | 38<br>13%<br>X | 85<br>4% | 76<br>12%<br>Zabc | 12<br>3% | 5<br>3% | 14<br>4% | 5<br>3% | 68<br>8%<br>e | 30<br>4% |
| A fairly good job (1) | 256<br>11% | 155<br>14%<br>C | 100<br>9% | 107<br>17%<br>EF | 64<br>9% | 84<br>9% | 59<br>11% | 52<br>9% | 58<br>11% | 44<br>14%<br>H | 18<br>16%<br>H* | 24<br>13% | 180<br>13%<br>N | 76<br>9% | 181<br>14%<br>P | 75<br>8% | 139<br>19%<br>R | 116<br>8% | 45<br>10% | 52<br>9% | 64<br>12% | 89<br>18%<br>STU | 65<br>21%<br>X | 187<br>10% | 151<br>23%<br>Zbc | 33<br>10%<br>b | 27<br>15%<br>bc | 14<br>4% | 9<br>5% | 153<br>18%<br>e | 57<br>7% |
| Neither a good nor bad (0) | 428<br>19% | 235<br>21%<br>C | 190<br>17% | 131<br>21% | 125<br>17% | 172<br>19% | 84<br>16% | 106<br>18% | 106<br>20% | 63<br>20% | 19<br>17%<br>* | 51<br>26%<br>GH | 269<br>19% | 160<br>18% | 247<br>19% | 182<br>18% | 150<br>20% | 279<br>18% | 89<br>19% | 124<br>21% | 105<br>19% | 90<br>18% | 66<br>22% | 359<br>19% | 134<br>21% | 81<br>23%<br>b | 30<br>17% | 51<br>15% | 54<br>28%<br>ab | 172<br>20% | 130<br>17% |
| A fairly bad job (-1) | 130<br>6% | 80<br>7%<br>C | 48<br>4% | 28<br>5% | 43<br>6% | 59<br>7% | 35<br>7% | 35<br>6% | 23<br>4% | 15<br>5% | 10<br>9%<br>* | 11<br>6% | 82<br>6% | 47<br>5% | 60<br>5% | 70<br>7%<br>O | 36<br>5% | 93<br>6% | 26<br>6% | 41<br>7% | 30<br>6% | 28<br>5% | 15<br>5% | 112<br>6% | 22<br>3% | 20<br>6% | 12<br>7% | 38<br>11%<br>YZ | 12<br>6% | 30<br>3% | 77<br>10%<br>d |
| A very bad job (-2) | 202<br>9% | 122<br>11%<br>C | 76<br>7% | 34<br>6% | 72<br>10%<br>D | 95<br>11%<br>D | 53<br>10% | 62<br>11% | 43<br>8% | 24<br>8% | 6<br>5%<br>* | 13<br>7% | 111<br>8% | 91<br>10% | 103<br>8% | 99<br>10% | 40<br>5% | 162<br>11%<br>Q | 52<br>11%<br>V | 48<br>8% | 48<br>9% | 32<br>6% | 12<br>4% | 188<br>10%<br>W | 21<br>3% | 42<br>12%<br>Ya | 6<br>3% | 76<br>23%<br>YZac | 13<br>7% | 45<br>5% | 117<br>15%<br>d |
| I've never heard of this person | 614<br>27% | 225<br>21% | 380<br>33%<br>B | 151<br>24% | 242<br>32%<br>DF | 221<br>25% | 134<br>25% | 168<br>28% | 151<br>29% | 71<br>23% | 32<br>29%<br>* | 58<br>30% | 377<br>27% | 238<br>27% | 302<br>24% | 312<br>31%<br>O | 151<br>20% | 463<br>30%<br>Q | 127<br>27% | 150<br>25% | 155<br>29% | 125<br>25% | 58<br>19% | 546<br>28%<br>W | 127<br>20% | 99<br>28%<br>Y | 37<br>21% | 74<br>22% | 55<br>28%<br>Y | 181<br>21% | 212<br>27%<br>d |
| Don't know | 515<br>23% | 190<br>17% | 316<br>28%<br>B | 106<br>17% | 164<br>22%<br>D | 244<br>27%<br>DE | 133<br>25%<br>L | 145<br>24%<br>L | 124<br>24% | 58<br>19% | 23<br>20%<br>* | 31<br>16% | 275<br>20% | 240<br>28%<br>M | 293<br>23% | 222<br>22% | 148<br>20% | 366<br>24%<br>Q | 115<br>25%<br>V | 154<br>26%<br>V | 113<br>21%<br>V | 78<br>15% | 48<br>16% | 452<br>23%<br>W | 118<br>18% | 61<br>18% | 61<br>34%<br>YZb | 68<br>20% | 46<br>24% | 203<br>24% | 152<br>20% |
| NET: Good job | 381<br>17% | 245<br>22%<br>C | 135<br>12% | 173<br>28%<br>EF | 101<br>14% | 107<br>12% | 94<br>18% | 78<br>13% | 77<br>15% | 81<br>26%<br>GHIL | 23<br>20%<br>* | 29<br>15% | 286<br>20%<br>N | 95<br>11% | 272<br>21%<br>P | 110<br>11% | 215<br>29%<br>R | 166<br>11% | 59<br>13% | 71<br>12% | 89<br>16% | 155<br>31%<br>STU | 104<br>34%<br>X | 272<br>14% | 227<br>35%<br>Zabc | 45<br>13% | 32<br>18%<br>bc | 28<br>8% | 14<br>7% | 221<br>26%<br>e | 86<br>11% |
| NET: Bad job | 332<br>15% | 202<br>18%<br>C | 124<br>11% | 63<br>10% | 115<br>15%<br>D | 154<br>17%<br>D | 88<br>17% | 98<br>16% | 66<br>13% | 39<br>12% | 16<br>14%<br>* | 25<br>13% | 194<br>14% | 138<br>16% | 163<br>13% | 168<br>17%<br>O | 77<br>10% | 255<br>17%<br>Q | 78<br>17% | 89<br>15% | 79<br>15% | 60<br>12% | 28<br>9% | 300<br>16%<br>W | 44<br>7% | 62<br>18%<br>Ya | 18<br>10% | 114<br>34%<br>YZac | 26<br>13%<br>Y | 74<br>9% | 194<br>25%<br>d |
| Mean | -0.02 | 0.02 | -0.07 | 0.39<br>EF | -0.15 | -0.27 | -0.05 | -0.20 | -0.05 | 0.30<br>GHIL | 0.08<br>* | -0.05<br>* | 0.12<br>N | -0.29 | 0.14<br>P | -0.27 | 0.39<br>R | -0.29 | -0.25 | -0.16 | -0.05 | 0.42<br>STU | 0.52<br>X | -0.14 | 0.59<br>Zabc | -0.25<br>b | 0.17<br>Zbc* | -0.77 | -0.20<br>b* | 0.36<br>e | -0.48 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q3A. 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 Philipson, Education Secretary and Labour MP

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A very good job (2) | 126<br>6% | 108<br>26% | 87<br>25% | 126<br>33%<br>E | -<br>- | 94<br>27%<br>G | 6<br>2% | 63<br>31%<br>IJK | 40<br>16%<br>JK | 13<br>2% | 2<br>0% | 113<br>16%<br>MNOP | 66<br>11%<br>P | 88<br>12%<br>P | 81<br>12%<br>P | 71<br>8% | 75<br>15%<br>MOP | 11<br>1% | 54<br>4%<br>RTW | 33<br>3%<br>R | 42<br>3%<br>R | 53<br>4%<br>RTUW | 43<br>3%<br>R |
| A fairly good job (1) | 256<br>11% | 152<br>37% | 136<br>38% | 256<br>67%<br>E | -<br>- | 166<br>49%<br>G | 15<br>4% | 86<br>43%<br>JK | 84<br>33%<br>JK | 60<br>9%<br>K | 8<br>2% | 181<br>26%<br>MNOPQ | 94<br>15%<br>P | 130<br>18%<br>P | 121<br>19%<br>P | 100<br>11% | 99<br>20%<br>MP | 66<br>5% | 151<br>11%<br>RT | 117<br>9%<br>R | 126<br>9%<br>R | 152<br>13%<br>RSTUW | 143<br>9%<br>R |
| Neither a good nor bad (0) | 428<br>19% | 69<br>17% | 64<br>18% | -<br>- | -<br>- | 57<br>17%<br>G | 32<br>9% | 29<br>14% | 66<br>26%<br>HK | 212<br>33%<br>HK | 66<br>15% | 157<br>22%<br>OP | 136<br>22%<br>P | 144<br>20% | 123<br>19% | 156<br>18% | 103<br>21% | 250<br>19% | 264<br>19% | 245<br>19% | 274<br>20% | 247<br>21%<br>S | 289<br>19% |
| A fairly bad job (-1) | 130<br>6% | 28<br>7% | 22<br>6% | -<br>- | 130<br>39%<br>D | 7<br>2% | 91<br>27%<br>F | 3<br>1% | 18<br>7%<br>H | 48<br>8%<br>H | 53<br>12%<br>H | 21<br>3% | 38<br>6%<br>L | 29<br>4% | 30<br>5%<br>L | 76<br>9%<br>LMNOQ | 20<br>4% | 104<br>8%<br>SV | 82<br>6%<br>V | 94<br>7%<br>SV | 92<br>7%<br>V | 47<br>4% | 102<br>7%<br>V |
| A very bad job (-2) | 202<br>9% | 42<br>10% | 35<br>10% | -<br>- | 202<br>61%<br>D | 6<br>2% | 177<br>52%<br>F | 5<br>2% | 20<br>8%<br>H | 65<br>10%<br>H | 108<br>24%<br>HIJ | 20<br>3% | 61<br>10%<br>LNOQ | 21<br>3% | 21<br>3% | 137<br>15%<br>LMNOQ | 19<br>4% | 179<br>13%<br>SV | 130<br>9%<br>V | 175<br>13%<br>SVW | 174<br>13%<br>SV | 56<br>5% | 178<br>12%<br>SV |
| I've never heard of this person | 614<br>27% | 2<br>1% | 3<br>1% | -<br>- | -<br>- | 6<br>2% | 13<br>4% | 5<br>2% | 16<br>6% | 129<br>20%<br>HI | 139<br>31%<br>HIJ | 96<br>14% | 136<br>22%<br>L | 140<br>20%<br>L | 133<br>20%<br>L | 207<br>23%<br>L | 100<br>21%<br>L | 438<br>33%<br>STUVW | 398<br>28% | 379<br>29% | 393<br>29% | 332<br>28% | 421<br>28% |
| Don't know | 515<br>23% | 9<br>2% | 7<br>2% | -<br>- | -<br>- | 5<br>2% | 6<br>2% | 12<br>6% | 8<br>3% | 108<br>17%<br>HI | 75<br>17%<br>HI | 121<br>17% | 98<br>16% | 156<br>22%<br>LMPQ | 143<br>22%<br>LMPQ | 139<br>16% | 69<br>14% | 299<br>22%<br>U | 327<br>23%<br>TU | 266<br>20% | 269<br>20% | 291<br>25%<br>TUW | 331<br>22%<br>U |
| NET: Good job | 381<br>17% | 260<br>63% | 223<br>63% | 381<br>100%<br>E | -<br>- | 259<br>76%<br>G | 21<br>6% | 148<br>74%<br>IJK | 125<br>49%<br>JK | 74<br>12%<br>K | 10<br>2% | 293<br>41%<br>MNOPQ | 160<br>25%<br>P | 219<br>31%<br>MP | 202<br>31%<br>MP | 171<br>19% | 174<br>36%<br>MNOP | 77<br>6% | 205<br>15%<br>RTUW | 150<br>11%<br>R | 169<br>12%<br>R | 205<br>17%<br>RSTUW | 186<br>12%<br>R |
| NET: Bad job | 332<br>15% | 71<br>17% | 56<br>16% | -<br>- | 332<br>100%<br>D | 13<br>4% | 268<br>79%<br>F | 7<br>4% | 38<br>15%<br>H | 113<br>18%<br>H | 161<br>36%<br>HIJ | 40<br>6% | 99<br>16%<br>LNOQ | 50<br>7% | 51<br>8%<br>L | 213<br>24%<br>LMNOQ | 38<br>8%<br>L | 283<br>21%<br>SVW | 212<br>15%<br>V | 269<br>21%<br>SVW | 266<br>19%<br>SV | 103<br>9% | 280<br>19%<br>SV |
| Mean | -0.02 | 0.64 | 0.64 | 1.33<br>E | -1.61 | 1.01<br>G | -1.30 | 1.08<br>IJK | 0.47<br>JK | -0.23<br>K | -1.09 | 0.71<br>MNOP | 0.17<br>P | 0.57<br>MP | 0.56<br>MP | -0.20 | 0.61<br>MP | -0.61 | -0.12<br>RTUW | -0.39<br>R | -0.32<br>R | 0.18<br>RSTUW | -0.30<br>RT |

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*ColumnProportions (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q3A. 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. - Lucy Powell, Labour MP and Former Leader of the House of Commons

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A very good job (2) | 113<br>5% | 81<br>7%<br>C | 31<br>3% | 62<br>10%<br>EF | 29<br>4% | 22<br>2% | 30<br>6% | 25<br>4% | 19<br>4% | 32<br>10%<br>GHIL | 4<br>4%<br>* | 3<br>2% | 92<br>7%<br>N | 21<br>2% | 81<br>6%<br>P | 32<br>3% | 71<br>10%<br>R | 42<br>3% | 14<br>3% | 18<br>3% | 24<br>5% | 55<br>11%<br>STU | 39<br>13%<br>X | 69<br>4% | 72<br>11%<br>Zabc | 20<br>6%<br>ac | 1<br>1% | 9<br>3% | *<br>0% | 63<br>7%<br>e | 29<br>4% |
| A fairly good job (1) | 228<br>10% | 146<br>13%<br>C | 81<br>7% | 116<br>19%<br>EF | 56<br>8% | 56<br>6% | 53<br>10% | 49<br>8% | 49<br>9% | 47<br>15%<br>HI | 8<br>7%<br>* | 22<br>11% | 171<br>12%<br>N | 57<br>7% | 162<br>13%<br>P | 66<br>7% | 125<br>17%<br>R | 103<br>7% | 33<br>7% | 35<br>6% | 65<br>12%<br>ST | 90<br>18%<br>STU | 58<br>19%<br>X | 169<br>9% | 120<br>18%<br>Zbc | 27<br>8% | 22<br>12%<br>b | 16<br>5% | 19<br>9% | 128<br>15%<br>e | 47<br>6% |
| Neither a good nor bad (0) | 424<br>19% | 226<br>21% | 195<br>17% | 113<br>18% | 133<br>18% | 179<br>20% | 88<br>17% | 104<br>17% | 102<br>19% | 57<br>18% | 23<br>20%<br>* | 50<br>26%<br>GH | 269<br>19% | 156<br>18% | 242<br>19% | 182<br>18% | 141<br>19% | 283<br>19% | 95<br>20% | 138<br>23%<br>UV | 94<br>17% | 81<br>16% | 59<br>19% | 363<br>19% | 144<br>22%<br>b | 77<br>22%<br>b | 42<br>23%<br>b | 48<br>14% | 45<br>23%<br>b | 170<br>20% | 135<br>17% |
| A fairly bad job (-1) | 152<br>7% | 98<br>9%<br>C | 54<br>5% | 35<br>6% | 57<br>8% | 60<br>7% | 38<br>7% | 39<br>7% | 34<br>6% | 18<br>6% | 11<br>10%<br>* | 11<br>6% | 98<br>7% | 54<br>6% | 70<br>5% | 82<br>8%<br>O | 33<br>4% | 119<br>8%<br>Q | 32<br>7% | 52<br>9% | 31<br>6% | 32<br>6% | 20<br>7% | 130<br>7% | 27<br>4% | 20<br>6% | 9<br>5% | 46<br>14%<br>YZa | 23<br>12%<br>YZa | 48<br>6% | 76<br>10%<br>d |
| A very bad job (-2) | 189<br>8% | 113<br>10%<br>C | 72<br>6% | 33<br>5% | 67<br>9%<br>D | 89<br>10%<br>D | 50<br>9% | 56<br>9% | 34<br>7% | 28<br>9% | 8<br>7%<br>* | 13<br>7% | 100<br>7% | 88<br>10%<br>M | 89<br>7% | 100<br>10%<br>O | 41<br>6% | 148<br>10%<br>Q | 51<br>11%<br>V | 42<br>7% | 48<br>9% | 31<br>6% | 14<br>5% | 170<br>9%<br>W | 24<br>4% | 33<br>10%<br>Ya | 5<br>3% | 73<br>22%<br>YZac | 14<br>7% | 40<br>5% | 110<br>14%<br>d |
| I've never heard of this person | 610<br>27% | 235<br>21% | 368<br>32%<br>B | 145<br>23% | 230<br>31%<br>D | 235<br>26% | 134<br>25% | 167<br>28%<br>J | 152<br>29%<br>J | 65<br>21% | 32<br>28%<br>* | 60<br>31%<br>J | 370<br>26% | 240<br>28% | 312<br>24% | 299<br>30%<br>O | 154<br>21% | 457<br>30%<br>Q | 123<br>26% | 152<br>26% | 155<br>29% | 120<br>24% | 61<br>20% | 542<br>28%<br>W | 124<br>19% | 101<br>29%<br>Y | 46<br>26% | 73<br>22% | 51<br>26% | 192<br>23% | 209<br>27% |
| Don't know | 554<br>24% | 199<br>18% | 344<br>30%<br>B | 119<br>19% | 176<br>24% | 259<br>29%<br>DE | 140<br>26%<br>L | 154<br>26%<br>L | 134<br>26% | 64<br>20% | 27<br>24%<br>* | 35<br>18% | 299<br>21% | 255<br>29%<br>M | 321<br>25% | 233<br>23% | 177<br>24% | 377<br>25% | 120<br>26%<br>V | 152<br>26%<br>V | 123<br>23% | 99<br>19% | 53<br>17% | 486<br>25%<br>W | 139<br>21% | 70<br>20% | 54<br>30%<br>YZb | 69<br>21% | 45<br>23% | 209<br>25% | 170<br>22% |
| NET: Good job | 341<br>15% | 227<br>21%<br>C | 112<br>10% | 178<br>29%<br>EF | 85<br>11% | 78<br>9% | 83<br>16% | 74<br>12% | 68<br>13% | 79<br>25%<br>GHIKL | 13<br>11%<br>* | 25<br>13% | 263<br>19%<br>N | 78<br>9% | 243<br>19%<br>P | 98<br>10% | 196<br>26%<br>R | 145<br>9% | 46<br>10% | 53<br>9% | 89<br>17%<br>ST | 145<br>29%<br>STU | 98<br>32%<br>X | 238<br>12% | 192<br>30%<br>Zabc | 47<br>13%<br>b | 23<br>13% | 26<br>8% | 19<br>10% | 192<br>23%<br>e | 76<br>10% |
| NET: Bad job | 340<br>15% | 211<br>19%<br>C | 126<br>11% | 68<br>11% | 124<br>17%<br>D | 149<br>17%<br>D | 88<br>16% | 95<br>16% | 68<br>13% | 47<br>15% | 19<br>17%<br>* | 24<br>12% | 198<br>14% | 142<br>16% | 159<br>12% | 181<br>18%<br>O | 73<br>10% | 267<br>17%<br>Q | 83<br>18%<br>V | 93<br>16% | 79<br>15% | 63<br>12% | 34<br>11% | 300<br>16% | 51<br>8% | 54<br>15%<br>Ya | 13<br>8% | 119<br>36%<br>YZac | 37<br>19%<br>Ya | 88<br>10% | 185<br>24%<br>d |
| Mean | -0.07 | -0.02 | -0.13 | 0.39<br>EF | -0.22 | -0.34 | -0.09 | -0.19 | -0.07 | 0.19<br>GH | -0.18<br>* | -0.09<br>* | 0.08<br>N | -0.35 | 0.12<br>P | -0.33 | 0.37<br>R | -0.33 | -0.33 | -0.23 | -0.05<br>S | 0.36<br>STU | 0.47<br>X | -0.18 | 0.49<br>Zabc | -0.12<br>b | 0.09<br>bc* | -0.81 | -0.31<br>b* | 0.28<br>e | -0.48 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q3A. 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. - Lucy Powell, Labour MP and Former Leader of the House of Commons

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A very good job (2) | 113<br>5% | 91<br>22% | 96<br>27% | 94<br>25%<br>E | 7<br>2% | 113<br>33%<br>G | -<br>- | 30<br>15%<br>JK | 67<br>27%<br>HJK | 13<br>2%<br>K | 1<br>0% | 98<br>14%<br>NOP | 70<br>11%<br>P | 75<br>11% | 66<br>10% | 71<br>8% | 69<br>14%<br>NOP | 14<br>1% | 39<br>3%<br>R | 36<br>3%<br>R | 44<br>3%<br>RW | 38<br>3%<br>R | 39<br>3%<br>R |
| A fairly good job (1) | 228<br>10% | 128<br>31% | 135<br>38% | 165<br>43%<br>E | 6<br>2% | 228<br>67%<br>G | -<br>- | 59<br>29%<br>JK | 94<br>37%<br>JK | 54<br>9%<br>K | 8<br>2% | 164<br>23%<br>MNOP | 93<br>15%<br>P | 120<br>17%<br>P | 127<br>19%<br>MP | 96<br>11% | 104<br>22%<br>MNP | 58<br>4% | 126<br>9%<br>RUW | 99<br>8%<br>R | 97<br>7%<br>R | 129<br>11%<br>RSTUW | 112<br>7%<br>R |
| Neither a good nor bad (0) | 424<br>19% | 81<br>20% | 60<br>17% | 69<br>18%<br>E | 21<br>6% | -<br>- | -<br>- | 52<br>26%<br>K | 48<br>19% | 206<br>32%<br>IK | 61<br>13% | 160<br>23%<br>OPQ | 122<br>19%<br>P | 149<br>21%<br>P | 121<br>19%<br>P | 133<br>15% | 86<br>18% | 238<br>18% | 276<br>20% | 235<br>18% | 263<br>19% | 262<br>22%<br>RSTUW | 296<br>20%<br>R |
| A fairly bad job (-1) | 152<br>7% | 39<br>10% | 23<br>6% | 15<br>4% | 99<br>30%<br>D | -<br>- | 152<br>45%<br>F | 15<br>7% | 18<br>7% | 51<br>8% | 64<br>14%<br>HIJ | 29<br>4% | 47<br>7%<br>LN | 28<br>4% | 36<br>6% | 99<br>11%<br>LMNOQ | 30<br>6%<br>LN | 123<br>9%<br>SVW | 92<br>7%<br>V | 118<br>9%<br>SVW | 111<br>8%<br>SV | 49<br>4% | 114<br>8%<br>V |
| A very bad job (-2) | 189<br>8% | 33<br>8% | 33<br>9% | 6<br>2% | 169<br>51%<br>D | -<br>- | 189<br>55%<br>F | 8<br>4% | 9<br>3% | 68<br>11%<br>HI | 98<br>22%<br>HIJ | 19<br>3% | 58<br>9%<br>LNOQ | 21<br>3% | 17<br>3% | 130<br>15%<br>LMNOQ | 17<br>3% | 165<br>12%<br>SV | 117<br>8%<br>V | 158<br>12%<br>SV | 163<br>12%<br>SV | 52<br>4% | 164<br>11%<br>SV |
| I've never heard of this person | 610<br>27% | 9<br>2% | 5<br>1% | 9<br>2% | 15<br>4% | -<br>- | -<br>- | 6<br>3% | 11<br>4% | 136<br>21%<br>HI | 139<br>31%<br>HIJ | 97<br>14% | 133<br>21%<br>L | 153<br>22%<br>L | 130<br>20%<br>L | 210<br>24%<br>L | 95<br>20%<br>L | 441<br>33%<br>STUVW | 410<br>29% | 376<br>29% | 401<br>29% | 332<br>28% | 435<br>29% |
| Don't know | 554<br>24% | 30<br>7% | 3<br>1% | 24<br>6% | 15<br>5% | -<br>- | -<br>- | 30<br>15%<br>I | 6<br>2% | 108<br>17%<br>I | 80<br>18%<br>I | 141<br>20% | 107<br>17% | 163<br>23%<br>MPQ | 153<br>24%<br>LMPQ | 149<br>17% | 85<br>18% | 308<br>23% | 346<br>25%<br>TU | 287<br>22% | 291<br>21% | 315<br>27%<br>RSTUW | 347<br>23%<br>U |
| NET: Good job | 341<br>15% | 219<br>53% | 231<br>65% | 259<br>68%<br>E | 13<br>4% | 341<br>100%<br>G | -<br>- | 89<br>44%<br>JK | 162<br>64%<br>HJK | 67<br>11%<br>K | 9<br>2% | 261<br>37%<br>MNOP | 163<br>26%<br>P | 195<br>28%<br>P | 193<br>30%<br>P | 167<br>19% | 173<br>36%<br>MNOP | 73<br>5% | 165<br>12%<br>RW | 135<br>10%<br>R | 142<br>10%<br>R | 168<br>14%<br>RSTUW | 151<br>10%<br>R |
| NET: Bad job | 340<br>15% | 72<br>17% | 56<br>16% | 21<br>5% | 268<br>81%<br>D | -<br>- | 340<br>100%<br>F | 23<br>11% | 27<br>11% | 119<br>19%<br>HI | 162<br>36%<br>HIJ | 48<br>7% | 105<br>17%<br>LNOQ | 50<br>7% | 53<br>8% | 228<br>26%<br>LMNOQ | 46<br>10%<br>LN | 288<br>21%<br>SVW | 208<br>15%<br>V | 276<br>21%<br>SVW | 274<br>20%<br>SVW | 100<br>9% | 278<br>18%<br>SV |
| Mean | -0.07 | 0.55 | 0.69 | 0.94<br>E | -1.38 | 1.33<br>G | -1.55 | 0.54<br>JK | 0.82<br>HJK | -0.27<br>K | -1.08 | 0.62<br>MNOP | 0.18<br>P | 0.51<br>MP | 0.51<br>MP | -0.23 | 0.59<br>MP | -0.61 | -0.19<br>RTUW | -0.41<br>R | -0.37<br>R | 0.10<br>RSTUW | -0.35<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F,/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q3B. And which of the following, if either, do you think would do a better job as Deputy Leader of the Labour party?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Bridget Philipson, Education Secretary and Labour MP | 201<br>9% | 127<br>12%<br>C | 74<br>6% | 76<br>12%<br>EF | 55<br>7% | 70<br>8% | 41<br>8% | 42<br>7% | 46<br>9% | 48<br>15%<br>GHIL | 11<br>10%<br>* | 12<br>6% | 145<br>10%<br>N | 55<br>6% | 145<br>11%<br>P | 56<br>6% | 109<br>15%<br>R | 91<br>6% | 29<br>6% | 37<br>6% | 47<br>9% | 82<br>16%<br>STU | 50<br>17%<br>X | 149<br>8% | 114<br>18%<br>Zabc | 28<br>8% | 14<br>8% | 14<br>4% | 7<br>3% | 113<br>13%<br>e | 42<br>5% |
| Lucy Powell, Labour MP and Former Leader of the House of Commons | 252<br>11% | 150<br>14%<br>C | 96<br>8% | 132<br>21%<br>EF | 69<br>9%<br>F | 51<br>6% | 75<br>14%<br>I | 59<br>10% | 46<br>9% | 45<br>15%<br>I | 10<br>9%<br>* | 18<br>9% | 197<br>14%<br>N | 56<br>6% | 158<br>12% | 94<br>9% | 117<br>16%<br>R | 136<br>9% | 45<br>10% | 52<br>9% | 56<br>10% | 92<br>18%<br>STU | 59<br>20%<br>X | 190<br>10% | 122<br>19%<br>Zab | 34<br>10% | 18<br>10% | 24<br>7% | 27<br>14%<br>b | 118<br>14%<br>e | 67<br>9% |
| There's no difference between the two | 636<br>28% | 343<br>31%<br>C | 289<br>25% | 130<br>21% | 228<br>31%<br>D | 278<br>31%<br>D | 144<br>27% | 173<br>29%<br>J | 153<br>29%<br>J | 65<br>21% | 35<br>31%<br>* | 67<br>35%<br>J | 395<br>28% | 241<br>28% | 384<br>30%<br>P | 252<br>25% | 189<br>25% | 447<br>29% | 119<br>25% | 178<br>30% | 169<br>31% | 129<br>25% | 69<br>23% | 562<br>29%<br>W | 169<br>26% | 122<br>35%<br>Y | 50<br>28% | 119<br>36%<br>Y | 73<br>38%<br>Y | 256<br>30% | 245<br>32% |
| Neither of them | 450<br>20% | 225<br>20% | 219<br>19% | 96<br>15% | 149<br>20%<br>D | 206<br>23%<br>D | 84<br>16% | 129<br>22%<br>G | 96<br>18% | 71<br>23%<br>G | 29<br>26%<br>G* | 41<br>21% | 235<br>17% | 215<br>25%<br>M | 203<br>16% | 247<br>25%<br>O | 92<br>12% | 358<br>23%<br>Q | 118<br>25%<br>V | 114<br>19%<br>V | 106<br>20%<br>V | 73<br>14% | 46<br>15% | 397<br>21%<br>W | 67<br>10% | 82<br>23%<br>Yac | 19<br>11% | 114<br>34%<br>YZac | 26<br>13% | 102<br>12% | 223<br>29%<br>d |
| Don't know | 731<br>32% | 253<br>23% | 467<br>41%<br>B | 191<br>31% | 246<br>33% | 294<br>33% | 189<br>36%<br>J | 191<br>32% | 184<br>35%<br>J | 83<br>27% | 28<br>25%<br>* | 56<br>29% | 428<br>31% | 302<br>35% | 387<br>30% | 344<br>35% | 233<br>32% | 497<br>33% | 156<br>33%<br>V | 207<br>35%<br>V | 163<br>30% | 133<br>26% | 80<br>26% | 631<br>33%<br>W | 178<br>27%<br>b | 84<br>24% | 77<br>43%<br>YZbc | 63<br>19% | 62<br>32%<br>b | 262<br>31%<br>e | 196<br>25% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**
**GB 18+**

Q3B. And which of the following, if either, do you think would do a better job as Deputy Leader of the Labour party?
All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Bridget Philipson, Education Secretary and Labour MP | 201<br>9% | 135<br>33% | 92<br>26% | 148<br>39%<br>E | 7<br>2% | 89<br>26%<br>G | 23<br>7% | 201<br>100%<br>IJK | -<br>- | -<br>- | -<br>- | 146<br>21%<br>MNOPQ | 80<br>13%<br>P | 106<br>15%<br>P | 87<br>13%<br>P | 79<br>9% | 78<br>16%<br>OP | 45<br>3% | 113<br>8%<br>RT | 84<br>6%<br>R | 103<br>8%<br>R | 113<br>10%<br>RSTUW | 106<br>7%<br>R |
| Lucy Powell, Labour MP and Former Leader of the House of Commons | 252<br>11% | 128<br>31% | 146<br>41% | 125<br>33%<br>E | 38<br>11% | 162<br>47%<br>G | 27<br>8% | -<br>- | 252<br>100%<br>HJK | -<br>- | -<br>- | 158<br>22%<br>MNP | 110<br>17%<br>P | 129<br>18%<br>P | 128<br>20%<br>P | 122<br>14% | 109<br>23%<br>MNP | 91<br>7% | 129<br>9%<br>R | 115<br>9%<br>R | 118<br>9%<br>R | 124<br>11%<br>RUW | 131<br>9%<br>R |
| There's no difference between the two | 636<br>28% | 87<br>21% | 73<br>21% | 74<br>19% | 113<br>34%<br>D | 67<br>20% | 119<br>35%<br>F | -<br>- | -<br>- | 636<br>100%<br>HIK | -<br>- | 179<br>25% | 195<br>31%<br>LNOQ | 181<br>26% | 167<br>26% | 270<br>30%<br>LNOQ | 116<br>24% | 432<br>32%<br>SV | 408<br>29% | 425<br>32%<br>SV | 438<br>32%<br>SV | 339<br>29% | 472<br>31%<br>SV |
| Neither of them | 450<br>20% | 42<br>10% | 36<br>10% | 10<br>3% | 161<br>49%<br>D | 9<br>3% | 162<br>47%<br>F | -<br>- | -<br>- | -<br>- | 450<br>100%<br>HIJ | 47<br>7% | 116<br>18%<br>LNOQ | 73<br>10%<br>L | 71<br>11%<br>L | 256<br>29%<br>LMNOQ | 58<br>12%<br>L | 373<br>28%<br>SUVW | 292<br>21%<br>V | 337<br>26%<br>SVW | 342<br>25%<br>SV | 159<br>14% | 355<br>24%<br>SV |
| Don't know | 731<br>32% | 20<br>5% | 8<br>2% | 25<br>6% | 12<br>4% | 14<br>4% | 11<br>3% | -<br>- | -<br>- | -<br>- | -<br>- | 178<br>25%<br>MP | 128<br>20% | 220<br>31%<br>LMPQ | 198<br>30%<br>LMPQ | 160<br>18% | 123<br>25%<br>MP | 407<br>30%<br>TU | 464<br>33%<br>RTUW | 349<br>27% | 369<br>27% | 443<br>38%<br>RSTUW | 443<br>29%<br>TU |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - Summary

All adults aged 18+ in GB

| | Q4. 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... | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | ... have experience working in public services? | ... have experience working in business? | ... are a woman? | ... are an ethnic minority? | ... are currently serving as a Minister in Keir Starmer's government? | ... come from a part of the country outside London / South East? | ... have openly criticised decisions made by Keir Starmer's government? | ... are elected by Labour party members? | ... come from a working-class background? |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) |
| Unweighted base | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 |
| Weighted base | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 |
| A sign they would do a very good job (2) | 220<br>10%<br>CDEFGH | 192<br>8%<br>CDEFH | 135<br>6%<br>DE | 95<br>4% | 93<br>4% | 133<br>6%<br>DE | 162<br>7%<br>DE | 154<br>7%<br>DE | 206<br>9%<br>CDEFGH |
| A sign they would do a fairly good job (1) | 772<br>34%<br>BCDEFGHI | 690<br>30%<br>CDEFGHI | 247<br>11%<br>D | 200<br>9% | 322<br>14%<br>CD | 303<br>13%<br>CD | 577<br>25%<br>CDEFH | 367<br>16%<br>CDF | 553<br>24%<br>CDEFH |
| Does not make any difference (0) | 836<br>37% | 915<br>40%<br>A | 1523<br>67%<br>ABEFGHI | 1489<br>66%<br>ABEFGHI | 1126<br>50%<br>ABG | 1381<br>61%<br>ABEGHI | 962<br>42%<br>A | 1106<br>49%<br>ABG | 1130<br>50%<br>ABG |
| A sign they would do a fairly bad job (-1) | 89<br>4%<br>C | 87<br>4%<br>C | 59<br>3% | 99<br>4%<br>CF | 227<br>10%<br>ABCDFGHI | 72<br>3% | 156<br>7%<br>ABCDFI | 154<br>7%<br>ABCDFI | 86<br>4%<br>C |
| A sign they would do a very bad job (-2) | 78<br>3%<br>CI | 74<br>3%<br>I | 58<br>3% | 105<br>5%<br>ABCFGI | 182<br>8%<br>ABCDFGHI | 66<br>3% | 71<br>3%<br>I | 138<br>6%<br>ABCDFGI | 53<br>2% |
| Don't know | 275<br>12%<br>CI | 312<br>14%<br>ACDI | 248<br>11% | 283<br>12%<br>CI | 320<br>14%<br>ACDI | 314<br>14%<br>ACDI | 341<br>15%<br>ACDI | 351<br>15%<br>ABCDEFI | 242<br>11% |
| NET: A sign they would do a Good job | 992<br>44%<br>BCDEFGHI | 882<br>39%<br>CDEFGHI | 382<br>17%<br>D | 295<br>13% | 415<br>18%<br>D | 436<br>19%<br>CD | 739<br>33%<br>CDEFH | 521<br>23%<br>CDEF | 759<br>33%<br>CDEFH |
| NET: A sign they would do a Bad job | 167<br>7%<br>C | 161<br>7%<br>C | 117<br>5% | 204<br>9%<br>ABCFI | 409<br>18%<br>ABCDFGHI | 138<br>6% | 227<br>10%<br>ABCFI | 292<br>13%<br>ABCDFGI | 139<br>6% |
| Mean | 0.49<br>BCDEFGHI | 0.43<br>CDEFGH | 0.17<br>DE | 0.04<br>E | -0.04 | 0.19<br>DEH | 0.31<br>CDEFH | 0.13<br>DE | 0.38<br>CDEFGH |

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*ColumnProportions (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B/C/D/E/F/G/H/I Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have experience working in public services?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 220<br>10% | 122<br>11% | 96<br>8% | 110<br>18%<br>EF | 62<br>8%<br>F | 48<br>5% | 48<br>9% | 57<br>10% | 38<br>7% | 50<br>16%<br>GHIK | 7<br>6%<br>* | 20<br>10% | 168<br>12%<br>N | 52<br>6% | 148<br>12%<br>P | 72<br>7% | 120<br>16%<br>R | 100<br>7% | 31<br>7% | 46<br>8% | 44<br>8% | 90<br>18%<br>STU | 53<br>17%<br>X | 162<br>8% | 120<br>18%<br>Zabc | 24<br>7% | 10<br>5% | 16<br>5% | 14<br>7% | 107<br>13%<br>e | 56<br>7% |
| A sign they would do a fairly good job (1) | 772<br>34% | 342<br>31% | 416<br>36%<br>B | 244<br>39%<br>EF | 233<br>31% | 295<br>33% | 178<br>33% | 174<br>29% | 206<br>39%<br>H | 100<br>32% | 42<br>37%<br>* | 72<br>37% | 467<br>33% | 305<br>35% | 491<br>38%<br>P | 281<br>28% | 308<br>42%<br>R | 464<br>30% | 147<br>32% | 190<br>32% | 181<br>33% | 187<br>37% | 117<br>38% | 644<br>33% | 257<br>40%<br>b | 122<br>35%<br>b | 79<br>44%<br>b | 82<br>24% | 86<br>44%<br>b | 346<br>41%<br>e | 223<br>29% |
| Does not make any difference (0) | 836<br>37% | 422<br>38% | 408<br>36% | 142<br>23% | 290<br>39%<br>D | 403<br>45%<br>DE | 200<br>38% | 234<br>39% | 176<br>34% | 107<br>34% | 50<br>44%<br>* | 70<br>36% | 491<br>35% | 345<br>40% | 432<br>34% | 404<br>41%<br>O | 208<br>28% | 628<br>41%<br>Q | 180<br>38%<br>V | 235<br>40%<br>V | 213<br>39%<br>V | 156<br>31% | 87<br>28% | 744<br>39%<br>W | 207<br>32% | 152<br>44%<br>Yc | 66<br>37% | 145<br>43%<br>Yc | 62<br>32% | 279<br>33% | 348<br>45%<br>d |
| A sign they would do a fairly bad job (-1) | 89<br>4% | 71<br>6%<br>C | 18<br>2% | 31<br>5%<br>E | 19<br>3% | 39<br>4% | 21<br>4% | 24<br>4% | 25<br>5% | 9<br>3% | 2<br>1%<br>* | 8<br>4% | 67<br>5%<br>N | 22<br>3% | 48<br>4% | 41<br>4% | 25<br>3% | 64<br>4% | 15<br>3% | 38<br>6%<br>SV | 19<br>4% | 17<br>3% | 12<br>4% | 76<br>4% | 18<br>3% | 15<br>4% | 6<br>3% | 29<br>9%<br>Y | 7<br>3% | 25<br>3% | 41<br>5%<br>d |
| A sign they would do a very bad job (-2) | 78<br>3% | 55<br>5%<br>C | 21<br>2% | 21<br>3% | 28<br>4% | 28<br>3% | 17<br>3% | 23<br>4% | 17<br>3% | 11<br>3% | 6<br>5%<br>* | 4<br>2% | 49<br>3% | 29<br>3% | 28<br>2% | 50<br>5%<br>O | 17<br>2% | 60<br>4% | 21<br>5% | 14<br>2% | 22<br>4% | 13<br>3% | 6<br>2% | 69<br>4% | 6<br>1% | 13<br>4%<br>Y | 1<br>1% | 32<br>10%<br>YZa | 9<br>4%<br>Y | 22<br>3% | 34<br>4% |
| Don't know | 275<br>12% | 86<br>8% | 186<br>16%<br>B | 76<br>12% | 114<br>15%<br>F | 84<br>9% | 69<br>13% | 82<br>14% | 62<br>12% | 35<br>11% | 7<br>6%<br>* | 20<br>11% | 159<br>11% | 117<br>13% | 130<br>10% | 145<br>15%<br>O | 63<br>8% | 212<br>14%<br>Q | 73<br>16%<br>V | 65<br>11% | 62<br>12% | 45<br>9% | 30<br>10% | 234<br>12% | 42<br>6% | 23<br>7% | 16<br>9% | 31<br>9% | 19<br>9% | 73<br>9% | 72<br>9% |
| NET: A sign they would do a Good job | 992<br>44% | 464<br>42% | 511<br>45% | 354<br>57%<br>EF | 295<br>39% | 343<br>38% | 226<br>42% | 231<br>39% | 244<br>47%<br>H | 150<br>48%<br>H | 49<br>43%<br>* | 92<br>47% | 635<br>45% | 357<br>41% | 639<br>50%<br>P | 353<br>36% | 428<br>58%<br>R | 564<br>37% | 178<br>38% | 236<br>40% | 225<br>42% | 277<br>54%<br>STU | 170<br>56%<br>X | 806<br>42% | 377<br>58%<br>Zb | 145<br>42%<br>b | 89<br>50%<br>b | 98<br>29% | 100<br>51%<br>b | 453<br>53%<br>e | 279<br>36% |
| NET: A sign they would do a Bad job | 167<br>7% | 126<br>12%<br>C | 39<br>3% | 52<br>8% | 48<br>6% | 68<br>8% | 38<br>7% | 48<br>8% | 42<br>8% | 20<br>6% | 7<br>6%<br>* | 12<br>6% | 116<br>8% | 51<br>6% | 76<br>6% | 91<br>9%<br>O | 42<br>6% | 125<br>8%<br>Q | 36<br>8% | 52<br>9% | 41<br>8% | 30<br>6% | 18<br>6% | 145<br>7% | 25<br>4% | 28<br>8%<br>Y | 7<br>4% | 61<br>18%<br>YZac | 16<br>8%<br>Y | 47<br>6% | 75<br>10%<br>d |
| Mean | 0.49 | 0.40 | 0.57<br>B | 0.71<br>EF | 0.44 | 0.36 | 0.47 | 0.42 | 0.48 | 0.61<br>H | 0.41<br>* | 0.55 | 0.51 | 0.44 | 0.60<br>P | 0.33 | 0.72<br>R | 0.36 | 0.38 | 0.41 | 0.43 | 0.70<br>STU | 0.73<br>X | 0.45 | 0.77<br>Zabc | 0.40<br>b | 0.56<br>b | 0.07 | 0.50<br>b | 0.63<br>e | 0.32 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have experience working in public services?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 220<br>10% | 97<br>24% | 86<br>24% | 111<br>29%<br>E | 12<br>4% | 99<br>29%<br>G | 17<br>5% | 52<br>26%<br>JK | 73<br>29%<br>JK | 37<br>6% | 20<br>4% | 135<br>19%<br>MNP | 78<br>12% | 111<br>16%<br>P | 107<br>16%<br>MP | 92<br>10% | 81<br>17%<br>MP | 73<br>5% | 124<br>9%<br>RTU | 93<br>7%<br>R | 97<br>7%<br>R | 115<br>10%<br>RTUW | 116<br>8%<br>R |
| A sign they would do a fairly good job (1) | 772<br>34% | 170<br>41% | 146<br>41% | 175<br>46%<br>E | 66<br>20% | 160<br>47%<br>G | 53<br>16% | 98<br>49%<br>JK | 113<br>45%<br>JK | 227<br>36%<br>K | 92<br>20% | 318<br>45%<br>MP | 228<br>36%<br>P | 305<br>43%<br>MP | 305<br>47%<br>MNP | 256<br>29% | 226<br>47%<br>MP | 408<br>30% | 512<br>36%<br>RTUW | 418<br>32% | 424<br>31% | 479<br>41%<br>RSTUW | 483<br>32% |
| Does not make any difference (0) | 836<br>37% | 108<br>26% | 88<br>25% | 74<br>19% | 145<br>44%<br>D | 64<br>19% | 158<br>46%<br>F | 40<br>20% | 42<br>17% | 280<br>44%<br>HI | 217<br>48%<br>HI | 172<br>24% | 227<br>36%<br>LNOQ | 208<br>29%<br>L | 175<br>27% | 368<br>41%<br>LMNOQ | 130<br>27% | 604<br>45%<br>STVW | 528<br>38%<br>V | 551<br>42%<br>SV | 589<br>43%<br>SV | 406<br>34% | 627<br>42%<br>SV |
| A sign they would do a fairly bad job (-1) | 89<br>4% | 17<br>4% | 16<br>5% | 14<br>4% | 35<br>11%<br>D | 12<br>3% | 36<br>11%<br>F | 4<br>2% | 16<br>6%<br>H | 30<br>5% | 26<br>6%<br>H | 29<br>4% | 38<br>6%<br>NOQ | 23<br>3% | 19<br>3% | 53<br>6%<br>NOQ | 16<br>3% | 57<br>4%<br>V | 46<br>3% | 62<br>5%<br>SV | 66<br>5%<br>SV | 33<br>3% | 70<br>5%<br>SV |
| A sign they would do a very bad job (-2) | 78<br>3% | 13<br>3% | 15<br>4% | 2<br>1% | 51<br>15%<br>D | 3<br>1% | 49<br>15%<br>F | 3<br>1% | 8<br>3% | 24<br>4% | 37<br>8%<br>HIJ | 11<br>2% | 20<br>3%<br>LQ | 14<br>2% | 12<br>2% | 54<br>6%<br>LMNOQ | 7<br>1% | 66<br>5%<br>V | 55<br>4%<br>V | 61<br>5%<br>V | 62<br>5%<br>V | 20<br>2% | 67<br>4%<br>V |
| Don't know | 275<br>12% | 6<br>1% | 4<br>1% | 5<br>1% | 22<br>7%<br>D | 3<br>1% | 27<br>8%<br>F | 5<br>2% | 1<br>0% | 37<br>6%<br>I | 58<br>13%<br>HIJ | 44<br>6% | 39<br>6% | 49<br>7% | 34<br>5% | 65<br>7% | 24<br>5% | 140<br>10% | 140<br>10% | 125<br>10% | 133<br>10% | 124<br>11% | 144<br>10% |
| NET: A sign they would do a Good job | 992<br>44% | 267<br>65% | 232<br>65% | 287<br>75%<br>E | 78<br>24% | 259<br>76%<br>G | 71<br>21% | 149<br>75%<br>JK | 186<br>74%<br>JK | 264<br>42%<br>K | 112<br>25% | 452<br>64%<br>MNP | 306<br>49%<br>P | 416<br>59%<br>MP | 412<br>63%<br>MNP | 348<br>39% | 307<br>63%<br>MNP | 481<br>36% | 637<br>45%<br>RTUW | 511<br>39%<br>R | 521<br>38%<br>R | 595<br>51%<br>RSTUW | 599<br>40%<br>R |
| NET: A sign they would do a Bad job | 167<br>7% | 31<br>7% | 31<br>9% | 16<br>4% | 86<br>26%<br>D | 14<br>4% | 85<br>25%<br>F | 6<br>3% | 23<br>9%<br>H | 54<br>9%<br>H | 63<br>14%<br>HIJ | 40<br>6% | 58<br>9%<br>LNOQ | 37<br>5% | 31<br>5% | 106<br>12%<br>LMNOQ | 23<br>5% | 123<br>9%<br>SV | 101<br>7%<br>V | 124<br>9%<br>SV | 128<br>9%<br>SV | 54<br>5% | 137<br>9%<br>SV |
| Mean | 0.49 | 0.79 | 0.77 | 1.01<br>E | -0.15 | 1.01<br>G | -0.15 | 0.98<br>JK | 0.90<br>JK | 0.37<br>K | 0.08 | 0.81<br>MNP | 0.52<br>P | 0.72<br>MP | 0.77<br>MP | 0.34 | 0.78<br>MP | 0.30 | 0.48<br>RTUW | 0.35<br>R | 0.35 | 0.60<br>RSTUW | 0.37<br>R |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have experience working in business?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 192<br>8% | 115<br>10%<br>C | 75<br>7% | 86<br>14%<br>EF | 48<br>6% | 59<br>7% | 38<br>7% | 38<br>6% | 36<br>7% | 51<br>16%<br>GHIK | 7<br>6%<br>* | 22<br>11% | 134<br>10%<br>N | 59<br>7% | 129<br>10%<br>P | 64<br>6% | 101<br>14%<br>R | 91<br>6% | 35<br>7% | 39<br>7% | 34<br>6% | 76<br>15%<br>STU | 46<br>15%<br>X | 142<br>7% | 83<br>13%<br>b | 38<br>11% | 12<br>7% | 23<br>7% | 15<br>8% | 83<br>10% | 76<br>10% |
| A sign they would do a fairly good job (1) | 690<br>30% | 344<br>31% | 339<br>30% | 189<br>30% | 195<br>26% | 306<br>34%<br>E | 158<br>30% | 161<br>27% | 183<br>35%<br>H | 98<br>31% | 29<br>26%<br>* | 61<br>32% | 432<br>31% | 258<br>30% | 446<br>35%<br>P | 244<br>25% | 275<br>37%<br>R | 415<br>27% | 120<br>26% | 179<br>30% | 166<br>31% | 184<br>36%<br>S | 100<br>33% | 581<br>30% | 222<br>34% | 128<br>37%<br>b | 60<br>34% | 91<br>27% | 60<br>31% | 301<br>35%<br>e | 217<br>28% |
| Does not make any difference (0) | 915<br>40% | 435<br>40% | 468<br>41% | 195<br>31% | 325<br>44%<br>D | 395<br>44%<br>D | 216<br>40%<br>J | 280<br>47%<br>IJL | 192<br>37% | 98<br>31% | 57<br>51%<br>IJL* | 72<br>37% | 556<br>40% | 360<br>41% | 493<br>39% | 422<br>43% | 255<br>34% | 660<br>43%<br>Q | 190<br>41% | 252<br>43%<br>V | 233<br>43%<br>V | 174<br>34% | 95<br>31% | 812<br>42%<br>W | 258<br>40% | 141<br>40% | 85<br>48% | 133<br>40% | 85<br>43% | 344<br>40% | 340<br>44% |
| A sign they would do a fairly bad job (-1) | 87<br>4% | 52<br>5% | 35<br>3% | 40<br>6%<br>EF | 27<br>4% | 20<br>2% | 21<br>4% | 17<br>3% | 21<br>4% | 15<br>5% | 6<br>5%<br>* | 7<br>3% | 65<br>5%<br>N | 21<br>2% | 43<br>3% | 44<br>4% | 29<br>4% | 58<br>4% | 20<br>4% | 18<br>3% | 25<br>5% | 21<br>4% | 21<br>7%<br>X | 64<br>3% | 23<br>4% | 7<br>2% | 1<br>1% | 15<br>4% | 14<br>7%<br>Za | 28<br>3% | 24<br>3% |
| A sign they would do a very bad job (-2) | 74<br>3% | 55<br>5%<br>C | 16<br>1% | 28<br>4%<br>F | 28<br>4% | 18<br>2% | 12<br>2% | 27<br>5% | 22<br>4% | 6<br>2% | 2<br>2%<br>* | 5<br>3% | 41<br>3% | 33<br>4% | 24<br>2% | 50<br>5%<br>O | 12<br>2% | 62<br>4%<br>Q | 20<br>4%<br>V | 21<br>4% | 21<br>4%<br>V | 8<br>2% | 8<br>3% | 64<br>3% | 9<br>1% | 9<br>3% | 3<br>2% | 28<br>8%<br>YZac | 3<br>2% | 17<br>2% | 30<br>4%<br>d |
| Don't know | 312<br>14% | 96<br>9% | 211<br>18%<br>B | 87<br>14% | 125<br>17%<br>F | 99<br>11% | 88<br>17% | 72<br>12% | 70<br>13% | 44<br>14% | 11<br>10%<br>* | 27<br>14% | 172<br>12% | 139<br>16%<br>M | 143<br>11% | 168<br>17%<br>O | 69<br>9% | 243<br>16%<br>Q | 82<br>18%<br>UV | 79<br>13%<br>V | 62<br>11% | 46<br>9% | 35<br>11% | 266<br>14% | 56<br>9% | 25<br>7% | 16<br>9% | 45<br>13%<br>YZ | 19<br>10% | 79<br>9% | 86<br>11% |
| NET: A sign they would do a Good job | 882<br>39% | 459<br>42%<br>C | 414<br>36% | 274<br>44%<br>E | 242<br>32% | 365<br>41%<br>E | 196<br>37% | 199<br>33% | 219<br>42%<br>H | 149<br>48%<br>GHK | 36<br>32%<br>* | 83<br>43%<br>H | 566<br>40% | 317<br>36% | 574<br>45%<br>P | 308<br>31% | 376<br>51%<br>R | 506<br>33% | 155<br>33% | 218<br>37% | 200<br>37% | 260<br>51%<br>STU | 146<br>48%<br>X | 723<br>38% | 305<br>47%<br>b | 166<br>48%<br>b | 72<br>40% | 115<br>34% | 75<br>38% | 384<br>45%<br>e | 293<br>38% |
| NET: A sign they would do a Bad job | 161<br>7% | 107<br>10%<br>C | 51<br>4% | 67<br>11%<br>EF | 55<br>7%<br>F | 39<br>4% | 33<br>6% | 44<br>7% | 43<br>8% | 21<br>7% | 8<br>8%<br>* | 12<br>6% | 106<br>8% | 55<br>6% | 67<br>5% | 94<br>9%<br>O | 41<br>6% | 120<br>8% | 41<br>9% | 39<br>7% | 46<br>8% | 28<br>6% | 29<br>9% | 128<br>7% | 32<br>5% | 17<br>5% | 5<br>3% | 43<br>13%<br>YZa | 17<br>9%<br>a | 44<br>5% | 55<br>7% |
| Mean | 0.43 | 0.41 | 0.45 | 0.49<br>E | 0.33 | 0.46<br>E | 0.42 | 0.32 | 0.42 | 0.65<br>GHIK | 0.32<br>* | 0.53<br>H | 0.45 | 0.39 | 0.54<br>P | 0.28 | 0.63<br>R | 0.32 | 0.33 | 0.39 | 0.35 | 0.65<br>STU | 0.58<br>X | 0.41 | 0.58<br>bc | 0.55<br>b | 0.47<br>b | 0.23 | 0.40 | 0.53<br>e | 0.41 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have experience working in business?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 192<br>8% | 107<br>26% | 103<br>29% | 105<br>28%<br>E | 22<br>7% | 98<br>29%<br>G | 23<br>7% | 43<br>21%<br>JK | 69<br>27%<br>JK | 39<br>6% | 26<br>6% | 109<br>15%<br>P | 94<br>15%<br>P | 93<br>13% | 94<br>14% | 105<br>12% | 82<br>17%<br>NP | 75<br>6% | 89<br>6% | 89<br>7%<br>R | 91<br>7% | 78<br>7% | 102<br>7%<br>R |
| A sign they would do a fairly good job (1) | 690<br>30% | 154<br>37% | 115<br>32% | 149<br>39%<br>E | 82<br>25% | 141<br>41%<br>G | 89<br>26% | 85<br>42%<br>K | 92<br>37%<br>K | 226<br>36%<br>K | 99<br>22% | 261<br>37%<br>NPQ | 232<br>37%<br>P | 231<br>33% | 228<br>35% | 275<br>31% | 154<br>32% | 392<br>29% | 417<br>30% | 407<br>31% | 421<br>31% | 376<br>32% | 473<br>31%<br>R |
| Does not make any difference (0) | 915<br>40% | 116<br>28% | 102<br>29% | 104<br>27% | 141<br>43%<br>D | 79<br>23% | 139<br>41%<br>F | 62<br>31% | 59<br>23% | 290<br>46%<br>HI | 208<br>46%<br>HI | 242<br>34% | 208<br>33% | 271<br>38%<br>LM | 233<br>36% | 337<br>38%<br>M | 166<br>34% | 606<br>45% | 628<br>45% | 565<br>43% | 603<br>44% | 515<br>44% | 654<br>43% |
| A sign they would do a fairly bad job (-1) | 87<br>4% | 17<br>4% | 18<br>5% | 12<br>3% | 26<br>8%<br>D | 9<br>3% | 31<br>9%<br>F | 4<br>2% | 17<br>7%<br>H | 28<br>4% | 20<br>4% | 28<br>4% | 30<br>5% | 32<br>5% | 30<br>5% | 38<br>4% | 29<br>6%<br>L | 57<br>4% | 49<br>3% | 52<br>4% | 53<br>4% | 45<br>4% | 56<br>4% |
| A sign they would do a very bad job (-2) | 74<br>3% | 10<br>2% | 13<br>4% | 4<br>1% | 42<br>13%<br>D | 8<br>2% | 36<br>11%<br>F | 1<br>1% | 12<br>5%<br>H | 17<br>3% | 35<br>8%<br>HJ | 13<br>2% | 22<br>4%<br>L | 18<br>3% | 16<br>2% | 49<br>6%<br>LMNOQ | 12<br>2% | 59<br>4%<br>V | 52<br>4%<br>V | 51<br>4%<br>V | 56<br>4%<br>V | 23<br>2% | 60<br>4%<br>V |
| Don't know | 312<br>14% | 8<br>2% | 5<br>1% | 7<br>2% | 18<br>5%<br>D | 6<br>2% | 23<br>7%<br>F | 5<br>3% | 4<br>2% | 36<br>6%<br>I | 63<br>14%<br>HIJ | 55<br>8% | 44<br>7% | 64<br>9% | 51<br>8% | 81<br>9% | 41<br>9% | 159<br>12% | 171<br>12% | 145<br>11% | 147<br>11% | 141<br>12% | 161<br>11% |
| NET: A sign they would do a Good job | 882<br>39% | 261<br>63% | 217<br>61% | 255<br>67%<br>E | 104<br>31% | 239<br>70%<br>G | 112<br>33% | 128<br>64%<br>JK | 161<br>64%<br>JK | 265<br>42%<br>K | 125<br>28% | 369<br>52%<br>NP | 325<br>52%<br>NP | 324<br>46% | 321<br>49%<br>P | 380<br>43% | 236<br>49%<br>P | 467<br>35% | 506<br>36% | 496<br>38%<br>R | 512<br>37%<br>R | 454<br>39%<br>RS | 576<br>38%<br>R |
| NET: A sign they would do a Bad job | 161<br>7% | 27<br>6% | 30<br>9% | 16<br>4% | 68<br>21%<br>D | 17<br>5% | 67<br>20%<br>F | 6<br>3% | 28<br>11%<br>H | 45<br>7%<br>H | 55<br>12%<br>HJ | 42<br>6% | 52<br>8%<br>L | 50<br>7% | 46<br>7% | 88<br>10%<br>LNO | 41<br>9%<br>L | 116<br>9%<br>V | 101<br>7%<br>V | 103<br>8%<br>V | 109<br>8%<br>V | 68<br>6% | 117<br>8%<br>V |
| Mean | 0.43 | 0.82 | 0.79 | 0.91<br>E | 0.05 | 0.93<br>G | 0.10 | 0.84<br>JK | 0.76<br>JK | 0.40<br>K | 0.16 | 0.65<br>NP | 0.59<br>P | 0.54<br>P | 0.59<br>P | 0.43 | 0.60<br>P | 0.31 | 0.36<br>R | 0.37<br>R | 0.36<br>R | 0.43<br>RSTUW | 0.37<br>R |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are a woman?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 135<br>6% | 67<br>6% | 68<br>6% | 66<br>11%<br>EF | 33<br>4% | 37<br>4% | 30<br>6% | 32<br>5% | 27<br>5% | 27<br>9% | 6<br>6%<br>* | 13<br>7% | 105<br>8%<br>N | 30<br>3% | 85<br>7% | 50<br>5% | 67<br>9%<br>R | 68<br>4% | 28<br>6% | 23<br>4% | 24<br>4% | 56<br>11%<br>STU | 34<br>11%<br>X | 98<br>5% | 64<br>10%<br>Zab | 12<br>4% | 5<br>3% | 13<br>4% | 15<br>8% | 69<br>8%<br>e | 33<br>4% |
| A sign they would do a fairly good job (1) | 247<br>11% | 119<br>11% | 124<br>11% | 126<br>20%<br>EF | 56<br>8% | 65<br>7% | 63<br>12% | 69<br>12% | 47<br>9% | 39<br>12% | 12<br>11%<br>* | 17<br>9% | 179<br>13%<br>N | 68<br>8% | 167<br>13%<br>P | 80<br>8% | 107<br>14%<br>R | 140<br>9% | 50<br>11% | 54<br>9% | 62<br>12% | 70<br>14%<br>T | 63<br>21%<br>X | 182<br>9% | 119<br>18%<br>Zbc | 29<br>8%<br>b | 21<br>12%<br>b | 13<br>4% | 21<br>11%<br>b | 122<br>14%<br>e | 52<br>7% |
| Does not make any difference (0) | 1523<br>67% | 756<br>69% | 749<br>65% | 307<br>49% | 517<br>69%<br>D | 699<br>78%<br>DE | 341<br>64% | 402<br>68% | 363<br>69% | 203<br>65% | 77<br>68%<br>* | 137<br>71% | 887<br>63% | 636<br>73%<br>M | 869<br>68% | 654<br>66% | 478<br>65% | 1045<br>68% | 296<br>63% | 417<br>71%<br>SV | 367<br>68% | 325<br>64% | 167<br>55% | 1338<br>69%<br>W | 412<br>63% | 270<br>77%<br>Y | 139<br>78%<br>Y | 234<br>70% | 140<br>72% | 575<br>68% | 574<br>74%<br>d |
| A sign they would do a fairly bad job (-1) | 59<br>3% | 40<br>4%<br>C | 19<br>2% | 32<br>5%<br>EF | 16<br>2% | 11<br>1% | 12<br>2% | 11<br>2% | 16<br>3% | 11<br>3% | 5<br>4%<br>* | 5<br>2% | 43<br>3% | 16<br>2% | 23<br>2% | 36<br>4%<br>O | 19<br>3% | 40<br>3% | 13<br>3% | 18<br>3% | 12<br>2% | 13<br>3% | 13<br>4%<br>X | 44<br>2% | 10<br>2% | 4<br>1% | 3<br>1% | 21<br>6%<br>YZa | 4<br>2% | 15<br>2% | 16<br>2% |
| A sign they would do a very bad job (-2) | 58<br>3% | 39<br>4%<br>C | 17<br>1% | 16<br>3% | 18<br>2% | 24<br>3% | 14<br>3% | 15<br>3% | 14<br>3% | 6<br>2% | 3<br>3%<br>* | 6<br>3% | 36<br>3% | 23<br>3% | 22<br>2% | 36<br>4%<br>O | 14<br>2% | 44<br>3% | 21<br>4%<br>V | 15<br>3% | 17<br>3% | 6<br>1% | 2<br>1% | 55<br>3%<br>W | 3<br>0% | 15<br>4%<br>Y | 1<br>1% | 22<br>7%<br>Yac | 2<br>1% | 17<br>2% | 26<br>3% |
| Don't know | 248<br>11% | 77<br>7% | 167<br>15%<br>B | 77<br>12%<br>F | 108<br>14%<br>F | 63<br>7% | 73<br>14% | 66<br>11% | 56<br>11% | 26<br>8% | 11<br>9%<br>* | 17<br>9% | 150<br>11% | 98<br>11% | 111<br>9% | 137<br>14%<br>O | 55<br>7% | 193<br>13%<br>Q | 61<br>13%<br>V | 61<br>10% | 59<br>11% | 39<br>8% | 25<br>8% | 212<br>11% | 42<br>7% | 19<br>5% | 10<br>6% | 32<br>10% | 13<br>7% | 53<br>6% | 72<br>9%<br>d |
| NET: A sign they would do a Good job | 382<br>17% | 186<br>17% | 192<br>17% | 192<br>31%<br>EF | 89<br>12% | 101<br>11% | 93<br>17% | 100<br>17% | 75<br>14% | 66<br>21%<br>I | 18<br>16%<br>* | 30<br>15% | 284<br>20%<br>N | 98<br>11% | 252<br>20%<br>P | 130<br>13% | 175<br>24%<br>R | 207<br>14% | 78<br>17% | 76<br>13% | 86<br>16% | 126<br>25%<br>STU | 97<br>32%<br>X | 280<br>14% | 182<br>28%<br>Zabc | 42<br>12% | 26<br>14% | 26<br>8% | 36<br>19%<br>b | 191<br>22%<br>e | 86<br>11% |
| NET: A sign they would do a Bad job | 117<br>5% | 79<br>7%<br>C | 36<br>3% | 47<br>8%<br>EF | 34<br>5% | 35<br>4% | 26<br>5% | 26<br>4% | 30<br>6% | 17<br>5% | 8<br>7%<br>* | 11<br>5% | 78<br>6% | 39<br>4% | 45<br>4% | 72<br>7%<br>O | 33<br>4% | 84<br>6% | 33<br>7%<br>V | 33<br>6% | 28<br>5% | 19<br>4% | 16<br>5% | 99<br>5% | 13<br>2% | 19<br>5%<br>Y | 4<br>2% | 43<br>13%<br>YZac | 6<br>3% | 32<br>4% | 42<br>5% |
| Mean | 0.17 | 0.13 | 0.21<br>B | 0.36<br>EF | 0.11 | 0.09 | 0.18 | 0.17 | 0.12 | 0.25 | 0.14<br>* | 0.15 | 0.22<br>N | 0.08 | 0.23<br>P | 0.08 | 0.29<br>R | 0.11 | 0.13 | 0.10 | 0.14 | 0.33<br>STU | 0.41<br>X | 0.13 | 0.38<br>Zabc | 0.06<br>b | 0.15<br>b | -0.08 | 0.24<br>Zb | 0.26<br>e | 0.07 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are a woman?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 135<br>6% | 76<br>18% | 63<br>18% | 73<br>19%<br>E | 8<br>2% | 68<br>20%<br>G | 13<br>4% | 34<br>17%<br>JK | 45<br>18%<br>JK | 24<br>4% | 14<br>3% | 90<br>13%<br>MNP | 61<br>10%<br>P | 69<br>10% | 77<br>12%<br>P | 64<br>7% | 71<br>15%<br>MNOP | 42<br>3% | 67<br>5%<br>RU | 57<br>4%<br>R | 50<br>4% | 61<br>5%<br>RUW | 58<br>4% |
| A sign they would do a fairly good job (1) | 247<br>11% | 111<br>27% | 96<br>27% | 116<br>31%<br>E | 15<br>5% | 103<br>30%<br>G | 20<br>6% | 48<br>24%<br>JK | 73<br>29%<br>JK | 64<br>10%<br>K | 19<br>4% | 159<br>22%<br>MNP | 81<br>13%<br>P | 132<br>19%<br>MP | 140<br>21%<br>MP | 90<br>10% | 112<br>23%<br>MNP | 77<br>6% | 150<br>11%<br>RTUW | 101<br>8%<br>R | 96<br>7%<br>R | 147<br>12%<br>RSTUW | 114<br>8%<br>R |
| Does not make any difference (0) | 1523<br>67% | 193<br>47% | 166<br>47% | 173<br>45% | 223<br>67%<br>D | 145<br>43% | 223<br>65%<br>F | 104<br>52% | 114<br>45% | 483<br>76%<br>HI | 315<br>70%<br>HI | 386<br>54% | 410<br>65%<br>LOQ | 442<br>62%<br>LOQ | 380<br>58%<br>Q | 592<br>67%<br>LNOQ | 246<br>51% | 1026<br>76%<br>STV | 997<br>71% | 951<br>73% | 1018<br>74%<br>SV | 832<br>71% | 1128<br>75%<br>STV |
| A sign they would do a fairly bad job (-1) | 59<br>3% | 14<br>3% | 14<br>4% | 8<br>2% | 19<br>6%<br>D | 14<br>4% | 24<br>7% | 6<br>3% | 12<br>5% | 18<br>3% | 16<br>4% | 23<br>3% | 31<br>5%<br>O | 21<br>3% | 19<br>3% | 38<br>4% | 23<br>5%<br>NO | 34<br>2% | 25<br>2% | 34<br>3%<br>SV | 38<br>3%<br>SV | 20<br>2% | 33<br>2% |
| A sign they would do a very bad job (-2) | 58<br>3% | 15<br>4% | 14<br>4% | 6<br>2% | 44<br>13%<br>D | 8<br>2% | 37<br>11%<br>F | 4<br>2% | 6<br>3% | 16<br>2% | 30<br>7%<br>HIJ | 7<br>1% | 16<br>2%<br>L | 12<br>2% | 10<br>1% | 41<br>5%<br>LMNOQ | 8<br>2% | 50<br>4%<br>SV | 39<br>3%<br>V | 47<br>4%<br>V | 46<br>3%<br>V | 17<br>1% | 50<br>3%<br>V |
| Don't know | 248<br>11% | 3<br>1% | 2<br>1% | 4<br>1% | 23<br>7%<br>D | 2<br>1% | 25<br>7%<br>F | 5<br>3% | 3<br>1% | 31<br>5%<br>I | 55<br>12%<br>HIJ | 43<br>6%<br>O | 32<br>5% | 34<br>5% | 26<br>4% | 61<br>7%<br>O | 24<br>5% | 120<br>9% | 128<br>9% | 119<br>9% | 123<br>9% | 100<br>9% | 123<br>8% |
| NET: A sign they would do a Good job | 382<br>17% | 187<br>45% | 159<br>45% | 189<br>50%<br>E | 23<br>7% | 171<br>50%<br>G | 33<br>10% | 82<br>41%<br>JK | 118<br>47%<br>JK | 88<br>14%<br>K | 33<br>7% | 249<br>35%<br>MNP | 142<br>23%<br>P | 201<br>28%<br>MP | 217<br>33%<br>MNP | 155<br>17% | 183<br>38%<br>MNOP | 119<br>9% | 217<br>15%<br>RTUW | 159<br>12%<br>RU | 146<br>11%<br>R | 208<br>18%<br>RSTUW | 172<br>11%<br>R |
| NET: A sign they would do a Bad job | 117<br>5% | 29<br>7% | 28<br>8% | 15<br>4% | 63<br>19%<br>D | 22<br>6% | 60<br>18%<br>F | 10<br>5% | 18<br>7% | 34<br>5% | 47<br>10%<br>HIJ | 30<br>4% | 46<br>7%<br>LNO | 33<br>5% | 29<br>4% | 80<br>9%<br>LNO | 31<br>6%<br>LO | 84<br>6%<br>SV | 64<br>5%<br>V | 81<br>6%<br>SV | 83<br>6%<br>SV | 37<br>3% | 84<br>6%<br>V |
| Mean | 0.17 | 0.54 | 0.51 | 0.64<br>E | -0.24 | 0.62<br>G | -0.16 | 0.52<br>JK | 0.55<br>JK | 0.10<br>K | -0.07 | 0.45<br>MNP | 0.24<br>P | 0.33<br>MP | 0.41<br>MNP | 0.12 | 0.47<br>MNP | 0.02 | 0.14<br>RTUW | 0.07<br>R | 0.05 | 0.20<br>RSTUW | 0.07<br>R |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are an ethnic minority?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 95<br>4% | 68<br>6%<br>C | 25<br>2% | 63<br>10%<br>EF | 27<br>4%<br>F | 4<br>0% | 24<br>5% | 20<br>3% | 17<br>3% | 24<br>8%<br>HIK | 1<br>1%<br>* | 8<br>4% | 81<br>6%<br>N | 13<br>2% | 66<br>5%<br>P | 29<br>3% | 54<br>7%<br>R | 41<br>3% | 17<br>4% | 13<br>2% | 15<br>3% | 49<br>10%<br>STU | 44<br>14%<br>X | 49<br>3% | 46<br>7%<br>Zb | 10<br>3% | 6<br>4% | 9<br>3% | 6<br>3% | 45<br>5%<br>e | 18<br>2% |
| A sign they would do a fairly good job (1) | 200<br>9% | 106<br>10% | 88<br>8% | 113<br>18%<br>EF | 49<br>7% | 39<br>4% | 42<br>8% | 47<br>8% | 37<br>7% | 46<br>15%<br>GHI | 10<br>9%<br>* | 17<br>9% | 151<br>11%<br>N | 49<br>6% | 131<br>10%<br>P | 69<br>7% | 90<br>12%<br>R | 110<br>7% | 42<br>9% | 38<br>7% | 46<br>9% | 62<br>12%<br>T | 58<br>19%<br>X | 137<br>7% | 76<br>12%<br>Zb | 19<br>5% | 16<br>9% | 13<br>4% | 26<br>13%<br>Zb | 92<br>11%<br>e | 28<br>4% |
| Does not make any difference (0) | 1489<br>66% | 701<br>64% | 774<br>68% | 306<br>49% | 490<br>66%<br>D | 693<br>77%<br>DE | 334<br>63% | 404<br>68% | 353<br>67% | 189<br>61% | 83<br>73%<br>J* | 126<br>65% | 873<br>62% | 616<br>71%<br>M | 859<br>67% | 629<br>63% | 487<br>66% | 1001<br>65% | 297<br>63% | 406<br>69%<br>V | 363<br>67% | 314<br>62% | 150<br>49% | 1321<br>69%<br>W | 446<br>69%<br>b | 260<br>75%<br>b | 142<br>79%<br>Ybc | 191<br>57% | 132<br>67%<br>b | 600<br>71% | 541<br>70% |
| A sign they would do a fairly bad job (-1) | 99<br>4% | 63<br>6%<br>C | 36<br>3% | 26<br>4% | 34<br>5% | 39<br>4% | 30<br>6% | 23<br>4% | 23<br>4% | 10<br>3% | 8<br>7%<br>* | 5<br>3% | 69<br>5% | 31<br>4% | 51<br>4% | 49<br>5% | 20<br>3% | 80<br>5%<br>Q | 20<br>4% | 33<br>6%<br>V | 30<br>6% | 15<br>3% | 10<br>3% | 89<br>5% | 24<br>4% | 14<br>4% | 2<br>1% | 39<br>12%<br>YZac | 7<br>4% | 30<br>3% | 49<br>6%<br>d |
| A sign they would do a very bad job (-2) | 105<br>5% | 72<br>7%<br>C | 28<br>2% | 28<br>5% | 33<br>4% | 44<br>5% | 25<br>5% | 30<br>5% | 24<br>5% | 11<br>4% | 4<br>3%<br>* | 11<br>6% | 61<br>4% | 44<br>5% | 41<br>3% | 64<br>6%<br>O | 23<br>3% | 82<br>5%<br>Q | 21<br>5% | 30<br>5% | 24<br>5% | 18<br>4% | 7<br>2% | 96<br>5% | 11<br>2% | 20<br>6%<br>Y | 4<br>2% | 45<br>13%<br>YZac | 8<br>4% | 29<br>3% | 52<br>7%<br>d |
| Don't know | 283<br>12% | 87<br>8% | 193<br>17%<br>B | 87<br>14%<br>F | 115<br>15%<br>F | 80<br>9% | 77<br>14%<br>K | 70<br>12% | 70<br>13% | 33<br>10% | 7<br>6%<br>* | 26<br>13% | 165<br>12% | 117<br>13% | 129<br>10% | 153<br>15%<br>O | 67<br>9% | 215<br>14%<br>Q | 70<br>15%<br>V | 67<br>11% | 61<br>11% | 51<br>10% | 35<br>11% | 236<br>12% | 47<br>7% | 24<br>7% | 10<br>5% | 39<br>12%<br>Y | 17<br>9% | 56<br>7% | 85<br>11%<br>d |
| NET: A sign they would do a Good job | 295<br>13% | 174<br>16%<br>C | 113<br>10% | 176<br>28%<br>EF | 76<br>10%<br>F | 43<br>5% | 66<br>12% | 67<br>11% | 55<br>10% | 69<br>22%<br>GHIKL | 12<br>10%<br>* | 26<br>13% | 232<br>17%<br>N | 62<br>7% | 197<br>15%<br>P | 98<br>10% | 144<br>19%<br>R | 151<br>10% | 59<br>13% | 51<br>9% | 62<br>11% | 111<br>22%<br>STU | 102<br>34%<br>X | 186<br>10% | 122<br>19%<br>Zb | 29<br>8% | 22<br>12% | 22<br>7% | 32<br>16%<br>Zb | 136<br>16%<br>e | 46<br>6% |
| NET: A sign they would do a Bad job | 204<br>9% | 136<br>12%<br>C | 65<br>6% | 55<br>9% | 67<br>9% | 83<br>9% | 55<br>10% | 53<br>9% | 47<br>9% | 21<br>7% | 12<br>10%<br>* | 17<br>9% | 130<br>9% | 75<br>9% | 92<br>7% | 113<br>11%<br>O | 42<br>6% | 162<br>11%<br>Q | 41<br>9% | 63<br>11%<br>V | 55<br>10% | 33<br>6% | 17<br>6% | 185<br>10%<br>W | 34<br>5% | 35<br>10%<br>Ya | 5<br>3% | 83<br>25%<br>YZac | 15<br>8% | 58<br>7% | 102<br>13%<br>d |
| Mean | 0.04 | 0.03 | 0.05 | 0.29<br>EF | 0.01<br>F | -0.10 | 0.02 | 0.01 | * | 0.22<br>GHIKL | -0.02<br>* | 0.03 | 0.10<br>N | -0.06 | 0.11<br>P | -0.06 | 0.20<br>R | -0.04 | 0.03 | -0.06 | * | 0.24<br>STU | 0.45<br>X | -0.03 | 0.21<br>Zb | -0.05<br>b | 0.11<br>Zb | -0.33 | 0.09<br>b | 0.12<br>e | -0.13 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are an ethnic minority?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 95<br>4% | 64<br>16% | 60<br>17% | 59<br>16%<br>E | 6<br>2% | 59<br>17%<br>G | 11<br>3% | 23<br>11%<br>JK | 40<br>16%<br>JK | 15<br>2% | 8<br>2% | 73<br>10%<br>P | 58<br>9%<br>P | 62<br>9%<br>P | 71<br>11%<br>P | 51<br>6% | 62<br>13%<br>MNP | 19<br>1% | 34<br>2%<br>RU | 28<br>2%<br>RU | 19<br>1% | 39<br>3%<br>RSTUW | 28<br>2% |
| A sign they would do a fairly good job (1) | 200<br>9% | 72<br>18% | 73<br>21% | 84<br>22%<br>E | 17<br>5% | 86<br>25%<br>G | 19<br>6% | 32<br>16%<br>JK | 62<br>25%<br>HJK | 47<br>7% | 21<br>5% | 117<br>17%<br>MP | 69<br>11% | 108<br>15%<br>MP | 115<br>18%<br>MP | 79<br>9% | 95<br>20%<br>MNP | 73<br>5% | 108<br>8%<br>RTUW | 72<br>6% | 67<br>5% | 109<br>9%<br>RSTUW | 83<br>5% |
| Does not make any difference (0) | 1489<br>66% | 231<br>56% | 187<br>53% | 218<br>57% | 189<br>57% | 176<br>52% | 188<br>55% | 126<br>63%<br>I | 119<br>47% | 472<br>74%<br>HIK | 284<br>63%<br>I | 428<br>60% | 409<br>65%<br>PQ | 465<br>66%<br>LOPQ | 394<br>60%<br>Q | 536<br>61% | 274<br>56% | 958<br>71% | 976<br>69% | 912<br>70% | 992<br>72%<br>ST | 859<br>73%<br>ST | 1075<br>71% |
| A sign they would do a fairly bad job (-1) | 99<br>4% | 23<br>5% | 20<br>6% | 9<br>2% | 42<br>13%<br>D | 8<br>2% | 43<br>13%<br>F | 6<br>3% | 17<br>7% | 33<br>5% | 36<br>8%<br>H | 27<br>4%<br>N | 29<br>5%<br>N | 18<br>3% | 20<br>3% | 65<br>7%<br>LMNOQ | 15<br>3% | 69<br>5%<br>V | 65<br>5%<br>V | 78<br>6%<br>SV | 74<br>5%<br>V | 32<br>3% | 83<br>5%<br>V |
| A sign they would do a very bad job (-2) | 105<br>5% | 15<br>4% | 9<br>3% | 10<br>3% | 56<br>17%<br>D | 10<br>3% | 55<br>16%<br>F | 10<br>5% | 11<br>4% | 31<br>5% | 40<br>9%<br>J | 12<br>2% | 25<br>4%<br>LN | 16<br>2% | 20<br>3%<br>L | 81<br>9%<br>LMNOQ | 11<br>2% | 91<br>7%<br>V | 78<br>6%<br>V | 86<br>7%<br>V | 80<br>6%<br>V | 23<br>2% | 90<br>6%<br>V |
| Don't know | 283<br>12% | 6<br>2% | 6<br>2% | 2<br>1% | 22<br>7%<br>D | 3<br>1% | 23<br>7%<br>F | 4<br>2% | 4<br>1% | 39<br>6%<br>I | 61<br>14%<br>HIJ | 50<br>7%<br>O | 40<br>6% | 41<br>6% | 32<br>5% | 73<br>8%<br>NOQ | 27<br>6% | 138<br>10% | 144<br>10% | 135<br>10% | 139<br>10% | 117<br>10% | 148<br>10% |
| NET: A sign they would do a Good job | 295<br>13% | 137<br>33% | 132<br>37% | 143<br>38%<br>E | 23<br>7% | 145<br>42%<br>G | 31<br>9% | 55<br>27%<br>JK | 102<br>40%<br>HJK | 61<br>10% | 29<br>6% | 191<br>27%<br>MP | 126<br>20%<br>P | 170<br>24%<br>P | 186<br>29%<br>MNP | 130<br>15% | 158<br>33%<br>LMNOP | 92<br>7% | 142<br>10%<br>RTUW | 100<br>8%<br>U | 86<br>6% | 147<br>13%<br>RSTUW | 110<br>7%<br>U |
| NET: A sign they would do a Bad job | 204<br>9% | 38<br>9% | 30<br>8% | 18<br>5% | 97<br>29%<br>D | 17<br>5% | 98<br>29%<br>F | 15<br>8% | 28<br>11% | 63<br>10% | 76<br>17%<br>HJ | 40<br>6% | 54<br>9%<br>LNQ | 34<br>5% | 40<br>6% | 147<br>17%<br>LMNOQ | 27<br>5% | 161<br>12%<br>SV | 143<br>10%<br>V | 163<br>12%<br>SV | 153<br>11%<br>V | 55<br>5% | 173<br>11%<br>V |
| Mean | 0.04 | 0.36 | 0.44 | 0.46<br>E | -0.40 | 0.52<br>G | -0.35 | 0.27<br>JK | 0.41<br>JK | -0.03<br>K | -0.20 | 0.32<br>MP | 0.18<br>P | 0.27<br>MP | 0.32<br>MP | -0.06 | 0.40<br>LMNOP | -0.12 | -0.04<br>RTUW | -0.10 | -0.10 | 0.10<br>RSTUW | -0.09 |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are currently serving as a Minister in Keir Starmer's government?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 93<br>4% | 61<br>6%<br>C | 32<br>3% | 53<br>9%<br>EF | 24<br>3% | 15<br>2% | 18<br>3% | 20<br>3% | 16<br>3% | 32<br>10%<br>GHIL | 4<br>3%<br>* | 4<br>2% | 77<br>6%<br>N | 15<br>2% | 63<br>5%<br>P | 29<br>3% | 55<br>7%<br>R | 37<br>2% | 16<br>3% | 14<br>2% | 14<br>3% | 44<br>9%<br>STU | 31<br>10%<br>X | 59<br>3% | 55<br>9%<br>Zabc | 9<br>3% | -<br>- | 11<br>3%<br>a | 2<br>1% | 56<br>7%<br>e | 18<br>2% |
| A sign they would do a fairly good job (1) | 322<br>14% | 161<br>15% | 157<br>14% | 112<br>18%<br>EF | 95<br>13% | 115<br>13% | 77<br>15%<br>H | 58<br>10% | 75<br>14%<br>H | 66<br>21%<br>GHI | 14<br>12%<br>* | 32<br>16%<br>H | 219<br>16%<br>N | 103<br>12% | 214<br>17%<br>P | 108<br>11% | 148<br>20%<br>R | 174<br>11% | 56<br>12% | 74<br>13% | 70<br>13% | 107<br>21%<br>STU | 66<br>22%<br>X | 253<br>13% | 136<br>21%<br>bc | 66<br>19%<br>bc | 34<br>19%<br>bc | 24<br>7% | 18<br>9% | 168<br>20%<br>e | 70<br>9% |
| Does not make any difference (0) | 1126<br>50% | 552<br>50% | 560<br>49% | 231<br>37% | 361<br>48%<br>D | 533<br>59%<br>DE | 243<br>46% | 322<br>54%<br>GJ | 262<br>50% | 138<br>44% | 60<br>53%<br>* | 100<br>52% | 649<br>46% | 477<br>55%<br>M | 668<br>52%<br>P | 458<br>46% | 362<br>49% | 763<br>50% | 234<br>50% | 302<br>51% | 262<br>49% | 250<br>49% | 115<br>38% | 996<br>52%<br>W | 326<br>50%<br>b | 195<br>56%<br>b | 115<br>65%<br>Ybc | 131<br>39% | 103<br>53%<br>b | 433<br>51% | 422<br>54% |
| A sign they would do a fairly bad job (-1) | 227<br>10% | 111<br>10% | 113<br>10% | 93<br>15%<br>EF | 66<br>9% | 68<br>8% | 54<br>10% | 61<br>10%<br>J | 57<br>11%<br>J | 17<br>5% | 18<br>16%<br>J* | 20<br>11% | 150<br>11% | 77<br>9% | 99<br>8% | 128<br>13%<br>O | 64<br>9% | 162<br>11% | 52<br>11%<br>V | 62<br>11% | 55<br>10% | 36<br>7% | 33<br>11% | 191<br>10% | 59<br>9% | 31<br>9% | 8<br>5% | 44<br>13%<br>a | 35<br>18%<br>YZa | 78<br>9% | 79<br>10% |
| A sign they would do a very bad job (-2) | 182<br>8% | 113<br>10%<br>C | 66<br>6% | 41<br>7% | 69<br>9% | 73<br>8% | 51<br>10% | 52<br>9% | 41<br>8% | 16<br>5% | 6<br>5%<br>* | 16<br>8% | 109<br>8% | 73<br>8% | 86<br>7% | 96<br>10%<br>O | 39<br>5% | 144<br>9%<br>Q | 33<br>7% | 47<br>8% | 61<br>11%<br>V | 27<br>5% | 17<br>6% | 164<br>8% | 14<br>2% | 23<br>7%<br>Y | 4<br>2% | 84<br>25%<br>YZac | 14<br>7%<br>Ya | 43<br>5% | 93<br>12%<br>d |
| Don't know | 320<br>14% | 99<br>9% | 216<br>19%<br>B | 93<br>15%<br>F | 133<br>18%<br>F | 95<br>11% | 90<br>17% | 81<br>14% | 73<br>14% | 43<br>14% | 12<br>10%<br>* | 22<br>11% | 195<br>14% | 125<br>14% | 146<br>11% | 174<br>18%<br>O | 72<br>10% | 248<br>16%<br>Q | 76<br>16%<br>V | 89<br>15%<br>V | 79<br>15%<br>V | 45<br>9% | 43<br>14% | 266<br>14% | 60<br>9% | 26<br>7% | 17<br>10% | 41<br>12% | 24<br>12% | 75<br>9% | 93<br>12% |
| NET: A sign they would do a Good job | 415<br>18% | 222<br>20% | 189<br>17% | 165<br>27%<br>EF | 120<br>16% | 130<br>14% | 95<br>18% | 78<br>13% | 91<br>17% | 98<br>31%<br>GHIKL | 17<br>15%<br>* | 35<br>18% | 297<br>21%<br>N | 118<br>14% | 278<br>22%<br>P | 137<br>14% | 203<br>27%<br>R | 212<br>14% | 72<br>15% | 88<br>15% | 84<br>15% | 151<br>30%<br>STU | 97<br>32%<br>X | 312<br>16% | 191<br>29%<br>Zabc | 75<br>22%<br>bc | 34<br>19%<br>bc | 35<br>10% | 20<br>10% | 223<br>26%<br>e | 88<br>11% |
| NET: A sign they would do a Bad job | 409<br>18% | 225<br>20%<br>C | 180<br>16% | 134<br>22%<br>F | 135<br>18% | 140<br>16% | 105<br>20%<br>J | 113<br>19%<br>J | 98<br>19%<br>J | 33<br>11% | 24<br>21%<br>J* | 37<br>19%<br>J | 259<br>19% | 150<br>17% | 186<br>15% | 224<br>23%<br>O | 103<br>14% | 306<br>20%<br>Q | 86<br>18%<br>V | 109<br>19%<br>V | 116<br>21%<br>V | 63<br>12% | 50<br>17% | 354<br>18% | 73<br>11% | 53<br>15%<br>a | 12<br>7% | 128<br>38%<br>YZac | 49<br>25%<br>YZa | 121<br>14% | 172<br>22%<br>d |
| Mean | -0.04 | -0.06 | -0.03 | 0.08<br>EF | -0.10 | -0.09 | -0.09 | -0.13 | -0.07 | 0.30<br>GHIKL | -0.09<br>* | -0.08 | 0.01<br>N | -0.12 | 0.06<br>P | -0.19 | 0.17<br>R | -0.16 | -0.08 | -0.11 | -0.17 | 0.23<br>STU | 0.23<br>X | -0.09 | 0.27<br>Zbc | 0.03<br>bc | 0.12<br>bc | -0.57 | -0.24<br>b | 0.15<br>e | -0.23 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are currently serving as a Minister in Keir Starmer's government?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 93<br>4% | 69<br>17% | 62<br>17% | 71<br>19%<br>E | 8<br>2% | 69<br>20%<br>G | 8<br>2% | 26<br>13%<br>JK | 40<br>16%<br>JK | 17<br>3% | 5<br>1% | 83<br>12%<br>MNOP | 53<br>8% | 65<br>9%<br>P | 58<br>9%<br>P | 57<br>6% | 59<br>12%<br>MNOP | 6<br>0% | 36<br>3%<br>R | 25<br>2%<br>R | 31<br>2%<br>R | 33<br>3%<br>R | 30<br>2%<br>R |
| A sign they would do a fairly good job (1) | 322<br>14% | 123<br>30% | 105<br>30% | 134<br>35%<br>E | 18<br>5% | 112<br>33%<br>G | 26<br>8% | 69<br>34%<br>JK | 74<br>29%<br>JK | 92<br>14%<br>K | 22<br>5% | 193<br>27%<br>MNOPQ | 116<br>18%<br>P | 148<br>21%<br>P | 128<br>20%<br>P | 120<br>14% | 91<br>19%<br>P | 109<br>8% | 182<br>13%<br>R | 157<br>12%<br>R | 184<br>13%<br>R | 194<br>16%<br>RSTUW | 210<br>14%<br>RT |
| Does not make any difference (0) | 1126<br>50% | 152<br>37% | 113<br>32% | 136<br>36% | 143<br>43% | 115<br>34% | 140<br>41% | 82<br>41% | 83<br>33% | 354<br>56%<br>HI | 231<br>51%<br>HI | 314<br>44% | 305<br>48%<br>P | 362<br>51%<br>LPQ | 308<br>47% | 391<br>44% | 211<br>44% | 735<br>55%<br>T | 743<br>53% | 667<br>51% | 720<br>53% | 662<br>56%<br>STU | 807<br>54%<br>T |
| A sign they would do a fairly bad job (-1) | 227<br>10% | 39<br>9% | 40<br>11% | 26<br>7% | 46<br>14%<br>D | 28<br>8% | 54<br>16%<br>F | 13<br>7% | 34<br>13%<br>H | 78<br>12%<br>H | 53<br>12% | 44<br>6% | 69<br>11%<br>L | 60<br>9%<br>L | 83<br>13%<br>LN | 109<br>12%<br>LN | 57<br>12%<br>LN | 176<br>13%<br>SUVW | 144<br>10%<br>V | 154<br>12%<br>UVW | 132<br>10% | 102<br>9% | 152<br>10% |
| A sign they would do a very bad job (-2) | 182<br>8% | 19<br>5% | 25<br>7% | 7<br>2% | 96<br>29%<br>D | 9<br>3% | 94<br>28%<br>F | 5<br>3% | 13<br>5% | 65<br>10%<br>HI | 79<br>18%<br>HIJ | 10<br>1% | 42<br>7%<br>LN | 23<br>3%<br>L | 30<br>5%<br>L | 127<br>14%<br>LMNOQ | 26<br>5%<br>LN | 166<br>12%<br>SUVW | 130<br>9%<br>V | 148<br>11%<br>SVW | 145<br>11%<br>V | 48<br>4% | 148<br>10%<br>V |
| Don't know | 320<br>14% | 10<br>2% | 10<br>3% | 7<br>2% | 21<br>6%<br>D | 8<br>2% | 19<br>6% | 6<br>3% | 9<br>3% | 30<br>5% | 60<br>13%<br>HIJ | 64<br>9% | 45<br>7% | 51<br>7% | 46<br>7% | 84<br>9% | 40<br>8% | 155<br>12% | 172<br>12%<br>W | 160<br>12%<br>W | 159<br>12% | 140<br>12% | 160<br>11% |
| NET: A sign they would do a Good job | 415<br>18% | 192<br>47% | 167<br>47% | 205<br>54%<br>E | 25<br>8% | 180<br>53%<br>G | 34<br>10% | 95<br>47%<br>JK | 115<br>45%<br>JK | 109<br>17%<br>K | 27<br>6% | 276<br>39%<br>MNOPQ | 168<br>27%<br>P | 214<br>30%<br>P | 185<br>28%<br>P | 176<br>20% | 150<br>31%<br>P | 116<br>9% | 218<br>16%<br>R | 182<br>14%<br>R | 215<br>16%<br>RT | 226<br>19%<br>RSTUW | 240<br>16%<br>RT |
| NET: A sign they would do a Bad job | 409<br>18% | 58<br>14% | 64<br>18% | 33<br>9% | 142<br>43%<br>D | 37<br>11% | 147<br>43%<br>F | 18<br>9% | 46<br>18%<br>H | 144<br>23%<br>H | 132<br>29%<br>HIJ | 53<br>8% | 111<br>18%<br>LN | 83<br>12%<br>L | 113<br>17%<br>LN | 236<br>27%<br>LMNOQ | 83<br>17%<br>LN | 342<br>25%<br>STUVW | 273<br>19%<br>V | 301<br>23%<br>SUVW | 277<br>20%<br>V | 150<br>13% | 300<br>20%<br>V |
| Mean | -0.04 | 0.46 | 0.41 | 0.63<br>E | -0.66 | 0.61<br>G | -0.62 | 0.50<br>JK | 0.39<br>JK | -0.14<br>K | -0.46 | 0.46<br>MNOPQ | 0.12<br>P | 0.26<br>MOP | 0.17<br>P | -0.16 | 0.23<br>MP | -0.32 | -0.12<br>RT | -0.21<br>R | -0.14<br>RT | 0.06<br>RSTUW | -0.13<br>RT |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I/J,K,L/M,N,O,P/Q,R,S/T,U,V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I/J,K,L/M,N,O,P/Q,R,S/T,U,V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... come from a part of the country outside London / South East?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 133<br>6% | 80<br>7%<br>C | 53<br>5% | 69<br>11%<br>EF | 28<br>4% | 36<br>4% | 57<br>11%<br>HIKL | 28<br>5% | 18<br>3% | 24<br>8%<br>IL | 3<br>3%<br>* | 3<br>2% | 95<br>7%<br>N | 38<br>4% | 79<br>6% | 54<br>5% | 64<br>9%<br>R | 69<br>5% | 31<br>7% | 30<br>5% | 25<br>5% | 43<br>8%<br>U | 36<br>12%<br>X | 94<br>5% | 74<br>11%<br>Zabc | 14<br>4% | 7<br>4% | 12<br>4% | 10<br>5% | 74<br>9%<br>e | 30<br>4% |
| A sign they would do a fairly good job (1) | 303<br>13% | 158<br>14% | 137<br>12% | 113<br>18%<br>EF | 93<br>12% | 97<br>11% | 81<br>15% | 81<br>14% | 59<br>11% | 35<br>11% | 9<br>8%<br>* | 38<br>20%<br>IJK | 204<br>15% | 99<br>11% | 198<br>16%<br>P | 105<br>11% | 147<br>20%<br>R | 156<br>10% | 65<br>14% | 70<br>12% | 56<br>10% | 98<br>19%<br>STU | 61<br>20%<br>X | 239<br>12% | 117<br>18%<br>Zb | 42<br>12% | 22<br>12% | 28<br>8% | 40<br>20%<br>Zb | 142<br>17%<br>e | 81<br>11% |
| Does not make any difference (0) | 1381<br>61% | 665<br>61% | 702<br>61% | 296<br>47% | 443<br>59%<br>D | 643<br>72%<br>DE | 272<br>51% | 369<br>62%<br>G | 346<br>66%<br>G | 198<br>63%<br>G | 79<br>69%<br>G* | 118<br>61%<br>G | 804<br>57% | 577<br>66%<br>M | 781<br>61% | 600<br>60% | 425<br>57% | 956<br>63%<br>Q | 270<br>58% | 365<br>62% | 343<br>63% | 293<br>58% | 150<br>49% | 1215<br>63%<br>W | 378<br>58% | 254<br>73%<br>Ybc | 121<br>68%<br>Y | 214<br>64% | 115<br>59% | 499<br>59% | 541<br>70%<br>d |
| A sign they would do a fairly bad job (-1) | 72<br>3% | 44<br>4% | 28<br>2% | 35<br>6%<br>F | 25<br>3%<br>F | 12<br>1% | 20<br>4%<br>I | 20<br>3% | 8<br>2% | 11<br>4% | 6<br>5%<br>I* | 8<br>4% | 54<br>4% | 19<br>2% | 40<br>3% | 32<br>3% | 21<br>3% | 52<br>3% | 17<br>4% | 17<br>3% | 20<br>4% | 15<br>3% | 13<br>4% | 58<br>3% | 22<br>3% | 8<br>2% | 10<br>6%<br>c | 11<br>3% | 2<br>1% | 27<br>3% | 18<br>2% |
| A sign they would do a very bad job (-2) | 66<br>3% | 49<br>4%<br>C | 15<br>1% | 26<br>4%<br>F | 21<br>3% | 19<br>2% | 19<br>4% | 16<br>3% | 20<br>4% | 5<br>2% | 2<br>2%<br>* | 4<br>2% | 41<br>3% | 25<br>3% | 27<br>2% | 39<br>4%<br>O | 15<br>2% | 51<br>3% | 13<br>3% | 18<br>3% | 25<br>5%<br>V | 9<br>2% | 4<br>1% | 60<br>3% | 4<br>1% | 7<br>2% | 3<br>1% | 28<br>8%<br>YZac | 5<br>3%<br>Y | 17<br>2% | 25<br>3% |
| Don't know | 314<br>14% | 101<br>9% | 210<br>18%<br>B | 85<br>14% | 138<br>19%<br>DF | 91<br>10% | 84<br>16% | 81<br>14% | 73<br>14% | 39<br>13% | 14<br>12%<br>* | 23<br>12% | 202<br>14% | 113<br>13% | 151<br>12% | 163<br>16%<br>O | 69<br>9% | 245<br>16%<br>Q | 71<br>15%<br>V | 86<br>15%<br>V | 72<br>13% | 51<br>10% | 40<br>13% | 263<br>14% | 56<br>9% | 24<br>7% | 16<br>9% | 43<br>13%<br>Z | 23<br>12% | 91<br>11% | 80<br>10% |
| NET: A sign they would do a Good job | 436<br>19% | 239<br>22%<br>C | 190<br>17% | 182<br>29%<br>EF | 121<br>16% | 133<br>15% | 137<br>26%<br>HIK | 109<br>18% | 77<br>15% | 59<br>19% | 12<br>11%<br>* | 42<br>21%<br>K | 299<br>21%<br>N | 137<br>16% | 277<br>22%<br>P | 160<br>16% | 211<br>29%<br>R | 225<br>15% | 96<br>21%<br>U | 100<br>17% | 81<br>15% | 141<br>28%<br>STU | 97<br>32%<br>X | 333<br>17% | 190<br>29%<br>Zab | 56<br>16% | 29<br>16% | 40<br>12% | 50<br>25%<br>Zb | 216<br>25%<br>e | 111<br>14% |
| NET: A sign they would do a Bad job | 138<br>6% | 93<br>8%<br>C | 43<br>4% | 61<br>10%<br>EF | 46<br>6%<br>F | 31<br>3% | 39<br>7% | 36<br>6% | 27<br>5% | 16<br>5% | 8<br>7%<br>* | 12<br>6% | 95<br>7% | 44<br>5% | 68<br>5% | 71<br>7% | 35<br>5% | 103<br>7% | 30<br>6% | 36<br>6% | 45<br>8%<br>V | 24<br>5% | 17<br>6% | 118<br>6% | 26<br>4% | 15<br>4% | 12<br>7% | 39<br>12%<br>YZc | 7<br>4% | 45<br>5% | 43<br>6% |
| Mean | 0.19 | 0.18 | 0.20 | 0.30<br>EF | 0.13 | 0.15 | 0.30<br>HIK | 0.17 | 0.11 | 0.22 | 0.05<br>* | 0.17 | 0.22 | 0.14 | 0.23<br>P | 0.13 | 0.33<br>R | 0.11 | 0.21<br>U | 0.15 | 0.08 | 0.33<br>TU | 0.42<br>X | 0.15 | 0.39<br>Zab | 0.15<br>b | 0.13<br>b | -0.05 | 0.27<br>b | 0.30<br>e | 0.10 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... come from a part of the country outside London / South East?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 133<br>6% | 75<br>18% | 63<br>18% | 80<br>21%<br>E | 13<br>4% | 72<br>21%<br>G | 11<br>3% | 32<br>16%<br>JK | 55<br>22%<br>JK | 23<br>4% | 8<br>2% | 91<br>13%<br>MNP | 51<br>8% | 68<br>10% | 80<br>12%<br>MNP | 65<br>7% | 62<br>13%<br>MNP | 37<br>3% | 76<br>5%<br>RUW | 60<br>5%<br>RU | 49<br>4% | 64<br>5%<br>RUW | 60<br>4%<br>R |
| A sign they would do a fairly good job (1) | 303<br>13% | 105<br>25% | 92<br>26% | 113<br>30%<br>E | 24<br>7% | 98<br>29%<br>G | 31<br>9% | 55<br>27%<br>JK | 70<br>28%<br>JK | 80<br>13%<br>K | 33<br>7% | 156<br>22%<br>MP | 100<br>16% | 145<br>20%<br>MP | 148<br>23%<br>MP | 127<br>14% | 115<br>24%<br>MP | 133<br>10% | 186<br>13%<br>RTUW | 139<br>11% | 139<br>10% | 165<br>14%<br>RTUW | 167<br>11% |
| Does not make any difference (0) | 1381<br>61% | 187<br>46% | 158<br>45% | 160<br>42% | 209<br>63%<br>D | 140<br>41% | 212<br>62%<br>F | 101<br>50%<br>I | 100<br>40% | 438<br>69%<br>HI | 300<br>67%<br>HI | 355<br>50% | 390<br>62%<br>LNOQ | 390<br>55%<br>LQ | 339<br>52% | 536<br>60%<br>LNOQ | 240<br>50% | 930<br>69%<br>STV | 881<br>63% | 873<br>67%<br>S | 935<br>68%<br>SV | 758<br>64% | 1018<br>68%<br>SV |
| A sign they would do a fairly bad job (-1) | 72<br>3% | 25<br>6% | 23<br>7% | 18<br>5% | 21<br>6% | 18<br>5% | 21<br>6% | 7<br>3% | 15<br>6%<br>K | 33<br>5%<br>K | 7<br>2% | 38<br>5% | 28<br>4% | 39<br>5% | 28<br>4% | 34<br>4% | 28<br>6% | 33<br>2% | 41<br>3% | 31<br>2% | 42<br>3% | 36<br>3% | 43<br>3% |
| A sign they would do a very bad job (-2) | 66<br>3% | 10<br>2% | 9<br>3% | 6<br>1% | 39<br>12%<br>D | 7<br>2% | 36<br>11%<br>F | 3<br>1% | 6<br>2% | 21<br>3% | 35<br>8%<br>HIJ | 13<br>2% | 18<br>3% | 19<br>3% | 17<br>3% | 42<br>5%<br>LMNOQ | 9<br>2% | 52<br>4%<br>V | 48<br>3%<br>V | 47<br>4%<br>V | 46<br>3%<br>V | 24<br>2% | 55<br>4%<br>V |
| Don't know | 314<br>14% | 10<br>2% | 8<br>2% | 4<br>1% | 26<br>8%<br>D | 5<br>2% | 29<br>9%<br>F | 3<br>1% | 6<br>3% | 40<br>6%<br>HI | 67<br>15%<br>HIJ | 54<br>8% | 43<br>7% | 49<br>7% | 39<br>6% | 83<br>9%<br>MOQ | 32<br>7% | 162<br>12% | 175<br>12%<br>W | 160<br>12% | 160<br>12% | 131<br>11% | 164<br>11% |
| NET: A sign they would do a Good job | 436<br>19% | 180<br>44% | 155<br>44% | 194<br>51%<br>E | 36<br>11% | 171<br>50%<br>G | 41<br>12% | 87<br>43%<br>JK | 125<br>50%<br>JK | 103<br>16%<br>K | 41<br>9% | 248<br>35%<br>MNP | 150<br>24% | 213<br>30%<br>MP | 227<br>35%<br>MNP | 192<br>22% | 176<br>36%<br>MNP | 170<br>13% | 262<br>19%<br>RTUW | 199<br>15%<br>R | 188<br>14% | 229<br>19%<br>RTUW | 227<br>15%<br>R |
| NET: A sign they would do a Bad job | 138<br>6% | 35<br>8% | 33<br>9% | 23<br>6% | 60<br>18%<br>D | 25<br>7% | 58<br>17%<br>F | 10<br>5% | 21<br>8% | 54<br>9% | 42<br>9% | 51<br>7% | 46<br>7% | 58<br>8% | 46<br>7% | 76<br>9% | 37<br>8% | 86<br>6% | 88<br>6%<br>V | 78<br>6% | 87<br>6% | 60<br>5% | 97<br>6%<br>V |
| Mean | 0.19 | 0.52 | 0.51 | 0.65<br>E | -0.16 | 0.63<br>G | -0.14 | 0.54<br>JK | 0.63<br>JK | 0.09<br>K | -0.07 | 0.42<br>MNP | 0.23 | 0.31<br>P | 0.40<br>MNP | 0.17 | 0.42<br>MNP | 0.06 | 0.16<br>RTUW | 0.12<br>R | 0.09 | 0.20<br>RTUW | 0.10<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have openly criticised decisions made by Keir Starmer's government?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 162<br>7% | 103<br>9%<br>C | 57<br>5% | 71<br>11%<br>EF | 48<br>6% | 43<br>5% | 36<br>7% | 35<br>6% | 41<br>8% | 33<br>11%<br>H | 5<br>4%<br>* | 12<br>6% | 112<br>8% | 50<br>6% | 92<br>7% | 69<br>7% | 83<br>11%<br>R | 79<br>5% | 23<br>5% | 37<br>6% | 33<br>6% | 61<br>12%<br>STU | 39<br>13%<br>X | 123<br>6% | 59<br>9% | 19<br>5% | 8<br>5% | 24<br>7% | 22<br>11%<br>Za | 77<br>9%<br>e | 41<br>5% |
| A sign they would do a fairly good job (1) | 577<br>25% | 272<br>25% | 294<br>26% | 175<br>28% | 180<br>24% | 221<br>25% | 137<br>26% | 154<br>26% | 125<br>24% | 73<br>23% | 35<br>31%<br>* | 54<br>28% | 353<br>25% | 225<br>26% | 354<br>28%<br>P | 224<br>23% | 206<br>28% | 371<br>24% | 119<br>25% | 134<br>23% | 146<br>27% | 138<br>27% | 87<br>29% | 481<br>25% | 201<br>31%<br>Z | 78<br>22% | 44<br>25% | 94<br>28% | 68<br>35%<br>Z | 232<br>27% | 195<br>25% |
| Does not make any difference (0) | 962<br>42% | 494<br>45%<br>C | 460<br>40% | 212<br>34% | 315<br>42%<br>D | 435<br>48%<br>DE | 213<br>40% | 267<br>45% | 224<br>43% | 129<br>41% | 47<br>42%<br>* | 82<br>42% | 589<br>42% | 373<br>43% | 547<br>43% | 415<br>42% | 285<br>38% | 678<br>44%<br>Q | 202<br>43% | 256<br>44% | 234<br>43% | 207<br>41% | 109<br>36% | 842<br>44%<br>W | 268<br>41%<br>c | 186<br>53%<br>Ybc | 88<br>49%<br>bc | 121<br>36% | 63<br>32% | 351<br>41% | 374<br>48%<br>d |
| A sign they would do a fairly bad job (-1) | 156<br>7% | 81<br>7% | 73<br>6% | 53<br>9% | 51<br>7% | 52<br>6% | 45<br>8% | 37<br>6% | 32<br>6% | 22<br>7% | 9<br>8%<br>* | 11<br>6% | 110<br>8%<br>N | 46<br>5% | 95<br>7% | 61<br>6% | 66<br>9%<br>R | 90<br>6% | 24<br>5% | 46<br>8% | 37<br>7% | 41<br>8% | 30<br>10%<br>X | 124<br>6% | 53<br>8% | 24<br>7% | 13<br>7% | 28<br>8% | 11<br>6% | 77<br>9%<br>e | 42<br>5% |
| A sign they would do a very bad job (-2) | 71<br>3% | 40<br>4% | 30<br>3% | 26<br>4% | 24<br>3% | 22<br>2% | 12<br>2% | 19<br>3% | 22<br>4% | 13<br>4% | 1<br>1%<br>* | 6<br>3% | 43<br>3% | 29<br>3% | 33<br>3% | 38<br>4% | 17<br>2% | 54<br>4% | 19<br>4% | 18<br>3% | 13<br>2% | 20<br>4% | 5<br>2% | 65<br>3% | 9<br>1% | 11<br>3% | 6<br>3% | 17<br>5%<br>Y | 6<br>3% | 26<br>3% | 23<br>3% |
| Don't know | 341<br>15% | 107<br>10% | 231<br>20%<br>B | 87<br>14% | 130<br>17% | 125<br>14% | 90<br>17% | 83<br>14% | 80<br>15% | 42<br>13% | 16<br>14%<br>* | 30<br>16% | 194<br>14% | 147<br>17% | 156<br>12% | 185<br>19%<br>O | 83<br>11% | 258<br>17%<br>Q | 81<br>17%<br>V | 96<br>16%<br>V | 78<br>14%<br>V | 41<br>8% | 36<br>12% | 294<br>15% | 59<br>9% | 31<br>9% | 19<br>11% | 52<br>15%<br>YZ | 25<br>13% | 88<br>10% | 100<br>13% |
| NET: A sign they would do a Good job | 739<br>33% | 376<br>34% | 350<br>31% | 246<br>39%<br>EF | 229<br>31% | 264<br>29% | 173<br>33% | 189<br>32% | 166<br>32% | 106<br>34% | 40<br>35%<br>* | 65<br>34% | 464<br>33% | 275<br>32% | 446<br>35%<br>P | 293<br>30% | 289<br>39%<br>R | 450<br>29% | 142<br>30% | 171<br>29% | 179<br>33% | 199<br>39%<br>ST | 125<br>41%<br>X | 604<br>31% | 260<br>40%<br>Za | 97<br>28% | 53<br>29% | 118<br>35% | 90<br>46%<br>Zab | 309<br>36%<br>e | 236<br>30% |
| NET: A sign they would do a Bad job | 227<br>10% | 120<br>11% | 103<br>9% | 79<br>13%<br>F | 75<br>10% | 74<br>8% | 57<br>11% | 56<br>9% | 53<br>10% | 35<br>11% | 10<br>9%<br>* | 16<br>8% | 153<br>11% | 75<br>9% | 128<br>10% | 100<br>10% | 84<br>11% | 144<br>9% | 43<br>9% | 64<br>11% | 50<br>9% | 61<br>12% | 35<br>11% | 189<br>10% | 62<br>10% | 35<br>10% | 19<br>10% | 45<br>13% | 17<br>9% | 103<br>12%<br>e | 65<br>8% |
| Mean | 0.31 | 0.32 | 0.30 | 0.40<br>F | 0.29 | 0.27 | 0.32 | 0.29 | 0.30 | 0.34 | 0.34<br>* | 0.33 | 0.32 | 0.31 | 0.34 | 0.28 | 0.41<br>R | 0.26 | 0.27 | 0.26 | 0.32 | 0.38 | 0.46<br>X | 0.29 | 0.42<br>Za | 0.22 | 0.23 | 0.28 | 0.53<br>Zab | 0.34 | 0.28 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... have openly criticised decisions made by Keir Starmer's government?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 162<br>7% | 71<br>17% | 69<br>19% | 70<br>18%<br>E | 17<br>5% | 69<br>20%<br>G | 21<br>6% | 34<br>17%<br>JK | 45<br>18%<br>JK | 30<br>5% | 27<br>6% | 79<br>11% | 64<br>10% | 76<br>11% | 81<br>12% | 89<br>10% | 81<br>17%<br>LMNOP | 78<br>6%<br>W | 88<br>6%<br>W | 78<br>6%<br>W | 74<br>5% | 67<br>6% | 72<br>5% |
| A sign they would do a fairly good job (1) | 577<br>25% | 147<br>36% | 126<br>35% | 138<br>36%<br>E | 88<br>27% | 121<br>36%<br>G | 73<br>22% | 70<br>35%<br>K | 113<br>45%<br>JK | 181<br>28%<br>K | 85<br>19% | 200<br>28% | 168<br>27% | 209<br>29% | 229<br>35%<br>LMNP | 239<br>27% | 180<br>37%<br>LMNP | 361<br>27%<br>UW | 391<br>28%<br>UW | 344<br>26%<br>UW | 331<br>24% | 321<br>27%<br>UW | 354<br>24% |
| Does not make any difference (0) | 962<br>42% | 135<br>33% | 107<br>30% | 123<br>32% | 147<br>44%<br>D | 109<br>32% | 148<br>43%<br>F | 65<br>32% | 67<br>27% | 312<br>49%<br>HI | 217<br>48%<br>HI | 276<br>39%<br>Q | 266<br>42%<br>OQ | 284<br>40%<br>OQ | 236<br>36%<br>Q | 374<br>42%<br>OQ | 152<br>31% | 609<br>45% | 606<br>43% | 583<br>45% | 637<br>47%<br>S | 517<br>44% | 718<br>48%<br>RSTV |
| A sign they would do a fairly bad job (-1) | 156<br>7% | 38<br>9% | 37<br>10% | 35<br>9% | 24<br>7% | 28<br>8% | 36<br>11% | 26<br>13%<br>IK | 16<br>6% | 50<br>8% | 27<br>6% | 80<br>11%<br>NOPQ | 57<br>9% | 63<br>9% | 51<br>8% | 61<br>7% | 36<br>7% | 66<br>5% | 93<br>7%<br>R | 87<br>7%<br>R | 95<br>7%<br>R | 88<br>7%<br>R | 113<br>7%<br>R |
| A sign they would do a very bad job (-2) | 71<br>3% | 14<br>3% | 12<br>3% | 9<br>2% | 26<br>8%<br>D | 9<br>3% | 28<br>8%<br>F | 3<br>1% | 7<br>3% | 20<br>3% | 29<br>7%<br>HJ | 17<br>2% | 15<br>2% | 18<br>3% | 15<br>2% | 34<br>4%<br>M | 10<br>2% | 50<br>4% | 48<br>3% | 48<br>4% | 51<br>4% | 33<br>3% | 55<br>4% |
| Don't know | 341<br>15% | 6<br>1% | 4<br>1% | 7<br>2% | 29<br>9%<br>D | 5<br>1% | 34<br>10%<br>F | 4<br>2% | 4<br>2% | 44<br>7%<br>HI | 64<br>14%<br>HIJ | 55<br>8%<br>Q | 59<br>9%<br>OQ | 60<br>8%<br>OQ | 40<br>6% | 89<br>10%<br>OQ | 26<br>5% | 183<br>14% | 181<br>13% | 170<br>13% | 182<br>13% | 151<br>13% | 195<br>13% |
| NET: A sign they would do a Good job | 739<br>33% | 218<br>53% | 194<br>55% | 208<br>55%<br>E | 105<br>32% | 190<br>56%<br>G | 95<br>28% | 104<br>52%<br>JK | 158<br>62%<br>HJK | 210<br>33%<br>K | 112<br>25% | 279<br>39% | 232<br>37% | 284<br>40% | 309<br>47%<br>LMNP | 328<br>37% | 260<br>54%<br>LMNOP | 439<br>33%<br>UW | 478<br>34%<br>UW | 422<br>32%<br>UW | 405<br>30% | 388<br>33%<br>UW | 426<br>28% |
| NET: A sign they would do a Bad job | 227<br>10% | 52<br>13% | 49<br>14% | 44<br>12% | 51<br>15% | 36<br>11% | 64<br>19%<br>F | 29<br>14% | 23<br>9% | 70<br>11% | 57<br>13% | 97<br>14%<br>OQ | 72<br>11% | 81<br>11% | 66<br>10% | 95<br>11% | 46<br>10% | 117<br>9% | 141<br>10% | 134<br>10%<br>R | 146<br>11%<br>R | 121<br>10% | 168<br>11%<br>R |
| Mean | 0.31 | 0.55 | 0.58 | 0.60<br>E | 0.15 | 0.64<br>G | 0.08 | 0.54<br>JK | 0.69<br>JK | 0.25 | 0.14 | 0.37 | 0.37 | 0.40 | 0.50<br>LMNP | 0.36 | 0.62<br>LMNOP | 0.30<br>UW | 0.31<br>UW | 0.28<br>W | 0.24 | 0.29<br>W | 0.21 |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are elected by Labour party members?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 154<br>7% | 108<br>10%<br>C | 44<br>4% | 71<br>11%<br>EF | 37<br>5% | 46<br>5% | 44<br>8%<br>L | 33<br>6% | 30<br>6% | 37<br>12%<br>HIKL | 4<br>4%<br>* | 7<br>3% | 116<br>8%<br>N | 38<br>4% | 99<br>8% | 55<br>6% | 73<br>10%<br>R | 81<br>5% | 25<br>5% | 22<br>4% | 42<br>8%<br>T | 59<br>12%<br>ST | 43<br>14%<br>X | 109<br>6% | 91<br>14%<br>Zabc | 13<br>4% | 4<br>2% | 12<br>4% | 8<br>4% | 90<br>11%<br>e | 33<br>4% |
| A sign they would do a fairly good job (1) | 367<br>16% | 179<br>16% | 185<br>16% | 139<br>22%<br>EF | 106<br>14% | 122<br>14% | 86<br>16% | 84<br>14% | 80<br>15% | 68<br>22%<br>HI | 14<br>12%<br>* | 35<br>18% | 250<br>18%<br>N | 117<br>13% | 252<br>20%<br>P | 115<br>12% | 179<br>24%<br>R | 189<br>12% | 78<br>17% | 83<br>14% | 70<br>13% | 117<br>23%<br>STU | 69<br>23%<br>X | 296<br>15% | 160<br>25%<br>Zb | 46<br>13% | 34<br>19%<br>b | 33<br>10% | 34<br>18%<br>b | 175<br>21%<br>e | 102<br>13% |
| Does not make any difference (0) | 1106<br>49% | 536<br>49% | 556<br>49% | 236<br>38% | 374<br>50%<br>D | 496<br>55%<br>D | 240<br>45% | 312<br>52%<br>GJ | 266<br>51%<br>J | 120<br>38% | 65<br>58%<br>GJ* | 104<br>54%<br>J | 647<br>46% | 460<br>53%<br>M | 620<br>49% | 486<br>49% | 329<br>44% | 778<br>51%<br>Q | 224<br>48% | 308<br>53% | 266<br>49% | 236<br>46% | 115<br>38% | 977<br>51%<br>W | 298<br>46% | 210<br>60%<br>Ybc | 110<br>61%<br>Ybc | 147<br>44% | 96<br>49% | 402<br>47% | 414<br>53%<br>d |
| A sign they would do a fairly bad job (-1) | 154<br>7% | 83<br>8% | 68<br>6% | 54<br>9%<br>E | 38<br>5% | 62<br>7% | 45<br>8%<br>J | 41<br>7% | 35<br>7% | 12<br>4% | 10<br>9%<br>* | 11<br>6% | 91<br>7% | 63<br>7% | 78<br>6% | 76<br>8% | 42<br>6% | 112<br>7% | 33<br>7% | 48<br>8%<br>V | 39<br>7% | 22<br>4% | 18<br>6% | 133<br>7% | 29<br>4% | 28<br>8%<br>Y | 10<br>6% | 37<br>11%<br>Y | 13<br>7% | 55<br>6% | 55<br>7% |
| A sign they would do a very bad job (-2) | 138<br>6% | 86<br>8%<br>C | 49<br>4% | 22<br>3% | 56<br>8%<br>D | 60<br>7%<br>D | 29<br>6% | 39<br>7% | 36<br>7% | 16<br>5% | 8<br>7%<br>* | 9<br>5% | 87<br>6% | 51<br>6% | 65<br>5% | 72<br>7% | 29<br>4% | 108<br>7%<br>Q | 24<br>5% | 34<br>6% | 45<br>8% | 27<br>5% | 11<br>4% | 126<br>7% | 8<br>1% | 27<br>8%<br>Ya | 1<br>0% | 65<br>19%<br>YZac | 13<br>7%<br>Ya | 42<br>5% | 74<br>10%<br>d |
| Don't know | 351<br>15% | 107<br>10% | 242<br>21%<br>B | 102<br>16% | 136<br>18%<br>F | 113<br>13% | 89<br>17% | 87<br>15% | 77<br>15% | 59<br>19% | 12<br>11%<br>* | 27<br>14% | 209<br>15% | 142<br>16% | 162<br>13% | 188<br>19%<br>O | 89<br>12% | 262<br>17%<br>Q | 82<br>18%<br>V | 92<br>16%<br>V | 79<br>15%<br>V | 49<br>10% | 48<br>16% | 288<br>15% | 65<br>10% | 23<br>7% | 20<br>11% | 42<br>13%<br>Z | 31<br>16%<br>YZ | 86<br>10% | 96<br>12% |
| NET: A sign they would do a Good job | 521<br>23% | 287<br>26%<br>C | 229<br>20% | 210<br>34%<br>EF | 143<br>19% | 168<br>19% | 130<br>24% | 117<br>20% | 109<br>21% | 105<br>34%<br>GHIKL | 18<br>16%<br>* | 42<br>22% | 367<br>26%<br>N | 155<br>18% | 351<br>28%<br>P | 170<br>17% | 252<br>34%<br>R | 270<br>18% | 104<br>22% | 105<br>18% | 112<br>21% | 176<br>35%<br>STU | 112<br>37%<br>X | 405<br>21% | 251<br>39%<br>Zabc | 60<br>17% | 38<br>21% | 45<br>13% | 43<br>22%<br>b | 266<br>31%<br>e | 135<br>17% |
| NET: A sign they would do a Bad job | 292<br>13% | 168<br>15%<br>C | 117<br>10% | 76<br>12% | 94<br>13% | 121<br>14% | 74<br>14% | 80<br>13% | 71<br>14% | 28<br>9% | 18<br>16%<br>* | 20<br>11% | 178<br>13% | 114<br>13% | 143<br>11% | 149<br>15%<br>O | 72<br>10% | 220<br>14%<br>Q | 57<br>12% | 82<br>14%<br>V | 84<br>16%<br>V | 48<br>9% | 30<br>10% | 258<br>13% | 36<br>6% | 55<br>16%<br>Ya | 11<br>6% | 102<br>30%<br>YZac | 27<br>14%<br>Ya | 98<br>11% | 129<br>17%<br>d |
| Mean | 0.13 | 0.14 | 0.12 | 0.35<br>EF | 0.05 | 0.04 | 0.16 | 0.06 | 0.07 | 0.39<br>GHIKL | -0.03<br>* | 0.11 | 0.18<br>N | 0.04 | 0.22<br>P | * | 0.34<br>R | 0.02 | 0.12 | 0.02 | 0.06 | 0.35<br>STU | 0.44<br>X | 0.08 | 0.51<br>Zabc | -0.03<br>b | 0.20<br>Zb | -0.37 | 0.07<br>b | 0.28<br>e | -0.05 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... are elected by Labour party members?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 154<br>7% | 93<br>23% | 89<br>25% | 97<br>25%<br>E | 15<br>5% | 93<br>27%<br>G | 14<br>4% | 45<br>23%<br>JK | 58<br>23%<br>JK | 25<br>4% | 12<br>3% | 119<br>17%<br>MNOP | 67<br>11%<br>P | 81<br>11%<br>P | 89<br>14%<br>P | 64<br>7% | 75<br>15%<br>MNP | 34<br>3% | 85<br>6%<br>RUW | 65<br>5%<br>R | 61<br>4%<br>R | 88<br>7%<br>RSTUW | 66<br>4%<br>R |
| A sign they would do a fairly good job (1) | 367<br>16% | 113<br>27% | 91<br>26% | 124<br>32%<br>E | 24<br>7% | 115<br>34%<br>G | 26<br>8% | 56<br>28%<br>JK | 78<br>31%<br>JK | 105<br>16%<br>K | 35<br>8% | 211<br>30%<br>MNOP | 109<br>17%<br>P | 165<br>23%<br>MP | 168<br>26%<br>MP | 118<br>13% | 135<br>28%<br>MNP | 144<br>11% | 240<br>17%<br>RTUW | 182<br>14%<br>R | 181<br>13%<br>R | 237<br>20%<br>RSTUW | 208<br>14%<br>R |
| Does not make any difference (0) | 1106<br>49% | 156<br>38% | 129<br>37% | 134<br>35% | 139<br>42% | 106<br>31% | 148<br>44%<br>F | 81<br>40% | 89<br>35% | 360<br>57%<br>HI | 237<br>53%<br>HI | 272<br>38% | 317<br>50%<br>LOQ | 343<br>48%<br>LOQ | 281<br>43%<br>L | 430<br>49%<br>LOQ | 191<br>40% | 752<br>56%<br>STV | 701<br>50% | 670<br>51% | 737<br>54%<br>ST | 597<br>51% | 813<br>54%<br>STV |
| A sign they would do a fairly bad job (-1) | 154<br>7% | 25<br>6% | 16<br>4% | 13<br>3% | 48<br>15%<br>D | 14<br>4% | 48<br>14%<br>F | 6<br>3% | 13<br>5% | 63<br>10%<br>HI | 36<br>8%<br>H | 28<br>4% | 42<br>7%<br>L | 41<br>6%<br>L | 37<br>6% | 82<br>9%<br>LMNOQ | 29<br>6%<br>L | 119<br>9%<br>SV | 103<br>7%<br>V | 105<br>8%<br>V | 113<br>8%<br>V | 68<br>6% | 117<br>8%<br>V |
| A sign they would do a very bad job (-2) | 138<br>6% | 15<br>4% | 22<br>6% | 4<br>1% | 81<br>25%<br>D | 7<br>2% | 79<br>23%<br>F | 4<br>2% | 10<br>4% | 49<br>8%<br>H | 68<br>15%<br>HIJ | 13<br>2% | 42<br>7%<br>LNOQ | 15<br>2% | 21<br>3%<br>L | 105<br>12%<br>LMNOQ | 11<br>2% | 125<br>9%<br>SV | 93<br>7%<br>V | 122<br>9%<br>SV | 114<br>8%<br>SV | 29<br>2% | 127<br>8%<br>SV |
| Don't know | 351<br>15% | 9<br>2% | 8<br>2% | 10<br>3% | 23<br>7%<br>D | 6<br>2% | 25<br>7%<br>F | 8<br>4% | 4<br>2% | 34<br>5%<br>I | 63<br>14%<br>HIJ | 65<br>9% | 52<br>8% | 63<br>9% | 57<br>9% | 88<br>10% | 44<br>9% | 175<br>13% | 185<br>13% | 167<br>13% | 165<br>12% | 159<br>14%<br>W | 175<br>12% |
| NET: A sign they would do a Good job | 521<br>23% | 206<br>50% | 180<br>51% | 220<br>58%<br>E | 39<br>12% | 209<br>61%<br>G | 40<br>12% | 101<br>50%<br>JK | 136<br>54%<br>JK | 130<br>20%<br>K | 47<br>10% | 329<br>46%<br>MNOP | 176<br>28%<br>P | 246<br>35%<br>MP | 256<br>39%<br>MNP | 181<br>20% | 210<br>43%<br>MNOP | 178<br>13% | 325<br>23%<br>RTUW | 247<br>19%<br>R | 242<br>18%<br>R | 324<br>28%<br>RSTUW | 275<br>18%<br>R |
| NET: A sign they would do a Bad job | 292<br>13% | 40<br>10% | 37<br>11% | 17<br>4% | 130<br>39%<br>D | 21<br>6% | 127<br>37%<br>F | 11<br>5% | 23<br>9% | 112<br>18%<br>HI | 104<br>23%<br>HI | 41<br>6% | 85<br>13%<br>LNOQ | 56<br>8%<br>L | 57<br>9%<br>L | 187<br>21%<br>LMNOQ | 40<br>8%<br>L | 243<br>18%<br>SVW | 196<br>14%<br>V | 227<br>17%<br>SV | 227<br>17%<br>SV | 97<br>8% | 244<br>16%<br>SV |
| Mean | 0.13 | 0.61 | 0.60 | 0.80<br>E | -0.51 | 0.82<br>G | -0.48 | 0.68<br>JK | 0.65<br>JK | -0.01<br>K | -0.29 | 0.61<br>MNOPQ | 0.20<br>P | 0.40<br>MP | 0.45<br>MP | -0.06 | 0.53<br>MNOP | -0.13 | 0.10<br>RTUW | -0.03<br>R | -0.03<br>R | 0.28<br>RSTUW | -0.02<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... come from a working-class background?

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| A sign they would do a very good job (2) | 206<br>9% | 112<br>10% | 94<br>8% | 105<br>17%<br>EF | 56<br>8% | 46<br>5% | 72<br>14%<br>HIL | 44<br>7% | 31<br>6% | 45<br>14%<br>HIKL | 7<br>6%<br>* | 8<br>4% | 164<br>12%<br>N | 42<br>5% | 123<br>10% | 84<br>8% | 98<br>13%<br>R | 108<br>7% | 36<br>8% | 37<br>6% | 47<br>9% | 73<br>14%<br>STU | 48<br>16%<br>X | 156<br>8% | 108<br>17%<br>Zabc | 15<br>4% | 6<br>3% | 25<br>7% | 16<br>8% | 107<br>13%<br>e | 46<br>6% |
| A sign they would do a fairly good job (1) | 553<br>24% | 244<br>22% | 295<br>26% | 184<br>30%<br>F | 196<br>26%<br>F | 172<br>19% | 125<br>23% | 129<br>22% | 140<br>27% | 74<br>24% | 29<br>26%<br>* | 56<br>29% | 358<br>26% | 195<br>22% | 338<br>26%<br>P | 214<br>22% | 215<br>29%<br>R | 337<br>22% | 113<br>24% | 140<br>24% | 137<br>25% | 135<br>27% | 93<br>31%<br>X | 455<br>24% | 216<br>33%<br>Zb | 58<br>17% | 48<br>27%<br>Zb | 55<br>16% | 68<br>35%<br>Zb | 245<br>29%<br>e | 148<br>19% |
| Does not make any difference (0) | 1130<br>50% | 569<br>52% | 551<br>48% | 211<br>34% | 348<br>46%<br>D | 571<br>64%<br>DE | 242<br>45% | 322<br>54%<br>GJ | 271<br>52% | 139<br>45% | 57<br>50%<br>* | 99<br>51% | 645<br>46% | 485<br>56%<br>M | 649<br>51% | 481<br>48% | 343<br>46% | 787<br>51%<br>Q | 220<br>47% | 308<br>52% | 262<br>48% | 243<br>48% | 123<br>41% | 993<br>51%<br>W | 274<br>42% | 239<br>69%<br>Ybc | 108<br>60%<br>Yc | 174<br>52%<br>Y | 83<br>42% | 412<br>48% | 458<br>59%<br>d |
| A sign they would do a fairly bad job (-1) | 86<br>4% | 57<br>5%<br>C | 30<br>3% | 31<br>5% | 23<br>3% | 33<br>4% | 13<br>2% | 21<br>4% | 11<br>2% | 21<br>7%<br>GI | 10<br>9%<br>GHI* | 10<br>5% | 59<br>4% | 28<br>3% | 36<br>3% | 50<br>5%<br>O | 24<br>3% | 62<br>4% | 23<br>5% | 29<br>5%<br>V | 19<br>4% | 12<br>2% | 15<br>5% | 69<br>4% | 17<br>3% | 17<br>5%<br>a | 1<br>0% | 26<br>8%<br>Ya | 8<br>4%<br>a | 25<br>3% | 36<br>5% |
| A sign they would do a very bad job (-2) | 53<br>2% | 40<br>4%<br>C | 11<br>1% | 21<br>3% | 18<br>2% | 14<br>2% | 15<br>3% | 14<br>2% | 16<br>3% | 3<br>1% | 1<br>1%<br>* | 3<br>2% | 29<br>2% | 24<br>3% | 20<br>2% | 33<br>3%<br>O | 10<br>1% | 43<br>3%<br>Q | 15<br>3% | 10<br>2% | 19<br>4% | 7<br>1% | 5<br>2% | 45<br>2% | 2<br>0% | 4<br>1% | 1<br>1% | 24<br>7%<br>YZac | 4<br>2%<br>Y | 13<br>1% | 18<br>2% |
| Don't know | 242<br>11% | 76<br>7% | 164<br>14%<br>B | 73<br>12%<br>F | 107<br>14%<br>F | 63<br>7% | 66<br>12% | 65<br>11% | 54<br>10% | 30<br>10% | 9<br>8%<br>* | 18<br>9% | 146<br>10% | 96<br>11% | 111<br>9% | 132<br>13%<br>O | 51<br>7% | 192<br>13%<br>Q | 61<br>13%<br>V | 64<br>11% | 57<br>11% | 37<br>7% | 21<br>7% | 211<br>11%<br>W | 33<br>5% | 15<br>4% | 15<br>8% | 32<br>10%<br>YZ | 17<br>9% | 50<br>6% | 68<br>9% |
| NET: A sign they would do a Good job | 759<br>33% | 356<br>32% | 389<br>34% | 289<br>46%<br>EF | 253<br>34%<br>F | 217<br>24% | 197<br>37%<br>H | 173<br>29% | 171<br>33% | 118<br>38%<br>H | 36<br>32%<br>* | 64<br>33% | 522<br>37%<br>N | 237<br>27% | 461<br>36%<br>P | 298<br>30% | 314<br>42%<br>R | 445<br>29% | 149<br>32% | 177<br>30% | 184<br>34% | 208<br>41%<br>STU | 141<br>46%<br>X | 611<br>32% | 324<br>50%<br>Zab | 73<br>21% | 54<br>30% | 79<br>24% | 83<br>43%<br>Zab | 351<br>41%<br>e | 194<br>25% |
| NET: A sign they would do a Bad job | 139<br>6% | 96<br>9%<br>C | 41<br>4% | 51<br>8%<br>F | 41<br>5% | 47<br>5% | 28<br>5% | 35<br>6% | 28<br>5% | 25<br>8% | 11<br>9%<br>* | 13<br>7% | 87<br>6% | 52<br>6% | 56<br>4% | 83<br>8%<br>O | 34<br>5% | 105<br>7%<br>Q | 38<br>8%<br>V | 39<br>7% | 38<br>7%<br>V | 19<br>4% | 19<br>6% | 114<br>6% | 19<br>3% | 22<br>6%<br>Ya | 2<br>1% | 50<br>15%<br>YZac | 12<br>6%<br>a | 38<br>4% | 54<br>7% |
| Mean | 0.38 | 0.33 | 0.44<br>B | 0.58<br>EF | 0.39<br>F | 0.24 | 0.48<br>HI | 0.32 | 0.33 | 0.48<br>H | 0.30<br>* | 0.32 | 0.45<br>N | 0.26 | 0.44<br>P | 0.31 | 0.53<br>R | 0.30 | 0.33 | 0.32 | 0.36 | 0.54<br>STU | 0.58<br>X | 0.35 | 0.67<br>Zabc | 0.19 | 0.35<br>Zb | 0.10 | 0.46<br>Zb | 0.51<br>e | 0.24 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q4. 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... - ... come from a working-class background?

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| A sign they would do a very good job (2) | 206<br>9% | 97<br>24% | 84<br>24% | 96<br>25%<br>E | 15<br>5% | 91<br>27%<br>G | 16<br>5% | 49<br>24%<br>JK | 60<br>24%<br>JK | 30<br>5% | 24<br>5% | 132<br>19%<br>MNP | 71<br>11% | 96<br>14%<br>P | 109<br>17%<br>MNP | 93<br>10% | 92<br>19%<br>MNP | 67<br>5% | 125<br>9%<br>RTUW | 97<br>7%<br>R | 90<br>7%<br>R | 101<br>9%<br>RUW | 98<br>7%<br>R |
| A sign they would do a fairly good job (1) | 553<br>24% | 133<br>32% | 128<br>36% | 147<br>39%<br>E | 51<br>15% | 143<br>42%<br>G | 45<br>13% | 68<br>34%<br>K | 100<br>40%<br>JK | 172<br>27%<br>K | 59<br>13% | 242<br>34%<br>MP | 151<br>24% | 236<br>33%<br>MP | 239<br>37%<br>MP | 189<br>21% | 182<br>37%<br>MP | 283<br>21% | 371<br>26%<br>RTUW | 272<br>21% | 276<br>20% | 331<br>28%<br>RTUW | 313<br>21% |
| Does not make any difference (0) | 1130<br>50% | 156<br>38% | 116<br>33% | 117<br>31% | 190<br>57%<br>D | 88<br>26% | 191<br>56%<br>F | 71<br>35% | 77<br>30% | 366<br>57%<br>HI | 261<br>58%<br>HI | 274<br>39% | 334<br>53%<br>LNOQ | 308<br>43%<br>LOQ | 243<br>37% | 448<br>50%<br>LNOQ | 172<br>35% | 774<br>57%<br>SV | 703<br>50% | 727<br>56%<br>SV | 790<br>58%<br>SV | 610<br>52% | 856<br>57%<br>SV |
| A sign they would do a fairly bad job (-1) | 86<br>4% | 13<br>3% | 16<br>4% | 12<br>3% | 27<br>8%<br>D | 14<br>4% | 37<br>11%<br>F | 6<br>3% | 11<br>4% | 28<br>4% | 28<br>6% | 20<br>3% | 30<br>5%<br>L | 24<br>3% | 21<br>3% | 60<br>7%<br>LMNOQ | 16<br>3% | 61<br>5%<br>V | 49<br>4%<br>V | 58<br>4%<br>V | 58<br>4%<br>V | 21<br>2% | 68<br>5%<br>SV |
| A sign they would do a very bad job (-2) | 53<br>2% | 10<br>3% | 9<br>3% | 6<br>2% | 29<br>9%<br>D | 5<br>2% | 30<br>9%<br>F | 5<br>2% | 3<br>1% | 15<br>2% | 28<br>6%<br>IJ | 9<br>1% | 15<br>2% | 14<br>2% | 12<br>2% | 35<br>4%<br>LMNOQ | 8<br>2% | 42<br>3%<br>V | 37<br>3%<br>V | 38<br>3%<br>V | 38<br>3%<br>V | 17<br>1% | 44<br>3%<br>V |
| Don't know | 242<br>11% | 2<br>1% | 1<br>0% | 3<br>1% | 19<br>6%<br>D | 1<br>0% | 20<br>6%<br>F | 2<br>1% | 1<br>1% | 25<br>4%<br>I | 50<br>11%<br>HIJ | 31<br>4% | 29<br>5% | 32<br>4% | 28<br>4% | 63<br>7%<br>LMNOQ | 16<br>3% | 122<br>9% | 120<br>9% | 118<br>9% | 119<br>9% | 98<br>8% | 128<br>9% |
| NET: A sign they would do a Good job | 759<br>33% | 230<br>56% | 212<br>60% | 243<br>64%<br>E | 66<br>20% | 234<br>69%<br>G | 61<br>18% | 117<br>58%<br>JK | 160<br>64%<br>JK | 202<br>32%<br>K | 83<br>18% | 374<br>53%<br>MNP | 222<br>35% | 332<br>47%<br>MP | 348<br>53%<br>MNP | 282<br>32% | 274<br>57%<br>MNP | 349<br>26% | 496<br>35%<br>RTUW | 369<br>28%<br>R | 365<br>27% | 433<br>37%<br>RTUW | 411<br>27% |
| NET: A sign they would do a Bad job | 139<br>6% | 23<br>6% | 25<br>7% | 18<br>5% | 56<br>17%<br>D | 19<br>6% | 68<br>20%<br>F | 11<br>5% | 14<br>5% | 43<br>7% | 56<br>12%<br>HIJ | 30<br>4% | 44<br>7%<br>L | 38<br>5% | 33<br>5% | 95<br>11%<br>LMNOQ | 24<br>5% | 103<br>8%<br>SV | 87<br>6%<br>V | 96<br>7%<br>V | 96<br>7%<br>V | 38<br>3% | 112<br>7%<br>SV |
| Mean | 0.38 | 0.72 | 0.74 | 0.83<br>E | -0.01 | 0.88<br>G | -0.07 | 0.75<br>JK | 0.81<br>JK | 0.29<br>K | 0.06 | 0.69<br>MNP | 0.39<br>P | 0.56<br>MP | 0.66<br>MNP | 0.30 | 0.71<br>MNP | 0.22 | 0.39<br>RTUW | 0.28<br>R | 0.26 | 0.44<br>RSTUW | 0.26 |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**
**GB 18+**

QSA+QSB. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Summary
All adults aged 18+ in GB

| | QSA+QSB. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools | Increasing the rate of National Insurance that employers pay from 13.8% to 15% | Increasing the minimum wage for over-21s to £12.21 per hour | Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000 | Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300 | Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius | Ending VAT exemptions previously offered to private schools | Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million | Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years | Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.) | Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament | Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.) | Introducing the Renters' Right Bill to ban no-fault evictions for renters | Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence) | Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker | Agreeing trade deals with the United States of America, the EU and India | Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network | Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired | Increasing NHS spending by an extra £29billion in England | Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material | Setting up Great British Energy as a new, public-owned company to invest in renewable energies | Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs | Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income household s to improve energy efficiency etc.) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 |
| Weighted base | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 |
| Heard a great deal | 124<br>11% | 238<br>21%<br>ACDFIJKLMNPQRSUVW | 164<br>15%<br>ALQRSUVW | 161<br>14%<br>AUQRSUVW | 280<br>25%<br>ABCDFIJKLMNOPQRSTUVW | 194<br>17%<br>AIJLMPQRSUVW | 264<br>23%<br>ACDFIJKLMNOPQRSTUVW | 288<br>25%<br>ABCDFIJKLMNOPQRSTUVW | 152<br>13%<br>QRSUW | 154<br>14%<br>AUQRSUVW | 170<br>15%<br>ALQRSUVW | 125<br>11% | 141<br>12%<br>RVW | 195<br>17%<br>AIJLMPQRSUVW | 207<br>18%<br>ACDIJLMPQRSUVW | 141<br>12%<br>QRVW | 111<br>10% | 98<br>9% | 114<br>10% | 212<br>19%<br>ACDIJKLMPQRSUVW | 119<br>10%<br>W | 105<br>9% | 94<br>8% |
| Heard a fair amount | 376<br>33%<br>FGILQSUVW | 385<br>34%<br>FGILQSUVW | 345<br>30%<br>FW | 386<br>34%<br>FGILQSUVW | 383<br>34%<br>FGILQSUVW | 293<br>26% | 325<br>29% | 408<br>36%<br>CFGILQRSUVW | 314<br>28% | 392<br>35%<br>CFGILQLSUVW | 378<br>33%<br>FGILQSUVW | 307<br>27% | 388<br>34%<br>CFGILQSUVW | 411<br>36%<br>CFGILQRSUVW | 472<br>42%<br>ABCDEFGHIJKLMNQRSTUVW | 440<br>39%<br>ABCDEFGIKLQRSUVW | 317<br>28% | 351<br>31%<br>FSW | 310<br>27% | 402<br>35%<br>CFGILQRSUVW | 319<br>28% | 314<br>28% | 281<br>25% |
| Not heard very much | 321<br>28%<br>BEFGHO | 227<br>20% | 323<br>28%<br>BEFGHO | 297<br>26%<br>BEFGH | 253<br>22%<br>H | 252<br>22%<br>H | 235<br>21%<br>H | 196<br>17% | 333<br>29%<br>BEFGHKO | 309<br>27%<br>BEFGHO | 287<br>25%<br>BGH | 379<br>33%<br>ABCDEFGHIJKMNOPT | 329<br>29%<br>BEFGHO | 294<br>26%<br>BGH | 261<br>23%<br>H | 318<br>28%<br>BEFGHO | 403<br>36%<br>ABCDEFGHIJKMNOPT | 386<br>34%<br>ABCDEFGHIJKMNOPT | 375<br>33%<br>ABCDEFGHIKNOPT | 297<br>26%<br>BGH | 362<br>32%<br>BDEFGHJKNOPT | 391<br>34%<br>ABCDEFGHIJKMNOPT | 427<br>38%<br>ABCDEFGHIJKMNOPSTU |
| Not heard anything at all | 241<br>21%<br>BEHJMNOPT | 209<br>18%<br>EHNOPT | 229<br>20%<br>EHNOPT | 217<br>19%<br>EHNOPT | 155<br>14% | 305<br>27%<br>ABCDEGHIJKLMNOPQRTUV | 228<br>20%<br>EHNOPT | 177<br>16%<br>O | 257<br>23%<br>BDEHKMNOPT | 206<br>18%<br>ENOPT | 224<br>20%<br>EHNOPT | 252<br>22%<br>BDEHJMNOPT | 201<br>18%<br>EOT | 162<br>14%<br>O | 135<br>12% | 163<br>14%<br>O | 230<br>20%<br>EHNOPT | 232<br>20%<br>EHNOPT | 262<br>23%<br>BDEHJMNORT | 150<br>13% | 256<br>23%<br>BEHJMNOPT | 253<br>22%<br>EHJMNOPT | 264<br>23%<br>BDEHJMNOPQRT |
| Don't know | 71<br>6% | 75<br>7% | 72<br>6% | 72<br>6% | 63<br>6% | 89<br>8%<br>ACDEHLO | 82<br>7%<br>EH | 65<br>6% | 79<br>7%<br>E | 72<br>6% | 75<br>7% | 70<br>6% | 75<br>7% | 73<br>6% | 61<br>5% | 74<br>7%<br>O | 75<br>7% | 68<br>6% | 76<br>7% | 76<br>7%<br>O | 81<br>7%<br>O | 73<br>6% | 70<br>6% |
| NET: A great deal / a fair amount | 501<br>44%<br>LQSUVW | 623<br>55%<br>ACDFIJKLMQRSUVW | 509<br>45%<br>ALQRSUVW | 547<br>48%<br>AFILQRSUVW | 663<br>58%<br>ABCDFGIJKLMNOPQRSUVW | 487<br>43%<br>LQSVW | 589<br>52%<br>ACFIJKLMQRSUVW | 696<br>61%<br>ABCDFGIJKLMNOPQRSTUVW | 466<br>41%<br>W | 546<br>48%<br>AFILQRSUVW | 548<br>48%<br>AFILQRSUVW | 432<br>38%<br>W | 529<br>47%<br>FILQRSUVW | 607<br>53%<br>ACDFIJKLMQRSUVW | 679<br>60%<br>ABCDFGIJKLMNOPQRSTUVW | 581<br>51%<br>ACFILQRSUVW | 428<br>38%<br>W | 450<br>40%<br>W | 423<br>37%<br>W | 614<br>54%<br>ACDFIJKLMQRSUVW | 437<br>38%<br>W | 419<br>37%<br>W | 375<br>33% |
| NET: Not very much / Not heard anything at all | 562<br>50%<br>BDEGHJKNOPT | 436<br>38%<br>H | 552<br>49%<br>BEGHNOPT | 514<br>45%<br>BEGHNOT | 408<br>36% | 557<br>49%<br>BEGHJKNOPT | 463<br>41%<br>EHO | 373<br>33% | 589<br>52%<br>BDEGHJKMNOPT | 515<br>45%<br>BEGHNOT | 511<br>45%<br>BEGHNOT | 631<br>56%<br>ABCDEFGHIJKMNOPT | 530<br>47%<br>BEGHNOT | 457<br>40%<br>HO | 397<br>35% | 481<br>42%<br>EHO | 633<br>56%<br>ABCDEFGHIKMNOPT | 618<br>54%<br>ABCDEFGHIKMNOPT | 637<br>56%<br>ABCDEFGHIKMNOPT | 446<br>39%<br>HO | 619<br>54%<br>ABCDEFGHIKMNOPT | 644<br>57%<br>ABCDEFGHIKMNOPT | 691<br>61%<br>ABCDEFGHIJKLMNOPQRSTUV |

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*ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 376<br>33% | 174<br>32% | 199<br>35% | 88<br>29% | 123<br>33% | 166<br>36% | 92<br>36% | 87<br>29% | 92<br>32% | 57<br>42%<br>H* | 25<br>35%<br>* | 24<br>27%<br>* | 228<br>32% | 148<br>35% | 234<br>38%<br>P | 143<br>28% | 143<br>39%<br>R | 234<br>30% | 56<br>25% | 108<br>36%<br>S | 91<br>35%<br>S | 96<br>36%<br>S | 46<br>34% | 327<br>34% | 131<br>41% | 66<br>38% | 30<br>37%<br>* | 66<br>36% | 29<br>32%<br>* | 161<br>38% | 132<br>34% |
| Not heard very much | 321<br>28% | 170<br>31% | 147<br>26% | 75<br>25% | 100<br>27% | 146<br>32% | 66<br>26% | 90<br>30% | 84<br>29% | 34<br>26%<br>* | 15<br>21%<br>* | 31<br>35%<br>* | 203<br>29% | 118<br>28% | 163<br>26% | 158<br>31% | 94<br>26% | 227<br>30% | 68<br>30% | 94<br>32% | 71<br>27% | 65<br>25% | 28<br>21% | 288<br>30%<br>W | 81<br>25% | 57<br>33% | 31<br>38%<br>* | 48<br>26% | 31<br>34%<br>* | 116<br>27% | 126<br>33% |
| Not heard anything at all | 241<br>21% | 104<br>19% | 131<br>23% | 53<br>18% | 95<br>25%<br>D | 93<br>20% | 52<br>21% | 71<br>23% | 59<br>21% | 24<br>18%<br>* | 17<br>23%<br>* | 19<br>21%<br>* | 149<br>21% | 92<br>22% | 116<br>19% | 125<br>24% | 57<br>15% | 184<br>24%<br>Q | 63<br>27%<br>V | 57<br>19% | 52<br>20% | 45<br>17% | 26<br>19% | 207<br>21% | 56<br>17% | 30<br>17% | 9<br>12%<br>* | 35<br>19% | 22<br>24%<br>* | 77<br>18% | 81<br>21% |
| Heard a great deal | 124<br>11% | 75<br>14%<br>C | 48<br>8% | 51<br>17%<br>EF | 27<br>7% | 47<br>10% | 30<br>12% | 29<br>10% | 38<br>13% | 11<br>8%<br>* | 6<br>9%<br>* | 10<br>11%<br>* | 82<br>12% | 42<br>10% | 74<br>12% | 51<br>10% | 55<br>15%<br>R | 69<br>9% | 24<br>10% | 25<br>8% | 32<br>12% | 42<br>16%<br>T | 22<br>17%<br>X | 99<br>10% | 43<br>13% | 21<br>12% | 7<br>8%<br>* | 29<br>16% | 8<br>8%<br>* | 66<br>16%<br>e | 37<br>10% |
| Don't know | 71<br>6% | 28<br>5% | 42<br>7% | 33<br>11%<br>F | 30<br>8%<br>F | 8<br>2% | 11<br>4% | 25<br>8% | 13<br>4% | 9<br>7%<br>* | 8<br>12%<br>GI* | 5<br>5%<br>* | 44<br>6% | 27<br>6% | 33<br>5% | 38<br>7% | 18<br>5% | 53<br>7% | 18<br>8% | 12<br>4% | 13<br>5% | 15<br>6% | 14<br>10%<br>X | 52<br>5% | 12<br>4% | 1<br>0% | 4<br>5%<br>Z* | 5<br>3% | 2<br>2%<br>* | 8<br>2% | 10<br>3% |
| NET: A great deal / a fair amount | 501<br>44% | 248<br>45% | 247<br>43% | 138<br>46% | 150<br>40% | 213<br>46% | 122<br>49%<br>H | 116<br>38% | 130<br>45% | 67<br>50%<br>* | 31<br>44%<br>* | 34<br>39%<br>* | 311<br>44% | 190<br>45% | 307<br>50%<br>P | 194<br>38% | 198<br>54%<br>R | 303<br>40% | 80<br>35% | 134<br>45% | 124<br>48%<br>S | 137<br>52%<br>S | 68<br>50% | 427<br>44% | 174<br>54%<br>c | 87<br>50% | 37<br>45%<br>* | 95<br>52% | 37<br>40%<br>* | 227<br>53%<br>e | 169<br>44% |
| NET: Not very much / Not heard anything at all | 562<br>50% | 273<br>50% | 279<br>49% | 128<br>43% | 194<br>52%<br>D | 239<br>52%<br>D | 118<br>47% | 161<br>53% | 143<br>50% | 58<br>43%<br>* | 32<br>45%<br>* | 49<br>56%<br>* | 351<br>50% | 210<br>49% | 279<br>45% | 283<br>55%<br>O | 151<br>41% | 411<br>54%<br>Q | 131<br>57%<br>V | 152<br>51% | 123<br>47% | 111<br>42% | 54<br>40% | 495<br>51%<br>W | 137<br>43% | 87<br>50% | 40<br>49%<br>* | 83<br>45% | 53<br>58%<br>Y* | 193<br>45% | 206<br>54%<br>d |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 376<br>33% | 100<br>48% | 86<br>48% | 99<br>50%<br>E | 64<br>38% | 76<br>46% | 66<br>38% | 45<br>50%<br>K* | 48<br>37% | 127<br>39%<br>K | 65<br>29% | 139<br>42% | 120<br>37% | 130<br>39% | 132<br>41% | 165<br>36% | 89<br>40% | 220<br>31% | 231<br>33% | 218<br>32% | 225<br>32% | 194<br>34% | 262<br>34% |
| Not heard very much | 321<br>28% | 30<br>14% | 20<br>11% | 32<br>16% | 50<br>30%<br>D | 24<br>15% | 56<br>32%<br>F | 18<br>20%<br>* | 25<br>19% | 104<br>32%<br>I | 71<br>31%<br>I | 85<br>26% | 85<br>26% | 93<br>28%<br>OQ | 67<br>21% | 126<br>28%<br>OQ | 47<br>21% | 222<br>31% | 215<br>31% | 206<br>31% | 233<br>33% | 175<br>30% | 252<br>33% |
| Not heard anything at all | 241<br>21% | 13<br>6% | 15<br>8% | 13<br>7% | 21<br>12% | 9<br>5% | 23<br>13%<br>F | 7<br>7%<br>* | 11<br>9% | 60<br>18%<br>HI | 54<br>24%<br>HI | 42<br>13% | 54<br>17% | 49<br>15% | 58<br>18%<br>L | 86<br>19%<br>L | 38<br>17% | 177<br>25%<br>UW | 156<br>23% | 162<br>24%<br>W | 150<br>22% | 127<br>22% | 165<br>21% |
| Heard a great deal | 124<br>11% | 66<br>31% | 59<br>32% | 54<br>27% | 29<br>17% | 55<br>33%<br>G | 25<br>14% | 17<br>19%<br>JK* | 45<br>35%<br>HJK | 30<br>9% | 21<br>9% | 60<br>18% | 56<br>17% | 56<br>17% | 56<br>17% | 66<br>14% | 43<br>19% | 62<br>9% | 66<br>10% | 67<br>10% | 65<br>9% | 58<br>10% | 73<br>9% |
| Don't know | 71<br>6% | 2<br>1% | 2<br>1% | -<br>- | 5<br>3%<br>D | -<br>- | 6<br>3%<br>F | 3<br>3%<br>* | -<br>- | 7<br>2% | 16<br>7%<br>IJ | 7<br>2% | 8<br>3% | 7<br>2% | 6<br>2% | 12<br>3% | 7<br>3% | 26<br>4% | 25<br>4% | 19<br>3% | 23<br>3% | 21<br>4% | 21<br>3% |
| NET: A great deal / a fair amount | 501<br>44% | 166<br>79% | 145<br>80% | 153<br>77%<br>E | 93<br>55% | 131<br>80%<br>G | 91<br>52% | 62<br>70%<br>JK* | 93<br>72%<br>JK | 157<br>48%<br>K | 85<br>38% | 199<br>60%<br>P | 175<br>54% | 186<br>55% | 188<br>59%<br>P | 230<br>51% | 133<br>59%<br>P | 282<br>40% | 297<br>43% | 285<br>42% | 290<br>42% | 253<br>44% | 335<br>43%<br>R |
| NET: Not very much / Not heard anything at all | 562<br>50% | 43<br>20% | 34<br>19% | 45<br>23% | 71<br>42%<br>D | 33<br>20% | 79<br>45%<br>F | 24<br>27%<br>* | 36<br>28% | 164<br>50%<br>HI | 125<br>55%<br>HI | 128<br>38% | 139<br>43% | 143<br>43% | 125<br>39% | 212<br>47%<br>LOQ | 85<br>38% | 399<br>56% | 372<br>54% | 368<br>55% | 383<br>55% | 302<br>53% | 417<br>54% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the rate of National Insurance that employers pay from 13.8% to 15%

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 385<br>34% | 188<br>34% | 194<br>34% | 100<br>34% | 128<br>34% | 156<br>34% | 88<br>35% | 97<br>32% | 103<br>36% | 51<br>38%<br>* | 21<br>30%<br>* | 25<br>29%<br>* | 242<br>34% | 144<br>34% | 234<br>38%<br>P | 151<br>29% | 144<br>39%<br>R | 241<br>31% | 69<br>30% | 97<br>33% | 88<br>34% | 100<br>38% | 46<br>34% | 333<br>34% | 124<br>38% | 61<br>35% | 40<br>49%<br>b* | 60<br>33% | 32<br>35%<br>* | 157<br>37% | 136<br>35% |
| Heard a great deal | 238<br>21% | 141<br>26%<br>C | 94<br>17% | 43<br>14% | 56<br>15% | 139<br>30%<br>DE | 55<br>22% | 47<br>16% | 70<br>24%<br>H | 34<br>25%<br>H* | 11<br>15%<br>* | 22<br>25%<br>* | 138<br>20% | 100<br>23% | 153<br>25%<br>P | 85<br>16% | 98<br>27%<br>R | 140<br>18% | 27<br>12% | 54<br>18% | 75<br>29%<br>ST | 71<br>27%<br>ST | 24<br>18% | 213<br>22% | 75<br>23%<br>c | 49<br>28%<br>c | 13<br>16%<br>* | 64<br>35%<br>Yac | 11<br>12%<br>* | 97<br>23% | 113<br>29% |
| Not heard very much | 227<br>20% | 116<br>21% | 109<br>19% | 59<br>20% | 86<br>23% | 81<br>18% | 53<br>21% | 69<br>23%<br>I | 41<br>14% | 27<br>20%<br>* | 23<br>32%<br>IL* | 14<br>16%<br>* | 159<br>22%<br>N | 68<br>16% | 110<br>18% | 116<br>23% | 60<br>16% | 167<br>22%<br>Q | 54<br>23%<br>UV | 87<br>29%<br>UV | 37<br>14% | 38<br>14% | 30<br>22% | 190<br>20% | 70<br>22% | 35<br>20% | 14<br>17%<br>* | 27<br>15% | 28<br>30%<br>b* | 100<br>23%<br>e | 64<br>17% |
| Not heard anything at all | 209<br>18% | 74<br>14% | 128<br>22%<br>B | 66<br>22% | 71<br>19% | 72<br>16% | 46<br>18% | 54<br>18% | 56<br>20% | 15<br>11%<br>* | 11<br>15%<br>* | 26<br>29%<br>HJ* | 123<br>17% | 86<br>20% | 83<br>13% | 126<br>24%<br>O | 48<br>13% | 161<br>21%<br>Q | 58<br>25%<br>TV | 41<br>14% | 45<br>17% | 45<br>17% | 25<br>18% | 180<br>18% | 41<br>13% | 27<br>15% | 12<br>15%<br>* | 30<br>16% | 19<br>21%<br>* | 66<br>16% | 63<br>16% |
| Don't know | 75<br>7% | 30<br>6% | 42<br>7% | 30<br>10%<br>F | 33<br>9%<br>F | 12<br>3% | 9<br>4% | 35<br>11%<br>GIL | 17<br>6% | 7<br>5%<br>* | 5<br>8%<br>* | 2<br>2%<br>* | 44<br>6% | 30<br>7% | 38<br>6% | 36<br>7% | 17<br>5% | 58<br>8% | 22<br>9%<br>V | 19<br>6% | 15<br>6% | 9<br>4% | 11<br>8% | 59<br>6% | 14<br>4% | 3<br>2% | 3<br>4%<br>* | 3<br>2% | 2<br>2%<br>* | 8<br>2% | 10<br>3% |
| NET: A great deal / a fair amount | 623<br>55% | 329<br>60%<br>C | 288<br>51% | 143<br>48% | 184<br>49% | 296<br>64%<br>DE | 143<br>57% | 144<br>48% | 172<br>60%<br>HK | 85<br>64%<br>HK* | 32<br>45%<br>* | 47<br>53%<br>* | 380<br>54% | 243<br>57% | 387<br>63%<br>P | 236<br>46% | 242<br>66%<br>R | 381<br>50% | 96<br>42% | 151<br>51% | 163<br>63%<br>ST | 171<br>65%<br>ST | 70<br>51% | 545<br>56% | 199<br>62%<br>c | 110<br>63%<br>c | 53<br>65%<br>c* | 124<br>67%<br>c | 44<br>47%<br>* | 254<br>59% | 249<br>65% |
| NET: Not very much / Not heard anything at all | 436<br>38% | 190<br>35% | 236<br>42%<br>B | 125<br>42%<br>F | 157<br>42%<br>F | 153<br>33% | 100<br>40% | 124<br>41% | 97<br>34% | 42<br>31%<br>* | 34<br>48%<br>J* | 40<br>45%<br>* | 282<br>40% | 154<br>36% | 193<br>31% | 242<br>47%<br>O | 108<br>29% | 328<br>43%<br>Q | 112<br>49%<br>UV | 128<br>43%<br>UV | 82<br>31% | 83<br>32% | 55<br>40% | 370<br>38% | 111<br>34% | 62<br>35% | 26<br>31%<br>* | 56<br>31% | 47<br>51%<br>YZab* | 166<br>39% | 127<br>33% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the rate of National Insurance that employers pay from 13.8% to 15%

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 385<br>34% | 91<br>43% | 84<br>46% | 93<br>47%<br>E | 54<br>32% | 79<br>48%<br>G | 52<br>29% | 37<br>42%<br>K* | 56<br>44%<br>K | 127<br>39%<br>K | 60<br>27% | 147<br>44%<br>OP | 132<br>41%<br>P | 137<br>41% | 121<br>38% | 159<br>35% | 93<br>41% | 221<br>31% | 228<br>33% | 219<br>33% | 246<br>35%<br>R | 205<br>36%<br>R | 267<br>35%<br>R |
| Heard a great deal | 238<br>21% | 83<br>39% | 64<br>35% | 60<br>30% | 70<br>41% | 58<br>35% | 66<br>38% | 26<br>30%<br>* | 42<br>32% | 79<br>24% | 57<br>25% | 76<br>23%<br>O | 89<br>28%<br>NOQ | 67<br>20% | 56<br>17% | 139<br>31%<br>LNOQ | 46<br>21% | 157<br>22%<br>V | 140<br>20%<br>V | 167<br>25%<br>SV | 176<br>25%<br>RSV | 94<br>16% | 183<br>24%<br>SV |
| Not heard very much | 227<br>20% | 29<br>14% | 30<br>16% | 38<br>19% | 27<br>16% | 23<br>14% | 35<br>20% | 15<br>17%<br>* | 23<br>18% | 78<br>24% | 46<br>20% | 74<br>22%<br>P | 56<br>17% | 66<br>20% | 75<br>24%<br>MP | 77<br>17% | 49<br>22% | 142<br>20% | 157<br>23%<br>U | 141<br>21% | 131<br>19% | 139<br>24%<br>RUW | 155<br>20% |
| Not heard anything at all | 209<br>18% | 5<br>3% | 3<br>2% | 6<br>3% | 14<br>9%<br>D | 4<br>2% | 14<br>8%<br>F | 5<br>6%<br>* | 7<br>6% | 38<br>12% | 51<br>22%<br>HIJ | 28<br>8% | 34<br>11% | 52<br>15%<br>LM | 59<br>19%<br>LMQ | 67<br>15%<br>LM | 29<br>13%<br>L | 158<br>22%<br>TUW | 142<br>20%<br>U | 125<br>19% | 115<br>17% | 114<br>20% | 144<br>19%<br>U |
| Don't know | 75<br>7% | 2<br>1% | 1<br>0% | 1<br>0% | 4<br>3% | *<br>0% | 9<br>5%<br>F | 5<br>6%<br>I* | 1<br>1% | 6<br>2% | 12<br>5%<br>I | 9<br>3% | 12<br>4% | 13<br>4% | 8<br>3% | 12<br>3% | 7<br>3% | 29<br>4%<br>T | 26<br>4% | 19<br>3% | 28<br>4%<br>T | 24<br>4% | 24<br>3% |
| NET: A great deal / a fair amount | 623<br>55% | 175<br>83% | 147<br>81% | 154<br>78% | 124<br>73% | 138<br>84%<br>G | 118<br>67% | 63<br>71%<br>K* | 98<br>76%<br>JK | 206<br>63%<br>K | 117<br>52% | 222<br>67%<br>NO | 221<br>68%<br>NO | 205<br>61%<br>O | 176<br>55% | 298<br>66%<br>O | 139<br>62%<br>O | 378<br>53% | 368<br>53% | 386<br>57%<br>RSV | 422<br>61%<br>RSTV | 299<br>52% | 449<br>58%<br>RSV |
| NET: Not very much / Not heard anything at all | 436<br>38% | 35<br>16% | 33<br>18% | 44<br>22% | 41<br>24% | 27<br>16% | 49<br>28%<br>F | 21<br>23%<br>* | 30<br>23% | 116<br>35%<br>HI | 97<br>43%<br>HI | 102<br>31% | 90<br>28% | 118<br>35%<br>M | 134<br>42%<br>LMNPQ | 144<br>32% | 78<br>35% | 301<br>43%<br>UW | 299<br>43%<br>UW | 267<br>40%<br>U | 246<br>35% | 253<br>44%<br>TUW | 299<br>39%<br>U |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the minimum wage for over-21s to £12.21 per hour

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 345<br>30% | 164<br>30% | 179<br>32% | 90<br>30% | 104<br>28% | 151<br>33% | 74<br>29% | 94<br>31% | 89<br>31% | 40<br>30%<br>* | 18<br>26%<br>* | 29<br>33%<br>* | 216<br>31% | 128<br>30% | 216<br>35%<br>P | 128<br>25% | 137<br>37%<br>R | 208<br>27% | 54<br>23% | 83<br>28% | 98<br>38%<br>ST | 90<br>34%<br>S | 50<br>37% | 287<br>30% | 121<br>38%<br>b | 64<br>36%<br>b | 28<br>34%<br>* | 43<br>24% | 26<br>29%<br>* | 149<br>35% | 117<br>30% |
| Not heard very much | 323<br>28% | 152<br>28% | 168<br>30% | 69<br>23% | 109<br>29% | 145<br>31%<br>D | 75<br>30% | 83<br>27% | 76<br>27% | 39<br>29%<br>* | 24<br>34%<br>* | 25<br>29%<br>* | 193<br>27% | 130<br>30% | 171<br>28% | 151<br>29% | 91<br>25% | 232<br>30% | 62<br>27% | 106<br>36%<br>UV | 60<br>23% | 65<br>25% | 26<br>19% | 292<br>30%<br>W | 84<br>26% | 61<br>35% | 22<br>27%<br>* | 55<br>30% | 38<br>41%<br>Y* | 123<br>29% | 120<br>31% |
| Not heard anything at all | 229<br>20% | 96<br>17% | 126<br>22% | 44<br>15% | 91<br>24%<br>D | 95<br>21% | 51<br>20% | 58<br>19% | 63<br>22% | 19<br>14%<br>* | 16<br>23%<br>* | 23<br>26%<br>* | 134<br>19% | 96<br>22% | 101<br>16% | 128<br>25%<br>O | 57<br>16% | 172<br>22%<br>Q | 67<br>29%<br>TUV | 58<br>20% | 48<br>18% | 41<br>16% | 21<br>16% | 203<br>21% | 44<br>14% | 24<br>14% | 17<br>21%<br>* | 35<br>19% | 19<br>21%<br>* | 69<br>16% | 84<br>22% |
| Heard a great deal | 164<br>15% | 104<br>19%<br>C | 57<br>10% | 65<br>22%<br>EF | 39<br>10% | 61<br>13% | 42<br>17% | 40<br>13% | 41<br>14% | 28<br>21%<br>K* | 5<br>7%<br>* | 9<br>10%<br>* | 119<br>17%<br>N | 45<br>11% | 95<br>15% | 69<br>13% | 66<br>18%<br>R | 99<br>13% | 29<br>13% | 33<br>11% | 41<br>16% | 55<br>21%<br>ST | 27<br>20% | 135<br>14% | 64<br>20%<br>c | 23<br>13% | 11<br>14%<br>* | 41<br>23%<br>c | 5<br>6%<br>* | 76<br>18% | 56<br>14% |
| Don't know | 72<br>6% | 34<br>6% | 36<br>6% | 32<br>11%<br>F | 32<br>9%<br>F | 9<br>2% | 10<br>4% | 28<br>9%<br>GL | 17<br>6% | 8<br>6%<br>* | 7<br>10%<br>L* | 2<br>2%<br>* | 45<br>6% | 28<br>6% | 35<br>6% | 38<br>7% | 17<br>5% | 55<br>7% | 17<br>7% | 18<br>6% | 14<br>5% | 12<br>5% | 11<br>8% | 56<br>6% | 9<br>3% | 3<br>2% | 3<br>4%<br>* | 9<br>5% | 4<br>4%<br>* | 11<br>3% | 9<br>2% |
| NET: A great deal / a fair amount | 509<br>45% | 268<br>49%<br>C | 236<br>42% | 154<br>52%<br>E | 143<br>38% | 212<br>46%<br>E | 116<br>46% | 134<br>44% | 129<br>45% | 68<br>51%<br>K* | 23<br>33%<br>* | 38<br>43%<br>* | 335<br>47% | 174<br>41% | 312<br>50%<br>P | 197<br>38% | 202<br>55%<br>R | 307<br>40% | 83<br>36% | 115<br>39% | 139<br>54%<br>ST | 145<br>55%<br>ST | 77<br>57%<br>X | 423<br>43% | 185<br>57%<br>bc | 87<br>50%<br>c | 39<br>48%<br>* | 84<br>46% | 32<br>34%<br>* | 225<br>53% | 172<br>45% |
| NET: Not very much / Not heard anything at all | 552<br>49% | 248<br>45% | 294<br>52%<br>B | 113<br>38% | 199<br>53%<br>D | 240<br>52%<br>D | 126<br>50% | 140<br>46% | 139<br>49% | 58<br>43%<br>* | 41<br>57%<br>* | 48<br>55%<br>* | 326<br>46% | 226<br>53% | 272<br>44% | 279<br>54%<br>O | 147<br>40% | 404<br>53%<br>Q | 130<br>57%<br>UV | 165<br>55%<br>UV | 107<br>41% | 106<br>40% | 47<br>35% | 495<br>51%<br>W | 128<br>40% | 85<br>49% | 39<br>48%<br>* | 90<br>49% | 57<br>61%<br>Y* | 192<br>45% | 204<br>53%<br>d |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the minimum wage for over-21s to £12.21 per hour

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 345<br>30% | 93<br>44% | 76<br>42% | 93<br>47%<br>E | 58<br>34% | 76<br>46% | 63<br>36% | 35<br>40%<br>K* | 53<br>41%<br>K | 129<br>39%<br>K | 59<br>26% | 129<br>39%<br>P | 118<br>36%<br>P | 120<br>36%<br>P | 110<br>35% | 133<br>29% | 79<br>35% | 201<br>28% | 205<br>30% | 205<br>30% | 220<br>32%<br>R | 199<br>35%<br>RST | 244<br>32%<br>R |
| Not heard very much | 323<br>28% | 28<br>13% | 21<br>12% | 35<br>17% | 46<br>27%<br>D | 26<br>16% | 49<br>28%<br>F | 20<br>22%<br>* | 20<br>16% | 104<br>32%<br>I | 72<br>32%<br>I | 77<br>23% | 81<br>25% | 77<br>23% | 91<br>28%<br>LNQ | 137<br>30%<br>LNQ | 51<br>23% | 229<br>32% | 222<br>32%<br>V | 220<br>33%<br>V | 208<br>30% | 165<br>29% | 240<br>31% |
| Not heard anything at all | 229<br>20% | 6<br>3% | 7<br>4% | 11<br>6% | 24<br>14%<br>D | 8<br>5% | 23<br>13%<br>F | 9<br>10%<br>* | 9<br>7% | 50<br>15%<br>I | 55<br>24%<br>HIJ | 34<br>10% | 41<br>13% | 53<br>16%<br>L | 45<br>14%<br>L | 83<br>18%<br>LM | 32<br>14% | 173<br>24%<br>TUVW | 158<br>23% | 143<br>21% | 150<br>21% | 118<br>21% | 165<br>21% |
| Heard a great deal | 164<br>15% | 80<br>38% | 73<br>40% | 57<br>29% | 35<br>21% | 51<br>31%<br>G | 35<br>20% | 25<br>28%<br>JK* | 43<br>33%<br>JK | 40<br>12% | 26<br>12% | 85<br>26%<br>P | 74<br>23% | 77<br>23% | 67<br>21% | 85<br>19% | 57<br>26%<br>P | 77<br>11% | 82<br>12% | 84<br>12% | 90<br>13% | 74<br>13% | 99<br>13% |
| Don't know | 72<br>6% | 3<br>1% | 4<br>2% | 2<br>1% | 6<br>3% | 3<br>2% | 6<br>3% | -<br>-<br>* | 4<br>3% | 6<br>2% | 14<br>6%<br>HIJ | 8<br>2% | 8<br>3% | 8<br>2% | 5<br>2% | 16<br>4% | 5<br>2% | 28<br>4% | 25<br>4% | 20<br>3% | 28<br>4% | 19<br>3% | 25<br>3% |
| NET: A great deal / a fair amount | 509<br>45% | 174<br>82% | 148<br>82% | 150<br>76%<br>E | 93<br>55% | 127<br>77%<br>G | 98<br>56% | 60<br>68%<br>JK* | 96<br>75%<br>JK | 168<br>51%<br>K | 85<br>38% | 214<br>64%<br>OP | 192<br>59%<br>P | 197<br>59%<br>P | 177<br>56%<br>P | 218<br>48% | 136<br>61%<br>P | 278<br>39% | 288<br>42% | 288<br>43%<br>R | 310<br>45%<br>R | 273<br>47%<br>RST | 343<br>44%<br>R |
| NET: Not very much / Not heard anything at all | 552<br>49% | 35<br>16% | 29<br>16% | 46<br>23% | 70<br>41%<br>D | 34<br>21% | 72<br>41%<br>F | 28<br>32%<br>* | 29<br>23% | 154<br>47%<br>HI | 127<br>56%<br>HI | 111<br>33% | 122<br>38% | 130<br>39% | 136<br>43%<br>LQ | 220<br>48%<br>LMNQ | 83<br>37% | 402<br>57%<br>UVW | 380<br>55%<br>V | 364<br>54%<br>V | 358<br>51% | 284<br>49% | 405<br>52% |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 386<br>34% | 178<br>32% | 202<br>36% | 90<br>30% | 123<br>33% | 173<br>37% | 87<br>34% | 100<br>33% | 92<br>32% | 51<br>38%<br>* | 31<br>43%<br>* | 25<br>29%<br>* | 239<br>34% | 147<br>34% | 221<br>36% | 165<br>32% | 149<br>41%<br>R | 237<br>31% | 69<br>30% | 110<br>37% | 84<br>32% | 99<br>38% | 48<br>35% | 332<br>34% | 128<br>40% | 74<br>42% | 34<br>42%<br>* | 63<br>35% | 33<br>35%<br>* | 186<br>44%<br>e | 128<br>33% |
| Not heard very much | 297<br>26% | 145<br>26% | 151<br>27% | 75<br>25% | 105<br>28% | 118<br>26% | 72<br>29% | 85<br>28% | 63<br>22% | 32<br>24%<br>* | 17<br>24%<br>* | 27<br>31%<br>* | 191<br>27% | 106<br>25% | 149<br>24% | 148<br>29% | 86<br>24% | 211<br>28% | 64<br>28% | 82<br>28% | 65<br>25% | 65<br>25% | 31<br>23% | 264<br>27% | 82<br>25% | 49<br>28% | 24<br>29%<br>* | 48<br>26% | 26<br>28%<br>* | 95<br>22% | 112<br>29% |
| Not heard anything at all | 217<br>19% | 110<br>20% | 102<br>18% | 53<br>18% | 74<br>20% | 90<br>19% | 45<br>18% | 55<br>18% | 69<br>24%<br>J | 16<br>12%<br>* | 9<br>13%<br>* | 23<br>26%<br>J* | 124<br>18% | 93<br>22% | 109<br>18% | 108<br>21% | 46<br>13% | 171<br>22%<br>Q | 56<br>24%<br>V | 55<br>19% | 49<br>19% | 38<br>14% | 23<br>17% | 190<br>20% | 40<br>13% | 27<br>15% | 10<br>12%<br>* | 31<br>17% | 23<br>25%<br>Y* | 70<br>16% | 70<br>18% |
| Heard a great deal | 161<br>14% | 88<br>16% | 69<br>12% | 55<br>18%<br>E | 38<br>10% | 69<br>15% | 39<br>15% | 36<br>12% | 46<br>16% | 23<br>18%<br>* | 7<br>10%<br>* | 10<br>11%<br>* | 104<br>15% | 57<br>13% | 104<br>17%<br>P | 57<br>11% | 67<br>18%<br>R | 95<br>12% | 26<br>12% | 28<br>10% | 48<br>18%<br>T | 50<br>19%<br>ST | 22<br>16% | 134<br>14% | 62<br>19%<br>c | 23<br>13% | 11<br>13%<br>* | 34<br>19% | 8<br>9%<br>* | 71<br>17% | 63<br>16% |
| Don't know | 72<br>6% | 28<br>5% | 42<br>7% | 26<br>9%<br>F | 35<br>9%<br>F | 12<br>3% | 9<br>4% | 26<br>8%<br>G | 15<br>5% | 12<br>9%<br>* | 7<br>10%<br>* | 3<br>3%<br>* | 47<br>7% | 25<br>6% | 36<br>6% | 37<br>7% | 19<br>5% | 54<br>7% | 13<br>6% | 22<br>7% | 15<br>6% | 12<br>4% | 13<br>9% | 54<br>6% | 11<br>3% | 2<br>1% | 3<br>4%<br>* | 6<br>3% | 2<br>2%<br>* | 6<br>1% | 13<br>3% |
| NET: A great deal / a fair amount | 547<br>48% | 266<br>48% | 272<br>48% | 145<br>49% | 160<br>43% | 241<br>52%<br>E | 125<br>50% | 136<br>45% | 138<br>48% | 74<br>55%<br>* | 38<br>53%<br>* | 35<br>40%<br>* | 344<br>49% | 204<br>48% | 325<br>53%<br>P | 222<br>43% | 216<br>59%<br>R | 331<br>43% | 95<br>42% | 138<br>46% | 132<br>51% | 148<br>56%<br>ST | 70<br>51% | 466<br>48% | 190<br>59%<br>c | 97<br>56% | 45<br>55%<br>* | 98<br>53% | 41<br>44%<br>* | 257<br>60%<br>e | 191<br>50% |
| NET: Not very much / Not heard anything at all | 514<br>45% | 255<br>46% | 253<br>45% | 128<br>43% | 179<br>48% | 207<br>45% | 117<br>47% | 140<br>46% | 133<br>46% | 48<br>35%<br>* | 26<br>37%<br>* | 50<br>57%<br>JK* | 316<br>45% | 198<br>46% | 258<br>42% | 256<br>50%<br>O | 132<br>36% | 382<br>50%<br>Q | 120<br>53%<br>V | 137<br>46% | 114<br>44% | 103<br>39% | 53<br>39% | 454<br>47% | 122<br>38% | 76<br>43% | 34<br>41%<br>* | 79<br>43% | 49<br>54%<br>Y* | 165<br>39% | 181<br>47%<br>d |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 386<br>34% | 92<br>44% | 68<br>38% | 86<br>43% | 74<br>44% | 61<br>37% | 78<br>45% | 42<br>47%<br>* | 42<br>33% | 128<br>39% | 78<br>34% | 143<br>43%<br>PQ | 136<br>42%<br>P | 142<br>42%<br>PQ | 123<br>39% | 156<br>34% | 80<br>35% | 228<br>32% | 228<br>33% | 224<br>33% | 246<br>35% | 214<br>37%<br>RS | 283<br>37%<br>RST |
| Not heard very much | 297<br>26% | 36<br>17% | 35<br>19% | 34<br>17% | 39<br>23% | 27<br>17% | 40<br>23% | 14<br>16%<br>* | 29<br>23% | 94<br>29%<br>H | 62<br>27% | 80<br>24% | 76<br>24% | 75<br>22% | 80<br>25% | 112<br>25% | 59<br>26% | 201<br>28% | 198<br>29% | 201<br>30% | 196<br>28% | 164<br>28% | 213<br>28% |
| Not heard anything at all | 217<br>19% | 13<br>6% | 11<br>6% | 15<br>8% | 24<br>14% | 11<br>6% | 28<br>16%<br>F | 6<br>7%<br>* | 11<br>8% | 57<br>17%<br>HI | 55<br>24%<br>HI | 27<br>8% | 45<br>14%<br>L | 43<br>13%<br>L | 46<br>15%<br>L | 89<br>20%<br>LMNQ | 26<br>12% | 170<br>24%<br>STUVW | 142<br>21% | 142<br>21% | 141<br>20% | 107<br>18% | 154<br>20% |
| Heard a great deal | 161<br>14% | 70<br>33% | 66<br>36% | 62<br>31%<br>E | 29<br>17% | 65<br>39%<br>G | 23<br>13% | 27<br>30%<br>JK* | 45<br>35%<br>JK | 42<br>13% | 21<br>9% | 77<br>23%<br>MP | 56<br>17% | 69<br>21% | 64<br>20% | 81<br>18% | 53<br>24%<br>MP | 81<br>11% | 100<br>14%<br>R | 86<br>13% | 93<br>13% | 77<br>13% | 99<br>13% |
| Don't know | 72<br>6% | 1<br>0% | 1<br>1% | 1<br>1% | 3<br>2% | 1<br>1% | 6<br>4% | -<br>-<br>* | 1<br>1% | 7<br>2% | 11<br>5% | 6<br>2% | 8<br>3% | 7<br>2% | 7<br>2% | 17<br>4% | 7<br>3% | 28<br>4% | 26<br>4% | 20<br>3% | 21<br>3% | 15<br>3% | 23<br>3% |
| NET: A great deal / a fair amount | 547<br>48% | 162<br>77% | 134<br>74% | 148<br>75%<br>E | 103<br>61% | 126<br>76%<br>G | 101<br>58% | 68<br>77%<br>JK* | 88<br>68%<br>JK | 170<br>52% | 99<br>44% | 220<br>66%<br>OPQ | 193<br>60%<br>P | 211<br>63%<br>P | 186<br>58% | 237<br>52% | 133<br>59% | 309<br>44% | 328<br>47% | 310<br>46% | 338<br>49%<br>R | 291<br>50%<br>RT | 382<br>49%<br>RT |
| NET: Not very much / Not heard anything at all | 514<br>45% | 49<br>23% | 46<br>25% | 49<br>25% | 62<br>37%<br>D | 38<br>23% | 68<br>39%<br>F | 20<br>23%<br>* | 40<br>31% | 151<br>46%<br>HI | 117<br>51%<br>HI | 108<br>32% | 122<br>38% | 118<br>35% | 126<br>40%<br>L | 201<br>44%<br>LMN | 85<br>38% | 370<br>52%<br>UVW | 340<br>49% | 343<br>51%<br>W | 337<br>48% | 270<br>47% | 367<br>47% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 383<br>34% | 184<br>33% | 193<br>34% | 96<br>32% | 122<br>33% | 165<br>36% | 76<br>30% | 93<br>31% | 113<br>40%<br>H | 52<br>38%<br>* | 18<br>26%<br>* | 32<br>36%<br>* | 235<br>33% | 148<br>35% | 229<br>37%<br>P | 154<br>30% | 142<br>39%<br>R | 242<br>32% | 68<br>30% | 90<br>30% | 103<br>39% | 98<br>37% | 50<br>37% | 328<br>34% | 129<br>40% | 60<br>35% | 39<br>47%<br>bc* | 56<br>31% | 27<br>30%<br>* | 182<br>42%<br>e | 108<br>28% |
| Heard a great deal | 280<br>25% | 153<br>28%<br>C | 122<br>22% | 59<br>20% | 66<br>18% | 155<br>34%<br>DE | 78<br>31%<br>H | 60<br>20% | 71<br>25% | 35<br>26%<br>* | 15<br>21%<br>* | 20<br>23%<br>* | 156<br>22% | 123<br>29%<br>M | 175<br>28%<br>P | 104<br>20% | 95<br>26% | 185<br>24% | 52<br>23% | 77<br>26% | 62<br>24% | 69<br>26% | 22<br>16% | 253<br>26%<br>W | 79<br>24% | 57<br>33%<br>c | 21<br>25%<br>* | 71<br>39%<br>Yc | 16<br>18%<br>* | 109<br>25% | 130<br>34%<br>d |
| Not heard very much | 253<br>22% | 122<br>22% | 128<br>23% | 71<br>24% | 100<br>27%<br>F | 83<br>18% | 57<br>23% | 80<br>27%<br>I | 53<br>19% | 28<br>21%<br>* | 17<br>24%<br>* | 17<br>20%<br>* | 178<br>25%<br>N | 75<br>18% | 120<br>19% | 133<br>26%<br>O | 75<br>20% | 178<br>23% | 50<br>22% | 78<br>26% | 58<br>22% | 50<br>19% | 34<br>25% | 215<br>22% | 76<br>23%<br>b | 41<br>24% | 13<br>16%<br>* | 26<br>14% | 28<br>30%<br>b* | 90<br>21% | 86<br>22% |
| Not heard anything at all | 155<br>14% | 66<br>12% | 87<br>15% | 48<br>16% | 56<br>15% | 51<br>11% | 31<br>12% | 47<br>15%<br>J | 40<br>14% | 10<br>7%<br>* | 11<br>16%<br>* | 17<br>19%<br>J* | 95<br>13% | 60<br>14% | 65<br>11% | 90<br>17%<br>O | 35<br>10% | 119<br>16%<br>Q | 40<br>18%<br>U | 41<br>14% | 26<br>10% | 35<br>13% | 19<br>14% | 131<br>13% | 26<br>8% | 16<br>9% | 7<br>9%<br>* | 26<br>14% | 19<br>21%<br>YZ* | 38<br>9% | 53<br>14% |
| Don't know | 63<br>6% | 25<br>5% | 37<br>6% | 25<br>8%<br>F | 31<br>8%<br>F | 7<br>1% | 10<br>4% | 22<br>7%<br>I | 9<br>3% | 10<br>8%<br>* | 9<br>13%<br>GIL* | 2<br>2%<br>* | 42<br>6% | 21<br>5% | 29<br>5% | 33<br>7% | 20<br>5% | 43<br>6% | 19<br>8% | 12<br>4% | 12<br>5% | 12<br>5% | 11<br>8% | 47<br>5% | 13<br>4%<br>Z | -<br>- | 2<br>3%<br>* | 5<br>3% | 2<br>2%<br>* | 9<br>2% | 8<br>2% |
| NET: A great deal / a fair amount | 663<br>58% | 337<br>61% | 315<br>56% | 155<br>52% | 187<br>50% | 320<br>70%<br>DE | 154<br>61%<br>H | 153<br>51% | 184<br>64%<br>HK | 87<br>65%<br>HK* | 34<br>47%<br>* | 52<br>59%<br>* | 392<br>55% | 271<br>64%<br>M | 404<br>65%<br>P | 259<br>50% | 237<br>65%<br>R | 426<br>56% | 120<br>52% | 168<br>56% | 165<br>63%<br>S | 166<br>63%<br>S | 72<br>53% | 581<br>60% | 208<br>64%<br>c | 118<br>67%<br>c | 59<br>73%<br>c* | 127<br>69%<br>c | 44<br>47%<br>* | 290<br>68% | 239<br>62% |
| NET: Not very much / Not heard anything at all | 408<br>36% | 188<br>34% | 215<br>38% | 119<br>40%<br>F | 156<br>42%<br>F | 133<br>29% | 88<br>35% | 127<br>42%<br>IJ | 93<br>32% | 37<br>28%<br>* | 28<br>39%<br>* | 34<br>39%<br>* | 273<br>39%<br>N | 135<br>32% | 185<br>30% | 223<br>43%<br>O | 110<br>30% | 297<br>39%<br>Q | 90<br>39% | 118<br>40% | 83<br>32% | 84<br>32% | 52<br>39% | 345<br>35% | 102<br>32% | 57<br>33% | 20<br>25%<br>* | 52<br>28% | 47<br>51%<br>YZab* | 129<br>30% | 139<br>36% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 383<br>34% | 88<br>42% | 82<br>46% | 92<br>46%<br>E | 53<br>31% | 75<br>46%<br>G | 51<br>29% | 50<br>56%<br>JK* | 53<br>41%<br>K | 120<br>37%<br>K | 58<br>26% | 146<br>44%<br>MP | 113<br>35% | 133<br>40% | 126<br>39% | 158<br>35% | 94<br>42% | 219<br>31% | 247<br>36%<br>R | 222<br>33% | 232<br>33% | 204<br>35%<br>R | 261<br>34% |
| Heard a great deal | 280<br>25% | 93<br>44% | 66<br>36% | 72<br>36% | 75<br>44% | 66<br>40% | 73<br>41% | 22<br>24%<br>* | 54<br>42%<br>HJK | 84<br>26% | 60<br>26% | 91<br>27% | 111<br>35%<br>LOQ | 99<br>29% | 80<br>25% | 147<br>32%<br>O | 57<br>26% | 186<br>26%<br>S | 159<br>23% | 179<br>27%<br>S | 197<br>28%<br>SV | 132<br>23% | 212<br>27%<br>SV |
| Not heard very much | 253<br>22% | 25<br>12% | 26<br>14% | 28<br>14% | 26<br>16% | 19<br>12% | 33<br>19% | 14<br>15%<br>* | 17<br>13% | 87<br>27%<br>I | 58<br>26%<br>I | 66<br>20% | 73<br>23%<br>P | 66<br>20% | 73<br>23% | 81<br>18% | 45<br>20% | 170<br>24% | 156<br>23% | 160<br>24% | 154<br>22% | 152<br>26%<br>SU | 179<br>23% |
| Not heard anything at all | 155<br>14% | 5<br>2% | 6<br>3% | 6<br>3% | 11<br>7% | 4<br>3% | 13<br>7% | 1<br>1%<br>* | 4<br>3% | 29<br>9%<br>H | 40<br>18%<br>HIJ | 22<br>7% | 19<br>6% | 33<br>10%<br>M | 34<br>11%<br>LM | 58<br>13%<br>LM | 21<br>9% | 115<br>16%<br>UVW | 112<br>16%<br>VW | 95<br>14% | 95<br>14% | 71<br>12% | 106<br>14% |
| Don't know | 63<br>6% | 1<br>1% | 1<br>1% | -<br>- | 4<br>2% | *<br>0% | 5<br>3% | 3<br>3%<br>* | *<br>0% | 8<br>2% | 10<br>5%<br>I | 8<br>2% | 6<br>2% | 5<br>1% | 6<br>2% | 10<br>2% | 7<br>3% | 18<br>3% | 19<br>3% | 17<br>3% | 18<br>3% | 17<br>3% | 15<br>2% |
| NET: A great deal / a fair amount | 663<br>58% | 180<br>85% | 148<br>82% | 164<br>83% | 128<br>75% | 141<br>86%<br>G | 124<br>71% | 71<br>80%<br>JK* | 107<br>83%<br>JK | 204<br>62%<br>K | 118<br>52% | 237<br>71%<br>O | 224<br>70% | 232<br>69% | 205<br>64% | 305<br>67% | 151<br>67% | 405<br>57% | 405<br>58% | 401<br>60% | 429<br>62%<br>R | 336<br>58% | 472<br>61%<br>R |
| NET: Not very much / Not heard anything at all | 408<br>36% | 30<br>14% | 31<br>17% | 34<br>17% | 37<br>22% | 23<br>14% | 46<br>26%<br>F | 15<br>17%<br>* | 21<br>17% | 116<br>35%<br>HI | 98<br>43%<br>HI | 88<br>27% | 92<br>29% | 99<br>30% | 107<br>34%<br>L | 140<br>31% | 66<br>29% | 285<br>40%<br>UW | 268<br>39% | 255<br>38% | 249<br>36% | 223<br>39% | 285<br>37% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Not heard anything at all | 305<br>27% | 97<br>18% | 201<br>35%<br>B | 90<br>30%<br>F | 115<br>31%<br>F | 100<br>22% | 83<br>33%<br>J | 77<br>25% | 69<br>24% | 25<br>18%<br>* | 26<br>36%<br>J* | 27<br>31%<br>* | 190<br>27% | 116<br>27% | 153<br>25% | 153<br>30% | 78<br>21% | 227<br>30%<br>Q | 67<br>29% | 79<br>27% | 68<br>26% | 67<br>26% | 30<br>22% | 265<br>27% | 87<br>27%<br>b | 31<br>18% | 26<br>32%<br>Zb* | 23<br>13% | 27<br>30%<br>b* | 111<br>26% | 81<br>21% |
| Heard a fair amount | 293<br>26% | 171<br>31%<br>C | 118<br>21% | 82<br>27% | 95<br>25% | 116<br>25% | 58<br>23% | 74<br>24% | 83<br>29% | 44<br>33%<br>* | 16<br>22%<br>* | 18<br>20%<br>* | 194<br>27% | 99<br>23% | 181<br>29%<br>P | 111<br>22% | 119<br>32%<br>R | 174<br>23% | 49<br>21% | 57<br>19% | 81<br>31%<br>ST | 85<br>32%<br>ST | 44<br>32% | 242<br>25% | 100<br>31% | 53<br>30% | 16<br>20%<br>* | 56<br>31% | 19<br>21%<br>* | 136<br>32%<br>e | 93<br>24% |
| Not heard very much | 252<br>22% | 122<br>22% | 127<br>22% | 58<br>19% | 90<br>24% | 104<br>23% | 49<br>19% | 68<br>23% | 71<br>25% | 23<br>17%<br>* | 18<br>25%<br>* | 24<br>28%<br>* | 166<br>24% | 86<br>20% | 131<br>21% | 121<br>24% | 72<br>20% | 180<br>23% | 57<br>25%<br>V | 89<br>30%<br>UV | 51<br>20% | 43<br>16% | 31<br>23% | 219<br>23% | 66<br>21% | 38<br>22% | 24<br>29%<br>* | 35<br>19% | 32<br>34%<br>Yb* | 92<br>21% | 89<br>23% |
| Heard a great deal | 194<br>17% | 125<br>23%<br>C | 67<br>12% | 34<br>11% | 35<br>9% | 125<br>27%<br>DE | 48<br>19% | 45<br>15% | 46<br>16% | 33<br>25%<br>HK* | 7<br>10%<br>* | 14<br>16%<br>* | 107<br>15% | 88<br>21%<br>M | 117<br>19% | 78<br>15% | 77<br>21%<br>R | 117<br>15% | 32<br>14% | 54<br>18% | 42<br>16% | 55<br>21% | 18<br>13% | 175<br>18% | 49<br>15% | 47<br>27%<br>Yc | 13<br>16%<br>* | 61<br>33%<br>Yac | 9<br>10%<br>* | 70<br>16% | 107<br>28%<br>d |
| Don't know | 89<br>8% | 34<br>6% | 54<br>10% | 36<br>12%<br>F | 38<br>10%<br>F | 14<br>3% | 14<br>5% | 39<br>13%<br>GI | 17<br>6% | 9<br>7%<br>* | 5<br>8%<br>* | 4<br>5%<br>* | 50<br>7% | 39<br>9% | 38<br>6% | 51<br>10%<br>O | 20<br>6% | 69<br>9%<br>Q | 24<br>11%<br>V | 19<br>6% | 18<br>7% | 13<br>5% | 13<br>9% | 71<br>7% | 20<br>6% | 6<br>3% | 2<br>3%<br>* | 7<br>4% | 5<br>5%<br>* | 18<br>4% | 16<br>4% |
| NET: A great deal / a fair amount | 487<br>43% | 296<br>54%<br>C | 185<br>33% | 115<br>39% | 130<br>35% | 242<br>52%<br>DE | 107<br>42% | 119<br>39% | 129<br>45% | 77<br>58%<br>GHIKL* | 23<br>32%<br>* | 32<br>37%<br>* | 301<br>43% | 186<br>44% | 298<br>48%<br>P | 189<br>37% | 196<br>53%<br>R | 291<br>38% | 81<br>35% | 111<br>37% | 123<br>47%<br>ST | 140<br>53%<br>ST | 61<br>45% | 418<br>43% | 149<br>46%<br>c | 100<br>57%<br>ac | 29<br>36%<br>* | 117<br>64%<br>Yac | 28<br>31%<br>* | 207<br>48% | 200<br>52% |
| NET: Not very much / Not heard anything at all | 557<br>49% | 220<br>40% | 328<br>58%<br>B | 147<br>49% | 206<br>55%<br>F | 204<br>44% | 131<br>52%<br>J | 145<br>48%<br>J | 140<br>49%<br>J | 48<br>35%<br>* | 43<br>61%<br>J* | 51<br>58%<br>J* | 356<br>50% | 202<br>47% | 283<br>46% | 274<br>53%<br>O | 151<br>41% | 407<br>53%<br>Q | 124<br>54%<br>V | 168<br>56%<br>UV | 120<br>46% | 110<br>42% | 62<br>46% | 484<br>50% | 153<br>48%<br>b | 69<br>40% | 50<br>62%<br>Zb* | 59<br>32% | 59<br>64%<br>YZb* | 203<br>47% | 170<br>44% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Not heard anything at all | 305<br>27% | 19<br>9% | 18<br>10% | 18<br>9% | 25<br>15% | 12<br>7% | 29<br>16%<br>F | 8<br>9%<br>* | 12<br>9% | 65<br>20%<br>HI | 67<br>30%<br>HIJ | 78<br>23%<br>MP | 52<br>16% | 81<br>24%<br>MP | 84<br>26%<br>MP | 74<br>16% | 60<br>27%<br>MP | 200<br>28%<br>W | 215<br>31%<br>TUW | 185<br>28% | 184<br>26% | 199<br>35%<br>RSTUW | 195<br>25% |
| Heard a fair amount | 293<br>26% | 88<br>41% | 73<br>41% | 84<br>42%<br>E | 44<br>26% | 69<br>42%<br>G | 43<br>24% | 32<br>36%<br>K* | 51<br>39%<br>K | 97<br>30%<br>K | 46<br>20% | 112<br>34% | 110<br>34% | 111<br>33% | 109<br>34% | 140<br>31% | 73<br>33% | 172<br>24% | 172<br>25% | 167<br>25% | 170<br>24% | 144<br>25% | 209<br>27%<br>RU |
| Not heard very much | 252<br>22% | 25<br>12% | 24<br>14% | 44<br>22% | 28<br>16% | 32<br>19% | 29<br>16% | 25<br>28%<br>* | 25<br>19% | 91<br>28% | 48<br>21% | 71<br>21% | 70<br>22% | 81<br>24%<br>Q | 67<br>21% | 95<br>21% | 40<br>18% | 167<br>24% | 162<br>23% | 147<br>22% | 163<br>23% | 136<br>24% | 186<br>24% |
| Heard a great deal | 194<br>17% | 75<br>35% | 61<br>34% | 49<br>25% | 68<br>40%<br>D | 50<br>30% | 67<br>38% | 23<br>26%<br>* | 40<br>31%<br>J | 61<br>19% | 49<br>22% | 59<br>18% | 78<br>24%<br>LNO | 51<br>15% | 48<br>15% | 128<br>28%<br>LNOQ | 42<br>19% | 132<br>19%<br>V | 110<br>16%<br>V | 142<br>21%<br>SV | 144<br>21%<br>SV | 64<br>11% | 147<br>19%<br>SV |
| Don't know | 89<br>8% | 4<br>2% | 3<br>2% | 3<br>2% | 5<br>3% | 2<br>1% | 8<br>5% | 1<br>1%<br>* | 2<br>1% | 13<br>4% | 17<br>7%<br>I | 13<br>4% | 12<br>4% | 12<br>3% | 10<br>3% | 18<br>4% | 8<br>4% | 37<br>5% | 34<br>5% | 32<br>5% | 36<br>5% | 32<br>6% | 35<br>4% |
| NET: A great deal / a fair amount | 487<br>43% | 162<br>77% | 135<br>75% | 133<br>67% | 112<br>66% | 118<br>72% | 110<br>63% | 55<br>62%<br>JK* | 91<br>70%<br>JK | 159<br>48% | 95<br>42% | 171<br>51% | 188<br>58%<br>LNO | 162<br>48% | 157<br>49% | 268<br>59%<br>LNOQ | 116<br>52% | 304<br>43%<br>V | 282<br>41%<br>V | 308<br>46%<br>SV | 313<br>45%<br>SV | 208<br>36% | 356<br>46%<br>RSV |
| NET: Not very much / Not heard anything at all | 557<br>49% | 45<br>21% | 43<br>24% | 62<br>31% | 52<br>31% | 44<br>27% | 57<br>33% | 32<br>36%<br>* | 36<br>28% | 156<br>48%<br>I | 115<br>51%<br>HI | 149<br>45%<br>P | 122<br>38% | 162<br>48%<br>MP | 151<br>47%<br>MP | 169<br>37% | 100<br>45%<br>P | 367<br>52% | 377<br>54%<br>TUW | 332<br>49% | 347<br>50% | 335<br>58%<br>RSTUW | 381<br>49% |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Ending VAT exemptions previously offered to private schools

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 325<br>29% | 164<br>30% | 157<br>28% | 78<br>26% | 98<br>26% | 148<br>32% | 73<br>29% | 86<br>28% | 89<br>31% | 42<br>31%<br>* | 16<br>22%<br>* | 20<br>23%<br>* | 198<br>28% | 127<br>30% | 187<br>30% | 138<br>27% | 122<br>33%<br>R | 203<br>27% | 53<br>23% | 99<br>33%<br>SV | 88<br>34%<br>SV | 59<br>22% | 40<br>30% | 277<br>28% | 113<br>35% | 55<br>31% | 25<br>30%<br>* | 54<br>29% | 33<br>35%<br>* | 145<br>34% | 117<br>30% |
| Heard a great deal | 264<br>23% | 146<br>27%<br>C | 113<br>20% | 58<br>19% | 69<br>19% | 137<br>30%<br>DE | 65<br>26% | 56<br>18% | 69<br>24% | 36<br>27%<br>* | 13<br>18%<br>* | 24<br>28%<br>* | 164<br>23% | 100<br>23% | 186<br>30%<br>P | 78<br>15% | 116<br>32%<br>R | 147<br>19% | 37<br>16% | 63<br>21% | 58<br>22% | 93<br>35%<br>STU | 21<br>15% | 241<br>25%<br>W | 82<br>25% | 58<br>33%<br>c | 20<br>25%<br>* | 60<br>33%<br>c | 16<br>18%<br>* | 116<br>27% | 113<br>29% |
| Not heard very much | 235<br>21% | 103<br>19% | 129<br>23% | 60<br>20% | 83<br>22% | 92<br>20% | 54<br>21% | 61<br>20% | 53<br>19% | 30<br>23%<br>* | 20<br>28%<br>* | 17<br>20%<br>* | 152<br>22% | 83<br>19% | 113<br>18% | 122<br>24% | 70<br>19% | 165<br>21% | 57<br>25%<br>U | 64<br>21% | 39<br>15% | 60<br>23%<br>U | 35<br>26% | 196<br>20% | 65<br>20% | 35<br>20% | 23<br>28%<br>* | 30<br>16% | 20<br>22%<br>* | 85<br>20% | 76<br>20% |
| Not heard anything at all | 228<br>20% | 99<br>18% | 125<br>22% | 63<br>21% | 94<br>25%<br>F | 72<br>16% | 43<br>17% | 69<br>23% | 64<br>22% | 18<br>14%<br>* | 15<br>22%<br>* | 19<br>22%<br>* | 141<br>20% | 87<br>20% | 98<br>16% | 131<br>25%<br>O | 42<br>11% | 187<br>24%<br>Q | 65<br>28%<br>TV | 51<br>17% | 60<br>23%<br>V | 35<br>13% | 26<br>19% | 197<br>20% | 47<br>15% | 27<br>15% | 11<br>13%<br>* | 30<br>16% | 18<br>20%<br>* | 73<br>17% | 64<br>17% |
| Don't know | 82<br>7% | 37<br>7% | 42<br>7% | 39<br>13%<br>EF | 30<br>8%<br>F | 12<br>3% | 17<br>7% | 31<br>10%<br>I | 11<br>4% | 8<br>6%<br>* | 7<br>10%<br>* | 7<br>8%<br>* | 51<br>7% | 30<br>7% | 34<br>6% | 47<br>9%<br>O | 17<br>5% | 65<br>8%<br>Q | 17<br>8% | 21<br>7% | 15<br>6% | 16<br>6% | 14<br>11% | 62<br>6% | 15<br>5%<br>Z | -<br>- | 3<br>4%<br>Z* | 9<br>5%<br>Z | 5<br>5%<br>Z* | 9<br>2% | 14<br>4% |
| NET: A great deal / a fair amount | 589<br>52% | 310<br>56%<br>C | 270<br>48% | 136<br>45% | 168<br>45% | 285<br>62%<br>DE | 138<br>55% | 141<br>47% | 158<br>55%<br>K | 78<br>58%<br>K* | 29<br>40%<br>* | 44<br>51%<br>* | 362<br>51% | 227<br>53% | 374<br>60%<br>P | 215<br>42% | 238<br>65%<br>R | 351<br>46% | 90<br>39% | 162<br>54%<br>S | 146<br>56%<br>S | 152<br>58%<br>S | 61<br>45% | 518<br>53% | 196<br>61% | 113<br>64% | 45<br>55%<br>* | 114<br>62% | 49<br>53%<br>* | 262<br>61% | 230<br>60% |
| NET: Not very much / Not heard anything at all | 463<br>41% | 202<br>37% | 255<br>45%<br>B | 124<br>41% | 176<br>47%<br>F | 163<br>35% | 96<br>38% | 130<br>43% | 117<br>41% | 49<br>36%<br>* | 35<br>50%<br>* | 36<br>41%<br>* | 293<br>42% | 170<br>40% | 211<br>34% | 252<br>49%<br>O | 112<br>30% | 352<br>46%<br>Q | 122<br>53%<br>TUV | 115<br>39% | 99<br>38% | 95<br>36% | 60<br>45% | 393<br>40% | 112<br>35% | 62<br>36% | 34<br>41%<br>* | 60<br>33% | 39<br>42%<br>* | 158<br>37% | 141<br>37% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Ending VAT exemptions previously offered to private schools

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 325<br>29% | 81<br>38% | 71<br>39% | 76<br>38% | 53<br>31% | 67<br>41% | 54<br>31% | 26<br>29%<br>* | 52<br>41%<br>K | 106<br>32% | 55<br>24% | 116<br>35% | 108<br>34% | 116<br>34% | 115<br>36%<br>P | 132<br>29% | 72<br>32% | 197<br>28% | 202<br>29% | 193<br>29% | 197<br>28% | 179<br>31% | 234<br>30% |
| Heard a great deal | 264<br>23% | 94<br>45% | 73<br>40% | 76<br>38% | 64<br>38% | 62<br>38% | 65<br>37% | 40<br>45%<br>JK* | 50<br>39%<br>JK | 83<br>25% | 44<br>20% | 96<br>29%<br>O | 106<br>33%<br>NOQ | 87<br>26% | 71<br>22% | 142<br>31%<br>O | 57<br>25% | 163<br>23% | 146<br>21% | 171<br>25%<br>SV | 186<br>27%<br>RSV | 116<br>20% | 194<br>25%<br>SV |
| Not heard very much | 235<br>21% | 23<br>11% | 24<br>13% | 28<br>14% | 26<br>15% | 20<br>12% | 26<br>15% | 14<br>16%<br>* | 15<br>11% | 75<br>23%<br>I | 56<br>25%<br>I | 63<br>19% | 57<br>18% | 64<br>19% | 70<br>22% | 83<br>18% | 50<br>22% | 157<br>22% | 158<br>23% | 146<br>22% | 140<br>20% | 136<br>24% | 160<br>21% |
| Not heard anything at all | 228<br>20% | 9<br>4% | 10<br>6% | 15<br>7% | 18<br>11% | 12<br>7% | 20<br>11% | 6<br>7%<br>* | 10<br>8% | 53<br>16%<br>HI | 56<br>25%<br>HIJ | 48<br>15% | 44<br>14% | 57<br>17% | 53<br>17% | 75<br>17% | 34<br>15% | 160<br>23% | 157<br>23% | 141<br>21% | 148<br>21% | 125<br>22% | 161<br>21% |
| Don't know | 82<br>7% | 4<br>2% | 3<br>2% | 4<br>2% | 8<br>5% | 5<br>3% | 10<br>6% | 3<br>4%<br>* | 2<br>1% | 11<br>3% | 15<br>7% | 10<br>3% | 7<br>2% | 13<br>4% | 11<br>3% | 22<br>5%<br>M | 11<br>5%<br>M | 31<br>4%<br>W | 31<br>4%<br>W | 21<br>3% | 26<br>4% | 20<br>3% | 23<br>3% |
| NET: A great deal / a fair amount | 589<br>52% | 175<br>83% | 144<br>79% | 151<br>76% | 117<br>69% | 129<br>78% | 119<br>68% | 66<br>74%<br>JK* | 102<br>79%<br>JK | 189<br>58%<br>K | 99<br>44% | 212<br>64% | 215<br>67%<br>OPQ | 202<br>60% | 186<br>58% | 274<br>60% | 129<br>58% | 360<br>51% | 348<br>50% | 363<br>54%<br>S | 382<br>55%<br>RS | 295<br>51% | 428<br>55%<br>RSV |
| NET: Not very much / Not heard anything at all | 463<br>41% | 32<br>15% | 34<br>19% | 43<br>22% | 44<br>26% | 31<br>19% | 46<br>26% | 20<br>23%<br>* | 25<br>19% | 128<br>39%<br>HI | 112<br>49%<br>HIJ | 111<br>33% | 101<br>31% | 121<br>36% | 122<br>38%<br>M | 159<br>35% | 84<br>37% | 317<br>45%<br>UW | 315<br>45%<br>UW | 288<br>43% | 288<br>41% | 261<br>45% | 321<br>42% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 408<br>36% | 212<br>39% | 192<br>34% | 99<br>33% | 134<br>36% | 175<br>38% | 82<br>33% | 116<br>38% | 105<br>37% | 57<br>42%<br>* | 20<br>28%<br>* | 27<br>31%<br>* | 244<br>35% | 164<br>38% | 237<br>38% | 171<br>33% | 137<br>37% | 270<br>35% | 90<br>39% | 105<br>35% | 102<br>39% | 86<br>33% | 54<br>40% | 349<br>36% | 145<br>45%<br>bc | 78<br>44%<br>bc | 32<br>40%<br>* | 47<br>26% | 27<br>30%<br>* | 172<br>40% | 144<br>37% |
| Heard a great deal | 288<br>25% | 153<br>28% | 131<br>23% | 65<br>22% | 62<br>17% | 161<br>35%<br>DE | 71<br>28% | 62<br>20% | 83<br>29%<br>H | 31<br>23%<br>* | 17<br>23%<br>* | 25<br>28%<br>* | 164<br>23% | 124<br>29% | 183<br>30%<br>P | 105<br>20% | 115<br>31%<br>R | 173<br>23% | 40<br>17% | 75<br>25% | 69<br>27%<br>S | 83<br>32%<br>S | 22<br>16% | 260<br>27%<br>W | 80<br>25% | 57<br>32% | 20<br>24%<br>* | 82<br>45%<br>Yac | 20<br>22%<br>* | 124<br>29% | 127<br>33% |
| Not heard very much | 196<br>17% | 80<br>14% | 109<br>19% | 57<br>19% | 79<br>21%<br>F | 60<br>13% | 49<br>20% | 51<br>17% | 38<br>13% | 22<br>16%<br>* | 16<br>23%<br>* | 20<br>23%<br>* | 147<br>21%<br>N | 49<br>11% | 103<br>17% | 93<br>18% | 65<br>18% | 131<br>17% | 42<br>18% | 55<br>19% | 34<br>13% | 52<br>20% | 19<br>14% | 171<br>18% | 46<br>14% | 29<br>16% | 18<br>22%<br>* | 25<br>14% | 25<br>27%<br>Yb* | 74<br>17% | 59<br>15% |
| Not heard anything at all | 177<br>16% | 84<br>15% | 90<br>16% | 58<br>19%<br>F | 66<br>18%<br>F | 52<br>11% | 41<br>16% | 47<br>16% | 48<br>17% | 16<br>12%<br>* | 11<br>16%<br>* | 13<br>15%<br>* | 110<br>16% | 67<br>16% | 68<br>11% | 109<br>21%<br>O | 34<br>9% | 143<br>19%<br>Q | 46<br>20%<br>V | 41<br>14% | 43<br>17% | 30<br>12% | 33<br>24%<br>X | 140<br>14% | 40<br>12%<br>Z | 10<br>6% | 9<br>11%<br>* | 27<br>15%<br>Z | 17<br>18%<br>Z* | 46<br>11% | 47<br>12% |
| Don't know | 65<br>6% | 21<br>4% | 44<br>8%<br>B | 21<br>7%<br>F | 33<br>9%<br>F | 11<br>2% | 7<br>3% | 26<br>9%<br>G | 13<br>4% | 8<br>6%<br>* | 7<br>10%<br>G* | 3<br>4%<br>* | 42<br>6% | 24<br>6% | 28<br>4% | 37<br>7% | 16<br>4% | 49<br>6% | 13<br>6% | 21<br>7% | 11<br>4% | 11<br>4% | 8<br>6% | 53<br>5% | 12<br>4% | 2<br>1% | 3<br>3%<br>* | 3<br>2% | 3<br>3%<br>* | 11<br>3% | 9<br>2% |
| NET: A great deal / a fair amount | 696<br>61% | 365<br>66%<br>C | 324<br>57% | 163<br>55% | 196<br>52% | 337<br>73%<br>DE | 154<br>61% | 178<br>59% | 188<br>66%<br>K | 88<br>66%<br>* | 37<br>51%<br>* | 52<br>59%<br>* | 408<br>58% | 288<br>67%<br>M | 420<br>68%<br>P | 276<br>54% | 252<br>69%<br>R | 444<br>58% | 129<br>56% | 181<br>61% | 171<br>66% | 169<br>64% | 76<br>56% | 609<br>63% | 225<br>70%<br>c | 134<br>77%<br>c | 52<br>64%<br>* | 128<br>70%<br>c | 48<br>52%<br>* | 296<br>69% | 271<br>70% |
| NET: Not very much / Not heard anything at all | 373<br>33% | 164<br>30% | 199<br>35% | 115<br>38%<br>F | 145<br>39%<br>F | 113<br>24% | 91<br>36% | 98<br>32% | 86<br>30% | 38<br>28%<br>* | 28<br>39%<br>* | 33<br>38%<br>* | 257<br>36%<br>N | 116<br>27% | 171<br>28% | 202<br>39%<br>O | 98<br>27% | 275<br>36%<br>Q | 87<br>38% | 96<br>32% | 78<br>30% | 83<br>31% | 51<br>38% | 311<br>32% | 87<br>27% | 39<br>22% | 27<br>33%<br>* | 52<br>28% | 41<br>45%<br>YZb* | 120<br>28% | 106<br>28% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 408<br>36% | 85<br>40% | 77<br>43% | 92<br>47%<br>E | 45<br>27% | 77<br>47%<br>G | 47<br>27% | 38<br>43%<br>* | 53<br>42% | 125<br>38% | 75<br>33% | 150<br>45%<br>P | 146<br>45%<br>P | 144<br>43%<br>P | 138<br>43%<br>P | 163<br>36% | 94<br>42% | 244<br>35% | 242<br>35% | 241<br>36% | 250<br>36% | 224<br>39%<br>S | 289<br>37% |
| Heard a great deal | 288<br>25% | 93<br>44% | 77<br>42% | 76<br>38% | 79<br>47% | 65<br>40% | 80<br>46% | 34<br>38%<br>* | 52<br>41%<br>JK | 91<br>28% | 59<br>26% | 90<br>27% | 107<br>33%<br>O | 92<br>27% | 77<br>24% | 161<br>35%<br>LNOQ | 59<br>26% | 191<br>27%<br>V | 169<br>24%<br>V | 188<br>28%<br>SV | 204<br>29%<br>SV | 121<br>21% | 218<br>28%<br>SV |
| Not heard very much | 196<br>17% | 24<br>12% | 20<br>11% | 20<br>10% | 25<br>15% | 16<br>10% | 27<br>15% | 10<br>11%<br>* | 16<br>12% | 70<br>21%<br>H | 39<br>17% | 53<br>16% | 41<br>13% | 51<br>15% | 55<br>17% | 59<br>13% | 39<br>17% | 126<br>18% | 134<br>19%<br>W | 123<br>18% | 118<br>17% | 119<br>21%<br>UW | 129<br>17% |
| Not heard anything at all | 177<br>16% | 6<br>3% | 5<br>3% | 7<br>3% | 19<br>11%<br>D | 4<br>3% | 17<br>10%<br>F | 6<br>7%<br>* | 7<br>6% | 36<br>11% | 41<br>18%<br>HIJ | 34<br>10% | 21<br>7% | 43<br>13%<br>M | 44<br>14%<br>LM | 59<br>13%<br>M | 28<br>13%<br>M | 124<br>18%<br>UW | 130<br>19%<br>TUW | 104<br>16% | 104<br>15% | 97<br>17% | 115<br>15% |
| Don't know | 65<br>6% | 2<br>1% | 2<br>1% | 3<br>2% | 1<br>1% | 2<br>1% | 4<br>2% | 1<br>1%<br>* | -<br>- | 6<br>2% | 13<br>6%<br>IJ | 6<br>2% | 8<br>3% | 6<br>2% | 5<br>2% | 13<br>3% | 4<br>2% | 21<br>3% | 19<br>3% | 16<br>2% | 21<br>3% | 16<br>3% | 21<br>3% |
| NET: A great deal / a fair amount | 696<br>61% | 178<br>84% | 153<br>85% | 168<br>85%<br>E | 124<br>74% | 142<br>87%<br>G | 127<br>72% | 72<br>81%<br>JK* | 106<br>82%<br>JK | 216<br>66% | 134<br>59% | 240<br>72% | 252<br>78%<br>LNOPQ | 235<br>70% | 215<br>67% | 325<br>71% | 153<br>68% | 436<br>62% | 411<br>59% | 429<br>64%<br>S | 454<br>65%<br>RSV | 345<br>60% | 507<br>66%<br>RSV |
| NET: Not very much / Not heard anything at all | 373<br>33% | 31<br>15% | 25<br>14% | 27<br>14% | 44<br>26%<br>D | 21<br>13% | 44<br>25%<br>F | 16<br>18%<br>* | 23<br>18% | 106<br>32%<br>HI | 80<br>35%<br>HI | 87<br>26%<br>M | 62<br>19% | 94<br>28%<br>M | 99<br>31%<br>M | 117<br>26%<br>M | 68<br>30%<br>M | 250<br>35%<br>UW | 264<br>38%<br>TUW | 227<br>34% | 222<br>32% | 216<br>37%<br>UW | 244<br>32% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Not heard very much | 333<br>29% | 153<br>28% | 177<br>31% | 87<br>29% | 107<br>29% | 139<br>30% | 63<br>25% | 88<br>29% | 85<br>30% | 40<br>30%<br>* | 32<br>45%<br>GHIL* | 24<br>27%<br>* | 219<br>31% | 113<br>26% | 180<br>29% | 153<br>30% | 98<br>27% | 234<br>31% | 76<br>33%<br>V | 93<br>31% | 78<br>30% | 62<br>23% | 36<br>27% | 290<br>30% | 95<br>29% | 57<br>33% | 26<br>32%<br>* | 43<br>23% | 35<br>38%<br>b* | 126<br>29% | 110<br>29% |
| Heard a fair amount | 314<br>28% | 161<br>29% | 149<br>26% | 61<br>21% | 109<br>29%<br>D | 143<br>31%<br>D | 70<br>28% | 83<br>27% | 85<br>30%<br>K | 40<br>30%<br>K* | 11<br>15%<br>* | 26<br>29%<br>* | 184<br>26% | 130<br>30% | 192<br>31%<br>P | 121<br>24% | 118<br>32%<br>R | 196<br>26% | 52<br>23% | 97<br>33%<br>S | 66<br>26% | 78<br>29% | 37<br>27% | 272<br>28% | 103<br>32% | 64<br>37% | 30<br>37%<br>* | 51<br>28% | 22<br>24%<br>* | 141<br>33% | 119<br>31% |
| Not heard anything at all | 257<br>23% | 112<br>20% | 137<br>24% | 66<br>22% | 93<br>25% | 98<br>21% | 58<br>23% | 72<br>24% | 69<br>24% | 20<br>15%<br>* | 14<br>20%<br>* | 23<br>26%<br>* | 151<br>21% | 106<br>25% | 110<br>18% | 146<br>28%<br>O | 58<br>16% | 199<br>26%<br>Q | 66<br>29%<br>TV | 54<br>18% | 61<br>24% | 52<br>20% | 29<br>22% | 222<br>23% | 53<br>16% | 31<br>18% | 15<br>18%<br>* | 36<br>20% | 28<br>30%<br>YZ* | 71<br>17% | 94<br>24%<br>d |
| Heard a great deal | 152<br>13% | 95<br>17%<br>C | 54<br>10% | 53<br>18%<br>E | 30<br>8% | 69<br>15%<br>E | 43<br>17% | 34<br>11% | 32<br>11% | 23<br>17%<br>* | 8<br>12%<br>* | 12<br>13%<br>* | 102<br>14% | 50<br>12% | 101<br>16%<br>P | 51<br>10% | 73<br>20%<br>R | 80<br>10% | 19<br>8% | 35<br>12% | 37<br>14% | 57<br>22%<br>ST | 21<br>16% | 127<br>13% | 52<br>16%<br>c | 22<br>12% | 8<br>9%<br>* | 49<br>27%<br>YZac | 4<br>4%<br>* | 77<br>18% | 54<br>14% |
| Don't know | 79<br>7% | 28<br>5% | 49<br>9%<br>B | 31<br>10%<br>F | 35<br>9%<br>F | 12<br>3% | 18<br>7% | 25<br>8% | 14<br>5% | 11<br>9%<br>* | 6<br>9%<br>* | 4<br>4%<br>* | 50<br>7% | 28<br>7% | 35<br>6% | 44<br>8% | 20<br>5% | 59<br>8% | 17<br>7% | 19<br>6% | 17<br>6% | 15<br>6% | 12<br>9% | 62<br>6% | 20<br>6%<br>Z | 1<br>1% | 3<br>4%<br>* | 4<br>2% | 3<br>3%<br>* | 14<br>3% | 8<br>2% |
| NET: A great deal / a fair amount | 466<br>41% | 256<br>47%<br>C | 203<br>36% | 115<br>38% | 139<br>37% | 212<br>46%<br>E | 113<br>45%<br>K | 117<br>39% | 117<br>41% | 63<br>47%<br>K* | 19<br>27%<br>* | 37<br>42%<br>* | 286<br>40% | 180<br>42% | 294<br>47%<br>P | 172<br>33% | 191<br>52%<br>R | 275<br>36% | 71<br>31% | 132<br>44%<br>S | 104<br>40% | 135<br>51%<br>SU | 58<br>43% | 399<br>41% | 155<br>48%<br>c | 86<br>49%<br>c | 38<br>46%<br>c* | 100<br>55%<br>c | 26<br>29%<br>* | 217<br>51% | 173<br>45% |
| NET: Not very much / Not heard anything at all | 589<br>52% | 266<br>48% | 315<br>55%<br>B | 153<br>51% | 200<br>53% | 236<br>51% | 121<br>48% | 161<br>53% | 155<br>54% | 60<br>45%<br>* | 46<br>65%<br>GJ* | 47<br>54%<br>* | 370<br>52% | 219<br>51% | 290<br>47% | 299<br>58%<br>O | 156<br>43% | 433<br>56%<br>Q | 142<br>62%<br>TV | 147<br>49% | 140<br>54%<br>V | 114<br>43% | 65<br>48% | 512<br>53% | 148<br>46% | 88<br>50% | 41<br>50%<br>* | 79<br>43% | 63<br>68%<br>YZab* | 197<br>46% | 204<br>53% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Not heard very much | 333<br>29% | 29<br>14% | 26<br>14% | 39<br>20% | 39<br>23% | 26<br>16% | 41<br>23% | 21<br>24%<br>* | 22<br>17% | 119<br>36%<br>HI | 68<br>30%<br>I | 94<br>28% | 87<br>27% | 94<br>28% | 88<br>28% | 113<br>25% | 62<br>27% | 220<br>31% | 219<br>32% | 211<br>31% | 222<br>32% | 197<br>34% | 242<br>31% |
| Heard a fair amount | 314<br>28% | 77<br>37% | 65<br>36% | 85<br>43% | 60<br>35% | 65<br>39% | 59<br>33% | 32<br>36%<br>K* | 42<br>33% | 113<br>34%<br>K | 50<br>22% | 120<br>36% | 121<br>38% | 110<br>33% | 100<br>31% | 146<br>32% | 72<br>32% | 186<br>26% | 186<br>27% | 191<br>28% | 204<br>29% | 161<br>28% | 224<br>29% |
| Not heard anything at all | 257<br>23% | 13<br>6% | 12<br>6% | 11<br>5% | 21<br>12%<br>D | 7<br>4% | 24<br>14%<br>F | 12<br>13%<br>* | 12<br>9% | 51<br>15% | 70<br>31%<br>HIJ | 37<br>11% | 50<br>15% | 57<br>17%<br>L | 65<br>20%<br>L | 88<br>19%<br>L | 37<br>16%<br>L | 196<br>28%<br>TUW | 176<br>25%<br>U | 165<br>24% | 153<br>22% | 137<br>24% | 184<br>24% |
| Heard a great deal | 152<br>13% | 86<br>41% | 72<br>40% | 60<br>30% | 46<br>27% | 62<br>38%<br>G | 44<br>25% | 23<br>26%<br>JK* | 47<br>36%<br>JK | 41<br>13% | 27<br>12% | 71<br>21% | 58<br>18% | 66<br>20% | 56<br>18% | 90<br>20% | 48<br>22% | 77<br>11% | 83<br>12% | 83<br>12% | 90<br>13% | 58<br>10% | 98<br>13%<br>V |
| Don't know | 79<br>7% | 6<br>3% | 6<br>4% | 4<br>2% | 4<br>2% | 5<br>3% | 8<br>5% | 1<br>1%<br>* | 6<br>5% | 5<br>1% | 13<br>6%<br>J | 11<br>3% | 6<br>2% | 9<br>3% | 10<br>3% | 18<br>4% | 6<br>3% | 29<br>4% | 29<br>4% | 23<br>3% | 27<br>4% | 23<br>4% | 24<br>3% |
| NET: A great deal / a fair amount | 466<br>41% | 163<br>77% | 137<br>76% | 145<br>73% | 105<br>62% | 127<br>77%<br>G | 103<br>59% | 55<br>62%<br>JK* | 89<br>69%<br>JK | 154<br>47%<br>K | 77<br>34% | 191<br>57%<br>O | 180<br>56% | 176<br>52% | 156<br>49% | 236<br>52% | 120<br>54% | 263<br>37% | 269<br>39% | 274<br>41%<br>R | 294<br>42%<br>R | 219<br>38% | 322<br>42%<br>R |
| NET: Not very much / Not heard anything at all | 589<br>52% | 42<br>20% | 37<br>21% | 50<br>25% | 60<br>35% | 32<br>20% | 65<br>37%<br>F | 33<br>37%<br>* | 34<br>27% | 169<br>52%<br>HI | 137<br>61%<br>HI | 131<br>39% | 137<br>42% | 151<br>45% | 153<br>48%<br>L | 201<br>44% | 98<br>44% | 415<br>59%<br>UW | 395<br>57% | 375<br>56% | 375<br>54% | 334<br>58% | 425<br>55% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 392<br>35% | 198<br>36% | 191<br>34% | 103<br>34% | 112<br>30% | 177<br>38%<br>E | 92<br>37% | 85<br>28% | 101<br>35% | 49<br>36%<br>* | 33<br>46%<br>H* | 31<br>36%<br>* | 234<br>33% | 157<br>37% | 233<br>38%<br>P | 159<br>31% | 146<br>40%<br>R | 245<br>32% | 63<br>28% | 108<br>36% | 90<br>35% | 111<br>42%<br>S | 47<br>35% | 340<br>35% | 136<br>42% | 74<br>42% | 24<br>30%<br>* | 66<br>36% | 38<br>41%<br>* | 186<br>43%<br>e | 128<br>33% |
| Not heard very much | 309<br>27% | 133<br>24% | 171<br>30% | 67<br>22% | 117<br>31%<br>D | 126<br>27% | 74<br>29% | 100<br>33% | 72<br>25% | 30<br>22%<br>* | 16<br>22%<br>* | 18<br>21%<br>* | 209<br>30% | 100<br>23% | 162<br>26% | 148<br>29% | 87<br>24% | 222<br>29% | 61<br>27% | 91<br>31%<br>V | 70<br>27% | 57<br>22% | 30<br>22% | 273<br>28% | 89<br>27% | 50<br>28% | 28<br>34%<br>* | 41<br>23% | 24<br>26%<br>* | 108<br>25% | 111<br>29% |
| Not heard anything at all | 206<br>18% | 85<br>16% | 117<br>21% | 49<br>17% | 79<br>21% | 77<br>17% | 41<br>16% | 50<br>17% | 63<br>22% | 19<br>14%<br>* | 10<br>15%<br>* | 22<br>25%<br>* | 123<br>17% | 83<br>19% | 88<br>14% | 118<br>23%<br>O | 45<br>12% | 161<br>21%<br>Q | 60<br>26%<br>TV | 45<br>15% | 51<br>19% | 38<br>14% | 17<br>12% | 183<br>19% | 35<br>11% | 26<br>15% | 9<br>11%<br>* | 26<br>14% | 18<br>20%<br>Y* | 57<br>13% | 70<br>18% |
| Heard a great deal | 154<br>14% | 95<br>17%<br>C | 55<br>10% | 52<br>18%<br>E | 36<br>10% | 66<br>14% | 35<br>14% | 39<br>13% | 39<br>14% | 22<br>17%<br>* | 6<br>9%<br>* | 14<br>16%<br>* | 99<br>14% | 55<br>13% | 103<br>17%<br>P | 51<br>10% | 71<br>19%<br>R | 83<br>11% | 26<br>11% | 35<br>12% | 36<br>14% | 49<br>19%<br>ST | 25<br>18% | 126<br>13% | 50<br>15% | 23<br>13% | 19<br>23%<br>c* | 40<br>22%<br>c | 9<br>9%<br>* | 68<br>16% | 62<br>16% |
| Don't know | 72<br>6% | 39<br>7% | 33<br>6% | 28<br>9%<br>F | 30<br>8%<br>F | 15<br>3% | 10<br>4% | 29<br>9%<br>GI | 11<br>4% | 14<br>11%<br>GI* | 6<br>9%<br>* | 3<br>3%<br>* | 41<br>6% | 32<br>7% | 34<br>5% | 39<br>8% | 17<br>5% | 55<br>7% | 19<br>8%<br>V | 18<br>6% | 14<br>5% | 7<br>3% | 17<br>13%<br>X | 51<br>5% | 13<br>4% | 2<br>1% | 2<br>2%<br>* | 9<br>5% | 3<br>4%<br>* | 10<br>2% | 14<br>4% |
| NET: A great deal / a fair amount | 546<br>48% | 293<br>53%<br>C | 246<br>43% | 155<br>52%<br>E | 148<br>40% | 243<br>53%<br>E | 127<br>51%<br>H | 124<br>41% | 140<br>49% | 71<br>53%<br>H* | 39<br>54%<br>* | 45<br>51%<br>* | 333<br>47% | 213<br>50% | 336<br>54%<br>P | 210<br>41% | 218<br>59%<br>R | 328<br>43% | 89<br>39% | 144<br>48% | 126<br>48% | 161<br>61%<br>STU | 72<br>53% | 466<br>48% | 186<br>58% | 97<br>55% | 43<br>53%<br>* | 106<br>58% | 47<br>51%<br>* | 253<br>59%<br>e | 190<br>49% |
| NET: Not very much / Not heard anything at all | 515<br>45% | 218<br>40% | 288<br>51%<br>B | 116<br>39% | 196<br>53%<br>DF | 203<br>44% | 115<br>46% | 150<br>50%<br>J | 135<br>47% | 49<br>37%<br>* | 26<br>37%<br>* | 40<br>45%<br>* | 332<br>47% | 183<br>43% | 250<br>40% | 266<br>52%<br>O | 132<br>36% | 384<br>50%<br>Q | 121<br>53%<br>V | 136<br>46%<br>V | 121<br>46%<br>V | 95<br>36% | 46<br>34% | 456<br>47%<br>W | 124<br>38% | 76<br>43% | 37<br>45%<br>* | 68<br>37% | 42<br>46%<br>* | 165<br>38% | 182<br>47%<br>d |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 392<br>35% | 102<br>48% | 79<br>44% | 102<br>51%<br>E | 63<br>37% | 76<br>46% | 64<br>36% | 43<br>48%<br>K* | 48<br>37% | 142<br>43%<br>K | 69<br>31% | 152<br>46%<br>P | 130<br>40% | 136<br>41% | 129<br>40% | 160<br>35% | 96<br>43%<br>P | 227<br>32% | 239<br>34% | 235<br>35% | 245<br>35%<br>R | 218<br>38%<br>RS | 274<br>36%<br>R |
| Not heard very much | 309<br>27% | 20<br>9% | 19<br>11% | 25<br>13% | 44<br>26%<br>D | 17<br>10% | 46<br>26%<br>F | 17<br>19%<br>* | 24<br>18% | 100<br>30%<br>I | 66<br>29%<br>I | 73<br>22% | 78<br>24% | 88<br>26%<br>Q | 82<br>26%<br>Q | 114<br>25% | 45<br>20% | 213<br>30% | 203<br>29% | 193<br>29% | 201<br>29% | 170<br>29% | 232<br>30% |
| Not heard anything at all | 206<br>18% | 12<br>6% | 10<br>6% | 11<br>6% | 14<br>8% | 8<br>5% | 17<br>10% | 2<br>2%<br>* | 7<br>5% | 37<br>11%<br>H | 55<br>24%<br>HIJ | 26<br>8% | 39<br>12%<br>L | 42<br>13%<br>L | 43<br>13%<br>L | 68<br>15%<br>L | 27<br>12%<br>L | 159<br>22%<br>UW | 137<br>20% | 134<br>20% | 133<br>19% | 110<br>19% | 141<br>18% |
| Heard a great deal | 154<br>14% | 77<br>36% | 70<br>39% | 58<br>29% | 42<br>25% | 63<br>39%<br>G | 41<br>23% | 24<br>27%<br>JK* | 48<br>38%<br>JK | 43<br>13% | 24<br>11% | 75<br>23%<br>O | 66<br>21% | 63<br>19% | 57<br>18% | 93<br>20% | 49<br>22% | 78<br>11% | 84<br>12% | 85<br>13% | 91<br>13% | 59<br>10% | 97<br>13% |
| Don't know | 72<br>6% | 1<br>1% | 2<br>1% | 2<br>1% | 6<br>4% | 1<br>1% | 8<br>5%<br>F | 4<br>4%<br>* | 2<br>1% | 6<br>2% | 12<br>5% | 7<br>2% | 9<br>3% | 6<br>2% | 8<br>3% | 19<br>4%<br>N | 7<br>3% | 31<br>4% | 30<br>4% | 25<br>4% | 26<br>4% | 20<br>3% | 28<br>4% |
| NET: A great deal / a fair amount | 546<br>48% | 178<br>84% | 149<br>83% | 160<br>81%<br>E | 105<br>62% | 139<br>85%<br>G | 104<br>59% | 66<br>75%<br>JK* | 97<br>75%<br>JK | 184<br>56%<br>K | 94<br>41% | 227<br>68%<br>MNOP | 197<br>61% | 200<br>59% | 186<br>58% | 253<br>56% | 145<br>65%<br>OP | 305<br>43% | 323<br>47% | 320<br>48%<br>R | 336<br>48%<br>R | 277<br>48%<br>R | 371<br>48%<br>R |
| NET: Not very much / Not heard anything at all | 515<br>45% | 32<br>15% | 29<br>16% | 36<br>18% | 58<br>34%<br>D | 24<br>15% | 63<br>36%<br>F | 19<br>21%<br>* | 30<br>24% | 137<br>42%<br>HI | 121<br>53%<br>HIJ | 99<br>30% | 117<br>36%<br>L | 130<br>39%<br>LQ | 125<br>39%<br>LQ | 182<br>40%<br>LQ | 73<br>32% | 371<br>53%<br>TUW | 340<br>49% | 327<br>49% | 334<br>48% | 279<br>49% | 373<br>48% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 378<br>33% | 220<br>40%<br>C | 156<br>28% | 94<br>31% | 126<br>34% | 158<br>34% | 91<br>36% | 97<br>32% | 94<br>33% | 43<br>32%<br>* | 18<br>25%<br>* | 36<br>41%<br>* | 240<br>34% | 139<br>32% | 228<br>37%<br>P | 150<br>29% | 150<br>41%<br>R | 228<br>30% | 65<br>29% | 106<br>36% | 89<br>34% | 99<br>38% | 45<br>33% | 327<br>34% | 134<br>42%<br>b | 55<br>32% | 32<br>39%<br>* | 55<br>30% | 38<br>41%<br>* | 185<br>43%<br>e | 120<br>31% |
| Not heard very much | 287<br>25% | 123<br>22% | 160<br>28% | 64<br>21% | 93<br>25% | 130<br>28% | 62<br>25% | 82<br>27% | 71<br>25% | 33<br>24%<br>* | 18<br>25%<br>* | 21<br>24%<br>* | 173<br>25% | 113<br>27% | 146<br>24% | 140<br>27% | 78<br>21% | 209<br>27%<br>Q | 58<br>26% | 91<br>30%<br>V | 62<br>24% | 49<br>19% | 31<br>23% | 251<br>26% | 65<br>20% | 61<br>35%<br>Y | 21<br>25%<br>* | 50<br>27% | 24<br>26%<br>* | 88<br>21% | 115<br>30%<br>d |
| Not heard anything at all | 224<br>20% | 69<br>13% | 149<br>26%<br>B | 63<br>21% | 86<br>23%<br>F | 75<br>16% | 49<br>19% | 66<br>22% | 55<br>19% | 21<br>16%<br>* | 13<br>18%<br>* | 20<br>23%<br>* | 140<br>20% | 84<br>20% | 92<br>15% | 132<br>26%<br>O | 48<br>13% | 176<br>23%<br>Q | 64<br>28%<br>TV | 48<br>16% | 50<br>19% | 46<br>18% | 25<br>19% | 193<br>20% | 51<br>16% | 26<br>15% | 17<br>20%<br>* | 28<br>15% | 18<br>20%<br>* | 73<br>17% | 63<br>16% |
| Heard a great deal | 170<br>15% | 114<br>21%<br>C | 52<br>9% | 47<br>16%<br>E | 37<br>10% | 85<br>19%<br>E | 38<br>15% | 30<br>10% | 48<br>17%<br>H | 30<br>22%<br>HL* | 16<br>22%<br>H* | 9<br>10%<br>* | 104<br>15% | 65<br>15% | 120<br>19%<br>P | 49<br>10% | 73<br>20%<br>R | 96<br>13% | 25<br>11% | 34<br>11% | 46<br>18% | 54<br>21%<br>ST | 25<br>19% | 140<br>14% | 59<br>18%<br>c | 28<br>16% | 9<br>11%<br>* | 48<br>26%<br>ac | 8<br>8%<br>* | 71<br>17% | 77<br>20% |
| Don't know | 75<br>7% | 24<br>4% | 50<br>9%<br>B | 31<br>10%<br>F | 33<br>9%<br>F | 11<br>2% | 12<br>5% | 28<br>9% | 18<br>6% | 8<br>6%<br>* | 7<br>10%<br>* | 2<br>2%<br>* | 49<br>7% | 26<br>6% | 32<br>5% | 43<br>8% | 17<br>5% | 58<br>8% | 17<br>7% | 20<br>7% | 13<br>5% | 14<br>5% | 8<br>6% | 62<br>6% | 13<br>4% | 4<br>2% | 3<br>4%<br>* | 3<br>2% | 5<br>5%<br>* | 11<br>3% | 10<br>3% |
| NET: A great deal / a fair amount | 548<br>48% | 334<br>61%<br>C | 208<br>37% | 141<br>47% | 163<br>44% | 244<br>53%<br>E | 128<br>51% | 126<br>42% | 142<br>50% | 73<br>55%<br>H* | 33<br>46%<br>* | 45<br>51%<br>* | 344<br>49% | 204<br>48% | 348<br>56%<br>P | 200<br>39% | 223<br>61%<br>R | 324<br>42% | 91<br>40% | 140<br>47% | 135<br>52%<br>S | 154<br>59%<br>ST | 70<br>52% | 467<br>48% | 194<br>60%<br>Z | 83<br>48% | 41<br>51%<br>* | 102<br>56% | 45<br>49%<br>* | 257<br>60%<br>e | 197<br>51% |
| NET: Not very much / Not heard anything at all | 511<br>45% | 192<br>35% | 309<br>54%<br>B | 127<br>43% | 178<br>48% | 205<br>45% | 111<br>44% | 148<br>49% | 126<br>44% | 54<br>40%<br>* | 31<br>43%<br>* | 41<br>47%<br>* | 313<br>44% | 198<br>46% | 239<br>39% | 272<br>53%<br>O | 126<br>34% | 385<br>50%<br>Q | 122<br>53%<br>V | 138<br>46%<br>V | 112<br>43% | 95<br>36% | 57<br>42% | 444<br>46% | 116<br>36% | 87<br>50%<br>Y | 37<br>46%<br>* | 78<br>43% | 42<br>46%<br>* | 161<br>38% | 178<br>46%<br>d |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 378<br>33% | 98<br>47% | 91<br>50% | 107<br>54%<br>E | 68<br>40% | 86<br>52%<br>G | 68<br>39% | 44<br>50%<br>K* | 60<br>47%<br>K | 134<br>41%<br>K | 57<br>25% | 157<br>47%<br>MOPQ | 125<br>39% | 140<br>42%<br>P | 119<br>37% | 155<br>34% | 89<br>40% | 206<br>29% | 232<br>34%<br>R | 219<br>33%<br>R | 242<br>35%<br>R | 208<br>36%<br>R | 264<br>34%<br>R |
| Not heard very much | 287<br>25% | 24<br>12% | 20<br>11% | 24<br>12% | 47<br>28%<br>D | 21<br>13% | 48<br>27%<br>F | 14<br>16%<br>* | 17<br>13% | 94<br>29%<br>HI | 73<br>32%<br>HI | 58<br>17% | 82<br>25%<br>L | 68<br>20% | 70<br>22% | 124<br>27%<br>LN | 48<br>21% | 212<br>30%<br>SV | 183<br>26% | 192<br>29%<br>V | 192<br>28% | 140<br>24% | 217<br>28%<br>V |
| Not heard anything at all | 224<br>20% | 7<br>3% | 8<br>5% | 10<br>5% | 9<br>5% | 6<br>4% | 12<br>7% | 2<br>2%<br>* | 8<br>6% | 51<br>16%<br>HI | 49<br>22%<br>HI | 41<br>12% | 42<br>13% | 55<br>16% | 63<br>20%<br>LM | 72<br>16% | 36<br>16% | 161<br>23%<br>UW | 154<br>22%<br>UW | 136<br>20% | 128<br>18% | 127<br>22%<br>U | 149<br>19% |
| Heard a great deal | 170<br>15% | 80<br>38% | 62<br>34% | 56<br>28% | 40<br>24% | 51<br>31% | 39<br>22% | 29<br>32%<br>JK* | 43<br>34%<br>JK | 42<br>13% | 33<br>15% | 68<br>20% | 66<br>20% | 64<br>19% | 59<br>19% | 89<br>20% | 45<br>20% | 100<br>14% | 99<br>14% | 104<br>15% | 108<br>16% | 79<br>14% | 118<br>15% |
| Don't know | 75<br>7% | 1<br>1% | -<br>- | 1<br>1% | 5<br>3% | -<br>- | 9<br>5%<br>F | -<br>-<br>* | 1<br>1% | 7<br>2% | 14<br>6%<br>H | 9<br>3% | 8<br>2% | 9<br>3% | 8<br>3% | 15<br>3% | 6<br>3% | 28<br>4% | 25<br>4% | 22<br>3% | 25<br>4% | 21<br>4% | 24<br>3% |
| NET: A great deal / a fair amount | 548<br>48% | 179<br>85% | 153<br>84% | 163<br>82%<br>E | 108<br>64% | 137<br>83%<br>G | 107<br>61% | 73<br>82%<br>JK* | 103<br>80%<br>JK | 176<br>54%<br>K | 90<br>40% | 225<br>67%<br>MNOPQ | 191<br>59% | 204<br>61%<br>P | 179<br>56% | 244<br>54% | 134<br>60% | 307<br>43% | 331<br>48%<br>R | 323<br>48%<br>R | 351<br>50%<br>R | 287<br>50%<br>R | 382<br>49%<br>R |
| NET: Not very much / Not heard anything at all | 511<br>45% | 31<br>15% | 28<br>16% | 34<br>17% | 56<br>33%<br>D | 27<br>17% | 60<br>34%<br>F | 16<br>18%<br>* | 24<br>19% | 145<br>44%<br>HI | 123<br>54%<br>HI | 99<br>30% | 124<br>39%<br>L | 123<br>37%<br>L | 132<br>42%<br>L | 196<br>43%<br>L | 84<br>37%<br>L | 373<br>53%<br>STUVW | 337<br>49% | 328<br>49% | 321<br>46% | 267<br>46% | 366<br>47% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Not heard very much | 379<br>33% | 179<br>33% | 197<br>35% | 76<br>25% | 127<br>34%<br>D | 176<br>38%<br>D | 87<br>35% | 104<br>35% | 98<br>34% | 36<br>27%<br>* | 26<br>36%<br>* | 28<br>31%<br>* | 229<br>32% | 150<br>35% | 203<br>33% | 176<br>34% | 101<br>28% | 277<br>36%<br>Q | 63<br>27% | 113<br>38%<br>S | 91<br>35% | 78<br>29% | 25<br>18% | 347<br>36%<br>W | 97<br>30% | 70<br>40%<br>a | 19<br>23%<br>* | 65<br>36% | 35<br>38%<br>* | 132<br>31% | 145<br>38% |
| Heard a fair amount | 307<br>27% | 162<br>29% | 140<br>25% | 79<br>27% | 94<br>25% | 134<br>29% | 72<br>29% | 73<br>24% | 78<br>27% | 41<br>31%<br>* | 16<br>22%<br>* | 27<br>30%<br>* | 195<br>28% | 113<br>26% | 189<br>31%<br>P | 118<br>23% | 123<br>33%<br>R | 185<br>24% | 51<br>22% | 89<br>30% | 69<br>26% | 81<br>31% | 38<br>28% | 263<br>27% | 104<br>32% | 49<br>28% | 34<br>42%<br>c* | 57<br>31% | 24<br>26%<br>* | 139<br>32% | 105<br>27% |
| Not heard anything at all | 252<br>22% | 99<br>18% | 147<br>26%<br>B | 70<br>24% | 94<br>25% | 88<br>19% | 55<br>22% | 72<br>24%<br>J | 68<br>24% | 19<br>14%<br>* | 18<br>26%<br>* | 21<br>24%<br>* | 153<br>22% | 100<br>23% | 113<br>18% | 139<br>27%<br>O | 56<br>15% | 196<br>26%<br>Q | 75<br>33%<br>TUV | 61<br>21% | 56<br>22% | 43<br>16% | 32<br>24% | 216<br>22% | 51<br>16% | 32<br>18% | 18<br>22%<br>* | 31<br>17% | 27<br>29%<br>Yb* | 82<br>19% | 78<br>20% |
| Heard a great deal | 125<br>11% | 85<br>16%<br>C | 38<br>7% | 43<br>14%<br>E | 32<br>9% | 50<br>11% | 25<br>10% | 27<br>9% | 29<br>10% | 29<br>22%<br>GHIL* | 7<br>9%<br>* | 8<br>9%<br>* | 85<br>12% | 40<br>9% | 81<br>13%<br>P | 44<br>8% | 67<br>18%<br>R | 58<br>8% | 25<br>11% | 18<br>6% | 28<br>11% | 50<br>19%<br>STU | 30<br>22%<br>X | 92<br>9% | 55<br>17%<br>c | 21<br>12% | 9<br>11%<br>* | 26<br>14%<br>c | 4<br>5%<br>* | 64<br>15% | 44<br>12% |
| Don't know | 70<br>6% | 24<br>4% | 45<br>8%<br>B | 30<br>10%<br>F | 27<br>7%<br>F | 13<br>3% | 13<br>5% | 26<br>9% | 13<br>5% | 9<br>7%<br>* | 5<br>7%<br>* | 5<br>5%<br>* | 45<br>6% | 25<br>6% | 32<br>5% | 38<br>7% | 20<br>5% | 50<br>7% | 15<br>7% | 16<br>5% | 16<br>6% | 11<br>4% | 10<br>7% | 55<br>6% | 16<br>5% | 2<br>1% | 2<br>3%<br>* | 3<br>2% | 2<br>2%<br>* | 11<br>3% | 12<br>3% |
| NET: A great deal / a fair amount | 432<br>38% | 247<br>45%<br>C | 178<br>31% | 122<br>41% | 126<br>34% | 184<br>40% | 97<br>39% | 100<br>33% | 108<br>38% | 70<br>52%<br>GHIK* | 22<br>31%<br>* | 35<br>39%<br>* | 279<br>40% | 153<br>36% | 270<br>44%<br>P | 162<br>31% | 189<br>52%<br>R | 243<br>32% | 75<br>33% | 107<br>36% | 97<br>37% | 131<br>50%<br>STU | 68<br>50%<br>X | 355<br>36% | 159<br>49%<br>c | 71<br>40% | 43<br>53%<br>c* | 83<br>46%<br>c | 28<br>30%<br>* | 203<br>47%<br>e | 150<br>39% |
| NET: Not very much / Not heard anything at all | 631<br>56% | 278<br>51% | 344<br>61%<br>B | 147<br>49% | 221<br>59%<br>D | 264<br>57% | 141<br>56%<br>J | 176<br>58%<br>J | 165<br>58%<br>J | 55<br>41%<br>* | 44<br>62%<br>J* | 49<br>55%<br>* | 382<br>54% | 249<br>58% | 316<br>51% | 315<br>61%<br>O | 157<br>43% | 474<br>62%<br>Q | 138<br>60%<br>V | 174<br>59%<br>V | 147<br>57%<br>V | 121<br>46% | 57<br>42% | 563<br>58%<br>W | 147<br>46% | 102<br>58%<br>Y | 37<br>45%<br>* | 97<br>53% | 62<br>68%<br>Yab* | 214<br>50% | 223<br>58% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Not heard very much | 379<br>33% | 41<br>20% | 36<br>20% | 37<br>19% | 61<br>36%<br>D | 30<br>18% | 61<br>35%<br>F | 19<br>21%<br>* | 26<br>20% | 127<br>39%<br>HI | 89<br>39%<br>HI | 81<br>24% | 110<br>34%<br>LQ | 97<br>29% | 92<br>29% | 152<br>33%<br>LQ | 55<br>24% | 279<br>39%<br>S | 242<br>35% | 253<br>38% | 265<br>38% | 205<br>36% | 298<br>39%<br>S |
| Heard a fair amount | 307<br>27% | 87<br>41% | 72<br>40% | 89<br>45%<br>E | 51<br>30% | 71<br>43%<br>G | 52<br>30% | 41<br>46%<br>JK* | 49<br>38%<br>K | 93<br>28% | 57<br>25% | 129<br>39%<br>MNOPQ | 96<br>30% | 108<br>32% | 98<br>31% | 135<br>30% | 70<br>31% | 166<br>24% | 193<br>28%<br>R | 178<br>27%<br>R | 191<br>27%<br>R | 160<br>28%<br>R | 207<br>27%<br>R |
| Not heard anything at all | 252<br>22% | 15<br>7% | 11<br>6% | 16<br>8% | 26<br>15% | 10<br>6% | 30<br>17%<br>F | 6<br>7%<br>* | 11<br>9% | 67<br>21%<br>HI | 53<br>23%<br>HI | 42<br>13% | 46<br>14% | 67<br>20%<br>LM | 61<br>19%<br>L | 87<br>19%<br>LM | 43<br>19%<br>L | 188<br>27%<br>TUW | 174<br>25% | 156<br>23% | 157<br>23% | 136<br>24% | 175<br>23% |
| Heard a great deal | 125<br>11% | 65<br>31% | 59<br>33% | 55<br>28%<br>E | 26<br>15% | 54<br>33%<br>G | 26<br>15% | 20<br>23%<br>JK* | 42<br>33%<br>JK | 34<br>10% | 14<br>6% | 70<br>21%<br>P | 60<br>19% | 61<br>18% | 62<br>20% | 69<br>15% | 49<br>22%<br>P | 53<br>7% | 59<br>9% | 62<br>9% | 59<br>9% | 56<br>10% | 72<br>9%<br>R |
| Don't know | 70<br>6% | 2<br>1% | 2<br>1% | 1<br>1% | 5<br>3% | 1<br>0% | 6<br>3% | 3<br>3%<br>* | -<br>- | 7<br>2% | 13<br>6%<br>I | 11<br>3%<br>N | 10<br>3%<br>N | 3<br>1% | 6<br>2% | 12<br>3% | 8<br>3%<br>N | 21<br>3% | 24<br>3% | 23<br>3% | 24<br>3% | 19<br>3% | 21<br>3% |
| NET: A great deal / a fair amount | 432<br>38% | 152<br>72% | 131<br>73% | 144<br>72%<br>E | 77<br>45% | 125<br>76%<br>G | 78<br>45% | 61<br>69%<br>JK* | 92<br>71%<br>JK | 126<br>39% | 72<br>32% | 198<br>60%<br>MNOPQ | 157<br>49% | 168<br>50% | 160<br>50% | 204<br>45% | 119<br>53%<br>P | 219<br>31% | 252<br>36%<br>R | 240<br>36%<br>R | 251<br>36%<br>R | 216<br>38%<br>R | 279<br>36%<br>R |
| NET: Not very much / Not heard anything at all | 631<br>56% | 57<br>27% | 48<br>26% | 54<br>27% | 87<br>52%<br>D | 40<br>24% | 91<br>52%<br>F | 25<br>28%<br>* | 37<br>29% | 194<br>59%<br>HI | 142<br>63%<br>HI | 123<br>37% | 156<br>48%<br>L | 164<br>49%<br>L | 153<br>48%<br>L | 238<br>52%<br>LQ | 98<br>44%<br>L | 467<br>66%<br>STUVW | 417<br>60% | 409<br>61% | 422<br>61% | 340<br>59% | 473<br>61% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Renters' Right Bill to ban no-fault evictions for renters

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Heard a fair amount | 388<br>34% | 183<br>33% | 200<br>35% | 90<br>30% | 122<br>33% | 176<br>38%<br>D | 88<br>35% | 103<br>34% | 99<br>35% | 50<br>37%<br>* | 21<br>29%<br>* | 26<br>29%<br>* | 236<br>33% | 152<br>36% | 224<br>36% | 164<br>32% | 148<br>40%<br>R | 240<br>31% | 74<br>32% | 99<br>33% | 106<br>41% | 91<br>35% | 48<br>36% | 336<br>34% | 132<br>41% | 70<br>40% | 38<br>46%<br>* | 61<br>33% | 28<br>30%<br>* | 169<br>40% | 138<br>36% |
| Not heard very much | 329<br>29% | 151<br>27% | 173<br>31% | 72<br>24% | 119<br>32%<br>D | 137<br>30% | 77<br>31% | 83<br>27% | 88<br>31% | 30<br>22%<br>* | 22<br>31%<br>* | 30<br>34%<br>* | 203<br>29% | 126<br>30% | 178<br>29% | 151<br>29% | 89<br>24% | 240<br>31%<br>Q | 57<br>25% | 105<br>35%<br>SU | 63<br>24% | 71<br>27% | 24<br>18% | 302<br>31%<br>W | 76<br>24% | 68<br>39%<br>Yb | 22<br>27%<br>* | 41<br>22% | 32<br>35%<br>Yb* | 127<br>30% | 111<br>29% |
| Not heard anything at all | 201<br>18% | 95<br>17% | 102<br>18% | 53<br>18% | 66<br>18% | 82<br>18% | 45<br>18% | 56<br>18% | 47<br>16% | 19<br>14%<br>* | 13<br>19%<br>* | 21<br>24%<br>* | 116<br>16% | 85<br>20% | 86<br>14% | 115<br>22%<br>O | 47<br>13% | 154<br>20%<br>Q | 58<br>25%<br>TV | 44<br>15% | 47<br>18% | 35<br>13% | 29<br>22% | 164<br>17% | 49<br>15%<br>Z | 13<br>8% | 13<br>16%<br>* | 35<br>19%<br>Z | 21<br>23%<br>Z* | 58<br>14% | 70<br>18% |
| Heard a great deal | 141<br>12% | 88<br>16%<br>C | 50<br>9% | 51<br>17%<br>E | 31<br>8% | 59<br>13% | 26<br>10% | 35<br>11% | 40<br>14% | 27<br>20%<br>GHK* | 6<br>8%<br>* | 8<br>9%<br>* | 103<br>15%<br>N | 38<br>9% | 96<br>16%<br>P | 45<br>9% | 64<br>17%<br>R | 77<br>10% | 22<br>10% | 33<br>11% | 30<br>11% | 50<br>19%<br>STU | 22<br>16% | 114<br>12% | 53<br>16% | 21<br>12% | 6<br>7%<br>* | 40<br>22%<br>Zac | 8<br>8%<br>* | 61<br>14% | 61<br>16% |
| Don't know | 75<br>7% | 33<br>6% | 42<br>7% | 34<br>11%<br>F | 35<br>9%<br>F | 6<br>1% | 15<br>6% | 26<br>9% | 12<br>4% | 8<br>6%<br>* | 10<br>14%<br>I* | 4<br>4%<br>* | 49<br>7% | 26<br>6% | 35<br>6% | 40<br>8% | 18<br>5% | 56<br>7% | 18<br>8% | 17<br>6% | 15<br>6% | 15<br>6% | 12<br>9% | 58<br>6% | 13<br>4% | 3<br>2% | 2<br>3%<br>* | 6<br>3% | 3<br>4%<br>* | 13<br>3% | 6<br>2% |
| NET: A great deal / a fair amount | 529<br>47% | 271<br>49% | 250<br>44% | 140<br>47% | 153<br>41% | 235<br>51%<br>E | 115<br>46% | 138<br>46% | 139<br>49% | 77<br>58%<br>HKL* | 26<br>37%<br>* | 34<br>38%<br>* | 339<br>48% | 190<br>45% | 320<br>52%<br>P | 209<br>41% | 212<br>58%<br>R | 317<br>41% | 96<br>42% | 132<br>44% | 135<br>52% | 142<br>54%<br>ST | 70<br>52% | 449<br>46% | 185<br>57%<br>c | 90<br>52% | 44<br>54%<br>* | 101<br>55%<br>c | 36<br>39%<br>* | 231<br>54% | 199<br>52% |
| NET: Not very much / Not heard anything at all | 530<br>47% | 245<br>45% | 276<br>49% | 125<br>42% | 186<br>50% | 219<br>48% | 122<br>49%<br>J | 138<br>46% | 135<br>47% | 48<br>36%<br>* | 35<br>49%<br>* | 51<br>58%<br>J* | 319<br>45% | 211<br>49% | 265<br>43% | 265<br>52%<br>O | 136<br>37% | 394<br>51%<br>Q | 115<br>50%<br>V | 149<br>50%<br>V | 110<br>42% | 106<br>40% | 53<br>39% | 466<br>48% | 125<br>39% | 82<br>47% | 36<br>44%<br>* | 76<br>42% | 53<br>58%<br>Yb* | 185<br>43% | 180<br>47% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Renters' Right Bill to ban no-fault evictions for renters

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Heard a fair amount | 388<br>34% | 98<br>47% | 82<br>45% | 96<br>48% | 63<br>37% | 73<br>44% | 68<br>39% | 35<br>39%<br>* | 56<br>43%<br>K | 145<br>44%<br>K | 66<br>29% | 132<br>40% | 130<br>40% | 128<br>38% | 131<br>41% | 165<br>36% | 91<br>40% | 238<br>34% | 231<br>33% | 236<br>35% | 231<br>33% | 204<br>36% | 261<br>34% |
| Not heard very much | 329<br>29% | 35<br>17% | 29<br>16% | 41<br>21% | 47<br>28% | 30<br>18% | 47<br>27% | 26<br>29%<br>* | 25<br>19% | 107<br>33%<br>I | 75<br>33%<br>I | 79<br>24% | 97<br>30%<br>LOQ | 90<br>27%<br>Q | 76<br>24% | 131<br>29%<br>Q | 44<br>20% | 233<br>33% | 207<br>30% | 210<br>31% | 231<br>33% | 179<br>31% | 258<br>33%<br>S |
| Not heard anything at all | 201<br>18% | 10<br>5% | 8<br>5% | 9<br>5% | 20<br>12%<br>D | 4<br>3% | 20<br>11%<br>F | 3<br>3%<br>* | 7<br>5% | 39<br>12%<br>H | 46<br>20%<br>HIJ | 44<br>13%<br>M | 25<br>8% | 46<br>14%<br>M | 45<br>14%<br>M | 63<br>14%<br>M | 32<br>14%<br>M | 139<br>20% | 154<br>22%<br>UW | 130<br>19% | 128<br>18% | 116<br>20% | 145<br>19% |
| Heard a great deal | 141<br>12% | 63<br>30% | 57<br>31% | 48<br>24% | 36<br>21% | 55<br>33%<br>G | 34<br>19% | 24<br>27%<br>JK* | 40<br>31%<br>JK | 28<br>9% | 31<br>14% | 67<br>20% | 62<br>19% | 62<br>18% | 59<br>19% | 84<br>18% | 49<br>22% | 73<br>10% | 76<br>11% | 77<br>11% | 80<br>11% | 54<br>9% | 89<br>12% |
| Don't know | 75<br>7% | 4<br>2% | 5<br>3% | 4<br>2% | 3<br>2% | 3<br>2% | 6<br>3% | 1<br>2%<br>* | 2<br>1% | 9<br>3% | 9<br>4% | 11<br>3% | 7<br>2% | 9<br>3% | 8<br>3% | 12<br>3% | 10<br>4% | 25<br>4%<br>W | 25<br>4%<br>W | 19<br>3% | 26<br>4%<br>W | 23<br>4%<br>W | 19<br>2% |
| NET: A great deal / a fair amount | 529<br>47% | 161<br>76% | 139<br>77% | 144<br>73%<br>E | 99<br>59% | 128<br>77%<br>G | 103<br>58% | 59<br>67%<br>JK* | 95<br>74%<br>JK | 173<br>53% | 97<br>43% | 199<br>60% | 193<br>60% | 190<br>57% | 190<br>60% | 249<br>55% | 139<br>62%<br>P | 311<br>44% | 307<br>44% | 313<br>47% | 311<br>45% | 259<br>45% | 350<br>45% |
| NET: Not very much / Not heard anything at all | 530<br>47% | 46<br>22% | 37<br>20% | 50<br>25% | 66<br>39%<br>D | 34<br>21% | 67<br>38%<br>F | 28<br>32%<br>* | 32<br>25% | 146<br>44%<br>I | 121<br>54%<br>HI | 123<br>37% | 122<br>38% | 136<br>41%<br>Q | 120<br>38% | 194<br>43%<br>Q | 76<br>34% | 371<br>53% | 361<br>52% | 341<br>51% | 359<br>52% | 295<br>51% | 404<br>52% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Heard a fair amount | 411<br>36% | 230<br>42%<br>C | 181<br>31% | 84<br>26% | 125<br>33%<br>D | 203<br>46%<br>DE | 100<br>36% | 104<br>35% | 87<br>37% | 61<br>34% | 15<br>36%<br>* | 45<br>42%<br>* | 242<br>35% | 169<br>38% | 255<br>39% | 157<br>33% | 143<br>38% | 269<br>35% | 70<br>29% | 120<br>41%<br>S | 107<br>38% | 94<br>38% | 51<br>30% | 358<br>37% | 128<br>39% | 78<br>45% | 44<br>45%<br>* | 61<br>40% | 41<br>40%<br>* | 194<br>46% | 150<br>39% |
| Not heard very much | 294<br>26% | 132<br>24% | 158<br>27% | 85<br>26% | 95<br>26% | 114<br>26% | 64<br>23% | 84<br>29% | 55<br>23% | 49<br>28% | 15<br>36%<br>* | 27<br>26%<br>* | 176<br>25% | 119<br>27% | 166<br>25% | 128<br>27% | 89<br>24% | 206<br>27% | 65<br>27% | 62<br>22% | 68<br>24% | 66<br>27% | 47<br>28% | 245<br>26% | 87<br>27% | 34<br>20% | 32<br>33%<br>Z* | 31<br>20% | 29<br>28%<br>* | 107<br>25% | 87<br>22% |
| Heard a great deal | 195<br>17% | 109<br>20%<br>C | 85<br>15% | 71<br>22%<br>E | 54<br>15% | 70<br>16% | 48<br>17% | 42<br>14% | 46<br>20% | 41<br>23%<br>L | 7<br>17%<br>* | 11<br>11%<br>* | 123<br>18% | 72<br>16% | 130<br>20%<br>P | 65<br>14% | 83<br>22%<br>R | 112<br>15% | 32<br>14% | 50<br>17% | 47<br>17% | 54<br>22%<br>S | 29<br>17% | 166<br>17% | 63<br>19% | 40<br>23% | 15<br>16%<br>* | 35<br>23% | 13<br>13%<br>* | 68<br>16% | 83<br>21% |
| Not heard anything at all | 162<br>14% | 63<br>12% | 98<br>17%<br>B | 49<br>15%<br>F | 73<br>19%<br>F | 41<br>9% | 48<br>17%<br>J | 46<br>16%<br>J | 36<br>15% | 13<br>8% | 4<br>9%<br>* | 15<br>14%<br>* | 100<br>14% | 62<br>14% | 66<br>10% | 97<br>20%<br>O | 43<br>12% | 119<br>16% | 49<br>21%<br>V | 46<br>16%<br>V | 39<br>14%<br>V | 18<br>7% | 26<br>16% | 135<br>14% | 38<br>12% | 18<br>10% | 4<br>4%<br>* | 15<br>10% | 15<br>14%<br>a* | 43<br>10% | 52<br>13% |
| Don't know | 73<br>6% | 15<br>3% | 56<br>10%<br>B | 37<br>11%<br>F | 27<br>7%<br>F | 10<br>2% | 21<br>7% | 17<br>6% | 13<br>5% | 14<br>8% | 1<br>2%<br>* | 8<br>7%<br>* | 52<br>8% | 21<br>5% | 42<br>6% | 32<br>7% | 17<br>4% | 57<br>7% | 21<br>9% | 12<br>4% | 20<br>7% | 14<br>6% | 16<br>9% | 52<br>5% | 12<br>4% | 4<br>2% | 2<br>2%<br>* | 10<br>6% | 6<br>5%<br>* | 11<br>3% | 17<br>4% |
| NET: A great deal / a fair amount | 607<br>53% | 338<br>62%<br>C | 265<br>46% | 155<br>48% | 179<br>48% | 273<br>62%<br>DE | 148<br>53% | 145<br>50% | 134<br>56% | 101<br>57% | 22<br>53%<br>* | 56<br>53%<br>* | 365<br>53% | 241<br>54% | 385<br>58%<br>P | 222<br>46% | 226<br>60%<br>R | 381<br>50% | 103<br>43% | 169<br>58%<br>S | 154<br>55%<br>S | 148<br>60%<br>S | 80<br>47% | 524<br>55% | 191<br>58% | 118<br>68%<br>c | 59<br>61%<br>* | 96<br>63% | 54<br>53%<br>* | 263<br>62% | 233<br>60% |
| NET: Not very much / Not heard anything at all | 457<br>40% | 195<br>36% | 256<br>44%<br>B | 133<br>41% | 168<br>45%<br>F | 155<br>35% | 112<br>40% | 130<br>44% | 91<br>38% | 62<br>35% | 19<br>45%<br>* | 42<br>40%<br>* | 276<br>40% | 181<br>41% | 232<br>35% | 225<br>47%<br>O | 132<br>35% | 325<br>43%<br>Q | 115<br>48%<br>TV | 108<br>37% | 106<br>38% | 84<br>34% | 73<br>43% | 380<br>40% | 125<br>38% | 52<br>30% | 36<br>37%<br>* | 46<br>30% | 44<br>42%<br>* | 149<br>35% | 140<br>36% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Heard a fair amount | 411<br>36% | 83<br>42% | 75<br>43% | 85<br>46% | 71<br>44% | 74<br>42% | 72<br>44% | 57<br>51%<br>IK* | 40<br>32% | 122<br>40% | 76<br>34% | 159<br>42%<br>Q | 122<br>40% | 158<br>42%<br>Q | 132<br>40%<br>Q | 183<br>42%<br>Q | 88<br>34% | 233<br>36% | 268<br>38% | 234<br>37% | 262<br>39% | 216<br>36% | 293<br>40%<br>RV |
| Not heard very much | 294<br>26% | 25<br>13% | 27<br>15% | 32<br>18% | 35<br>22% | 33<br>19% | 30<br>18% | 9<br>8%<br>* | 31<br>25%<br>H | 91<br>29%<br>H | 60<br>27%<br>H | 82<br>22% | 70<br>23% | 96<br>26% | 75<br>23% | 95<br>22% | 75<br>29%<br>LOP | 178<br>28% | 195<br>27% | 164<br>26% | 182<br>27% | 178<br>30%<br>W | 191<br>26% |
| Heard a great deal | 195<br>17% | 84<br>42% | 66<br>38% | 57<br>31%<br>E | 33<br>20% | 65<br>37%<br>G | 35<br>21% | 38<br>34%<br>JK* | 46<br>38%<br>JK | 40<br>13% | 37<br>17% | 75<br>20% | 81<br>26%<br>L | 81<br>22% | 75<br>23% | 96<br>22% | 57<br>22% | 111<br>17% | 109<br>15% | 106<br>17% | 117<br>17% | 91<br>15% | 133<br>18%<br>S |
| Not heard anything at all | 162<br>14% | 3<br>2% | 4<br>3% | 5<br>3% | 19<br>12%<br>D | 2<br>1% | 22<br>14%<br>F | 5<br>4%<br>* | 7<br>5% | 40<br>13%<br>HI | 35<br>16%<br>HI | 44<br>12% | 25<br>8% | 33<br>9% | 37<br>11% | 40<br>9% | 30<br>11% | 91<br>14% | 110<br>15%<br>W | 100<br>16%<br>W | 93<br>14% | 92<br>15% | 93<br>13% |
| Don't know | 73<br>6% | 4<br>2% | 2<br>1% | 5<br>3% | 4<br>3% | 2<br>1% | 6<br>3% | 3<br>3%<br>* | 1<br>0% | 15<br>5%<br>I | 15<br>7%<br>I | 15<br>4%<br>N | 9<br>3% | 6<br>2% | 13<br>4%<br>N | 18<br>4%<br>N | 10<br>4%<br>N | 27<br>4% | 32<br>4%<br>U | 32<br>5%<br>UW | 20<br>3% | 25<br>4% | 25<br>3% |
| NET: A great deal / a fair amount | 607<br>53% | 168<br>84% | 141<br>81% | 141<br>77%<br>E | 104<br>64% | 140<br>79%<br>G | 106<br>65% | 95<br>85%<br>IJK* | 86<br>70%<br>JK | 163<br>53% | 114<br>51% | 234<br>62%<br>Q | 203<br>66%<br>Q | 239<br>64%<br>Q | 207<br>62%<br>Q | 279<br>65%<br>Q | 145<br>56% | 344<br>54% | 377<br>53% | 341<br>53% | 379<br>56%<br>V | 307<br>51% | 426<br>58%<br>RSTV |
| NET: Not very much / Not heard anything at all | 457<br>40% | 28<br>14% | 31<br>18% | 37<br>20% | 55<br>34%<br>D | 35<br>20% | 53<br>32%<br>F | 14<br>12%<br>* | 37<br>30%<br>H | 131<br>42%<br>HI | 95<br>42%<br>HI | 126<br>34% | 95<br>31% | 129<br>34% | 112<br>34% | 135<br>31% | 105<br>40%<br>LMOP | 270<br>42%<br>W | 304<br>43%<br>W | 264<br>41% | 275<br>41% | 271<br>45%<br>W | 283<br>39% |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Heard a fair amount | 472<br>42% | 257<br>47%<br>C | 210<br>36% | 102<br>31% | 158<br>42%<br>D | 213<br>49%<br>D | 102<br>36% | 108<br>37% | 121<br>51%<br>GHL | 82<br>46% | 19<br>47%<br>* | 40<br>38%<br>* | 287<br>41% | 186<br>42% | 294<br>45%<br>P | 178<br>37% | 153<br>41% | 319<br>42% | 79<br>33% | 137<br>47%<br>S | 117<br>42% | 111<br>45%<br>S | 62<br>37% | 409<br>43% | 134<br>41% | 92<br>53%<br>Y | 58<br>60%<br>Yc* | 73<br>48% | 44<br>43%<br>* | 196<br>46% | 179<br>46% |
| Not heard very much | 261<br>23% | 113<br>21% | 146<br>25% | 67<br>21% | 83<br>22% | 110<br>25% | 70<br>25%<br>J | 89<br>30%<br>IJK | 43<br>18% | 26<br>14% | 5<br>13%<br>* | 28<br>27%<br>J* | 144<br>21% | 117<br>26% | 137<br>21% | 124<br>26% | 64<br>17% | 197<br>26%<br>Q | 70<br>29%<br>V | 65<br>22% | 59<br>21% | 44<br>18% | 34<br>20% | 226<br>24% | 71<br>22% | 34<br>19% | 22<br>23%<br>* | 27<br>17% | 19<br>18%<br>* | 102<br>24% | 78<br>20% |
| Heard a great deal | 207<br>18% | 117<br>21%<br>C | 89<br>15% | 62<br>19% | 59<br>16% | 86<br>20% | 52<br>18% | 52<br>18% | 33<br>14% | 43<br>24%<br>I | 10<br>23%<br>* | 17<br>16%<br>* | 132<br>19% | 74<br>17% | 135<br>20%<br>P | 72<br>15% | 97<br>26%<br>R | 110<br>14% | 38<br>16% | 44<br>15% | 54<br>19% | 58<br>24%<br>T | 34<br>20% | 170<br>18% | 80<br>24%<br>a | 31<br>18% | 13<br>13%<br>* | 31<br>21% | 18<br>17%<br>* | 75<br>18% | 90<br>23% |
| Not heard anything at all | 135<br>12% | 52<br>10% | 82<br>14%<br>B | 56<br>17%<br>F | 53<br>14%<br>F | 27<br>6% | 39<br>14% | 33<br>11% | 30<br>13% | 13<br>7% | 6<br>15%<br>* | 15<br>14%<br>* | 88<br>13% | 48<br>11% | 62<br>9% | 74<br>15%<br>O | 44<br>12% | 92<br>12% | 35<br>14%<br>V | 37<br>13% | 35<br>13% | 19<br>8% | 26<br>16% | 106<br>11% | 34<br>10% | 14<br>8% | 3<br>3%<br>* | 15<br>10% | 17<br>17%<br>a* | 41<br>10% | 33<br>9% |
| Don't know | 61<br>5% | 9<br>2% | 50<br>9%<br>B | 38<br>12%<br>EF | 20<br>5%<br>F | 2<br>1% | 19<br>7% | 9<br>3% | 11<br>5% | 14<br>8% | 1<br>2%<br>* | 6<br>6%<br>* | 42<br>6% | 19<br>4% | 31<br>5% | 30<br>6% | 16<br>4% | 45<br>6% | 17<br>7%<br>T | 8<br>3% | 16<br>6% | 13<br>5% | 13<br>7% | 43<br>5% | 8<br>2% | 3<br>2% | 1<br>1%<br>* | 7<br>4% | 5<br>5%<br>* | 9<br>2% | 8<br>2% |
| NET: A great deal / a fair amount | 679<br>60% | 374<br>68%<br>C | 299<br>52% | 164<br>50% | 217<br>58% | 299<br>68%<br>DE | 154<br>55% | 161<br>55% | 154<br>65%<br>G | 125<br>70%<br>GHL | 29<br>70%<br>* | 57<br>53%<br>* | 419<br>60% | 260<br>59% | 429<br>65%<br>P | 250<br>52% | 250<br>67%<br>R | 429<br>56% | 117<br>49% | 181<br>62%<br>S | 171<br>61%<br>S | 170<br>69%<br>S | 96<br>57% | 580<br>61% | 214<br>65% | 123<br>71% | 71<br>73%<br>* | 104<br>68% | 62<br>60%<br>* | 271<br>64% | 269<br>69% |
| NET: Not very much / Not heard anything at all | 397<br>35% | 165<br>30% | 228<br>40%<br>B | 123<br>38% | 136<br>37% | 137<br>31% | 109<br>39%<br>J | 122<br>42%<br>IJ | 73<br>31% | 38<br>22% | 11<br>28%<br>* | 43<br>41%<br>J* | 232<br>33% | 164<br>37% | 198<br>30% | 198<br>41%<br>O | 108<br>29% | 288<br>38%<br>Q | 105<br>44%<br>UV | 101<br>35%<br>V | 94<br>33% | 63<br>26% | 60<br>36% | 332<br>35% | 105<br>32% | 48<br>28% | 25<br>26%<br>* | 42<br>27% | 36<br>35%<br>* | 143<br>34% | 112<br>29% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Heard a fair amount | 472<br>42% | 97<br>48% | 84<br>48% | 88<br>48% | 80<br>49% | 81<br>46% | 82<br>50% | 51<br>45%<br>* | 51<br>41% | 138<br>45% | 105<br>47% | 165<br>44% | 143<br>46% | 170<br>46% | 138<br>41% | 206<br>48%<br>Q | 105<br>40% | 282<br>44% | 307<br>43% | 282<br>44% | 309<br>46%<br>V | 250<br>41% | 339<br>46%<br>V |
| Not heard very much | 261<br>23% | 21<br>10% | 19<br>11% | 19<br>10% | 39<br>24%<br>D | 24<br>14% | 36<br>22% | 7<br>6%<br>* | 28<br>22%<br>H | 81<br>26%<br>H | 44<br>19%<br>H | 71<br>19% | 51<br>16% | 82<br>22%<br>M | 64<br>19% | 87<br>20% | 53<br>20% | 166<br>26%<br>T | 177<br>25% | 142<br>22% | 163<br>24% | 152<br>25% | 173<br>24% |
| Heard a great deal | 207<br>18% | 77<br>39% | 64<br>37% | 71<br>39%<br>E | 28<br>17% | 62<br>35%<br>G | 31<br>19% | 49<br>44%<br>JK* | 39<br>31%<br>JK | 48<br>16% | 31<br>14% | 96<br>26% | 76<br>25% | 90<br>24% | 85<br>25% | 89<br>21% | 67<br>26% | 98<br>15% | 125<br>18% | 105<br>17% | 112<br>17% | 111<br>18% | 125<br>17% |
| Not heard anything at all | 135<br>12% | 3<br>1% | 7<br>4% | 6<br>3% | 15<br>9%<br>D | 10<br>5% | 15<br>9% | 4<br>4%<br>* | 6<br>5% | 35<br>11%<br>H | 31<br>14%<br>HI | 32<br>9% | 28<br>9% | 24<br>6% | 34<br>10%<br>N | 36<br>8% | 29<br>11%<br>N | 78<br>12% | 84<br>12% | 86<br>13%<br>UW | 74<br>11% | 72<br>12% | 78<br>11% |
| Don't know | 61<br>5% | 3<br>2% | 1<br>0% | -<br>- | *<br>0% | 1<br>0% | 1<br>1% | 1<br>1%<br>* | -<br>- | 6<br>2% | 14<br>6%<br>IJ | 10<br>3% | 10<br>3% | 8<br>2% | 12<br>4% | 14<br>3% | 7<br>3% | 17<br>3% | 20<br>3% | 22<br>4%<br>U | 15<br>2% | 17<br>3% | 20<br>3% |
| NET: A great deal / a fair amount | 679<br>60% | 174<br>87% | 147<br>85% | 159<br>87%<br>E | 108<br>66% | 142<br>81%<br>G | 113<br>69% | 100<br>89%<br>IJK* | 90<br>72%<br>J | 186<br>60% | 136<br>61% | 261<br>70% | 219<br>71% | 260<br>70% | 222<br>67% | 295<br>68% | 172<br>66% | 379<br>59% | 432<br>61% | 387<br>61% | 421<br>62% | 361<br>60% | 463<br>63%<br>R |
| NET: Not very much / Not heard anything at all | 397<br>35% | 23<br>12% | 26<br>15% | 24<br>13% | 55<br>34%<br>D | 33<br>19% | 50<br>31%<br>F | 11<br>10%<br>* | 34<br>28%<br>H | 116<br>38%<br>H | 74<br>33%<br>H | 103<br>28% | 79<br>26% | 106<br>28% | 99<br>30% | 123<br>29% | 81<br>31% | 244<br>38%<br>W | 261<br>37% | 228<br>36% | 238<br>35% | 224<br>37% | 252<br>34% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing trade deals with the United States of America, the EU and India

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Heard a fair amount | 440<br>39% | 247<br>45%<br>C | 189<br>33% | 89<br>27% | 149<br>40%<br>D | 202<br>46%<br>D | 106<br>38% | 104<br>36% | 96<br>40% | 76<br>43% | 17<br>41%<br>* | 40<br>38%<br>* | 270<br>39% | 170<br>38% | 271<br>41% | 170<br>35% | 147<br>39% | 293<br>38% | 80<br>33% | 114<br>39% | 115<br>41% | 103<br>42% | 57<br>33% | 382<br>40% | 150<br>46% | 74<br>42% | 47<br>48%<br>* | 72<br>47% | 39<br>38%<br>* | 179<br>42% | 182<br>47% |
| Not heard very much | 318<br>28% | 138<br>25% | 176<br>31% | 76<br>23% | 105<br>28% | 137<br>31%<br>D | 69<br>24% | 100<br>34%<br>GJ | 64<br>27% | 38<br>21% | 15<br>36%<br>* | 32<br>30%<br>* | 175<br>25% | 143<br>32%<br>M | 176<br>27% | 141<br>30% | 91<br>24% | 227<br>30% | 77<br>32%<br>V | 86<br>30% | 71<br>25% | 56<br>23% | 47<br>28% | 269<br>28% | 85<br>26% | 55<br>32% | 27<br>28%<br>* | 33<br>22% | 28<br>27%<br>* | 118<br>28% | 108<br>28% |
| Not heard anything at all | 163<br>14% | 66<br>12% | 96<br>17% | 60<br>18%<br>F | 62<br>17%<br>F | 42<br>10% | 50<br>18%<br>J | 42<br>14% | 39<br>16%<br>J | 14<br>8% | 4<br>9%<br>* | 15<br>14%<br>* | 105<br>15% | 58<br>13% | 72<br>11% | 91<br>19%<br>O | 42<br>11% | 121<br>16%<br>Q | 41<br>17% | 48<br>16% | 37<br>13% | 27<br>11% | 21<br>12% | 141<br>15% | 28<br>9% | 15<br>9% | 7<br>8%<br>* | 26<br>17%<br>Y | 13<br>13%<br>* | 42<br>10% | 50<br>13% |
| Heard a great deal | 141<br>12% | 77<br>14% | 64<br>11% | 61<br>19%<br>EF | 32<br>9% | 48<br>11% | 35<br>13% | 32<br>11% | 23<br>10% | 34<br>19%<br>HI | 4<br>9%<br>* | 13<br>12%<br>* | 94<br>14% | 47<br>11% | 101<br>15%<br>P | 40<br>8% | 80<br>21%<br>R | 61<br>8% | 23<br>10% | 29<br>10% | 38<br>14% | 47<br>19%<br>ST | 31<br>18%<br>X | 108<br>11% | 53<br>16% | 27<br>15% | 12<br>13%<br>* | 13<br>8% | 16<br>16%<br>* | 68<br>16%<br>e | 35<br>9% |
| Don't know | 74<br>7% | 20<br>4% | 52<br>9%<br>B | 40<br>12%<br>EF | 24<br>7%<br>F | 10<br>2% | 21<br>7% | 14<br>5% | 17<br>7% | 15<br>8% | 2<br>6%<br>* | 5<br>5%<br>* | 48<br>7% | 26<br>6% | 38<br>6% | 36<br>7% | 14<br>4% | 60<br>8%<br>Q | 18<br>8% | 13<br>5% | 20<br>7% | 13<br>5% | 13<br>8% | 55<br>6% | 11<br>3% | 4<br>2% | 4<br>4%<br>* | 10<br>6% | 7<br>6%<br>* | 15<br>4% | 14<br>3% |
| NET: A great deal / a fair amount | 581<br>51% | 324<br>59%<br>C | 253<br>44% | 149<br>46% | 182<br>49% | 250<br>57%<br>DE | 142<br>50% | 136<br>47% | 118<br>50% | 111<br>62%<br>GHI | 21<br>50%<br>* | 53<br>50%<br>* | 365<br>53% | 217<br>49% | 372<br>56%<br>P | 210<br>44% | 227<br>61%<br>R | 354<br>46% | 102<br>43% | 143<br>49% | 153<br>55%<br>S | 150<br>61%<br>ST | 88<br>52% | 490<br>51% | 203<br>62% | 101<br>58% | 59<br>61%<br>* | 84<br>55% | 55<br>54%<br>* | 247<br>58% | 217<br>56% |
| NET: Not very much / Not heard anything at all | 481<br>42% | 205<br>37% | 273<br>47%<br>B | 136<br>42% | 167<br>45% | 178<br>41% | 119<br>42%<br>J | 142<br>49%<br>J | 103<br>43%<br>J | 52<br>29% | 18<br>44%<br>* | 47<br>45%<br>J* | 280<br>40% | 201<br>45% | 248<br>38% | 233<br>49%<br>O | 133<br>36% | 348<br>46%<br>Q | 118<br>49%<br>UV | 134<br>46%<br>V | 107<br>38% | 83<br>34% | 68<br>40% | 410<br>43% | 113<br>34% | 70<br>40% | 34<br>35%<br>* | 58<br>38% | 42<br>40%<br>* | 160<br>38% | 158<br>41% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing trade deals with the United States of America, the EU and India

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Heard a fair amount | 440<br>39% | 101<br>51% | 78<br>45% | 93<br>51% | 66<br>41% | 82<br>46% | 64<br>39% | 56<br>50%<br>K* | 58<br>47% | 129<br>42% | 82<br>37% | 167<br>45% | 130<br>42% | 164<br>44% | 131<br>39% | 191<br>44% | 101<br>39% | 248<br>39% | 290<br>41% | 251<br>39% | 286<br>42%<br>R | 235<br>39% | 309<br>42%<br>R |
| Not heard very much | 318<br>28% | 21<br>11% | 23<br>13% | 26<br>14% | 46<br>28%<br>D | 27<br>16% | 45<br>28%<br>F | 14<br>12%<br>* | 30<br>24%<br>H | 89<br>29%<br>H | 58<br>26%<br>H | 81<br>22% | 74<br>24% | 86<br>23% | 92<br>28%<br>LN | 113<br>26% | 70<br>27%<br>L | 207<br>32% | 211<br>30% | 200<br>31% | 195<br>29% | 184<br>31% | 215<br>29% |
| Not heard anything at all | 163<br>14% | 6<br>3% | 9<br>5% | 7<br>4% | 27<br>16%<br>D | 11<br>6% | 25<br>15%<br>F | 4<br>4%<br>* | 7<br>5% | 39<br>13%<br>HI | 45<br>20%<br>HI | 36<br>10% | 34<br>11% | 31<br>8% | 27<br>8% | 52<br>12%<br>OQ | 19<br>7% | 102<br>16% | 104<br>15% | 103<br>16% | 102<br>15% | 79<br>13% | 104<br>14% |
| Heard a great deal | 141<br>12% | 70<br>35% | 63<br>36% | 57<br>31%<br>E | 20<br>13% | 56<br>32%<br>G | 24<br>15% | 37<br>33%<br>JK* | 26<br>21%<br>JK | 39<br>13% | 23<br>10% | 76<br>20%<br>P | 60<br>20%<br>P | 79<br>21%<br>P | 70<br>21%<br>P | 60<br>14% | 59<br>23%<br>P | 61<br>10% | 79<br>11% | 57<br>9% | 66<br>10% | 79<br>13%<br>RTUW | 78<br>11% |
| Don't know | 74<br>7% | 1<br>0% | 1<br>1% | -<br>- | 4<br>2% | *<br>0% | 5<br>3% | 1<br>1%<br>* | 3<br>3% | 11<br>4% | 15<br>7%<br>H | 15<br>4% | 10<br>3% | 15<br>4% | 14<br>4% | 17<br>4% | 12<br>5% | 22<br>3% | 29<br>4% | 26<br>4% | 25<br>4% | 25<br>4% | 28<br>4% |
| NET: A great deal / a fair amount | 581<br>51% | 172<br>86% | 140<br>81% | 150<br>82%<br>E | 86<br>53% | 138<br>78%<br>G | 89<br>54% | 93<br>83%<br>IJK* | 84<br>68%<br>JK | 169<br>55% | 106<br>47% | 243<br>65%<br>P | 190<br>62% | 242<br>65%<br>P | 201<br>60% | 251<br>58% | 160<br>61% | 310<br>48% | 370<br>52% | 308<br>48% | 352<br>52%<br>RT | 314<br>52% | 387<br>53%<br>RT |
| NET: Not very much / Not heard anything at all | 481<br>42% | 28<br>14% | 32<br>19% | 33<br>18% | 72<br>45%<br>D | 38<br>22% | 71<br>43%<br>F | 18<br>16%<br>* | 36<br>29%<br>H | 128<br>42%<br>HI | 103<br>46%<br>HI | 117<br>31% | 107<br>35% | 117<br>31% | 118<br>36% | 165<br>38%<br>LN | 89<br>34% | 309<br>48%<br>SUW | 314<br>44% | 303<br>48%<br>UW | 297<br>44% | 263<br>44% | 319<br>43% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 403<br>36% | 194<br>35% | 205<br>36% | 92<br>28% | 131<br>35% | 180<br>41%<br>D | 88<br>31% | 116<br>40%<br>J | 96<br>40%<br>J | 48<br>27% | 12<br>30%<br>* | 43<br>41%<br>J* | 241<br>35% | 163<br>37% | 245<br>37% | 159<br>33% | 106<br>28% | 298<br>39%<br>Q | 78<br>33% | 117<br>40% | 102<br>36% | 80<br>33% | 48<br>28% | 354<br>37% | 125<br>38% | 61<br>35% | 32<br>33%<br>* | 59<br>39% | 38<br>36%<br>* | 158<br>37% | 143<br>37% |
| Heard a fair amount | 317<br>28% | 188<br>34%<br>C | 128<br>22% | 82<br>25% | 98<br>26% | 136<br>31% | 70<br>25% | 86<br>29% | 60<br>25% | 57<br>32% | 15<br>37%<br>* | 29<br>27%<br>* | 193<br>28% | 124<br>28% | 192<br>29% | 125<br>26% | 136<br>36%<br>R | 181<br>24% | 65<br>27% | 78<br>27% | 78<br>28% | 81<br>33% | 56<br>33% | 258<br>27% | 104<br>32% | 59<br>34% | 42<br>43%<br>bc* | 38<br>25% | 25<br>24%<br>* | 138<br>33% | 115<br>30% |
| Not heard anything at all | 230<br>20% | 80<br>15% | 146<br>25%<br>B | 65<br>20% | 88<br>24% | 76<br>17% | 71<br>25%<br>J | 57<br>19% | 47<br>20% | 24<br>14% | 10<br>24%<br>* | 22<br>21%<br>* | 134<br>19% | 96<br>22% | 104<br>16% | 126<br>26%<br>O | 59<br>16% | 170<br>22%<br>Q | 62<br>26%<br>UV | 64<br>22% | 45<br>16% | 36<br>15% | 24<br>14% | 204<br>21% | 46<br>14% | 30<br>17% | 11<br>11%<br>* | 33<br>22% | 22<br>21%<br>* | 61<br>14% | 82<br>21%<br>d |
| Heard a great deal | 111<br>10% | 70<br>13%<br>C | 40<br>7% | 48<br>15%<br>EF | 29<br>8% | 34<br>8% | 32<br>12% | 20<br>7% | 18<br>8% | 30<br>17%<br>HIL | 3<br>8%<br>* | 7<br>6%<br>* | 78<br>11% | 34<br>8% | 83<br>13%<br>P | 29<br>6% | 58<br>16%<br>R | 53<br>7% | 11<br>5% | 17<br>6% | 38<br>14%<br>ST | 37<br>15%<br>ST | 26<br>15%<br>X | 84<br>9% | 45<br>14% | 17<br>10% | 8<br>8%<br>* | 14<br>9% | 9<br>9%<br>* | 53<br>13% | 33<br>8% |
| Don't know | 75<br>7% | 16<br>3% | 58<br>10%<br>B | 37<br>12%<br>F | 26<br>7%<br>F | 11<br>3% | 21<br>7% | 13<br>5% | 17<br>7% | 18<br>10% | 1<br>2%<br>* | 6<br>5%<br>* | 49<br>7% | 27<br>6% | 35<br>5% | 40<br>8% | 15<br>4% | 60<br>8%<br>Q | 23<br>10% | 13<br>5% | 18<br>6% | 11<br>5% | 15<br>9% | 55<br>6% | 8<br>2% | 6<br>4% | 4<br>5%<br>* | 8<br>5% | 10<br>10%<br>Y* | 13<br>3% | 16<br>4% |
| NET: A great deal / a fair amount | 428<br>38% | 258<br>47%<br>C | 168<br>29% | 130<br>40% | 127<br>34% | 170<br>39% | 102<br>36% | 106<br>36% | 78<br>33% | 87<br>49%<br>GHIL | 18<br>44%<br>* | 36<br>34%<br>* | 271<br>39% | 157<br>36% | 274<br>42%<br>P | 154<br>32% | 194<br>52%<br>R | 234<br>31% | 76<br>32% | 96<br>33% | 116<br>41% | 118<br>48%<br>ST | 82<br>49%<br>X | 342<br>36% | 149<br>46%<br>bc | 76<br>44% | 50<br>51%<br>bc* | 52<br>34% | 34<br>33%<br>* | 191<br>45% | 148<br>38% |
| NET: Not very much / Not heard anything at all | 633<br>56% | 274<br>50% | 351<br>61%<br>B | 157<br>48% | 220<br>59%<br>D | 257<br>59%<br>D | 158<br>56%<br>J | 173<br>59%<br>J | 143<br>60%<br>J | 72<br>41% | 22<br>53%<br>* | 65<br>61%<br>J* | 374<br>54% | 259<br>58% | 349<br>53% | 284<br>59% | 165<br>44% | 468<br>61%<br>Q | 139<br>58%<br>V | 181<br>62%<br>UV | 146<br>52% | 117<br>48% | 72<br>43% | 558<br>58%<br>W | 170<br>52% | 92<br>53% | 43<br>44%<br>* | 92<br>61%<br>a | 59<br>57%<br>* | 219<br>52% | 225<br>58% |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 403<br>36% | 43<br>22% | 31<br>18% | 40<br>22% | 53<br>33% | 37<br>21% | 60<br>36%<br>F | 25<br>22%<br>* | 29<br>23% | 135<br>44%<br>HI | 79<br>35%<br>HI | 119<br>32%<br>Q | 97<br>32% | 123<br>33%<br>Q | 105<br>32%<br>Q | 147<br>34%<br>Q | 68<br>26% | 252<br>39% | 273<br>38% | 242<br>38% | 257<br>38% | 228<br>38% | 293<br>40% |
| Heard a fair amount | 317<br>28% | 86<br>43% | 80<br>46% | 80<br>44%<br>E | 50<br>31% | 70<br>40% | 52<br>32% | 40<br>36%<br>* | 53<br>43%<br>JK | 89<br>29% | 61<br>27% | 136<br>36%<br>P | 110<br>36%<br>P | 135<br>36%<br>P | 110<br>33% | 128<br>30% | 87<br>33% | 163<br>25% | 190<br>27% | 163<br>26% | 194<br>29%<br>RT | 177<br>29% | 215<br>29%<br>RT |
| Not heard anything at all | 230<br>20% | 11<br>5% | 12<br>7% | 8<br>4% | 39<br>24%<br>D | 12<br>7% | 34<br>20%<br>F | 8<br>7%<br>* | 13<br>10% | 52<br>17%<br>H | 57<br>25%<br>HIJ | 42<br>11% | 42<br>14% | 43<br>11% | 44<br>13% | 84<br>19%<br>LMNO | 43<br>16%<br>LN | 156<br>24%<br>VW | 159<br>22% | 152<br>24%<br>VW | 151<br>22%<br>W | 120<br>20% | 143<br>20% |
| Heard a great deal | 111<br>10% | 59<br>29% | 47<br>27% | 53<br>29%<br>E | 15<br>9% | 55<br>31%<br>G | 12<br>8% | 38<br>34%<br>JK* | 28<br>22%<br>JK | 21<br>7% | 14<br>6% | 66<br>18%<br>P | 47<br>15% | 61<br>16%<br>P | 57<br>17%<br>P | 50<br>12% | 49<br>19%<br>P | 39<br>6% | 56<br>8% | 44<br>7% | 46<br>7% | 54<br>9%<br>R | 53<br>7% |
| Don't know | 75<br>7% | 1<br>1% | 3<br>2% | 2<br>1% | 6<br>4% | 3<br>2% | 6<br>4% | 1<br>1%<br>* | 1<br>1% | 11<br>4% | 13<br>6% | 11<br>3% | 11<br>3% | 11<br>3% | 17<br>5%<br>LN | 23<br>5% | 13<br>5% | 30<br>5% | 36<br>5% | 35<br>6%<br>UW | 26<br>4% | 23<br>4% | 30<br>4% |
| NET: A great deal / a fair amount | 428<br>38% | 145<br>72% | 127<br>73% | 133<br>73%<br>E | 65<br>40% | 124<br>70%<br>G | 65<br>39% | 78<br>70%<br>JK* | 81<br>65%<br>JK | 110<br>36% | 75<br>34% | 202<br>54%<br>P | 157<br>51%<br>P | 196<br>53%<br>P | 167<br>50%<br>P | 178<br>41% | 136<br>52%<br>P | 203<br>32% | 246<br>34% | 207<br>33% | 240<br>36%<br>RT | 232<br>38%<br>RST | 268<br>36%<br>RT |
| NET: Not very much / Not heard anything at all | 633<br>56% | 54<br>27% | 43<br>25% | 48<br>26% | 92<br>56%<br>D | 49<br>28% | 94<br>57%<br>F | 32<br>29%<br>* | 42<br>34% | 187<br>61%<br>HI | 136<br>61%<br>HI | 162<br>43% | 139<br>45% | 166<br>44% | 149<br>45% | 231<br>53%<br>LMNOQ | 111<br>43% | 408<br>64%<br>VW | 432<br>61% | 395<br>62% | 408<br>61% | 348<br>58% | 437<br>59% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 386<br>34% | 180<br>33% | 200<br>35% | 90<br>28% | 128<br>34% | 168<br>38%<br>D | 95<br>34% | 104<br>36% | 91<br>38%<br>J | 46<br>26% | 16<br>38%<br>* | 33<br>31%<br>* | 218<br>31% | 168<br>38% | 207<br>31% | 179<br>37% | 107<br>29% | 279<br>37%<br>Q | 74<br>31% | 101<br>35% | 106<br>38% | 73<br>30% | 40<br>24% | 344<br>36%<br>W | 108<br>33% | 64<br>37% | 44<br>46%<br>b* | 44<br>29% | 42<br>41%<br>* | 150<br>35% | 130<br>33% |
| Heard a fair amount | 351<br>31% | 191<br>35%<br>C | 161<br>28% | 97<br>30% | 107<br>29% | 148<br>34% | 77<br>28% | 100<br>34%<br>L | 76<br>32% | 61<br>34%<br>L | 14<br>35%<br>* | 23<br>21%<br>* | 228<br>33% | 123<br>28% | 221<br>34%<br>P | 130<br>27% | 130<br>35% | 221<br>29% | 62<br>26% | 93<br>32% | 94<br>34% | 82<br>33% | 55<br>32% | 294<br>31% | 121<br>37%<br>c | 62<br>35%<br>c | 37<br>38%<br>c* | 53<br>35%<br>c | 21<br>20%<br>* | 137<br>32% | 141<br>36% |
| Not heard anything at all | 232<br>20% | 92<br>17% | 136<br>24%<br>B | 57<br>18% | 89<br>24% | 87<br>20% | 61<br>22% | 58<br>20% | 43<br>18% | 28<br>16% | 7<br>17%<br>* | 35<br>33%<br>GHIJ* | 131<br>19% | 101<br>23% | 125<br>19% | 107<br>22% | 63<br>17% | 169<br>22%<br>Q | 69<br>29%<br>UV | 68<br>24%<br>UV | 41<br>14% | 35<br>14% | 31<br>19% | 201<br>21% | 45<br>14% | 34<br>19%<br>a | 8<br>8%<br>* | 32<br>21%<br>a | 26<br>25%<br>Ya* | 69<br>16% | 81<br>21% |
| Heard a great deal | 98<br>9% | 72<br>13%<br>C | 27<br>5% | 46<br>14%<br>EF | 26<br>7% | 27<br>6% | 24<br>9% | 23<br>8% | 12<br>5% | 27<br>15%<br>HI | 3<br>8%<br>* | 10<br>9%<br>* | 73<br>11%<br>N | 25<br>6% | 70<br>11%<br>P | 28<br>6% | 57<br>15%<br>R | 42<br>5% | 17<br>7% | 18<br>6% | 19<br>7% | 44<br>18%<br>STU | 27<br>16%<br>X | 71<br>7% | 47<br>14%<br>Za | 10<br>6% | 4<br>4%<br>* | 14<br>9% | 9<br>8%<br>* | 54<br>13%<br>e | 26<br>7% |
| Don't know | 68<br>6% | 14<br>3% | 53<br>9%<br>B | 35<br>11%<br>EF | 23<br>6%<br>F | 10<br>2% | 24<br>8%<br>H | 8<br>3% | 16<br>7%<br>H | 15<br>8%<br>H | 1<br>2%<br>* | 5<br>5%<br>* | 43<br>6% | 26<br>6% | 34<br>5% | 34<br>7% | 17<br>4% | 52<br>7% | 17<br>7% | 11<br>4% | 20<br>7% | 12<br>5% | 16<br>9%<br>X | 46<br>5% | 6<br>2% | 4<br>2% | 4<br>4%<br>* | 8<br>6% | 6<br>6%<br>* | 13<br>3% | 12<br>3% |
| NET: A great deal / a fair amount | 450<br>40% | 262<br>48%<br>C | 187<br>32% | 142<br>44%<br>E | 133<br>36% | 175<br>40% | 101<br>36% | 123<br>42% | 88<br>37% | 88<br>50%<br>GIL | 18<br>43%<br>* | 32<br>31%<br>* | 302<br>43%<br>N | 148<br>33% | 292<br>44%<br>P | 158<br>33% | 187<br>50%<br>R | 263<br>34% | 79<br>33% | 110<br>38% | 113<br>40% | 126<br>51%<br>STU | 81<br>48%<br>X | 365<br>38% | 168<br>51%<br>c | 72<br>41% | 41<br>42%<br>* | 68<br>44%<br>c | 29<br>28%<br>* | 191<br>45% | 167<br>43% |
| NET: Not very much / Not heard anything at all | 618<br>54% | 272<br>50% | 337<br>58%<br>B | 147<br>45% | 217<br>58%<br>D | 254<br>58%<br>D | 156<br>55%<br>J | 162<br>55%<br>J | 134<br>56%<br>J | 75<br>42% | 23<br>55%<br>* | 69<br>65%<br>J* | 349<br>50% | 269<br>61%<br>M | 332<br>50% | 286<br>60%<br>O | 171<br>46% | 447<br>59%<br>Q | 143<br>60%<br>V | 169<br>58%<br>V | 147<br>52% | 108<br>44% | 72<br>42% | 544<br>57%<br>W | 153<br>47% | 98<br>56% | 52<br>54%<br>* | 76<br>50% | 68<br>66%<br>Yb* | 219<br>52% | 210<br>54% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 386<br>34% | 29<br>15% | 28<br>16% | 27<br>15% | 61<br>37%<br>D | 28<br>16% | 58<br>35%<br>F | 24<br>22%<br>* | 32<br>26% | 109<br>35%<br>H | 88<br>39%<br>HI | 106<br>28% | 94<br>31%<br>Q | 128<br>34%<br>LOQ | 91<br>27% | 135<br>31%<br>Q | 63<br>24% | 248<br>39% | 261<br>37% | 227<br>36% | 258<br>38% | 226<br>38% | 283<br>39% |
| Heard a fair amount | 351<br>31% | 99<br>49% | 81<br>47% | 94<br>51%<br>E | 45<br>28% | 88<br>50%<br>G | 44<br>27% | 46<br>41%<br>K* | 53<br>43%<br>K | 108<br>35% | 62<br>28% | 143<br>38% | 113<br>37% | 141<br>38% | 129<br>39% | 151<br>35% | 98<br>38% | 179<br>28% | 218<br>31% | 181<br>28% | 202<br>30% | 185<br>31% | 230<br>31%<br>R |
| Not heard anything at all | 232<br>20% | 9<br>5% | 9<br>5% | 5<br>3% | 39<br>24%<br>D | 6<br>4% | 38<br>23%<br>F | 6<br>6%<br>* | 8<br>6% | 63<br>21%<br>HI | 51<br>23%<br>HI | 49<br>13% | 41<br>13% | 41<br>11% | 47<br>14% | 84<br>19%<br>LMNO | 38<br>15% | 156<br>24%<br>VW | 159<br>22%<br>V | 160<br>25%<br>UVW | 149<br>22% | 115<br>19% | 154<br>21% |
| Heard a great deal | 98<br>9% | 63<br>31% | 55<br>32% | 54<br>30%<br>E | 14<br>8% | 52<br>30%<br>G | 18<br>11% | 35<br>31%<br>JK* | 28<br>23%<br>JK | 18<br>6% | 12<br>5% | 68<br>18%<br>P | 48<br>16%<br>P | 54<br>15% | 51<br>15%<br>P | 47<br>11% | 50<br>19%<br>NP | 30<br>5% | 49<br>7%<br>R | 41<br>6%<br>R | 46<br>7%<br>R | 50<br>8%<br>RW | 43<br>6% |
| Don't know | 68<br>6% | 1<br>0% | 1<br>0% | 3<br>2% | 4<br>3% | 2<br>1% | 7<br>4% | 1<br>0%<br>* | 2<br>2% | 10<br>3% | 11<br>5% | 9<br>2% | 11<br>4% | 9<br>2% | 15<br>5%<br>LN | 15<br>4% | 12<br>5%<br>L | 28<br>4%<br>U | 27<br>4% | 29<br>4%<br>U | 19<br>3% | 25<br>4% | 25<br>3% |
| NET: A great deal / a fair amount | 450<br>40% | 161<br>80% | 136<br>78% | 148<br>81%<br>E | 59<br>36% | 140<br>79%<br>G | 62<br>37% | 81<br>72%<br>JK* | 82<br>66%<br>JK | 126<br>41% | 73<br>33% | 210<br>56%<br>P | 161<br>52%<br>P | 196<br>52%<br>P | 179<br>54%<br>P | 198<br>46% | 148<br>57%<br>P | 209<br>33% | 266<br>37%<br>R | 222<br>35% | 248<br>37%<br>R | 236<br>39%<br>RT | 273<br>37%<br>R |
| NET: Not very much / Not heard anything at all | 618<br>54% | 38<br>19% | 37<br>21% | 32<br>18% | 100<br>61%<br>D | 35<br>20% | 97<br>58%<br>F | 31<br>27%<br>* | 40<br>32% | 172<br>56%<br>HI | 139<br>62%<br>HI | 155<br>41% | 135<br>44% | 169<br>45%<br>Q | 138<br>41% | 219<br>51%<br>LMOQ | 101<br>39% | 404<br>63%<br>SVW | 419<br>59% | 387<br>61% | 407<br>60% | 341<br>57% | 437<br>59% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing NHS spending by an extra £29billion in England

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 375<br>33% | 174<br>32% | 199<br>35% | 75<br>23% | 120<br>32%<br>D | 179<br>41%<br>DE | 78<br>28% | 97<br>33% | 92<br>39%<br>GJ | 46<br>26% | 19<br>46%<br>GJ* | 42<br>40%<br>GJ* | 192<br>28% | 183<br>41%<br>M | 221<br>34% | 154<br>32% | 106<br>28% | 269<br>35%<br>Q | 99<br>42%<br>V | 93<br>32%<br>V | 94<br>33%<br>V | 57<br>23% | 28<br>16% | 343<br>36%<br>W | 98<br>30% | 63<br>36% | 46<br>48%<br>Yb* | 48<br>32% | 40<br>38%<br>* | 135<br>32% | 145<br>37% |
| Heard a fair amount | 310<br>27% | 172<br>31%<br>C | 135<br>23% | 84<br>26% | 107<br>29% | 118<br>27% | 78<br>28% | 85<br>29% | 63<br>27% | 56<br>32% | 7<br>16%<br>* | 20<br>19%<br>* | 209<br>30%<br>N | 101<br>23% | 183<br>28% | 127<br>26% | 122<br>33%<br>R | 188<br>25% | 43<br>18% | 83<br>29%<br>S | 85<br>30%<br>S | 87<br>36%<br>S | 56<br>33% | 252<br>26% | 112<br>34%<br>c | 60<br>34%<br>c | 27<br>28%<br>* | 47<br>31% | 21<br>20%<br>* | 141<br>33% | 102<br>26% |
| Not heard anything at all | 262<br>23% | 112<br>20% | 146<br>25% | 66<br>20% | 99<br>27% | 97<br>22% | 72<br>26%<br>J | 68<br>23% | 56<br>24% | 25<br>14% | 9<br>23%<br>* | 31<br>30%<br>J* | 151<br>22% | 111<br>25% | 139<br>21% | 124<br>26% | 63<br>17% | 199<br>26%<br>Q | 60<br>25%<br>U | 81<br>28%<br>UV | 47<br>17% | 43<br>18% | 36<br>21% | 226<br>24% | 52<br>16% | 36<br>21% | 10<br>10%<br>* | 38<br>25%<br>Ya | 28<br>27%<br>Ya* | 77<br>18% | 95<br>25% |
| Heard a great deal | 114<br>10% | 70<br>13%<br>C | 43<br>8% | 59<br>18%<br>EF | 23<br>6% | 31<br>7% | 28<br>10% | 23<br>8% | 14<br>6% | 34<br>19%<br>GHIL | 5<br>13%<br>* | 9<br>9%<br>* | 84<br>12%<br>N | 30<br>7% | 79<br>12%<br>P | 35<br>7% | 66<br>18%<br>R | 48<br>6% | 18<br>7% | 20<br>7% | 30<br>11% | 45<br>18%<br>STU | 34<br>20%<br>X | 79<br>8% | 51<br>16%<br>Zb | 14<br>8% | 8<br>9%<br>* | 11<br>7% | 9<br>8%<br>* | 52<br>12% | 34<br>9% |
| Don't know | 76<br>7% | 20<br>4% | 54<br>9%<br>B | 40<br>12%<br>EF | 24<br>6%<br>F | 12<br>3% | 26<br>9% | 18<br>6% | 12<br>5% | 16<br>9% | 1<br>2%<br>* | 3<br>3%<br>* | 57<br>8%<br>N | 18<br>4% | 36<br>6% | 39<br>8% | 17<br>5% | 59<br>8% | 18<br>8% | 12<br>4% | 24<br>9% | 13<br>5% | 15<br>9% | 55<br>6% | 14<br>4%<br>Z | 1<br>0% | 6<br>6%<br>Z* | 8<br>5%<br>Z | 6<br>6%<br>Z* | 19<br>5% | 13<br>3% |
| NET: A great deal / a fair amount | 423<br>37% | 242<br>44%<br>C | 178<br>31% | 143<br>44%<br>EF | 130<br>35% | 150<br>34% | 105<br>38% | 109<br>37% | 77<br>33% | 90<br>51%<br>GHIKL | 12<br>29%<br>* | 29<br>28%<br>* | 293<br>42%<br>N | 131<br>29% | 262<br>40% | 162<br>34% | 188<br>50%<br>R | 235<br>31% | 60<br>25% | 103<br>35%<br>S | 115<br>41%<br>S | 132<br>54%<br>STU | 90<br>53%<br>X | 331<br>35% | 163<br>50%<br>bc | 74<br>42% | 36<br>37%<br>* | 58<br>38% | 30<br>29%<br>* | 192<br>45%<br>e | 136<br>35% |
| NET: Not very much / Not heard anything at all | 637<br>56% | 285<br>52% | 345<br>60%<br>B | 142<br>44% | 219<br>59%<br>D | 277<br>63%<br>D | 150<br>53%<br>J | 165<br>56%<br>J | 149<br>63%<br>J | 72<br>40% | 29<br>69%<br>J* | 74<br>69%<br>GHJ* | 343<br>50% | 294<br>66%<br>M | 360<br>55% | 277<br>58% | 169<br>45% | 468<br>61%<br>Q | 160<br>67%<br>UV | 174<br>60%<br>UV | 141<br>50% | 100<br>41% | 64<br>38% | 569<br>60%<br>W | 150<br>46% | 99<br>57%<br>Y | 56<br>57%<br>* | 87<br>57% | 68<br>65%<br>Y* | 211<br>50% | 240<br>62%<br>d |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing NHS spending by an extra £29billion in England

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 375<br>33% | 36<br>18% | 27<br>15% | 26<br>14% | 60<br>37%<br>D | 22<br>12% | 58<br>35%<br>F | 26<br>23%<br>* | 20<br>16% | 116<br>38%<br>HI | 80<br>36%<br>HI | 93<br>25% | 81<br>26% | 110<br>29%<br>L | 90<br>27% | 135<br>31%<br>L | 66<br>25% | 246<br>38% | 261<br>37% | 229<br>36% | 246<br>37% | 210<br>35% | 270<br>37% |
| Heard a fair amount | 310<br>27% | 88<br>44% | 76<br>44% | 76<br>41%<br>E | 45<br>28% | 81<br>46%<br>G | 44<br>27% | 34<br>31%<br>* | 60<br>49%<br>HIK | 96<br>31%<br>K | 46<br>20% | 135<br>36%<br>O | 115<br>38%<br>OP | 122<br>33% | 101<br>30% | 133<br>31% | 84<br>32% | 164<br>26% | 186<br>26% | 177<br>28% | 200<br>30%<br>RS | 170<br>28% | 215<br>29%<br>RS |
| Not heard anything at all | 262<br>23% | 11<br>5% | 10<br>6% | 9<br>5% | 43<br>26%<br>D | 11<br>6% | 43<br>26%<br>F | 11<br>10%<br>* | 10<br>8% | 63<br>21%<br>HI | 65<br>29%<br>HI | 51<br>14% | 48<br>16% | 57<br>15% | 56<br>17% | 96<br>22%<br>LMNOQ | 40<br>15% | 175<br>27%<br>VW | 173<br>24% | 167<br>26%<br>V | 167<br>25% | 133<br>22% | 176<br>24% |
| Heard a great deal | 114<br>10% | 59<br>30% | 57<br>33% | 66<br>36%<br>E | 10<br>6% | 60<br>34%<br>G | 11<br>7% | 35<br>31%<br>JK* | 30<br>24%<br>JK | 21<br>7% | 20<br>9% | 76<br>20%<br>P | 53<br>17%<br>P | 68<br>18%<br>P | 69<br>21%<br>P | 52<br>12% | 59<br>23%<br>P | 29<br>4% | 57<br>8%<br>RTUW | 39<br>6%<br>R | 41<br>6% | 58<br>10%<br>RTUW | 46<br>6%<br>R |
| Don't know | 76<br>7% | 7<br>3% | 3<br>2% | 6<br>3% | 5<br>3% | 2<br>1% | 9<br>6%<br>F | 6<br>5%<br>* | 4<br>3% | 12<br>4% | 13<br>6% | 20<br>5% | 10<br>3% | 17<br>5% | 17<br>5% | 16<br>4% | 11<br>4% | 28<br>4%<br>U | 36<br>5%<br>U | 26<br>4% | 20<br>3% | 32<br>5%<br>U | 29<br>4% |
| NET: A great deal / a fair amount | 423<br>37% | 147<br>73% | 134<br>77% | 142<br>78%<br>E | 55<br>34% | 142<br>80%<br>G | 55<br>34% | 69<br>62%<br>JK* | 90<br>73%<br>JK | 117<br>38% | 66<br>29% | 211<br>56%<br>NP | 168<br>55%<br>P | 190<br>51%<br>P | 170<br>51%<br>P | 185<br>43% | 143<br>55%<br>P | 193<br>30% | 243<br>34%<br>R | 216<br>34%<br>R | 241<br>36%<br>R | 228<br>38%<br>RS | 260<br>35%<br>R |
| NET: Not very much / Not heard anything at all | 637<br>56% | 46<br>23% | 37<br>21% | 36<br>19% | 103<br>63%<br>D | 33<br>19% | 100<br>61%<br>F | 37<br>33%<br>* | 30<br>24% | 179<br>58%<br>HI | 145<br>65%<br>HI | 144<br>38% | 129<br>42% | 166<br>45%<br>L | 145<br>44%<br>L | 232<br>54%<br>LMNOQ | 106<br>41% | 420<br>66%<br>STUVW | 434<br>61%<br>V | 396<br>62%<br>V | 413<br>61%<br>V | 343<br>57% | 446<br>61% |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S,T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Heard a fair amount | 402<br>35% | 223<br>41%<br>C | 173<br>30% | 83<br>26% | 142<br>38%<br>D | 177<br>40%<br>D | 97<br>35% | 98<br>33% | 85<br>36% | 65<br>37% | 18<br>44%<br>* | 39<br>37%<br>* | 242<br>35% | 160<br>36% | 253<br>38%<br>P | 149<br>31% | 149<br>40%<br>R | 254<br>33% | 69<br>29% | 107<br>37% | 104<br>37% | 97<br>39%<br>S | 60<br>35% | 339<br>36% | 123<br>38% | 64<br>37% | 47<br>48%<br>* | 56<br>37% | 40<br>39%<br>* | 163<br>39% | 147<br>38% |
| Not heard very much | 297<br>26% | 122<br>22% | 173<br>30%<br>B | 58<br>18% | 84<br>23% | 155<br>35%<br>DE | 71<br>25% | 85<br>29% | 60<br>25% | 39<br>22% | 9<br>22%<br>* | 32<br>30%<br>* | 169<br>24% | 127<br>29% | 163<br>25% | 133<br>28% | 83<br>22% | 213<br>28%<br>Q | 69<br>29%<br>V | 78<br>27% | 78<br>28%<br>V | 47<br>19% | 33<br>20% | 261<br>27% | 81<br>25% | 54<br>31% | 28<br>29%<br>* | 36<br>24% | 25<br>25%<br>* | 120<br>28% | 109<br>28% |
| Heard a great deal | 212<br>19% | 129<br>24%<br>C | 81<br>14% | 104<br>32%<br>EF | 60<br>16% | 48<br>11% | 45<br>16% | 53<br>18% | 43<br>18% | 47<br>27%<br>G | 8<br>19%<br>* | 16<br>15%<br>* | 149<br>22%<br>N | 63<br>14% | 135<br>21% | 77<br>16% | 93<br>25%<br>R | 119<br>16% | 38<br>16% | 48<br>17% | 50<br>18% | 63<br>26%<br>STU | 44<br>26%<br>X | 167<br>17% | 80<br>25%<br>a | 32<br>18% | 12<br>12%<br>* | 29<br>19% | 19<br>19%<br>* | 91<br>21%<br>e | 58<br>15% |
| Not heard anything at all | 150<br>13% | 58<br>11% | 92<br>16%<br>B | 40<br>12% | 65<br>17%<br>F | 45<br>10% | 45<br>16%<br>J | 41<br>14%<br>J | 35<br>15%<br>J | 10<br>6% | 5<br>12%<br>* | 14<br>13%<br>* | 83<br>12% | 66<br>15% | 66<br>10% | 84<br>18%<br>O | 37<br>10% | 113<br>15%<br>Q | 44<br>18%<br>U | 41<br>14% | 28<br>10% | 27<br>11% | 17<br>10% | 132<br>14% | 31<br>9% | 20<br>12% | 9<br>9%<br>* | 20<br>13% | 12<br>12%<br>* | 36<br>8% | 57<br>15%<br>d |
| Don't know | 76<br>7% | 16<br>3% | 59<br>10%<br>B | 40<br>12%<br>EF | 22<br>6% | 14<br>3% | 23<br>8% | 16<br>5% | 15<br>6% | 16<br>9% | 1<br>2%<br>* | 5<br>5%<br>* | 49<br>7% | 26<br>6% | 41<br>6% | 35<br>7% | 12<br>3% | 64<br>8%<br>Q | 19<br>8% | 16<br>5% | 21<br>7% | 11<br>5% | 15<br>9% | 56<br>6% | 12<br>4% | 5<br>3% | 2<br>2%<br>* | 12<br>8% | 7<br>7%<br>* | 13<br>3% | 17<br>4% |
| NET: A great deal / a fair amount | 614<br>54% | 352<br>64%<br>C | 254<br>44% | 187<br>58% | 202<br>54% | 225<br>51% | 142<br>51% | 151<br>52% | 128<br>54% | 113<br>63%<br>GH | 26<br>63%<br>* | 55<br>51%<br>* | 392<br>56% | 223<br>50% | 388<br>59%<br>P | 226<br>47% | 242<br>65%<br>R | 372<br>49% | 107<br>45% | 155<br>54% | 154<br>55% | 160<br>65%<br>STU | 104<br>62% | 506<br>53% | 204<br>62% | 95<br>55% | 59<br>61%<br>* | 84<br>55% | 59<br>57%<br>* | 254<br>60% | 205<br>53% |
| NET: Not very much / Not heard anything at all | 446<br>39% | 180<br>33% | 264<br>46%<br>B | 98<br>30% | 149<br>40%<br>D | 199<br>45%<br>D | 116<br>41%<br>J | 126<br>43%<br>J | 95<br>40%<br>J | 49<br>28% | 14<br>34%<br>* | 46<br>44%<br>J* | 253<br>36% | 194<br>44%<br>M | 229<br>35% | 217<br>45%<br>O | 120<br>32% | 326<br>43%<br>Q | 113<br>47%<br>V | 119<br>41%<br>V | 106<br>38% | 74<br>30% | 50<br>30% | 393<br>41%<br>W | 112<br>34% | 74<br>42% | 36<br>38%<br>* | 56<br>37% | 38<br>36%<br>* | 156<br>37% | 166<br>43% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Heard a fair amount | 402<br>35% | 76<br>38% | 63<br>36% | 69<br>38% | 71<br>44% | 69<br>39% | 58<br>35% | 36<br>32%<br>* | 43<br>35% | 97<br>32% | 88<br>39% | 139<br>37% | 110<br>36% | 155<br>41% | 128<br>38% | 158<br>36% | 98<br>38% | 233<br>36% | 269<br>38% | 219<br>34% | 251<br>37% | 226<br>38% | 275<br>37% |
| Not heard very much | 297<br>26% | 21<br>10% | 27<br>16% | 24<br>13% | 37<br>22%<br>D | 29<br>16% | 46<br>28%<br>F | 16<br>15%<br>* | 24<br>20% | 106<br>34%<br>HI | 59<br>26%<br>H | 76<br>20% | 67<br>22% | 72<br>19% | 64<br>19% | 110<br>25%<br>NOQ | 46<br>18% | 192<br>30% | 199<br>28% | 196<br>31% | 199<br>30% | 162<br>27% | 222<br>30% |
| Heard a great deal | 212<br>19% | 92<br>46% | 75<br>43% | 77<br>42%<br>E | 27<br>16% | 69<br>39%<br>G | 36<br>22% | 51<br>46%<br>JK* | 47<br>38%<br>JK | 48<br>16% | 26<br>12% | 110<br>29%<br>P | 85<br>28%<br>P | 112<br>30%<br>P | 102<br>31%<br>P | 91<br>21% | 84<br>32%<br>P | 98<br>15% | 119<br>17% | 94<br>15% | 103<br>15% | 114<br>19%<br>RTUW | 117<br>16% |
| Not heard anything at all | 150<br>13% | 8<br>4% | 7<br>4% | 9<br>5% | 23<br>14%<br>D | 8<br>4% | 21<br>13%<br>F | 5<br>4%<br>* | 8<br>7% | 40<br>13%<br>H | 39<br>18%<br>HI | 36<br>10% | 34<br>11% | 28<br>8% | 26<br>8% | 49<br>11%<br>N | 22<br>8% | 90<br>14% | 92<br>13% | 95<br>15% | 95<br>14% | 77<br>13% | 94<br>13% |
| Don't know | 76<br>7% | 3<br>2% | 1<br>1% | 4<br>2% | 5<br>3% | 2<br>1% | 4<br>3% | 3<br>3%<br>* | 1<br>1% | 16<br>5% | 12<br>5% | 14<br>4%<br>N | 11<br>4% | 7<br>2% | 12<br>4%<br>N | 24<br>5%<br>N | 11<br>4%<br>N | 28<br>4% | 34<br>5% | 33<br>5%<br>UW | 26<br>4% | 23<br>4% | 27<br>4% |
| NET: A great deal / a fair amount | 614<br>54% | 168<br>84% | 138<br>80% | 146<br>80%<br>E | 98<br>60% | 138<br>78%<br>G | 94<br>57% | 87<br>78%<br>JK* | 90<br>73%<br>JK | 146<br>47% | 114<br>51% | 249<br>66%<br>P | 195<br>64%<br>P | 267<br>71%<br>LMP | 230<br>69%<br>P | 249<br>58% | 182<br>70%<br>P | 330<br>52% | 388<br>54%<br>T | 313<br>49% | 354<br>53%<br>T | 340<br>57%<br>RT | 392<br>53%<br>T |
| NET: Not very much / Not heard anything at all | 446<br>39% | 29<br>14% | 34<br>20% | 33<br>18% | 60<br>37%<br>D | 37<br>21% | 67<br>41%<br>F | 21<br>19%<br>* | 33<br>26% | 146<br>47%<br>HI | 98<br>44%<br>HI | 112<br>30% | 101<br>33%<br>NQ | 100<br>27% | 91<br>27% | 159<br>37%<br>LNOQ | 67<br>26% | 282<br>44% | 291<br>41% | 292<br>46%<br>SV | 294<br>44% | 239<br>40% | 316<br>43% |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Setting up Great British Energy as a new, public-owned company to invest in renewable energies

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 362<br>32% | 155<br>28% | 205<br>36%<br>B | 92<br>28% | 111<br>30% | 159<br>36% | 88<br>31% | 106<br>36%<br>J | 75<br>32% | 41<br>23% | 15<br>36%<br>* | 37<br>35%<br>* | 201<br>29% | 161<br>36%<br>M | 210<br>32% | 153<br>32% | 111<br>30% | 252<br>33% | 93<br>39%<br>TV | 81<br>28% | 88<br>31% | 70<br>28% | 33<br>19% | 327<br>34%<br>W | 105<br>32% | 55<br>32% | 35<br>36%<br>* | 48<br>31% | 37<br>36%<br>* | 145<br>34% | 124<br>32% |
| Heard a fair amount | 319<br>28% | 189<br>34%<br>C | 127<br>22% | 92<br>28% | 106<br>28% | 120<br>27% | 68<br>24% | 86<br>30% | 66<br>28% | 57<br>32% | 14<br>34%<br>* | 27<br>25%<br>* | 214<br>31%<br>N | 105<br>24% | 209<br>32%<br>P | 110<br>23% | 121<br>32%<br>R | 198<br>26% | 40<br>17% | 94<br>32%<br>S | 92<br>33%<br>S | 80<br>32%<br>S | 60<br>36%<br>X | 255<br>27% | 106<br>32% | 59<br>34% | 36<br>37%<br>* | 44<br>29% | 29<br>28%<br>* | 132<br>31% | 122<br>31% |
| Not heard anything at all | 256<br>23% | 99<br>18% | 155<br>27%<br>B | 57<br>18% | 98<br>26%<br>D | 102<br>23% | 76<br>27%<br>J | 62<br>21% | 66<br>28%<br>J | 27<br>15% | 5<br>12%<br>* | 21<br>20%<br>* | 140<br>20% | 116<br>26%<br>M | 109<br>17% | 147<br>31%<br>O | 60<br>16% | 197<br>26%<br>Q | 72<br>30%<br>UV | 78<br>27%<br>UV | 42<br>15% | 38<br>15% | 26<br>15% | 231<br>24%<br>W | 56<br>17% | 38<br>22% | 13<br>13%<br>* | 36<br>23% | 18<br>18%<br>* | 66<br>16% | 93<br>24%<br>d |
| Heard a great deal | 119<br>10% | 86<br>16%<br>C | 32<br>6% | 44<br>14% | 32<br>9% | 43<br>10% | 27<br>10% | 19<br>6% | 20<br>8% | 36<br>21%<br>GHI | 5<br>12%<br>* | 12<br>11%<br>* | 89<br>13%<br>N | 30<br>7% | 91<br>14%<br>P | 28<br>6% | 68<br>18%<br>R | 51<br>7% | 14<br>6% | 20<br>7% | 36<br>13%<br>S | 47<br>19%<br>ST | 34<br>20%<br>X | 84<br>9% | 48<br>15% | 19<br>11% | 8<br>8%<br>* | 17<br>11% | 11<br>10%<br>* | 61<br>15%<br>e | 34<br>9% |
| Don't know | 81<br>7% | 19<br>3% | 59<br>10%<br>B | 39<br>12%<br>EF | 26<br>7%<br>F | 15<br>3% | 23<br>8% | 19<br>6% | 11<br>5% | 16<br>9% | 2<br>6%<br>* | 10<br>9%<br>* | 50<br>7% | 30<br>7% | 40<br>6% | 41<br>9% | 15<br>4% | 65<br>9%<br>Q | 20<br>8% | 17<br>6% | 23<br>8% | 11<br>4% | 16<br>10% | 58<br>6% | 12<br>4% | 2<br>1% | 5<br>5%<br>* | 8<br>5% | 9<br>8%<br>Z* | 19<br>4% | 16<br>4% |
| NET: A great deal / a fair amount | 437<br>38% | 275<br>50%<br>C | 159<br>28% | 136<br>42% | 138<br>37% | 163<br>37% | 95<br>34% | 105<br>36% | 85<br>36% | 94<br>53%<br>GHIL | 19<br>46%<br>* | 38<br>36%<br>* | 302<br>44%<br>N | 135<br>30% | 299<br>45%<br>P | 138<br>29% | 189<br>50%<br>R | 248<br>33% | 54<br>23% | 114<br>39%<br>S | 127<br>45%<br>S | 127<br>52%<br>ST | 95<br>56%<br>X | 339<br>36% | 154<br>47% | 78<br>45% | 44<br>45%<br>* | 61<br>40% | 39<br>38%<br>* | 193<br>46% | 156<br>40% |
| NET: Not very much / Not heard anything at all | 619<br>54% | 254<br>46% | 360<br>62%<br>B | 149<br>46% | 209<br>56%<br>D | 260<br>59%<br>D | 163<br>58%<br>J | 168<br>58%<br>J | 141<br>59%<br>J | 68<br>38% | 20<br>48%<br>* | 58<br>55%<br>J* | 341<br>49% | 278<br>63%<br>M | 319<br>48% | 300<br>63%<br>O | 170<br>45% | 449<br>59%<br>Q | 165<br>69%<br>TUV | 158<br>55%<br>V | 130<br>46% | 108<br>44% | 58<br>34% | 558<br>58%<br>W | 162<br>49% | 94<br>54% | 48<br>50%<br>* | 84<br>55% | 55<br>54%<br>* | 211<br>50% | 217<br>56% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Setting up Great British Energy as a new, public-owned company to invest in renewable energies

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 362<br>32% | 31<br>15% | 26<br>15% | 29<br>16% | 57<br>35%<br>D | 31<br>17% | 55<br>34%<br>F | 20<br>18%<br>* | 29<br>23% | 115<br>37%<br>HI | 72<br>32%<br>H | 95<br>25% | 88<br>29% | 100<br>27% | 91<br>27% | 131<br>30% | 68<br>26% | 231<br>36% | 243<br>34% | 230<br>36% | 241<br>36% | 205<br>34% | 261<br>36% |
| Heard a fair amount | 319<br>28% | 92<br>46% | 80<br>46% | 87<br>47%<br>E | 50<br>31% | 82<br>47%<br>G | 46<br>28% | 44<br>39%<br>K* | 49<br>39%<br>K | 94<br>31% | 55<br>25% | 144<br>38%<br>P | 102<br>33% | 132<br>35%<br>P | 118<br>35%<br>P | 125<br>29% | 91<br>35% | 158<br>25% | 200<br>28%<br>R | 169<br>27% | 187<br>28%<br>R | 185<br>31%<br>RT | 213<br>29%<br>R |
| Not heard anything at all | 256<br>23% | 5<br>2% | 6<br>3% | 4<br>2% | 34<br>21%<br>D | 7<br>4% | 37<br>22%<br>F | 4<br>4%<br>* | 10<br>8% | 62<br>20%<br>HI | 68<br>30%<br>HIJ | 46<br>12% | 48<br>15% | 60<br>16%<br>L | 55<br>17%<br>LQ | 98<br>23%<br>LMNOQ | 32<br>12% | 177<br>28%<br>UVW | 175<br>25%<br>V | 158<br>25%<br>V | 161<br>24% | 123<br>20% | 177<br>24%<br>V |
| Heard a great deal | 119<br>10% | 68<br>34% | 59<br>34% | 59<br>32%<br>E | 14<br>8% | 57<br>32%<br>G | 19<br>11% | 40<br>35%<br>JK* | 34<br>28%<br>JK | 21<br>7% | 15<br>7% | 73<br>19%<br>P | 60<br>20%<br>P | 69<br>18% | 55<br>17% | 62<br>14% | 54<br>21%<br>P | 45<br>7% | 54<br>8% | 48<br>8% | 60<br>9% | 55<br>9% | 57<br>8% |
| Don't know | 81<br>7% | 5<br>3% | 3<br>2% | 4<br>2% | 7<br>5% | 1<br>0% | 8<br>5%<br>F | 4<br>4%<br>* | 2<br>2% | 16<br>5% | 14<br>6% | 17<br>5% | 9<br>3% | 13<br>3% | 14<br>4% | 15<br>3% | 15<br>6% | 31<br>5% | 40<br>6%<br>UW | 32<br>5%<br>W | 25<br>4% | 33<br>5%<br>W | 26<br>4% |
| NET: A great deal / a fair amount | 437<br>38% | 160<br>80% | 139<br>80% | 146<br>80%<br>E | 64<br>39% | 139<br>79%<br>G | 64<br>39% | 83<br>74%<br>JK* | 83<br>67%<br>JK | 115<br>37% | 70<br>31% | 216<br>58%<br>OP | 162<br>53%<br>P | 201<br>54%<br>P | 173<br>52%<br>P | 188<br>43% | 145<br>56%<br>P | 203<br>32% | 255<br>36%<br>R | 217<br>34% | 247<br>37%<br>R | 240<br>40%<br>RST | 270<br>37%<br>R |
| NET: Not very much / Not heard anything at all | 619<br>54% | 35<br>18% | 32<br>18% | 33<br>18% | 91<br>56%<br>D | 37<br>21% | 92<br>56%<br>F | 25<br>22%<br>* | 39<br>31% | 177<br>57%<br>HI | 140<br>62%<br>HI | 141<br>38% | 136<br>44%<br>L | 160<br>43%<br>L | 146<br>44%<br>L | 229<br>53%<br>LMNOQ | 100<br>38% | 407<br>64%<br>SUVW | 419<br>59%<br>V | 388<br>61%<br>V | 402<br>60%<br>V | 329<br>55% | 438<br>60%<br>V |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 391<br>34% | 179<br>33% | 208<br>36% | 86<br>26% | 118<br>32% | 187<br>43%<br>DE | 95<br>34% | 115<br>39%<br>J | 81<br>34% | 50<br>28% | 13<br>31%<br>* | 38<br>36%<br>* | 215<br>31% | 176<br>40%<br>M | 229<br>35% | 162<br>34% | 117<br>31% | 274<br>36% | 87<br>37% | 101<br>35% | 102<br>36% | 78<br>32% | 47<br>28% | 341<br>36% | 108<br>33% | 76<br>44% | 44<br>45%<br>* | 56<br>37% | 34<br>33%<br>* | 156<br>37% | 143<br>37% |
| Heard a fair amount | 314<br>28% | 172<br>31%<br>C | 140<br>24% | 94<br>29% | 102<br>27% | 118<br>27% | 66<br>23% | 74<br>25% | 70<br>29% | 61<br>35%<br>G | 17<br>41%<br>G* | 26<br>24%<br>* | 208<br>30% | 106<br>24% | 202<br>31%<br>P | 112<br>23% | 127<br>34%<br>R | 187<br>25% | 52<br>22% | 76<br>26% | 76<br>27% | 87<br>35%<br>ST | 56<br>33% | 256<br>27% | 111<br>34% | 53<br>31% | 28<br>29%<br>* | 37<br>24% | 35<br>34%<br>* | 146<br>35%<br>e | 97<br>25% |
| Not heard anything at all | 253<br>22% | 106<br>19% | 145<br>25%<br>B | 62<br>19% | 101<br>27%<br>D | 90<br>20% | 76<br>27%<br>J | 65<br>22% | 53<br>22% | 25<br>14% | 6<br>14%<br>* | 29<br>27%<br>J* | 149<br>21% | 104<br>24% | 118<br>18% | 135<br>28%<br>O | 61<br>16% | 192<br>25%<br>Q | 62<br>26%<br>V | 83<br>29%<br>UV | 55<br>20%<br>V | 30<br>12% | 28<br>17% | 224<br>23% | 58<br>18% | 28<br>16% | 15<br>16%<br>* | 34<br>22% | 19<br>18%<br>* | 65<br>15% | 98<br>25%<br>d |
| Heard a great deal | 105<br>9% | 72<br>13%<br>C | 33<br>6% | 42<br>13%<br>E | 28<br>8% | 35<br>8% | 23<br>8% | 24<br>8% | 20<br>8% | 26<br>15% | 4<br>10%<br>* | 8<br>8%<br>* | 75<br>11% | 31<br>7% | 70<br>11% | 35<br>7% | 55<br>15%<br>R | 50<br>7% | 15<br>6% | 20<br>7% | 25<br>9% | 42<br>17%<br>STU | 22<br>13% | 83<br>9% | 41<br>12% | 16<br>9% | 5<br>5%<br>* | 18<br>12% | 10<br>10%<br>* | 40<br>10% | 42<br>11% |
| Don't know | 73<br>6% | 20<br>4% | 51<br>9%<br>B | 41<br>13%<br>EF | 24<br>6%<br>F | 8<br>2% | 22<br>8% | 14<br>5% | 14<br>6% | 16<br>9% | 2<br>5%<br>* | 6<br>5%<br>* | 47<br>7% | 26<br>6% | 39<br>6% | 34<br>7% | 15<br>4% | 58<br>8%<br>Q | 23<br>9%<br>TV | 9<br>3% | 22<br>8%<br>T | 10<br>4% | 15<br>9% | 52<br>5% | 9<br>3% | -<br>- | 4<br>5%<br>Z* | 8<br>5%<br>Z | 6<br>6%<br>Z* | 16<br>4% | 10<br>3% |
| NET: A great deal / a fair amount | 419<br>37% | 243<br>44%<br>C | 173<br>30% | 136<br>42% | 130<br>35% | 153<br>35% | 89<br>32% | 98<br>34% | 90<br>38% | 87<br>49%<br>GHL | 21<br>51%<br>G* | 34<br>32%<br>* | 283<br>41%<br>N | 136<br>31% | 272<br>41%<br>P | 148<br>31% | 182<br>49%<br>R | 237<br>31% | 67<br>28% | 96<br>33% | 101<br>36% | 129<br>52%<br>STU | 78<br>46%<br>X | 339<br>35% | 152<br>46% | 70<br>40% | 33<br>34%<br>* | 54<br>36% | 45<br>43%<br>* | 187<br>44%<br>e | 138<br>36% |
| NET: Not very much / Not heard anything at all | 644<br>57% | 285<br>52% | 353<br>61%<br>B | 148<br>46% | 219<br>59%<br>D | 277<br>63%<br>D | 170<br>61%<br>J | 180<br>62%<br>J | 134<br>56%<br>J | 74<br>42% | 18<br>44%<br>* | 67<br>63%<br>J* | 364<br>52% | 281<br>63%<br>M | 347<br>53% | 297<br>62%<br>O | 177<br>47% | 467<br>61%<br>Q | 149<br>62%<br>V | 184<br>64%<br>V | 157<br>56%<br>V | 107<br>44% | 76<br>45% | 565<br>59%<br>W | 167<br>51% | 104<br>60% | 59<br>61%<br>* | 90<br>59% | 53<br>51%<br>* | 221<br>52% | 241<br>62%<br>d |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 391<br>34% | 37<br>18% | 34<br>20% | 37<br>20% | 60<br>37%<br>D | 38<br>21% | 67<br>41%<br>F | 24<br>21%<br>* | 33<br>27% | 119<br>39%<br>HI | 83<br>37%<br>H | 104<br>28% | 112<br>36%<br>LOQ | 118<br>31%<br>Q | 95<br>29% | 147<br>34%<br>LQ | 63<br>24% | 254<br>40%<br>S | 247<br>35% | 237<br>37% | 259<br>38%<br>S | 215<br>36% | 292<br>40%<br>SV |
| Heard a fair amount | 314<br>28% | 101<br>50% | 84<br>48% | 85<br>47%<br>E | 50<br>31% | 82<br>47%<br>G | 46<br>28% | 47<br>42%<br>JK* | 54<br>43%<br>JK | 88<br>29% | 56<br>25% | 144<br>39%<br>MP | 98<br>32% | 137<br>37%<br>P | 125<br>37%<br>P | 128<br>30% | 101<br>39%<br>P | 148<br>23% | 202<br>28%<br>R | 165<br>26% | 175<br>26% | 177<br>29%<br>R | 196<br>27%<br>R |
| Not heard anything at all | 253<br>22% | 7<br>4% | 5<br>3% | 10<br>5% | 35<br>22%<br>D | 10<br>6% | 31<br>19%<br>F | 6<br>5%<br>* | 11<br>9% | 66<br>21%<br>HI | 55<br>25%<br>HI | 53<br>14% | 41<br>13% | 53<br>14% | 49<br>15% | 85<br>20%<br>LMNOQ | 34<br>13% | 167<br>26% | 175<br>25% | 162<br>25% | 165<br>25% | 137<br>23% | 171<br>23% |
| Heard a great deal | 105<br>9% | 54<br>27% | 49<br>28% | 49<br>27%<br>E | 13<br>8% | 44<br>25%<br>G | 13<br>8% | 30<br>27%<br>JK* | 26<br>21%<br>JK | 25<br>8% | 15<br>7% | 63<br>17% | 46<br>15% | 52<br>14% | 46<br>14% | 55<br>13% | 47<br>18%<br>P | 41<br>6% | 57<br>8% | 48<br>7% | 54<br>8% | 47<br>8% | 52<br>7% |
| Don't know | 73<br>6% | 2<br>1% | 3<br>1% | 2<br>1% | 4<br>3% | 3<br>1% | 8<br>5% | 5<br>5%<br>I* | -<br>- | 11<br>3% | 14<br>6%<br>I | 10<br>3% | 10<br>3% | 14<br>4% | 18<br>5%<br>L | 17<br>4% | 15<br>6%<br>L | 31<br>5%<br>UW | 32<br>5%<br>U | 26<br>4% | 20<br>3% | 27<br>4% | 24<br>3% |
| NET: A great deal / a fair amount | 419<br>37% | 155<br>77% | 132<br>76% | 134<br>73%<br>E | 63<br>39% | 126<br>71%<br>G | 59<br>36% | 77<br>68%<br>JK* | 79<br>64%<br>JK | 113<br>37% | 71<br>32% | 207<br>55%<br>MP | 144<br>47% | 189<br>51%<br>P | 171<br>51%<br>P | 183<br>42% | 148<br>57%<br>MNP | 188<br>29% | 259<br>36%<br>R | 212<br>33%<br>R | 229<br>34%<br>R | 223<br>37%<br>R | 248<br>34%<br>R |
| NET: Not very much / Not heard anything at all | 644<br>57% | 44<br>22% | 39<br>22% | 46<br>25% | 96<br>59%<br>D | 48<br>27% | 98<br>59%<br>F | 30<br>27%<br>* | 44<br>36% | 185<br>60%<br>HI | 139<br>62%<br>HI | 157<br>42% | 153<br>50%<br>LQ | 171<br>46%<br>Q | 144<br>43%<br>Q | 232<br>54%<br>LNOQ | 97<br>37% | 421<br>66%<br>SV | 422<br>59% | 399<br>63% | 425<br>63%<br>SV | 352<br>58% | 463<br>63%<br>SV |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income households to improve energy efficiency etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Not heard very much | 427<br>38% | 205<br>37% | 215<br>37% | 86<br>26% | 135<br>36%<br>D | 207<br>47%<br>DE | 95<br>34% | 114<br>39%<br>J | 112<br>47%<br>GJ | 49<br>27% | 19<br>45%<br>* | 39<br>37%<br>* | 243<br>35% | 185<br>42% | 241<br>37% | 187<br>39% | 128<br>34% | 299<br>39% | 90<br>38% | 124<br>43%<br>V | 106<br>38% | 70<br>29% | 49<br>29% | 377<br>39%<br>W | 127<br>39% | 61<br>35% | 55<br>57%<br>YZbc* | 47<br>31% | 40<br>38%<br>* | 176<br>42% | 145<br>37% |
| Heard a fair amount | 281<br>25% | 145<br>26% | 135<br>23% | 93<br>29% | 94<br>25% | 94<br>21% | 72<br>26%<br>I | 89<br>31%<br>IL | 38<br>16% | 52<br>29%<br>I | 10<br>25%<br>* | 19<br>18%<br>* | 187<br>27% | 94<br>21% | 176<br>27% | 105<br>22% | 116<br>31%<br>R | 165<br>22% | 42<br>18% | 67<br>23% | 74<br>26% | 86<br>35%<br>ST | 56<br>33%<br>X | 221<br>23% | 100<br>31% | 55<br>32% | 20<br>20%<br>* | 40<br>26% | 26<br>25%<br>* | 121<br>29% | 99<br>26% |
| Not heard anything at all | 264<br>23% | 122<br>22% | 141<br>24% | 53<br>16% | 102<br>27%<br>D | 109<br>25%<br>D | 73<br>26% | 60<br>21% | 57<br>24% | 34<br>19% | 7<br>17%<br>* | 33<br>31%<br>* | 144<br>21% | 120<br>27%<br>M | 140<br>21% | 124<br>26% | 71<br>19% | 193<br>25%<br>Q | 72<br>30%<br>V | 65<br>22% | 59<br>21% | 47<br>19% | 23<br>14% | 240<br>25%<br>W | 49<br>15% | 45<br>26%<br>Y | 16<br>16%<br>* | 47<br>31%<br>Ya | 25<br>24%<br>* | 77<br>18% | 101<br>26%<br>d |
| Heard a great deal | 94<br>8% | 58<br>11%<br>C | 36<br>6% | 60<br>18%<br>EF | 19<br>5% | 16<br>4% | 23<br>8% | 17<br>6% | 14<br>6% | 28<br>16%<br>GHI | 3<br>7%<br>* | 9<br>8%<br>* | 76<br>11%<br>N | 18<br>4% | 62<br>9% | 32<br>7% | 48<br>13%<br>R | 46<br>6% | 17<br>7% | 21<br>7% | 18<br>7% | 34<br>14%<br>STU | 28<br>16%<br>X | 66<br>7% | 43<br>13%<br>Za | 11<br>6% | 3<br>4%<br>* | 10<br>6% | 7<br>7%<br>* | 40<br>9% | 26<br>7% |
| Don't know | 70<br>6% | 18<br>3% | 50<br>9%<br>B | 33<br>10%<br>F | 24<br>6%<br>F | 12<br>3% | 18<br>6% | 11<br>4% | 16<br>7% | 15<br>8% | 2<br>5%<br>* | 7<br>7%<br>* | 44<br>6% | 25<br>6% | 39<br>6% | 31<br>6% | 11<br>3% | 59<br>8%<br>Q | 18<br>7% | 13<br>5% | 23<br>8%<br>V | 9<br>4% | 13<br>8% | 51<br>5% | 8<br>3% | 2<br>1% | 3<br>3%<br>* | 8<br>5% | 5<br>5%<br>* | 9<br>2% | 17<br>4% |
| NET: A great deal / a fair amount | 375<br>33% | 203<br>37%<br>C | 172<br>30% | 153<br>47%<br>EF | 113<br>30% | 110<br>25% | 95<br>34%<br>I | 106<br>36%<br>I | 52<br>22% | 80<br>45%<br>GIL | 13<br>32%<br>* | 27<br>26%<br>* | 263<br>38%<br>N | 112<br>25% | 238<br>36%<br>P | 137<br>29% | 164<br>44%<br>R | 212<br>28% | 59<br>25% | 88<br>30% | 93<br>33% | 120<br>49%<br>STU | 84<br>50%<br>X | 287<br>30% | 143<br>44%<br>a | 66<br>38% | 23<br>24%<br>* | 50<br>33% | 33<br>32%<br>* | 161<br>38% | 126<br>32% |
| NET: Not very much / Not heard anything at all | 691<br>61% | 328<br>60% | 355<br>62% | 139<br>43% | 237<br>63%<br>D | 316<br>72%<br>DE | 168<br>60%<br>J | 174<br>60%<br>J | 169<br>71%<br>GHJ | 82<br>46% | 26<br>63%<br>* | 72<br>67%<br>J* | 386<br>56% | 305<br>69%<br>M | 381<br>58% | 310<br>65%<br>O | 200<br>53% | 492<br>65%<br>Q | 162<br>68%<br>V | 189<br>65%<br>V | 165<br>59%<br>V | 117<br>48% | 72<br>42% | 617<br>65%<br>W | 176<br>54% | 106<br>61% | 70<br>73%<br>Y* | 94<br>62% | 65<br>63%<br>* | 253<br>60% | 246<br>63% |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q5A+Q5B. How much, if anything, have you heard about each of these measures introduced by Keir Starmer's Labour Government so far? - Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income households to improve energy efficiency etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Not heard very much | 427<br>38% | 49<br>24% | 39<br>23% | 43<br>24% | 73<br>45%<br>D | 47<br>26% | 65<br>40%<br>F | 33<br>30%<br>* | 39<br>32% | 131<br>42%<br>H | 92<br>41% | 132<br>35%<br>Q | 90<br>29% | 144<br>39%<br>MOQ | 110<br>33% | 154<br>36%<br>MQ | 74<br>28% | 256<br>40% | 302<br>42%<br>T | 244<br>38% | 275<br>41% | 249<br>41% | 309<br>42%<br>T |
| Heard a fair amount | 281<br>25% | 81<br>40% | 74<br>43% | 77<br>42%<br>E | 28<br>17% | 74<br>42%<br>G | 30<br>18% | 37<br>33%<br>K* | 47<br>38%<br>K | 88<br>29%<br>K | 38<br>17% | 129<br>34%<br>P | 112<br>37%<br>P | 115<br>31% | 111<br>33%<br>P | 112<br>26% | 83<br>32% | 138<br>22% | 156<br>22% | 151<br>24% | 159<br>24% | 158<br>26%<br>RS | 180<br>24%<br>R |
| Not heard anything at all | 264<br>23% | 15<br>8% | 10<br>6% | 8<br>4% | 50<br>31%<br>D | 6<br>3% | 55<br>33%<br>F | 8<br>7%<br>* | 7<br>6% | 65<br>21%<br>HI | 70<br>31%<br>HIJ | 40<br>11% | 50<br>16%<br>L | 50<br>13% | 47<br>14%<br>L | 106<br>25%<br>LMNOQ | 38<br>15%<br>L | 195<br>30%<br>SVW | 182<br>25%<br>V | 180<br>28%<br>V | 185<br>27%<br>V | 130<br>22% | 188<br>26%<br>V |
| Heard a great deal | 94<br>8% | 52<br>26% | 49<br>28% | 51<br>28%<br>E | 7<br>4% | 50<br>28%<br>G | 9<br>6% | 30<br>27%<br>JK* | 31<br>25%<br>JK | 12<br>4% | 13<br>6% | 62<br>17%<br>P | 48<br>15%<br>P | 58<br>16%<br>P | 53<br>16%<br>P | 47<br>11% | 55<br>21%<br>NOP | 27<br>4% | 43<br>6%<br>R | 33<br>5% | 37<br>6% | 41<br>7%<br>RW | 36<br>5% |
| Don't know | 70<br>6% | 4<br>2% | 1<br>1% | 3<br>2% | 4<br>2% | -<br>- | 6<br>3%<br>F | 3<br>3%<br>* | -<br>- | 12<br>4%<br>I | 10<br>4%<br>I | 11<br>3% | 7<br>2% | 6<br>2% | 12<br>4%<br>N | 13<br>3% | 11<br>4%<br>N | 24<br>4% | 31<br>4%<br>UW | 30<br>5%<br>UW | 18<br>3% | 24<br>4% | 22<br>3% |
| NET: A great deal / a fair amount | 375<br>33% | 133<br>66% | 123<br>71% | 129<br>70%<br>E | 35<br>22% | 124<br>70%<br>G | 40<br>24% | 67<br>60%<br>JK* | 78<br>63%<br>JK | 100<br>32% | 52<br>23% | 191<br>51%<br>P | 160<br>52%<br>P | 174<br>46%<br>P | 163<br>49%<br>P | 158<br>37% | 137<br>53%<br>NP | 165<br>26% | 199<br>28% | 183<br>29% | 196<br>29%<br>R | 199<br>33%<br>RSTW | 216<br>29%<br>R |
| NET: Not very much / Not heard anything at all | 691<br>61% | 64<br>32% | 49<br>29% | 51<br>28% | 123<br>76%<br>D | 52<br>30% | 120<br>73%<br>F | 41<br>37%<br>* | 46<br>37% | 196<br>64%<br>HI | 162<br>72%<br>HI | 172<br>46% | 140<br>46% | 194<br>52%<br>LQ | 157<br>47% | 261<br>60%<br>LMNOQ | 112<br>43% | 451<br>70%<br>TV | 483<br>68%<br>V | 425<br>67% | 460<br>68%<br>V | 379<br>63% | 498<br>68%<br>V |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Summary

All adults aged 18+ in GB

| | Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools | Increasing the rate of National Insurance that employers pay from 13.8% to 15% | Increasing the minimum wage for over-21s to £12.21 per hour | Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000 | Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300 | Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius | Ending VAT exemptions previously offered to private schools | Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million | Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years | Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.) | Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament | Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.) | Introducing the Renters' Right Bill to ban no-fault evictions for renters | Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence) | Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker | Agreeing trade deals with the United States of America, the EU and India | Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network | Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired | Increasing NHS spending by an extra £29billion in England | Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material | Setting up Great British Energy as a new, public-owned company to invest in renewable energies | Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs | Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income household to improve energy efficiency etc.) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 | 1135 |
| Weighted base | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1134 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 | 1136 |
| Strongly support (2) | 298<br>26%<br>BEFGHIKMNOPQU | 97<br>9%<br>N | 326<br>29%<br>BDEFGHIKMNOPQUW | 288<br>25%<br>BEFHIKMNOPQU | 233<br>21%<br>BFHINOP | 121<br>11%<br>N | 257<br>23%<br>BFHINOPU | 133<br>12%<br>BN | 151<br>13%<br>BFN | 292<br>26%<br>BFHIMNOPQU | 215<br>19%<br>BFHINO | 372<br>33%<br>ABCDEFGHIKLMNOPQUVW | 248<br>22%<br>BFHINOP | 63<br>6% | 165<br>14%<br>BFN | 183<br>16%<br>BFHN | 228<br>20%<br>BFHINOP | 451<br>40%<br>ABCDEFGHIKLMNOPQSTUVW | 412<br>36%<br>ABCDEFGHIKMNOPQTUVW | 349<br>31%<br>ABDEFGHIKMNOPQUW | 206<br>18%<br>BFHINO | 320<br>28%<br>BEFGHIKMNOPQUW | 268<br>24%<br>BFHINOPQU |
| Tend to support (1) | 328<br>29%<br>BFGHINO | 197<br>17%<br>FH | 435<br>38%<br>ABDEFGHIJKLMNOQSTU | 329<br>29%<br>BFGHINO | 321<br>28%<br>BFGHINO | 135<br>12% | 229<br>20%<br>FHN | 160<br>14% | 290<br>26%<br>BFGHINO | 382<br>34%<br>ABDEFGHIKMNO | 324<br>29%<br>BFGHINO | 360<br>32%<br>BFGHINO | 334<br>29%<br>BFGHINO | 168<br>15% | 217<br>19%<br>FHN | 416<br>37%<br>ABDEFGHIKLMNOQSTU | 361<br>32%<br>BFGHINO | 385<br>34%<br>ABDEFGHIKMNO | 357<br>31%<br>BFGHINO | 346<br>30%<br>BFGHINO | 368<br>32%<br>BFGHINO | 391<br>34%<br>ABDEFGHIKMNO | 419<br>37%<br>ABDEFGHIKLMNOQSTU |
| Neither support nor oppose (0) | 273<br>24%<br>CEIJLRST | 281<br>25%<br>CEIJLRST | 201<br>18% | 253<br>22%<br>CRS | 217<br>19% | 340<br>30%<br>ABCDEGHIJLNRSTVW | 290<br>26%<br>CEHIJLRST | 245<br>22%<br>CRS | 278<br>25%<br>CEIJLRST | 223<br>20%<br>R | 305<br>27%<br>CDDHIJLRSTVW | 225<br>20%<br>R | 305<br>27%<br>CDEHIJLRSTVW | 263<br>23%<br>CERST | 355<br>31%<br>ABCDEGHIJLNRSTUVW | 344<br>30%<br>ABCDEGHIJLNRSTVW | 322<br>28%<br>ACDEHIJLNRSTVW | 178<br>16% | 190<br>17% | 225<br>20%<br>R | 305<br>27%<br>CDDHIJLNRSTVW | 246<br>22%<br>CRS | 250<br>22%<br>CRS |
| Tend to oppose (-1) | 75<br>7%<br>LPR | 240<br>21%<br>ACDEFGHIJKLMOPQRSTUVW | 56<br>5%<br>LR | 103<br>9%<br>ACJLMPQRSTUVW | 121<br>11%<br>ACJLMPQRSTUVW | 108<br>10%<br>ACJLMPQRSTUVW | 108<br>10%<br>ACJLMPQRSTUVW | 202<br>18%<br>ACDEFGIJKLMOPQRSTUVW | 147<br>13%<br>ACDFGKLMPQRSTUVW | 72<br>6%<br>LPR | 94<br>8%<br>CLPRSTUVW | 32<br>3% | 70<br>6%<br>LPR | 259<br>23%<br>ACDEFGHIJKLMOPQRSTUVW | 123<br>11%<br>ACJLMPQRSTUVW | 38<br>3% | 73<br>6%<br>LPRV | 24<br>2% | 59<br>5%<br>LR | 64<br>6%<br>LPR | 65<br>6%<br>LPR | 51<br>4%<br>R | 60<br>5%<br>LR |
| Strongly oppose (-2) | 68<br>6%<br>CLPRSV | 209<br>18%<br>ACDEGIJKLMOPQRSTUVW | 33<br>3% | 63<br>6%<br>CLPRSV | 136<br>12%<br>ACDJKLMPQRSTUVW | 196<br>17%<br>ACDEGJKLMOPQRSTUVW | 122<br>11%<br>ACDJKLMPQRSTUVW | 269<br>24%<br>ABCDEFGJKLMOPQRSTUVW | 162<br>14%<br>ACDGJKLMPQRSTUVW | 67<br>6%<br>CLPRSV | 71<br>6%<br>CLPQRSV | 28<br>3% | 54<br>5%<br>CLRV | 295<br>26%<br>ABCDEFGJKLMOPQRSTUVW | 152<br>13%<br>ACDJKLMPQRSTUVW | 40<br>4%<br>R | 45<br>4%<br>R | 23<br>2% | 34<br>3% | 79<br>7%<br>CLPQRSVW | 77<br>7%<br>CLPQRSVW | 33<br>3% | 56<br>5%<br>CLRSV |
| Don't know | 92<br>8% | 110<br>10%<br>CRT | 82<br>7% | 97<br>9% | 106<br>9%<br>CRT | 233<br>21%<br>ABCDEGHIJKLMNOPQRSTUVW | 127<br>11%<br>ACDEJNRSTW | 125<br>11%<br>ACDJNRSTW | 105<br>9%<br>CRT | 98<br>9%<br>C | 125<br>11%<br>ACDJNRSTW | 116<br>10%<br>ACRSTW | 122<br>11%<br>ACDJNRSTW | 88<br>8% | 126<br>11%<br>ACNRSTVW | 115<br>10%<br>CNRSTW | 106<br>9%<br>RSTW | 75<br>7% | 85<br>7% | 74<br>7% | 115<br>10%<br>CNRSTW | 96<br>8%<br>RT | 83<br>7% |
| NET: Strongly support / Tend to support | 625<br>55%<br>BEFGHIKMNO | 293<br>26%<br>FN | 762<br>67%<br>ABDEFGHIJKLMNOPQTUVW | 618<br>54%<br>BEFGHINO | 554<br>49%<br>BFGHINO | 256<br>23% | 485<br>43%<br>BFHINO | 293<br>26%<br>FN | 441<br>39%<br>BFHNO | 674<br>60%<br>ABDEFGHIKMNOPQU | 538<br>48%<br>BFGHINO | 732<br>65%<br>ABDEFGHIKMNOPQU | 581<br>51%<br>BFGHINO | 231<br>20% | 381<br>34%<br>BFHN | 599<br>53%<br>BFGHIKNO | 589<br>52%<br>BFGHIND | 836<br>74%<br>ABCDEFGHIKLMNOPQSTUVW | 768<br>68%<br>ABDEFGHIKMNOPQTUVW | 695<br>61%<br>ABDEFGHIKMNOPQU | 574<br>51%<br>BFGHINO | 711<br>63%<br>ABDEFGHIKMNOPQU | 688<br>61%<br>ABDEFGHIKMNOPQU |
| NET: Strongly oppose / Tend to oppose | 142<br>13%<br>CLPRSV | 449<br>40%<br>ACDEFGJKLMOPQRSTUVW | 89<br>8%<br>LR | 166<br>15%<br>ACJLMPQRSVW | 257<br>23%<br>ACDJKLMPQRSTUVW | 305<br>27%<br>ACDEGJKLMPQRSTUVW | 231<br>20%<br>ACDJKLMPQRSTUVW | 470<br>41%<br>ACDEFGIJKLMOPQRSTUVW | 309<br>27%<br>ACDEGJKLMPQRSTUVW | 138<br>12%<br>CLPRSV | 165<br>15%<br>CLMPQRSVW | 60<br>5% | 124<br>11%<br>CLPRV | 555<br>49%<br>ABCDEFGHIKLMOPQRSTUVW | 275<br>24%<br>ACDJKLMPQRSTUVW | 79<br>7%<br>R | 118<br>10%<br>LPRV | 47<br>4% | 93<br>8%<br>LR | 143<br>13%<br>CLPRSV | 142<br>13%<br>CLPRSV | 83<br>7%<br>R | 116<br>10%<br>LPRV |
| Mean | 0.68<br>BEFGHINO<br>U | -0.26<br>N | 0.92<br>ABDEFGHIJKMNOPQTU<br>W | 0.65<br>BEFGHINO | 0.38<br>BFHINO | -0.14<br>BHN | 0.39<br>BFHINO | -0.31<br>N | 0.12<br>BFHN | 0.74<br>BDEFGHIKMNOU | 0.51<br>BEFGHNO | 1.00<br>ABDEFGHIJKMNOPQTUVW | 0.64<br>BEFGHINO | -0.53 | 0.12<br>BHN | 0.65<br>BEFGHINO<br>U | 0.64<br>BEFGHINO<br>U | 1.15<br>ABCDEFGHIKLMNOPQSTUVW | 1.00<br>ABDEFGHIJKMNOPQTUVW | 0.77<br>BDEFGHIKMNOPQU | 0.55<br>BEFGHINO | 0.88<br>ABDEFGHIJKMNOPQTU<br>W | 0.74<br>BEFGHINOPQU |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 328<br>29% | 159<br>29% | 165<br>29% | 83<br>28% | 111<br>30% | 134<br>29% | 70<br>28% | 82<br>27% | 84<br>29% | 45<br>33%<br>* | 15<br>20%<br>* | 33<br>37%<br>K* | 221<br>31% | 107<br>25% | 184<br>30% | 144<br>28% | 127<br>35%<br>R | 201<br>26% | 61<br>27% | 90<br>30% | 73<br>28% | 86<br>33% | 41<br>30% | 284<br>29% | 115<br>36%<br>b | 60<br>35%<br>b | 28<br>34%<br>b* | 35<br>19% | 24<br>26%<br>* | 151<br>35%<br>e | 98<br>25% |
| Strongly support (2) | 298<br>26% | 141<br>26% | 149<br>26% | 113<br>38%<br>EF | 103<br>27%<br>F | 82<br>18% | 72<br>29% | 83<br>28% | 78<br>27% | 28<br>21%<br>* | 15<br>21%<br>* | 21<br>23%<br>* | 206<br>29%<br>N | 91<br>21% | 168<br>27% | 129<br>25% | 116<br>32%<br>R | 181<br>24% | 57<br>25% | 64<br>22% | 75<br>29% | 82<br>31%<br>T | 37<br>27% | 257<br>26% | 122<br>38%<br>Zb | 21<br>12% | 27<br>33%<br>Z* | 35<br>19% | 36<br>40%<br>Zb* | 145<br>34%<br>e | 78<br>20% |
| Neither support nor oppose (0) | 273<br>24% | 138<br>25% | 135<br>24% | 50<br>17% | 94<br>25%<br>D | 130<br>28%<br>D | 46<br>18% | 82<br>27%<br>G | 69<br>24% | 36<br>27%<br>* | 26<br>36%<br>GL* | 15<br>17%<br>* | 154<br>22% | 119<br>28% | 149<br>24% | 124<br>24% | 73<br>20% | 200<br>26%<br>Q | 62<br>27% | 79<br>26% | 51<br>19% | 57<br>22% | 34<br>25% | 228<br>23% | 53<br>16% | 57<br>33%<br>Y | 16<br>20%<br>* | 52<br>28%<br>Y | 19<br>21%<br>* | 90<br>21% | 106<br>28% |
| Tend to oppose (-1) | 75<br>7% | 33<br>6% | 41<br>7% | 20<br>7% | 18<br>5% | 37<br>8% | 19<br>7% | 19<br>6% | 22<br>8% | 8<br>6%<br>* | *<br>0%<br>* | 7<br>8%<br>* | 45<br>6% | 30<br>7% | 45<br>7% | 30<br>6% | 18<br>5% | 57<br>7% | 14<br>6% | 25<br>8% | 19<br>7% | 12<br>5% | 8<br>6% | 67<br>7% | 16<br>5% | 12<br>7% | 4<br>4%<br>* | 23<br>13%<br>Y | 5<br>6%<br>* | 13<br>3% | 40<br>10%<br>d |
| Strongly oppose (-2) | 68<br>6% | 46<br>8%<br>C | 19<br>3% | 7<br>2% | 13<br>4% | 47<br>10%<br>DE | 26<br>11%<br>H | 8<br>3% | 16<br>6% | 6<br>5%<br>* | 5<br>7%<br>* | 6<br>6%<br>* | 33<br>5% | 35<br>8%<br>M | 41<br>7% | 26<br>5% | 11<br>3% | 57<br>7%<br>Q | 7<br>3% | 24<br>8%<br>S | 22<br>8%<br>S | 12<br>5% | 1<br>1% | 65<br>7%<br>W | 3<br>1% | 18<br>11%<br>Ya | 1<br>1%<br>* | 32<br>17%<br>Yac | 3<br>3%<br>* | 14<br>3% | 45<br>12%<br>d |
| Don't know | 92<br>8% | 34<br>6% | 59<br>10%<br>B | 26<br>9% | 36<br>10% | 30<br>7% | 18<br>7% | 28<br>9% | 18<br>6% | 11<br>8%<br>* | 11<br>15%<br>I* | 7<br>8%<br>* | 47<br>7% | 46<br>11%<br>M | 31<br>5% | 61<br>12%<br>O | 21<br>6% | 72<br>9%<br>Q | 28<br>12%<br>TV | 15<br>5% | 21<br>8% | 13<br>5% | 14<br>10% | 73<br>7% | 15<br>5% | 6<br>3% | 6<br>8%<br>* | 6<br>4% | 4<br>4%<br>* | 16<br>4% | 19<br>5% |
| NET: Strongly support / Tend to support | 625<br>55% | 299<br>54% | 314<br>55% | 196<br>66%<br>EF | 214<br>57%<br>F | 216<br>47% | 142<br>57% | 166<br>55% | 162<br>57% | 73<br>55%<br>* | 30<br>42%<br>* | 53<br>60%<br>K* | 427<br>61%<br>N | 198<br>46% | 352<br>57% | 273<br>53% | 244<br>66%<br>R | 382<br>50% | 118<br>51% | 154<br>52% | 148<br>57% | 169<br>64%<br>ST | 78<br>58% | 541<br>56% | 236<br>73%<br>Zb | 81<br>46% | 55<br>67%<br>Zb* | 71<br>39% | 61<br>66%<br>Zb* | 295<br>69%<br>e | 176<br>46% |
| NET: Strongly oppose / Tend to oppose | 142<br>13% | 79<br>14% | 59<br>10% | 27<br>9% | 31<br>8% | 85<br>18%<br>DE | 45<br>18%<br>H | 27<br>9% | 38<br>13% | 14<br>10%<br>* | 5<br>8%<br>* | 12<br>14%<br>* | 78<br>11% | 64<br>15% | 86<br>14% | 56<br>11% | 29<br>8% | 114<br>15%<br>Q | 21<br>9% | 49<br>17%<br>SV | 41<br>16%<br>V | 24<br>9% | 10<br>7% | 132<br>14%<br>W | 19<br>6% | 31<br>18%<br>Ya | 4<br>5%<br>* | 54<br>30%<br>YZac | 8<br>9%<br>* | 27<br>6% | 85<br>22%<br>d |
| Mean | 0.68 | 0.61 | 0.76 | 1.01<br>EF | 0.80<br>F | 0.38 | 0.61 | 0.78 | 0.69 | 0.66<br>* | 0.56<br>* | 0.69<br>* | 0.79<br>N | 0.50 | 0.67 | 0.71 | 0.93<br>R | 0.56 | 0.73 | 0.51 | 0.67 | 0.86<br>T | 0.86 | 0.67 | 1.09<br>Zb | 0.31 | 1.01<br>Zb* | 0.11 | 0.97<br>Zb* | 0.97<br>e | 0.34 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Starting the first phase of a national roll-out of free breakfast clubs in 850 English primary schools

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 328<br>29% | 78<br>37% | 66<br>36% | 79<br>40%<br>E | 38<br>23% | 68<br>41%<br>G | 39<br>22% | 35<br>39%<br>K* | 40<br>31%<br>K | 107<br>33%<br>K | 42<br>18% | 123<br>37%<br>PQ | 107<br>33%<br>P | 117<br>35%<br>P | 106<br>33% | 125<br>27% | 68<br>30% | 184<br>26% | 190<br>27% | 175<br>26% | 189<br>27% | 179<br>31%<br>RST | 223<br>29%<br>RT |
| Strongly support (2) | 298<br>26% | 73<br>35% | 66<br>37% | 76<br>38%<br>E | 27<br>16% | 65<br>40%<br>G | 22<br>13% | 31<br>35%<br>JK* | 48<br>37%<br>JK | 77<br>23% | 51<br>23% | 120<br>36%<br>MP | 61<br>19% | 119<br>36%<br>MP | 140<br>44%<br>LMNP | 93<br>20% | 104<br>46%<br>LMNP | 156<br>22% | 214<br>31%<br>RTUW | 154<br>23%<br>U | 137<br>20% | 183<br>32%<br>RTUW | 166<br>21% |
| Neither support nor oppose (0) | 273<br>24% | 38<br>18% | 33<br>18% | 30<br>15% | 48<br>29%<br>D | 20<br>12% | 55<br>32%<br>F | 13<br>14%<br>* | 25<br>20% | 91<br>28%<br>H | 69<br>30%<br>H | 55<br>16% | 93<br>29%<br>LNOQ | 62<br>18% | 53<br>17% | 121<br>27%<br>LNOQ | 32<br>14% | 205<br>29%<br>SV | 157<br>23% | 193<br>29%<br>SV | 200<br>29%<br>SV | 133<br>23% | 214<br>28%<br>SV |
| Tend to oppose (-1) | 75<br>7% | 13<br>6% | 9<br>5% | 10<br>5% | 13<br>8% | 8<br>5% | 19<br>11% | 5<br>6%<br>* | 8<br>7% | 16<br>5% | 21<br>9% | 18<br>5% | 27<br>8%<br>OQ | 18<br>5% | 10<br>3% | 38<br>8%<br>OQ | 9<br>4% | 54<br>8% | 42<br>6% | 53<br>8%<br>SV | 60<br>9%<br>SV | 32<br>6% | 62<br>8%<br>SV |
| Strongly oppose (-2) | 68<br>6% | 6<br>3% | 4<br>2% | 1<br>1% | 30<br>18%<br>D | 3<br>2% | 28<br>16%<br>F | 1<br>1%<br>* | 7<br>5% | 23<br>7%<br>H | 27<br>12%<br>H | 5<br>2% | 23<br>7%<br>LNOQ | 5<br>2% | 2<br>0% | 55<br>12%<br>LMNOQ | 2<br>1% | 63<br>9%<br>SV | 45<br>6%<br>V | 61<br>9%<br>SV | 66<br>9%<br>SV | 12<br>2% | 65<br>8%<br>SV |
| Don't know | 92<br>8% | 2<br>1% | 2<br>1% | 2<br>1% | 12<br>7%<br>D | 1<br>1% | 12<br>7%<br>F | 4<br>4%<br>I* | -<br>- | 15<br>5%<br>I | 17<br>7%<br>I | 12<br>4% | 12<br>4% | 14<br>4% | 8<br>3% | 23<br>5% | 10<br>4% | 46<br>6% | 44<br>6% | 37<br>5% | 45<br>6% | 37<br>6% | 41<br>5% |
| NET: Strongly support / Tend to support | 625<br>55% | 151<br>72% | 132<br>73% | 155<br>78%<br>E | 65<br>38% | 133<br>81%<br>G | 62<br>35% | 67<br>75%<br>JK* | 88<br>68%<br>JK | 184<br>56%<br>K | 93<br>41% | 243<br>73%<br>MP | 168<br>52% | 237<br>71%<br>MP | 246<br>77%<br>MNP | 218<br>48% | 172<br>77%<br>MNP | 340<br>48% | 405<br>58%<br>RTUW | 329<br>49% | 326<br>47% | 362<br>63%<br>RSTUW | 389<br>50%<br>U |
| NET: Strongly oppose / Tend to oppose | 142<br>13% | 20<br>9% | 14<br>8% | 11<br>6% | 44<br>26%<br>D | 11<br>7% | 47<br>27%<br>F | 6<br>7%<br>* | 15<br>12% | 39<br>12% | 49<br>22%<br>HJ | 23<br>7%<br>O | 50<br>15%<br>LNOQ | 23<br>7%<br>O | 12<br>4% | 93<br>20%<br>LMNOQ | 11<br>5% | 117<br>17%<br>SV | 87<br>12%<br>V | 114<br>17%<br>SV | 126<br>18%<br>SV | 44<br>8% | 128<br>17%<br>SV |
| Mean | 0.68 | 0.95 | 1.01 | 1.11<br>E | 0.11 | 1.13<br>G | 0.05 | 1.07<br>JK* | 0.88<br>K | 0.64<br>K | 0.32 | 1.04<br>MP | 0.51 | 1.02<br>MP | 1.20<br>LMNP | 0.38 | 1.22<br>LMNP | 0.48 | 0.75<br>RTUW | 0.48 | 0.42 | 0.91<br>RSTUW | 0.50<br>U |

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*ColumnProportions (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the rate of National Insurance that employers pay from 13.8% to 15%

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Neither support nor oppose (0) | 281<br>25% | 129<br>24% | 147<br>26% | 74<br>25% | 93<br>25% | 115<br>25% | 51<br>20% | 73<br>24% | 79<br>28% | 28<br>21%<br>* | 21<br>30%<br>* | 29<br>33%<br>G* | 170<br>24% | 112<br>26% | 131<br>21% | 150<br>29%<br>O | 85<br>23% | 196<br>26% | 80<br>35%<br>TUV | 69<br>23% | 55<br>21% | 53<br>20% | 35<br>26% | 239<br>25% | 86<br>27% | 37<br>21% | 18<br>22%<br>* | 33<br>18% | 20<br>22%<br>* | 114<br>27%<br>e | 69<br>18% |
| Tend to oppose (-1) | 240<br>21% | 105<br>19% | 133<br>24% | 40<br>14% | 72<br>19% | 127<br>28%<br>DE | 62<br>25%<br>K | 64<br>21%<br>K | 68<br>24%<br>K | 22<br>16%<br>* | 6<br>8%<br>* | 19<br>22%<br>K* | 150<br>21% | 90<br>21% | 140<br>23% | 100<br>19% | 74<br>20% | 166<br>22% | 41<br>18% | 60<br>20% | 69<br>26% | 54<br>20% | 19<br>14% | 216<br>22%<br>W | 63<br>19% | 58<br>33%<br>Ybc | 20<br>25%<br>* | 39<br>22% | 18<br>19%<br>* | 94<br>22% | 101<br>26% |
| Strongly oppose (-2) | 209<br>18% | 113<br>21% | 95<br>17% | 34<br>11% | 56<br>15% | 120<br>26%<br>DE | 50<br>20% | 56<br>19% | 54<br>19% | 22<br>16%<br>* | 14<br>20%<br>* | 13<br>15%<br>* | 118<br>17% | 92<br>21% | 119<br>19% | 90<br>18% | 47<br>13% | 162<br>21%<br>Q | 28<br>12% | 64<br>22%<br>S | 55<br>21%<br>S | 49<br>19% | 10<br>7% | 198<br>20%<br>W | 27<br>8% | 51<br>29%<br>Yac | 11<br>14%<br>* | 70<br>38%<br>Yac | 7<br>8%<br>* | 48<br>11% | 127<br>33%<br>d |
| Tend to support (1) | 197<br>17% | 107<br>19% | 86<br>15% | 69<br>23%<br>F | 69<br>18% | 59<br>13% | 41<br>16% | 55<br>18% | 37<br>13% | 35<br>26%<br>I* | 14<br>20%<br>* | 14<br>16%<br>* | 131<br>19% | 66<br>15% | 127<br>20%<br>P | 70<br>14% | 91<br>25%<br>R | 106<br>14% | 34<br>15% | 55<br>18% | 40<br>16% | 60<br>23%<br>S | 35<br>26%<br>X | 160<br>16% | 80<br>25%<br>Zb | 16<br>9% | 22<br>28%<br>Zb* | 21<br>11% | 27<br>29%<br>Zb* | 104<br>24%<br>e | 44<br>11% |
| Strongly support (2) | 97<br>9% | 58<br>11%<br>C | 34<br>6% | 44<br>15%<br>F | 37<br>10%<br>F | 15<br>3% | 26<br>10%<br>H | 15<br>5% | 28<br>10% | 15<br>11%<br>* | 5<br>6%<br>* | 8<br>9%<br>* | 78<br>11%<br>N | 18<br>4% | 63<br>10% | 34<br>7% | 46<br>13%<br>R | 50<br>7% | 16<br>7% | 20<br>7% | 23<br>9% | 32<br>12% | 18<br>14%<br>X | 76<br>8% | 45<br>14%<br>Za | 9<br>5% | 2<br>3%<br>* | 13<br>7% | 15<br>17%<br>Zab* | 52<br>12%<br>e | 21<br>5% |
| Don't know | 110<br>10% | 37<br>7% | 71<br>12%<br>B | 38<br>13%<br>F | 48<br>13%<br>F | 25<br>5% | 22<br>9% | 39<br>13%<br>IL | 21<br>7% | 12<br>9%<br>* | 12<br>17%<br>IL* | 4<br>4%<br>* | 60<br>8% | 50<br>12% | 39<br>6% | 71<br>14%<br>O | 23<br>6% | 87<br>11%<br>Q | 31<br>13%<br>V | 30<br>10% | 19<br>7% | 16<br>6% | 19<br>14% | 85<br>9% | 23<br>7% | 4<br>2% | 7<br>9%<br>Z* | 7<br>4% | 5<br>5%<br>* | 16<br>4% | 23<br>6% |
| NET: Strongly support / Tend to support | 293<br>26% | 165<br>30%<br>C | 121<br>21% | 113<br>38%<br>EF | 106<br>28%<br>F | 74<br>16% | 67<br>27% | 71<br>23% | 65<br>23% | 50<br>37%<br>HI* | 19<br>26%<br>* | 22<br>26%<br>* | 209<br>30%<br>N | 84<br>20% | 190<br>31%<br>P | 104<br>20% | 137<br>37%<br>R | 156<br>20% | 50<br>22% | 75<br>25% | 63<br>24% | 92<br>35%<br>STU | 53<br>39%<br>X | 236<br>24% | 125<br>39%<br>Zb | 25<br>15% | 25<br>31%<br>Z* | 34<br>18% | 42<br>45%<br>Zb* | 155<br>36%<br>e | 65<br>17% |
| NET: Strongly oppose / Tend to oppose | 449<br>40% | 218<br>40% | 229<br>40% | 74<br>25% | 128<br>34%<br>D | 247<br>54%<br>DE | 112<br>44%<br>K | 120<br>40% | 121<br>42%<br>K | 44<br>33%<br>* | 20<br>28%<br>* | 32<br>37%<br>* | 267<br>38% | 182<br>43% | 259<br>42% | 190<br>37% | 121<br>33% | 328<br>43%<br>Q | 69<br>30% | 124<br>42%<br>S | 123<br>47%<br>S | 103<br>39% | 29<br>22% | 413<br>42%<br>W | 90<br>28% | 109<br>62%<br>Yac | 32<br>39%<br>* | 110<br>60%<br>Yac | 25<br>27%<br>* | 142<br>33% | 228<br>59%<br>d |
| Mean | -0.26 | -0.21 | -0.34 | 0.19<br>EF | -0.12<br>F | -0.64 | -0.30 | -0.34 | -0.31 | -0.01<br>H* | -0.18<br>* | -0.18<br>* | -0.15<br>N | -0.45 | -0.22 | -0.32 | 0.04<br>R | -0.42 | -0.16 | -0.35 | -0.38 | -0.11<br>U | 0.28<br>X | -0.34 | 0.18<br>Zab | -0.73 | -0.21<br>Zb* | -0.75 | 0.28<br>Zab* | 0.04<br>e | -0.75 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the rate of National Insurance that employers pay from 13.8% to 15%

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Neither support nor oppose (0) | 281<br>25% | 37<br>18% | 31<br>17% | 44<br>22% | 22<br>13% | 34<br>21% | 27<br>16% | 15<br>17%<br>* | 29<br>22% | 80<br>24% | 59<br>26% | 105<br>31%<br>MNOPQ | 69<br>21% | 85<br>25%<br>P | 80<br>25%<br>P | 81<br>18% | 47<br>21% | 152<br>21% | 186<br>27%<br>R | 162<br>24% | 170<br>24%<br>R | 176<br>31%<br>RSTUW | 201<br>26%<br>R |
| Tend to oppose (-1) | 240<br>21% | 44<br>21% | 31<br>17% | 41<br>21% | 41<br>24% | 30<br>18% | 40<br>23% | 21<br>24%<br>* | 29<br>22% | 70<br>21% | 42<br>18% | 51<br>15% | 83<br>26%<br>LOQ | 70<br>21%<br>LQ | 53<br>17% | 100<br>22%<br>LQ | 30<br>13% | 183<br>26%<br>S | 140<br>20% | 158<br>23%<br>S | 174<br>25%<br>S | 127<br>22% | 191<br>25%<br>S |
| Strongly oppose (-2) | 209<br>18% | 27<br>13% | 27<br>15% | 13<br>7% | 63<br>37%<br>D | 14<br>9% | 61<br>35%<br>F | 8<br>9%<br>* | 14<br>11% | 75<br>23%<br>HI | 68<br>30%<br>HI | 20<br>6% | 74<br>23%<br>LNOQ | 27<br>8%<br>O | 15<br>5% | 146<br>32%<br>LMNOQ | 15<br>7% | 177<br>25%<br>SV | 118<br>17%<br>V | 166<br>25%<br>SV | 181<br>26%<br>SVW | 48<br>8% | 178<br>23%<br>SV |
| Tend to support (1) | 197<br>17% | 58<br>27% | 49<br>27% | 62<br>31%<br>E | 19<br>11% | 54<br>33%<br>G | 27<br>15% | 29<br>33%<br>JK* | 34<br>26%<br>K | 61<br>19% | 30<br>13% | 91<br>27%<br>MP | 51<br>16% | 90<br>27%<br>MP | 93<br>29%<br>MP | 67<br>15% | 74<br>33%<br>MNP | 101<br>14% | 136<br>20%<br>RTUW | 102<br>15% | 98<br>14% | 126<br>22%<br>RTUW | 111<br>14% |
| Strongly support (2) | 97<br>9% | 39<br>18% | 40<br>22% | 34<br>17%<br>E | 10<br>6% | 31<br>19%<br>G | 9<br>5% | 13<br>15%<br>K* | 22<br>17%<br>JK | 28<br>9% | 11<br>5% | 52<br>16%<br>MP | 33<br>10% | 46<br>14%<br>P | 58<br>18%<br>MNP | 38<br>8% | 42<br>19%<br>MNP | 43<br>6% | 60<br>9%<br>RUW | 46<br>7%<br>U | 34<br>5% | 55<br>10%<br>RTUW | 48<br>6%<br>U |
| Don't know | 110<br>10% | 5<br>3% | 3<br>1% | 2<br>1% | 14<br>9%<br>D | 1<br>1% | 11<br>7%<br>F | 2<br>3%<br>* | 2<br>2% | 14<br>4% | 17<br>8%<br>I | 14<br>4% | 13<br>4% | 18<br>5% | 20<br>6% | 22<br>5% | 17<br>8%<br>LM | 52<br>7%<br>UW | 54<br>8%<br>TUW | 39<br>6% | 39<br>6% | 45<br>8%<br>W | 44<br>6% |
| NET: Strongly support / Tend to support | 293<br>26% | 97<br>46% | 89<br>49% | 97<br>49%<br>E | 29<br>17% | 85<br>52%<br>G | 36<br>21% | 42<br>48%<br>JK* | 56<br>43%<br>JK | 89<br>27%<br>K | 41<br>18% | 143<br>43%<br>MP | 84<br>26% | 136<br>40%<br>MP | 151<br>47%<br>MNP | 105<br>23% | 116<br>52%<br>LMNP | 144<br>20% | 196<br>28%<br>RTUW | 148<br>22%<br>U | 133<br>19% | 180<br>31%<br>RTUW | 158<br>21% |
| NET: Strongly oppose / Tend to oppose | 449<br>40% | 72<br>34% | 58<br>32% | 55<br>28% | 103<br>61%<br>D | 44<br>27% | 100<br>57%<br>F | 29<br>33%<br>* | 42<br>33% | 146<br>44%<br>I | 109<br>48%<br>HI | 71<br>21% | 157<br>49%<br>LNOQ | 97<br>29%<br>LOQ | 69<br>22% | 246<br>54%<br>LNOQ | 45<br>20% | 360<br>51%<br>SV | 257<br>37%<br>V | 323<br>48%<br>SV | 355<br>51%<br>SVW | 175<br>30% | 369<br>48%<br>SV |
| Mean | -0.26 | 0.18 | 0.25 | 0.32<br>E | -0.82 | 0.36<br>G | -0.71 | 0.21<br>JK* | 0.18<br>JK* | -0.33<br>K | -0.60 | 0.32<br>MNP | -0.37<br>P | 0.18<br>MP | 0.42<br>MNP | -0.57 | 0.47<br>MNP | -0.53 | -0.19<br>RTUW | -0.47<br>U | -0.56 | 0.02<br>RSTUW | -0.47<br>U |

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*ColumnMeans (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the minimum wage for over-21s to £12.21 per hour

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 435<br>38% | 186<br>34% | 246<br>43%<br>B | 89<br>30% | 137<br>36% | 210<br>46%<br>DE | 77<br>30% | 122<br>40%<br>G | 120<br>42%<br>G | 53<br>39%<br>* | 23<br>32%<br>* | 42<br>48%<br>G* | 255<br>36% | 180<br>42% | 257<br>41%<br>P | 179<br>35% | 140<br>38% | 295<br>39% | 67<br>29% | 145<br>49%<br>SUV | 97<br>37% | 97<br>37% | 48<br>35% | 380<br>39% | 118<br>37% | 86<br>49%<br>Y | 33<br>40%<br>* | 75<br>41% | 39<br>42%<br>* | 194<br>45% | 156<br>40% |
| Strongly support (2) | 326<br>29% | 152<br>28% | 164<br>29% | 103<br>35%<br>F | 124<br>33%<br>F | 99<br>21% | 86<br>34%<br>K | 80<br>27% | 79<br>28% | 43<br>32%<br>* | 14<br>20%<br>* | 24<br>28%<br>* | 231<br>33%<br>N | 95<br>22% | 185<br>30% | 142<br>28% | 133<br>36%<br>R | 193<br>25% | 72<br>31%<br>T | 59<br>20% | 83<br>32%<br>T | 89<br>34%<br>T | 42<br>31% | 280<br>29% | 129<br>40%<br>Zb | 30<br>17% | 28<br>35%<br>Zb* | 35<br>19% | 36<br>40%<br>Zb* | 148<br>34%<br>e | 87<br>22% |
| Neither support nor oppose (0) | 201<br>18% | 115<br>21%<br>C | 85<br>15% | 62<br>21% | 60<br>16% | 79<br>17% | 52<br>21% | 49<br>16% | 53<br>18% | 20<br>15%<br>* | 16<br>22%<br>* | 10<br>12%<br>* | 119<br>17% | 82<br>19% | 100<br>16% | 100<br>20% | 52<br>14% | 148<br>19%<br>Q | 46<br>20% | 48<br>16% | 48<br>18% | 47<br>18% | 25<br>19% | 173<br>18% | 54<br>17% | 28<br>16% | 11<br>14%<br>* | 41<br>23%<br>c | 8<br>8%<br>* | 49<br>11% | 85<br>22%<br>d |
| Tend to oppose (-1) | 56<br>5% | 38<br>7%<br>C | 17<br>3% | 14<br>5% | 13<br>3% | 29<br>6% | 16<br>6% | 12<br>4% | 14<br>5% | 5<br>4%<br>* | 6<br>8%<br>* | 3<br>3%<br>* | 35<br>5% | 22<br>5% | 36<br>6% | 20<br>4% | 18<br>5% | 38<br>5% | 12<br>5% | 19<br>6% | 9<br>3% | 13<br>5% | 7<br>5% | 47<br>5% | 10<br>3% | 15<br>8%<br>Y | 3<br>3%<br>* | 14<br>8% | 6<br>6%<br>* | 17<br>4% | 25<br>6% |
| Strongly oppose (-2) | 33<br>3% | 24<br>4%<br>C | 8<br>1% | 4<br>1% | 8<br>2% | 20<br>4% | 8<br>3% | 13<br>4%<br>I | 3<br>1% | 3<br>3%<br>* | 3<br>4%<br>* | 3<br>4%<br>* | 22<br>3% | 11<br>3% | 17<br>3% | 16<br>3% | 7<br>2% | 26<br>3% | 6<br>2% | 9<br>3% | 11<br>4% | 4<br>2% | 1<br>1% | 31<br>3% | 3<br>1% | 9<br>5%<br>Y | 1<br>2%<br>* | 13<br>7%<br>Y | 1<br>1%<br>* | 9<br>2% | 18<br>5% |
| Don't know | 82<br>7% | 34<br>6% | 47<br>8% | 26<br>9% | 32<br>9% | 23<br>5% | 12<br>5% | 27<br>9% | 18<br>6% | 9<br>7%<br>* | 10<br>15%<br>GI* | 5<br>6%<br>* | 45<br>6% | 37<br>9% | 24<br>4% | 57<br>11%<br>O | 16<br>4% | 66<br>9%<br>Q | 27<br>12%<br>UV | 18<br>6% | 13<br>5% | 13<br>5% | 12<br>9% | 63<br>6% | 9<br>3% | 7<br>4% | 5<br>6%<br>* | 4<br>2% | 3<br>3%<br>* | 11<br>3% | 15<br>4% |
| NET: Strongly support / Tend to support | 762<br>67% | 338<br>62% | 410<br>72%<br>B | 192<br>64% | 261<br>70% | 309<br>67% | 163<br>65% | 202<br>67%<br>K | 199<br>69%<br>K | 96<br>71%<br>K* | 37<br>52%<br>* | 66<br>76%<br>K* | 486<br>69% | 275<br>64% | 441<br>71%<br>P | 320<br>62% | 273<br>74%<br>R | 489<br>64% | 139<br>61% | 203<br>68% | 180<br>69% | 186<br>71%<br>S | 90<br>66% | 660<br>68% | 247<br>76%<br>Zb | 116<br>66% | 61<br>75%<br>* | 111<br>60% | 75<br>82%<br>Zb* | 341<br>80%<br>e | 242<br>63% |
| NET: Strongly oppose / Tend to oppose | 89<br>8% | 62<br>11%<br>C | 25<br>4% | 19<br>6% | 21<br>6% | 50<br>11%<br>E | 25<br>10% | 24<br>8% | 17<br>6% | 9<br>7%<br>* | 8<br>12%<br>* | 6<br>7%<br>* | 57<br>8% | 33<br>8% | 53<br>9% | 37<br>7% | 25<br>7% | 64<br>8% | 17<br>7% | 28<br>9% | 20<br>8% | 17<br>6% | 8<br>6% | 78<br>8% | 13<br>4% | 24<br>14%<br>Y | 4<br>5%<br>* | 27<br>15%<br>Y | 7<br>7%<br>* | 26<br>6% | 43<br>11%<br>d |
| Mean | 0.92 | 0.78 | 1.04<br>B | 1.00<br>F | 1.04<br>F | 0.77 | 0.90 | 0.89 | 0.96<br>K | 1.01<br>* | 0.66<br>* | 0.99<br>* | 0.97 | 0.84 | 0.94 | 0.90 | 1.07<br>R | 0.84 | 0.93 | 0.80 | 0.94 | 1.02<br>T | 1.00 | 0.91 | 1.14<br>Zb | 0.67 | 1.11<br>Zb* | 0.59 | 1.17<br>Zb* | 1.09<br>e | 0.72 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing the minimum wage for over-21s to £12.21 per hour

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 435<br>38% | 79<br>37% | 62<br>34% | 72<br>36% | 52<br>31% | 70<br>43% | 57<br>33% | 34<br>38%<br>* | 37<br>28% | 153<br>47%<br>IK | 77<br>34% | 125<br>38% | 137<br>43% | 126<br>37% | 125<br>39% | 181<br>40% | 81<br>36% | 288<br>41% | 275<br>40% | 280<br>42% | 280<br>40% | 229<br>40% | 326<br>42% |
| Strongly support (2) | 326<br>29% | 80<br>38% | 72<br>40% | 82<br>41%<br>E | 31<br>19% | 63<br>38%<br>G | 27<br>16% | 35<br>39%<br>JK* | 51<br>40%<br>JK | 83<br>25% | 55<br>24% | 129<br>39%<br>MP | 78<br>24% | 126<br>38%<br>MP | 136<br>43%<br>MP | 103<br>23% | 94<br>42%<br>MP | 174<br>25% | 223<br>32%<br>RTUW | 170<br>25% | 163<br>23% | 199<br>35%<br>RTUW | 195<br>25% |
| Neither support nor oppose (0) | 201<br>18% | 29<br>14% | 27<br>15% | 28<br>14% | 33<br>20% | 21<br>13% | 38<br>22% | 13<br>15%<br>* | 18<br>14% | 54<br>16% | 59<br>26%<br>IJ | 57<br>17%<br>O | 65<br>20%<br>OQ | 53<br>16%<br>O | 37<br>12% | 96<br>21%<br>NOQ | 31<br>14% | 132<br>19% | 111<br>16% | 129<br>19%<br>SV | 147<br>21%<br>SVW | 89<br>15% | 143<br>19%<br>V |
| Tend to oppose (-1) | 56<br>5% | 15<br>7% | 12<br>7% | 10<br>5% | 22<br>13%<br>D | 7<br>4% | 21<br>12%<br>F | 3<br>4%<br>* | 16<br>12%<br>HJK | 17<br>5% | 8<br>4% | 11<br>3% | 23<br>7%<br>L | 16<br>5% | 13<br>4% | 29<br>6%<br>L | 10<br>4% | 45<br>6%<br>SV | 30<br>4% | 37<br>6% | 40<br>6% | 24<br>4% | 43<br>6% |
| Strongly oppose (-2) | 33<br>3% | 5<br>2% | 4<br>2% | 3<br>1% | 20<br>12%<br>D | 2<br>1% | 18<br>11%<br>F | 1<br>1%<br>* | 5<br>4% | 12<br>4% | 14<br>6% | 3<br>1% | 7<br>2% | 3<br>1% | 2<br>1% | 22<br>5%<br>LMNOQ | 3<br>1% | 29<br>4%<br>V | 24<br>4%<br>V | 29<br>4%<br>V | 30<br>4%<br>V | 10<br>2% | 30<br>4%<br>V |
| Don't know | 82<br>7% | 4<br>2% | 3<br>2% | 4<br>2% | 10<br>6% | 1<br>1% | 13<br>7%<br>F | 3<br>3%<br>* | 3<br>2% | 10<br>3% | 13<br>6% | 8<br>2% | 12<br>4% | 13<br>4%<br>O | 5<br>2% | 23<br>5%<br>O | 7<br>3% | 39<br>6%<br>T | 31<br>4% | 27<br>4% | 36<br>5% | 24<br>4% | 35<br>5% |
| NET: Strongly support / Tend to support | 762<br>67% | 159<br>75% | 134<br>74% | 154<br>78%<br>E | 84<br>49% | 133<br>81%<br>G | 85<br>48% | 69<br>77%<br>K* | 88<br>68% | 236<br>72%<br>K | 132<br>58% | 254<br>76%<br>MP | 215<br>67% | 252<br>75%<br>MP | 262<br>82%<br>LMNP | 284<br>63% | 175<br>78%<br>MP | 463<br>65% | 498<br>72%<br>RTUW | 450<br>67%<br>U | 443<br>64% | 429<br>74%<br>RTUW | 521<br>67%<br>U |
| NET: Strongly oppose / Tend to oppose | 89<br>8% | 20<br>9% | 16<br>9% | 13<br>6% | 42<br>25%<br>D | 9<br>6% | 40<br>23%<br>F | 4<br>5%<br>* | 21<br>16%<br>HJ | 28<br>9% | 22<br>10% | 14<br>4% | 31<br>9%<br>LNO | 18<br>5% | 15<br>5% | 52<br>11%<br>LNOQ | 13<br>6% | 73<br>10%<br>SV | 54<br>8%<br>V | 66<br>10%<br>SV | 70<br>10%<br>SV | 34<br>6% | 73<br>9%<br>V |
| Mean | 0.92 | 1.03 | 1.04 | 1.13<br>E | 0.33 | 1.13<br>G | 0.33 | 1.13<br>JK* | 0.90<br>* | 0.88 | 0.70 | 1.12<br>MP | 0.82 | 1.11<br>MP | 1.21<br>MNP | 0.73 | 1.16<br>MP | 0.80 | 0.97<br>RTUW | 0.81 | 0.76 | 1.06<br>RSTUW | 0.83<br>U |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 329<br>29% | 148<br>27% | 176<br>31% | 85<br>28% | 115<br>31% | 130<br>28% | 67<br>27% | 97<br>32% | 84<br>29% | 44<br>33%<br>* | 18<br>25%<br>* | 19<br>22%<br>* | 205<br>29% | 124<br>29% | 193<br>31% | 136<br>26% | 124<br>34%<br>R | 206<br>27% | 64<br>28% | 83<br>28% | 85<br>33% | 75<br>28% | 47<br>35% | 276<br>28% | 107<br>33%<br>b | 60<br>34% | 29<br>35%<br>* | 42<br>23% | 30<br>32%<br>* | 157<br>37%<br>e | 83<br>22% |
| Strongly support (2) | 288<br>25% | 138<br>25% | 145<br>26% | 105<br>35%<br>EF | 102<br>27%<br>F | 82<br>18% | 77<br>31%<br>I | 75<br>25% | 62<br>22% | 34<br>25%<br>* | 15<br>20%<br>* | 25<br>29%<br>* | 207<br>29%<br>N | 81<br>19% | 180<br>29%<br>P | 108<br>21% | 123<br>34%<br>R | 165<br>22% | 46<br>20% | 62<br>21% | 60<br>23% | 96<br>37%<br>STU | 39<br>29% | 241<br>25% | 134<br>41%<br>Zab | 24<br>14% | 19<br>23%<br>* | 27<br>15% | 29<br>31%<br>Zb* | 132<br>31%<br>e | 83<br>22% |
| Neither support nor oppose (0) | 253<br>22% | 124<br>23% | 124<br>22% | 56<br>19% | 80<br>21% | 117<br>25% | 40<br>16% | 72<br>24% | 74<br>26%<br>G | 24<br>18%<br>* | 21<br>29%<br>G* | 23<br>26%<br>* | 155<br>22% | 98<br>23% | 130<br>21% | 123<br>24% | 63<br>17% | 191<br>25%<br>Q | 67<br>29%<br>V | 70<br>24% | 53<br>21% | 49<br>19% | 24<br>18% | 225<br>23% | 50<br>16% | 46<br>26%<br>Y | 21<br>25%<br>* | 48<br>26%<br>Y | 22<br>24%<br>* | 80<br>19% | 103<br>27%<br>d |
| Tend to oppose (-1) | 103<br>9% | 64<br>12%<br>C | 40<br>7% | 16<br>5% | 25<br>7% | 62<br>13%<br>DE | 26<br>10% | 18<br>6% | 33<br>11%<br>H | 14<br>10%<br>* | 4<br>6%<br>* | 8<br>10%<br>* | 54<br>8% | 49<br>11% | 53<br>9% | 50<br>10% | 23<br>6% | 80<br>10%<br>Q | 22<br>10% | 34<br>11% | 24<br>9% | 16<br>6% | 10<br>7% | 92<br>9% | 15<br>5% | 22<br>13%<br>Y | 5<br>6%<br>* | 32<br>18%<br>Ya | 8<br>8%<br>* | 31<br>7% | 55<br>14%<br>d |
| Strongly oppose (-2) | 63<br>6% | 38<br>7% | 24<br>4% | 9<br>3% | 15<br>4% | 39<br>8%<br>DE | 21<br>8% | 13<br>4% | 11<br>4% | 8<br>6%<br>* | 4<br>6%<br>* | 5<br>6%<br>* | 35<br>5% | 28<br>7% | 35<br>6% | 28<br>5% | 14<br>4% | 49<br>6% | 2<br>1% | 24<br>8%<br>S | 17<br>6%<br>S | 13<br>5%<br>S | 3<br>2% | 60<br>6% | 6<br>2% | 15<br>9%<br>Y | 2<br>2%<br>* | 27<br>15%<br>Yac | 2<br>2%<br>* | 13<br>3% | 38<br>10%<br>d |
| Don't know | 97<br>9% | 37<br>7% | 59<br>10% | 28<br>9% | 37<br>10% | 31<br>7% | 20<br>8% | 27<br>9% | 22<br>8% | 11<br>8%<br>* | 10<br>13%<br>* | 7<br>8%<br>* | 50<br>7% | 47<br>11% | 27<br>4% | 70<br>14%<br>O | 20<br>6% | 76<br>10%<br>Q | 29<br>12%<br>V | 25<br>8% | 20<br>8% | 13<br>5% | 12<br>9% | 79<br>8% | 10<br>3% | 8<br>4% | 7<br>8%<br>* | 7<br>4% | 2<br>2%<br>* | 15<br>3% | 24<br>6% |
| NET: Strongly support / Tend to support | 618<br>54% | 287<br>52% | 321<br>57% | 189<br>63%<br>F | 217<br>58%<br>F | 211<br>46% | 144<br>57% | 172<br>57% | 146<br>51% | 78<br>58%<br>* | 33<br>46%<br>* | 45<br>51%<br>* | 412<br>58%<br>N | 205<br>48% | 374<br>60%<br>P | 244<br>47% | 247<br>67%<br>R | 371<br>48% | 109<br>48% | 145<br>49% | 145<br>56% | 171<br>65%<br>ST | 86<br>64%<br>X | 517<br>53% | 241<br>75%<br>Zab | 84<br>48% | 47<br>58%<br>b* | 69<br>38% | 59<br>63%<br>Zb* | 290<br>68%<br>e | 166<br>43% |
| NET: Strongly oppose / Tend to oppose | 166<br>15% | 102<br>18%<br>C | 64<br>11% | 25<br>8% | 40<br>11% | 101<br>22%<br>DE | 47<br>19%<br>H | 31<br>10% | 44<br>15% | 22<br>16%<br>* | 9<br>12%<br>* | 13<br>15%<br>* | 89<br>13% | 77<br>18%<br>M | 88<br>14% | 78<br>15% | 37<br>10% | 129<br>17%<br>Q | 24<br>11% | 58<br>19%<br>SV | 41<br>16% | 30<br>11% | 13<br>9% | 152<br>16% | 22<br>7% | 38<br>21%<br>Yac | 7<br>8%<br>* | 59<br>32%<br>Yac | 9<br>10%<br>* | 44<br>10% | 92<br>24%<br>d |
| Mean | 0.65 | 0.56 | 0.74<br>B | 0.96<br>F | 0.78<br>F | 0.36 | 0.66 | 0.74 | 0.58 | 0.67<br>* | 0.55<br>* | 0.63<br>* | 0.75<br>N | 0.48 | 0.73<br>P | 0.55 | 0.92<br>R | 0.52 | 0.64 | 0.46 | 0.62 | 0.90<br>STU | 0.89<br>X | 0.61 | 1.11<br>Zabc | 0.33 | 0.77<br>Zb* | 0.06 | 0.84<br>Zb* | 0.88<br>e | 0.33 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Providing 30-hours free childcare a week during term time for children from nine months to until they start school if their parents earn less than £100,000

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 329<br>29% | 69<br>32% | 58<br>32% | 71<br>36%<br>E | 36<br>22% | 62<br>37%<br>G | 45<br>26% | 35<br>40%<br>K* | 46<br>36%<br>K | 96<br>29% | 51<br>23% | 116<br>35% | 101<br>31% | 105<br>31% | 114<br>36%<br>P | 130<br>29% | 76<br>34% | 198<br>28% | 201<br>29% | 198<br>29% | 190<br>27% | 180<br>31%<br>U | 220<br>29% |
| Strongly support (2) | 288<br>25% | 77<br>36% | 71<br>39% | 75<br>38%<br>E | 32<br>19% | 60<br>36%<br>G | 27<br>15% | 33<br>38%<br>JK* | 49<br>38%<br>JK | 66<br>20% | 44<br>19% | 126<br>38%<br>MP | 70<br>22% | 114<br>34%<br>MP | 128<br>40%<br>MNP | 93<br>21% | 96<br>43%<br>MNP | 138<br>19% | 194<br>28%<br>RTUW | 147<br>22%<br>U | 134<br>19% | 173<br>30%<br>RTUW | 158<br>20% |
| Neither support nor oppose (0) | 253<br>22% | 37<br>17% | 31<br>17% | 29<br>15% | 44<br>26%<br>D | 22<br>14% | 45<br>26%<br>F | 11<br>12%<br>* | 15<br>12% | 103<br>31%<br>HI | 65<br>29%<br>HI | 58<br>17% | 83<br>26%<br>LOQ | 68<br>20%<br>Q | 54<br>17% | 108<br>24%<br>LOQ | 30<br>13% | 181<br>26%<br>S | 154<br>22% | 166<br>25% | 186<br>27%<br>SV | 130<br>23% | 204<br>26%<br>SV |
| Tend to oppose (-1) | 103<br>9% | 14<br>7% | 10<br>5% | 13<br>7% | 21<br>13% | 11<br>7% | 23<br>13% | 5<br>5%<br>* | 9<br>7% | 32<br>10% | 29<br>13% | 16<br>5% | 39<br>12%<br>LNOQ | 23<br>7%<br>O | 12<br>4% | 53<br>12%<br>LNOQ | 10<br>5% | 83<br>12%<br>SV | 55<br>8% | 75<br>11%<br>SV | 83<br>12%<br>SV | 43<br>7% | 89<br>12%<br>SV |
| Strongly oppose (-2) | 63<br>6% | 7<br>3% | 5<br>3% | 5<br>2% | 24<br>14%<br>D | 4<br>3% | 24<br>13%<br>F | 1<br>2%<br>* | 7<br>5% | 19<br>6% | 23<br>10%<br>H | 6<br>2% | 17<br>5%<br>LNOQ | 7<br>2% | 4<br>1% | 47<br>10%<br>LMNOQ | 4<br>2% | 56<br>8%<br>V | 44<br>6%<br>V | 53<br>8%<br>V | 57<br>8%<br>V | 14<br>2% | 56<br>7%<br>V |
| Don't know | 97<br>9% | 8<br>4% | 6<br>3% | 5<br>3% | 11<br>7% | 5<br>3% | 12<br>7% | 3<br>3%<br>* | 3<br>2% | 12<br>4% | 15<br>7% | 10<br>3% | 12<br>4% | 19<br>6%<br>LO | 7<br>2% | 23<br>5%<br>O | 8<br>4% | 52<br>7%<br>T | 45<br>7% | 33<br>5% | 47<br>7%<br>T | 35<br>6% | 46<br>6% |
| NET: Strongly support / Tend to support | 618<br>54% | 145<br>69% | 129<br>71% | 146<br>74%<br>E | 68<br>40% | 122<br>74%<br>G | 71<br>41% | 69<br>77%<br>JK* | 95<br>74%<br>JK | 162<br>49% | 95<br>42% | 242<br>73%<br>MNP | 172<br>53% | 219<br>65%<br>MP | 242<br>76%<br>MNP | 223<br>49% | 172<br>76%<br>MNP | 336<br>47% | 395<br>57%<br>RTUW | 345<br>51%<br>RU | 324<br>47% | 353<br>61%<br>RSTUW | 378<br>49% |
| NET: Strongly oppose / Tend to oppose | 166<br>15% | 22<br>10% | 15<br>8% | 18<br>9% | 46<br>27%<br>D | 16<br>10% | 47<br>27%<br>F | 6<br>7%<br>* | 15<br>12% | 51<br>16% | 52<br>23%<br>HI | 22<br>7% | 55<br>17%<br>LNOQ | 30<br>9%<br>O | 16<br>5% | 101<br>22%<br>LMNOQ | 14<br>6% | 139<br>20%<br>SV | 99<br>14%<br>V | 128<br>19%<br>SV | 139<br>20%<br>SV | 57<br>10% | 145<br>19%<br>SV |
| Mean | 0.65 | 0.95 | 1.03 | 1.02<br>E | 0.19 | 1.01<br>G | 0.17 | 1.10<br>JK* | 0.97<br>JK* | 0.50 | 0.30 | 1.05<br>MP | 0.55<br>P | 0.93<br>MP | 1.12<br>MNP | 0.39 | 1.15<br>MNP | 0.43 | 0.69<br>RTUW | 0.48<br>U | 0.40 | 0.84<br>RSTUW | 0.46 |

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*ColumnProportions (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 321<br>28% | 156<br>28% | 164<br>29% | 70<br>23% | 98<br>26% | 153<br>33%<br>D | 66<br>26% | 79<br>26% | 93<br>33% | 33<br>25%<br>* | 25<br>35%<br>* | 25<br>28%<br>* | 208<br>30% | 113<br>26% | 195<br>32%<br>P | 126<br>24% | 129<br>35%<br>R | 192<br>25% | 56<br>24% | 88<br>30% | 73<br>28% | 80<br>31% | 43<br>32% | 276<br>28% | 117<br>36%<br>Zb | 43<br>24% | 30<br>37%<br>b* | 40<br>22% | 37<br>40%<br>Zb* | 148<br>35%<br>e | 104<br>27% |
| Strongly support (2) | 233<br>21% | 131<br>24%<br>C | 98<br>17% | 55<br>18% | 82<br>22% | 95<br>21% | 55<br>22% | 69<br>23% | 50<br>17% | 25<br>19%<br>* | 13<br>18%<br>* | 20<br>23%<br>* | 149<br>21% | 84<br>20% | 122<br>20% | 111<br>21% | 80<br>22% | 152<br>20% | 55<br>24% | 61<br>20% | 55<br>21% | 54<br>21% | 28<br>21% | 203<br>21% | 89<br>28%<br>Z | 32<br>18% | 21<br>25%<br>* | 39<br>21% | 18<br>19%<br>* | 100<br>23% | 97<br>25% |
| Neither support nor oppose (0) | 217<br>19% | 110<br>20% | 102<br>18% | 63<br>21% | 76<br>20% | 78<br>17% | 45<br>18% | 63<br>21% | 58<br>20% | 26<br>19%<br>* | 11<br>16%<br>* | 14<br>15%<br>* | 141<br>20% | 76<br>18% | 116<br>19% | 101<br>20% | 63<br>17% | 154<br>20% | 50<br>22% | 54<br>18% | 54<br>21% | 46<br>17% | 29<br>21% | 183<br>19% | 57<br>18% | 34<br>19% | 13<br>16%<br>* | 34<br>18% | 12<br>13%<br>* | 73<br>17% | 61<br>16% |
| Strongly oppose (-2) | 136<br>12% | 72<br>13% | 60<br>11% | 27<br>9% | 35<br>9% | 74<br>16%<br>DE | 35<br>14% | 28<br>9% | 37<br>13% | 16<br>12%<br>* | 6<br>9%<br>* | 13<br>15%<br>* | 72<br>10% | 64<br>15%<br>M | 65<br>10% | 72<br>14% | 31<br>8% | 105<br>14%<br>Q | 21<br>9% | 42<br>14% | 28<br>11% | 35<br>13% | 8<br>6% | 128<br>13%<br>W | 23<br>7% | 29<br>17%<br>Y | 9<br>12%<br>* | 46<br>25%<br>Yac | 8<br>8%<br>* | 44<br>10% | 74<br>19%<br>d |
| Tend to oppose (-1) | 121<br>11% | 45<br>8% | 73<br>13%<br>B | 43<br>14%<br>F | 37<br>10% | 40<br>9% | 30<br>12% | 27<br>9% | 27<br>9% | 18<br>13%<br>* | 5<br>7%<br>* | 14<br>16%<br>* | 71<br>10% | 49<br>12% | 79<br>13%<br>P | 41<br>8% | 42<br>12% | 78<br>10% | 20<br>9% | 28<br>9% | 27<br>10% | 28<br>11% | 13<br>9% | 98<br>10% | 19<br>6% | 31<br>18%<br>Y | 6<br>7%<br>* | 19<br>10% | 12<br>13%<br>Y* | 45<br>10% | 30<br>8% |
| Don't know | 106<br>9% | 36<br>6% | 69<br>12%<br>B | 41<br>14%<br>F | 47<br>12%<br>F | 19<br>4% | 20<br>8% | 37<br>12%<br>L | 21<br>7% | 15<br>11%<br>L* | 11<br>15%<br>L* | 2<br>2%<br>* | 65<br>9% | 41<br>10% | 42<br>7% | 64<br>13%<br>O | 21<br>6% | 85<br>11%<br>Q | 27<br>12% | 25<br>8% | 23<br>9% | 20<br>7% | 14<br>11% | 85<br>9% | 18<br>6% | 6<br>4% | 3<br>3%<br>* | 6<br>3% | 6<br>6%<br>* | 18<br>4% | 19<br>5% |
| NET: Strongly support / Tend to support | 554<br>49% | 287<br>52% | 262<br>46% | 125<br>42% | 180<br>48% | 249<br>54%<br>D | 121<br>48% | 148<br>49% | 143<br>50% | 59<br>44%<br>* | 38<br>53%<br>* | 45<br>52%<br>* | 357<br>51% | 196<br>46% | 317<br>51% | 237<br>46% | 210<br>57%<br>R | 344<br>45% | 111<br>48% | 149<br>50% | 128<br>49% | 134<br>51% | 71<br>53% | 480<br>49% | 206<br>64%<br>Zb | 74<br>43% | 51<br>62%<br>Zb* | 79<br>43% | 55<br>59%<br>Zb* | 248<br>58% | 201<br>52% |
| NET: Strongly oppose / Tend to oppose | 257<br>23% | 117<br>21% | 133<br>23% | 70<br>24% | 72<br>19% | 114<br>25% | 65<br>26% | 55<br>18% | 64<br>22% | 34<br>25%<br>* | 12<br>16%<br>* | 27<br>31%<br>H* | 143<br>20% | 113<br>27%<br>M | 144<br>23% | 113<br>22% | 73<br>20% | 184<br>24% | 41<br>18% | 69<br>23% | 55<br>21% | 63<br>24% | 21<br>15% | 226<br>23%<br>W | 42<br>13% | 60<br>35%<br>Yac | 15<br>19%<br>* | 65<br>35%<br>Yac | 20<br>21%<br>* | 89<br>21% | 105<br>27% |
| Mean | 0.38 | 0.45 | 0.34 | 0.32 | 0.47 | 0.35 | 0.33 | 0.51 | 0.34 | 0.29<br>* | 0.54<br>* | 0.29<br>* | 0.45 | 0.27 | 0.40 | 0.36 | 0.54<br>R | 0.30 | 0.51 | 0.36 | 0.42 | 0.37 | 0.58 | 0.37 | 0.75<br>Zb | 0.10 | 0.59<br>Zb* | 0.04 | 0.52<br>Zb* | 0.53 | 0.32 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Changing the eligibility criteria for the Winter Fuel Payments so only pensioners earning less than £35,000 will receive the annual payment of £200-300

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 321<br>28% | 81<br>38% | 66<br>36% | 78<br>40%<br>E | 38<br>23% | 59<br>36% | 45<br>26% | 36<br>40%<br>K* | 45<br>35%<br>K | 113<br>34%<br>K | 44<br>20% | 114<br>34%<br>MQ | 78<br>24% | 114<br>34%<br>MQ | 110<br>34%<br>MPQ | 128<br>28% | 59<br>26% | 198<br>28% | 220<br>32%<br>RTU | 190<br>28% | 196<br>28% | 175<br>30% | 237<br>31%<br>U |
| Strongly support (2) | 233<br>21% | 54<br>26% | 55<br>30% | 60<br>30%<br>E | 28<br>16% | 57<br>34%<br>G | 24<br>13% | 22<br>25%<br>* | 40<br>31%<br>JK | 53<br>16% | 41<br>18% | 89<br>27% | 78<br>24% | 89<br>26% | 90<br>28%<br>P | 101<br>22% | 68<br>30%<br>P | 134<br>19% | 141<br>20% | 130<br>19% | 129<br>18% | 120<br>21% | 149<br>19% |
| Neither support nor oppose (0) | 217<br>19% | 34<br>16% | 30<br>16% | 38<br>19% | 23<br>13% | 22<br>14% | 24<br>14% | 15<br>17%<br>* | 21<br>16% | 68<br>21% | 50<br>22% | 74<br>22%<br>NOP | 65<br>20% | 58<br>17% | 52<br>16% | 75<br>16% | 40<br>18% | 117<br>17% | 125<br>18% | 131<br>19%<br>R | 136<br>20%<br>R | 118<br>20%<br>R | 146<br>19%<br>R |
| Strongly oppose (-2) | 136<br>12% | 23<br>11% | 20<br>11% | 9<br>5% | 52<br>30%<br>D | 13<br>8% | 51<br>29%<br>F | 5<br>6%<br>* | 13<br>10% | 48<br>14%<br>H | 46<br>20%<br>HI | 21<br>6%<br>O | 49<br>15%<br>LNOQ | 26<br>8%<br>O | 11<br>3% | 83<br>18%<br>LNOQ | 14<br>6%<br>O | 112<br>16%<br>SV | 82<br>12%<br>V | 106<br>16%<br>SV | 122<br>18%<br>SVW | 50<br>9% | 112<br>15%<br>SV |
| Tend to oppose (-1) | 121<br>11% | 12<br>6% | 6<br>3% | 10<br>5% | 16<br>10% | 11<br>6% | 18<br>10% | 6<br>7%<br>* | 10<br>8% | 35<br>11% | 27<br>12% | 22<br>7% | 41<br>13%<br>L | 37<br>11%<br>L | 39<br>12%<br>L | 43<br>10% | 31<br>14%<br>L | 94<br>13%<br>SUW | 75<br>11% | 77<br>11% | 76<br>11% | 74<br>13% | 83<br>11% |
| Don't know | 106<br>9% | 7<br>3% | 5<br>3% | 2<br>1% | 13<br>8%<br>D | 3<br>2% | 14<br>8%<br>F | 4<br>5%<br>* | 1<br>1% | 12<br>4% | 19<br>8%<br>U | 13<br>4% | 11<br>3% | 12<br>4% | 17<br>5% | 25<br>6% | 12<br>5% | 52<br>7%<br>UW | 50<br>7% | 39<br>6% | 38<br>5% | 39<br>7% | 44<br>6% |
| NET: Strongly support / Tend to support | 554<br>49% | 135<br>64% | 120<br>66% | 138<br>70%<br>E | 66<br>39% | 115<br>70%<br>G | 69<br>39% | 58<br>66%<br>JK* | 85<br>66%<br>JK | 166<br>51%<br>K | 85<br>38% | 203<br>61%<br>MP | 156<br>48% | 203<br>60%<br>MP | 200<br>63%<br>MPQ | 229<br>50% | 127<br>57%<br>M | 332<br>47% | 361<br>52%<br>RTU | 320<br>48% | 324<br>47% | 295<br>51%<br>U | 387<br>50%<br>RU |
| NET: Strongly oppose / Tend to oppose | 257<br>23% | 35<br>17% | 26<br>14% | 19<br>10% | 68<br>40%<br>D | 24<br>14% | 69<br>39%<br>F | 11<br>12%<br>* | 23<br>18% | 82<br>25%<br>H | 73<br>32%<br>HI | 43<br>13% | 91<br>28%<br>LNOQ | 63<br>19%<br>L | 50<br>16% | 126<br>28%<br>LNOQ | 46<br>20%<br>LO | 206<br>29%<br>SVW | 158<br>23% | 183<br>27%<br>SV | 198<br>28%<br>SVW | 124<br>22% | 195<br>25%<br>V |
| Mean | 0.38 | 0.65 | 0.73 | 0.87<br>E | -0.16 | 0.83<br>G | -0.17 | 0.76<br>JK* | 0.69<br>JK* | 0.28 | 0.04 | 0.71<br>MP | 0.30 | 0.63<br>MP | 0.76<br>MP | 0.28 | 0.63<br>MP | 0.23 | 0.41<br>RTU | 0.25 | 0.20 | 0.45<br>RTUW | 0.31<br>RU |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Neither support nor oppose (0) | 340<br>30% | 151<br>27% | 184<br>33% | 86<br>29% | 121<br>32% | 133<br>29% | 65<br>26% | 91<br>30% | 92<br>32% | 32<br>24%<br>* | 30<br>42%<br>GJ* | 30<br>34%<br>* | 210<br>30% | 130<br>30% | 183<br>30% | 157<br>30% | 109<br>30% | 231<br>30% | 83<br>36%<br>V | 85<br>29% | 84<br>32% | 65<br>25% | 43<br>32% | 292<br>30% | 109<br>34%<br>b | 49<br>28%<br>b | 22<br>27%<br>* | 30<br>16% | 31<br>33%<br>b* | 136<br>32%<br>e | 92<br>24% |
| Strongly oppose (-2) | 196<br>17% | 126<br>23%<br>C | 68<br>12% | 17<br>6% | 47<br>13%<br>D | 132<br>29%<br>DE | 51<br>20% | 61<br>20% | 47<br>16% | 15<br>11%<br>* | 12<br>17%<br>* | 10<br>11%<br>* | 106<br>15% | 91<br>21%<br>M | 94<br>15% | 102<br>20% | 37<br>10% | 159<br>21%<br>Q | 35<br>15% | 62<br>21% | 39<br>15% | 45<br>17% | 1<br>1% | 193<br>20%<br>W | 11<br>3% | 53<br>30%<br>Yac | 9<br>11%<br>Y* | 90<br>49%<br>YZac | 5<br>5%<br>* | 34<br>8% | 142<br>37%<br>d |
| Tend to support (1) | 135<br>12% | 75<br>14% | 57<br>10% | 54<br>18%<br>EF | 40<br>11% | 42<br>9% | 28<br>11% | 32<br>11% | 29<br>10% | 24<br>18%<br>* | 5<br>6%<br>* | 17<br>20%<br>IK* | 94<br>13% | 42<br>10% | 82<br>13% | 53<br>10% | 68<br>19%<br>R | 67<br>9% | 26<br>12% | 31<br>10% | 28<br>11% | 43<br>17% | 30<br>22%<br>X | 101<br>10% | 63<br>20%<br>Zb | 15<br>8% | 7<br>9%<br>* | 12<br>6% | 11<br>12%<br>* | 69<br>16%<br>e | 29<br>7% |
| Strongly support (2) | 121<br>11% | 71<br>13%<br>C | 46<br>8% | 52<br>17%<br>F | 45<br>12%<br>F | 23<br>5% | 29<br>11% | 28<br>9% | 24<br>8% | 26<br>19%<br>HIK* | 3<br>4%<br>* | 12<br>14%<br>* | 99<br>14%<br>N | 22<br>5% | 80<br>13%<br>P | 41<br>8% | 64<br>17%<br>R | 57<br>7% | 17<br>7% | 32<br>11% | 27<br>10% | 41<br>16%<br>S | 24<br>18%<br>X | 95<br>10% | 59<br>18%<br>Zb | 12<br>7% | 9<br>11%<br>* | 9<br>5% | 24<br>26%<br>Zab* | 81<br>19%<br>e | 21<br>5% |
| Tend to oppose (-1) | 108<br>10% | 62<br>11% | 46<br>8% | 24<br>8% | 33<br>9% | 51<br>11% | 22<br>9% | 18<br>6% | 40<br>14%<br>H | 16<br>12%<br>* | 3<br>4%<br>* | 8<br>9%<br>* | 59<br>8% | 50<br>12% | 66<br>11% | 42<br>8% | 33<br>9% | 75<br>10% | 19<br>8% | 31<br>10% | 28<br>11% | 23<br>9% | 16<br>12% | 90<br>9% | 22<br>7% | 22<br>12% | 17<br>21%<br>Yc* | 22<br>12% | 6<br>7%<br>* | 37<br>9% | 42<br>11% |
| Don't know | 233<br>21% | 65<br>12% | 166<br>29%<br>B | 66<br>22% | 89<br>24%<br>F | 78<br>17% | 56<br>22% | 72<br>24%<br>L | 54<br>19% | 21<br>16%<br>* | 19<br>26%<br>* | 11<br>12%<br>* | 139<br>20% | 93<br>22% | 113<br>18% | 120<br>23% | 55<br>15% | 177<br>23%<br>Q | 49<br>21% | 57<br>19% | 55<br>21% | 46<br>18% | 21<br>16% | 201<br>21% | 60<br>18% | 25<br>14% | 18<br>22%<br>* | 20<br>11% | 16<br>18%<br>* | 72<br>17% | 61<br>16% |
| NET: Strongly support / Tend to support | 256<br>23% | 146<br>27%<br>C | 103<br>18% | 106<br>35%<br>EF | 85<br>23%<br>F | 65<br>14% | 57<br>23%<br>K | 60<br>20% | 53<br>19% | 50<br>37%<br>GHIK* | 7<br>10%<br>* | 29<br>33%<br>HIK* | 193<br>27%<br>N | 64<br>15% | 162<br>26%<br>P | 94<br>18% | 132<br>36%<br>R | 124<br>16% | 43<br>19% | 62<br>21% | 54<br>21% | 84<br>32%<br>STU | 54<br>40%<br>X | 196<br>20% | 122<br>38%<br>Zab | 27<br>15% | 16<br>20%<br>* | 20<br>11% | 35<br>37%<br>Zab* | 150<br>35%<br>e | 49<br>13% |
| NET: Strongly oppose / Tend to oppose | 305<br>27% | 188<br>34%<br>C | 114<br>20% | 41<br>14% | 80<br>21%<br>D | 184<br>40%<br>DE | 73<br>29% | 79<br>26% | 87<br>31% | 31<br>23%<br>* | 15<br>22%<br>* | 18<br>20%<br>* | 164<br>23% | 140<br>33%<br>M | 160<br>26% | 144<br>28% | 70<br>19% | 234<br>31%<br>Q | 54<br>23% | 93<br>31% | 68<br>26% | 68<br>26% | 17<br>13% | 284<br>29%<br>W | 32<br>10% | 74<br>42%<br>Yc | 26<br>32%<br>Yc* | 113<br>62%<br>YZac | 11<br>11%<br>* | 71<br>17% | 183<br>48%<br>d |
| Mean | -0.14 | -0.20 | -0.08 | 0.43<br>EF | 0.01<br>F | -0.59 | -0.20 | -0.23 | -0.25 | 0.26<br>GHIK* | -0.34<br>* | 0.18<br>HIK* | 0.04<br>N | -0.43 | -0.02<br>P | -0.28 | 0.29<br>R | -0.36 | -0.16 | -0.26 | -0.13 | 0.06<br>T | 0.52<br>X | -0.24 | 0.52<br>Zab | -0.58<br>b* | -0.16<br>b* | -1.07 | 0.57<br>Zab* | 0.35<br>e | -0.78 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Giving sovereignty of the Chagos Islands in the Indian Ocean to Mauritius

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Neither support nor oppose (0) | 340<br>30% | 50<br>23% | 36<br>20% | 62<br>31%<br>E | 33<br>20% | 39<br>24% | 34<br>19% | 32<br>36%<br>* | 33<br>25% | 111<br>34% | 66<br>29% | 111<br>33%<br>MPQ | 81<br>25% | 107<br>32%<br>MPQ | 93<br>29%<br>PQ | 97<br>21% | 46<br>20% | 208<br>29% | 227<br>33% | 201<br>30% | 216<br>31% | 217<br>38%<br>RSTUW | 260<br>34%<br>RTU |
| Strongly oppose (-2) | 196<br>17% | 31<br>15% | 26<br>15% | 10<br>5% | 84<br>50%<br>D | 13<br>8% | 82<br>47%<br>F | 5<br>6%<br>* | 17<br>13% | 70<br>21%<br>H | 78<br>34%<br>HIJ | 8<br>2% | 69<br>21%<br>LNOQ | 20<br>6%<br>LO | 6<br>2% | 151<br>33%<br>LMNOQ | 7<br>3% | 184<br>26%<br>SV | 121<br>17%<br>V | 169<br>25%<br>SV | 188<br>27%<br>SVW | 38<br>7% | 185<br>24%<br>SV |
| Tend to support (1) | 135<br>12% | 47<br>22% | 49<br>27% | 53<br>27%<br>E | 7<br>4% | 52<br>31%<br>G | 12<br>7% | 17<br>19%<br>K* | 28<br>22%<br>JK | 42<br>13%<br>K | 15<br>7% | 73<br>22%<br>MP | 40<br>12% | 68<br>20%<br>MP | 74<br>23%<br>MP | 52<br>11% | 57<br>26%<br>MP | 57<br>8% | 88<br>13%<br>RTUW | 63<br>9% | 58<br>8% | 81<br>14%<br>RTUW | 69<br>9% |
| Strongly support (2) | 121<br>11% | 52<br>25% | 48<br>27% | 46<br>23%<br>E | 13<br>8% | 40<br>24%<br>G | 13<br>7% | 18<br>21%<br>JK* | 34<br>27%<br>JK | 32<br>10%<br>K | 7<br>3% | 75<br>23%<br>MP | 44<br>14%<br>P | 70<br>21%<br>MP | 79<br>25%<br>MP | 41<br>9% | 71<br>32%<br>LMNOP | 44<br>6% | 71<br>10%<br>RTUW | 51<br>8%<br>UW | 41<br>6% | 76<br>13%<br>RSTUW | 42<br>5% |
| Tend to oppose (-1) | 108<br>10% | 21<br>10% | 12<br>7% | 19<br>10% | 12<br>7% | 14<br>8% | 16<br>9% | 9<br>11%<br>* | 10<br>8% | 38<br>12% | 19<br>9% | 26<br>8% | 38<br>12%<br>Q | 32<br>9%<br>Q | 25<br>8% | 50<br>11%<br>Q | 13<br>6% | 81<br>11% | 66<br>10% | 70<br>10% | 76<br>11% | 55<br>10% | 94<br>12%<br>SV |
| Don't know | 233<br>21% | 11<br>5% | 8<br>5% | 8<br>4% | 19<br>11%<br>D | 8<br>5% | 18<br>10% | 7<br>8%<br>* | 7<br>5% | 35<br>11% | 41<br>18%<br>HIJ | 39<br>12% | 50<br>16% | 39<br>12% | 42<br>13% | 63<br>14% | 30<br>13% | 133<br>19%<br>W | 120<br>17% | 117<br>17% | 118<br>17% | 109<br>19%<br>W | 123<br>16% |
| NET: Strongly support / Tend to support | 256<br>23% | 99<br>47% | 97<br>54% | 99<br>50%<br>E | 20<br>12% | 92<br>56%<br>G | 25<br>14% | 35<br>40%<br>JK* | 62<br>48%<br>JK | 74<br>23%<br>K | 22<br>10% | 149<br>45%<br>MP | 84<br>26%<br>P | 138<br>41%<br>MP | 153<br>48%<br>MNP | 93<br>21% | 129<br>57%<br>LMNOP | 101<br>14% | 160<br>23%<br>RTUW | 114<br>17%<br>RUW | 98<br>14% | 157<br>27%<br>RSTUW | 111<br>14% |
| NET: Strongly oppose / Tend to oppose | 305<br>27% | 51<br>24% | 39<br>21% | 29<br>15% | 96<br>57%<br>D | 26<br>16% | 98<br>56%<br>F | 15<br>17%<br>* | 27<br>21% | 108<br>33%<br>HI | 97<br>43%<br>HIJ | 35<br>10% | 107<br>33%<br>LNOQ | 52<br>15%<br>LOQ | 31<br>10% | 202<br>44%<br>LMNOQ | 20<br>9% | 266<br>38%<br>SV | 187<br>27%<br>V | 240<br>36%<br>SV | 264<br>38%<br>SV | 93<br>16% | 279<br>36%<br>SV |
| Mean | -0.14 | 0.35 | 0.47 | 0.56<br>E | -0.98 | 0.59<br>G | -0.90 | 0.41<br>JK* | 0.43<br>JK* | -0.24<br>K | -0.78 | 0.61<br>MNP | -0.18<br>P | 0.46<br>MP | 0.71<br>MNP | -0.56 | 0.89<br>LMNOP | -0.53 | -0.13<br>RTUW | -0.44<br>U | -0.54 | 0.22<br>RSTUW | -0.48 |

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Ending VAT exemptions previously offered to private schools

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Neither support nor oppose (0) | 290<br>26% | 144<br>26% | 143<br>25% | 85<br>28% | 99<br>26% | 107<br>23% | 55<br>22% | 83<br>28%<br>L | 87<br>30%<br>L | 29<br>22%<br>* | 22<br>31%<br>* | 14<br>16%<br>* | 192<br>27% | 98<br>23% | 126<br>20% | 164<br>32%<br>O | 74<br>20% | 217<br>28%<br>Q | 64<br>28% | 76<br>26% | 59<br>23% | 59<br>23% | 40<br>29% | 245<br>25% | 58<br>18% | 49<br>28%<br>Y | 15<br>18%<br>* | 58<br>32%<br>Yc | 15<br>16%<br>* | 100<br>23% | 86<br>22% |
| Strongly support (2) | 257<br>23% | 141<br>26%<br>C | 110<br>19% | 68<br>23% | 100<br>27%<br>F | 88<br>19% | 70<br>28%<br>HI | 59<br>20% | 55<br>19% | 33<br>25%<br>* | 17<br>24%<br>* | 22<br>25%<br>* | 178<br>25%<br>N | 79<br>18% | 171<br>28%<br>P | 86<br>17% | 121<br>33%<br>R | 136<br>18% | 47<br>21% | 55<br>19% | 71<br>27%<br>T | 71<br>27%<br>T | 19<br>14% | 234<br>24%<br>W | 131<br>41%<br>Zab | 14<br>8% | 18<br>23%<br>Z* | 24<br>13% | 36<br>39%<br>Zab* | 146<br>34%<br>e | 64<br>17% |
| Tend to support (1) | 229<br>20% | 107<br>20% | 121<br>21% | 69<br>23% | 66<br>18% | 93<br>20% | 48<br>19% | 59<br>19% | 60<br>21% | 28<br>21%<br>* | 11<br>15%<br>* | 23<br>26%<br>* | 150<br>21% | 78<br>18% | 144<br>23%<br>P | 85<br>17% | 81<br>22% | 148<br>19% | 44<br>19% | 58<br>20% | 57<br>22% | 54<br>20% | 41<br>31%<br>X | 179<br>18% | 84<br>26%<br>b | 31<br>18% | 20<br>24%<br>b* | 22<br>12% | 24<br>26%<br>b* | 104<br>24% | 74<br>19% |
| Strongly oppose (-2) | 122<br>11% | 62<br>11% | 56<br>10% | 16<br>5% | 28<br>8% | 78<br>17%<br>DE | 22<br>9% | 38<br>13% | 25<br>9% | 17<br>13%<br>* | 10<br>14%<br>* | 10<br>11%<br>* | 62<br>9% | 61<br>14%<br>M | 76<br>12% | 46<br>9% | 35<br>9% | 88<br>11% | 16<br>7% | 43<br>14%<br>S | 26<br>10% | 30<br>11% | 5<br>4% | 115<br>12%<br>W | 12<br>4% | 48<br>27%<br>Yac | 6<br>8%<br>* | 37<br>20%<br>Yac | 3<br>3%<br>* | 29<br>7% | 78<br>20%<br>d |
| Tend to oppose (-1) | 108<br>10% | 50<br>9% | 57<br>10% | 24<br>8% | 25<br>7% | 59<br>13%<br>E | 32<br>13%<br>K | 28<br>9% | 29<br>10% | 11<br>8%<br>* | 2<br>2%<br>* | 7<br>8%<br>* | 57<br>8% | 51<br>12% | 56<br>9% | 52<br>10% | 35<br>9% | 74<br>10% | 24<br>10% | 31<br>11% | 19<br>7% | 29<br>11% | 7<br>5% | 100<br>10% | 14<br>4% | 28<br>16%<br>Y | 14<br>17%<br>Y* | 26<br>14%<br>Y | 8<br>9%<br>* | 33<br>8% | 52<br>14%<br>d |
| Don't know | 127<br>11% | 45<br>8% | 80<br>14%<br>B | 36<br>12% | 55<br>15%<br>F | 36<br>8% | 24<br>10% | 35<br>12% | 29<br>10% | 16<br>12%<br>* | 10<br>14%<br>* | 13<br>15%<br>* | 68<br>10% | 59<br>14% | 46<br>7% | 81<br>16%<br>O | 22<br>6% | 105<br>14%<br>Q | 34<br>15%<br>V | 34<br>12% | 28<br>11% | 20<br>8% | 22<br>16%<br>X | 100<br>10% | 23<br>7% | 5<br>3% | 8<br>10%<br>Z* | 16<br>9% | 6<br>6%<br>* | 16<br>4% | 31<br>8%<br>d |
| NET: Strongly support / Tend to support | 485<br>43% | 248<br>45% | 231<br>41% | 137<br>46% | 167<br>45% | 181<br>39% | 119<br>47% | 118<br>39% | 116<br>40% | 61<br>45%<br>* | 28<br>39%<br>* | 45<br>51%<br>* | 328<br>46%<br>N | 157<br>37% | 314<br>51%<br>P | 171<br>33% | 201<br>55%<br>R | 284<br>37% | 92<br>40% | 113<br>38% | 128<br>49%<br>T | 124<br>47% | 61<br>45% | 413<br>42% | 215<br>67%<br>Zab | 45<br>26% | 38<br>47%<br>Zb* | 46<br>25% | 60<br>65%<br>Zab* | 249<br>58%<br>e | 138<br>36% |
| NET: Strongly oppose / Tend to oppose | 231<br>20% | 113<br>20% | 113<br>20% | 41<br>14% | 53<br>14% | 137<br>30%<br>DE | 53<br>21% | 66<br>22% | 54<br>19% | 28<br>21%<br>* | 12<br>16%<br>* | 17<br>19%<br>* | 119<br>17% | 112<br>26%<br>M | 132<br>21% | 98<br>19% | 69<br>19% | 161<br>21% | 40<br>17% | 74<br>25% | 45<br>17% | 59<br>23% | 13<br>9% | 216<br>22%<br>W | 27<br>8% | 76<br>43%<br>Yac | 20<br>25%<br>Y* | 63<br>35%<br>Yc | 11<br>12%<br>* | 62<br>14% | 130<br>34%<br>d |
| Mean | 0.39 | 0.42 | 0.35 | 0.57<br>F | 0.58<br>F | 0.13 | 0.50 | 0.27 | 0.35 | 0.41<br>* | 0.38<br>* | 0.53<br>* | 0.51<br>N | 0.17 | 0.48<br>P | 0.26 | 0.63<br>R | 0.26 | 0.43 | 0.20 | 0.55<br>T | 0.43 | 0.55 | 0.36 | 1.02<br>Zab | -0.38 | 0.41<br>Zb* | -0.18 | 0.94<br>Zab* | 0.74<br>e | -0.02 |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Ending VAT exemptions previously offered to private schools

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Neither support nor oppose (0) | 290<br>26% | 37<br>18% | 36<br>20% | 35<br>18% | 45<br>27% | 37<br>22% | 46<br>26% | 17<br>20%<br>* | 30<br>23% | 92<br>28% | 69<br>30% | 71<br>21% | 85<br>26% | 76<br>23% | 77<br>24% | 116<br>25% | 48<br>21% | 197<br>28% | 176<br>25% | 180<br>27% | 182<br>26% | 147<br>26% | 205<br>27% |
| Strongly support (2) | 257<br>23% | 77<br>36% | 54<br>30% | 78<br>39%<br>E | 25<br>15% | 56<br>34%<br>G | 26<br>15% | 35<br>39%<br>JK* | 40<br>31%<br>K | 76<br>23% | 37<br>16% | 131<br>39%<br>MNP | 43<br>13% | 108<br>32%<br>MP | 114<br>36%<br>MP | 65<br>14% | 85<br>38%<br>MP | 116<br>16% | 201<br>29%<br>RTUW | 134<br>20%<br>R | 130<br>19% | 179<br>31%<br>RTUW | 151<br>20%<br>R |
| Tend to support (1) | 229<br>20% | 51<br>24% | 53<br>29% | 58<br>29%<br>E | 16<br>9% | 45<br>28%<br>G | 17<br>10% | 24<br>27%<br>K* | 35<br>27%<br>K | 63<br>19% | 29<br>13% | 90<br>27%<br>P | 74<br>23% | 86<br>26%<br>P | 82<br>26%<br>P | 86<br>19% | 59<br>26%<br>P | 125<br>18% | 140<br>20% | 130<br>19% | 133<br>19% | 128<br>22%<br>R | 151<br>20% |
| Strongly oppose (-2) | 122<br>11% | 24<br>11% | 19<br>11% | 9<br>5% | 49<br>29%<br>D | 11<br>7% | 49<br>28%<br>F | 4<br>5%<br>* | 12<br>10% | 46<br>14%<br>H | 43<br>19%<br>HI | 13<br>4% | 55<br>17%<br>LNOQ | 20<br>6%<br>O | 7<br>2% | 89<br>20%<br>LNOQ | 10<br>4%<br>O | 109<br>15%<br>SV | 59<br>9%<br>V | 100<br>15%<br>SV | 114<br>16%<br>SVW | 31<br>5% | 112<br>15%<br>SV |
| Tend to oppose (-1) | 108<br>10% | 21<br>10% | 15<br>8% | 17<br>9% | 24<br>14% | 14<br>8% | 25<br>14% | 5<br>6%<br>* | 10<br>8% | 41<br>12% | 27<br>12% | 18<br>5% | 49<br>15%<br>LNOQ | 26<br>8% | 23<br>7% | 62<br>14%<br>LNOQ | 11<br>5% | 88<br>12%<br>SV | 51<br>7% | 79<br>12%<br>SV | 82<br>12%<br>SV | 44<br>8% | 91<br>12%<br>SV |
| Don't know | 127<br>11% | 2<br>1% | 3<br>2% | 1<br>0% | 10<br>6%<br>D | 2<br>1% | 13<br>7%<br>F | 4<br>4%<br>* | 1<br>1% | 10<br>3% | 22<br>10%<br>IJ | 10<br>3% | 17<br>5% | 20<br>6%<br>L | 16<br>5% | 37<br>8%<br>L | 11<br>5% | 73<br>10%<br>TUW | 65<br>9%<br>T | 49<br>7% | 56<br>8% | 47<br>8% | 62<br>8% |
| NET: Strongly support / Tend to support | 485<br>43% | 127<br>60% | 108<br>60% | 136<br>69%<br>E | 41<br>24% | 102<br>62%<br>G | 43<br>25% | 58<br>66%<br>JK* | 75<br>58%<br>JK | 139<br>42%<br>K | 66<br>29% | 222<br>66%<br>MNP | 117<br>36% | 194<br>58%<br>MP | 196<br>61%<br>MP | 151<br>33% | 144<br>64%<br>MNP | 240<br>34% | 341<br>49%<br>RTUW | 264<br>39%<br>R | 263<br>38%<br>R | 307<br>53%<br>RSTUW | 302<br>39%<br>R |
| NET: Strongly oppose / Tend to oppose | 231<br>20% | 45<br>21% | 34<br>19% | 26<br>13% | 73<br>43%<br>D | 25<br>15% | 74<br>42%<br>F | 9<br>11%<br>* | 23<br>18% | 87<br>26%<br>H | 70<br>31%<br>HI | 31<br>9% | 103<br>32%<br>LNOQ | 46<br>14%<br>LOQ | 30<br>10% | 151<br>33%<br>LNOQ | 21<br>9% | 197<br>28%<br>SV | 110<br>16%<br>V | 179<br>27%<br>SV | 196<br>28%<br>SV | 75<br>13% | 203<br>26%<br>SV |
| Mean | 0.39 | 0.65 | 0.61 | 0.90<br>E | -0.35 | 0.75<br>G | -0.33 | 0.93<br>JK* | 0.62<br>JK* | 0.26<br>K | -0.06 | 0.96<br>MNP | 0.01 | 0.75<br>MP | 0.90<br>MNP | -0.06 | 0.93<br>MNP | 0.08 | 0.59<br>RTUW | 0.19<br>R | 0.13 | 0.72<br>RSTUW | 0.19<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Strongly oppose (-2) | 269<br>24% | 138<br>25% | 128<br>23% | 30<br>10% | 82<br>22%<br>D | 157<br>34%<br>DE | 68<br>27% | 63<br>21% | 73<br>26% | 26<br>20%<br>* | 20<br>27%<br>* | 19<br>22%<br>* | 151<br>21% | 118<br>28%<br>M | 140<br>23% | 129<br>25% | 57<br>16% | 212<br>28%<br>Q | 38<br>16% | 89<br>30%<br>S | 62<br>24% | 61<br>23% | 5<br>4% | 257<br>26%<br>W | 34<br>10% | 76<br>43%<br>Yac | 15<br>18%<br>* | 84<br>46%<br>Yac | 11<br>12%<br>* | 64<br>15% | 168<br>44%<br>d |
| Neither support nor oppose (0) | 245<br>22% | 122<br>22% | 120<br>21% | 71<br>24% | 85<br>23% | 89<br>19% | 55<br>22% | 71<br>23% | 53<br>19% | 32<br>24%<br>* | 17<br>24%<br>* | 17<br>19%<br>* | 151<br>21% | 94<br>22% | 130<br>21% | 115<br>22% | 74<br>20% | 171<br>22% | 63<br>27% | 59<br>20% | 51<br>20% | 52<br>20% | 41<br>30%<br>X | 195<br>20% | 72<br>22%<br>Z | 22<br>13% | 24<br>30%<br>Z* | 34<br>19% | 20<br>22%<br>* | 85<br>20% | 63<br>16% |
| Tend to oppose (-1) | 202<br>18% | 90<br>16% | 106<br>19% | 46<br>15% | 57<br>15% | 99<br>21%<br>E | 42<br>17% | 54<br>18% | 67<br>23%<br>J | 13<br>10%<br>* | 8<br>12%<br>* | 17<br>20%<br>* | 128<br>18% | 74<br>17% | 104<br>17% | 98<br>19% | 57<br>15% | 145<br>19% | 40<br>17% | 61<br>20% | 43<br>17% | 38<br>14% | 20<br>14% | 180<br>19% | 41<br>13% | 46<br>26%<br>Ya | 10<br>13%<br>* | 39<br>21%<br>Y | 22<br>24%<br>Y* | 83<br>19% | 75<br>20% |
| Tend to support (1) | 160<br>14% | 83<br>15% | 73<br>13% | 73<br>24%<br>EF | 49<br>13%<br>F | 38<br>8% | 26<br>10% | 41<br>13% | 47<br>16% | 28<br>21%<br>G* | 8<br>11%<br>* | 10<br>11%<br>* | 118<br>17%<br>N | 42<br>10% | 107<br>17%<br>P | 53<br>10% | 88<br>24%<br>R | 72<br>9% | 31<br>13% | 34<br>12% | 38<br>15% | 49<br>19%<br>T | 34<br>25%<br>X | 125<br>13% | 70<br>22%<br>b | 24<br>14%<br>b | 15<br>18%<br>b* | 11<br>6% | 16<br>18%<br>b* | 87<br>20%<br>e | 27<br>7% |
| Strongly support (2) | 133<br>12% | 81<br>15%<br>C | 51<br>9% | 41<br>14% | 51<br>14% | 41<br>9% | 30<br>12% | 35<br>12% | 21<br>7% | 20<br>15%<br>I* | 8<br>11%<br>* | 18<br>21%<br>I* | 97<br>14%<br>N | 36<br>8% | 88<br>14%<br>P | 45<br>9% | 65<br>18%<br>R | 68<br>9% | 23<br>10% | 27<br>9% | 33<br>13% | 42<br>16%<br>T | 19<br>14% | 112<br>11% | 77<br>24%<br>Zab | 4<br>2% | 8<br>10%<br>Z* | 9<br>5% | 18<br>19%<br>Zb* | 80<br>19%<br>e | 28<br>7% |
| Don't know | 125<br>11% | 35<br>6% | 89<br>16%<br>B | 38<br>13% | 50<br>13%<br>F | 37<br>8% | 31<br>12% | 39<br>13% | 24<br>9% | 14<br>10%<br>* | 11<br>15%<br>* | 7<br>7%<br>* | 62<br>9% | 63<br>15%<br>M | 51<br>8% | 75<br>14%<br>O | 26<br>7% | 100<br>13%<br>Q | 35<br>15%<br>V | 27<br>9% | 32<br>12% | 21<br>8% | 16<br>12% | 105<br>11% | 30<br>9%<br>Z | 3<br>2% | 10<br>12%<br>Zb* | 7<br>4% | 5<br>5%<br>* | 28<br>7% | 25<br>7% |
| NET: Strongly support / Tend to support | 293<br>26% | 164<br>30%<br>C | 124<br>22% | 114<br>38%<br>EF | 100<br>27%<br>F | 79<br>17% | 56<br>22% | 76<br>25% | 68<br>24% | 49<br>36%<br>GHI* | 16<br>22%<br>* | 28<br>32%<br>* | 214<br>30%<br>N | 79<br>18% | 195<br>32%<br>P | 98<br>19% | 153<br>42%<br>R | 140<br>18% | 54<br>23% | 62<br>21% | 71<br>27% | 91<br>35%<br>ST | 54<br>40%<br>X | 236<br>24% | 147<br>45%<br>Zab | 28<br>16% | 23<br>28%<br>b* | 19<br>11% | 34<br>37%<br>Zb* | 167<br>39%<br>e | 54<br>14% |
| NET: Strongly oppose / Tend to oppose | 470<br>41% | 228<br>41% | 234<br>41% | 76<br>25% | 139<br>37%<br>D | 255<br>55%<br>DE | 110<br>44%<br>J | 117<br>39% | 140<br>49%<br>HJ | 40<br>30%<br>* | 28<br>39%<br>* | 36<br>41%<br>* | 279<br>39% | 192<br>45% | 243<br>39% | 227<br>44% | 114<br>31% | 356<br>46%<br>Q | 78<br>34% | 150<br>50%<br>SUV | 105<br>40% | 99<br>37% | 25<br>18% | 437<br>45%<br>W | 75<br>23% | 122<br>70%<br>Yac | 25<br>31%<br>* | 123<br>67%<br>Yac | 33<br>36%<br>Y* | 147<br>34% | 243<br>63%<br>d |
| Mean | -0.31 | -0.23 | -0.39 | 0.19<br>EF | -0.22<br>F | -0.69 | -0.41 | -0.26 | -0.47 | 0.03<br>GI* | -0.39<br>* | -0.11<br>* | -0.18<br>N | -0.53 | -0.17<br>P | -0.49 | 0.14<br>R | -0.54 | -0.20<br>T | -0.55 | -0.27 | -0.11<br>T | 0.35<br>X | -0.40 | 0.39<br>Zab | -0.96 | -0.13<br>Zb* | -1.01 | 0.09<br>Zb* | 0.09<br>e | -0.92 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing a 20% inheritance tax on any agricultural assets (e.g. farms) over the value of £1 million

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Strongly oppose (-2) | 269<br>24% | 31<br>15% | 29<br>16% | 18<br>9% | 85<br>50%<br>D | 18<br>11% | 85<br>49%<br>F | 6<br>6%<br>* | 14<br>11% | 94<br>29%<br>HI | 92<br>41%<br>HIJ | 19<br>6% | 113<br>35%<br>LNOQ | 38<br>11%<br>LQ | 28<br>9%<br>LQ | 177<br>39%<br>LNOQ | 13<br>6% | 242<br>34%<br>SV | 136<br>20%<br>V | 217<br>32%<br>SV | 229<br>33%<br>SV | 79<br>14% | 243<br>31%<br>SV |
| Neither support nor oppose (0) | 245<br>22% | 32<br>15% | 31<br>17% | 37<br>19% | 21<br>12% | 27<br>17% | 24<br>14% | 16<br>18%<br>* | 22<br>17% | 77<br>24% | 48<br>21% | 80<br>24%<br>MP | 50<br>16% | 85<br>25%<br>MP | 75<br>24%<br>MP | 73<br>16% | 47<br>21% | 142<br>20% | 176<br>25%<br>RTUW | 135<br>20% | 142<br>20% | 149<br>26%<br>RTUW | 166<br>21% |
| Tend to oppose (-1) | 202<br>18% | 29<br>14% | 17<br>9% | 22<br>11% | 31<br>18% | 19<br>12% | 33<br>19% | 13<br>15%<br>* | 23<br>18% | 63<br>19% | 39<br>17% | 37<br>11% | 62<br>19%<br>LQ | 49<br>15% | 49<br>15%<br>L | 90<br>20%<br>LQ | 28<br>13% | 160<br>23%<br>SV | 128<br>18% | 136<br>20% | 140<br>20% | 101<br>18% | 161<br>21%<br>V |
| Tend to support (1) | 160<br>14% | 55<br>26% | 52<br>29% | 56<br>29%<br>E | 11<br>6% | 52<br>31%<br>G | 13<br>7% | 26<br>30%<br>JK* | 42<br>32%<br>JK | 36<br>11% | 18<br>8% | 94<br>28%<br>MNP | 59<br>18%<br>P | 75<br>22%<br>P | 76<br>24%<br>P | 53<br>12% | 65<br>29%<br>MNOP | 59<br>8% | 90<br>13%<br>R | 77<br>11%<br>R | 77<br>11%<br>R | 99<br>17%<br>RSTUW | 86<br>11%<br>R |
| Strongly support (2) | 133<br>12% | 53<br>25% | 46<br>25% | 60<br>30%<br>E | 10<br>6% | 44<br>27%<br>G | 10<br>6% | 25<br>28%<br>JK* | 25<br>19%<br>K | 43<br>13%<br>K | 12<br>5% | 84<br>25%<br>MNP | 27<br>8% | 65<br>20%<br>MP | 76<br>24%<br>MP | 38<br>8% | 57<br>26%<br>MNP | 48<br>7% | 101<br>15%<br>RTUW | 64<br>9%<br>RU | 53<br>8% | 93<br>16%<br>RTUW | 65<br>8%<br>R |
| Don't know | 125<br>11% | 11<br>5% | 6<br>4% | 5<br>3% | 11<br>7% | 4<br>3% | 9<br>5% | 3<br>4%<br>* | 3<br>3% | 14<br>4% | 17<br>8% | 21<br>6%<br>M | 10<br>3% | 24<br>7%<br>M | 15<br>5% | 23<br>5% | 14<br>6% | 57<br>8% | 63<br>9%<br>TW | 44<br>7% | 55<br>8% | 55<br>10%<br>TW | 52<br>7% |
| NET: Strongly support / Tend to support | 293<br>26% | 108<br>51% | 98<br>54% | 116<br>59%<br>E | 21<br>13% | 96<br>58%<br>G | 23<br>13% | 51<br>57%<br>JK* | 66<br>52%<br>JK | 79<br>24%<br>K | 29<br>13% | 177<br>53%<br>MNOP | 87<br>27%<br>P | 140<br>42%<br>MP | 151<br>47%<br>MNP | 91<br>20% | 123<br>55%<br>MNOP | 107<br>15% | 191<br>28%<br>RTUW | 140<br>21%<br>R | 130<br>19%<br>R | 192<br>33%<br>RSTUW | 151<br>20%<br>R |
| NET: Strongly oppose / Tend to oppose | 470<br>41% | 60<br>29% | 45<br>25% | 40<br>20% | 116<br>69%<br>D | 37<br>22% | 119<br>68%<br>F | 18<br>21%<br>* | 37<br>29% | 157<br>48%<br>HI | 132<br>58%<br>HIJ | 55<br>17% | 175<br>54%<br>LNOQ | 87<br>26%<br>LQ | 77<br>24%<br>LQ | 266<br>59%<br>LNOQ | 41<br>18% | 402<br>57%<br>STUVW | 263<br>38%<br>V | 354<br>53%<br>SV | 370<br>53%<br>SV | 180<br>31% | 404<br>52%<br>SV |
| Mean | -0.31 | 0.35 | 0.40 | 0.61<br>E | -1.08 | 0.53<br>G | -1.03 | 0.60<br>JK* | 0.32<br>JK | -0.41<br>K | -0.87 | 0.60<br>MNOP | -0.56<br>P | 0.26<br>MP | 0.40<br>MP | -0.73 | 0.60<br>MNOP | -0.75 | -0.17<br>RTUW | -0.58<br>R | -0.65<br>R | 0.05<br>RSTUW | -0.60<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 290<br>26% | 129<br>23% | 158<br>28% | 83<br>28% | 107<br>29%<br>F | 100<br>22% | 59<br>23% | 71<br>24% | 73<br>25% | 45<br>34%<br>* | 14<br>20%<br>* | 27<br>31%<br>* | 191<br>27% | 99<br>23% | 165<br>27% | 125<br>24% | 128<br>35%<br>R | 162<br>21% | 47<br>21% | 82<br>28% | 70<br>27% | 75<br>28% | 46<br>34%<br>X | 240<br>25% | 121<br>37%<br>Zb | 39<br>23% | 31<br>38%<br>Zb* | 26<br>14% | 26<br>28%<br>b* | 150<br>35%<br>e | 72<br>19% |
| Neither support nor oppose (0) | 278<br>25% | 128<br>23% | 144<br>25% | 84<br>28% | 85<br>23% | 109<br>24% | 51<br>20% | 88<br>29%<br>G | 71<br>25% | 26<br>19%<br>* | 19<br>27%<br>* | 23<br>26%<br>* | 169<br>24% | 110<br>26% | 135<br>22% | 144<br>28%<br>O | 71<br>19% | 208<br>27%<br>Q | 76<br>33%<br>TUV | 69<br>23% | 61<br>23% | 49<br>19% | 36<br>27% | 234<br>24% | 69<br>21% | 33<br>19% | 22<br>27%<br>* | 44<br>24% | 25<br>27%<br>* | 85<br>20% | 89<br>23% |
| Strongly oppose (-2) | 162<br>14% | 101<br>18%<br>C | 59<br>10% | 14<br>5% | 45<br>12%<br>D | 103<br>22%<br>DE | 50<br>20%<br>J | 39<br>13% | 44<br>15% | 14<br>10%<br>* | 7<br>10%<br>* | 8<br>9%<br>* | 78<br>11% | 84<br>20%<br>M | 97<br>16% | 65<br>13% | 36<br>10% | 126<br>16%<br>Q | 16<br>7% | 50<br>17%<br>S | 44<br>17%<br>S | 40<br>15%<br>S | 6<br>5% | 155<br>16%<br>W | 11<br>3% | 48<br>27%<br>Yac | 7<br>9%<br>* | 68<br>37%<br>Yac | 2<br>3%<br>* | 41<br>10% | 98<br>25%<br>d |
| Strongly support (2) | 151<br>13% | 86<br>16%<br>C | 61<br>11% | 65<br>22%<br>EF | 48<br>13% | 38<br>8% | 34<br>13% | 41<br>14% | 35<br>12% | 23<br>17%<br>* | 7<br>10%<br>* | 11<br>12%<br>* | 112<br>16%<br>N | 39<br>9% | 94<br>15% | 57<br>11% | 71<br>19%<br>R | 80<br>10% | 26<br>11% | 31<br>11% | 32<br>12% | 53<br>20%<br>STU | 30<br>22%<br>X | 120<br>12% | 72<br>22%<br>Zab | 13<br>8% | 8<br>10%<br>* | 11<br>6% | 21<br>23%<br>Zab* | 81<br>19%<br>e | 35<br>9% |
| Tend to oppose (-1) | 147<br>13% | 70<br>13% | 77<br>14% | 19<br>6% | 41<br>11% | 87<br>19%<br>DE | 38<br>15% | 32<br>10% | 41<br>14% | 12<br>9%<br>* | 14<br>20%<br>* | 10<br>11%<br>* | 102<br>14% | 45<br>11% | 88<br>14% | 59<br>11% | 40<br>11% | 106<br>14% | 32<br>14% | 36<br>12% | 38<br>15% | 30<br>11% | 5<br>4% | 137<br>14%<br>W | 36<br>11% | 36<br>20%<br>Ya | 6<br>8%<br>* | 30<br>16% | 11<br>12%<br>* | 54<br>13% | 73<br>19%<br>d |
| Don't know | 105<br>9% | 37<br>7% | 68<br>12%<br>B | 33<br>11%<br>F | 48<br>13%<br>F | 24<br>5% | 20<br>8% | 31<br>10% | 22<br>8% | 13<br>10%<br>* | 9<br>13%<br>* | 9<br>11%<br>* | 55<br>8% | 50<br>12% | 39<br>6% | 66<br>13%<br>O | 21<br>6% | 84<br>11%<br>Q | 32<br>14%<br>UV | 29<br>10% | 15<br>6% | 16<br>6% | 12<br>9% | 87<br>9% | 13<br>4% | 5<br>3% | 6<br>8%<br>* | 4<br>2% | 7<br>7%<br>* | 16<br>4% | 20<br>5% |
| NET: Strongly support / Tend to support | 441<br>39% | 214<br>39% | 219<br>39% | 148<br>49%<br>F | 155<br>41%<br>F | 138<br>30% | 93<br>37% | 112<br>37% | 108<br>38% | 69<br>51%<br>GHIK* | 22<br>30%<br>* | 38<br>43%<br>* | 303<br>43%<br>N | 138<br>32% | 259<br>42% | 182<br>35% | 199<br>54%<br>R | 242<br>32% | 74<br>32% | 113<br>38% | 102<br>39% | 128<br>49%<br>ST | 76<br>56%<br>X | 360<br>37% | 193<br>60%<br>Zb | 53<br>30% | 39<br>48%<br>Zb* | 36<br>20% | 48<br>52%<br>Zb* | 231<br>54%<br>e | 106<br>28% |
| NET: Strongly oppose / Tend to oppose | 309<br>27% | 170<br>31%<br>C | 136<br>24% | 33<br>11% | 86<br>23%<br>D | 190<br>41%<br>DE | 88<br>35%<br>HJL | 70<br>23% | 85<br>30% | 26<br>19%<br>* | 22<br>30%<br>* | 18<br>21%<br>* | 180<br>25% | 129<br>30% | 185<br>30% | 124<br>24% | 76<br>21% | 232<br>30%<br>Q | 48<br>21% | 86<br>29% | 83<br>32%<br>S | 70<br>27% | 11<br>8% | 292<br>30%<br>W | 48<br>15% | 83<br>48%<br>Yac | 14<br>17%<br>* | 98<br>54%<br>Yac | 13<br>14%<br>* | 95<br>22% | 171<br>44%<br>d |
| Mean | 0.12 | 0.06 | 0.17 | 0.62<br>EF | 0.22<br>F | -0.27 | -0.05 | 0.16 | 0.05 | 0.44<br>GI* | *<br>* | 0.28<br>* | 0.24<br>N | -0.10 | 0.12 | 0.11 | 0.46<br>R | -0.05 | 0.18 | 0.03 | 0.03 | 0.28 | 0.71<br>X | 0.04 | 0.67<br>Zb | -0.38 | 0.36<br>Zb* | -0.67 | 0.62<br>Zb* | 0.43<br>e | -0.35 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Ending industrial disputes with resident doctors by giving them a 22.3% pay rise over two years

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 290<br>26% | 69<br>33% | 68<br>37% | 69<br>35%<br>E | 28<br>17% | 68<br>41%<br>G | 27<br>16% | 34<br>38%<br>JK* | 40<br>31%<br>K | 83<br>25% | 41<br>18% | 134<br>40%<br>MP | 85<br>26% | 129<br>38%<br>MP | 120<br>38%<br>MP | 101<br>22% | 82<br>37%<br>MP | 140<br>20% | 189<br>27%<br>RTUW | 142<br>21% | 153<br>22% | 179<br>31%<br>RSTUW | 185<br>24%<br>RT |
| Neither support nor oppose (0) | 278<br>25% | 32<br>15% | 28<br>15% | 45<br>23% | 29<br>17% | 28<br>17% | 32<br>18% | 12<br>13%<br>* | 32<br>25% | 85<br>26%<br>H | 61<br>27%<br>H | 69<br>21% | 69<br>22% | 76<br>23% | 81<br>25%<br>Q | 93<br>20% | 46<br>20% | 188<br>27%<br>U | 182<br>26% | 163<br>24% | 161<br>23% | 153<br>27% | 193<br>25% |
| Strongly oppose (-2) | 162<br>14% | 22<br>10% | 14<br>8% | 7<br>4% | 59<br>35%<br>D | 7<br>4% | 60<br>34%<br>F | 7<br>8%<br>* | 11<br>8% | 60<br>18%<br>HI | 55<br>24%<br>HI | 9<br>3% | 63<br>20%<br>LNOQ | 16<br>5%<br>OQ | 5<br>2% | 114<br>25%<br>LMNOQ | 5<br>2% | 148<br>21%<br>SV | 88<br>13%<br>V | 140<br>21%<br>SV | 151<br>22%<br>SVW | 42<br>7% | 148<br>19%<br>SV |
| Strongly support (2) | 151<br>13% | 51<br>24% | 45<br>25% | 53<br>27%<br>E | 13<br>8% | 45<br>28%<br>G | 17<br>10% | 20<br>23%<br>JK* | 30<br>23%<br>JK | 44<br>13% | 20<br>9% | 79<br>24%<br>MP | 38<br>12% | 68<br>20%<br>MP | 72<br>23%<br>MP | 56<br>12% | 66<br>29%<br>LMNOP | 66<br>9% | 101<br>15%<br>RTUW | 76<br>11% | 74<br>11% | 89<br>15%<br>RTUW | 76<br>10% |
| Tend to oppose (-1) | 147<br>13% | 32<br>15% | 22<br>12% | 21<br>11% | 30<br>18% | 15<br>9% | 30<br>17%<br>F | 13<br>15%<br>* | 14<br>11% | 49<br>15% | 31<br>14% | 34<br>10% | 57<br>18%<br>LNOQ | 31<br>9% | 23<br>7% | 68<br>15%<br>LNOQ | 14<br>6% | 111<br>16%<br>S | 83<br>12% | 113<br>17%<br>SV | 121<br>17%<br>SV | 75<br>13% | 127<br>16%<br>SV |
| Don't know | 105<br>9% | 5<br>2% | 4<br>2% | 2<br>1% | 10<br>6%<br>D | 2<br>1% | 10<br>5% | 3<br>3%<br>* | 2<br>1% | 7<br>2% | 19<br>8%<br>U | 9<br>3% | 10<br>3% | 16<br>5% | 18<br>6%<br>L | 22<br>5% | 11<br>5% | 54<br>8%<br>TUW | 50<br>7%<br>U | 39<br>6% | 36<br>5% | 38<br>7% | 44<br>6% |
| NET: Strongly support / Tend to support | 441<br>39% | 120<br>57% | 113<br>62% | 123<br>62%<br>E | 41<br>24% | 113<br>69%<br>G | 44<br>25% | 54<br>61%<br>JK* | 70<br>55%<br>JK | 127<br>39%<br>K | 60<br>27% | 213<br>64%<br>MP | 123<br>38% | 197<br>59%<br>MP | 192<br>60%<br>MP | 157<br>35% | 148<br>66%<br>MNOP | 206<br>29% | 290<br>42%<br>RTUW | 218<br>32%<br>R | 226<br>33%<br>R | 268<br>46%<br>RSTUW | 260<br>34%<br>R |
| NET: Strongly oppose / Tend to oppose | 309<br>27% | 54<br>25% | 36<br>20% | 29<br>14% | 89<br>53%<br>D | 22<br>13% | 90<br>51%<br>F | 20<br>23%<br>* | 25<br>19% | 109<br>33%<br>I | 87<br>38%<br>HI | 43<br>13%<br>OQ | 120<br>37%<br>LNOQ | 47<br>14%<br>OQ | 28<br>9% | 183<br>40%<br>LNOQ | 19<br>9% | 259<br>37%<br>SV | 171<br>25%<br>V | 253<br>38%<br>SV | 272<br>39%<br>SVW | 117<br>20% | 275<br>36%<br>SV |
| Mean | 0.12 | 0.47 | 0.61 | 0.71<br>E | -0.59 | 0.80<br>G | -0.54 | 0.55<br>JK* | 0.51<br>JK* | *<br>K | -0.30 | 0.74<br>MP | -0.07 | 0.63<br>MP | 0.77<br>MNP | -0.20 | 0.89<br>LMNOP | -0.21 | 0.20<br>RTUW | -0.15 | -0.19 | 0.37<br>RSTUW | -0.12<br>RU |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 382<br>34% | 147<br>27% | 229<br>40%<br>B | 101<br>34% | 120<br>32% | 161<br>35% | 89<br>35% | 109<br>36% | 81<br>28% | 43<br>32%<br>* | 28<br>40%<br>* | 32<br>36%<br>* | 244<br>35% | 138<br>32% | 216<br>35% | 166<br>32% | 129<br>35% | 253<br>33% | 68<br>30% | 116<br>39% | 90<br>35% | 85<br>32% | 39<br>29% | 337<br>35% | 137<br>42%<br>b | 65<br>37%<br>b | 29<br>35%<br>* | 45<br>24% | 34<br>36%<br>* | 178<br>42%<br>e | 107<br>28% |
| Strongly support (2) | 292<br>26% | 165<br>30%<br>C | 121<br>21% | 88<br>29%<br>F | 113<br>30%<br>F | 92<br>20% | 68<br>27% | 63<br>21% | 87<br>30%<br>H | 40<br>29%<br>* | 15<br>21%<br>* | 19<br>22%<br>* | 203<br>29%<br>N | 89<br>21% | 166<br>27% | 127<br>25% | 120<br>33%<br>R | 172<br>22% | 63<br>28% | 60<br>20% | 62<br>24% | 84<br>32%<br>T | 52<br>38%<br>X | 238<br>24% | 118<br>37%<br>Zb | 21<br>12% | 31<br>37%<br>Zb* | 40<br>22% | 38<br>41%<br>Zb* | 148<br>35%<br>e | 84<br>22% |
| Neither support nor oppose (0) | 223<br>20% | 119<br>22% | 101<br>18% | 53<br>18% | 71<br>19% | 99<br>21% | 45<br>18% | 74<br>25% | 54<br>19% | 26<br>20%<br>* | 9<br>13%<br>* | 14<br>15%<br>* | 129<br>18% | 94<br>22% | 115<br>19% | 107<br>21% | 64<br>17% | 159<br>21% | 45<br>20% | 53<br>18% | 56<br>22% | 47<br>18% | 22<br>16% | 192<br>20% | 43<br>13% | 31<br>18% | 14<br>17%<br>* | 47<br>26%<br>Yc | 9<br>9%<br>* | 45<br>11% | 106<br>27%<br>d |
| Tend to oppose (-1) | 72<br>6% | 40<br>7% | 32<br>6% | 20<br>7% | 19<br>5% | 32<br>7% | 15<br>6% | 15<br>5% | 26<br>9% | 5<br>4%<br>* | 2<br>3%<br>* | 8<br>10%<br>* | 45<br>6% | 27<br>6% | 49<br>8%<br>P | 23<br>4% | 18<br>5% | 54<br>7% | 16<br>7% | 20<br>7% | 18<br>7% | 14<br>5% | 11<br>8% | 59<br>6% | 12<br>4% | 23<br>13%<br>Yac | 2<br>2%<br>* | 15<br>8% | 3<br>3%<br>* | 29<br>7% | 17<br>4% |
| Strongly oppose (-2) | 67<br>6% | 47<br>8%<br>C | 18<br>3% | 8<br>3% | 10<br>3% | 49<br>11%<br>DE | 18<br>7% | 14<br>5% | 9<br>3% | 11<br>8%<br>* | 6<br>8%<br>* | 9<br>11%<br>i* | 36<br>5% | 30<br>7% | 37<br>6% | 29<br>6% | 14<br>4% | 52<br>7% | 9<br>4% | 22<br>7% | 16<br>6% | 15<br>6% | 2<br>1% | 65<br>7%<br>W | 4<br>1% | 24<br>14%<br>Yac | 2<br>3%<br>* | 26<br>14%<br>Yac | 4<br>4%<br>* | 13<br>3% | 46<br>12%<br>d |
| Don't know | 98<br>9% | 31<br>6% | 66<br>12%<br>B | 29<br>10% | 41<br>11%<br>F | 28<br>6% | 16<br>6% | 27<br>9% | 29<br>10% | 10<br>7%<br>* | 11<br>16%<br>G* | 5<br>6%<br>* | 49<br>7% | 49<br>11%<br>M | 36<br>6% | 62<br>12%<br>O | 21<br>6% | 77<br>10%<br>Q | 28<br>12% | 27<br>9% | 17<br>7% | 18<br>7% | 10<br>7% | 83<br>9% | 9<br>3% | 10<br>6% | 4<br>6%<br>* | 11<br>6% | 6<br>7%<br>* | 15<br>3% | 26<br>7% |
| NET: Strongly support / Tend to support | 674<br>60% | 313<br>57% | 350<br>62% | 189<br>63%<br>F | 233<br>62% | 252<br>55% | 157<br>62% | 172<br>57% | 168<br>59% | 82<br>61%<br>* | 44<br>61%<br>* | 51<br>58%<br>* | 447<br>63%<br>N | 227<br>53% | 381<br>62% | 293<br>57% | 250<br>68%<br>R | 425<br>55% | 131<br>57% | 177<br>59% | 153<br>59% | 169<br>64% | 91<br>67% | 575<br>59% | 255<br>79%<br>Zb | 87<br>50% | 59<br>73%<br>Zb* | 84<br>46% | 71<br>77%<br>Zb* | 326<br>76%<br>e | 191<br>50% |
| NET: Strongly oppose / Tend to oppose | 138<br>12% | 86<br>16%<br>C | 50<br>9% | 28<br>9% | 29<br>8% | 81<br>18%<br>DE | 34<br>13% | 29<br>9% | 35<br>12% | 16<br>12%<br>* | 8<br>11%<br>* | 18<br>20%<br>H* | 81<br>12% | 57<br>13% | 86<br>14% | 52<br>10% | 32<br>9% | 106<br>14%<br>Q | 25<br>11% | 42<br>14% | 34<br>13% | 29<br>11% | 13<br>9% | 123<br>13% | 16<br>5% | 47<br>27%<br>Yac | 4<br>5%<br>* | 41<br>22%<br>Yac | 6<br>7%<br>* | 42<br>10% | 63<br>16%<br>d |
| Mean | 0.74 | 0.67 | 0.80 | 0.89<br>F | 0.92<br>F | 0.50 | 0.74 | 0.70 | 0.82 | 0.77<br>* | 0.75<br>* | 0.53<br>* | 0.81<br>N | 0.61 | 0.73 | 0.75 | 0.94<br>R | 0.64 | 0.80 | 0.64 | 0.68 | 0.86 | 1.02<br>X | 0.70 | 1.12<br>Zb | 0.22 | 1.08<br>Zb* | 0.33 | 1.15<br>Zb* | 1.01<br>e | 0.46 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Employment Rights Bill to expand employment laws (e.g. ending zero-hour contracts, ending fire and rehire, tightening unfair dismissal rights etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 382<br>34% | 74<br>35% | 65<br>36% | 75<br>38%<br>E | 45<br>27% | 68<br>41%<br>G | 45<br>26% | 35<br>39%<br>* | 60<br>47%<br>JK | 101<br>31% | 64<br>28% | 135<br>40%<br>P | 112<br>35% | 122<br>36% | 124<br>39%<br>P | 139<br>31% | 79<br>35% | 230<br>33% | 244<br>35% | 227<br>34% | 232<br>33% | 220<br>38%<br>RTUW | 264<br>34% |
| Strongly support (2) | 292<br>26% | 77<br>37% | 67<br>37% | 84<br>42%<br>E | 27<br>16% | 65<br>39%<br>G | 24<br>14% | 38<br>43%<br>JK* | 43<br>33%<br>K | 85<br>26% | 45<br>20% | 122<br>37%<br>MP | 64<br>20% | 120<br>36%<br>MP | 134<br>42%<br>MNP | 100<br>22% | 99<br>44%<br>LMNP | 152<br>21% | 207<br>30%<br>RTUW | 154<br>23%<br>U | 137<br>20% | 174<br>30%<br>RTUW | 167<br>22% |
| Neither support nor oppose (0) | 223<br>20% | 29<br>14% | 26<br>14% | 18<br>9% | 40<br>24%<br>D | 17<br>10% | 46<br>26%<br>F | 5<br>6%<br>* | 12<br>9% | 79<br>24%<br>HI | 64<br>28%<br>HI | 46<br>14% | 64<br>20%<br>LOQ | 50<br>15%<br>O | 35<br>11% | 97<br>21%<br>LNOQ | 27<br>12% | 157<br>22%<br>SV | 127<br>18% | 145<br>22%<br>S | 160<br>23%<br>SV | 105<br>18% | 168<br>22%<br>SV |
| Tend to oppose (-1) | 72<br>6% | 10<br>5% | 9<br>5% | 16<br>8% | 12<br>7% | 10<br>6% | 13<br>7% | 8<br>9%<br>* | 7<br>5% | 30<br>9% | 13<br>6% | 20<br>6% | 37<br>12%<br>LNOQ | 20<br>6% | 15<br>5% | 37<br>8%<br>O | 11<br>5% | 51<br>7%<br>S | 34<br>5% | 51<br>8%<br>S | 57<br>8%<br>SV | 32<br>6% | 61<br>8%<br>SV |
| Strongly oppose (-2) | 67<br>6% | 14<br>7% | 9<br>5% | 5<br>2% | 35<br>21%<br>D | 4<br>3% | 35<br>20%<br>F | 2<br>2%<br>* | 7<br>5% | 25<br>8% | 24<br>11%<br>H | 6<br>2% | 27<br>8%<br>LNOQ | 12<br>3%<br>OQ | 3<br>1% | 54<br>12%<br>LNOQ | 2<br>1% | 61<br>9%<br>SV | 38<br>5%<br>V | 54<br>8%<br>SV | 64<br>9%<br>SV | 12<br>2% | 64<br>8%<br>SV |
| Don't know | 98<br>9% | 6<br>3% | 4<br>2% | 1<br>0% | 11<br>6%<br>D | 1<br>0% | 12<br>7%<br>F | 1<br>1%<br>* | -<br>- | 7<br>2% | 17<br>7%<br>HIJ | 4<br>1% | 17<br>5%<br>L | 12<br>4%<br>L | 9<br>3% | 29<br>6%<br>LOQ | 6<br>3% | 57<br>8%<br>TVW | 44<br>6% | 42<br>6% | 47<br>7% | 32<br>6% | 48<br>6% |
| NET: Strongly support / Tend to support | 674<br>60% | 152<br>72% | 132<br>73% | 159<br>80%<br>E | 72<br>42% | 133<br>81%<br>G | 69<br>39% | 73<br>82%<br>JK* | 103<br>80%<br>JK | 186<br>57% | 108<br>48% | 257<br>77%<br>MNP | 177<br>55% | 242<br>72%<br>MP | 258<br>81%<br>MNP | 238<br>52% | 178<br>79%<br>MNP | 382<br>54% | 451<br>65%<br>RTUW | 382<br>57%<br>U | 369<br>53% | 395<br>69%<br>RSTUW | 431<br>56%<br>U |
| NET: Strongly oppose / Tend to oppose | 138<br>12% | 24<br>11% | 18<br>10% | 21<br>11% | 46<br>27%<br>D | 14<br>9% | 48<br>27%<br>F | 10<br>11%<br>* | 14<br>11% | 56<br>17% | 37<br>16% | 26<br>8% | 65<br>20%<br>LNOQ | 32<br>9%<br>OQ | 17<br>5% | 91<br>20%<br>LNOQ | 13<br>6% | 112<br>16%<br>SV | 71<br>10%<br>V | 105<br>16%<br>SV | 120<br>17%<br>SV | 44<br>8% | 125<br>16%<br>SV |
| Mean | 0.74 | 0.93 | 0.97 | 1.10<br>E | 0.11 | 1.09<br>G | 0.06 | 1.13<br>JK* | 0.98<br>JK | 0.59 | 0.44 | 1.06<br>MP | 0.49 | 0.98<br>MP | 1.20<br>LMNP | 0.45 | 1.20<br>LMNP | 0.56 | 0.85<br>RTUW | 0.60<br>U | 0.50 | 0.94<br>RSTUW | 0.56<br>U |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 324<br>29% | 173<br>32% | 148<br>26% | 74<br>25% | 95<br>25% | 154<br>33%<br>DE | 74<br>30% | 85<br>28% | 70<br>25% | 50<br>37%<br>I* | 19<br>27%<br>* | 26<br>29%<br>* | 203<br>29% | 120<br>28% | 195<br>31%<br>P | 129<br>25% | 120<br>33%<br>R | 204<br>27% | 55<br>24% | 103<br>35%<br>SV | 75<br>29% | 67<br>26% | 46<br>34% | 271<br>28% | 116<br>36%<br>ac | 67<br>38%<br>ac | 17<br>21%<br>* | 55<br>30% | 21<br>22%<br>* | 131<br>31% | 130<br>34% |
| Neither support nor oppose (0) | 305<br>27% | 129<br>23% | 173<br>30%<br>B | 88<br>29% | 105<br>28% | 113<br>25% | 68<br>27% | 76<br>25% | 85<br>30% | 37<br>27%<br>* | 17<br>24%<br>* | 22<br>25%<br>* | 200<br>28% | 105<br>25% | 153<br>25% | 152<br>30% | 89<br>24% | 216<br>28% | 63<br>27% | 81<br>27% | 64<br>24% | 71<br>27% | 35<br>26% | 265<br>27% | 70<br>22% | 45<br>26% | 18<br>22%<br>* | 53<br>29% | 22<br>24%<br>* | 102<br>24% | 88<br>23% |
| Strongly support (2) | 215<br>19% | 138<br>25%<br>C | 75<br>13% | 38<br>13% | 60<br>16% | 117<br>25%<br>DE | 44<br>17% | 53<br>17% | 73<br>26%<br>GHJ | 17<br>13%<br>* | 12<br>17%<br>* | 16<br>18%<br>* | 116<br>16% | 99<br>23%<br>M | 126<br>20% | 89<br>17% | 77<br>21% | 138<br>18% | 35<br>15% | 50<br>17% | 58<br>22% | 60<br>23% | 24<br>18% | 188<br>19% | 69<br>21%<br>c | 42<br>24%<br>c | 24<br>29%<br>c* | 46<br>25%<br>c | 8<br>8%<br>* | 87<br>20% | 102<br>26% |
| Tend to oppose (-1) | 94<br>8% | 33<br>6% | 58<br>10%<br>B | 34<br>11%<br>F | 31<br>8% | 29<br>6% | 17<br>7% | 30<br>10% | 21<br>7% | 10<br>8%<br>* | 7<br>10%<br>* | 8<br>9%<br>* | 63<br>9% | 31<br>7% | 59<br>9% | 35<br>7% | 35<br>9% | 59<br>8% | 26<br>11% | 19<br>6% | 19<br>7% | 26<br>10% | 11<br>8% | 80<br>8% | 30<br>9%<br>Z | 4<br>2% | 14<br>17%<br>Zb* | 13<br>7% | 17<br>19%<br>YZb* | 54<br>13%<br>e | 20<br>5% |
| Strongly oppose (-2) | 71<br>6% | 40<br>7% | 27<br>5% | 21<br>7% | 33<br>9%<br>F | 17<br>4% | 18<br>7% | 20<br>7% | 13<br>5% | 8<br>6%<br>* | 2<br>2%<br>* | 10<br>12%<br>IK* | 54<br>8%<br>N | 18<br>4% | 36<br>6% | 36<br>7% | 23<br>6% | 48<br>6% | 21<br>9%<br>T | 11<br>4% | 19<br>7% | 14<br>5% | 5<br>3% | 65<br>7% | 11<br>3% | 11<br>6% | 3<br>4%<br>* | 9<br>5% | 17<br>18%<br>YZab* | 24<br>6% | 23<br>6% |
| Don't know | 125<br>11% | 38<br>7% | 86<br>15%<br>B | 45<br>15%<br>F | 50<br>13%<br>F | 31<br>7% | 31<br>12% | 39<br>13% | 23<br>8% | 12<br>9%<br>* | 14<br>19%<br>I* | 6<br>7%<br>* | 71<br>10% | 54<br>13% | 51<br>8% | 74<br>14%<br>O | 23<br>6% | 102<br>13%<br>Q | 29<br>13% | 34<br>11% | 25<br>10% | 25<br>9% | 15<br>11% | 105<br>11% | 26<br>8% | 7<br>4% | 5<br>6%<br>* | 7<br>4% | 8<br>8%<br>* | 30<br>7% | 22<br>6% |
| NET: Strongly support / Tend to support | 538<br>48% | 311<br>57%<br>C | 223<br>39% | 112<br>37% | 156<br>42% | 271<br>59%<br>DE | 118<br>47% | 137<br>45% | 144<br>50% | 67<br>50%<br>* | 32<br>45%<br>* | 41<br>47%<br>* | 320<br>45% | 219<br>51% | 320<br>52%<br>P | 218<br>42% | 196<br>54%<br>R | 342<br>45% | 91<br>40% | 153<br>51%<br>S | 134<br>51%<br>S | 127<br>48% | 70<br>52% | 459<br>47% | 185<br>57%<br>c | 109<br>62%<br>c | 41<br>50%<br>c* | 101<br>55%<br>c | 28<br>31%<br>* | 218<br>51% | 231<br>60%<br>d |
| NET: Strongly oppose / Tend to oppose | 165<br>15% | 72<br>13% | 86<br>15% | 55<br>18%<br>F | 64<br>17%<br>F | 46<br>10% | 35<br>14% | 50<br>17% | 34<br>12% | 19<br>14%<br>* | 9<br>12%<br>* | 18<br>21%<br>* | 116<br>16%<br>N | 48<br>11% | 94<br>15% | 71<br>14% | 57<br>16% | 107<br>14% | 47<br>21%<br>T | 30<br>10% | 38<br>15% | 40<br>15% | 16<br>12% | 145<br>15% | 41<br>13% | 15<br>9% | 17<br>21%<br>Z* | 22<br>12% | 34<br>37%<br>YZb* | 78<br>18%<br>e | 44<br>11% |
| Mean | 0.51 | 0.66<br>C | 0.38 | 0.29 | 0.36 | 0.76<br>DE | 0.50 | 0.46 | 0.65 | 0.46<br>* | 0.58<br>* | 0.34<br>* | 0.42 | 0.67<br>M | 0.56 | 0.46 | 0.56 | 0.49 | 0.29 | 0.61<br>S | 0.57<br>S | 0.56<br>S | 0.61 | 0.50 | 0.68<br>c | 0.74<br>c | 0.58<br>c* | 0.66<br>c | -0.18<br>* | 0.51 | 0.73<br>d |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Raising defence spending from 2.3% of GDP to 2.5% by 2027 and 3% in the next Parliament

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 324<br>29% | 81<br>39% | 76<br>42% | 87<br>44%<br>E | 48<br>29% | 73<br>45%<br>G | 50<br>28% | 43<br>48%<br>JK* | 52<br>40%<br>K | 107<br>33%<br>K | 48<br>21% | 115<br>35% | 116<br>36% | 105<br>31% | 99<br>31% | 160<br>35% | 65<br>29% | 199<br>28% | 191<br>28% | 201<br>30%<br>V | 208<br>30%<br>V | 148<br>26% | 231<br>30%<br>V |
| Neither support nor oppose (0) | 305<br>27% | 34<br>16% | 26<br>14% | 36<br>18% | 39<br>23% | 22<br>14% | 39<br>22% | 12<br>14%<br>* | 24<br>19% | 87<br>26%<br>H | 66<br>29%<br>H | 81<br>24% | 83<br>26% | 87<br>26% | 82<br>26% | 104<br>23% | 52<br>23% | 197<br>28% | 192<br>28% | 180<br>27% | 187<br>27% | 176<br>31% | 213<br>28% |
| Strongly support (2) | 215<br>19% | 61<br>29% | 48<br>27% | 54<br>27% | 38<br>23% | 46<br>28% | 44<br>25% | 24<br>28%<br>* | 32<br>25% | 69<br>21% | 42<br>18% | 79<br>24%<br>OQ | 76<br>24%<br>OQ | 80<br>24%<br>OQ | 50<br>16% | 112<br>25%<br>OQ | 35<br>16% | 131<br>19% | 124<br>18% | 131<br>19% | 159<br>23%<br>RSTV | 96<br>17% | 173<br>22%<br>RSTV |
| Tend to oppose (-1) | 94<br>8% | 21<br>10% | 16<br>9% | 15<br>7% | 13<br>8% | 14<br>8% | 15<br>9% | 7<br>8%<br>* | 10<br>8% | 27<br>8% | 24<br>10% | 31<br>9%<br>MP | 17<br>5% | 32<br>9%<br>MP | 41<br>13%<br>MP | 24<br>5% | 25<br>11%<br>MP | 60<br>8% | 74<br>11%<br>RUW | 60<br>9% | 50<br>7% | 66<br>11%<br>RTUW | 64<br>8% |
| Strongly oppose (-2) | 71<br>6% | 8<br>4% | 10<br>6% | 3<br>2% | 17<br>10%<br>D | 7<br>4% | 16<br>9% | *<br>0%<br>* | 9<br>7%<br>H | 24<br>7%<br>H | 22<br>10%<br>H | 9<br>3% | 18<br>5%<br>L | 17<br>5%<br>L | 29<br>9%<br>LN | 28<br>6%<br>L | 29<br>13%<br>LMNOP | 61<br>9%<br>UW | 52<br>8%<br>W | 52<br>8%<br>UW | 42<br>6% | 42<br>7%<br>W | 39<br>5% |
| Don't know | 125<br>11% | 7<br>3% | 4<br>2% | 2<br>1% | 13<br>8%<br>D | 2<br>1% | 11<br>6%<br>F | 2<br>2%<br>* | 1<br>1% | 14<br>4% | 25<br>11%<br>HIJ | 17<br>5% | 14<br>4% | 16<br>5% | 18<br>6% | 27<br>6% | 18<br>8%<br>MN | 60<br>8%<br>W | 59<br>9%<br>W | 49<br>7% | 50<br>7% | 48<br>8% | 52<br>7% |
| NET: Strongly support / Tend to support | 538<br>48% | 142<br>67% | 124<br>69% | 142<br>72%<br>E | 87<br>51% | 119<br>72%<br>G | 93<br>53% | 67<br>76%<br>JK* | 84<br>66%<br>JK | 176<br>54%<br>K | 90<br>40% | 195<br>58%<br>OQ | 191<br>59%<br>OQ | 185<br>55%<br>OQ | 149<br>47% | 272<br>60%<br>OQ | 100<br>45% | 330<br>47% | 315<br>45% | 332<br>49%<br>SV | 367<br>53%<br>RSTV | 244<br>42% | 404<br>52%<br>RSV |
| NET: Strongly oppose / Tend to oppose | 165<br>15% | 28<br>14% | 26<br>15% | 18<br>9% | 31<br>18%<br>D | 21<br>13% | 32<br>18% | 7<br>8%<br>* | 19<br>15% | 51<br>15% | 46<br>20%<br>H | 40<br>12% | 34<br>11% | 49<br>15% | 70<br>22%<br>LMNP | 52<br>11% | 54<br>24%<br>LMNP | 121<br>17%<br>UW | 126<br>18%<br>UW | 111<br>17%<br>UW | 92<br>13% | 108<br>19%<br>UW | 103<br>13% |
| Mean | 0.51 | 0.82 | 0.77 | 0.89<br>E | 0.49 | 0.84<br>G | 0.54 | 0.96<br>JK* | 0.70<br>K* | 0.55 | 0.32 | 0.71<br>OQ | 0.70<br>OQ | 0.62<br>OQ | 0.33 | 0.71<br>OQ | 0.26 | 0.43 | 0.41 | 0.48<br>V | 0.61<br>RSTV | 0.36 | 0.60<br>RSTV |

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*ColumnProportions (5%): A,B,C,D/E,F,IG,H/I/J/K,L/M/N/Q,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,IG,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Strongly support (2) | 372<br>33% | 200<br>36%<br>C | 166<br>29% | 72<br>24% | 124<br>33%<br>D | 175<br>38%<br>D | 95<br>38% | 91<br>30% | 95<br>33% | 47<br>35%<br>* | 19<br>27%<br>* | 25<br>29%<br>* | 231<br>33% | 141<br>33% | 227<br>37%<br>P | 145<br>28% | 154<br>42%<br>R | 218<br>28% | 69<br>30% | 94<br>32% | 92<br>35% | 90<br>34% | 44<br>32% | 321<br>33% | 137<br>42%<br>Z | 48<br>28% | 34<br>41%<br>* | 68<br>37% | 34<br>36%<br>* | 174<br>41% | 139<br>36% |
| Tend to support (1) | 360<br>32% | 166<br>30% | 190<br>34% | 80<br>27% | 122<br>33% | 158<br>34% | 75<br>30% | 96<br>32% | 93<br>33% | 39<br>29%<br>* | 21<br>30%<br>* | 35<br>40%<br>* | 230<br>33% | 130<br>30% | 219<br>35%<br>P | 141<br>27% | 127<br>35% | 233<br>30% | 68<br>30% | 95<br>32% | 78<br>30% | 96<br>37% | 41<br>31% | 316<br>32% | 112<br>35% | 67<br>38% | 27<br>32%<br>* | 50<br>27% | 24<br>26%<br>* | 155<br>36% | 121<br>31% |
| Neither support nor oppose (0) | 225<br>20% | 103<br>19% | 118<br>21% | 83<br>28%<br>EF | 69<br>18% | 74<br>16% | 44<br>18% | 67<br>22% | 61<br>21% | 21<br>15%<br>* | 15<br>21%<br>* | 17<br>19%<br>* | 143<br>20% | 82<br>19% | 95<br>15% | 130<br>25%<br>O | 52<br>14% | 173<br>23%<br>Q | 61<br>27%<br>V | 54<br>18% | 52<br>20% | 44<br>17% | 33<br>24% | 186<br>19% | 48<br>15% | 42<br>24%<br>Ya | 7<br>8%<br>* | 35<br>19% | 20<br>22%<br>a* | 63<br>15% | 72<br>19% |
| Tend to oppose (-1) | 32<br>3% | 28<br>5%<br>C | 4<br>1% | 15<br>5%<br>E | 5<br>1% | 13<br>3% | 9<br>4% | 4<br>1% | 7<br>2% | 5<br>4%<br>* | 4<br>6%<br>H* | 3<br>3%<br>* | 19<br>3% | 13<br>3% | 14<br>2% | 18<br>3% | 6<br>2% | 26<br>3% | 4<br>2% | 15<br>5% | 8<br>3% | 5<br>2% | 2<br>2% | 30<br>3% | 4<br>1% | 4<br>2% | 1<br>1%<br>* | 16<br>9%<br>YZa | 2<br>2%<br>* | 8<br>2% | 16<br>4% |
| Strongly oppose (-2) | 28<br>3% | 19<br>3% | 9<br>2% | 8<br>3% | 10<br>3% | 10<br>2% | 5<br>2% | 9<br>3% | 8<br>3% | 3<br>3%<br>* | 3<br>4%<br>* | -<br>-<br>* | 19<br>3% | 9<br>2% | 9<br>2% | 19<br>4%<br>O | 2<br>1% | 26<br>3%<br>Q | 9<br>4% | 4<br>1% | 8<br>3% | 5<br>2% | 2<br>1% | 25<br>3% | 1<br>0% | 6<br>4%<br>Y | 6<br>7%<br>Y* | 7<br>4%<br>Y | 3<br>3%<br>Y* | 6<br>2% | 13<br>3% |
| Don't know | 116<br>10% | 35<br>6% | 81<br>14%<br>B | 41<br>14%<br>F | 45<br>12%<br>F | 30<br>7% | 23<br>9% | 36<br>12% | 22<br>8% | 19<br>14%<br>* | 9<br>13%<br>* | 8<br>9%<br>* | 64<br>9% | 52<br>12% | 54<br>9% | 63<br>12% | 25<br>7% | 91<br>12%<br>Q | 19<br>9% | 36<br>12% | 22<br>8% | 24<br>9% | 13<br>10% | 96<br>10% | 22<br>7% | 8<br>5% | 8<br>10%<br>* | 7<br>4% | 10<br>11%<br>b* | 22<br>5% | 25<br>6% |
| NET: Strongly support / Tend to support | 732<br>65% | 366<br>67% | 356<br>63% | 152<br>51% | 246<br>66%<br>D | 333<br>72%<br>D | 170<br>67% | 187<br>62% | 188<br>66% | 87<br>64%<br>* | 40<br>56%<br>* | 60<br>69%<br>* | 461<br>65% | 271<br>63% | 446<br>72%<br>P | 286<br>55% | 281<br>77%<br>R | 451<br>59% | 136<br>59% | 189<br>64% | 170<br>65% | 186<br>71%<br>S | 85<br>63% | 637<br>65% | 249<br>77%<br>Zbc | 115<br>66% | 60<br>74%<br>* | 119<br>65% | 57<br>62%<br>* | 329<br>77%<br>e | 260<br>67% |
| NET: Strongly oppose / Tend to oppose | 60<br>5% | 47<br>8%<br>C | 13<br>2% | 23<br>8%<br>E | 14<br>4% | 23<br>5% | 15<br>6% | 12<br>4% | 15<br>5% | 8<br>6%<br>* | 7<br>10%<br>* | 3<br>3%<br>* | 39<br>5% | 22<br>5% | 24<br>4% | 37<br>7%<br>O | 8<br>2% | 52<br>7%<br>Q | 12<br>5% | 19<br>6% | 16<br>6% | 9<br>4% | 4<br>3% | 54<br>6% | 5<br>1% | 10<br>6%<br>Y | 6<br>8%<br>Y* | 23<br>13%<br>Y | 5<br>5%<br>* | 15<br>3% | 29<br>8%<br>d |
| Mean | 1.00 | 0.97 | 1.03 | 0.75 | 1.05<br>D | 1.10<br>D | 1.07 | 0.96 | 0.98 | 1.05<br>* | 0.79<br>* | 1.04<br>* | 0.99 | 1.02 | 1.13<br>P | 0.83 | 1.24<br>R | 0.87 | 0.87 | 1.00 | 1.00 | 1.10<br>S | 1.00 | 1.00 | 1.26<br>Zbc | 0.88 | 1.12<br>* | 0.89 | 1.02<br>* | 1.19<br>e | 0.99 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Strengthening the powers of water industry regulators (e.g. so they can issue automatic penalties, ban bonuses for water bosses, mandatory monitoring of sewage discharge etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Strongly support (2) | 372<br>33% | 106<br>50% | 82<br>45% | 92<br>47%<br>E | 40<br>24% | 81<br>49%<br>G | 41<br>23% | 43<br>48%<br>JK* | 55<br>43%<br>K | 110<br>34% | 58<br>26% | 141<br>42%<br>MP | 96<br>30% | 127<br>38%<br>MP | 130<br>41%<br>MP | 143<br>31% | 96<br>43%<br>MP | 212<br>30% | 252<br>36%<br>RUW | 228<br>34%<br>R | 222<br>32% | 213<br>37%<br>RUW | 248<br>32% |
| Tend to support (1) | 360<br>32% | 66<br>31% | 63<br>35% | 72<br>36% | 63<br>37% | 58<br>35% | 62<br>35% | 30<br>34%<br>* | 42<br>33% | 113<br>35% | 64<br>28% | 106<br>32% | 117<br>36% | 120<br>36% | 118<br>37% | 155<br>34% | 74<br>33% | 244<br>35% | 223<br>32% | 218<br>33% | 224<br>32% | 190<br>33% | 262<br>34% |
| Neither support nor oppose (0) | 225<br>20% | 23<br>11% | 22<br>12% | 23<br>12% | 37<br>22%<br>D | 18<br>11% | 42<br>24%<br>F | 11<br>12%<br>* | 22<br>17% | 78<br>24%<br>H | 59<br>26%<br>H | 58<br>17% | 77<br>24%<br>LNOQ | 52<br>15% | 49<br>15% | 92<br>20% | 37<br>16% | 150<br>21% | 127<br>18% | 144<br>21%<br>S | 152<br>22%<br>S | 108<br>19% | 159<br>21% |
| Tend to oppose (-1) | 32<br>3% | 11<br>5% | 9<br>5% | 8<br>4% | 13<br>7% | 7<br>4% | 11<br>6% | 2<br>2%<br>* | 6<br>5% | 8<br>3% | 13<br>6% | 13<br>4%<br>O | 12<br>4% | 13<br>4%<br>O | 5<br>2% | 21<br>5%<br>O | 6<br>3% | 19<br>3% | 18<br>3% | 19<br>3% | 27<br>4%<br>RV | 11<br>2% | 26<br>3%<br>V |
| Strongly oppose (-2) | 28<br>3% | 3<br>1% | 2<br>1% | 2<br>1% | 8<br>5% | *<br>0% | 9<br>5%<br>F | -<br>-<br>* | 3<br>2% | 8<br>2% | 12<br>5%<br>H | 2<br>1% | 8<br>2%<br>LOQ | 10<br>3%<br>LOQ | 2<br>1% | 16<br>4%<br>LOQ | 1<br>0% | 26<br>4%<br>TV | 18<br>3% | 16<br>2% | 25<br>4%<br>TV | 11<br>2% | 28<br>4%<br>TV |
| Don't know | 116<br>10% | 2<br>1% | 3<br>2% | 1<br>0% | 9<br>5%<br>D | 1<br>0% | 11<br>7%<br>F | 4<br>5%<br>I* | -<br>- | 10<br>3% | 19<br>9%<br>IJ | 13<br>4% | 13<br>4% | 14<br>4% | 15<br>5% | 26<br>6% | 11<br>5% | 57<br>8%<br>W | 56<br>8% | 46<br>7% | 47<br>7% | 43<br>8% | 49<br>6% |
| NET: Strongly support / Tend to support | 732<br>65% | 172<br>82% | 145<br>80% | 164<br>83%<br>E | 102<br>61% | 139<br>84%<br>G | 102<br>58% | 72<br>81%<br>JK* | 97<br>76%<br>K | 223<br>68%<br>K | 123<br>54% | 247<br>74%<br>MP | 213<br>66% | 247<br>74%<br>MP | 248<br>78%<br>MP | 298<br>66% | 170<br>76%<br>MP | 456<br>65% | 475<br>69%<br>RU | 447<br>66% | 446<br>64% | 403<br>70%<br>RUW | 510<br>66% |
| NET: Strongly oppose / Tend to oppose | 60<br>5% | 14<br>7% | 11<br>6% | 10<br>5% | 21<br>12%<br>D | 7<br>4% | 20<br>11%<br>F | 2<br>2%<br>* | 9<br>7% | 16<br>5% | 26<br>11%<br>HJ | 15<br>5%<br>O | 20<br>6%<br>O | 23<br>7%<br>OQ | 7<br>2% | 38<br>8%<br>LOQ | 7<br>3% | 45<br>6%<br>V | 35<br>5% | 35<br>5% | 52<br>7%<br>STV | 22<br>4% | 53<br>7%<br>STV |
| Mean | 1.00 | 1.26 | 1.21 | 1.24<br>E | 0.71 | 1.29<br>G | 0.70 | 1.34<br>JK* | 1.09<br>K | 0.97<br>K | 0.69 | 1.16<br>MP | 0.91 | 1.06<br>MP | 1.22<br>MNP | 0.90 | 1.21<br>MNP | 0.92 | 1.06<br>RUW | 1.00<br>RU | 0.91 | 1.09<br>RTUW | 0.94 |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Renters' Right Bill to ban no-fault evictions for renters

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 565 | 553 | 336 | 400 | 399 | 247 | 305 | 283 | 141 | 71 | 88 | 746 | 389 | 639 | 496 | 587 | 548 | 215 | 273 | 250 | 314 | 165 | 938 | 351 | 160 | 79 | 150 | 100 | 440 | 348 |
| Weighted base | 1134 | 550 | 567 | 299 | 374 | 460 | 252 | 302 | 286 | 134 | 72 | 88 | 706 | 427 | 619 | 515 | 367 | 767 | 229 | 298 | 260 | 263 | 135 | 973 | 323 | 175 | 82 | 183 | 92 | 428 | 385 |
| Tend to support (1) | 334<br>29% | 145<br>26% | 184<br>32% | 87<br>29% | 107<br>29% | 139<br>30% | 75<br>30% | 90<br>30% | 81<br>28% | 40<br>30%<br>* | 19<br>27%<br>* | 29<br>33%<br>* | 205<br>29% | 129<br>30% | 202<br>33%<br>P | 131<br>26% | 119<br>32% | 215<br>28% | 59<br>26% | 107<br>36%<br>S | 74<br>28% | 74<br>28% | 40<br>30% | 290<br>30% | 105<br>32% | 64<br>37% | 27<br>32%<br>* | 53<br>29% | 32<br>35%<br>* | 158<br>37%<br>e | 107<br>28% |
| Neither support nor oppose (0) | 305<br>27% | 155<br>28% | 149<br>26% | 78<br>26% | 94<br>25% | 133<br>29% | 65<br>26% | 84<br>28% | 82<br>29% | 30<br>23%<br>* | 20<br>27%<br>* | 24<br>27%<br>* | 192<br>27% | 113<br>27% | 168<br>27% | 138<br>27% | 86<br>23% | 220<br>29% | 69<br>30% | 87<br>29% | 66<br>25% | 64<br>24% | 40<br>29% | 262<br>27% | 74<br>23% | 54<br>31% | 16<br>20%<br>* | 49<br>27% | 20<br>22%<br>* | 92<br>21% | 111<br>29%<br>d |
| Strongly support (2) | 248<br>22% | 128<br>23% | 115<br>20% | 67<br>22% | 85<br>23% | 96<br>21% | 57<br>23% | 58<br>19% | 69<br>24% | 32<br>24%<br>* | 12<br>16%<br>* | 21<br>24%<br>* | 165<br>23% | 83<br>19% | 137<br>22% | 111<br>22% | 104<br>28%<br>R | 144<br>19% | 52<br>23% | 50<br>17% | 56<br>22% | 74<br>28%<br>T | 26<br>19% | 219<br>22% | 109<br>34%<br>Zb | 18<br>10% | 27<br>33%<br>Zb* | 23<br>12% | 32<br>35%<br>Zb* | 133<br>31%<br>e | 65<br>17% |
| Tend to oppose (-1) | 70<br>6% | 38<br>7% | 31<br>6% | 20<br>7% | 23<br>6% | 28<br>6% | 10<br>4% | 16<br>5% | 17<br>6% | 15<br>11%<br>G* | 6<br>8%<br>* | 7<br>8%<br>* | 45<br>6% | 26<br>6% | 40<br>7% | 30<br>6% | 19<br>5% | 51<br>7% | 9<br>4% | 19<br>6% | 18<br>7% | 15<br>6% | 8<br>6% | 58<br>6% | 15<br>5% | 14<br>8% | 3<br>3%<br>* | 20<br>11%<br>Yc | 2<br>2%<br>* | 22<br>5% | 30<br>8% |
| Strongly oppose (-2) | 54<br>5% | 39<br>7%<br>C | 12<br>2% | 13<br>4% | 12<br>3% | 29<br>6% | 18<br>7%<br>I | 17<br>6% | 7<br>2% | 4<br>3%<br>* | 6<br>8%<br>I* | 3<br>3%<br>* | 32<br>5% | 22<br>5% | 23<br>4% | 31<br>6% | 12<br>3% | 42<br>6% | 6<br>3% | 11<br>4% | 17<br>6% | 14<br>5% | 4<br>3% | 48<br>5% | 4<br>1% | 14<br>8%<br>Ya | -<br>-<br>* | 24<br>13%<br>Yac | 1<br>1%<br>* | 5<br>1% | 38<br>10%<br>d |
| Don't know | 122<br>11% | 46<br>8% | 75<br>13%<br>B | 34<br>11% | 53<br>14%<br>F | 35<br>8% | 27<br>11% | 38<br>12% | 30<br>10% | 14<br>10%<br>* | 9<br>13%<br>* | 5<br>6%<br>* | 68<br>10% | 55<br>13% | 49<br>8% | 74<br>14%<br>O | 28<br>8% | 95<br>12%<br>Q | 33<br>14% | 25<br>8% | 30<br>11% | 22<br>8% | 17<br>13% | 98<br>10% | 16<br>5% | 11<br>6% | 9<br>11%<br>* | 14<br>8% | 5<br>5%<br>* | 18<br>4% | 33<br>9%<br>d |
| NET: Strongly support / Tend to support | 581<br>51% | 272<br>50% | 299<br>53% | 154<br>52% | 192<br>51% | 235<br>51% | 132<br>52% | 147<br>49% | 150<br>53% | 71<br>53%<br>* | 31<br>44%<br>* | 50<br>56%<br>* | 370<br>52% | 211<br>49% | 339<br>55%<br>P | 243<br>47% | 222<br>61%<br>R | 359<br>47% | 112<br>49% | 157<br>53% | 130<br>50% | 148<br>56% | 66<br>49% | 508<br>52% | 214<br>66%<br>Zb | 82<br>47% | 54<br>66%<br>Zb* | 75<br>41% | 64<br>69%<br>Zb* | 291<br>68%<br>e | 173<br>45% |
| NET: Strongly oppose / Tend to oppose | 124<br>11% | 77<br>14%<br>C | 44<br>8% | 33<br>11% | 35<br>9% | 57<br>12% | 28<br>11% | 33<br>11% | 24<br>8% | 19<br>14%<br>* | 12<br>16%<br>* | 9<br>11%<br>* | 77<br>11% | 48<br>11% | 64<br>10% | 61<br>12% | 31<br>8% | 93<br>12% | 15<br>7% | 30<br>10% | 35<br>13%<br>S | 29<br>11% | 12<br>9% | 106<br>11% | 19<br>6% | 28<br>16%<br>Yac | 3<br>3%<br>* | 44<br>24%<br>Yac | 3<br>4%<br>* | 27<br>6% | 68<br>18%<br>d |
| Mean | 0.64 | 0.57 | 0.73<br>B | 0.66 | 0.71 | 0.58 | 0.64 | 0.59 | 0.74 | 0.67<br>* | 0.41<br>* | 0.70<br>* | 0.67 | 0.60 | 0.68 | 0.60 | 0.84<br>R | 0.55 | 0.73 | 0.61 | 0.59 | 0.75 | 0.64 | 0.65 | 0.97<br>Zb | 0.35 | 1.08<br>Zb* | 0.18 | 1.04<br>Zb* | 0.96<br>e | 0.37 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing the Renters' Right Bill to ban no-fault evictions for renters

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 234 | 207 | 228 | 153 | 199 | 156 | 105 | 139 | 312 | 204 | 378 | 325 | 351 | 357 | 426 | 266 | 649 | 689 | 649 | 647 | 597 | 730 |
| Weighted base | 1134 | 211 | 181 | 198 | 169 | 165 | 175 | 89 | 129 | 328 | 227 | 333 | 322 | 336 | 319 | 454 | 224 | 707 | 693 | 672 | 696 | 576 | 772 |
| Tend to support (1) | 334<br>29% | 62<br>29% | 59<br>32% | 75<br>38%<br>E | 44<br>26% | 62<br>38%<br>G | 40<br>23% | 31<br>35%<br>K* | 48<br>37%<br>K | 115<br>35%<br>K | 35<br>15% | 120<br>36% | 123<br>38%<br>P | 124<br>37% | 118<br>37% | 147<br>32% | 77<br>34% | 199<br>28% | 191<br>28% | 190<br>28% | 195<br>28% | 177<br>31% | 233<br>30% |
| Neither support nor oppose (0) | 305<br>27% | 48<br>23% | 44<br>24% | 37<br>19% | 55<br>32%<br>D | 34<br>20% | 58<br>33%<br>F | 17<br>19%<br>* | 27<br>21% | 96<br>29% | 92<br>41%<br>HIJ | 74<br>22% | 89<br>28%<br>OQ | 78<br>23%<br>Q | 67<br>21% | 133<br>29%<br>LNOQ | 40<br>18% | 210<br>30%<br>SV | 182<br>26% | 192<br>29% | 208<br>30%<br>SV | 143<br>25% | 230<br>30%<br>SV |
| Strongly support (2) | 248<br>22% | 75<br>35% | 63<br>35% | 72<br>36%<br>E | 18<br>11% | 57<br>35%<br>G | 22<br>12% | 32<br>36%<br>JK* | 37<br>29%<br>JK | 63<br>19% | 39<br>17% | 110<br>33%<br>MP | 45<br>14% | 93<br>28%<br>MP | 114<br>36%<br>MNP | 68<br>15% | 88<br>39%<br>MNP | 127<br>18% | 193<br>28%<br>RTUW | 144<br>21%<br>RUW | 124<br>18% | 170<br>29%<br>RTUW | 142<br>18% |
| Tend to oppose (-1) | 70<br>6% | 13<br>6% | 5<br>3% | 7<br>4% | 22<br>13%<br>D | 6<br>3% | 26<br>15%<br>F | 2<br>2%<br>* | 10<br>8% | 18<br>6% | 25<br>11%<br>H | 14<br>4% | 24<br>8%<br>LNOQ | 14<br>4% | 7<br>2% | 36<br>8%<br>LNOQ | 6<br>3% | 54<br>8%<br>V | 41<br>6% | 53<br>8%<br>SV | 59<br>8%<br>SV | 29<br>5% | 58<br>7%<br>V |
| Strongly oppose (-2) | 54<br>5% | 8<br>4% | 6<br>3% | 6<br>3% | 17<br>10%<br>D | 4<br>3% | 16<br>9%<br>F | 1<br>1%<br>* | 5<br>4% | 20<br>6% | 19<br>8%<br>H | 4<br>1%<br>O | 19<br>6%<br>LNOQ | 5<br>2%<br>O | 1<br>0% | 36<br>8%<br>LNOQ | 2<br>1%<br>O | 49<br>7%<br>SV | 32<br>5%<br>V | 43<br>6%<br>SV | 52<br>7%<br>SV | 16<br>3% | 50<br>6%<br>SV |
| Don't know | 122<br>11% | 5<br>2% | 4<br>2% | 1<br>1% | 14<br>8%<br>D | 1<br>1% | 13<br>7%<br>F | 5<br>6%<br>* | 2<br>1% | 16<br>5% | 17<br>7%<br>I | 11<br>3% | 23<br>7%<br>LO | 21<br>6%<br>LO | 12<br>4% | 35<br>8%<br>LO | 12<br>5% | 69<br>10%<br>TVW | 54<br>8% | 50<br>7% | 59<br>8% | 41<br>7% | 59<br>8% |
| NET: Strongly support / Tend to support | 581<br>51% | 137<br>65% | 122<br>67% | 147<br>74%<br>E | 62<br>36% | 119<br>73%<br>G | 62<br>36% | 63<br>71%<br>JK* | 85<br>66%<br>JK | 178<br>54%<br>K | 74<br>33% | 230<br>69%<br>MP | 168<br>52% | 217<br>65%<br>MP | 232<br>73%<br>MNP | 215<br>47% | 164<br>73%<br>MNP | 325<br>46% | 385<br>56%<br>RTUW | 334<br>50%<br>RU | 319<br>46% | 347<br>60%<br>RSTUW | 375<br>49%<br>U |
| NET: Strongly oppose / Tend to oppose | 124<br>11% | 21<br>10% | 11<br>6% | 13<br>7% | 39<br>23%<br>D | 10<br>6% | 42<br>24%<br>F | 3<br>4%<br>* | 15<br>11% | 39<br>12%<br>H | 43<br>19%<br>HIJ | 18<br>5%<br>O | 43<br>13%<br>LNOQ | 20<br>6%<br>O | 8<br>2% | 72<br>16%<br>LNOQ | 8<br>4% | 104<br>15%<br>SV | 73<br>10%<br>V | 96<br>14%<br>SV | 110<br>16%<br>SVW | 45<br>8% | 108<br>14%<br>SV |
| Mean | 0.64 | 0.89 | 0.95 | 1.01<br>E | 0.15 | 1.00<br>G | 0.16 | 1.09<br>JK* | 0.81<br>K* | 0.58<br>K | 0.24 | 0.99<br>MP | 0.51 | 0.91<br>MP | 1.10<br>LMNP | 0.41 | 1.14<br>LMNP | 0.47 | 0.74<br>RTUW | 0.55<br>U | 0.44 | 0.85<br>RSTUW | 0.50<br>U |

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*ColumnProportions (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F,G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Strongly oppose (-2) | 295<br>26% | 150<br>27% | 143<br>25% | 58<br>18% | 92<br>25%<br>D | 146<br>33%<br>DE | 72<br>26%<br>J | 96<br>33%<br>J | 64<br>27%<br>J | 28<br>16% | 10<br>24%<br>* | 26<br>25%<br>* | 156<br>23% | 139<br>31%<br>M | 161<br>24% | 135<br>28% | 73<br>19% | 223<br>29%<br>Q | 63<br>26%<br>V | 96<br>33%<br>V | 74<br>26%<br>V | 40<br>16% | 31<br>18% | 264<br>28%<br>W | 59<br>18% | 55<br>31%<br>Ya | 15<br>16%<br>* | 71<br>47%<br>YZac | 21<br>20%<br>* | 71<br>17% | 151<br>39%<br>d |
| Neither support nor oppose (0) | 263<br>23% | 140<br>26% | 115<br>20% | 75<br>23% | 94<br>25% | 94<br>21% | 69<br>25% | 66<br>23% | 50<br>21% | 37<br>21% | 13<br>31%<br>* | 27<br>26%<br>* | 165<br>24% | 98<br>22% | 154<br>23% | 109<br>23% | 89<br>24% | 174<br>23% | 63<br>26% | 63<br>22% | 70<br>25% | 49<br>20% | 36<br>21% | 223<br>23% | 80<br>24%<br>b | 40<br>23% | 27<br>27%<br>b* | 23<br>15% | 29<br>28%<br>b* | 117<br>28%<br>e | 74<br>19% |
| Tend to oppose (-1) | 259<br>23% | 107<br>19% | 151<br>26%<br>B | 51<br>16% | 86<br>23%<br>D | 122<br>28%<br>D | 55<br>20% | 69<br>23% | 58<br>25% | 42<br>23% | 9<br>21%<br>* | 26<br>25%<br>* | 151<br>22% | 108<br>24% | 148<br>23% | 111<br>23% | 73<br>19% | 186<br>24% | 49<br>21% | 72<br>25% | 60<br>21% | 55<br>22% | 19<br>11% | 238<br>25%<br>W | 75<br>23% | 37<br>21% | 30<br>31%<br>* | 35<br>23% | 26<br>25%<br>* | 89<br>21% | 99<br>25% |
| Tend to support (1) | 168<br>15% | 95<br>17% | 73<br>13% | 65<br>20%<br>EF | 51<br>14% | 51<br>12% | 39<br>14% | 26<br>9% | 36<br>15% | 38<br>22%<br>H | 8<br>18%<br>* | 21<br>20%<br>H* | 116<br>17% | 52<br>12% | 120<br>18%<br>P | 47<br>10% | 79<br>21%<br>R | 89<br>12% | 31<br>13% | 35<br>12% | 41<br>14% | 55<br>22%<br>STU | 43<br>26%<br>X | 122<br>13% | 65<br>20%<br>b | 25<br>14% | 15<br>16%<br>* | 11<br>7% | 21<br>21%<br>b* | 96<br>23%<br>e | 31<br>8% |
| Strongly support (2) | 63<br>6% | 40<br>7%<br>C | 22<br>4% | 39<br>12%<br>EF | 14<br>4% | 10<br>2% | 19<br>7% | 16<br>6% | 7<br>3% | 19<br>11%<br>IL | 1<br>1%<br>* | 1<br>1%<br>* | 48<br>7%<br>N | 15<br>3% | 37<br>6% | 26<br>5% | 41<br>11%<br>R | 22<br>3% | 11<br>4% | 7<br>2% | 13<br>5% | 32<br>13%<br>STU | 26<br>15%<br>X | 36<br>4% | 34<br>10%<br>bc | 11<br>6% | 4<br>4%<br>* | 3<br>2% | 3<br>3%<br>* | 32<br>8% | 16<br>4% |
| Don't know | 88<br>8% | 16<br>3% | 73<br>13%<br>B | 37<br>12%<br>F | 35<br>9%<br>F | 15<br>4% | 27<br>9% | 19<br>7% | 22<br>9% | 15<br>8% | 2<br>5%<br>* | 4<br>3%<br>* | 57<br>8% | 31<br>7% | 37<br>6% | 51<br>11%<br>O | 20<br>5% | 69<br>9%<br>Q | 23<br>9% | 17<br>6% | 23<br>8% | 15<br>6% | 14<br>8% | 72<br>8% | 15<br>4% | 6<br>3% | 5<br>6%<br>* | 10<br>6% | 4<br>4%<br>* | 18<br>4% | 19<br>5% |
| NET: Strongly support / Tend to support | 231<br>20% | 135<br>25%<br>C | 95<br>16% | 104<br>32%<br>EF | 65<br>18% | 62<br>14% | 58<br>21% | 42<br>14% | 43<br>18% | 57<br>32%<br>GHI | 8<br>20%<br>* | 23<br>21%<br>* | 164<br>24%<br>N | 67<br>15% | 158<br>24%<br>P | 73<br>15% | 120<br>32%<br>R | 111<br>15% | 41<br>17% | 42<br>14% | 54<br>19% | 87<br>35%<br>STU | 69<br>41%<br>X | 158<br>17% | 98<br>30%<br>b | 36<br>21%<br>b | 20<br>20%<br>b* | 13<br>9% | 24<br>23%<br>b* | 128<br>30%<br>e | 46<br>12% |
| NET: Strongly oppose / Tend to oppose | 555<br>49% | 257<br>47% | 295<br>51% | 109<br>33% | 179<br>48%<br>D | 267<br>61%<br>DE | 128<br>45% | 164<br>56%<br>GJ | 123<br>52%<br>J | 69<br>39% | 18<br>44%<br>* | 52<br>49%<br>* | 307<br>44% | 247<br>56%<br>M | 309<br>47% | 246<br>51% | 146<br>39% | 409<br>54%<br>Q | 112<br>47% | 168<br>58%<br>SUV | 134<br>48% | 95<br>39% | 50<br>30% | 503<br>53%<br>W | 134<br>41% | 92<br>53%<br>Y | 45<br>47%<br>* | 107<br>70%<br>YZac | 47<br>46%<br>* | 160<br>38% | 250<br>64%<br>d |
| Mean | -0.53 | -0.44<br>C | -0.63 | -0.08<br>EF | -0.57<br>F | -0.81 | -0.48<br>H | -0.74 | -0.63 | -0.13<br>GHIL | -0.50<br>* | -0.53<br>* | -0.39<br>N | -0.74 | -0.44<br>P | -0.66 | -0.16<br>R | -0.72 | -0.57 | -0.79 | -0.55<br>T | -0.07<br>STU | 0.09<br>X | -0.65 | -0.20<br>Zb | -0.59<br>b | -0.40<br>b* | -1.13<br>* | -0.41<br>b* | -0.17<br>e | -0.91 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Introducing emergency legislation to release some prisoners early to ease prison overcrowding (e.g. after 40% of their sentence)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Strongly oppose (-2) | 295<br>26% | 39<br>19% | 24<br>14% | 16<br>8% | 85<br>52%<br>D | 11<br>6% | 81<br>49%<br>F | 17<br>15%<br>* | 14<br>11% | 89<br>29%<br>HI | 96<br>43%<br>HIJ | 32<br>9% | 84<br>27%<br>LNOQ | 54<br>15%<br>L | 51<br>15%<br>L | 164<br>38%<br>LMNOQ | 37<br>14%<br>L | 249<br>39%<br>STUVW | 191<br>27%<br>V | 220<br>35%<br>SV | 226<br>34%<br>SV | 113<br>19% | 233<br>32%<br>SV |
| Neither support nor oppose (0) | 263<br>23% | 35<br>17% | 35<br>20% | 40<br>22% | 33<br>20% | 40<br>23% | 30<br>18% | 22<br>19%<br>* | 22<br>18% | 88<br>29%<br>I | 50<br>22% | 101<br>27%<br>P | 76<br>25%<br>P | 89<br>24%<br>P | 83<br>25%<br>P | 78<br>18% | 75<br>29%<br>P | 131<br>20% | 164<br>23% | 141<br>22% | 147<br>22% | 159<br>26%<br>RSTUW | 152<br>21% |
| Tend to oppose (-1) | 259<br>23% | 23<br>11% | 22<br>13% | 23<br>13% | 28<br>17% | 24<br>14% | 29<br>17% | 21<br>19%<br>* | 29<br>24% | 65<br>21% | 46<br>21% | 81<br>22% | 55<br>18% | 93<br>25%<br>MO | 79<br>24%<br>MO | 96<br>22% | 46<br>18% | 158<br>25% | 187<br>26%<br>T | 146<br>23% | 158<br>24% | 149<br>25% | 188<br>26% |
| Tend to support (1) | 168<br>15% | 63<br>31% | 56<br>32% | 61<br>33%<br>E | 13<br>8% | 65<br>37%<br>G | 15<br>9% | 33<br>29%<br>JK* | 35<br>28%<br>JK | 50<br>16%<br>K | 15<br>7% | 97<br>26%<br>MNOP | 51<br>17%<br>P | 76<br>20%<br>P | 70<br>21%<br>P | 45<br>10% | 65<br>25%<br>MP | 60<br>9% | 105<br>15%<br>R | 81<br>13%<br>R | 87<br>13%<br>R | 119<br>20%<br>RSTUW | 93<br>13%<br>R |
| Strongly support (2) | 63<br>6% | 36<br>18% | 33<br>19% | 37<br>20%<br>E | 3<br>2% | 36<br>20%<br>G | 5<br>3% | 14<br>12%<br>JK* | 23<br>19%<br>JK | 11<br>4% | 4<br>2% | 44<br>12%<br>P | 32<br>10% | 42<br>11%<br>P | 38<br>11%<br>P | 32<br>7% | 30<br>12%<br>P | 14<br>2% | 26<br>4%<br>R | 15<br>2% | 21<br>3% | 27<br>4%<br>RT | 29<br>4%<br>RT |
| Don't know | 88<br>8% | 5<br>3% | 2<br>1% | 7<br>4% | 1<br>1% | 1<br>0% | 5<br>3% | 6<br>6%<br>* | 1<br>1% | 6<br>2% | 12<br>6% | 20<br>5% | 9<br>3% | 19<br>5% | 11<br>3% | 17<br>4% | 8<br>3% | 29<br>4% | 40<br>6% | 34<br>5% | 35<br>5% | 34<br>6% | 40<br>5% |
| NET: Strongly support / Tend to support | 231<br>20% | 99<br>49% | 90<br>52% | 98<br>53%<br>E | 16<br>10% | 101<br>57%<br>G | 20<br>12% | 47<br>42%<br>JK* | 58<br>47%<br>JK | 61<br>20%<br>K | 19<br>9% | 140<br>37%<br>MNP | 83<br>27%<br>P | 118<br>32%<br>P | 108<br>32%<br>P | 77<br>18% | 95<br>36%<br>MP | 75<br>12% | 131<br>18%<br>RT | 96<br>15%<br>R | 108<br>16%<br>R | 146<br>24%<br>RSTUW | 122<br>17%<br>R |
| NET: Strongly oppose / Tend to oppose | 555<br>49% | 61<br>31% | 46<br>27% | 39<br>21% | 113<br>70%<br>D | 35<br>20% | 110<br>67%<br>F | 37<br>33%<br>* | 43<br>35% | 153<br>50%<br>HI | 142<br>64%<br>HIJ | 113<br>30% | 139<br>45%<br>LQ | 147<br>39%<br>LQ | 130<br>39%<br>LQ | 260<br>60%<br>LMNOQ | 83<br>32% | 407<br>63%<br>STUVW | 378<br>53%<br>V | 366<br>57%<br>SV | 384<br>57%<br>SV | 262<br>44% | 421<br>57%<br>SV |
| Mean | -0.53 | 0.18 | 0.31 | 0.45<br>E | -1.12 | 0.52<br>G | -1.04 | 0.06<br>JK* | 0.19<br>JK | -0.56<br>K | -1.02 | 0.11<br>MNOP | -0.36<br>P | -0.12<br>MP | -0.11<br>MP | -0.76 | 0.02<br>MP | -0.93 | -0.61<br>RTUW | -0.79<br>R | -0.75<br>R | -0.36<br>RSTUW | -0.72<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Neither support nor oppose (0) | 355<br>31% | 167<br>30% | 186<br>32% | 116<br>36%<br>F | 121<br>32% | 118<br>27% | 86<br>30% | 101<br>35%<br>I | 57<br>24% | 55<br>31% | 14<br>34%<br>* | 42<br>39%<br>i* | 215<br>31% | 140<br>32% | 198<br>30% | 157<br>33% | 112<br>30% | 242<br>32% | 80<br>33% | 100<br>34% | 73<br>26% | 80<br>33% | 56<br>33% | 295<br>31% | 96<br>29% | 46<br>27% | 39<br>40%<br>* | 47<br>31% | 32<br>31%<br>* | 146<br>34%<br>e | 87<br>22% |
| Tend to support (1) | 217<br>19% | 116<br>21% | 99<br>17% | 55<br>17% | 71<br>19% | 91<br>21% | 51<br>18% | 51<br>17% | 56<br>24% | 31<br>18% | 11<br>27%<br>* | 16<br>15%<br>* | 136<br>20% | 81<br>18% | 133<br>20% | 84<br>17% | 89<br>24%<br>R | 128<br>17% | 38<br>16% | 49<br>17% | 57<br>20% | 60<br>25%<br>ST | 42<br>25% | 173<br>18% | 87<br>27%<br>bc | 35<br>20%<br>b | 29<br>30%<br>bc* | 14<br>9% | 17<br>16%<br>* | 99<br>23% | 73<br>19% |
| Strongly support (2) | 165<br>14% | 89<br>16% | 75<br>13% | 48<br>15% | 41<br>11% | 76<br>17%<br>E | 51<br>18%<br>IL | 40<br>14%<br>L | 23<br>10% | 41<br>23%<br>HIL | 5<br>12%<br>* | 5<br>5%<br>* | 111<br>16% | 54<br>12% | 93<br>14% | 72<br>15% | 64<br>17% | 101<br>13% | 27<br>11% | 44<br>15% | 42<br>15% | 49<br>20%<br>S | 28<br>17% | 134<br>14% | 66<br>20%<br>c | 27<br>16%<br>c | 11<br>11%<br>* | 22<br>14%<br>c | 5<br>5%<br>* | 68<br>16% | 65<br>17% |
| Strongly oppose (-2) | 152<br>13% | 74<br>14% | 74<br>13% | 18<br>5% | 55<br>15%<br>D | 79<br>18%<br>D | 31<br>11% | 39<br>13% | 39<br>17% | 21<br>12% | 6<br>14%<br>* | 16<br>15%<br>* | 76<br>11% | 76<br>17%<br>M | 90<br>14% | 62<br>13% | 40<br>11% | 112<br>15% | 41<br>17%<br>V | 42<br>15%<br>V | 33<br>12% | 16<br>7% | 8<br>5% | 142<br>15%<br>W | 22<br>7% | 39<br>22%<br>Ya | 7<br>7%<br>* | 44<br>29%<br>Yac | 16<br>15%<br>Y* | 37<br>9% | 91<br>23%<br>d |
| Tend to oppose (-1) | 123<br>11% | 65<br>12% | 58<br>10% | 41<br>13% | 40<br>11% | 43<br>10% | 28<br>10% | 38<br>13% | 25<br>10% | 12<br>7% | 5<br>12%<br>* | 16<br>15%<br>* | 71<br>10% | 52<br>12% | 70<br>11% | 53<br>11% | 37<br>10% | 87<br>11% | 27<br>11% | 25<br>9% | 41<br>15%<br>V | 19<br>8% | 16<br>9% | 107<br>11% | 30<br>9% | 13<br>8% | 7<br>7%<br>* | 16<br>10% | 24<br>24%<br>YZab* | 45<br>11% | 41<br>10% |
| Don't know | 126<br>11% | 38<br>7% | 85<br>15%<br>B | 48<br>15%<br>F | 46<br>12%<br>F | 31<br>7% | 36<br>13%<br>K | 24<br>8% | 38<br>16%<br>HK | 17<br>10% | *<br>1%<br>* | 11<br>10%<br>* | 85<br>12% | 41<br>9% | 74<br>11% | 51<br>11% | 33<br>9% | 92<br>12% | 26<br>11% | 30<br>10% | 34<br>12% | 21<br>9% | 19<br>11% | 104<br>11% | 26<br>8% | 13<br>8% | 5<br>5%<br>* | 11<br>7% | 9<br>9%<br>* | 28<br>7% | 33<br>8% |
| NET: Strongly support / Tend to support | 381<br>34% | 205<br>37%<br>C | 174<br>30% | 103<br>32% | 112<br>30% | 167<br>38%<br>E | 102<br>36%<br>L | 91<br>31% | 79<br>33%<br>L | 72<br>41%<br>L | 16<br>39%<br>L* | 22<br>20%<br>* | 247<br>36% | 134<br>30% | 226<br>34% | 155<br>32% | 153<br>41%<br>R | 229<br>30% | 65<br>27% | 93<br>32% | 99<br>35% | 109<br>44%<br>ST | 70<br>42%<br>X | 307<br>32% | 154<br>47%<br>Zbc | 62<br>36%<br>bc | 39<br>41%<br>bc* | 36<br>23% | 22<br>21%<br>* | 167<br>39% | 138<br>35% |
| NET: Strongly oppose / Tend to oppose | 275<br>24% | 139<br>25% | 132<br>23% | 58<br>18% | 95<br>25%<br>D | 122<br>28%<br>D | 58<br>21% | 77<br>26% | 64<br>27% | 33<br>18% | 11<br>27%<br>* | 32<br>30%<br>* | 147<br>21% | 128<br>29%<br>M | 160<br>24% | 115<br>24% | 76<br>20% | 199<br>26%<br>Q | 68<br>29%<br>V | 67<br>23%<br>V | 74<br>26%<br>V | 35<br>14% | 24<br>14% | 249<br>26%<br>W | 52<br>16% | 52<br>30%<br>Ya | 14<br>14%<br>* | 59<br>39%<br>Ya | 40<br>39%<br>Ya* | 83<br>20% | 132<br>34%<br>d |
| Mean | 0.12 | 0.16 | 0.09 | 0.27<br>E | 0.01 | 0.10 | 0.26<br>L | 0.05 | -0.01 | 0.37<br>HIL | 0.10<br>* | -0.22<br>* | 0.22<br>N | -0.04 | 0.12 | 0.12 | 0.30<br>R | 0.03 | -0.08 | 0.10 | 0.14 | 0.47<br>STU | 0.44<br>X | 0.06 | 0.49<br>Zbc | * | 0.32<br>bc* | -0.32<br>* | -0.31<br>* | 0.29<br>e | -0.06 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing a "one-in-one-out" deal with France where those arriving in small boats will be sent back to France in return for another asylum seeker

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Neither support nor oppose (0) | 355<br>31% | 49<br>24% | 45<br>26% | 52<br>28% | 41<br>25% | 51<br>29% | 38<br>23% | 27<br>25%<br>* | 34<br>27% | 100<br>33% | 72<br>32% | 113<br>30% | 97<br>32% | 123<br>33% | 107<br>32% | 119<br>27% | 86<br>33% | 205<br>32% | 227<br>32% | 195<br>31% | 203<br>30% | 209<br>35%<br>UW | 221<br>30% |
| Tend to support (1) | 217<br>19% | 57<br>29% | 46<br>26% | 57<br>31%<br>E | 14<br>9% | 52<br>29%<br>G | 19<br>12% | 36<br>33%<br>JK* | 38<br>31%<br>JK | 60<br>19%<br>K | 25<br>11% | 107<br>29%<br>MOPQ | 69<br>22%<br>P | 95<br>25%<br>P | 76<br>23%<br>P | 68<br>16% | 57<br>22%<br>P | 94<br>15% | 131<br>18%<br>R | 109<br>17% | 129<br>19%<br>R | 139<br>23%<br>RSTUW | 142<br>19%<br>R |
| Strongly support (2) | 165<br>14% | 53<br>26% | 46<br>27% | 52<br>28%<br>E | 19<br>11% | 47<br>27%<br>G | 19<br>12% | 32<br>29%<br>JK* | 26<br>21%<br>J | 31<br>10% | 31<br>14% | 80<br>21% | 55<br>18% | 69<br>19% | 61<br>18% | 85<br>20% | 47<br>18% | 72<br>11% | 95<br>13% | 81<br>13% | 88<br>13% | 74<br>12% | 108<br>15%<br>R |
| Strongly oppose (-2) | 152<br>13% | 23<br>11% | 16<br>9% | 5<br>3% | 61<br>38%<br>D | 4<br>2% | 59<br>36%<br>F | 8<br>8%<br>* | 9<br>8% | 49<br>16%<br>I | 58<br>26%<br>HIJ | 11<br>3% | 35<br>11%<br>LN | 21<br>6%<br>L | 27<br>8%<br>L | 99<br>23%<br>LMNOQ | 19<br>7%<br>L | 138<br>22%<br>SUVW | 116<br>16%<br>V | 129<br>20%<br>SVW | 121<br>18%<br>V | 46<br>8% | 127<br>17%<br>V |
| Tend to oppose (-1) | 123<br>11% | 14<br>7% | 15<br>8% | 14<br>7% | 25<br>15%<br>D | 18<br>10% | 27<br>17% | 5<br>4%<br>* | 15<br>12%<br>H | 50<br>16%<br>H | 23<br>10% | 38<br>10% | 33<br>11% | 44<br>12% | 37<br>11% | 38<br>9% | 35<br>14%<br>P | 76<br>12% | 83<br>12% | 69<br>11% | 79<br>12% | 75<br>12% | 77<br>11% |
| Don't know | 126<br>11% | 5<br>2% | 6<br>3% | 3<br>2% | 3<br>2% | 4<br>2% | 3<br>2% | 3<br>2%<br>* | 1<br>1% | 19<br>6%<br>I | 14<br>6%<br>I | 26<br>7% | 18<br>6% | 22<br>6% | 25<br>8% | 24<br>6% | 16<br>6% | 57<br>9% | 61<br>9% | 55<br>9% | 54<br>8% | 59<br>10% | 60<br>8% |
| NET: Strongly support / Tend to support | 381<br>34% | 110<br>55% | 92<br>53% | 109<br>60%<br>E | 33<br>20% | 99<br>56%<br>G | 38<br>23% | 68<br>61%<br>JK* | 64<br>52%<br>JK | 91<br>29% | 56<br>25% | 187<br>50%<br>MNOPQ | 124<br>40% | 165<br>44%<br>P | 136<br>41% | 153<br>35% | 104<br>40% | 166<br>26% | 226<br>32%<br>R | 190<br>30%<br>R | 217<br>32%<br>R | 213<br>35%<br>RST | 250<br>34%<br>RT |
| NET: Strongly oppose / Tend to oppose | 275<br>24% | 37<br>18% | 31<br>18% | 18<br>10% | 86<br>53%<br>D | 23<br>13% | 86<br>52%<br>F | 13<br>12%<br>* | 25<br>20% | 99<br>32%<br>HI | 81<br>36%<br>HI | 49<br>13% | 68<br>22%<br>L | 64<br>17%<br>L | 64<br>19%<br>L | 137<br>32%<br>LMNOQ | 54<br>21%<br>L | 214<br>33%<br>SUVW | 199<br>28%<br>V | 198<br>31%<br>VW | 200<br>30%<br>V | 121<br>20% | 204<br>28%<br>V |
| Mean | 0.12 | 0.53 | 0.54 | 0.77<br>E | -0.60 | 0.69<br>G | -0.54 | 0.72<br>JK* | 0.46<br>JK | -0.09 | -0.24 | 0.59<br>MNOPQ | 0.27<br>P | 0.42<br>MP | 0.35<br>P | * | 0.32<br>P | -0.20 | 0.01<br>RT | -0.10<br>R | -0.03<br>R | 0.22<br>RSTUW | 0.04<br>RT |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O/P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing trade deals with the United States of America, the EU and India

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Tend to support (1) | 416<br>37% | 223<br>41%<br>C | 191<br>33% | 105<br>32% | 115<br>31% | 196<br>45%<br>DE | 98<br>35% | 114<br>39% | 83<br>35% | 65<br>37% | 18<br>43%<br>* | 39<br>37%<br>* | 244<br>35% | 172<br>39% | 259<br>39% | 157<br>33% | 144<br>38% | 273<br>36% | 87<br>36% | 114<br>39% | 104<br>37% | 90<br>36% | 61<br>36% | 352<br>37% | 131<br>40% | 82<br>47%<br>bc | 40<br>41%<br>* | 51<br>34% | 31<br>30%<br>* | 179<br>42% | 144<br>37% |
| Neither support nor oppose (0) | 344<br>30% | 158<br>29% | 184<br>32% | 98<br>30% | 120<br>32% | 126<br>29% | 87<br>31% | 99<br>34%<br>J | 73<br>31% | 41<br>23% | 10<br>25%<br>* | 33<br>31%<br>* | 191<br>28% | 153<br>35%<br>M | 180<br>27% | 164<br>34%<br>O | 96<br>26% | 248<br>33%<br>Q | 89<br>37%<br>V | 82<br>28% | 81<br>29% | 62<br>25% | 52<br>31% | 290<br>30% | 87<br>26% | 49<br>28% | 36<br>37%<br>* | 49<br>32% | 31<br>30%<br>* | 110<br>26% | 120<br>31% |
| Strongly support (2) | 183<br>16% | 102<br>19%<br>C | 78<br>14% | 54<br>17% | 55<br>15% | 74<br>17% | 47<br>17% | 36<br>12% | 33<br>14% | 41<br>23%<br>HI | 8<br>19%<br>* | 18<br>17%<br>* | 127<br>18%<br>N | 55<br>13% | 115<br>17% | 67<br>14% | 84<br>22%<br>R | 99<br>13% | 17<br>7% | 47<br>16%<br>S | 50<br>18%<br>S | 62<br>25%<br>ST | 33<br>20% | 146<br>15% | 71<br>22%<br>a | 31<br>18% | 10<br>10%<br>* | 26<br>17% | 14<br>13%<br>* | 79<br>19% | 72<br>19% |
| Strongly oppose (-2) | 40<br>4% | 19<br>3% | 22<br>4% | 9<br>3% | 16<br>4% | 15<br>3% | 5<br>2% | 11<br>4% | 12<br>5% | 7<br>4% | 1<br>3%<br>* | 3<br>3%<br>* | 24<br>3% | 17<br>4% | 25<br>4% | 15<br>3% | 11<br>3% | 29<br>4% | 10<br>4% | 6<br>2% | 11<br>4% | 8<br>3% | 4<br>2% | 36<br>4% | 12<br>4% | 4<br>2% | 3<br>3%<br>* | 11<br>7% | 7<br>6%<br>* | 16<br>4% | 15<br>4% |
| Tend to oppose (-1) | 38<br>3% | 21<br>4% | 16<br>3% | 13<br>4% | 18<br>5%<br>F | 7<br>2% | 8<br>3% | 8<br>3% | 8<br>3% | 5<br>3% | 4<br>9%<br>* | 6<br>6%<br>* | 31<br>5%<br>N | 7<br>2% | 22<br>3% | 16<br>3% | 14<br>4% | 24<br>3% | 9<br>4% | 10<br>3% | 12<br>4% | 5<br>2% | 8<br>5% | 30<br>3% | 7<br>2% | 2<br>1% | 2<br>2%<br>* | 4<br>2% | 12<br>11%<br>YZab* | 13<br>3% | 11<br>3% |
| Don't know | 115<br>10% | 25<br>5% | 87<br>15%<br>B | 46<br>14%<br>F | 50<br>13%<br>F | 19<br>4% | 37<br>13% | 24<br>8% | 29<br>12% | 18<br>10% | 1<br>3%<br>* | 7<br>7%<br>* | 76<br>11% | 39<br>9% | 57<br>9% | 58<br>12% | 26<br>7% | 89<br>12%<br>Q | 26<br>11% | 30<br>10% | 23<br>8% | 20<br>8% | 10<br>6% | 101<br>11% | 20<br>6% | 5<br>3% | 7<br>7%<br>* | 12<br>8% | 9<br>9%<br>* | 25<br>6% | 25<br>7% |
| NET: Strongly support / Tend to support | 599<br>53% | 325<br>59%<br>C | 270<br>47% | 159<br>49% | 170<br>45% | 270<br>62%<br>DE | 145<br>52% | 150<br>51% | 116<br>49% | 106<br>59% | 25<br>61%<br>* | 57<br>53%<br>* | 371<br>54% | 227<br>51% | 374<br>57%<br>P | 224<br>47% | 227<br>61%<br>R | 371<br>49% | 104<br>44% | 161<br>56%<br>S | 154<br>55%<br>S | 151<br>62%<br>S | 95<br>56% | 498<br>52% | 202<br>62%<br>bc | 113<br>65%<br>bc | 50<br>51%<br>* | 77<br>51% | 45<br>43%<br>* | 258<br>61% | 216<br>56% |
| NET: Strongly oppose / Tend to oppose | 79<br>7% | 39<br>7% | 37<br>6% | 22<br>7% | 34<br>9% | 23<br>5% | 13<br>4% | 19<br>7% | 20<br>9% | 13<br>7% | 5<br>11%<br>* | 9<br>9%<br>* | 55<br>8% | 24<br>5% | 47<br>7% | 31<br>7% | 26<br>7% | 53<br>7% | 19<br>8% | 16<br>6% | 23<br>8% | 13<br>5% | 12<br>7% | 66<br>7% | 18<br>6% | 6<br>3% | 5<br>5%<br>* | 15<br>10% | 18<br>18%<br>YZa* | 30<br>7% | 27<br>7% |
| Mean | 0.65 | 0.71 | 0.59 | 0.65 | 0.54 | 0.73<br>E | 0.71 | 0.58 | 0.55 | 0.79<br>* | 0.67<br>* | 0.63<br>* | 0.68 | 0.60 | 0.69 | 0.58 | 0.79<br>R | 0.58 | 0.43 | 0.72<br>S | 0.66<br>S | 0.85<br>S | 0.70 | 0.64 | 0.79<br>bc | 0.80<br>c | 0.57<br>* | 0.55<br>* | 0.35<br>* | 0.73 | 0.68 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Agreeing trade deals with the United States of America, the EU and India

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Tend to support (1) | 416<br>37% | 83<br>42% | 73<br>42% | 80<br>44% | 57<br>35% | 77<br>44% | 57<br>35% | 46<br>41%<br>* | 45<br>37% | 131<br>43%<br>K | 70<br>31% | 156<br>42%<br>OQ | 137<br>45%<br>NOPQ | 141<br>38%<br>Q | 116<br>35% | 155<br>36% | 80<br>31% | 231<br>36% | 249<br>35% | 240<br>38% | 265<br>39%<br>S | 242<br>40%<br>S | 300<br>41%<br>RS |
| Neither support nor oppose (0) | 344<br>30% | 35<br>17% | 45<br>26% | 38<br>21% | 56<br>34%<br>D | 40<br>23% | 55<br>33% | 24<br>21%<br>* | 35<br>29% | 97<br>31% | 80<br>36%<br>H | 91<br>24% | 80<br>26% | 109<br>29%<br>L | 95<br>28% | 134<br>31%<br>L | 79<br>30%<br>L | 216<br>34% | 234<br>33% | 201<br>32% | 215<br>32% | 183<br>30% | 227<br>31% |
| Strongly support (2) | 183<br>16% | 62<br>31% | 45<br>26% | 54<br>29%<br>E | 20<br>12% | 52<br>29%<br>G | 22<br>13% | 34<br>30%<br>JK* | 32<br>26%<br>J | 36<br>12% | 37<br>16% | 84<br>22% | 65<br>21% | 72<br>19% | 67<br>20% | 94<br>22% | 58<br>22% | 91<br>14% | 109<br>15% | 102<br>16% | 107<br>16% | 80<br>13% | 115<br>16% |
| Strongly oppose (-2) | 40<br>4% | 10<br>5% | 4<br>2% | 4<br>2% | 12<br>8% | 4<br>2% | 11<br>7% | 5<br>5%<br>* | 5<br>4% | 10<br>3% | 13<br>6% | 11<br>3% | 5<br>2% | 15<br>4%<br>M | 13<br>4% | 19<br>4%<br>M | 15<br>6%<br>LM | 27<br>4% | 32<br>5%<br>W | 22<br>4% | 23<br>3% | 21<br>3% | 23<br>3% |
| Tend to oppose (-1) | 38<br>3% | 6<br>3% | 4<br>2% | 4<br>2% | 11<br>7% | 2<br>1% | 12<br>7%<br>F | 1<br>1%<br>* | 5<br>4% | 17<br>6%<br>H | 8<br>4% | 12<br>3% | 5<br>2% | 15<br>4%<br>M | 19<br>6%<br>LMP | 9<br>2% | 11<br>4%<br>M | 24<br>4% | 31<br>4%<br>U | 21<br>3% | 18<br>3% | 27<br>4%<br>U | 24<br>3% |
| Don't know | 115<br>10% | 5<br>3% | 2<br>1% | 3<br>2% | 6<br>4% | 2<br>1% | 7<br>4% | 2<br>2%<br>* | 2<br>1% | 16<br>5% | 16<br>7%<br>I | 20<br>5% | 15<br>5% | 20<br>5% | 23<br>7% | 21<br>5% | 17<br>6% | 52<br>8%<br>W | 59<br>8%<br>W | 51<br>8% | 47<br>7% | 50<br>8% | 47<br>6% |
| NET: Strongly support / Tend to support | 599<br>53% | 145<br>72% | 118<br>68% | 134<br>73%<br>E | 77<br>47% | 129<br>73%<br>G | 79<br>48% | 80<br>71%<br>JK* | 77<br>63%<br>K | 168<br>54% | 107<br>48% | 240<br>64%<br>NOQ | 202<br>66%<br>NOPQ | 214<br>57% | 183<br>55% | 250<br>58% | 138<br>53% | 322<br>50% | 358<br>50% | 342<br>54%<br>R | 372<br>55%<br>RS | 322<br>54% | 414<br>56%<br>RS |
| NET: Strongly oppose / Tend to oppose | 79<br>7% | 16<br>8% | 8<br>5% | 8<br>4% | 23<br>14%<br>D | 6<br>3% | 24<br>14%<br>F | 6<br>5%<br>* | 9<br>8% | 27<br>9% | 21<br>9% | 23<br>6% | 11<br>3% | 31<br>8%<br>M | 32<br>10%<br>LM | 28<br>6%<br>M | 27<br>10%<br>LMP | 51<br>8%<br>U | 63<br>9%<br>TUW | 43<br>7% | 41<br>6% | 47<br>8% | 47<br>6% |
| Mean | 0.65 | 0.93 | 0.88 | 0.97<br>E | 0.39 | 0.98<br>G | 0.42 | 0.94<br>JK* | 0.78 | 0.57 | 0.53 | 0.82<br>NOQ | 0.86<br>NOPQ | 0.68 | 0.66 | 0.72 | 0.64 | 0.57 | 0.57 | 0.64<br>RS | 0.66<br>RS | 0.61 | 0.67<br>RS |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Tend to support (1) | 361<br>32% | 195<br>36%<br>C | 163<br>28% | 90<br>28% | 122<br>33% | 149<br>34% | 87<br>31% | 91<br>31% | 71<br>30% | 63<br>35% | 12<br>29%<br>* | 38<br>36%<br>* | 227<br>33% | 134<br>30% | 232<br>35%<br>P | 129<br>27% | 134<br>36%<br>R | 227<br>30% | 75<br>31% | 78<br>27% | 107<br>38%<br>T | 85<br>34% | 59<br>35% | 301<br>31% | 132<br>40%<br>b | 55<br>32% | 39<br>40%<br>b* | 36<br>24% | 36<br>35%<br>* | 151<br>36% | 127<br>33% |
| Neither support nor oppose (0) | 322<br>28% | 136<br>25% | 181<br>31%<br>B | 87<br>27% | 114<br>31% | 122<br>28% | 69<br>25% | 98<br>33%<br>GJ | 70<br>30% | 36<br>20% | 14<br>34%<br>* | 35<br>33%<br>J* | 191<br>28% | 132<br>30% | 152<br>23% | 171<br>36%<br>O | 75<br>20% | 248<br>33%<br>Q | 75<br>31%<br>V | 94<br>32%<br>V | 79<br>28% | 53<br>21% | 45<br>26% | 275<br>29% | 70<br>21% | 53<br>30% | 25<br>26%<br>* | 57<br>37%<br>Y | 27<br>26%<br>* | 105<br>25% | 112<br>29% |
| Strongly support (2) | 228<br>20% | 132<br>24%<br>C | 95<br>16% | 74<br>23% | 62<br>16% | 92<br>21% | 65<br>23% | 52<br>18% | 42<br>18% | 45<br>26% | 8<br>19%<br>* | 16<br>15%<br>* | 137<br>20% | 90<br>20% | 146<br>22% | 82<br>17% | 105<br>28%<br>R | 122<br>16% | 41<br>17% | 59<br>20% | 44<br>16% | 68<br>28%<br>SU | 47<br>28%<br>X | 179<br>19% | 98<br>30%<br>Zb | 25<br>14% | 22<br>22%<br>* | 19<br>13% | 25<br>24%<br>b* | 122<br>29%<br>e | 54<br>14% |
| Tend to oppose (-1) | 73<br>6% | 38<br>7% | 36<br>6% | 27<br>8% | 20<br>5% | 27<br>6% | 21<br>8% | 17<br>6% | 20<br>8% | 6<br>3% | 4<br>10%<br>* | 5<br>5%<br>* | 42<br>6% | 32<br>7% | 46<br>7% | 28<br>6% | 20<br>5% | 53<br>7% | 16<br>7% | 19<br>7% | 19<br>7% | 15<br>6% | 5<br>3% | 67<br>7% | 11<br>3% | 16<br>9%<br>Y | 4<br>4%<br>* | 15<br>10%<br>Y | 10<br>10%<br>Y* | 19<br>4% | 34<br>9%<br>d |
| Strongly oppose (-2) | 45<br>4% | 28<br>5% | 17<br>3% | 5<br>2% | 14<br>4% | 25<br>6%<br>D | 9<br>3% | 10<br>3% | 12<br>5% | 8<br>4% | 2<br>5%<br>* | 4<br>4%<br>* | 25<br>4% | 19<br>4% | 28<br>4% | 17<br>4% | 14<br>4% | 30<br>4% | 12<br>5% | 12<br>4% | 10<br>4% | 8<br>3% | 4<br>2% | 41<br>4% | 3<br>1% | 15<br>9%<br>Yac | -<br>-<br>* | 14<br>9%<br>Yac | 1<br>1%<br>* | 8<br>2% | 29<br>8%<br>d |
| Don't know | 106<br>9% | 20<br>4% | 85<br>15%<br>B | 42<br>13%<br>F | 41<br>11%<br>F | 23<br>5% | 31<br>11% | 24<br>8% | 23<br>10% | 20<br>11% | 1<br>4%<br>* | 7<br>7%<br>* | 71<br>10% | 35<br>8% | 54<br>8% | 52<br>11% | 25<br>7% | 81<br>11%<br>Q | 20<br>8% | 27<br>9% | 21<br>8% | 17<br>7% | 10<br>6% | 93<br>10% | 13<br>4% | 10<br>6% | 8<br>8%<br>* | 12<br>8% | 5<br>5%<br>* | 18<br>4% | 32<br>8%<br>d |
| NET: Strongly support / Tend to support | 589<br>52% | 327<br>60%<br>C | 258<br>45% | 164<br>51% | 184<br>49% | 241<br>55% | 152<br>54% | 143<br>49% | 112<br>47% | 108<br>61%<br>HI | 20<br>48%<br>* | 54<br>51%<br>* | 365<br>53% | 225<br>51% | 379<br>58%<br>P | 211<br>44% | 240<br>64%<br>R | 350<br>46% | 116<br>49% | 137<br>47% | 151<br>54% | 153<br>62%<br>ST | 106<br>63%<br>X | 480<br>50% | 230<br>70%<br>Zbc | 80<br>46% | 60<br>62%<br>Zb* | 55<br>36% | 61<br>59%<br>b* | 273<br>65%<br>e | 181<br>47% |
| NET: Strongly oppose / Tend to oppose | 118<br>10% | 65<br>12% | 53<br>9% | 32<br>10% | 34<br>9% | 52<br>12% | 30<br>11% | 27<br>9% | 32<br>14% | 13<br>8% | 6<br>15%<br>* | 9<br>8%<br>* | 67<br>10% | 51<br>12% | 74<br>11% | 45<br>9% | 35<br>9% | 83<br>11% | 27<br>11% | 31<br>11% | 29<br>10% | 23<br>9% | 9<br>5% | 107<br>11%<br>W | 14<br>4% | 31<br>18%<br>Ya | 4<br>4%<br>* | 28<br>19%<br>Ya | 11<br>11%<br>Y* | 27<br>6% | 64<br>16%<br>d |
| Mean | 0.64 | 0.69 | 0.58 | 0.71 | 0.59 | 0.62 | 0.71 | 0.59 | 0.51 | 0.84<br>HI* | 0.49<br>* | 0.59<br>* | 0.66 | 0.60 | 0.70<br>P | 0.54 | 0.85<br>R | 0.53 | 0.54 | 0.58 | 0.60 | 0.83<br>STU | 0.88<br>X | 0.59 | 0.99<br>Zbc | 0.36 | 0.87<br>Zb* | 0.23<br>* | 0.75<br>Zb* | 0.89<br>e | 0.40 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Nationalising train operators as their private contracts expire so the newly created Great British Railways will eventually oversee the entire network

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Tend to support (1) | 361<br>32% | 75<br>37% | 65<br>38% | 70<br>38%<br>E | 41<br>25% | 73<br>41%<br>G | 37<br>22% | 49<br>43%<br>K* | 49<br>39%<br>K | 108<br>35%<br>K | 49<br>22% | 147<br>39%<br>P | 111<br>36%<br>P | 147<br>39%<br>P | 120<br>36%<br>P | 124<br>29% | 93<br>36%<br>P | 193<br>30% | 235<br>33%<br>T | 187<br>29% | 219<br>33%<br>T | 223<br>37%<br>RSTUW | 235<br>32% |
| Neither support nor oppose (0) | 322<br>28% | 31<br>15% | 31<br>18% | 24<br>13% | 53<br>33%<br>D | 27<br>16% | 57<br>35%<br>F | 14<br>12%<br>* | 26<br>21% | 101<br>33%<br>HI | 86<br>38%<br>HI | 83<br>22% | 88<br>29%<br>LNO | 80<br>21% | 75<br>23% | 145<br>33%<br>LNOQ | 58<br>22% | 207<br>32%<br>SV | 199<br>28%<br>V | 206<br>32%<br>SV | 207<br>31%<br>V | 147<br>24% | 226<br>31%<br>V |
| Strongly support (2) | 228<br>20% | 72<br>36% | 52<br>30% | 73<br>40%<br>E | 25<br>16% | 62<br>35%<br>G | 19<br>11% | 41<br>36%<br>JK* | 35<br>28%<br>JK | 50<br>16% | 28<br>12% | 116<br>31%<br>MP | 46<br>15% | 104<br>28%<br>MP | 109<br>33%<br>MNP | 63<br>15% | 88<br>34%<br>MNP | 96<br>15% | 168<br>24%<br>RTUW | 108<br>17% | 105<br>16% | 156<br>26%<br>RTUW | 121<br>16% |
| Tend to oppose (-1) | 73<br>6% | 9<br>4% | 13<br>7% | 9<br>5% | 19<br>12%<br>D | 9<br>5% | 25<br>15%<br>F | 6<br>5%<br>* | 10<br>8% | 26<br>8% | 16<br>7% | 14<br>4% | 29<br>9%<br>LNOQ | 19<br>5% | 12<br>4% | 39<br>9%<br>LNOQ | 11<br>4% | 55<br>9%<br>SV | 40<br>6% | 52<br>8%<br>SV | 58<br>9%<br>SV | 29<br>5% | 58<br>8%<br>SV |
| Strongly oppose (-2) | 45<br>4% | 11<br>6% | 11<br>6% | 4<br>2% | 23<br>14%<br>D | 2<br>1% | 26<br>16%<br>F | 1<br>1%<br>* | 2<br>2% | 10<br>3% | 26<br>12%<br>HIJ | 2<br>1% | 19<br>6%<br>LNOQ | 6<br>1% | 5<br>1% | 35<br>8%<br>LNOQ | 3<br>1% | 42<br>7%<br>SV | 24<br>3%<br>V | 39<br>6%<br>SV | 38<br>6%<br>SV | 8<br>1% | 42<br>6%<br>SV |
| Don't know | 106<br>9% | 2<br>1% | 1<br>0% | 3<br>2% | 1<br>1% | 2<br>1% | 2<br>1% | 2<br>2%<br>* | 2<br>1% | 13<br>4% | 19<br>8%<br>HI | 13<br>3% | 14<br>4% | 17<br>5% | 12<br>4% | 26<br>6%<br>Q | 7<br>3% | 47<br>7% | 47<br>7% | 46<br>7% | 47<br>7% | 39<br>6% | 53<br>7% |
| NET: Strongly support / Tend to support | 589<br>52% | 147<br>73% | 117<br>68% | 143<br>78%<br>E | 66<br>41% | 135<br>77%<br>G | 56<br>34% | 89<br>80%<br>JK* | 84<br>68%<br>JK | 158<br>51%<br>K | 77<br>34% | 263<br>70%<br>MP | 157<br>51%<br>P | 251<br>67%<br>MP | 229<br>69%<br>MP | 187<br>43% | 181<br>70%<br>MP | 289<br>45% | 403<br>57%<br>RTUW | 295<br>46% | 325<br>48% | 379<br>63%<br>RSTUW | 356<br>48%<br>R |
| NET: Strongly oppose / Tend to oppose | 118<br>10% | 20<br>10% | 24<br>14% | 13<br>7% | 42<br>26%<br>D | 11<br>6% | 51<br>31%<br>F | 7<br>6%<br>* | 12<br>10% | 36<br>12% | 42<br>19%<br>H | 16<br>4% | 48<br>16%<br>LNOQ | 25<br>7%<br>L | 17<br>5% | 73<br>17%<br>LNOQ | 14<br>5% | 98<br>15%<br>SV | 64<br>9%<br>V | 90<br>14%<br>SV | 96<br>14%<br>SV | 37<br>6% | 100<br>14%<br>SV |
| Mean | 0.64 | 0.95 | 0.78 | 1.11<br>E | 0.16 | 1.06<br>G | -0.01 | 1.11<br>JK* | 0.86<br>JK | 0.55<br>K | 0.18 | 0.99<br>MP | 0.46 | 0.91<br>MP | 0.99<br>MP | 0.35 | 1.00<br>MP | 0.41 | 0.73<br>RTUW | 0.46 | 0.47 | 0.87<br>RSTUW | 0.49<br>R |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Strongly support (2) | 451<br>40% | 206<br>38% | 242<br>42% | 115<br>35% | 137<br>37% | 200<br>46%<br>DE | 119<br>42%<br>L | 116<br>40%<br>L | 103<br>43%<br>L | 77<br>43%<br>L | 13<br>31%<br>* | 24<br>23%<br>* | 265<br>38% | 187<br>42% | 272<br>41% | 180<br>38% | 161<br>43% | 290<br>38% | 90<br>38% | 127<br>44% | 99<br>35% | 105<br>43% | 64<br>38% | 384<br>40% | 170<br>52%<br>Zb | 58<br>33% | 45<br>46%<br>b* | 45<br>30% | 42<br>41%<br>* | 192<br>45% | 150<br>38% |
| Tend to support (1) | 385<br>34% | 190<br>35% | 188<br>33% | 100<br>31% | 130<br>35% | 155<br>35% | 95<br>34% | 95<br>32% | 79<br>33% | 58<br>32% | 18<br>43%<br>* | 40<br>38%<br>* | 246<br>35% | 139<br>31% | 235<br>36% | 150<br>31% | 137<br>37% | 248<br>33% | 69<br>29% | 96<br>33% | 109<br>39% | 80<br>32% | 65<br>38% | 316<br>33% | 107<br>33% | 70<br>40% | 40<br>41%<br>* | 53<br>35% | 29<br>28%<br>* | 153<br>36% | 132<br>34% |
| Neither support nor oppose (0) | 178<br>16% | 97<br>18% | 81<br>14% | 56<br>17% | 64<br>17% | 58<br>13% | 41<br>14% | 50<br>17% | 31<br>13% | 22<br>13% | 7<br>16%<br>* | 27<br>26%<br>GIJ* | 102<br>15% | 76<br>17% | 90<br>14% | 88<br>18% | 52<br>14% | 127<br>17% | 46<br>19% | 47<br>16% | 39<br>14% | 37<br>15% | 19<br>11% | 158<br>17% | 32<br>10% | 38<br>22%<br>Y | 10<br>10%<br>* | 36<br>24%<br>Ya | 17<br>17%<br>* | 46<br>11% | 74<br>19%<br>d |
| Tend to oppose (-1) | 24<br>2% | 16<br>3% | 8<br>1% | 13<br>4%<br>F | 6<br>2% | 4<br>1% | 6<br>2% | 3<br>1% | 1<br>0% | 4<br>2% | 3<br>6%<br>HI* | 8<br>7%<br>GHI* | 16<br>2% | 7<br>2% | 10<br>2% | 13<br>3% | 5<br>1% | 19<br>3% | 7<br>3% | 4<br>1% | 6<br>2% | 4<br>2% | 8<br>5%<br>X | 16<br>2% | 5<br>1% | 2<br>1% | -<br>-<br>* | 4<br>2% | 5<br>5%<br>* | 9<br>2% | 8<br>2% |
| Strongly oppose (-2) | 23<br>2% | 19<br>4%<br>C | 4<br>1% | 9<br>3% | 9<br>2% | 6<br>1% | 2<br>1% | 11<br>4%<br>G | 6<br>2% | 1<br>1% | 1<br>3%<br>* | 2<br>2%<br>* | 16<br>2% | 7<br>2% | 10<br>1% | 14<br>3% | 5<br>1% | 19<br>2% | 8<br>3% | 3<br>1% | 6<br>2% | 5<br>2% | 4<br>3% | 19<br>2% | 3<br>1% | 1<br>1% | -<br>-<br>* | 5<br>4% | 3<br>3%<br>* | 4<br>1% | 7<br>2% |
| Don't know | 75<br>7% | 20<br>4% | 55<br>10%<br>B | 32<br>10%<br>F | 26<br>7% | 16<br>4% | 18<br>7% | 17<br>6% | 18<br>8% | 15<br>9% | *<br>1%<br>* | 5<br>5%<br>* | 48<br>7% | 26<br>6% | 41<br>6% | 34<br>7% | 15<br>4% | 59<br>8%<br>Q | 18<br>7% | 13<br>4% | 21<br>8% | 15<br>6% | 10<br>6% | 62<br>7% | 11<br>3% | 5<br>3% | 3<br>3%<br>* | 9<br>6% | 6<br>6%<br>* | 18<br>4% | 18<br>5% |
| NET: Strongly support / Tend to support | 836<br>74% | 396<br>72% | 430<br>75% | 214<br>66% | 268<br>72% | 354<br>81%<br>DE | 214<br>76%<br>L | 211<br>72% | 182<br>77%<br>L | 135<br>76%<br>L | 30<br>73%<br>* | 65<br>61%<br>* | 511<br>74% | 326<br>74% | 507<br>77%<br>P | 329<br>69% | 298<br>80%<br>R | 538<br>71% | 159<br>67% | 223<br>77%<br>S | 208<br>74% | 185<br>75% | 128<br>76% | 700<br>73% | 276<br>84%<br>Zbc | 127<br>73% | 84<br>87%<br>Zbc* | 98<br>64% | 72<br>69%<br>* | 345<br>82%<br>e | 282<br>72% |
| NET: Strongly oppose / Tend to oppose | 47<br>4% | 35<br>6%<br>C | 12<br>2% | 22<br>7%<br>F | 15<br>4% | 10<br>2% | 8<br>3% | 14<br>5% | 6<br>3% | 5<br>3% | 4<br>9%<br>* | 9<br>9%<br>GI* | 32<br>5% | 15<br>3% | 20<br>3% | 27<br>6% | 9<br>2% | 38<br>5% | 15<br>6% | 7<br>2% | 12<br>4% | 9<br>4% | 12<br>7% | 35<br>4% | 8<br>2% | 4<br>2% | -<br>-<br>* | 9<br>6%<br>a | 8<br>8%<br>Ya* | 14<br>3% | 16<br>4% |
| Mean | 1.15 | 1.04 | 1.26<br>B | 1.02 | 1.09 | 1.28<br>DE | 1.23<br>L | 1.10<br>L | 1.24<br>L | 1.27<br>L | 0.92<br>* | 0.77<br>* | 1.13 | 1.18 | 1.21<br>P | 1.05 | 1.24<br>R | 1.10 | 1.02 | 1.23<br>S | 1.12 | 1.20 | 1.10 | 1.15 | 1.38<br>Zbc | 1.07 | 1.37<br>Zbc* | 0.90 | 1.07<br>* | 1.28<br>e | 1.10 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Delivering 4.6 million extra NHS appointments in England with over 2,000 extra GPs hired

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Strongly support (2) | 451<br>40% | 90<br>45% | 71<br>41% | 93<br>51%<br>E | 46<br>29% | 89<br>51%<br>G | 37<br>22% | 64<br>57%<br>UK* | 51<br>41%<br>K | 114<br>37% | 65<br>29% | 179<br>48%<br>MPQ | 110<br>36% | 175<br>47%<br>MP | 151<br>45%<br>MP | 149<br>35% | 107<br>41%<br>P | 228<br>36% | 300<br>42%<br>RTU | 226<br>35% | 248<br>37% | 269<br>45%<br>RTUW | 288<br>39%<br>RT |
| Tend to support (1) | 385<br>34% | 67<br>33% | 55<br>32% | 58<br>32% | 49<br>30% | 53<br>30% | 44<br>27% | 35<br>31%<br>* | 43<br>34% | 105<br>34% | 81<br>36% | 131<br>35% | 119<br>39% | 134<br>36% | 118<br>35% | 155<br>36% | 92<br>35% | 231<br>36% | 249<br>35% | 230<br>36% | 246<br>36% | 214<br>35% | 262<br>36% |
| Neither support nor oppose (0) | 178<br>16% | 31<br>15% | 34<br>20% | 21<br>11% | 44<br>27%<br>D | 28<br>16% | 49<br>30%<br>F | 8<br>8%<br>* | 20<br>16% | 64<br>21%<br>H | 52<br>23%<br>H | 40<br>11% | 58<br>19%<br>LNO | 37<br>10% | 39<br>12% | 89<br>21%<br>LNOQ | 39<br>15%<br>LN | 118<br>18%<br>SV | 101<br>14% | 120<br>19%<br>SVW | 120<br>18%<br>SV | 73<br>12% | 119<br>16%<br>V |
| Tend to oppose (-1) | 24<br>2% | 5<br>3% | 8<br>4% | 7<br>4% | 4<br>3% | 3<br>2% | 12<br>7%<br>F | 3<br>3%<br>* | 7<br>6% | 6<br>2% | 7<br>3% | 10<br>3% | 10<br>3% | 11<br>3% | 11<br>3% | 14<br>3% | 13<br>5%<br>L | 12<br>2% | 11<br>1% | 12<br>2% | 11<br>2% | 9<br>1% | 10<br>1% |
| Strongly oppose (-2) | 23<br>2% | 5<br>3% | 4<br>2% | 3<br>2% | 14<br>9%<br>D | 2<br>1% | 17<br>10%<br>F | 1<br>1%<br>* | 1<br>1% | 9<br>3% | 10<br>4% | 5<br>1% | 5<br>1% | 6<br>1% | 5<br>2% | 14<br>3%<br>Q | 1<br>1% | 17<br>3% | 17<br>2% | 15<br>2% | 18<br>3% | 10<br>2% | 21<br>3%<br>V |
| Don't know | 75<br>7% | 3<br>1% | 2<br>1% | 1<br>0% | 5<br>3% | 1<br>0% | 6<br>4%<br>F | 1<br>1%<br>* | 1<br>1% | 10<br>3% | 9<br>4% | 11<br>3% | 5<br>2% | 11<br>3% | 9<br>3% | 12<br>3% | 7<br>3% | 34<br>5% | 35<br>5% | 34<br>5% | 30<br>4% | 28<br>5% | 35<br>5% |
| NET: Strongly support / Tend to support | 836<br>74% | 156<br>78% | 126<br>73% | 152<br>83%<br>E | 95<br>59% | 143<br>81%<br>G | 81<br>49% | 98<br>88%<br>UK* | 94<br>76% | 219<br>71% | 146<br>65% | 310<br>83%<br>MPQ | 229<br>75% | 309<br>83%<br>MPQ | 268<br>81%<br>MP | 304<br>70% | 199<br>77%<br>P | 460<br>72% | 549<br>77%<br>RTU | 456<br>71% | 494<br>73% | 483<br>80%<br>RSTUW | 550<br>75%<br>RT |
| NET: Strongly oppose / Tend to oppose | 47<br>4% | 11<br>5% | 12<br>7% | 10<br>6% | 18<br>11% | 5<br>3% | 29<br>17%<br>F | 4<br>3%<br>* | 8<br>7% | 15<br>5% | 17<br>8% | 14<br>4% | 14<br>5% | 17<br>5% | 16<br>5% | 27<br>6% | 14<br>6% | 29<br>5% | 28<br>4% | 28<br>4% | 30<br>4% | 18<br>3% | 30<br>4% |
| Mean | 1.15 | 1.16 | 1.05 | 1.27<br>E | 0.70 | 1.28<br>G | 0.46 | 1.42<br>UK* | 1.11 | 1.03 | 0.86 | 1.29<br>MPQ | 1.06 | 1.27<br>MPQ | 1.23<br>MP | 0.98 | 1.15<br>P | 1.06 | 1.19<br>RTU | 1.06 | 1.08 | 1.26<br>RSTUW | 1.13<br>RT |

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing NHS spending by an extra £29billion in England

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Strongly support (2) | 412<br>36% | 193<br>35% | 217<br>38% | 103<br>32% | 130<br>35% | 179<br>41%<br>D | 116<br>41%<br>L | 100<br>34%<br>L | 88<br>37%<br>L | 75<br>42%<br>L | 12<br>29%<br>* | 21<br>20%<br>* | 237<br>34% | 175<br>40% | 256<br>39% | 156<br>33% | 148<br>40% | 264<br>35% | 90<br>38% | 107<br>37% | 84<br>30% | 98<br>40%<br>U | 55<br>33% | 353<br>37% | 161<br>49%<br>Zb | 48<br>28% | 44<br>45%<br>Zb* | 37<br>24% | 39<br>38%<br>b* | 186<br>44%<br>e | 128<br>33% |
| Tend to support (1) | 357<br>31% | 180<br>33% | 172<br>30% | 98<br>30% | 117<br>31% | 142<br>32% | 84<br>30% | 100<br>34% | 76<br>32% | 49<br>27% | 13<br>32%<br>* | 35<br>33%<br>* | 222<br>32% | 134<br>30% | 213<br>32% | 143<br>30% | 131<br>35% | 225<br>30% | 62<br>26% | 92<br>32% | 103<br>37%<br>S | 79<br>32% | 59<br>35% | 296<br>31% | 105<br>32% | 66<br>38% | 33<br>34%<br>* | 51<br>33% | 34<br>32%<br>* | 139<br>33% | 133<br>34% |
| Neither support nor oppose (0) | 190<br>17% | 88<br>16% | 100<br>17% | 60<br>18% | 67<br>18% | 63<br>14% | 45<br>16% | 48<br>17% | 35<br>15% | 25<br>14% | 8<br>19%<br>* | 29<br>28%<br>GHIJ* | 115<br>17% | 75<br>17% | 93<br>14% | 98<br>20%<br>O | 52<br>14% | 138<br>18% | 47<br>20%<br>V | 48<br>17% | 47<br>17% | 29<br>12% | 26<br>16% | 162<br>17% | 36<br>11% | 34<br>19%<br>Y | 16<br>16%<br>* | 28<br>18% | 15<br>14%<br>* | 60<br>14% | 57<br>15% |
| Tend to oppose (-1) | 59<br>5% | 42<br>8%<br>C | 17<br>3% | 22<br>7% | 17<br>4% | 20<br>5% | 7<br>3% | 17<br>6% | 13<br>5% | 6<br>3% | 7<br>16%<br>GHIJ* | 9<br>9%<br>G* | 40<br>6% | 19<br>4% | 34<br>5% | 24<br>5% | 16<br>4% | 43<br>6% | 9<br>4% | 17<br>6% | 17<br>6% | 15<br>6% | 10<br>6% | 48<br>5% | 9<br>3% | 10<br>6% | 1<br>1%<br>* | 16<br>10%<br>Ya | 8<br>8%<br>a* | 13<br>3% | 29<br>8%<br>d |
| Strongly oppose (-2) | 34<br>3% | 22<br>4% | 12<br>2% | 5<br>2% | 14<br>4% | 16<br>4% | 7<br>3% | 12<br>4% | 7<br>3% | 3<br>2% | -<br>-<br>* | 5<br>5%<br>* | 22<br>3% | 12<br>3% | 19<br>3% | 15<br>3% | 8<br>2% | 26<br>3% | 8<br>3% | 9<br>3% | 5<br>2% | 9<br>4% | 3<br>2% | 31<br>3% | 5<br>2% | 9<br>5% | -<br>-<br>* | 11<br>7%<br>Ya | 1<br>1%<br>* | 8<br>2% | 23<br>6%<br>d |
| Don't know | 85<br>7% | 24<br>4% | 60<br>10%<br>B | 37<br>11%<br>F | 29<br>8% | 19<br>4% | 21<br>8% | 16<br>5% | 19<br>8% | 19<br>11% | 1<br>4%<br>* | 7<br>7%<br>* | 57<br>8% | 27<br>6% | 43<br>7% | 41<br>9% | 19<br>5% | 66<br>9%<br>Q | 22<br>9% | 16<br>6% | 23<br>8% | 16<br>6% | 15<br>9% | 65<br>7% | 11<br>3% | 7<br>4% | 4<br>4%<br>* | 11<br>7% | 7<br>7%<br>* | 18<br>4% | 18<br>5% |
| NET: Strongly support / Tend to support | 768<br>68% | 372<br>68% | 389<br>67% | 200<br>62% | 247<br>66% | 321<br>73%<br>D | 200<br>71%<br>L | 199<br>68%<br>L | 164<br>69%<br>L | 124<br>70%<br>L | 26<br>62%<br>* | 56<br>52%<br>* | 459<br>66% | 309<br>70% | 469<br>71%<br>P | 300<br>63% | 279<br>75%<br>R | 489<br>64% | 152<br>64% | 199<br>69% | 188<br>67% | 177<br>72% | 114<br>67% | 649<br>68% | 266<br>81%<br>Zbc | 114<br>66% | 77<br>79%<br>b* | 87<br>57% | 73<br>70%<br>* | 325<br>77%<br>e | 261<br>67% |
| NET: Strongly oppose / Tend to oppose | 93<br>8% | 64<br>12%<br>C | 28<br>5% | 27<br>8% | 31<br>8% | 35<br>8% | 15<br>5% | 29<br>10% | 20<br>8% | 9<br>5% | 7<br>16%<br>GJ* | 14<br>13%<br>GJ* | 62<br>9% | 31<br>7% | 54<br>8% | 40<br>8% | 24<br>6% | 69<br>9% | 17<br>7% | 27<br>9% | 22<br>8% | 23<br>10% | 13<br>8% | 79<br>8% | 14<br>4% | 19<br>11%<br>Ya | 1<br>1%<br>* | 26<br>17%<br>Ya | 9<br>9%<br>a* | 21<br>5% | 53<br>14%<br>d |
| Mean | 1.00 | 0.91 | 1.09<br>B | 0.94 | 0.97 | 1.07 | 1.13<br>L | 0.93<br>L | 1.02<br>L | 1.18<br>KL* | 0.78<br>* | 0.59<br>* | 0.96 | 1.06 | 1.06 | 0.92 | 1.11<br>R | 0.94 | 1.00 | 0.98 | 0.95 | 1.06 | 0.99 | 1.00 | 1.29<br>Zbc | 0.80 | 1.29<br>Zb* | 0.61<br>* | 1.05<br>b* | 1.19<br>e | 0.84 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Increasing NHS spending by an extra £29billion in England

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Strongly support (2) | 412<br>36% | 79<br>40% | 61<br>35% | 90<br>49%<br>E | 35<br>21% | 79<br>45%<br>G | 28<br>17% | 57<br>51%<br>JK* | 50<br>40%<br>K | 101<br>33% | 57<br>25% | 171<br>46%<br>MP | 92<br>30% | 167<br>45%<br>MP | 147<br>44%<br>MP | 134<br>31% | 109<br>42%<br>MP | 195<br>30% | 280<br>39%<br>RTUW | 205<br>32% | 221<br>33% | 249<br>41%<br>RTUW | 255<br>35%<br>R |
| Tend to support (1) | 357<br>31% | 68<br>34% | 58<br>33% | 54<br>30% | 47<br>29% | 61<br>34% | 40<br>24% | 33<br>29%<br>* | 41<br>33% | 97<br>32% | 71<br>32% | 122<br>32% | 105<br>34% | 124<br>33% | 102<br>31% | 135<br>31% | 78<br>30% | 215<br>34% | 232<br>33% | 209<br>33% | 233<br>35% | 205<br>34% | 246<br>33% |
| Neither support nor oppose (0) | 190<br>17% | 27<br>13% | 31<br>18% | 24<br>13% | 39<br>24%<br>D | 23<br>13% | 40<br>25%<br>F | 15<br>14%<br>* | 15<br>12% | 66<br>21%<br>I | 51<br>23%<br>I | 48<br>13% | 64<br>21%<br>LNO | 51<br>14% | 50<br>15% | 84<br>19%<br>LN | 46<br>18%<br>L | 123<br>19%<br>SVW | 107<br>15% | 118<br>18%<br>SV | 117<br>17%<br>V | 85<br>14% | 121<br>16% |
| Tend to oppose (-1) | 59<br>5% | 17<br>8% | 14<br>8% | 12<br>7% | 16<br>10% | 9<br>5% | 25<br>15%<br>F | 3<br>3%<br>* | 12<br>10%<br>H | 21<br>7% | 13<br>6% | 21<br>5% | 23<br>8%<br>NO | 14<br>4% | 14<br>4% | 37<br>9%<br>NO | 16<br>6% | 36<br>6%<br>V | 30<br>4% | 39<br>6%<br>SV | 42<br>6%<br>SV | 20<br>3% | 42<br>6%<br>SV |
| Strongly oppose (-2) | 34<br>3% | 7<br>4% | 7<br>4% | 2<br>1% | 20<br>12%<br>D | 3<br>2% | 23<br>14%<br>F | 2<br>2%<br>* | 5<br>4% | 10<br>3% | 14<br>6% | 3<br>1% | 12<br>4%<br>LN | 6<br>2% | 6<br>2% | 23<br>5%<br>LNOQ | 4<br>2% | 31<br>5%<br>SV | 23<br>3%<br>V | 28<br>4%<br>V | 29<br>4%<br>V | 11<br>2% | 30<br>4%<br>V |
| Don't know | 85<br>7% | 2<br>1% | 2<br>1% | 1<br>0% | 6<br>4%<br>D | 1<br>1% | 8<br>5%<br>F | 2<br>1%<br>* | 1<br>1% | 12<br>4% | 18<br>8%<br>HI | 10<br>3% | 12<br>4% | 12<br>3% | 14<br>4% | 18<br>4% | 8<br>3% | 41<br>6% | 40<br>6% | 39<br>6% | 32<br>5% | 32<br>5% | 40<br>5% |
| NET: Strongly support / Tend to support | 768<br>68% | 148<br>74% | 118<br>68% | 145<br>79%<br>E | 82<br>50% | 140<br>79%<br>G | 68<br>41% | 90<br>80%<br>JK* | 91<br>73%<br>K | 199<br>64% | 128<br>57% | 293<br>78%<br>MPQ | 197<br>64% | 290<br>78%<br>MPQ | 249<br>75%<br>MP | 269<br>62% | 186<br>72%<br>MP | 410<br>64% | 513<br>72%<br>RTUW | 414<br>65% | 454<br>67%<br>R | 455<br>76%<br>RSTUW | 501<br>68%<br>RT |
| NET: Strongly oppose / Tend to oppose | 93<br>8% | 24<br>12% | 22<br>12% | 14<br>7% | 36<br>22%<br>D | 12<br>7% | 49<br>29%<br>F | 5<br>5%<br>* | 17<br>14%<br>H | 31<br>10% | 27<br>12% | 24<br>6% | 35<br>11%<br>LNO | 21<br>6% | 20<br>6% | 61<br>14%<br>LNOQ | 20<br>8% | 67<br>10%<br>SV | 53<br>7%<br>V | 67<br>11%<br>SV | 71<br>11%<br>SV | 31<br>5% | 73<br>10%<br>SV |
| Mean | 1.00 | 0.98 | 0.88 | 1.20<br>E | 0.39 | 1.17<br>G | 0.15 | 1.26<br>UK* | 0.96 | 0.87 | 0.70 | 1.20<br>MPQ | 0.82 | 1.19<br>MP | 1.16<br>MP | 0.77 | 1.07<br>MP | 0.84 | 1.07<br>RTUW | 0.87 | 0.90 | 1.16<br>RSTUW | 0.94<br>R |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Strongly support (2) | 349<br>31% | 143<br>26% | 205<br>35%<br>B | 92<br>28% | 102<br>27% | 155<br>35%<br>E | 78<br>28% | 95<br>32%<br>L | 87<br>36%<br>L | 53<br>30% | 15<br>37%<br>L* | 21<br>19%<br>* | 199<br>29% | 149<br>34% | 216<br>33% | 133<br>28% | 127<br>34% | 221<br>29% | 61<br>26% | 91<br>31% | 89<br>32% | 87<br>35%<br>S | 58<br>34% | 289<br>30% | 127<br>39%<br>b | 54<br>31%<br>b | 38<br>39%<br>b* | 23<br>15% | 32<br>31%<br>b* | 146<br>35% | 110<br>28% |
| Tend to support (1) | 346<br>30% | 165<br>30% | 179<br>31% | 76<br>23% | 104<br>28% | 166<br>38%<br>DE | 100<br>35%<br>H | 78<br>27% | 65<br>27% | 53<br>30% | 10<br>24%<br>* | 41<br>39%<br>H* | 216<br>31% | 131<br>30% | 224<br>34%<br>P | 122<br>26% | 131<br>35%<br>R | 215<br>28% | 71<br>30% | 84<br>29% | 84<br>30% | 83<br>34% | 44<br>26% | 301<br>32% | 111<br>34% | 55<br>32% | 32<br>33%<br>* | 45<br>29% | 33<br>32%<br>* | 154<br>36% | 121<br>31% |
| Neither support nor oppose (0) | 225<br>20% | 123<br>22% | 100<br>17% | 69<br>21% | 87<br>23%<br>F | 68<br>16% | 47<br>17% | 64<br>22% | 40<br>17% | 43<br>24% | 10<br>23%<br>* | 21<br>20%<br>* | 145<br>21% | 80<br>18% | 101<br>15% | 123<br>26%<br>O | 54<br>14% | 171<br>22%<br>Q | 49<br>21% | 63<br>22% | 55<br>20% | 40<br>16% | 37<br>22% | 186<br>20% | 55<br>17% | 34<br>19% | 17<br>18%<br>* | 47<br>31%<br>Yc | 18<br>17%<br>* | 67<br>16% | 92<br>24%<br>d |
| Strongly oppose (-2) | 79<br>7% | 55<br>10%<br>C | 22<br>4% | 19<br>6% | 33<br>9% | 27<br>6% | 17<br>6% | 25<br>9%<br>J | 16<br>7% | 5<br>3% | 4<br>10%<br>* | 11<br>10%<br>J* | 47<br>7% | 32<br>7% | 42<br>6% | 37<br>8% | 19<br>5% | 59<br>8% | 27<br>11%<br>V | 21<br>7% | 20<br>7% | 10<br>4% | 8<br>5% | 67<br>7% | 11<br>3% | 11<br>6% | 3<br>3%<br>* | 21<br>14%<br>Ya | 10<br>10%<br>Y* | 21<br>5% | 30<br>8% |
| Tend to oppose (-1) | 64<br>6% | 47<br>9%<br>C | 15<br>3% | 32<br>10%<br>EF | 19<br>5% | 14<br>3% | 16<br>6% | 12<br>4% | 15<br>6% | 11<br>6% | 1<br>3%<br>* | 9<br>8%<br>* | 35<br>5% | 30<br>7% | 41<br>6% | 23<br>5% | 26<br>7% | 39<br>5% | 12<br>5% | 22<br>7% | 12<br>4% | 9<br>4% | 13<br>8% | 51<br>5% | 15<br>4% | 15<br>9% | 4<br>4%<br>* | 10<br>6% | 3<br>3%<br>* | 20<br>5% | 23<br>6% |
| Don't know | 74<br>7% | 15<br>3% | 58<br>10%<br>B | 36<br>11%<br>F | 29<br>8%<br>F | 9<br>2% | 24<br>9% | 18<br>6% | 15<br>6% | 13<br>7% | 1<br>2%<br>* | 4<br>4%<br>* | 52<br>8% | 21<br>5% | 34<br>5% | 40<br>8% | 17<br>5% | 57<br>7% | 19<br>8%<br>T | 9<br>3% | 21<br>8%<br>T | 16<br>7% | 9<br>5% | 61<br>6% | 8<br>3% | 5<br>3% | 4<br>4%<br>* | 7<br>5% | 6<br>6%<br>* | 16<br>4% | 14<br>3% |
| NET: Strongly support / Tend to support | 695<br>61% | 308<br>56% | 383<br>66%<br>B | 168<br>52% | 206<br>55% | 321<br>73%<br>DE | 177<br>63% | 173<br>59% | 152<br>64% | 106<br>60% | 25<br>61%<br>* | 62<br>58%<br>* | 415<br>60% | 280<br>63% | 440<br>67%<br>P | 255<br>53% | 259<br>69%<br>R | 436<br>57% | 131<br>55% | 175<br>60% | 172<br>61% | 170<br>69%<br>S | 102<br>60% | 590<br>62% | 238<br>73%<br>b | 109<br>63%<br>b | 70<br>72%<br>b* | 67<br>44% | 66<br>64%<br>b* | 300<br>71%<br>e | 231<br>59% |
| NET: Strongly oppose / Tend to oppose | 143<br>13% | 102<br>19%<br>C | 37<br>6% | 51<br>16%<br>F | 51<br>14% | 40<br>9% | 33<br>12% | 37<br>13% | 31<br>13% | 16<br>9% | 6<br>13%<br>* | 20<br>19%<br>* | 81<br>12% | 62<br>14% | 83<br>13% | 60<br>13% | 45<br>12% | 98<br>13% | 39<br>16%<br>V | 43<br>15%<br>V | 32<br>11% | 19<br>8% | 21<br>12% | 118<br>12% | 26<br>8% | 26<br>15%<br>Y | 6<br>7%<br>* | 31<br>20%<br>Ya | 14<br>13%<br>* | 41<br>10% | 52<br>13% |
| Mean | 0.77 | 0.55 | 1.02<br>B | 0.65 | 0.65 | 0.95<br>DE | 0.80 | 0.75 | 0.86<br>L | 0.83<br>L | 0.77<br>* | 0.50<br>* | 0.76 | 0.80 | 0.85<br>P | 0.66 | 0.90<br>R | 0.71 | 0.58 | 0.72 | 0.80 | 0.99<br>ST | 0.81 | 0.78 | 1.03<br>Zb | 0.74<br>b | 1.06<br>b* | 0.27 | 0.76<br>b* | 0.94<br>e | 0.69 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Implementing the Online Safety Act to introduce age verification technology to prevent children seeing illegal and harmful material

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Strongly support (2) | 349 | 78 | 62 | 78 | 21 | 75 | 19 | 56 | 39 | 79 | 50 | 144 | 92 | 136 | 122 | 123 | 78 | 175 | 228 | 172 | 183 | 199 | 225 |
| | 31% | 39% | 36% | 43% E | 13% | 42% G | 12% | 50% UK* | 31% | 26% | 22% | 39% MPQ | 30% | 37% MPQ | 37% MPQ | 28% | 30% | 27% | 32% RTU | 27% | 27% | 33% RTU | 31% RTU |
| Tend to support (1) | 346 | 59 | 53 | 61 | 44 | 58 | 45 | 33 | 51 | 96 | 65 | 127 | 100 | 130 | 101 | 118 | 88 | 193 | 224 | 192 | 227 | 208 | 231 |
| | 30% | 29% | 31% | 33% | 27% | 33% | 27% | 29% * | 42% K | 31% | 29% | 34% P | 32% | 35% P | 30% | 27% | 34% | 30% | 31% | 30% | 34% RT | 35% RST | 31% |
| Neither support nor oppose (0) | 225 | 32 | 31 | 27 | 39 | 30 | 41 | 11 | 22 | 76 | 62 | 67 | 60 | 60 | 52 | 104 | 52 | 133 | 137 | 144 | 144 | 100 | 149 |
| | 20% | 16% | 18% | 15% | 24% | 17% | 25% | 10% * | 17% | 25% H | 28% H | 18% | 20% | 16% | 16% | 24% LNO | 20% O | 21% V | 19% V | 23% SV | 21% V | 17% | 20% V |
| Strongly oppose (-2) | 79 | 15 | 14 | 6 | 40 | 5 | 43 | 7 | 5 | 28 | 21 | 14 | 18 | 15 | 21 | 43 | 18 | 60 | 60 | 61 | 55 | 34 | 58 |
| | 7% | 7% | 8% | 3% | 25% D | 3% | 26% F | 6% * | 4% | 9% | 9% | 4% | 6% | 4% | 6% L | 10% LMN | 7% LN | 9% V | 8% V | 10% V | 8% V | 6% | 8% V |
| Tend to oppose (-1) | 64 | 13 | 12 | 11 | 17 | 8 | 15 | 4 | 5 | 21 | 18 | 12 | 27 | 23 | 23 | 29 | 18 | 48 | 33 | 37 | 38 | 34 | 40 |
| | 6% | 7% | 7% | 6% | 10% | 5% | 9% | 4% * | 4% | 7% | 8% | 3% | 9% L | 6% L | 7% L | 7% L | 7% L | 8% SUW | 5% | 6% | 6% | 6% | 5% |
| Don't know | 74 | 3 | 1 | - | 2 | 1 | 3 | 1 | 1 | 9 | 8 | 10 | 10 | 9 | 14 | 15 | 6 | 31 | 31 | 31 | 28 | 28 | 32 |
| | 7% | 1% | 0% | - | 1% | 1% | 2% | 1% * | 1% | 3% | 4% | 3% | 3% | 2% | 4% | 3% | 2% | 5% | 4% | 5% | 4% | 5% | 4% |
| NET: Strongly support / Tend to support | 695 | 137 | 116 | 139 | 65 | 132 | 64 | 89 | 90 | 175 | 114 | 271 | 192 | 266 | 223 | 241 | 166 | 368 | 451 | 364 | 410 | 407 | 456 |
| | 61% | 68% | 67% | 76% E | 40% | 75% G | 39% | 80% JK* | 73% JK | 57% | 51% | 72% MOPQ | 62% P | 71% MPQ | 67% P | 56% | 64% P | 57% | 63% RT | 57% | 61% T | 68% RSTUW | 62% RT |
| NET: Strongly oppose / Tend to oppose | 143 | 28 | 26 | 17 | 57 | 13 | 58 | 11 | 11 | 49 | 40 | 26 | 45 | 39 | 44 | 72 | 36 | 109 | 93 | 98 | 93 | 68 | 98 |
| | 13% | 14% | 15% | 9% | 35% D | 8% | 35% F | 10% * | 9% | 16% | 18% I | 7% | 15% LN | 10% L | 13% L | 17% LN | 14% L | 17% SUVW | 13% | 15% V | 14% | 11% | 13% |
| Mean | 0.77 | 0.87 | 0.80 | 1.06 E | -0.07 | 1.08 G | -0.11 | 1.14 JK* | 0.92 JK | 0.59 | 0.48 | 1.03 MOPQ | 0.74 | 0.95 MPQ | 0.88 P | 0.60 | 0.75 | 0.61 | 0.77 RT | 0.62 | 0.69 | 0.88 RSTUW | 0.75 RT |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/O,P/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Setting up Great British Energy as a new, public-owned company to invest in renewable energies

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Tend to support (1) | 368<br>32% | 192<br>35% | 171<br>30% | 103<br>32% | 128<br>34% | 137<br>31% | 88<br>31% | 104<br>36% | 71<br>30% | 57<br>32% | 13<br>32%<br>* | 35<br>33%<br>* | 236<br>34% | 131<br>30% | 227<br>35% | 140<br>29% | 126<br>34% | 242<br>32% | 62<br>26% | 99<br>34% | 94<br>34% | 87<br>35% | 62<br>37% | 305<br>32% | 124<br>38%<br>b | 64<br>37% | 34<br>35%<br>* | 39<br>26% | 41<br>40%<br>b* | 157<br>37% | 128<br>33% |
| Neither support nor oppose (0) | 305<br>27% | 121<br>22% | 182<br>31%<br>B | 75<br>23% | 103<br>28% | 127<br>29% | 72<br>26% | 83<br>28% | 66<br>28% | 45<br>25% | 11<br>26%<br>* | 29<br>27%<br>* | 164<br>24% | 141<br>32%<br>M | 149<br>23% | 156<br>33%<br>O | 82<br>22% | 223<br>29%<br>Q | 86<br>36%<br>TV | 73<br>25% | 75<br>27% | 47<br>19% | 40<br>24% | 263<br>28% | 74<br>22% | 38<br>22% | 31<br>32%<br>* | 44<br>29% | 23<br>23%<br>* | 104<br>25% | 94<br>24% |
| Strongly support (2) | 206<br>18% | 113<br>21% | 91<br>16% | 74<br>23%<br>E | 58<br>16% | 74<br>17% | 58<br>21%<br>H | 39<br>13% | 42<br>18% | 40<br>23%<br>H | 11<br>26%<br>* | 15<br>15%<br>* | 139<br>20% | 67<br>15% | 138<br>21%<br>P | 68<br>14% | 99<br>26%<br>R | 107<br>14% | 37<br>16% | 46<br>16% | 51<br>18% | 66<br>27%<br>STU | 43<br>26%<br>X | 158<br>16% | 93<br>29%<br>Zb | 24<br>14% | 19<br>20%<br>b* | 14<br>9% | 19<br>19%<br>b* | 106<br>25%<br>e | 45<br>11% |
| Strongly oppose (-2) | 77<br>7% | 53<br>10%<br>C | 24<br>4% | 7<br>2% | 24<br>6%<br>D | 47<br>11%<br>D | 10<br>4% | 29<br>10%<br>G | 20<br>8%<br>G | 11<br>6% | 3<br>8%<br>* | 5<br>4%<br>* | 40<br>6% | 37<br>8% | 45<br>7% | 32<br>7% | 24<br>7% | 53<br>7% | 11<br>5% | 29<br>10%<br>V | 21<br>7% | 11<br>5% | 2<br>1% | 75<br>8%<br>W | 6<br>2% | 25<br>15%<br>Yac | *<br>0%<br>* | 28<br>18%<br>Yac | 4<br>4%<br>* | 11<br>3% | 58<br>15%<br>d |
| Tend to oppose (-1) | 65<br>6% | 40<br>7% | 25<br>4% | 20<br>6% | 19<br>5% | 26<br>6% | 15<br>5% | 13<br>5% | 10<br>4% | 10<br>6% | 3<br>7%<br>* | 13<br>13%<br>GHI* | 41<br>6% | 23<br>5% | 40<br>6% | 25<br>5% | 16<br>4% | 49<br>6% | 12<br>5% | 16<br>6% | 15<br>5% | 17<br>7% | 9<br>6% | 54<br>6% | 12<br>4% | 16<br>9%<br>Y | 3<br>3%<br>* | 13<br>9% | 10<br>9%<br>Y* | 18<br>4% | 30<br>8% |
| Don't know | 115<br>10% | 29<br>5% | 85<br>15%<br>B | 45<br>14%<br>F | 43<br>11%<br>F | 28<br>6% | 38<br>13%<br>K | 25<br>8% | 29<br>12% | 14<br>8% | *<br>1%<br>* | 9<br>9%<br>* | 72<br>10% | 43<br>10% | 58<br>9% | 57<br>12% | 27<br>7% | 88<br>12%<br>Q | 29<br>12% | 27<br>9% | 24<br>9% | 18<br>7% | 12<br>7% | 100<br>10% | 17<br>5% | 7<br>4% | 10<br>10%<br>* | 15<br>10% | 6<br>6%<br>* | 27<br>6% | 35<br>9% |
| NET: Strongly support / Tend to support | 574<br>51% | 305<br>56%<br>C | 262<br>45% | 177<br>55% | 186<br>50% | 211<br>48% | 146<br>52% | 143<br>49% | 113<br>47% | 97<br>55% | 24<br>58%<br>* | 50<br>47%<br>* | 376<br>54%<br>N | 198<br>45% | 366<br>56%<br>P | 208<br>44% | 225<br>60%<br>R | 349<br>46% | 100<br>42% | 145<br>50% | 145<br>52% | 153<br>62%<br>STU | 105<br>62%<br>X | 462<br>48% | 217<br>66%<br>Zb | 88<br>50%<br>b | 53<br>55%<br>b* | 53<br>34% | 61<br>59%<br>b* | 263<br>62%<br>e | 172<br>44% |
| NET: Strongly oppose / Tend to oppose | 142<br>13% | 93<br>17%<br>C | 48<br>8% | 27<br>8% | 42<br>11% | 73<br>17%<br>D | 25<br>9% | 42<br>14% | 30<br>13% | 21<br>12% | 6<br>15%<br>* | 18<br>17%<br>G* | 81<br>12% | 61<br>14% | 85<br>13% | 57<br>12% | 41<br>11% | 102<br>13% | 24<br>10% | 45<br>16% | 36<br>13% | 29<br>12% | 12<br>7% | 130<br>14%<br>W | 19<br>6% | 41<br>24%<br>Ya | 3<br>3%<br>* | 41<br>27%<br>Yac | 13<br>13%<br>Ya* | 29<br>7% | 88<br>23%<br>d |
| Mean | 0.55 | 0.53 | 0.57 | 0.78<br>EF | 0.54 | 0.40 | 0.70<br>H | 0.42 | 0.50 | 0.64 | 0.62<br>* | 0.44<br>* | 0.63<br>N | 0.42 | 0.62<br>P | 0.44 | 0.74<br>R | 0.45 | 0.49 | 0.44 | 0.54 | 0.78<br>STU | 0.86<br>X | 0.49 | 0.92<br>Zbc | 0.27 | 0.79<br>Zb* | -0.02<br>* | 0.64<br>Zb* | 0.83<br>e | 0.20 |

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Setting up Great British Energy as a new, public-owned company to invest in renewable energies

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Tend to support (1) | 368<br>32% | 67<br>33% | 59<br>34% | 66<br>36%<br>E | 39<br>24% | 71<br>40%<br>G | 38<br>23% | 31<br>28%<br>* | 57<br>46%<br>HJK | 101<br>33% | 59<br>26% | 149<br>40%<br>NP | 118<br>38%<br>P | 130<br>35% | 129<br>39%<br>P | 128<br>30% | 98<br>38%<br>P | 198<br>31% | 226<br>32% | 207<br>32% | 210<br>31% | 222<br>37%<br>RSTUW | 240<br>33% |
| Neither support nor oppose (0) | 305<br>27% | 33<br>17% | 27<br>16% | 28<br>15% | 43<br>26%<br>D | 24<br>14% | 46<br>28%<br>F | 21<br>19%<br>* | 13<br>11% | 99<br>32%<br>HI | 79<br>35%<br>HI | 72<br>19% | 75<br>24% | 96<br>26%<br>L | 73<br>22% | 120<br>28%<br>LOQ | 55<br>21% | 197<br>31%<br>TVW | 199<br>28% | 171<br>27% | 194<br>29% | 153<br>25% | 203<br>28% |
| Strongly support (2) | 206<br>18% | 62<br>31% | 46<br>27% | 73<br>40%<br>E | 9<br>5% | 62<br>35%<br>G | 10<br>6% | 44<br>39%<br>JK* | 35<br>28%<br>JK | 41<br>13% | 20<br>9% | 113<br>30%<br>MNP | 49<br>16% | 95<br>26%<br>MP | 96<br>29%<br>MP | 57<br>13% | 75<br>29%<br>MP | 75<br>12% | 143<br>20%<br>RTUW | 96<br>15%<br>R | 94<br>14% | 138<br>23%<br>RSTUW | 111<br>15%<br>R |
| Strongly oppose (-2) | 77<br>7% | 21<br>11% | 21<br>12% | 5<br>3% | 41<br>25%<br>D | 4<br>3% | 39<br>24%<br>F | 6<br>5%<br>* | 4<br>3% | 32<br>10%<br>I | 29<br>13%<br>I | 7<br>2% | 25<br>8%<br>LNOQ | 10<br>3%<br>O | 3<br>1% | 61<br>14%<br>LMNOQ | 3<br>1% | 69<br>11%<br>SV | 48<br>7%<br>V | 66<br>10%<br>SV | 71<br>11%<br>SV | 14<br>2% | 72<br>10%<br>SV |
| Tend to oppose (-1) | 65<br>6% | 14<br>7% | 15<br>9% | 8<br>5% | 25<br>16%<br>D | 12<br>7% | 27<br>17%<br>F | 6<br>6%<br>* | 10<br>8% | 21<br>7% | 18<br>8% | 15<br>4% | 29<br>10%<br>LOQ | 25<br>7%<br>L | 17<br>5% | 40<br>9%<br>LO | 14<br>6% | 46<br>7%<br>SV | 32<br>5% | 38<br>6%<br>V | 47<br>7%<br>SV | 24<br>4% | 49<br>7%<br>SV |
| Don't know | 115<br>10% | 3<br>2% | 5<br>3% | 3<br>2% | 6<br>3% | 3<br>2% | 5<br>3% | 4<br>3%<br>* | 4<br>3% | 14<br>4% | 18<br>8% | 18<br>5% | 11<br>3% | 18<br>5% | 15<br>5% | 26<br>6%<br>M | 14<br>5% | 56<br>9% | 65<br>9% | 60<br>9% | 56<br>8% | 51<br>8% | 59<br>8% |
| NET: Strongly support / Tend to support | 574<br>51% | 129<br>64% | 105<br>61% | 139<br>76%<br>E | 47<br>29% | 133<br>76%<br>G | 48<br>29% | 75<br>67%<br>JK* | 91<br>74%<br>JK | 142<br>46%<br>K | 79<br>35% | 262<br>70%<br>MNP | 167<br>54%<br>P | 225<br>60%<br>P | 225<br>68%<br>MNP | 185<br>43% | 173<br>67%<br>MNP | 273<br>43% | 369<br>52%<br>RTUW | 303<br>48%<br>R | 305<br>45% | 361<br>60%<br>RSTUW | 352<br>48%<br>R |
| NET: Strongly oppose / Tend to oppose | 142<br>13% | 35<br>18% | 36<br>21% | 13<br>7% | 67<br>41%<br>D | 16<br>9% | 66<br>40%<br>F | 12<br>11%<br>* | 15<br>12% | 53<br>17% | 47<br>21%<br>H | 22<br>6% | 55<br>18%<br>LNOQ | 35<br>9%<br>LO | 20<br>6% | 101<br>23%<br>LMNOQ | 18<br>7% | 115<br>18%<br>SV | 80<br>11%<br>V | 104<br>16%<br>SV | 118<br>18%<br>SV | 38<br>6% | 122<br>17%<br>SV |
| Mean | 0.55 | 0.68 | 0.56 | 1.08<br>E | -0.33 | 1.01<br>G | -0.30 | 0.93<br>JK* | 0.90<br>JK | 0.33 | 0.12 | 0.97<br>MNP | 0.46<br>P | 0.78<br>MP | 0.94<br>MNP | 0.20 | 0.92<br>MNP | 0.28 | 0.59<br>RTUW | 0.40<br>R | 0.34 | 0.81<br>RSTUW | 0.40<br>R |

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**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Tend to support (1) | 391<br>34% | 192<br>35% | 194<br>34% | 112<br>35% | 119<br>32% | 159<br>36% | 103<br>37% | 95<br>33% | 73<br>31% | 66<br>37% | 20<br>48%<br>* | 34<br>32%<br>* | 234<br>34% | 157<br>35% | 234<br>36% | 156<br>33% | 145<br>39%<br>R | 245<br>32% | 69<br>29% | 98<br>34% | 101<br>36% | 89<br>36% | 65<br>38% | 322<br>34% | 120<br>37% | 58<br>33% | 39<br>40%<br>* | 42<br>28% | 34<br>33%<br>* | 161<br>38% | 118<br>30% |
| Strongly support (2) | 320<br>28% | 154<br>28% | 165<br>29% | 79<br>24% | 92<br>25% | 150<br>34%<br>DE | 81<br>29% | 97<br>33%<br>K | 62<br>26% | 47<br>27% | 6<br>15%<br>* | 27<br>25%<br>* | 191<br>28% | 129<br>29% | 175<br>27% | 145<br>30% | 116<br>31% | 204<br>27% | 59<br>25% | 90<br>31% | 73<br>26% | 86<br>35%<br>SU | 46<br>27% | 273<br>29% | 110<br>34%<br>c | 57<br>33% | 26<br>27%<br>* | 46<br>30% | 22<br>21%<br>* | 128<br>30% | 129<br>33% |
| Neither support nor oppose (0) | 246<br>22% | 123<br>22% | 120<br>21% | 69<br>21% | 92<br>25% | 85<br>19% | 48<br>17% | 58<br>20% | 61<br>26%<br>G | 36<br>20% | 9<br>22%<br>* | 33<br>31%<br>GH* | 146<br>21% | 100<br>23% | 145<br>22% | 100<br>21% | 71<br>19% | 175<br>23% | 69<br>29%<br>UV | 66<br>23% | 52<br>18% | 42<br>17% | 35<br>21% | 208<br>22% | 61<br>19% | 39<br>22% | 25<br>26%<br>* | 38<br>25% | 28<br>27%<br>* | 85<br>20% | 89<br>23% |
| Tend to oppose (-1) | 51<br>4% | 23<br>4% | 28<br>5% | 19<br>6% | 18<br>5% | 13<br>3% | 17<br>6% | 10<br>3% | 10<br>4% | 6<br>3% | 3<br>8%<br>* | 4<br>4%<br>* | 34<br>5% | 16<br>4% | 31<br>5% | 19<br>4% | 13<br>4% | 37<br>5% | 11<br>5% | 12<br>4% | 19<br>7% | 7<br>3% | 12<br>7% | 39<br>4% | 15<br>5% | 7<br>4% | 1<br>1%<br>* | 7<br>5% | 10<br>9%<br>a* | 19<br>5% | 12<br>3% |
| Strongly oppose (-2) | 33<br>3% | 26<br>5%<br>C | 6<br>1% | 3<br>1% | 18<br>5%<br>D | 12<br>3% | 5<br>2% | 12<br>4% | 6<br>2% | 5<br>3% | 2<br>5%<br>* | 3<br>3%<br>* | 24<br>3% | 9<br>2% | 19<br>3% | 14<br>3% | 9<br>2% | 24<br>3% | 7<br>3% | 7<br>3% | 10<br>3% | 4<br>2% | 4<br>2% | 28<br>3% | 1<br>0% | 4<br>3% | -<br>-<br>* | 11<br>7%<br>Ya | 5<br>4%<br>Y* | 8<br>2% | 18<br>5% |
| Don't know | 96<br>8% | 30<br>6% | 65<br>11%<br>B | 42<br>13%<br>F | 35<br>9%<br>F | 20<br>4% | 28<br>10% | 19<br>7% | 26<br>11% | 18<br>10% | 1<br>2%<br>* | 5<br>5%<br>* | 65<br>9% | 32<br>7% | 53<br>8% | 43<br>9% | 20<br>5% | 76<br>10%<br>Q | 23<br>10% | 16<br>6% | 26<br>9% | 16<br>6% | 8<br>5% | 86<br>9% | 19<br>6% | 8<br>4% | 6<br>6%<br>* | 9<br>6% | 6<br>6%<br>* | 22<br>5% | 23<br>6% |
| NET: Strongly support / Tend to support | 711<br>63% | 346<br>63% | 358<br>62% | 192<br>59% | 210<br>56% | 309<br>71%<br>DE | 183<br>65% | 192<br>66% | 135<br>57% | 113<br>64% | 26<br>63%<br>* | 61<br>57%<br>* | 425<br>61% | 286<br>65% | 410<br>62% | 301<br>63% | 261<br>70%<br>R | 450<br>59% | 128<br>54% | 188<br>65%<br>S | 174<br>62% | 176<br>72%<br>SU | 110<br>65% | 595<br>62% | 230<br>70%<br>bc | 115<br>66% | 65<br>67%<br>* | 88<br>58% | 56<br>54%<br>* | 288<br>68% | 247<br>64% |
| NET: Strongly oppose / Tend to oppose | 83<br>7% | 49<br>9% | 34<br>6% | 23<br>7% | 36<br>10% | 25<br>6% | 22<br>8% | 22<br>8% | 16<br>7% | 11<br>6% | 6<br>13%<br>* | 7<br>6%<br>* | 58<br>8% | 25<br>6% | 50<br>8% | 33<br>7% | 22<br>6% | 61<br>8% | 18<br>8% | 20<br>7% | 29<br>10%<br>V | 11<br>5% | 16<br>9% | 67<br>7% | 16<br>5% | 12<br>7% | 1<br>1%<br>* | 18<br>12%<br>Ya | 14<br>14%<br>Ya* | 27<br>6% | 30<br>8% |
| Mean | 0.88 | 0.82 | 0.94 | 0.87 | 0.73 | 1.01<br>E | 0.94 | 0.93 | 0.83 | 0.90 | 0.61<br>* | 0.77<br>* | 0.85 | 0.93 | 0.85 | 0.92 | 0.98<br>R | 0.83 | 0.75 | 0.92 | 0.82 | 1.07<br>SU | 0.84 | 0.89 | 1.05<br>bc | 0.94<br>c | 1.00<br>c* | 0.73<br>* | 0.60<br>* | 0.95 | 0.90 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Launching a Border Security Command to coordinate agencies and tackle criminal smuggling gangs

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Tend to support (1) | 391<br>34% | 74<br>37% | 61<br>35% | 78<br>43%<br>E | 31<br>19% | 73<br>41%<br>G | 33<br>20% | 46<br>41%<br>* | 39<br>31% | 98<br>32% | 70<br>31% | 153<br>41%<br>MP | 104<br>34%<br>P | 151<br>40%<br>MP | 127<br>38%<br>P | 123<br>28% | 102<br>39%<br>P | 203<br>32% | 252<br>35%<br>RTW | 190<br>30% | 216<br>32% | 233<br>39%<br>RSTUW | 236<br>32% |
| Strongly support (2) | 320<br>28% | 75<br>38% | 63<br>36% | 72<br>39%<br>E | 34<br>21% | 64<br>36%<br>G | 35<br>21% | 47<br>42%<br>JK* | 44<br>36%<br>K | 83<br>27% | 54<br>24% | 116<br>31% | 102<br>33%<br>Q | 114<br>30% | 94<br>28% | 162<br>38%<br>LNOQ | 67<br>26% | 179<br>28% | 192<br>27% | 180<br>28%<br>V | 202<br>30%<br>V | 146<br>24% | 229<br>31%<br>RSV |
| Neither support nor oppose (0) | 246<br>22% | 35<br>17% | 37<br>21% | 27<br>15% | 55<br>34%<br>D | 30<br>17% | 52<br>32%<br>F | 8<br>7%<br>* | 28<br>23%<br>H | 91<br>30%<br>H | 55<br>25%<br>H | 75<br>20% | 71<br>23% | 71<br>19% | 70<br>21% | 88<br>20% | 56<br>21% | 148<br>23% | 157<br>22% | 162<br>25%<br>S | 153<br>23% | 141<br>23% | 169<br>23% |
| Tend to oppose (-1) | 51<br>4% | 4<br>2% | 5<br>3% | 5<br>3% | 14<br>9%<br>D | 5<br>3% | 20<br>12%<br>F | 4<br>4%<br>* | 10<br>8% | 17<br>6% | 15<br>7% | 14<br>4% | 12<br>4% | 19<br>5% | 20<br>6% | 18<br>4% | 20<br>8%<br>LMP | 34<br>5% | 38<br>5% | 30<br>5% | 31<br>5% | 31<br>5% | 29<br>4% |
| Strongly oppose (-2) | 33<br>3% | 10<br>5% | 7<br>4% | 1<br>0% | 22<br>14%<br>D | 4<br>2% | 19<br>12%<br>F | 3<br>3%<br>* | 3<br>2% | 12<br>4% | 11<br>5% | 4<br>1% | 6<br>2% | 4<br>1% | 5<br>1% | 23<br>5%<br>LMNOQ | 6<br>2% | 28<br>4%<br>V | 24<br>3%<br>V | 28<br>4%<br>V | 28<br>4%<br>V | 10<br>2% | 27<br>4%<br>V |
| Don't know | 96<br>8% | 2<br>1% | 1<br>0% | 1<br>0% | 7<br>4%<br>D | 1<br>0% | 7<br>4%<br>F | 3<br>2%<br>* | -<br>- | 7<br>2% | 18<br>8%<br>U | 13<br>3% | 11<br>4% | 15<br>4% | 17<br>5% | 18<br>4% | 10<br>4% | 48<br>8% | 49<br>7% | 47<br>7% | 44<br>7% | 41<br>7% | 45<br>6% |
| NET: Strongly support / Tend to support | 711<br>63% | 150<br>75% | 124<br>72% | 150<br>82%<br>E | 65<br>40% | 137<br>77%<br>G | 68<br>41% | 94<br>84%<br>UK* | 83<br>67% | 181<br>59% | 125<br>56% | 269<br>72%<br>OQ | 206<br>67% | 265<br>71%<br>Q | 221<br>66% | 285<br>66% | 169<br>65% | 382<br>60% | 445<br>62%<br>T | 371<br>58% | 419<br>62%<br>T | 379<br>63%<br>T | 465<br>63%<br>RT |
| NET: Strongly oppose / Tend to oppose | 83<br>7% | 13<br>7% | 12<br>7% | 5<br>3% | 36<br>22%<br>D | 10<br>5% | 39<br>24%<br>F | 8<br>7%<br>* | 13<br>11% | 29<br>9% | 26<br>12% | 18<br>5% | 18<br>6% | 23<br>6% | 25<br>7%<br>L | 41<br>10%<br>LMN | 25<br>10%<br>LMN | 62<br>10%<br>VW | 62<br>9%<br>V | 58<br>9% | 59<br>9% | 41<br>7% | 56<br>8% |
| Mean | 0.88 | 1.02 | 0.97 | 1.18<br>E | 0.26 | 1.06<br>G | 0.28 | 1.19<br>UK* | 0.90 | 0.74 | 0.69 | 1.01<br>OQ | 0.96 | 0.98<br>Q | 0.90 | 0.92 | 0.82 | 0.80 | 0.83 | 0.79 | 0.85 | 0.85 | 0.89<br>RT |

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*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income households to improve energy efficiency etc.)

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 1135 | 554 | 570 | 348 | 397 | 390 | 289 | 282 | 243 | 169 | 42 | 110 | 735 | 400 | 658 | 477 | 586 | 549 | 226 | 268 | 254 | 301 | 182 | 934 | 365 | 153 | 90 | 133 | 110 | 450 | 349 |
| Weighted base | 1136 | 548 | 577 | 325 | 373 | 438 | 281 | 292 | 238 | 178 | 42 | 106 | 694 | 443 | 658 | 478 | 374 | 762 | 239 | 290 | 280 | 246 | 169 | 955 | 327 | 174 | 97 | 152 | 104 | 423 | 389 |
| Tend to support (1) | 419<br>37% | 202<br>37% | 210<br>36% | 110<br>34% | 140<br>37% | 170<br>39% | 96<br>34% | 96<br>33% | 97<br>41% | 67<br>38% | 18<br>44%<br>* | 44<br>41%<br>* | 245<br>35% | 174<br>39% | 257<br>39% | 162<br>34% | 152<br>41% | 268<br>35% | 84<br>35% | 105<br>36% | 111<br>40% | 88<br>36% | 67<br>39% | 352<br>37% | 147<br>45%<br>b | 63<br>36% | 38<br>39%<br>* | 40<br>26% | 45<br>44%<br>b* | 190<br>45%<br>e | 128<br>33% |
| Strongly support (2) | 268<br>24% | 124<br>23% | 144<br>25% | 90<br>28% | 78<br>21% | 100<br>23% | 77<br>27% | 66<br>23% | 49<br>21% | 45<br>25% | 8<br>20%<br>* | 22<br>21%<br>* | 175<br>25% | 93<br>21% | 153<br>23% | 116<br>24% | 111<br>30%<br>R | 157<br>21% | 56<br>24% | 66<br>23% | 56<br>20% | 76<br>31%<br>U | 49<br>29% | 217<br>23% | 101<br>31%<br>Zb | 33<br>19% | 23<br>24%<br>* | 23<br>15% | 27<br>26%<br>* | 120<br>28%<br>e | 80<br>21% |
| Neither support nor oppose (0) | 250<br>22% | 145<br>26%<br>C | 105<br>18% | 66<br>20% | 84<br>23% | 100<br>23% | 60<br>21% | 72<br>25% | 53<br>22% | 33<br>18% | 12<br>28%<br>* | 22<br>20%<br>* | 154<br>22% | 96<br>22% | 148<br>23% | 102<br>21% | 66<br>18% | 184<br>24%<br>Q | 44<br>19% | 69<br>24% | 68<br>24% | 47<br>19% | 36<br>21% | 210<br>22% | 49<br>15% | 42<br>24%<br>Y | 27<br>28%<br>Y* | 54<br>35%<br>Yc | 19<br>18%<br>* | 82<br>19% | 94<br>24% |
| Tend to oppose (-1) | 60<br>5% | 26<br>5% | 33<br>6% | 10<br>3% | 25<br>7% | 25<br>6% | 9<br>3% | 24<br>8%<br>Gi | 6<br>2% | 8<br>5% | 2<br>5%<br>* | 11<br>10%<br>Gi* | 35<br>5% | 25<br>6% | 33<br>5% | 26<br>5% | 15<br>4% | 45<br>6% | 21<br>9%<br>V | 12<br>4% | 16<br>6% | 9<br>4% | 7<br>4% | 52<br>5% | 11<br>3% | 20<br>11%<br>Ya | 2<br>2%<br>* | 8<br>5% | 5<br>5%<br>* | 11<br>3% | 34<br>9%<br>d |
| Strongly oppose (-2) | 56<br>5% | 30<br>6% | 25<br>4% | 15<br>5% | 17<br>5% | 24<br>5% | 15<br>5% | 19<br>6% | 11<br>5% | 9<br>5% | 1<br>3%<br>* | 1<br>1%<br>* | 34<br>5% | 23<br>5% | 24<br>4% | 33<br>7%<br>O | 14<br>4% | 43<br>6% | 11<br>5% | 21<br>7% | 9<br>3% | 12<br>5% | 3<br>2% | 53<br>6% | 7<br>2% | 11<br>6%<br>Ya | -<br>-<br>* | 18<br>12%<br>Ya | 4<br>4%<br>* | 7<br>2% | 35<br>9%<br>d |
| Don't know | 83<br>7% | 21<br>4% | 60<br>10%<br>B | 33<br>10%<br>F | 29<br>8% | 20<br>5% | 24<br>8% | 15<br>5% | 22<br>9% | 15<br>9% | -<br>-<br>* | 7<br>6%<br>* | 51<br>7% | 32<br>7% | 43<br>6% | 40<br>8% | 17<br>4% | 66<br>9%<br>Q | 22<br>9% | 16<br>5% | 21<br>7% | 14<br>6% | 8<br>5% | 72<br>8% | 12<br>4% | 6<br>3% | 7<br>7%<br>* | 11<br>7% | 4<br>4%<br>* | 13<br>3% | 18<br>5% |
| NET: Strongly support / Tend to support | 688<br>61% | 326<br>59% | 355<br>61% | 200<br>62% | 218<br>58% | 270<br>62% | 173<br>62% | 163<br>56% | 147<br>62% | 113<br>63% | 26<br>64%<br>* | 66<br>62%<br>* | 420<br>61% | 267<br>60% | 410<br>62% | 278<br>58% | 263<br>70%<br>R | 424<br>56% | 141<br>59% | 171<br>59% | 167<br>60% | 163<br>66% | 115<br>68% | 569<br>60% | 248<br>76%<br>Zab | 96<br>55%<br>b | 61<br>63%<br>b* | 62<br>41% | 72<br>70%<br>Zb* | 310<br>73%<br>e | 208<br>54% |
| NET: Strongly oppose / Tend to oppose | 116<br>10% | 56<br>10% | 58<br>10% | 25<br>8% | 42<br>11% | 49<br>11% | 24<br>9% | 42<br>14%<br>I | 17<br>7% | 17<br>10% | 4<br>8%<br>* | 12<br>11%<br>* | 68<br>10% | 47<br>11% | 57<br>9% | 59<br>12% | 28<br>8% | 88<br>11%<br>Q | 31<br>13% | 33<br>11% | 25<br>9% | 21<br>9% | 10<br>6% | 105<br>11% | 18<br>5% | 31<br>18%<br>Ya | 2<br>2%<br>* | 26<br>17%<br>Ya | 9<br>9%<br>* | 19<br>4% | 69<br>18%<br>d |
| Mean | 0.74 | 0.69 | 0.81 | 0.86 | 0.69 | 0.71 | 0.82 | 0.61 | 0.78 | 0.81 | 0.71<br>* | 0.75<br>* | 0.77 | 0.71 | 0.78 | 0.69 | 0.93<br>R | 0.65 | 0.72 | 0.67 | 0.73 | 0.89<br>T | 0.93<br>X | 0.71 | 1.03<br>Zb | 0.51 | 0.91<br>Zb* | 0.29 | 0.86<br>Zb* | 0.99<br>e | 0.50 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q6A+Q6B. To what extent, if either, do you support or oppose each of these measures introduced by Keir Starmer's Labour Government so far? - Launching the Warm Homes Plan to help people save money on energy bills (e.g. grants for heat pumps, support for renters and low-income households to improve energy efficiency etc.)

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 1135 | 231 | 200 | 218 | 145 | 213 | 144 | 124 | 138 | 300 | 196 | 421 | 319 | 406 | 378 | 409 | 287 | 589 | 700 | 601 | 632 | 617 | 702 |
| Weighted base | 1136 | 201 | 173 | 183 | 163 | 176 | 165 | 112 | 124 | 308 | 224 | 375 | 307 | 374 | 333 | 432 | 260 | 641 | 713 | 637 | 674 | 602 | 735 |
| Tend to support (1) | 419<br>37% | 76<br>38% | 56<br>32% | 74<br>40% | 48<br>29% | 68<br>39%<br>G | 42<br>26% | 40<br>36%<br>* | 42<br>34% | 127<br>41%<br>K | 68<br>30% | 159<br>42%<br>MP | 101<br>33% | 148<br>40%<br>MP | 148<br>45%<br>MP | 127<br>30% | 108<br>42%<br>MP | 222<br>35% | 288<br>40%<br>RTU | 224<br>35% | 231<br>34% | 267<br>44%<br>RSTUW | 273<br>37%<br>U |
| Strongly support (2) | 268<br>24% | 69<br>35% | 60<br>35% | 64<br>35%<br>E | 22<br>14% | 70<br>40%<br>G | 17<br>11% | 43<br>39%<br>JK* | 46<br>37%<br>JK | 59<br>19% | 37<br>16% | 121<br>32%<br>MP | 69<br>22% | 114<br>30%<br>MP | 100<br>30%<br>MP | 93<br>22% | 79<br>30%<br>MP | 126<br>20% | 178<br>25%<br>RTUW | 134<br>21% | 142<br>21% | 155<br>26%<br>RTUW | 159<br>22% |
| Neither support nor oppose (0) | 250<br>22% | 33<br>17% | 35<br>20% | 32<br>17% | 47<br>29%<br>D | 27<br>15% | 58<br>35%<br>F | 19<br>17%<br>* | 21<br>17% | 79<br>26% | 63<br>28%<br>I | 59<br>16% | 73<br>24%<br>LO | 71<br>19% | 55<br>17% | 118<br>27%<br>LNOQ | 49<br>19% | 168<br>26%<br>SV | 150<br>21%<br>V | 154<br>24%<br>SV | 170<br>25%<br>SV | 110<br>18% | 173<br>24%<br>V |
| Tend to oppose (-1) | 60<br>5% | 11<br>6% | 9<br>5% | 6<br>3% | 16<br>10%<br>D | 5<br>3% | 17<br>10%<br>F | 3<br>3%<br>* | 6<br>5% | 16<br>5% | 23<br>10%<br>H | 13<br>3% | 33<br>11%<br>LNOQ | 15<br>4% | 10<br>3% | 40<br>9%<br>LNOQ | 10<br>4% | 44<br>7%<br>SV | 26<br>4% | 44<br>7%<br>SV | 48<br>7%<br>SV | 19<br>3% | 45<br>6%<br>SV |
| Strongly oppose (-2) | 56<br>5% | 10<br>5% | 13<br>7% | 3<br>2% | 28<br>17%<br>D | 4<br>3% | 28<br>17%<br>F | 4<br>3%<br>* | 8<br>6% | 18<br>6% | 22<br>10% | 12<br>3% | 21<br>7%<br>LNO | 10<br>3% | 11<br>3% | 39<br>9%<br>LNOQ | 10<br>4% | 43<br>7%<br>SV | 34<br>5%<br>V | 45<br>7%<br>SV | 43<br>6%<br>V | 18<br>3% | 46<br>6%<br>V |
| Don't know | 83<br>7% | 1<br>1% | -<br>- | 4<br>2% | 2<br>1% | 2<br>1% | 3<br>2% | 2<br>2%<br>* | -<br>- | 10<br>3% | 12<br>5%<br>I | 10<br>3% | 10<br>3% | 16<br>4%<br>Q | 9<br>3% | 14<br>3% | 4<br>2% | 38<br>6% | 37<br>5% | 36<br>6% | 40<br>6% | 34<br>6% | 39<br>5% |
| NET: Strongly support / Tend to support | 688<br>61% | 145<br>72% | 116<br>67% | 138<br>75%<br>E | 70<br>43% | 138<br>78%<br>G | 60<br>36% | 83<br>74%<br>JK* | 89<br>72%<br>JK | 186<br>60%<br>K | 104<br>47% | 280<br>75%<br>MNP | 170<br>55% | 262<br>70%<br>MP | 248<br>75%<br>MP | 221<br>51% | 187<br>72%<br>MP | 348<br>54% | 466<br>65%<br>RTUW | 358<br>56% | 373<br>55% | 422<br>70%<br>RSTUW | 432<br>59%<br>RU |
| NET: Strongly oppose / Tend to oppose | 116<br>10% | 21<br>10% | 22<br>13% | 10<br>5% | 44<br>27%<br>D | 9<br>5% | 45<br>27%<br>F | 7<br>6%<br>* | 14<br>11% | 33<br>11% | 44<br>20%<br>HJ | 25<br>7% | 54<br>18%<br>LNOQ | 25<br>7% | 21<br>6% | 79<br>18%<br>LNOQ | 20<br>8% | 87<br>14%<br>SV | 61<br>8%<br>V | 89<br>14%<br>SV | 91<br>14%<br>SV | 37<br>6% | 91<br>12%<br>SV |
| Mean | 0.74 | 0.92 | 0.82 | 1.05<br>E | 0.12 | 1.11<br>G | 0.03 | 1.06<br>JK* | 0.92<br>JK | 0.65<br>K | 0.35 | 1.00<br>MP | 0.55 | 0.95<br>MP | 0.98<br>MP | 0.47 | 0.92<br>MP | 0.57 | 0.81<br>RTUW | 0.59 | 0.60 | 0.92<br>RSTUW | 0.65<br>R |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Summary

All adults aged 18+ in GB

| | Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? | | | | | |
|---|---|---|---|---|---|---|
| | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) |
| Unweighted base | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 |
| Weighted base | 2270 | 2270 | 2270 | 2270 | 2270 | 2270 |
| Very likely to consider voting for (4) | 296<br>13%<br>BCDF | 236<br>10% | 196<br>9% | 204<br>9% | 509<br>22%<br>ABCDF | 199<br>9% |
| Fairly likely to consider voting for (3) | 411<br>18%<br>F | 393<br>17%<br>F | 514<br>23%<br>ABDEF | 447<br>20%<br>EF | 377<br>17%<br>F | 286<br>13% |
| Not very likely to consider voting for (2) | 440<br>19%<br>EF | 503<br>22%<br>AEF | 557<br>25%<br>AEF | 523<br>23%<br>AEF | 280<br>12% | 357<br>16%<br>E |
| Would not consider at all (1) | 909<br>40%<br>CD | 903<br>40%<br>C | 753<br>33% | 847<br>37%<br>C | 898<br>40%<br>C | 1150<br>51%<br>ABCDE |
| Don't know | 214<br>9% | 235<br>10%<br>E | 251<br>11%<br>AE | 248<br>11%<br>AE | 206<br>9% | 278<br>12%<br>ABDE |
| NET: Very / fairly likely to consider | 708<br>31%<br>BF | 629<br>28%<br>F | 709<br>31%<br>BDF | 652<br>29%<br>F | 887<br>39%<br>ABCDF | 485<br>21% |
| NET: Would not consider at all / not very likely to | 1348<br>59%<br>E | 1406<br>62%<br>CE | 1310<br>58%<br>E | 1370<br>60%<br>CE | 1178<br>52% | 1507<br>66%<br>ABCDE |
| Mean | 2.05<br>F | 1.98<br>F | 2.08<br>BDF | 2.00<br>F | 2.24<br>ABCDF | 1.77 |

**with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

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*ColumnMeans (5%): A/B/C/D/E/F Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 296<br>13% | 177<br>16%<br>C | 120<br>10% | 124<br>20%<br>EF | 78<br>10% | 95<br>11% | 74<br>14% | 67<br>11% | 51<br>10% | 70<br>23%<br>GHIKL | 14<br>12%<br>* | 20<br>10% | 222<br>16%<br>N | 74<br>9% | 214<br>17%<br>P | 83<br>8% | 162<br>22%<br>R | 134<br>9% | 48<br>10% | 57<br>10% | 68<br>13% | 114<br>22%<br>STU | 74<br>24%<br>X | 217<br>11% | 223<br>34%<br>Zabc | 12<br>4% | 14<br>8%<br>bc | 10<br>3% | 5<br>3% | 179<br>21%<br>e | 57<br>7% |
| Fairly likely to consider voting for (3) | 411<br>18% | 221<br>20%<br>C | 184<br>16% | 172<br>28%<br>EF | 128<br>17%<br>F | 112<br>12% | 90<br>17% | 98<br>17% | 104<br>20% | 65<br>21% | 18<br>16%<br>* | 36<br>19% | 294<br>21%<br>N | 118<br>14% | 269<br>21%<br>P | 143<br>14% | 185<br>25%<br>R | 227<br>15% | 75<br>16% | 97<br>17% | 100<br>18% | 120<br>24%<br>ST | 81<br>27%<br>X | 324<br>17% | 231<br>36%<br>Zabc | 36<br>10% | 39<br>22%<br>Zb | 23<br>7% | 29<br>15%<br>b | 227<br>27%<br>e | 71<br>9% |
| Not very likely to consider voting for (2) | 440<br>19% | 201<br>18% | 228<br>20% | 125<br>20% | 155<br>21% | 160<br>18% | 83<br>16% | 121<br>20% | 97<br>19% | 61<br>20% | 33<br>29%<br>GI* | 44<br>23%<br>G | 280<br>20% | 160<br>18% | 253<br>20% | 186<br>19% | 146<br>20% | 294<br>19% | 102<br>22% | 110<br>19% | 110<br>20% | 85<br>17% | 56<br>18% | 378<br>20% | 103<br>16% | 60<br>17% | 60<br>34%<br>YZb | 38<br>11% | 66<br>34%<br>YZb | 191<br>22%<br>e | 113<br>15% |
| Would not consider at all (1) | 909<br>40% | 443<br>40% | 455<br>40% | 115<br>18% | 309<br>41%<br>D | 485<br>54%<br>DE | 225<br>42%<br>J | 260<br>44%<br>J | 230<br>44%<br>J | 76<br>24% | 39<br>34%<br>* | 79<br>41%<br>J | 479<br>34% | 429<br>49%<br>M | 442<br>35% | 466<br>47%<br>O | 179<br>24% | 730<br>48%<br>Q | 193<br>41%<br>V | 270<br>46%<br>V | 215<br>40%<br>V | 149<br>29% | 48<br>16% | 851<br>44%<br>W | 64<br>10% | 230<br>66%<br>Yac | 54<br>30%<br>Y | 256<br>76%<br>YZac | 86<br>44%<br>Ya | 211<br>25% | 502<br>65%<br>d |
| Don't know | 214<br>9% | 56<br>5% | 158<br>14%<br>B | 89<br>14%<br>EF | 78<br>10%<br>F | 47<br>5% | 61<br>11% | 48<br>8% | 41<br>8% | 41<br>13%<br>I | 9<br>8%<br>* | 14<br>7% | 125<br>9% | 89<br>10% | 99<br>8% | 115<br>12%<br>O | 68<br>9% | 145<br>10% | 49<br>11% | 54<br>9% | 48<br>9% | 40<br>8% | 44<br>15%<br>X | 158<br>8% | 29<br>4% | 10<br>3% | 12<br>7%<br>b | 8<br>2% | 9<br>5% | 43<br>5% | 32<br>4% |
| NET: Very / fairly likely to consider | 708<br>31% | 398<br>36%<br>C | 303<br>27% | 296<br>47%<br>EF | 206<br>28% | 207<br>23% | 164<br>31% | 165<br>28% | 155<br>30% | 135<br>43%<br>GHIKL | 32<br>29%<br>* | 56<br>29% | 516<br>37%<br>N | 192<br>22% | 482<br>38%<br>P | 226<br>23% | 347<br>47%<br>R | 361<br>24% | 123<br>26% | 154<br>26% | 168<br>31% | 234<br>46%<br>STU | 156<br>51%<br>X | 541<br>28% | 455<br>70%<br>Zabc | 49<br>14% | 53<br>30%<br>Zbc | 33<br>10% | 34<br>18%<br>b | 406<br>48%<br>e | 127<br>16% |
| NET: Would not consider at all / not very likely to | 1348<br>59% | 644<br>59% | 683<br>60% | 239<br>38% | 464<br>62%<br>D | 645<br>72%<br>DE | 308<br>58%<br>J | 381<br>64%<br>J | 327<br>63%<br>J | 137<br>44% | 72<br>64%<br>J* | 123<br>64%<br>J | 759<br>54% | 589<br>68%<br>M | 696<br>54% | 653<br>66%<br>O | 325<br>44% | 1023<br>67%<br>Q | 295<br>63%<br>V | 380<br>65%<br>V | 325<br>60%<br>V | 235<br>46% | 104<br>34% | 1229<br>64%<br>W | 166<br>26% | 290<br>83%<br>Ya | 114<br>64%<br>Y | 295<br>88%<br>Yac | 152<br>78%<br>Ya | 402<br>47% | 615<br>79%<br>d |
| Mean | 2.05 | 2.13<br>C | 1.97 | 2.57<br>EF | 1.96<br>F | 1.78 | 2.03 | 1.95 | 1.95 | 2.48<br>GHIKL | 2.07<br>* | 1.99 | 2.20<br>N | 1.79 | 2.22<br>P | 1.82 | 2.49<br>R | 1.83 | 1.95 | 1.89 | 2.04 | 2.42<br>STU | 2.70<br>X | 1.95 | 2.99<br>Zabc | 1.50<br>b | 2.08<br>Zbc | 1.35 | 1.75<br>Zb | 2.46<br>e | 1.57 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Labour Party

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 296 | 146 | 129 | 170 | 14 | 150 | 19 | 83 | 92 | 52 | 13 | 296 | 100 | 162 | 148 | 88 | 128 | - | 188 | 123 | 135 | 201 | 147 |
| | 13% | 36% | 36% | 45% | 4% | 44% | 6% | 41% | 36% | 8% | 3% | 42% | 16% | 23% | 23% | 10% | 26% | - | 13% | 9% | 10% | 17% | 10% |
| | | | | E | | G | | JK | JK | K | | MNOPQ | P | MP | MP | | MOP | | RTUW | R | R | RSTUW | R |
| Fairly likely to consider voting for (3) | 411 | 118 | 118 | 123 | 26 | 111 | 29 | 63 | 66 | 127 | 34 | 411 | 114 | 224 | 186 | 116 | 148 | - | 281 | 171 | 204 | 287 | 227 |
| | 18% | 29% | 33% | 32% | 8% | 33% | 8% | 32% | 26% | 20% | 8% | 58% | 18% | 32% | 29% | 13% | 31% | - | 20% | 13% | 15% | 24% | 15% |
| | | | | E | | G | | JK | K | K | | MNOPQ | P | MP | MP | | MP | | RTUW | R | RT | RSTUW | RT |
| Not very likely to consider voting for (2) | 440 | 55 | 36 | 50 | 38 | 44 | 43 | 21 | 48 | 144 | 70 | - | 108 | 177 | 160 | 120 | 104 | 440 | 313 | 238 | 259 | 299 | 304 |
| | 19% | 13% | 10% | 13% | 11% | 13% | 13% | 10% | 19% | 23% | 15% | - | 17% | 25% | 25% | 14% | 21% | 33% | 22% | 18% | 19% | 25% | 20% |
| | | | | | | | | | H | HK | | | LP | LMP | LMP | L | LMP | STUVW | TUW | | | STUW | T |
| Would not consider at all (1) | 909 | 82 | 66 | 27 | 245 | 29 | 245 | 24 | 43 | 289 | 303 | - | 297 | 128 | 141 | 542 | 86 | 909 | 578 | 753 | 734 | 341 | 782 |
| | 40% | 20% | 19% | 7% | 74% | 9% | 72% | 12% | 17% | 45% | 67% | - | 47% | 18% | 22% | 61% | 18% | 67% | 41% | 58% | 54% | 29% | 52% |
| | | | | | D | | F | | | HI | HIJ | | LNOQ | L | LNQ | LMNOQ | L | STUVW | V | SUVW | SV | | SV |
| Don't know | 214 | 9 | 6 | 11 | 8 | 7 | 4 | 9 | 4 | 24 | 31 | - | 11 | 18 | 16 | 20 | 19 | - | 45 | 25 | 37 | 51 | 47 |
| | 9% | 2% | 2% | 3% | 2% | 2% | 1% | 5% | 2% | 4% | 7% | - | 2% | 3% | 3% | 2% | 4% | - | 3% | 2% | 3% | 4% | 3% |
| | | | | | | | | | | | I | | L | L | L | L | LMOP | | RT | R | RT | RSTUW | RT |
| NET: Very / fairly likely to consider | 708 | 265 | 246 | 293 | 40 | 261 | 48 | 146 | 158 | 179 | 47 | 708 | 214 | 387 | 334 | 205 | 276 | - | 469 | 294 | 339 | 487 | 374 |
| | 31% | 64% | 69% | 77% | 12% | 77% | 14% | 73% | 63% | 28% | 10% | 100% | 34% | 54% | 51% | 23% | 57% | - | 33% | 22% | 25% | 41% | 25% |
| | | | | E | | G | | IJK | JK | K | | MNOPQ | P | MP | MP | | MOP | | RTUW | R | RT | RSTUW | RT |
| NET: Would not consider at all / not very likely to | 1348 | 138 | 102 | 77 | 283 | 73 | 288 | 45 | 91 | 432 | 373 | - | 405 | 305 | 301 | 662 | 189 | 1348 | 891 | 991 | 994 | 640 | 1086 |
| | 59% | 33% | 29% | 20% | 85% | 21% | 85% | 23% | 36% | 68% | 83% | - | 64% | 43% | 46% | 75% | 39% | 100% | 63% | 76% | 73% | 54% | 72% |
| | | | | | D | | F | | H | HI | HIJ | | LNOQ | L | LQ | LMNOQ | L | STUVW | V | SUVW | SV | | SV |
| Mean | 2.05 | 2.82 | 2.89 | 3.18 | 1.41 | 3.14 | 1.47 | 3.07 | 2.83 | 1.91 | 1.42 | 3.42 | 2.03 | 2.61 | 2.54 | 1.71 | 2.69 | 1.33 | 2.06 | 1.74 | 1.81 | 2.31 | 1.82 |
| | | | | E | | G | | IJK | JK | K | | MNOPQ | P | MP | MP | | MOP | | RTUW | R | RT | RSTUW | RT |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 236<br>10% | 120<br>11% | 115<br>10% | 84<br>13%<br>E | 58<br>8% | 95<br>11% | 44<br>8%<br>K | 67<br>11%<br>K | 63<br>12%<br>K | 42<br>14%<br>GK | 1<br>1%<br>* | 19<br>10%<br>K | 150<br>11% | 87<br>10% | 157<br>12%<br>P | 79<br>8% | 91<br>12% | 146<br>10% | 48<br>10% | 51<br>9% | 58<br>11% | 70<br>14%<br>T | 47<br>15%<br>X | 184<br>10% | 42<br>7%<br>c | 147<br>42%<br>Yabc | 7<br>4% | 16<br>5% | 4<br>2% | 95<br>11% | 100<br>13% |
| Fairly likely to consider voting for (3) | 393<br>17% | 217<br>20%<br>C | 172<br>15% | 121<br>19% | 128<br>17% | 144<br>16% | 72<br>14% | 120<br>20%<br>GL | 86<br>16% | 77<br>25%<br>GIL | 16<br>15%<br>* | 22<br>11% | 266<br>19%<br>N | 127<br>15% | 231<br>18% | 162<br>16% | 140<br>19% | 253<br>17% | 64<br>14% | 99<br>17% | 87<br>16% | 125<br>25%<br>STU | 69<br>23%<br>X | 317<br>16% | 85<br>13%<br>c | 129<br>37%<br>Yabc | 21<br>12% | 75<br>22%<br>Yac | 13<br>6% | 138<br>16% | 166<br>21%<br>d |
| Not very likely to consider voting for (2) | 503<br>22% | 261<br>24% | 239<br>21% | 126<br>20% | 169<br>23% | 208<br>23% | 115<br>22% | 122<br>21% | 129<br>25% | 57<br>18% | 36<br>32%<br>GHJ* | 44<br>23% | 327<br>23% | 176<br>20% | 297<br>23% | 206<br>21% | 157<br>21% | 346<br>23% | 94<br>20% | 142<br>24% | 122<br>23% | 100<br>20% | 67<br>22% | 432<br>22% | 143<br>22%<br>Z | 43<br>12% | 49<br>27%<br>Z | 125<br>37%<br>YZc | 43<br>22%<br>Z | 175<br>21% | 206<br>27%<br>d |
| Would not consider at all (1) | 903<br>40% | 430<br>39% | 454<br>40% | 196<br>31% | 319<br>43%<br>D | 388<br>43%<br>D | 240<br>45%<br>HJ | 222<br>37% | 202<br>39% | 97<br>31% | 45<br>40%<br>* | 97<br>50%<br>HIJ | 510<br>36% | 394<br>45%<br>M | 480<br>38% | 423<br>43%<br>O | 289<br>39% | 614<br>40% | 209<br>45%<br>V | 242<br>41%<br>V | 215<br>40% | 169<br>33% | 86<br>28% | 805<br>42%<br>W | 353<br>54%<br>Zb | 14<br>4% | 95<br>53%<br>Zb | 107<br>32%<br>Z | 123<br>63%<br>Zb | 402<br>47%<br>e | 259<br>33% |
| Don't know | 235<br>10% | 70<br>6% | 164<br>14%<br>B | 98<br>16%<br>EF | 74<br>10% | 63<br>7% | 63<br>12% | 63<br>11% | 43<br>8% | 38<br>12% | 14<br>12%<br>* | 13<br>7% | 148<br>11% | 86<br>10% | 112<br>9% | 123<br>12%<br>O | 65<br>9% | 170<br>11% | 53<br>11% | 54<br>9% | 59<br>11% | 45<br>9% | 36<br>12% | 191<br>10% | 27<br>4% | 15<br>4% | 7<br>4% | 12<br>4% | 13<br>6% | 40<br>5% | 43<br>6% |
| NET: Very / fairly likely to consider | 629<br>28% | 336<br>31%<br>C | 287<br>25% | 205<br>33%<br>EF | 186<br>25% | 239<br>27% | 116<br>22% | 187<br>31%<br>GKL | 149<br>29%<br>GK | 119<br>38%<br>GIKL | 18<br>16%<br>* | 40<br>21% | 416<br>30%<br>N | 214<br>25% | 388<br>30%<br>P | 241<br>24% | 231<br>31%<br>R | 399<br>26% | 112<br>24% | 150<br>26% | 146<br>27% | 195<br>38%<br>STU | 116<br>38%<br>X | 501<br>26% | 127<br>20%<br>c | 276<br>79%<br>Yabc | 28<br>16% | 91<br>27%<br>Yac | 16<br>8% | 234<br>27% | 266<br>34%<br>d |
| NET: Would not consider at all / not very likely to | 1406<br>62% | 691<br>63% | 693<br>61% | 321<br>52% | 488<br>65%<br>D | 596<br>66%<br>D | 354<br>66%<br>HJ | 345<br>58%<br>J | 331<br>63%<br>J | 154<br>50% | 81<br>72%<br>HJ* | 140<br>72%<br>HIJ | 836<br>60% | 570<br>66%<br>M | 777<br>61% | 629<br>63% | 445<br>60% | 961<br>63% | 303<br>65%<br>V | 384<br>65%<br>V | 337<br>62%<br>V | 269<br>53% | 152<br>50% | 1237<br>64%<br>W | 496<br>76%<br>Zb | 57<br>16% | 144<br>81%<br>Zb | 232<br>69%<br>Z | 167<br>85%<br>YZb | 578<br>68%<br>e | 465<br>60% |
| Mean | 1.98 | 2.03 | 1.95 | 2.18<br>EF | 1.89 | 1.93 | 1.83 | 2.06<br>GKL | 2.02<br>GKL | 2.24<br>GIKL | 1.74<br>* | 1.79 | 2.04<br>N | 1.88 | 2.06<br>P | 1.88 | 2.05<br>R | 1.95 | 1.88 | 1.92 | 1.98 | 2.21<br>STU | 2.29<br>X | 1.93 | 1.71<br>c | 3.23<br>Yabc | 1.65<br>c | 2.00<br>Yac | 1.44 | 1.91 | 2.15<br>d |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Conservative Party

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 236 | 85 | 84 | 71 | 40 | 73 | 36 | 36 | 48 | 68 | 39 | 82 | 236 | 79 | 78 | 128 | 69 | 151 | - | 152 | 153 | 103 | 161 |
| | 10% | 21% | 24% | 19% E | 12% | 21% G | 11% | 18% JK | 19% JK | 11% | 9% | 12% | 38% LNOPQ | 11% | 12% | 14% N | 14% N | 11% SV | - | 12% SV | 11% SV | 9% S | 11% SV |
| Fairly likely to consider voting for (3) | 393 | 95 | 97 | 89 | 60 | 90 | 69 | 44 | 62 | 127 | 77 | 132 | 393 | 149 | 119 | 247 | 93 | 253 | - | 225 | 258 | 134 | 283 |
| | 17% | 23% | 27% | 23% | 18% | 26% | 20% | 22% | 25% K | 20% | 17% | 19% | 62% LNOPQ | 21% | 18% | 28% LNOQ | 19% | 19% SV | - | 17% SV | 19% SV | 11% S | 19% SV |
| Not very likely to consider voting for (2) | 503 | 85 | 71 | 81 | 92 | 72 | 93 | 36 | 64 | 154 | 99 | 144 | - | 180 | 132 | 242 | 72 | 349 | 503 | 309 | 353 | 246 | 403 |
| | 22% | 21% | 20% | 21% | 28% | 21% | 27% | 18% | 26% | 24% | 22% | 20% MQ | - | 25% LMOQ | 20% MQ | 27% LMOQ | 15% M | 26% TV | 36% RTUVW | 24% V | 26% TV | 21% | 27% TV |
| Would not consider at all (1) | 903 | 124 | 92 | 125 | 119 | 93 | 116 | 77 | 65 | 254 | 193 | 325 | - | 281 | 310 | 229 | 240 | 542 | 903 | 588 | 556 | 651 | 597 |
| | 40% | 30% | 26% | 33% | 36% | 27% | 34% | 38% I | 26% | 40% I | 43% I | 46% MNP | - | 40% MP | 48% MNP | 26% M | 49% MNP | 40% | 64% RTUVW | 45% RUW | 41% | 55% RTUW | 40% |
| Don't know | 235 | 22 | 11 | 16 | 21 | 13 | 27 | 8 | 13 | 33 | 42 | 25 | - | 20 | 13 | 41 | 11 | 52 | - | 35 | 50 | 44 | 63 |
| | 10% | 5% | 3% | 4% | 6% | 4% | 8% F | 4% | 5% | 5% | 9% HJ | 3% MO | - | 3% M | 2% M | 5% MNOQ | 2% M | 4% ST | - | 3% S | 4% ST | 4% S | 4% ST |
| NET: Very / fairly likely to consider | 629 | 181 | 181 | 160 | 99 | 163 | 105 | 80 | 110 | 195 | 116 | 214 | 629 | 229 | 197 | 375 | 163 | 405 | - | 377 | 411 | 237 | 444 |
| | 28% | 44% | 51% | 42% E | 30% | 48% G | 31% | 40% JK | 44% JK | 31% | 26% | 30% | 100% LNOPQ | 32% | 30% | 42% LNOQ | 34% | 30% SV | - | 29% SV | 30% SV | 20% S | 29% SV |
| NET: Would not consider at all / not very likely to | 1406 | 209 | 162 | 205 | 212 | 165 | 208 | 113 | 129 | 408 | 292 | 469 | - | 461 | 442 | 471 | 312 | 891 | 1406 | 897 | 909 | 897 | 1000 |
| | 62% | 51% | 46% | 54% | 64% D | 48% | 61% F | 56% | 51% | 64% I | 65% I | 66% MP | - | 65% MP | 68% MP | 53% M | 64% MP | 66% | 100% RTUVW | 69% RUW | 66% | 76% RTUW | 66% |
| Mean | 1.98 | 2.36 | 2.50 | 2.29 E | 2.06 | 2.44 G | 2.08 | 2.21 JK | 2.39 JK | 2.01 | 1.91 | 1.96 | 3.38 LNOPQ | 2.04 LO | 1.95 | 2.32 LNOQ | 1.98 | 2.01 STV | 1.36 | 1.95 SV | 2.01 STV | 1.73 S | 2.01 STV |

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*ColumnMeans (5%): A,B,C,D,E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 196<br>9% | 102<br>9% | 90<br>8% | 75<br>12%<br>EF | 59<br>8% | 62<br>7% | 34<br>6% | 49<br>8% | 52<br>10% | 36<br>12%<br>G | 11<br>9%<br>* | 14<br>7% | 128<br>9% | 68<br>8% | 139<br>11%<br>P | 57<br>6% | 101<br>14%<br>R | 95<br>6% | 49<br>10%<br>T | 37<br>6% | 45<br>8% | 62<br>12%<br>T | 41<br>14%<br>X | 153<br>8% | 60<br>9%<br>Zb | 18<br>5% | 78<br>44%<br>YZbc | 8<br>2% | 9<br>5% | 116<br>14%<br>e | 34<br>4% |
| Fairly likely to consider voting for (3) | 514<br>23% | 262<br>24% | 243<br>21% | 181<br>29%<br>EF | 149<br>20% | 184<br>20% | 105<br>20% | 130<br>22% | 120<br>23% | 84<br>27%<br>G | 27<br>24%<br>* | 49<br>25% | 332<br>24% | 181<br>21% | 329<br>26%<br>P | 185<br>19% | 212<br>29%<br>R | 302<br>20% | 97<br>21% | 121<br>21% | 120<br>22% | 137<br>27%<br>ST | 86<br>28%<br>X | 419<br>22% | 229<br>35%<br>Zbc | 46<br>13% | 82<br>46%<br>YZbc | 36<br>11% | 42<br>22%<br>Zb | 268<br>31%<br>e | 116<br>15% |
| Not very likely to consider voting for (2) | 557<br>25% | 265<br>24% | 287<br>25% | 140<br>22% | 184<br>25% | 234<br>26% | 146<br>27% | 131<br>22% | 132<br>25% | 68<br>22% | 28<br>25%<br>* | 52<br>27% | 349<br>25% | 208<br>24% | 316<br>25% | 241<br>24% | 194<br>26% | 363<br>24% | 109<br>23% | 156<br>27% | 137<br>25% | 110<br>22% | 70<br>23% | 479<br>25% | 182<br>28%<br>ab | 116<br>33%<br>ab | 8<br>5% | 67<br>20%<br>a | 72<br>37%<br>Yab | 230<br>27% | 187<br>24% |
| Would not consider at all (1) | 753<br>33% | 397<br>36%<br>C | 348<br>30% | 118<br>19% | 273<br>36%<br>D | 362<br>40%<br>D | 181<br>34% | 217<br>36%<br>J | 173<br>33% | 87<br>28% | 30<br>27%<br>* | 65<br>34% | 440<br>31% | 313<br>36% | 377<br>29% | 376<br>38%<br>O | 166<br>22% | 587<br>38%<br>Q | 152<br>32% | 207<br>35% | 183<br>34% | 157<br>31% | 59<br>20% | 684<br>35%<br>W | 139<br>21%<br>a | 158<br>45%<br>Yac | 4<br>2% | 213<br>64%<br>YZac | 62<br>32%<br>Ya | 195<br>23% | 396<br>51%<br>d |
| Don't know | 251<br>11% | 72<br>7% | 177<br>16%<br>B | 110<br>18%<br>EF | 84<br>11%<br>F | 57<br>6% | 67<br>13% | 67<br>11% | 47<br>9% | 38<br>12% | 17<br>15%<br>* | 14<br>7% | 152<br>11% | 99<br>11% | 117<br>9% | 134<br>14%<br>O | 68<br>9% | 183<br>12% | 61<br>13%<br>V | 67<br>11% | 56<br>10% | 42<br>8% | 48<br>16%<br>X | 194<br>10% | 40<br>6% | 11<br>3% | 6<br>3% | 11<br>3% | 11<br>6% | 43<br>5% | 41<br>5% |
| NET: Very / fairly likely to consider | 709<br>31% | 364<br>33% | 333<br>29% | 256<br>41%<br>EF | 208<br>28% | 246<br>27% | 139<br>26% | 179<br>30% | 171<br>33%<br>G | 120<br>38%<br>GH | 37<br>33%<br>* | 63<br>32% | 460<br>33% | 249<br>29% | 468<br>37%<br>P | 242<br>24% | 313<br>42%<br>R | 397<br>26% | 146<br>31% | 157<br>27% | 165<br>31% | 199<br>39%<br>STU | 127<br>42%<br>X | 572<br>30% | 289<br>45%<br>Zbc | 63<br>18% | 160<br>90%<br>YZbc | 44<br>13% | 51<br>26%<br>b | 384<br>45%<br>e | 150<br>19% |
| NET: Would not consider at all / not very likely to | 1310<br>58% | 662<br>60%<br>C | 634<br>55% | 258<br>41% | 456<br>61%<br>D | 596<br>66%<br>D | 327<br>61%<br>J | 348<br>59%<br>J | 305<br>58%<br>J | 154<br>49% | 59<br>52%<br>* | 117<br>60%<br>J | 788<br>56% | 521<br>60% | 692<br>54% | 617<br>62%<br>O | 360<br>49% | 950<br>62%<br>Q | 261<br>56% | 363<br>62%<br>V | 320<br>59% | 267<br>53% | 130<br>43% | 1163<br>60%<br>W | 321<br>49%<br>a | 274<br>79%<br>Yac | 13<br>7% | 281<br>84%<br>Yac | 134<br>68%<br>Ya | 424<br>50% | 583<br>75%<br>d |
| Mean | 2.08 | 2.07 | 2.08 | 2.41<br>EF | 1.99 | 1.94 | 1.98 | 2.02 | 2.11 | 2.25<br>GH | 2.18<br>* | 2.06 | 2.12<br>N | 2.01 | 2.20<br>P | 1.91 | 2.37<br>R | 1.93 | 2.11 | 1.98 | 2.06 | 2.22<br>TU | 2.42<br>X | 2.02 | 2.35<br>Zbc | 1.77<br>b | 3.35<br>YZbc | 1.50 | 1.99<br>Zb | 2.38<br>e | 1.71 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Liberal Democrats

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 196 | 71 | 67 | 65 | 22 | 58 | 19 | 35 | 50 | 47 | 15 | 110 | 69 | 196 | 109 | 62 | 81 | 83 | 121 | - | 79 | 130 | 104 |
| | 9% | 17% | 19% | 17% E | 7% | 17% G | 6% | 18% JK | 20% JK | 7% K | 3% | 15% MP | 11% P | 28% LMOPQ | 17% MP | 7% | 17% MP | 6% T | 9% RTUW | - | 6% T | 11% RSTUW | 7% TU |
| Fairly likely to consider voting for (3) | 514 | 136 | 123 | 154 | 28 | 138 | 31 | 71 | 79 | 134 | 58 | 277 | 160 | 514 | 286 | 174 | 194 | 222 | 340 | - | 216 | 333 | 292 |
| | 23% | 33% | 35% | 40% E | 8% | 40% G | 9% | 35% JK | 31% JK | 21% K | 13% | 39% MP | 25% P | 72% LMOPQ | 44% LMP | 20% | 40% MP | 16% T | 24% RTUW | - | 16% T | 28% RSTUW | 19% RTU |
| Not very likely to consider voting for (2) | 557 | 93 | 74 | 96 | 63 | 93 | 63 | 51 | 70 | 186 | 82 | 190 | 172 | - | 159 | 192 | 117 | 356 | 375 | 557 | 384 | 348 | 413 |
| | 25% | 23% | 21% | 25% | 19% | 27% G | 18% | 25% | 28% K | 29% K | 18% | 27% NP | 27% NP | - | 24% N | 22% N | 24% N | 26% | 27% | 43% RSUVW | 28% | 30% RS | 27% |
| Would not consider at all (1) | 753 | 98 | 81 | 54 | 206 | 42 | 213 | 34 | 45 | 238 | 254 | 103 | 205 | - | 81 | 423 | 74 | 635 | 522 | 753 | 655 | 311 | 641 |
| | 33% | 24% | 23% | 14% | 62% D | 12% | 63% F | 17% | 18% | 37% HI | 57% HIJ | 15% N | 33% LNOQ | - | 13% N | 48% LMNOQ | 15% NO | 47% SVW | 37% V | 57% RSUVW | 48% SVW | 26% | 43% SV |
| Don't know | 251 | 14 | 10 | 13 | 12 | 11 | 15 | 10 | 8 | 31 | 40 | 28 | 24 | - | 17 | 35 | 18 | 52 | 48 | - | 36 | 56 | 57 |
| | 11% | 4% | 3% | 3% | 4% | 3% | 4% | 5% | 3% | 5% | 9% IJ | 4% N | 4% N | - | 3% N | 4% N | 4% N | 4% TU | 3% T | - | 3% T | 5% STU | 4% TU |
| NET: Very / fairly likely to consider | 709 | 207 | 190 | 219 | 50 | 195 | 50 | 106 | 129 | 181 | 73 | 387 | 229 | 709 | 395 | 236 | 276 | 305 | 461 | - | 295 | 464 | 396 |
| | 31% | 50% | 54% | 57% E | 15% | 57% G | 15% | 53% JK | 51% JK | 28% K | 16% | 55% MP | 36% P | 100% LMOPQ | 61% LMP | 27% | 57% MP | 23% T | 33% RTUW | - | 22% T | 39% RSTUW | 26% RTU |
| NET: Would not consider at all / not very likely to | 1310 | 191 | 155 | 150 | 269 | 135 | 276 | 84 | 115 | 425 | 337 | 294 | 377 | - | 240 | 615 | 191 | 991 | 897 | 1310 | 1039 | 658 | 1054 |
| | 58% | 46% | 44% | 39% | 81% D | 40% | 81% F | 42% | 45% | 67% HI | 75% HIJ | 41% NO | 60% LNOQ | - | 37% N | 69% LMNOQ | 39% N | 74% SVW | 64% V | 100% RSUVW | 76% RSVW | 56% | 70% SV |
| Mean | 2.08 | 2.45 | 2.51 | 2.62 E | 1.58 | 2.64 G | 1.56 | 2.57 JK | 2.55 JK | 1.98 K | 1.59 | 2.58 MP | 2.15 P | 3.28 LMOPQ | 2.66 LMP | 1.85 | 2.61 MP | 1.81 T | 2.04 RTUW | 1.43 | 1.79 T | 2.25 RSTUW | 1.90 RTU |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 204<br>9% | 96<br>9% | 99<br>9% | 106<br>17%<br>EF | 74<br>10%<br>F | 25<br>3% | 53<br>10% | 56<br>9% | 40<br>8% | 34<br>11% | 5<br>5%<br>* | 16<br>8% | 153<br>11%<br>N | 52<br>6% | 128<br>10% | 76<br>8% | 91<br>12%<br>R | 114<br>7% | 52<br>11% | 43<br>7% | 39<br>7% | 55<br>11% | 34<br>11% | 167<br>9% | 69<br>11%<br>Zb | 16<br>5% | 11<br>6% | 11<br>3% | 73<br>37%<br>YZab | 105<br>12%<br>e | 35<br>5% |
| Fairly likely to consider voting for (3) | 447<br>20% | 206<br>19% | 234<br>20% | 173<br>28%<br>EF | 153<br>20%<br>F | 121<br>13% | 96<br>18% | 105<br>18% | 92<br>18% | 84<br>27%<br>GHI | 26<br>23%<br>* | 45<br>23% | 311<br>22%<br>N | 137<br>16% | 294<br>23%<br>P | 153<br>15% | 215<br>29%<br>R | 232<br>15% | 92<br>20% | 99<br>17% | 102<br>19% | 129<br>25%<br>TU | 103<br>34%<br>X | 336<br>17% | 199<br>31%<br>Zb | 36<br>10% | 58<br>33%<br>Zb | 27<br>8% | 57<br>29%<br>Zb | 238<br>28%<br>e | 83<br>11% |
| Not very likely to consider voting for (2) | 523<br>23% | 245<br>22% | 275<br>24% | 127<br>20% | 178<br>24% | 217<br>24% | 129<br>24% | 143<br>24% | 125<br>24% | 57<br>18% | 30<br>27%<br>* | 38<br>20% | 329<br>24% | 194<br>22% | 296<br>23% | 227<br>23% | 177<br>24% | 346<br>23% | 93<br>20% | 145<br>25% | 140<br>26% | 116<br>23% | 73<br>24% | 445<br>23% | 186<br>29%<br>bc | 86<br>25%<br>c | 58<br>32%<br>bc | 63<br>19% | 28<br>14% | 226<br>27% | 174<br>23% |
| Would not consider at all (1) | 847<br>37% | 469<br>43%<br>C | 372<br>33% | 118<br>19% | 258<br>35%<br>D | 471<br>52%<br>DE | 196<br>37% | 231<br>39%<br>J | 212<br>41%<br>J | 93<br>30% | 35<br>31%<br>* | 80<br>41%<br>J | 449<br>32% | 398<br>46%<br>M | 438<br>34% | 409<br>41%<br>O | 190<br>26% | 657<br>43%<br>Q | 171<br>36% | 238<br>40%<br>V | 204<br>38% | 167<br>33% | 48<br>16% | 791<br>41%<br>W | 164<br>25%<br>c | 199<br>57%<br>Yac | 42<br>24% | 218<br>65%<br>Yac | 31<br>16% | 233<br>27% | 445<br>57%<br>d |
| Don't know | 248<br>11% | 82<br>7% | 165<br>14%<br>B | 100<br>16%<br>EF | 84<br>11%<br>F | 64<br>7% | 59<br>11% | 60<br>10% | 54<br>10% | 44<br>14% | 16<br>14%<br>* | 15<br>8% | 159<br>11% | 90<br>10% | 120<br>9% | 128<br>13%<br>O | 68<br>9% | 180<br>12% | 60<br>13%<br>V | 63<br>11% | 56<br>10% | 42<br>8% | 47<br>16%<br>X | 189<br>10% | 32<br>5% | 11<br>3% | 10<br>5% | 16<br>5% | 7<br>4% | 49<br>6% | 37<br>5% |
| NET: Very / fairly likely to consider | 652<br>29% | 302<br>27% | 333<br>29% | 279<br>45%<br>EF | 227<br>30%<br>F | 146<br>16% | 149<br>28% | 161<br>27% | 132<br>25% | 118<br>38%<br>GHI | 32<br>28%<br>* | 60<br>31% | 463<br>33%<br>N | 188<br>22% | 423<br>33%<br>P | 229<br>23% | 305<br>41%<br>R | 346<br>23% | 144<br>31%<br>T | 142<br>24% | 140<br>26% | 184<br>36%<br>TU | 137<br>45%<br>X | 503<br>26% | 268<br>41%<br>Zb | 52<br>15% | 69<br>39%<br>Zb | 38<br>11% | 131<br>67%<br>YZab | 343<br>40%<br>e | 118<br>15% |
| NET: Would not consider at all / not very likely to | 1370<br>60% | 714<br>65%<br>C | 647<br>57% | 245<br>39% | 437<br>58%<br>D | 688<br>77%<br>DE | 325<br>61%<br>J | 374<br>63%<br>J | 337<br>64%<br>J | 150<br>48% | 65<br>58%<br>* | 119<br>61%<br>J | 778<br>56% | 592<br>68%<br>M | 734<br>58% | 636<br>64%<br>O | 367<br>50% | 1003<br>66%<br>Q | 264<br>56% | 383<br>65%<br>SV | 344<br>64%<br>SV | 283<br>56% | 120<br>40% | 1237<br>64%<br>W | 350<br>54%<br>c | 285<br>82%<br>Yac | 100<br>56%<br>c | 281<br>84%<br>Yac | 58<br>30% | 459<br>54% | 619<br>80%<br>d |
| Mean | 2.00 | 1.93 | 2.06<br>B | 2.51<br>EF | 2.06<br>F | 1.64 | 2.01 | 1.98 | 1.92 | 2.22<br>GHIL | 2.02<br>* | 1.98 | 2.13<br>N | 1.80 | 2.10<br>P | 1.88 | 2.31<br>R | 1.85 | 2.06<br>T | 1.90 | 1.95 | 2.15<br>TU | 2.48<br>X | 1.93 | 2.28<br>Zb | 1.61 | 2.22<br>Zb | 1.47 | 2.92<br>YZab | 2.27<br>e | 1.60 |

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*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Green Party

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 204 | 67 | 62 | 56 | 17 | 57 | 20 | 22 | 48 | 49 | 25 | 94 | 50 | 115 | 204 | 69 | 119 | 107 | 150 | 84 | - | 133 | 71 |
| | 9% | 16% | 18% | 15% E | 5% | 17% G | 6% | 11% K | 19% HJK | 8% | 6% | 13% MP | 8% | 16% LMP | 31% LMNPQ | 8% | 25% LMNP | 8% TUW | 11% RTUW | 6% UW | - | 11% RTUW | 5% U |
| Fairly likely to consider voting for (3) | 447 | 130 | 125 | 146 | 34 | 136 | 33 | 65 | 80 | 118 | 46 | 240 | 147 | 280 | 447 | 138 | 226 | 194 | 292 | 156 | - | 302 | 193 |
| | 20% | 32% | 35% | 38% E | 10% | 40% G | 10% | 33% JK | 32% JK | 19% K | 10% | 34% MP | 23% P | 39% LMP | 69% LMNPQ | 16% | 47% LMNP | 14% TUW | 21% RTUW | 12% U | - | 26% RSTUW | 13% U |
| Not very likely to consider voting for (2) | 523 | 98 | 83 | 107 | 51 | 95 | 55 | 52 | 69 | 167 | 85 | 214 | 151 | 182 | - | 169 | 76 | 292 | 353 | 322 | 523 | 336 | 413 |
| | 23% | 24% | 23% | 28% E | 15% | 28% G | 16% | 26% | 28% K | 26% K | 19% | 30% MNOPQ | 24% OPQ | 26% OPQ | - | 19% O | 16% O | 22% | 25% R | 25% R | 38% RSTVW | 29% RST | 27% RST |
| Would not consider at all (1) | 847 | 102 | 73 | 62 | 215 | 47 | 219 | 51 | 49 | 271 | 256 | 125 | 260 | 113 | - | 472 | 44 | 702 | 557 | 718 | 847 | 356 | 776 |
| | 37% | 25% | 21% | 16% | 65% D | 14% | 64% F | 26% | 19% | 43% HI | 57% HIJ | 18% OQ | 41% LNOQ | 16% OQ | - | 53% LMNOQ | 9% O | 52% SV | 40% V | 55% RSVW | 62% RSTVW | 30% | 51% SV |
| Don't know | 248 | 15 | 12 | 11 | 14 | 6 | 13 | 10 | 6 | 31 | 38 | 34 | 21 | 20 | - | 38 | 19 | 53 | 55 | 30 | - | 51 | 54 |
| | 11% | 4% | 3% | 3% | 4% | 2% | 4% | 5% | 2% | 5% | 8% I | 5% NO | 3% O | 3% O | - | 4% O | 4% O | 4% TU | 4% TU | 2% U | - | 4% TU | 4% TU |
| NET: Very / fairly likely to consider | 652 | 197 | 187 | 202 | 51 | 193 | 53 | 87 | 128 | 167 | 71 | 334 | 197 | 395 | 652 | 207 | 346 | 301 | 442 | 240 | - | 435 | 264 |
| | 29% | 48% | 53% | 53% E | 15% | 57% G | 16% | 43% JK | 51% JK | 26% K | 16% | 47% MP | 31% P | 56% LMP | 100% LMNPQ | 23% | 71% LMNP | 22% TUW | 31% RTUW | 18% U | - | 37% RSTUW | 18% U |
| NET: Would not consider at all / not very likely to | 1370 | 200 | 156 | 169 | 266 | 142 | 274 | 103 | 118 | 438 | 342 | 339 | 411 | 295 | - | 642 | 120 | 994 | 909 | 1039 | 1370 | 692 | 1189 |
| | 60% | 49% | 44% | 44% | 80% D | 42% | 81% F | 51% | 47% | 69% HI | 76% HIJ | 48% NOQ | 65% LNOQ | 42% OQ | - | 72% LMNOQ | 25% O | 74% SV | 65% V | 79% RSV | 100% RSTVW | 59% | 79% RSV |
| Mean | 2.00 | 2.41 | 2.51 | 2.53 E | 1.54 | 2.61 G | 1.56 | 2.30 JK | 2.52 HJK | 1.91 K | 1.61 | 2.45 MP | 1.98 P | 2.57 LMP | 3.31 LMNPQ | 1.77 | 2.90 LMNP | 1.77 TUW | 2.03 RTUW | 1.69 U | 1.38 | 2.19 RSTUW | 1.70 U |

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*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 509<br>22% | 323<br>29%<br>C | 182<br>16% | 114<br>18% | 152<br>20% | 243<br>27%<br>DE | 132<br>25%<br>L | 137<br>23%<br>L | 126<br>24%<br>L | 62<br>20% | 26<br>23%<br>* | 26<br>13% | 330<br>24% | 179<br>21% | 238<br>19% | 271<br>27%<br>O | 104<br>14% | 405<br>27%<br>Q | 90<br>19% | 141<br>24% | 126<br>23% | 123<br>24% | 41<br>13% | 465<br>24%<br>W | 82<br>13% | 79<br>23%<br>Yac | 16<br>9% | 256<br>76%<br>YZac | 14<br>7% | 96<br>11% | 331<br>43%<br>d |
| Fairly likely to consider voting for (3) | 377<br>17% | 191<br>17% | 183<br>16% | 122<br>20% | 117<br>16% | 138<br>15% | 72<br>14% | 102<br>17% | 92<br>18% | 65<br>21%<br>G | 19<br>17%<br>* | 27<br>14% | 235<br>17% | 143<br>16% | 223<br>17% | 155<br>16% | 126<br>17% | 252<br>16% | 73<br>16% | 82<br>14% | 85<br>16% | 108<br>21%<br>STU | 67<br>22%<br>X | 302<br>16% | 92<br>14%<br>a | 103<br>30%<br>Yabc | 13<br>8% | 62<br>18%<br>ac | 18<br>9% | 103<br>12% | 173<br>22%<br>d |
| Not very likely to consider voting for (2) | 280<br>12% | 146<br>13% | 134<br>12% | 100<br>16%<br>F | 103<br>14%<br>F | 77<br>9% | 55<br>10% | 79<br>13% | 59<br>11% | 42<br>14% | 13<br>12%<br>* | 32<br>17%<br>G | 198<br>14%<br>N | 82<br>9% | 160<br>13% | 120<br>12% | 96<br>13% | 184<br>12% | 61<br>13% | 71<br>12% | 67<br>12% | 71<br>14% | 60<br>20%<br>X | 215<br>11% | 91<br>14%<br>b | 66<br>19%<br>ab | 19<br>11%<br>b | 11<br>3% | 26<br>13%<br>b | 111<br>13% | 79<br>10% |
| Would not consider at all (1) | 898<br>40% | 380<br>35% | 498<br>44%<br>B | 200<br>32% | 301<br>40%<br>D | 397<br>44%<br>D | 224<br>42% | 220<br>37% | 205<br>39% | 117<br>38% | 42<br>37%<br>* | 90<br>46%<br>H | 500<br>36% | 398<br>46%<br>M | 565<br>44%<br>P | 333<br>34% | 360<br>49%<br>R | 538<br>35% | 186<br>40% | 242<br>41%<br>V | 216<br>40% | 176<br>35% | 103<br>34% | 783<br>41%<br>W | 359<br>55%<br>Zb | 91<br>26%<br>b | 127<br>71%<br>YZb | 3<br>1% | 125<br>64%<br>Zb | 512<br>60%<br>e | 157<br>20% |
| Don't know | 206<br>9% | 57<br>5% | 147<br>13%<br>B | 88<br>14%<br>EF | 74<br>10%<br>F | 43<br>5% | 50<br>9% | 56<br>9% | 42<br>8% | 25<br>8% | 13<br>12%<br>* | 20<br>10% | 138<br>10% | 68<br>8% | 92<br>7% | 114<br>11%<br>O | 56<br>8% | 149<br>10% | 58<br>12%<br>V | 52<br>9% | 46<br>9% | 30<br>6% | 34<br>11% | 163<br>8% | 27<br>4%<br>b | 10<br>3% | 3<br>2% | 3<br>1% | 13<br>7%<br>ab | 29<br>3% | 35<br>5% |
| NET: Very / fairly likely to consider | 887<br>39% | 514<br>47%<br>C | 365<br>32% | 236<br>38% | 269<br>36% | 382<br>42%<br>E | 204<br>38%<br>L | 239<br>40%<br>L | 218<br>42%<br>L | 128<br>41%<br>L | 45<br>40%<br>L* | 52<br>27% | 564<br>40% | 322<br>37% | 461<br>36% | 426<br>43%<br>O | 229<br>31% | 657<br>43%<br>Q | 163<br>35% | 223<br>38% | 212<br>39% | 232<br>46%<br>ST | 108<br>35% | 767<br>40% | 174<br>27%<br>ac | 182<br>52%<br>Yac | 29<br>16% | 318<br>95%<br>YZac | 32<br>16% | 199<br>23% | 503<br>65%<br>d |
| NET: Would not consider at all / not very likely to | 1178<br>52% | 526<br>48% | 632<br>55%<br>B | 300<br>48% | 404<br>54%<br>D | 473<br>53% | 279<br>52% | 299<br>50% | 264<br>50% | 159<br>51% | 55<br>48%<br>* | 122<br>63%<br>GHIJK | 698<br>50% | 480<br>55%<br>M | 724<br>57%<br>P | 454<br>46% | 455<br>61%<br>R | 723<br>47% | 247<br>53% | 313<br>53% | 283<br>52% | 247<br>49% | 163<br>53% | 999<br>52% | 449<br>69%<br>Zb | 157<br>45%<br>b | 146<br>82%<br>YZb | 15<br>4% | 151<br>77%<br>Zb | 623<br>73%<br>e | 236<br>30% |
| Mean | 2.24 | 2.44<br>C | 2.05 | 2.28 | 2.18 | 2.27 | 2.23<br>L | 2.29<br>L | 2.29<br>L | 2.25<br>L | 2.30<br>L* | 1.94 | 2.31<br>N | 2.13 | 2.11 | 2.41<br>O | 1.96 | 2.38<br>Q | 2.16 | 2.23 | 2.25 | 2.37<br>S | 2.17 | 2.25 | 1.84<br>ac | 2.50<br>Yac | 1.53 | 3.72<br>YZac | 1.57 | 1.74 | 2.92<br>d |

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.**

*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - Reform UK

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 509<br>22% | 117<br>28% | 98<br>28% | 80<br>21% | 150<br>45%<br>D | 75<br>22% | 160<br>47%<br>F | 39<br>19% | 55<br>22% | 163<br>26% | 172<br>38%<br>HIJ | 82<br>12% | 181<br>29%<br>LNOQ | 105<br>15%<br>L | 87<br>13% | 509<br>57%<br>LMNOQ | 77<br>16%<br>L | 419<br>31%<br>SVW | 312<br>22%<br>V | 386<br>30%<br>SV | 406<br>30%<br>SVW | -<br>- | 416<br>28%<br>SV |
| Fairly likely to consider voting for (3) | 377<br>17% | 96<br>23% | 101<br>29% | 91<br>24% | 62<br>19% | 92<br>27% | 68<br>20% | 41<br>20% | 67<br>27%<br>JK | 107<br>17% | 84<br>19% | 122<br>17% | 194<br>31%<br>LNOQ | 131<br>18% | 120<br>18% | 377<br>43%<br>LMNOQ | 96<br>20% | 243<br>18%<br>SV | 158<br>11%<br>V | 229<br>17%<br>SV | 236<br>17%<br>SV | -<br>- | 256<br>17%<br>SV |
| Not very likely to consider voting for (2) | 280<br>12% | 59<br>14% | 53<br>15% | 59<br>15%<br>E | 30<br>9% | 61<br>18%<br>G | 34<br>10% | 27<br>14% | 44<br>18%<br>K | 89<br>14% | 46<br>10% | 113<br>16%<br>NOPQ | 122<br>19%<br>NOPQ | 90<br>13%<br>P | 79<br>12%<br>P | -<br>- | 60<br>12%<br>P | 163<br>12% | 149<br>11% | 182<br>14%<br>RS | 194<br>14%<br>RS | 280<br>24%<br>RSTUW | 207<br>14%<br>RS |
| Would not consider at all (1) | 898<br>40% | 130<br>32% | 94<br>27% | 146<br>38%<br>E | 73<br>22% | 106<br>31%<br>G | 67<br>20% | 86<br>43%<br>IK | 80<br>32% | 250<br>39%<br>K | 113<br>25% | 374<br>53%<br>MP | 115<br>18%<br>P | 373<br>53%<br>MP | 356<br>55%<br>MPQ | -<br>- | 238<br>49%<br>MP | 477<br>35% | 747<br>53%<br>RTUW | 476<br>36% | 498<br>36% | 898<br>76%<br>RSTUW | 586<br>39%<br>RTU |
| Don't know | 206<br>9% | 10<br>3% | 9<br>2% | 6<br>1% | 15<br>5%<br>D | 7<br>2% | 12<br>3% | 8<br>4% | 7<br>3% | 28<br>4% | 35<br>8%<br>IJ | 16<br>2%<br>P | 17<br>3%<br>P | 10<br>1%<br>P | 10<br>2%<br>P | -<br>- | 14<br>3%<br>NOP | 46<br>3%<br>V | 38<br>3%<br>V | 36<br>3%<br>V | 36<br>3%<br>V | -<br>- | 41<br>3%<br>V |
| NET: Very / fairly likely to consider | 887<br>39% | 213<br>52% | 199<br>56% | 171<br>45% | 213<br>64%<br>D | 167<br>49% | 228<br>67%<br>F | 79<br>40% | 122<br>48% | 270<br>42% | 256<br>57%<br>HIJ | 205<br>29% | 375<br>60%<br>LNOQ | 236<br>33%<br>L | 207<br>32% | 887<br>100%<br>LMNOQ | 173<br>36%<br>LO | 662<br>49%<br>SVW | 471<br>33%<br>V | 615<br>47%<br>SVW | 642<br>47%<br>SVW | -<br>- | 672<br>45%<br>SV |
| NET: Would not consider at all / not very likely to | 1178<br>52% | 189<br>46% | 147<br>41% | 205<br>54%<br>E | 103<br>31% | 168<br>49%<br>G | 100<br>29% | 113<br>56%<br>K | 124<br>49%<br>K | 339<br>53%<br>K | 159<br>35% | 487<br>69%<br>MPQ | 237<br>38%<br>P | 464<br>65%<br>MP | 435<br>67%<br>MPQ | -<br>- | 298<br>62%<br>MP | 640<br>47% | 897<br>64%<br>RTUW | 658<br>50%<br>R | 692<br>51%<br>R | 1178<br>100%<br>RSTUW | 793<br>53%<br>RTU |
| Mean | 2.24 | 2.50 | 2.59 | 2.28 | 2.92<br>D | 2.40 | 2.98<br>F | 2.17 | 2.39 | 2.30 | 2.76<br>HIJ | 1.87 | 2.72<br>LNOQ | 1.95 | 1.90 | 3.57<br>LMNOQ | 2.02<br>LO | 2.46<br>SVW | 2.03<br>V | 2.41<br>SVW | 2.41<br>SVW | 1.24 | 2.34<br>SV |

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*ColumnProportions (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B,C,D/E,F/G,H/I/J/K,L/M/N/Q/R/Q,R/S/T/U/V/W Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana

All adults aged 18+ in GB

| | | Gender | | Age | | | Region | | | | | | Employment status | | Social grade | | Education | | Income | | | | Ethnicity | | Election 2024 | | | | | Referendum 2016 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | MAN | WOMAN | 18-34 | 35-54 | 55+ | NORTH | MIDLANDS | SOUTH | LONDON | WALES | SCOTLAND | WORKING | NOT WORKING | ABC1 | C2DE | GRADUATES | NON GRADUATES | UP TO £19999 | £20000 - £34999 | £35000 - £54999 | £55000+ | ETHNIC MINORITY GROUPS | WHITE ETHNIC GROUP | LABOUR | CONSERVATIVE | LIBERAL DEMOCRATS | REFORM UK | OTHER | REMAIN | LEAVE |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) | (X) | (Y) | (Z) | (a) | (b) | (c) | (d) | (e) |
| Unweighted base | 2270 | 1119 | 1123 | 684 | 797 | 789 | 536 | 587 | 526 | 310 | 113 | 198 | 1481 | 789 | 1297 | 973 | 1173 | 1097 | 441 | 541 | 504 | 615 | 347 | 1872 | 716 | 313 | 169 | 283 | 210 | 890 | 697 |
| Weighted base | 2270 | 1098 | 1144 | 624 | 748 | 899 | 533 | 594 | 524 | 312 | 113 | 194 | 1400 | 870 | 1277 | 993 | 741 | 1529 | 468 | 587 | 541 | 509 | 304 | 1929 | 650 | 349 | 179 | 336 | 196 | 851 | 774 |
| Very likely to consider voting for (4) | 199<br>9% | 103<br>9% | 88<br>8% | 106<br>17%<br>EF | 62<br>8%<br>F | 31<br>3% | 52<br>10%<br>I | 50<br>8% | 31<br>6% | 48<br>15%<br>GHIKL | 7<br>7%<br>* | 12<br>6% | 151<br>11%<br>N | 48<br>6% | 122<br>10% | 77<br>8% | 87<br>12%<br>R | 111<br>7% | 45<br>10% | 41<br>7% | 44<br>8% | 55<br>11% | 55<br>18%<br>X | 140<br>7% | 76<br>12%<br>Zb | 14<br>4% | 16<br>9%<br>Zb | 7<br>2% | 50<br>25%<br>YZab | 108<br>13%<br>e | 25<br>3% |
| Fairly likely to consider voting for (3) | 286<br>13% | 154<br>14% | 128<br>11% | 140<br>22%<br>EF | 89<br>12%<br>F | 57<br>6% | 65<br>12% | 61<br>10% | 46<br>9% | 61<br>20%<br>GHI | 19<br>17%<br>I* | 33<br>17%<br>HI | 195<br>14%<br>N | 91<br>10% | 178<br>14% | 107<br>11% | 138<br>19%<br>R | 148<br>10% | 70<br>15%<br>T | 46<br>8% | 59<br>11% | 98<br>19%<br>TU | 80<br>26%<br>X | 198<br>10% | 134<br>21%<br>Zb | 21<br>6% | 24<br>14%<br>Zb | 23<br>7% | 32<br>16%<br>Zb | 146<br>17%<br>e | 61<br>8% |
| Not very likely to consider voting for (2) | 357<br>16% | 172<br>16% | 180<br>16% | 128<br>21%<br>F | 131<br>18%<br>F | 98<br>11% | 80<br>15% | 96<br>16% | 89<br>17% | 43<br>14% | 19<br>17%<br>* | 30<br>16% | 257<br>18%<br>N | 100<br>11% | 200<br>16% | 157<br>16% | 138<br>19%<br>R | 219<br>14% | 66<br>14% | 94<br>16% | 90<br>17% | 85<br>17% | 62<br>20%<br>X | 288<br>15% | 127<br>20%<br>Zb | 39<br>11% | 39<br>22%<br>Zb | 40<br>12% | 35<br>18% | 165<br>19%<br>e | 84<br>11% |
| Would not consider at all (1) | 1150<br>51% | 584<br>53% | 556<br>49% | 139<br>22% | 358<br>48%<br>D | 652<br>73%<br>DE | 256<br>48% | 315<br>53%<br>J | 304<br>58%<br>GJK | 124<br>40% | 51<br>45%<br>* | 99<br>51%<br>J | 622<br>44% | 528<br>61%<br>M | 639<br>50% | 511<br>51% | 302<br>41% | 848<br>55%<br>Q | 215<br>46% | 335<br>57%<br>SV | 284<br>52%<br>V | 227<br>45% | 62<br>20% | 1080<br>56%<br>W | 243<br>37% | 265<br>76%<br>Yac | 93<br>52%<br>Yc | 250<br>74%<br>Yac | 67<br>34% | 367<br>43% | 564<br>73%<br>d |
| Don't know | 278<br>12% | 85<br>8% | 192<br>17%<br>B | 110<br>18%<br>F | 107<br>14%<br>F | 61<br>7% | 79<br>15%<br>I | 73<br>12% | 54<br>10% | 36<br>12% | 16<br>14%<br>* | 20<br>10% | 175<br>12% | 104<br>12% | 137<br>11% | 141<br>14%<br>O | 75<br>10% | 203<br>13%<br>Q | 72<br>15%<br>V | 71<br>12% | 64<br>12% | 43<br>8% | 45<br>15% | 223<br>12% | 69<br>11%<br>Zab | 9<br>3% | 6<br>3% | 15<br>4% | 12<br>6% | 65<br>8% | 41<br>5% |
| NET: Very / fairly likely to consider | 485<br>21% | 257<br>23%<br>C | 217<br>19% | 246<br>39%<br>EF | 151<br>20%<br>F | 88<br>10% | 117<br>22%<br>I | 111<br>19% | 77<br>15% | 109<br>35%<br>GHIL | 27<br>23%<br>I* | 44<br>23%<br>I | 346<br>25%<br>N | 139<br>16% | 301<br>24%<br>P | 184<br>19% | 225<br>30%<br>R | 259<br>17% | 115<br>25%<br>T | 88<br>15% | 103<br>19% | 153<br>30%<br>TU | 135<br>44%<br>X | 338<br>18% | 211<br>32%<br>Zab | 35<br>10% | 41<br>23%<br>Zb | 31<br>9% | 82<br>42%<br>YZab | 254<br>30%<br>e | 86<br>11% |
| NET: Would not consider at all / not very likely to | 1507<br>66% | 756<br>69% | 736<br>64% | 268<br>43% | 490<br>65%<br>D | 750<br>83%<br>DE | 337<br>63%<br>J | 411<br>69%<br>J | 393<br>75%<br>GJK | 167<br>53% | 70<br>62%<br>* | 130<br>67%<br>J | 879<br>63% | 627<br>72%<br>M | 839<br>66% | 668<br>67% | 441<br>59% | 1066<br>70%<br>Q | 281<br>60% | 429<br>73%<br>SV | 374<br>69%<br>SV | 312<br>61% | 124<br>41% | 1368<br>71%<br>W | 370<br>57% | 304<br>87%<br>Yac | 132<br>74%<br>Yc | 290<br>86%<br>Yac | 102<br>52% | 532<br>63% | 648<br>84%<br>d |
| Mean | 1.77 | 1.78 | 1.74 | 2.41<br>EF | 1.77<br>F | 1.36 | 1.81<br>I | 1.70 | 1.58 | 2.12<br>GHIL | 1.82<br>I* | 1.75 | 1.90<br>N | 1.55 | 1.81 | 1.71 | 2.02<br>R | 1.64 | 1.86<br>T | 1.60 | 1.71 | 1.96<br>TU | 2.49<br>X | 1.65 | 2.08<br>Zab | 1.36 | 1.79<br>Zb | 1.34 | 2.35<br>YZab | 1.99<br>e | 1.38 |

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*ColumnProportions (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A,B/C,D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c,d/e Minimum Base: 30(**) Small Base: 100(*)*

**12th - 15th of September 2025**

**Labour Deputy Leadership**

**GB 18+**

Q7. Thinking ahead to the next General Election, based on what you currently know, how likely, if at all, would you be to consider voting for each of the following parties? - A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana

All adults aged 18+ in GB

| | | Aware of Bridget Philipson | Aware of Lucy Powell | Good or bad job as Deputy Leader of the Labour party - Bridget Philipson | | Good or bad job as Deputy Leader of the Labour party - Lucy Powell | | Better job between Bridget Philipson and Lucy Powell | | | | Very / fairly likely to consider voting for at the next General Election | | | | | | Not very likely to / would not at all consider voting for at the next General Election | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | A great deal/ A fair amount | A great deal/ A fair amount | Good job | Bad job | Good job | Bad job | Bridget Philipson | Lucy Powell | No difference | Neither | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana | Labour Party | Conservative Party | Liberal Democrats | Green Party | Reform UK | A new left-wing political party founded by Jeremy Corbyn and Zarah Sultana |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) | (W) |
| Unweighted base | 2270 | 465 | 407 | 446 | 298 | 412 | 300 | 229 | 277 | 612 | 400 | 799 | 644 | 757 | 735 | 835 | 553 | 1238 | 1389 | 1250 | 1279 | 1214 | 1432 |
| Weighted base | 2270 | 412 | 354 | 381 | 332 | 341 | 340 | 201 | 252 | 636 | 450 | 708 | 629 | 709 | 652 | 887 | 485 | 1348 | 1406 | 1310 | 1370 | 1178 | 1507 |
| Very likely to consider voting for (4) | 199 | 65 | 65 | 63 | 13 | 67 | 16 | 24 | 45 | 49 | 22 | 101 | 58 | 103 | 151 | 58 | 199 | 91 | 137 | 85 | 39 | 135 | - |
| | 9% | 16% | 18% | 17% E | 4% | 20% G | 5% | 12% K | 18% JK | 8% | 5% | 14% MP | 9% P | 15% MP | 23% LMNP | 7% | 41% LMNOP | 7% UW | 10% RTUW | 7% UW | 3% W | 11% RSTUW | - |
| Fairly likely to consider voting for (3) | 286 | 111 | 107 | 111 | 25 | 106 | 31 | 55 | 64 | 67 | 37 | 175 | 105 | 172 | 195 | 114 | 286 | 98 | 175 | 106 | 82 | 163 | - |
| | 13% | 27% | 30% | 29% E | 8% | 31% G | 9% | 27% JK | 25% JK | 11% | 8% | 25% MP | 17% P | 24% MP | 30% LMNP | 13% | 59% LMNOP | 7% UW | 12% RTUW | 8% UW | 6% W | 14% RTUW | - |
| Not very likely to consider voting for (2) | 357 | 65 | 62 | 75 | 42 | 72 | 34 | 33 | 64 | 112 | 46 | 146 | 100 | 139 | 115 | 112 | - | 193 | 250 | 203 | 233 | 230 | 357 |
| | 16% | 16% | 18% | 20% E | 13% | 21% G | 10% | 16% | 25% HJK | 18% K | 10% | 21% MPQ | 16% PQ | 20% MPQ | 18% PQ | 13% Q | - | 14% | 18% RT | 15% | 17% R | 20% RTU | 24% RSTUV |
| Would not consider at all (1) | 1150 | 141 | 103 | 111 | 238 | 79 | 244 | 73 | 67 | 360 | 309 | 228 | 345 | 256 | 149 | 560 | - | 893 | 750 | 851 | 956 | 563 | 1150 |
| | 51% | 34% | 29% | 29% | 72% D | 23% | 72% F | 37% I | 27% | 57% HI | 69% HIJ | 32% OQ | 55% LNOQ | 36% LOQ | 23% Q | 63% LMNOQ | - | 66% SV | 53% V | 65% SV | 70% RSTV | 48% | 76% RSTUV |
| Don't know | 278 | 29 | 18 | 22 | 14 | 17 | 16 | 16 | 13 | 48 | 37 | 58 | 23 | 38 | 42 | 42 | - | 73 | 94 | 65 | 61 | 87 | - |
| | 12% | 7% | 5% | 6% | 4% | 5% | 5% | 8% | 5% | 7% | 8% | 8% MNPQ | 4% Q | 5% Q | 6% MQ | 5% Q | - | 5% W | 7% RTUW | 5% W | 4% W | RTUW | - |
| NET: Very / fairly likely to consider | 485 | 177 | 172 | 174 | 38 | 173 | 46 | 78 | 109 | 116 | 58 | 276 | 163 | 276 | 346 | 173 | 485 | 189 | 312 | 191 | 120 | 298 | - |
| | 21% | 43% | 48% | 46% E | 12% | 51% G | 14% | 39% JK | 43% JK | 18% | 13% | 39% MP | 26% P | 39% MP | 53% LMNP | 19% | 100% LMNOP | 14% UW | 22% RTUW | 15% UW | 9% W | 25% RSTUW | - |
| NET: Would not consider at all / not very likely to | 1507 | 206 | 165 | 186 | 280 | 151 | 278 | 106 | 131 | 472 | 355 | 374 | 444 | 396 | 264 | 672 | - | 1086 | 1000 | 1054 | 1189 | 793 | 1507 |
| | 66% | 50% | 47% | 49% | 84% D | 44% | 82% F | 53% | 52% | 74% HI | 79% HI | 53% OQ | 71% LNOQ | 56% OQ | 41% Q | 76% LMNOQ | - | 81% SV | 71% V | 80% SV | 87% RSTV | 67% | 100% RSTUV |
| Mean | 1.77 | 2.26 | 2.40 | 2.35 | 1.41 | 2.50 | 1.44 | 2.16 | 2.36 | 1.67 | 1.45 | 2.23 | 1.80 | 2.18 | 2.57 | 1.61 | 3.41 | 1.52 | 1.77 | 1.54 | 1.39 | 1.88 | 1.24 |
| | | | | E | | G | | JK | JK | K | | MP | P | MP | LMNP | | LMNOP | UW | RTUW | UW | W | RSTUW | |

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