

Table Names	Table Filters
0001 Q1A. Which of the following, if any, do you trust the most when hearing about their views on political issues?	All adults aged 16-75 in GB
0002 Q1B. And from which of the following, if any, would you be most interested in hearing MORE about their views on political issues?	All adults aged 16-75 in GB
0003 Q2. Have you ever paid attention to a celebrity expressing their views in support of a political cause? If not, please say so.	All adults aged 16-75 in GB
0004 Q3. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you also believed in, what impact, if any, did it have on your own views?	All adults who have heard a celebrity express views that they also believe in
0005 Q4. And when that celebrity expressed their views in support of that cause that you also believe in, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?	All adults who have heard a celebrity express views that they also believe in
0006 Q5. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you were opposed to, what impact, if any, did it have on your own views?	All adults who have heard a celebrity express views that they are opposed to
0007 Q6. And when that celebrity expressed their views in support of that cause that you were opposed to, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?	All adults who have heard a celebrity express views that they are opposed to
0008 Q7. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you had no views on, what impact, if any, did it have on your own views?	All adults who have heard a celebrity express views that they had no views on
0009 Q8. And when that celebrity expressed their views in support of that cause that you had no views on, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?	All adults who have heard a celebrity express views that they had no views on
0010 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Summary	All adults aged 16-75 in GB
0011 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Raise awareness about political causes	All adults aged 16-75 in GB
0012 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to donate to charities or campaigning organisations connected to political causes	All adults aged 16-75 in GB
0013 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to write to their MP about a political issue	All adults aged 16-75 in GB
0014 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to protest about a political issue, so long as they do it legally	All adults aged 16-75 in GB
0015 Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to protest about a political issue, even if that means breaking the law (for example, blocking roads without permission, damaging property or businesses, or supporting a banned organisation)	All adults aged 16-75 in GB

Public
Celebrities and Politics
GB 16-75

Q1A. Which of the following, if any, do you trust the most when hearing about their views on political issues?
All adults aged 16-75 in GB

	Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
																									LIBERAL						
	Total (A)	MAN (B)	WOMAN (C)	16-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £49999 (U)	£50000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERV (Z)	DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)
Unweighted base	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340
People in my family/friends	349 32%	162 30%	181 33%	106 30%	130 34%	113 31%	75 29%	96 33%	83 33%	53 14%	14 27%	28 30%	231 32%	118 32%	206 33%	143 30%	124 32%	225 31%	56 30%	95 34%	94 31%	88 34%	50 31%	296 32%	126 40%	55 31%	19 27%	48 33%	27 26%	134 33%	116 34%
Academics	231 21%	143 c	85 15%	82 23%	76 20%	73 20%	47 18%	67 23%	42 17%	47 30%	6 12%	21 23%	153 21%	77 21%	168 P	62 13%	124 32%	106 15%	33 18%	57 20%	60 20%	75 29%	42 26%	184 20%	97 30%	34 19%	16 22%	23 16%	25 24%	110 27%	59 17%
Members of the public	184 17%	97 18%	83 15%	80 22%	67 17%	37 10%	50 19%	45 15%	42 17%	30 20%	7 14%	10 10%	121 17%	63 17%	103 17%	81 17%	71 18%	113 16%	31 17%	53 19%	40 13%	53 20%	46 29%	137 15%	64 20%	25 14%	8 12%	30 21%	11 10%	58 14%	59 17%
Trade unions	137 12%	74 14%	58 11%	57 F	45 12%	34 10%	30 11%	30 10%	28 11%	27 18%	6 11%	16 17%	102 14%	35 9%	81 13%	56 12%	78 20%	59 8%	23 13%	26 9%	43 14%	37 14%	26 16%	110 12%	64 20%	15 8%	9 13%	9 6%	24 23%	68 16%	29 9%
Politicians	119 11%	78 15%	41 7%	61 17%	30 8%	27 8%	26 10%	29 10%	25 10%	19 12%	6 11%	13 13%	85 12%	33 9%	90 14%	29 6%	59 15%	60 8%	19 10%	21 8%	27 9%	47 18%	28 17%	89 10%	42 13%	30 17%	9 13%	14 10%	5 4%	58 14%	28 8%
Business leaders	111 10%	71 13%	39 7%	38 11%	42 11%	31 9%	19 7%	29 10%	22 9%	25 16%	5 9%	11 11%	88 12%	23 6%	84 13%	27 6%	64 17%	46 6%	9 5%	22 8%	36 12%	41 16%	26 16%	82 9%	38 12%	36 20%	7 10%	13 9%	6 6%	54 13%	37 11%
Civil servants	106 10%	72 13%	33 6%	60 17%	36 9%	10 3%	26 10%	21 7%	23 9%	26 16%	3 6%	8 8%	86 12%	20 6%	81 13%	26 5%	76 20%	30 4%	12 7%	17 6%	25 8%	52 20%	37 23%	67 7%	49 15%	16 9%	6 8%	8 6%	8 8%	42 10%	22 7%
People from my work	90 8%	56 10%	35 6%	47 13%	29 7%	15 4%	16 6%	25 9%	23 9%	14 9%	5 10%	8 8%	72 10%	18 5%	60 10%	30 6%	48 13%	42 6%	9 5%	21 8%	20 7%	37 14%	24 15%	67 7%	34 11%	14 8%	6 8%	11 7%	5 5%	31 7%	25 8%
The Royal Family	86 8%	55 10%	30 5%	54 15%	21 5%	11 3%	20 8%	14 5%	22 9%	15 10%	6 12%	9 10%	61 8%	25 7%	56 9%	29 6%	47 12%	38 5%	14 8%	15 5%	17 6%	36 14%	30 19%	51 6%	35 11%	16 9%	6 8%	3 2%	5 5%	33 8%	18 5%
Religious leaders	80 7%	58 11%	22 4%	47 13%	26 7%	8 2%	13 5%	24 8%	11 4%	24 15%	3 6%	5 6%	66 9%	14 4%	57 9%	23 5%	49 13%	31 4%	8 5%	13 5%	19 6%	35 13%	34 21%	44 5%	29 9%	16 9%	5 7%	8 6%	3 3%	33 8%	17 5%
Celebrities	52 5%	36 7%	16 3%	41 11%	10 3%	1 0%	14 5%	16 5%	6 2%	10 7%	1 2%	5 2%	43 6%	9 3%	32 5%	20 4%	27 7%	25 4%	4 2%	13 5%	16 5%	19 5%	16 10%	35 4%	25 8%	5 3%	4 5%	7 5%	3 3%	24 6%	10 3%
Other	29 3%	22 4%	6 1%	8 2%	10 3%	11 3%	5 2%	7 2%	4 1%	7 4%	2 4%	5 6%	17 2%	12 3%	17 3%	12 2%	16 4%	13 2%	6 3%	8 3%	6 2%	7 3%	5 3%	25 3%	5 2%	2 1%	3 4%	6 5%	3 3%	10 3%	7 2%
No one	357 32%	157 29%	197 36%	87 24%	137 36%	133 37%	80 31%	92 32%	101 40%	29 19%	22 41%	33 35%	230 32%	127 34%	172 28%	184 39%	89 23%	267 37%	72 39%	95 34%	103 34%	58 22%	34 21%	319 34%	70 22%	63 35%	27 39%	48 34%	38 37%	127 31%	125 37%
Don't know	56 5%	14 3%	41 7%	17 5%	21 6%	18 5%	20 8%	19 6%	4 2%	11 7%	1 2%	1 1%	35 5%	21 6%	27 4%	30 6%	14 4%	42 6%	10 6%	10 4%	15 5%	13 5%	9 6%	46 5%	13 4%	2 1%	2 3%	3 2%	6 5%	17 4%	4 1%

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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(*)

24-089497-34 - 22nd - 25th August 2025																																		
Public																																		
Celebrities and Politics																																		
GB 16-75																																		
Q18. And from which of the following, if any, would you be most interested in hearing MORE about their views on political issues?																																		
All adults aged 16-75 in GB																																		
		Gender			Age			Region					Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016				
	Total (A)	MAN (B)	WOMAN (C)	16-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £49999 (U)	£50000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERV ATIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)			
Unweighted base	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318			
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340			
Academics	221 20%	119 22%	97 18%	80 23%	72 19%	69 19%	50 19%	61 21%	40 16%	40 16%	9 17% i*	21 22% *	140 19%	81 22%	153 25% P	68 14%	116 30% R	104 15%	32 17%	61 22%	59 20%	56 21%	38 24%	180 19%	81 25%	33 19%	18 26% *	24 17% *	30 29% *	106 26% e	61 18%			
People in my family/friends	207 19%	99 18%	107 19%	76 21%	68 18%	64 18%	47 18%	59 21%	47 19%	34 22% *	10 20% *	10 11% *	132 18%	75 20%	117 19%	89 19%	66 17%	140 20%	35 19%	58 21%	65 22%	44 17%	36 22%	171 18%	58 18%	23 13%	10 14% *	40 28% z*	19 19% *	62 15%	81 24% d			
Members of the public	176 16%	82 15%	89 16%	79 22% EF	58 15%	39 11%	46 18%	47 16%	32 13%	32 20% *	7 13% *	12 13% *	109 15%	66 18%	100 16%	76 16%	72 19%	103 14%	29 16%	47 17%	44 15%	44 17%	49 31% x	124 13%	61 19% a	24 13%	5 7% *	23 16% *	16 16% *	55 13%	62 18%			
Politicians	147 13%	89 17% C	59 11% EF	75 21% EF	40 10%	32 9%	45 17% HK	28 10%	29 12%	30 20% HK*	2 4% *	13 14% *	92 13%	55 15%	94 15%	54 11%	67 18% R	80 11%	20 11%	33 12%	38 13%	48 19% ST	43 27% x	104 20% b	63 17% b	30 15% b	11 6% *	9 2% *	13 12% *	77 19% e	32 10%			
Business leaders	134 12%	82 15% C	50 9%	46 13% F	50 13%	37 10%	26 10%	32 11%	36 14%	23 14% *	8 15% *	9 10% *	98 13%	36 10%	93 15% P	40 8%	74 19% R	60 8%	8 4%	42 15% S	41 14% S	42 16% S	28 17% x	106 11%	48 15%	27 15%	14 20% *	16 11% *	12 11% *	62 15%	42 12%			
Trade unions	116 11%	68 13% C	42 8%	52 15% F	38 10%	25 7%	26 10%	29 10%	24 10%	23 15% *	3 5% *	12 13% *	87 12%	29 8%	77 12% P	39 8%	64 17% R	52 7%	20 11%	22 8%	34 11%	32 12% X	28 17% x	87 9%	46 15% zb	13 7%	7 10% *	8 6% *	18 18% zb*	53 13%	26 8%			
The Royal Family	113 10%	68 13% C	45 8%	69 19% EF	29 7%	16 4%	21 8%	37 13%	21 8%	19 12% *	5 9% *	11 11% *	75 10%	38 10%	74 12%	39 8%	49 13%	65 9%	15 8%	23 8%	31 10%	36 14% STU	34 21% x	78 8%	35 11% c	24 13% c	5 8% *	12 9% *	5 4% *	33 8%	33 10%			
Civil servants	99 9%	61 11% C	35 6%	58 16% EF	32 8% F	8 2%	26 10%	23 8%	20 10%	21 14% *	4 7% *	5 5% N	86 12% N	13 4%	74 12% P	25 5%	64 17% R	35 5%	11 6%	17 8%	24 8%	43 17% STU	34 21% x	61 12% b	38 11% b	20 6% b	4 2% *	3 2% *	11 10% b*	45 11% e	15 4%			
Celebrities	83 8%	53 10% C	30 5%	57 16% EF	19 5%	7 2%	24 9%	23 8%	15 6%	12 8% *	2 4% *	6 6% *	55 8%	28 7%	48 9%	34 7% R	33 9%	49 7%	11 6%	23 8%	17 6%	27 10% X	27 17% x	55 11% z	36 5% z	8 5%	3 4% *	8 6% *	8 8% *	32 8% e	13 4%			
People from my work	79 7%	40 7%	39 7%	38 11% F	30 8% F	11 3%	17 7%	19 6%	15 6%	15 10% *	8 15% *	5 6% *	63 9% N	16 4%	54 9%	25 5%	46 12% R	32 5%	15 8%	17 6%	17 6%	27 10% X	19 12% x	58 6% X	30 9% Y	8 5%	7 10% *	8 6% *	6 6% *	30 7% e	19 5%			
Religious leaders	76 7%	54 10% C	22 4%	41 11% F	28 7% F	7 2%	20 8%	16 6%	16 6%	17 11% L*	4 7% *	2 3% *	56 8%	20 5%	54 9% P	22 5%	53 14% R	22 3%	7 4%	15 5%	16 5%	35 14% STU	28 17% x	46 5% X	27 8%	15 9%	6 8% *	4 3% *	7 6% *	25 6%	19 6%			
Other	19 2%	9 2%	9 2%	8 2%	5 1%	6 2%	5 2%	4 1%	4 2%	3 2% *	- *	3 3% *	15 2%	4 1%	14 2% P	5 1%	13 3% R	6 1%	1 1%	5 2%	6 2%	5 2%	5 3%	14 2%	6 2%	4 2%	* 1% *	4 3% *	1 1% *	4 1% *	9 3%			
No one	384 35%	186 35%	195 36%	79 22% D	153 40% D	151 42% D	93 36% J	90 31% J	108 43% HI	32 21% *	18 34% *	43 46% HU*	258 35%	125 34%	198 32%	186 39% O	107 28%	277 39% Q	72 39%	98 35%	110 37%	78 30%	27 17% W	352 38% W	89 28% Y	70 39% Y	29 41% *	45 31% *	34 33% *	149 36%	126 37%			
Don't know	88 8%	26 5%	59 11% B	29 8%	33 9%	25 7%	28 11% L	25 9% L	16 7%	13 9% L*	5 10% L*	1 1% *	56 8%	32 9%	35 6%	53 11% O	22 6%	66 9% Q	17 9%	16 6%	19 6%	23 9%	10 6%	76 8%	27 8%	10 6%	7 10% *	8 5% *	5 5% *	25 6%	15 5%			

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Public
Celebrities and Politics
GB 16-75

Q2. Have you ever paid attention to a celebrity expressing their views in support of a political cause? If not, please say so.

All adults aged 16-75 in GB

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
		Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	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		1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318	
Weighted base		1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340	
Yes – in support of a political cause that I also believe in																																	
		207 19%	101 19%	100 18%	93 26% EF	68 18%	46 13%	44 17%	43 15%	42 17%	40 26% H*	18 35% GHI*	20 22% *	139 19%	68 18%	134 22% P	73 15%	113 29% R	95 13%	29 16%	48 17%	46 15%	68 26% STU	46 28% X	159 17%	76 24% b	28 15%	20 29% Zb*	12 8% *	30 29% Zb*	98 24% e	42 12%	
Yes – in support of a political cause that I am opposed to																																	
		156 14%	81 15%	71 13%	75 21% EF	54 14% F	27 8%	33 13%	32 11%	38 15%	29 19% *	14 26% GH*	11 11% *	110 15%	45 12%	99 16%	57 12%	71 19% R	85 12%	23 12%	38 13%	42 14%	41 16%	27 17%	127 14%	61 19% z	17 9%	13 18% *	16 11% *	20 20% Z*	68 17% e	35 10%	
Yes – in support of a political cause that I have no views on																																	
		145 13%	71 13%	71 13%	75 21% EF	38 10%	32 9%	22 9%	27 9%	43 17% GH	28 18% GH*	10 20% GH*	15 16% *	88 12%	57 15%	88 14%	57 12%	57 15%	88 12%	24 13%	39 14%	38 13%	33 13%	26 16%	117 13%	51 16% b	19 11%	10 14% b*	6 5% *	21 20% b*	60 15%	32 9%	
No																																	
		665 60%	319 59%	338 61%	146 41%	246 64% D	273 76% DE	165 64%	183 63% JK	154 61%	77 50% *	24 47% *	61 65% *	433 60%	231 62%	367 59%	298 62%	197 52%	467 65% Q	110 59%	184 65%	183 61%	148 57%	71 44%	588 63% W	171 54%	121 68% Y	41 58% *	103 73% Yc*	57 55% *	235 57%	247 73% d	
Don't know																																	
		70 6%	26 5%	44 8%	32 9% F	23 6%	14 4%	18 7%	27 9%	12 5%	8 5% *	2 5% *	2 2% *	51 7%	19 5%	32 5%	38 8%	15 4%	54 8% Q	17 9%	13 5%	21 7%	11 4%	10 6%	59 6%	14 4%	5 3%	3 5% *	8 6% *	5 5% *	20 5%	13 4%	
NET: Yes		366 33%	192 36%	168 31%	179 50% EF	116 30% F	70 20%	76 29%	79 27%	85 34%	70 45% GH*	25 49% GH*	31 33% *	244 33%	122 33%	224 36%	141 30%	170 45% R	195 27%	58 31%	85 30%	97 32%	102 39%	79 49% X	281 30%	134 42% Zb	53 30%	26 37% b*	31 22% *	41 40% b*	157 38% e	80 24%	

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Public
Celebrities and Politics
GB 16-75

Q3. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you also believed in, what impact, if any, did it have on your own views?

All adults who have heard a celebrity express views that they also believe in

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	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	254	137	111	115	88	51	57	48	59	49	16	25	180	74	183	71	190	64	36	49	49	106	58	193	103	32	27	16	35	130	48		
Weighted base	207	101	100	93	68	46	44	43	42	40	18	20	139	68	134	73	113	95	29	48	46	68	46	159	76	28	20	12	30	98	42		
It increased my support for that cause	76	43	33	34	27	16	16	11	13	24	3	9	61	15	58	18	52	24	7	16	15	38	22	54	32	13	8	6	7	40	14		
	37%	42%	33%	37%	39%	33%	37%	26%	32%	60%	15%	44%	44%	22%	43%	25%	46%	26%	23%	34%	32%	55%	49%	34%	42%	48%	39%	49%	23%	41%	34%		
It had no impact on my views about that cause	113	50	57	51	35	27	25	30	25	11	12	10	66	48	66	48	52	62	20	28	25	26	19	92	35	12	11	6	19	48	23		
	55%	50%	57%	55%	52%	58%	56%	70%	59%	28%	68%	51%	47%	70%	49%	65%	46%	65%	70%	59%	54%	38%	41%	58%	47%	42%	57%	51%	64%	49%	55%		
It reduced my support for that cause	7	5	1	2	3	2	2	1	1	2	*	1	2	5	3	4	3	3	-	3	3	1	4	3	2	2	1	-	1	2	2		
	3%	5%	1%	2%	4%	3%	3%	1%	2%	6%	2%	4%	2%	7%	2%	5%	3%	4%	-	5%	6%	2%	9%	2%	2%	8%	4%	-	4%	2%	6%		
It changed my mind and now I oppose that cause	2	1	1	*	1	*	1	-	1	-	-	*	2	-	2	-	2	-	-	-	1	1	1	1	2	*	-	-	-	-	1	1	
	1%	1%	1%	0%	2%	1%	2%	-	1%	-	-	2%	1%	-	2%	-	2%	-	-	-	1%	2%	1%	1%	2%	2%	-	-	-	-	1%	3%	
Other	2	1	1	1	1	-	*	-	1	*	-	-	2	*	2	*	2	-	-	-	*	1	-	2	2	-	-	-	-	-	2	-	
	1%	1%	1%	1%	2%	-	1%	-	3%	1%	-	-	1%	1%	1%	1%	2%	-	-	-	1%	1%	-	1%	3%	-	-	-	-	2%	-		
Don't know	7	-	7	4	1	2	-	1	1	2	3	-	6	1	4	3	1	5	2	1	2	1	-	7	3	-	-	-	3	5	1		
	3%	-	7%	4%	1%	5%	-	2%	2%	5%	15%	-	4%	2%	3%	4%	1%	6%	7%	2%	5%	1%	-	4%	4%	-	-	-	9%	5%	1%		
			B*	*	*	**	*	*	*	*	**	**	*	*	*	*	*	*	**	*	**	*	*	*	*	**	**	**	**	*	**		

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(*)

Public

Celebrities and Politics

GB 16-75

Q4. And when that celebrity expressed their views in support of that cause that you also believe in, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?

All adults who have heard a celebrity express views that they also believe in

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	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	254	137	111	115	88	51	57	48	59	49	16	25	180	74	183	71	190	64	36	49	49	106	58	193	103	32	27	16	35	130	48	
Weighted base	207	101	100	93	68	46	44	43	42	40	18	20	139	68	134	73	113	95	29	48	46	68	46	159	76	28	20	12	30	98	42	
I viewed them more positively	127 61%	65 64%	60 60%	66 71%	41 61%	19 42%	30 67%	26 61%	25 60%	25 62%	8 44%	13 62%	87 62%	40 59%	91 68%	35 48%	86 76%	41 43%	17 58%	28 58%	21 46%	53 77%	31 67%	94 59%	56 74%	15 56%	10 49%	6 53%	16 51%	64 66%	20 47%	
I viewed them more negatively	20 10%	6 6%	13 13%	10 10%	4 5%	7 15%	5 11%	7 16%	2 4%	7 17%	- -	- -	8 6%	12 18%	8 6%	13 17%	3 3%	17 18%	2 6%	3 7%	9 21%	4 5%	3 8%	16 10%	2 2%	8 29%	1 3%	- -	1 4%	1 1%	8 19%	
It made no difference to my views of that celebrity	53 26%	27 27%	23 23%	15 17%	21 32%	16 35%	9 21%	10 23%	13 32%	6 16%	8 47%	6 27%	38 28%	15 22%	33 25%	20 27%	22 20%	31 33%	8 27%	14 29%	14 30%	12 18%	12 25%	42 26%	18 24%	4 14%	8 40%	4 33%	11 35%	28 29%	14 34%	
Don't know	7 4%	2 2%	5 5%	2 2%	2 3%	4 8%	- -	- -	1 3%	2 5%	2 9%	2 11%	6 4%	1 2%	2 2%	5 7%	1 1%	6 7%	2 9%	3 7%	2 4%	- -	- -	7 5%	- -	- -	1 7%	2 14%	3 10%	5 5%	- -	

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(*)

Public
Celebrities and Politics
GB 16-75

Q5. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you were opposed to, what impact, if any, did it have on your own views?

All adults who have heard a celebrity express views that they are opposed to

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	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	176	97	75	80	66	30	40	32	41	38	12	13	130	46	119	57	119	57	24	38	40	63	30	144	70	23	17	15	22	79	44		
Weighted base	156	81	71	75	54	27	33	32	38	29	14	11	110	45	99	57	71	85	23	38	42	41	27	127	61	17	13	16	20	68	35		
It increased my opposition to that cause	36	21	13	16	16	4	10	3	11	10	1	1	23	13	24	12	19	17	4	10	8	11	8	27	18	4	4	2	4	15	7		
	23%	26%	18%	21%	30%	14%	29%	9%	31%	34%	8%	9%	21%	28%	24%	22%	27%	20%	17%	26%	20%	28%	29%	22%	30%	21%	28%	10%	17%	21%	20%		
It had no impact on my views about that cause	94	45	47	46	26	22	15	25	22	13	12	7	67	27	61	32	37	57	12	23	27	22	13	81	33	10	8	11	15	46	20		
	60%	56%	66%	62%	48%	79%	45%	78%	58%	44%	92%	68%	61%	58%	62%	57%	52%	67%	54%	61%	64%	55%	47%	64%	53%	57%	66%	70%	75%	67%	57%		
It reduced my opposition to that cause	14	10	4	8	5	*	6	2	1	4	-	1	13	1	7	8	11	3	5	2	3	4	7	7	5	2	1	3	1	3	5		
	9%	13%	5%	11%	10%	2%	19%	8%	2%	13%	-	11%	12%	2%	7%	13%	16%	4%	22%	6%	7%	9%	24%	5%	8%	13%	6%	20%	3%	4%	16%		
It changed my mind and now I support that cause	5	3	3	1	3	1	2	-	3	-	-	-	3	2	2	3	1	4	2	1	2	1	-	5	2	1	-	-	-	2	1		
	3%	3%	4%	2%	5%	5%	7%	-	7%	-	-	-	3%	5%	2%	6%	2%	5%	7%	3%	4%	2%	-	4%	3%	9%	-	-	-	3%	4%		
Other	1	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	1	-	-	-	1	1	-	1	1	-	-	-	-	-	1		
	1%	2%	-	-	2%	-	-	-	-	3%	-	5%	1%	-	1%	-	2%	-	-	-	1%	2%	-	1%	2%	-	-	-	-	-	4%		
Don't know	5	1	5	3	3	-	-	2	1	2	-	1	3	3	4	1	1	5	-	2	2	2	-	5	2	-	-	-	1	3	-		
	3%	1%	6%	4%	5%	-	-	5%	3%	6%	-	7%	2%	6%	4%	2%	1%	5%	-	5%	4%	4%	-	4%	3%	-	-	-	-	4%	-		

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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(*)

Public
Celebrities and Politics
GB 16-75

Q6. And when that celebrity expressed their views in support of that cause that you were opposed to, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?

All adults who have heard a celebrity express views that they are opposed to

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	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	176	97	75	80	66	30	40	32	41	38	12	13	130	46	119	57	119	57	24	38	40	63	30	144	70	23	17	15	22	79	44		
Weighted base	156	81	71	75	54	27	33	32	38	29	14	11	110	45	99	57	71	85	23	38	42	41	27	127	61	17	13	16	20	68	35		
I viewed them more negatively	90 58%	46 56% *	42 59% *	41 55% *	32 60% *	18 64% **	18 54% **	20 64% **	25 67% *	13 45% **	8 59% **	6 58% **	63 57% *	28 61% *	60 61% *	30 53% *	37 53% *	53 62% *	17 72% **	19 51% **	25 60% **	19 48% *	14 50% **	76 60% *	34 55% *	7 41% **	6 47% **	10 62% **	15 75% **	40 59% *	18 51% *		
I viewed them more positively	27 17%	16 20% *	11 15% *	17 22% *	8 14% *	3 10% **	6 17% **	6 20% **	7 18% *	6 21% **	1 4% **	2 19% **	20 18% *	7 16% *	16 16% *	11 20% *	15 21% *	12 14% *	3 11% **	6 17% **	9 22% **	9 22% *	6 22% **	20 16% *	9 15% *	4 25% **	2 18% **	4 26% **	3 16% **	13 19% *	6 17% *		
It made no difference to my views of that celebrity	37 24% *	19 23% *	18 25% *	17 23% *	14 25% *	7 24% **	9 26% **	5 16% **	6 16% *	10 35% **	5 37% **	2 23% **	27 24% *	11 23% *	22 23% *	15 27% *	18 25% *	20 23% *	4 16% **	12 32% **	8 18% **	12 29% *	7 27% **	30 24% *	18 29% *	6 34% **	4 31% **	2 12% **	2 10% **	14 21% *	11 32% *		
Don't know	1 1%	* 1% *	* 1% *	- - *	* 1% *	* 2% **	1 3% **	- - **	- - *	- - **	- - **	- - **	1 1% *	- - *	1 1% *	- - *	1 1% *	- - *	- - **	- - **	- - **	* 1% *	- - **	1 1% *	* 1% *	- - **	* 4% **	- - **	- - **	1 1% *	- - *		

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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(*)

Q7. And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you had no views on, what impact, if any, did it have on your own views?

All adults who have heard a celebrity express views that they had no views on

	Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024						Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2DE	GRADUAT ES	NON GRADUAT ES	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	DEMOCRA TS	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	152	78	71	79	42	31	26	28	43	31	9	15	100	52	101	51	97	55	23	34	35	49	30	121	54	21	12	8	23	67	34	
Weighted base	145	71	71	75	38	32	22	27	43	28	10	15	88	57	88	57	57	88	24	39	38	33	26	117	51	19	10	6	21	60	32	
It made me support that cause	17	6	11	11	3	2	2	2	7	2	2	1	9	7	10	6	8	8	2	6	2	7	4	13	5	2	2	2	1	7	2	
	11%	8%	15%	15%	9%	5%	11%	7%	17%	7%	19%	7%	10%	13%	12%	11%	15%	9%	7%	15%	4%	22%	14%	11%	10%	11%	23%	26%	2%	12%	8%	
It had no impact on my views about that cause	100	44	54	50	23	27	18	17	28	17	8	12	58	42	65	36	41	59	15	29	26	21	17	83	40	14	8	3	13	41	22	
	69%	62%	75%	68%	62%	82%	79%	64%	66%	61%	81%	81%	66%	74%	74%	62%	72%	67%	63%	73%	68%	63%	66%	71%	78%	72%	77%	40%	64%	68%	68%	
It made me oppose that cause	14	11	4	10	5	-	1	6	4	3	-	1	9	5	7	7	4	11	4	4	5	1	5	10	2	3	-	2	4	3	6	
	10%	15%	5%	13%	12%	-	3%	23%	10%	11%	-	4%	11%	8%	8%	12%	6%	12%	17%	9%	13%	4%	17%	8%	4%	17%	-	34%	19%	4%	19%	
Other	3	3	1	3	1	-	-	-	3	-	-	1	3	-	1	2	1	2	-	-	1	3	-	1	1	-	-	-	-	1	1	
	2%	4%	1%	3%	1%	-	-	-	6%	-	-	4%	4%	-	1%	3%	2%	2%	-	-	1%	8%	-	1%	2%	-	-	-	-	1%	2%	
Don't know	10	8	3	1	6	4	2	2	1	6	-	1	8	2	4	6	3	8	3	1	5	1	1	10	3	-	-	-	3	9	1	
	7%	11%	4%	1%	16%	13%	7%	6%	1%	22%	-	5%	9%	4%	5%	11%	5%	9%	13%	3%	12%	4%	2%	9%	7%	-	-	-	14%	15%	3%	
		*	*	*	**	**	**	**	*	**	**	**	*	*	*	*	*	*	**	**	**	*	**	*	*	**	**	**	**	*	**	

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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(*)

Q8. And when that celebrity expressed their views in support of that cause that you had no views on, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?

All adults who have heard a celebrity express views that they had no views on

		Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	WORKING	NOT WORKING	ABC1	C2E	GRADUAT	NON GRADUAT	UP TO £19999	£20000 - £34999	£35000 - £54999	£55000+	ETHNIC MINORITY GROUPS	WHITE ETHNIC GROUP	LABOUR	CONSERVA TIVE	LIBERAL DEMOCRA TS	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	152	78	71	79	42	31	26	28	43	31	9	15	100	52	101	51	97	55	23	34	35	49	30	121	54	21	12	8	23	67	34	
Weighted base	145	71	71	75	38	32	22	27	43	28	10	15	88	57	88	57	57	88	24	39	38	33	26	117	51	19	10	6	21	60	32	
I viewed them more positively	30	12	18	16	8	7	6	2	9	5	4	3	19	11	19	11	11	20	9	7	6	8	8	23	13	6	2	1	2	17	5	
	21%	18%	25%	22%	20%	21%	29%	8%	22%	19%	37%	21%	22%	20%	22%	20%	19%	22%	40%	17%	15%	25%	29%	19%	25%	30%	23%	19%	10%	28%	15%	
I viewed them more negatively	21	12	9	11	7	3	1	4	8	5	*	3	12	9	11	10	7	14	4	4	8	4	5	16	6	5	1	2	3	5	7	
	15%	17%	13%	15%	19%	9%	4%	14%	20%	18%	4%	19%	14%	16%	13%	18%	13%	16%	17%	11%	22%	12%	20%	14%	12%	26%	13%	34%	14%	8%	22%	
It made no difference to my views of that celebrity	81	37	41	42	18	21	13	19	21	14	6	8	49	33	53	28	35	46	9	26	19	18	13	69	29	8	6	3	14	31	20	
	56%	53%	58%	57%	48%	64%	61%	71%	48%	51%	59%	52%	55%	57%	60%	50%	62%	52%	40%	65%	49%	55%	49%	59%	57%	41%	64%	47%	69%	52%	63%	
Don't know	12	9	3	5	5	2	2	2	4	3	-	1	8	4	5	7	3	9	1	3	5	3	1	9	3	1	-	-	1	7	*	
	8%	13%	4%	7%	12%	7%	7%	6%	10%	11%	-	9%	9%	7%	5%	13%	6%	10%	3%	7%	13%	8%	2%	8%	6%	3%	-	-	7%	12%	1%	

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(*)

24-089497-34 - 22nd - 25th August 2025					
Public					
Celebrities and Politics					
GB 16-75					
Q9. Do you think it is acceptable or unacceptable for celebrities to... - Summary					
All adults aged 16-75 in GB					
Q9. Do you think it is acceptable or unacceptable for celebrities to...					
	Encourage people to donate to charities or campaign/raise awareness about political causes	Encourage people to write to their MP about a political issue	Encourage people to protest about a political issue, even if that means breaking the law for example, blocking roads without permission, damaging property or businesses or supporting a banned organisation	Encourage people to protest about a political issue, even if that means breaking the law for example, blocking roads without permission, damaging property or businesses or supporting a banned organisation	
	(A)	(B)	(C)	(D)	(E)
Unweighted base	1100	1100	1100	1100	1100
Weighted base	1100	1100	1100	1100	1100
Completely acceptable (2)	263 24% NOK	193 18% £	316 29% ABDE	217 20% £	98 9% £
Fairly acceptable (1)	339 31% £	307 28% £	310 28% £	305 28% £	147 13% £
Neither acceptable nor unacceptable (0)	239 22% £	229 21% £	228 21% £	250 23% £	211 19% £
Fairly unacceptable (-1)	83 8% AC	148 13% AC	79 7% AC	131 12% ABCD	185 17% ABCD
Completely unacceptable (-2)	105 10% C	151 14% AC	87 8% AC	128 12% ABCD	389 35% ABCD
Don't know	56 5% £	60 5% £	64 6% £	58 5% £	57 5% £
Prefer not to say	13 1% £	13 1% £	16 1% £	12 1% £	13 1% £
NET: Acceptable	602 55% NOK	500 45% £	626 57% ABDE	522 47% £	246 22% £
NET: Unacceptable	188 17% £	299 27% ACD	165 15% £	259 24% AC	573 52% ABCD
Mean	0.56 NOK	0.24 £	0.68 ABDE	0.34 BC	-0.60

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

Column headers (2N): A/B/C/D/E Minimum Base: 302** (Small Base: 302**)

Column headers (2N): A/B/C/D/E Minimum Base: 302** (Small Base: 302**)

24-089497-34 - 22nd - 25th August 2025

Public

Celebrities and Politics

GB 16-75

Q9. Do you think it is acceptable or unacceptable for celebrities to... - Raise awareness about political causes

All adults aged 16-75 in GB

	Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	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	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	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340
Completely acceptable (2)	263 24%	129 24%	129 23%	122 34% EF	95 25% F	46 13%	65 25%	58 20%	62 25%	41 27% *	12 23% *	25 27% *	169 23%	94 25%	165 26%	98 21%	121 32% R	142 20%	46 25%	57 20%	68 23%	68 26%	54 34% X	207 22%	99 31% Zb	29 16%	16 23% b*	15 10% *	40 38% Zab*	115 28% e	53 16%
Fairly acceptable (1)	339 31%	178 33%	156 28%	108 30%	115 30%	116 32%	72 28%	89 31%	75 30%	47 30%	19 36%	37 39% *	228 31%	111 30%	210 34%	129 27%	132 35%	207 29%	49 26%	98 35%	90 30%	87 33%	42 27%	293 32%	125 39% b	54 30%	23 33% *	39 27% *	35 34% *	157 38% e	94 28%
Neither acceptable nor unacceptable (0)	239 22%	101 19%	136 25% B	62 17% B	81 21% D	96 27% D	57 22%	70 24%	56 22%	31 20% *	9 17% *	17 18% *	157 22%	82 22%	119 19%	121 25% O	72 19%	168 23%	45 24%	60 21%	71 24%	49 19%	39 24%	198 21%	55 17% Zb	44 25%	19 28% *	26 18% *	20 20% *	80 19% e	79 23%
Fairly unacceptable (-1)	83 8%	47 9%	36 6%	19 5%	27 7% D	37 10% D	17 7%	19 7%	28 11%	10 7% *	3 6% *	6 6% *	56 8%	27 7%	41 7%	42 9%	21 6%	62 9%	13 7%	22 8%	26 9%	19 7%	7 4%	74 8%	13 4%	21 12% Yc	9 13% Yc*	22 16% Yc*	3 3% *	28 7% e	39 12%
Completely unacceptable (-2)	105 10%	55 10%	49 9%	18 5%	42 11% D	45 13% D	26 10%	36 12%	21 9%	9 6% *	5 10% *	7 8% *	71 10%	34 9%	52 8%	53 11%	22 6%	83 12% Q	19 10%	29 10%	27 9%	27 10%	4 3%	100 11% W	19 6% Zab	20 11% ac	* 1% *	36 25% YZac*	3 3% *	20 5% e	62 18% d
Don't know	56 5%	22 4%	35 6%	23 6%	22 6%	12 3%	20 8% I	10 4%	8 3%	14 9% IL*	3 6% *	1 1% *	38 5%	19 5%	30 5%	27 6%	11 3%	45 6% Q	11 6%	15 5%	13 4%	6 2%	11 7%	45 5%	5 2%	8 5%	1 1% *	4 3% *	2 1% *	9 2% e	11 3%
Prefer not to say	13 1%	5 1%	8 1%	6 2%	3 1%	5 1%	3 1%	6 2%	1 0%	2 1% *	1 3% *	1 1% *	8 1%	6 1%	7 1%	7 1%	3 1%	10 1%	3 2%	1 0%	3 1%	4 2%	2 1%	10 1%	1 0%	2 1%	2 3% *	1 1% *	1 1% *	2 1% e	1 0%

NET: Acceptable	602 55%	307 57%	285 52%	230 64% EF	210 55% F	162 45%	137 53%	148 51%	137 55%	89 57% *	31 59% *	62 66% H*	398 55%	204 55%	375 60% P	228 48%	253 66% R	349 49%	95 51%	155 55%	158 53%	155 60%	97 60%	500 54%	224 70% Zab	83 47%	39 55% b*	54 38% *	74 72% Zab*	272 66% e	147 43%
NET: Unacceptable	188 17%	102 19%	85 15%	37 10%	69 18% D	82 23% D	43 17%	55 19%	49 20%	20 13% *	8 16% *	13 14% *	127 17%	61 16%	94 15%	95 20%	43 11%	145 20% Q	32 17%	50 18%	53 18%	45 17%	11 7%	175 19% W	33 10%	41 23% Yc	9 13% *	58 41% YZac*	6 6% *	48 12% e	101 30% d

Mean	0.56	0.55	0.55	0.90 EF	0.54 F	0.24	0.56	0.42	0.53	0.72 *	0.61 *	0.73 *	0.54	0.58	0.67 P	0.40	0.84 R	0.40	0.53	0.50	0.52	0.61	0.92 X	0.49	0.87 Zb	0.30 b	0.66 b*	-0.18 *	1.04 Zab*	0.80 e	0.12
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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(*)

24-089497-34 - 22nd - 25th August 2025

Public

Celebrities and Politics

GB 16-75

Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to donate to charities or campaigning organisations connected to political causes

All adults aged 16-75 in GB

	Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	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	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	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340
Completely acceptable (2)	193	102	86	106	67	21	47	40	43	35	10	18	132	61	128	65	103	90	30	48	38	64	49	144	75	28	15	11	24	91	34
	18%	19%	16%	30% EF	17% F	6%	18%	14%	17%	23% *	19% *	19% *	18%	16%	21% P	14%	27% R	13%	16%	17%	13%	25% U	31% X	16%	24% b	16%	21% b*	7% *	23% b*	22% e	10%
Fairly acceptable (1)	307	164	140	118	102	87	79	68	68	47	16	29	209	98	185	122	120	187	58	63	92	72	43	258	103	50	18	27	42	127	90
	28%	31%	25%	33% F	26%	24%	30%	24%	27%	31% *	30% *	31% *	29%	26%	30%	26%	31%	26%	32%	22%	31%	28%	27%	28%	33% b	28%	25% *	19% *	41% b*	31%	26%
Neither acceptable nor unacceptable (0)	229	106	122	53	90	86	54	59	56	34	6	20	148	81	121	108	73	155	45	65	68	40	33	190	58	34	20	26	21	92	60
	21%	20%	22%	15% D	23% D	24% D	21%	21%	22%	22% *	12% *	21% *	20%	22%	19%	23%	19%	22%	24% V	23% V	23%	15%	21%	21%	18%	19%	29% *	18% *	20% *	22%	18%
Fairly unacceptable (-1)	148	69	75	33	45	70	27	51	38	9	7	15	95	52	79	68	38	110	19	40	38	42	11	137	37	23	12	28	9	53	57
	13%	13%	14%	9%	12% DE	19% DE	10%	18% GI	15% J	6% *	13% *	16% J*	13%	14%	13%	14%	10%	15% Q	10%	14%	13%	16%	7%	15% W	12%	13%	17% *	20% c*	9% *	13%	17%
Completely unacceptable (-2)	151	71	79	20	58	74	36	47	36	16	9	8	96	56	72	80	29	122	24	51	40	27	10	141	35	36	3	42	6	36	85
	14%	13%	14%	5% D	15% D	21% D	14%	16%	14%	10% *	18% *	9% *	13%	15%	11%	17% O	8%	17% Q	13%	18% V	13%	10%	6%	15% W	11%	20% Yac	4% *	29% Yac*	5% *	9% *	25% d
Don't know	60	20	40	25	20	15	16	19	6	12	3	3	40	19	32	28	16	44	6	13	19	13	13	46	9	6	2	5	1	12	9
	5%	4%	7% B	7%	5%	4%	6%	7%	2%	8% J*	6% *	4% *	6%	5%	5%	6%	4%	6%	3%	5%	6%	5%	8%	5%	3%	3%	2% *	4% *	1% *	3%	3%
Prefer not to say	13	6	7	3	4	5	1	4	4	2	1	1	8	5	7	5	4	9	4	1	4	2	1	12	2	2	1	3	1	1	5
	1%	1%	1%	1%	1%	2%	0%	1%	1%	1% *	3% *	1% *	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	1% *	2% *	1% *	0%	1%

NET: Acceptable	500	266	226	224	169	108	126	109	111	83	25	47	341	159	312	188	223	278	88	111	130	136	92	402	179	78	33	38	66	218	124
	45%	50% C	41%	63% EF	44% F	30%	48% H	38%	44%	53% H*	49% *	50% *	47%	43%	50% P	39%	58% R	39%	47%	39%	43%	52% T	58% X	43%	56% Zb	43% b	46% b*	27% *	64% Zab*	53% e	37%
NET: Unacceptable	299	139	154	53	102	144	63	98	74	25	16	23	191	108	151	148	67	232	43	91	79	69	20	278	72	59	15	70	14	89	142
	27%	26%	28%	15%	27% D	40% DE	24%	34% GI	30% J	16% *	31% J*	24% *	26%	29%	24%	31% O	18%	32% Q	23%	32%	26%	26%	13%	30% W	23% Yc	33% Yc	21% *	49% Y2ac*	14% *	22%	42% d

Mean	0.24	0.31	0.16	0.78 EF	0.21 F	-0.26	0.31 H	0.02	0.18	0.54 H1*	0.20 *	0.38 *	0.27	0.16	0.37 P	0.06	0.63 R	0.02	0.29	0.06	0.18	0.43 T	0.76 X	0.15	0.48 Zb	0.06 b	0.43 b*	-0.47 *	0.70 Zb*	0.46 e	-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/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(*)

24-089497-34 - 22nd - 25th August 2025

Public

Celebrities and Politics

GB 16-75

Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to write to their MP about a political issue

All adults aged 16-75 in GB

		Gender					Age							Region							Working Status		Social Grade		Education		Income				Ethnicity			Election 2024					Referendum 2016	
	Total (A)	MAN (B)	WOMAN (C)	16-34 (D)	35-54 (E)	55-75 (F)	NORTH (G)	MIDLANDS (H)	SOUTH (I)	LONDON (J)	WALES (K)	SCOTLAND (L)	WORKING (M)	NOT WORKING (N)	ABC1 (O)	C2DE (P)	GRADUAT ES (Q)	NON GRADUAT ES (R)	UP TO £19999 (S)	£20000 - £34999 (T)	£35000 - £54999 (U)	£55000+ (V)	ETHNIC MINORITY GROUPS (W)	WHITE ETHNIC GROUP (X)	LABOUR (Y)	CONSERV ATIVE (Z)	LIBERAL DEMOCRA TS (a)	REFORM UK (b)	OTHER (c)	REMAIN (d)	LEAVE (e)									
Unweighted base	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318									
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340									
Completely acceptable (2)	316	166	145	104	126	85	85	80	71	43	10	27	198	118	191	125	130	186	54	75	83	79	49	263	126	32	22	28	43	144	79									
	29%	31%	26%	29%	33% F	24%	33%	28%	28%	28% *	20% *	29% *	27%	32%	31%	26%	34% R	26%	29%	27%	28%	30%	31%	28%	40% 2b	18%	31% 2*	20% *	41% 2b*	35% e	23%									
Fairly acceptable (1)	310	160	144	111	93	105	66	74	78	40	19	33	201	108	183	127	125	184	43	93	77	82	42	265	97	61	21	35	34	117	99									
	28%	30%	26%	31%	24%	29%	25%	26%	31%	26% *	37% *	35% *	28%	29%	29%	27%	33% R	26%	23%	33%	26%	32%	26%	29%	30%	34%	30% *	25% *	33% *	28%	29%									
Neither acceptable nor unacceptable (0)	228	98	129	69	80	79	57	61	54	29	6	21	157	72	124	104	59	169	46	61	68	39	40	185	55	38	18	25	18	88	67									
	21%	18%	24%	19%	21%	22%	22%	21%	22%	19% *	12% *	23% *	22%	19%	20%	22%	15% Q	24% Q	25% V	22%	23% V	15%	25%	20%	17%	21%	26% *	18% *	17% *	21%	20%									
Fairly unacceptable (-1)	79	30	47	15	28	36	14	29	18	12	2	3	58	20	39	39	25	54	13	16	27	19	4	75	15	23	5	19	3	28	34									
	7%	6%	9%	4%	7% D	10% D	6%	10%	7%	7% *	4% *	4% *	8%	5%	6%	8%	6% Q	8%	7%	6%	9%	7%	2% W	8% W	5% c	13% Yc	8% *	13% Yc*	3% *	7%	10%									
Completely unacceptable (-2)	87	53	34	18	30	39	16	21	22	15	8	5	59	28	41	45	19	67	12	22	25	25	5	80	15	19	*	25	-	22	45									
	8%	10%	6%	5%	8% D	11% D	6%	7%	9%	10% *	16% G*	5% *	8%	7%	7%	10%	5% Q	9% Q	6%	8%	8%	9%	3%	9% W	5% c	11% Yac	11% *	18% *	1% Yac*	-	5%	13% d								
Don't know	64	23	40	33	24	7	19	19	7	12	4	2	47	17	36	28	20	44	12	14	17	13	16	47	9	5	2	8	3	11	12									
	6%	4%	7%	F	6% F	2%	7%	7%	3%	8% *	8% *	3% *	6%	5%	6%	6%	5% Q	6%	7%	5%	6%	5%	10% X	5% X	3%	3%	3% *	6% *	3% *	3%	4%									
Prefer not to say	16	6	10	6	4	7	3	4	1	4	1	2	8	9	9	8	4	12	6	1	4	3	4	13	2	-	1	1	2	1	2									
	1%	1%	2%	2%	1%	2%	1%	2%	0%	3% *	3% *	2% *	1%	2%	1%	2%	1% R	2%	3% T	0%	1%	1%	2% X	1% X	1% 2b	-	1% *	1% *	2% *	0%	1%									
NET: Acceptable	626	326	289	216	219	190	151	154	149	84	29	59	399	226	373	252	255	370	97	167	160	161	91	528	223	93	43	64	77	261	179									
	57%	61% C	53%	60%	57%	53%	58%	53%	59%	54% *	57% *	63% *	55%	61%	60%	53%	67% R	52%	52%	60%	53%	62%	57%	57%	70% 2b	52%	61% *	45% *	74% 2b*	63% e	53%									
NET: Unacceptable	165	84	81	33	58	74	30	51	39	26	11	8	117	48	81	85	44	121	25	38	52	44	9	155	29	42	6	44	3	50	79									
	15%	16%	15%	9%	15% D	21% D	12%	18%	16%	17% *	20% *	9% *	16%	13%	13%	18%	12% Q	17% Q	13%	13%	17%	17%	5% W	17% W	9%	24% Yac	8% *	31% Yac*	3% *	12%	23% d									
Mean	0.68	0.70	0.64	0.84 F	0.72 F	0.47	0.80	0.61	0.66	0.61 *	0.45 *	0.82 *	0.62	0.78	0.76 P	0.56	0.90 R	0.56	0.69	0.69	0.59	0.70	0.90 X	0.64	0.99 2b	0.37	0.87 2b*	0.16 *	1.18 2ab*	0.83 e	0.41									

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20522 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(*)

24-089497-34 - 22nd - 25th August 2025

Public

Celebrities and Politics

GB 16-75

Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to protest about a political issue, so long as they do it legally

All adults aged 16-75 in GB

		Gender			Age			Region					Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	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	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	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340
Completely acceptable (2)	217	114	97	94	80	43	60	48	49	32	11	16	145	71	125	92	107	109	42	49	47	61	44	168	79	34	16	12	29	96	43
	20%	21%	18%	26% F	21% F	12%	23%	17%	20%	20% *	12% *	17% *	20%	19%	20%	19%	28% R	15%	23%	17%	16%	23% U	28% X	18%	25% b	19% b	23% b*	9% *	28% b*	23% e	13%
Fairly acceptable (1)	305	164	138	109	99	97	54	82	78	47	15	29	200	105	199	106	123	182	38	86	83	82	52	251	106	41	24	31	39	136	79
	28%	31%	25%	31%	26%	27%	21%	28%	31% G	30% *	29% *	30% *	27%	28%	32% P	22%	32% R	25%	20%	31% S	28%	32% S	32%	27%	33% Zb	23%	34% *	22% *	38% Zb*	33% e	23%
Neither acceptable nor unacceptable (0)	250	110	136	72	91	87	61	65	52	36	9	27	166	83	134	116	74	175	47	60	75	51	36	211	66	48	16	29	21	100	79
	23%	21%	25%	20%	24%	24%	23%	23%	21%	23% *	18% *	28% *	23%	22%	22%	24%	19%	24%	25%	21%	25%	19%	23%	23%	21%	27%	22% *	20% *	20% *	24%	23%
Fairly unacceptable (-1)	131	59	71	31	46	54	34	34	31	14	3	15	94	37	68	62	34	97	22	36	36	34	10	119	40	25	6	26	5	40	54
	12%	11%	13%	9%	12%	15% D	13%	12%	12%	9% *	5% *	16% *	13%	10%	11%	13%	9%	14% Q	12%	13%	12%	13%	6%	13% W	13% c	14% c	8% *	18% c*	5% *	10%	16% d
Completely unacceptable (-2)	128	68	58	25	40	63	31	42	28	14	8	5	77	51	63	65	29	99	20	36	42	21	7	121	18	24	3	40	6	25	72
	12%	13%	11%	7%	10%	18% DE	12%	14% L	11%	9% *	16% *	5% *	11%	14%	10%	14%	8%	14% Q	11%	13%	14%	8%	4%	13% W	6% Va	13% Va	4% *	28% Y2ac*	6% *	6% *	21% d
Don't know	58	18	40	24	23	10	19	13	10	10	4	2	40	18	29	29	13	45	13	13	15	11	10	47	9	5	5	3	2	11	12
	5%	3%	7% B	7% F	6%	3%	7%	4%	4%	6% *	8% *	2% *	6%	5%	5%	6%	3%	6% Q	7%	5%	5%	4%	6%	5%	3%	3%	8% *	2% *	2% *	3%	3%
Prefer not to say	12	3	9	2	7	3	1	5	1	2	1	1	5	7	5	7	3	9	4	2	3	2	1	11	1	3	1	1	1	4	1
	1%	1%	2%	1%	2%	1%	0%	2%	1%	1% *	3% *	1% *	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1% *	1% *	1% *	1%	0%

NET: Acceptable	522 47%	279 52% C	235 43%	203 57% EF	179 47%	140 39%	114 44%	130 45%	128 51%	79 51% *	26 51% *	45 48% *	345 47%	177 47%	324 52% P	198 42%	230 60% R	292 41%	80 43%	135 48%	129 43%	143 55% SU	96 60% X	418 45%	184 58% Zb	75 42%	40 57% b*	44 31% *	69 67% Zb*	232 56% e	122 36%
NET: Unacceptable	259 24%	126 24%	129 23%	56 16%	85 22%	117 33% DE	65 25%	76 26%	59 24%	28 18% *	11 21% *	19 21% *	170 23%	88 24%	132 21%	127 27%	62 16%	196 27% Q	42 23%	72 26%	77 26%	55 21%	16 10%	240 26% W	58 18%	49 27% Yac	8 12% *	66 46% Y2ac*	11 10% *	65 16%	126 37% d

Mean	0.34	0.39	0.29	0.65 EF	0.38 F	0.01	0.33	0.22	0.37	0.48 *	0.40 *	0.40 *	0.36	0.31	0.43 P	0.22	0.67 R	0.16	0.36	0.28	0.20	0.51 U	0.79 X	0.26	0.61 Zb	0.21 b	0.71 Zb*	-0.36 *	0.81 Zb*	0.60 e	-0.10
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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(*)

24-089497-34 - 22nd - 25th August 2025

Public

Celebrities and Politics

GB 16-75

Q9. Do you think it is acceptable or unacceptable for celebrities to... - Encourage people to protest about a political issue, even if that means breaking the law (for example, blocking roads without permission, damaging property or businesses, or supporting a banned organisation)

All adults aged 16-75 in GB

	Gender			Age			Region						Working Status		Social Grade		Education		Income				Ethnicity		Election 2024					Referendum 2016	
	Total	MAN	WOMAN	16-34	35-54	55-75	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	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	1100	546	540	357	398	345	263	285	249	155	53	95	741	359	692	408	628	472	179	259	278	311	182	906	338	178	80	125	116	443	318
Weighted base	1100	537	549	357	385	358	260	289	250	156	52	94	728	372	623	477	383	717	186	281	300	261	160	928	318	179	70	142	103	412	340
Completely acceptable (2)	98	69	27	59	25	15	41	18	16	14	3	6	76	23	59	39	50	48	17	20	29	27	25	72	43	9	4	9	13	42	23
	9%	13% C	5%	16% EF	7%	4%	16% HI	6%	6%	9%	6%	6%	10%	6%	9%	8%	13% R	7%	9%	7%	10%	10%	16% X	8%	14% Z	5%	6% *	6% *	13% Z*	10%	7%
Fairly acceptable (1)	147	86	58	66	49	32	24	34	29	34	9	17	107	41	89	58	57	90	25	27	46	42	29	115	37	28	8	19	19	68	31
	13%	16% C	11%	18%	13%	9%	9%	12%	12%	22% GH*	17% *	18% G*	15%	11%	14%	12%	15%	13%	14%	10%	15%	16%	18%	12%	12%	15%	12% *	14% *	18% *	16% e	9%
Neither acceptable nor unacceptable (0)	211	97	111	67	78	67	48	53	54	30	8	19	139	73	115	96	67	144	43	48	61	43	42	164	60	26	14	20	20	82	52
	19%	18%	20%	19%	20%	19%	18%	18%	21%	19% *	15% *	20% *	19%	19%	19%	20%	18%	20%	23%	17%	20%	16%	26% X	18%	19%	15%	20% *	20% *	20% *	20%	15%
Fairly unacceptable (-1)	185	95	88	51	70	64	42	54	45	23	7	13	119	65	105	80	75	110	22	59	50	47	14	169	59	28	12	23	20	75	57
	17%	18%	16%	14%	18%	18%	16%	19%	18%	15% *	14% *	14% *	16%	18%	17%	17%	20%	15%	12%	21% S	17%	18%	9%	18% W	19%	15%	17% *	16% *	20% *	18%	17%
Completely unacceptable (-2)	389	166	219	91	132	166	85	113	95	41	19	35	247	142	219	170	115	274	62	113	99	89	38	350	104	81	29	66	26	128	167
	35%	31%	40% B	25%	34% D	47% DE	33%	39% J	38%	27% *	37% *	37% *	34%	38%	35%	36%	30%	38% Q	33%	40%	33%	34%	24%	38% W	33%	45% Yc	41% c*	46% Yc*	25% *	31% *	49% d
Don't know	57	18	38	22	26	10	19	12	9	10	4	3	34	23	29	28	14	43	13	13	11	10	10	47	11	5	2	4	3	14	10
	5%	3%	7% B	6%	7% F	3%	7%	4%	4%	7% *	8% *	3% *	5%	6%	5%	6%	4%	6%	7%	5%	4%	4%	6%	5%	4%	3%	3% *	3% *	3% *	4%	3%
Prefer not to say	13	5	8	3	6	4	*	5	2	3	1	1	6	6	6	6	4	9	3	1	3	3	3	10	2	2	1	1	1	3	1
	1%	1%	2%	1%	2%	1%	0%	2%	1%	2% *	3% *	1% *	1%	2%	1%	1%	1%	1%	2%	0%	1%	1%	2%	1%	1%	1%	1% *	1% *	1% *	1%	0%

NET: Acceptable	246 22%	156 29% C	85 15%	125 35% EF	74 19%	47 13%	65 25%	52 18%	45 18%	47 30% HI*	12 24% *	23 25% *	182 25% N	63 17%	148 24%	97 20%	107 28% R	138 19%	42 23%	47 17%	75 25% T	69 26% T	54 34% X	187 20%	81 25%	37 21%	12 18% *	29 20% *	32 31% *	109 27% e	53 16%
NET: Unacceptable	573 52%	261 49%	307 56% B	141 40%	201 52% D	231 64% DE	127 49%	167 58%	141 56% J	65 42% *	26 51% *	48 51% *	366 50%	207 56%	324 52%	250 52%	190 50%	383 53%	84 45%	171 61% SU	149 50%	136 52%	52 33%	519 56% W	164 51%	109 61% c	41 59% *	89 63% c*	46 45% *	203 49%	224 66% d

Mean	-0.60	-0.39 C	-0.82	-0.15 EF	-0.66 F	-0.97	-0.44 H	-0.77	-0.73	-0.32 HI*	-0.65 *	-0.59 *	-0.52 N	-0.77	-0.57	-0.64	-0.40 R	-0.71	-0.51 T	-0.81	-0.50 T	-0.52 T	-0.07 K	-0.70	-0.47 Zb	-0.84	-0.79 *	-0.85 *	-0.26 Zab*	-0.46 e	-0.95
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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(*)