

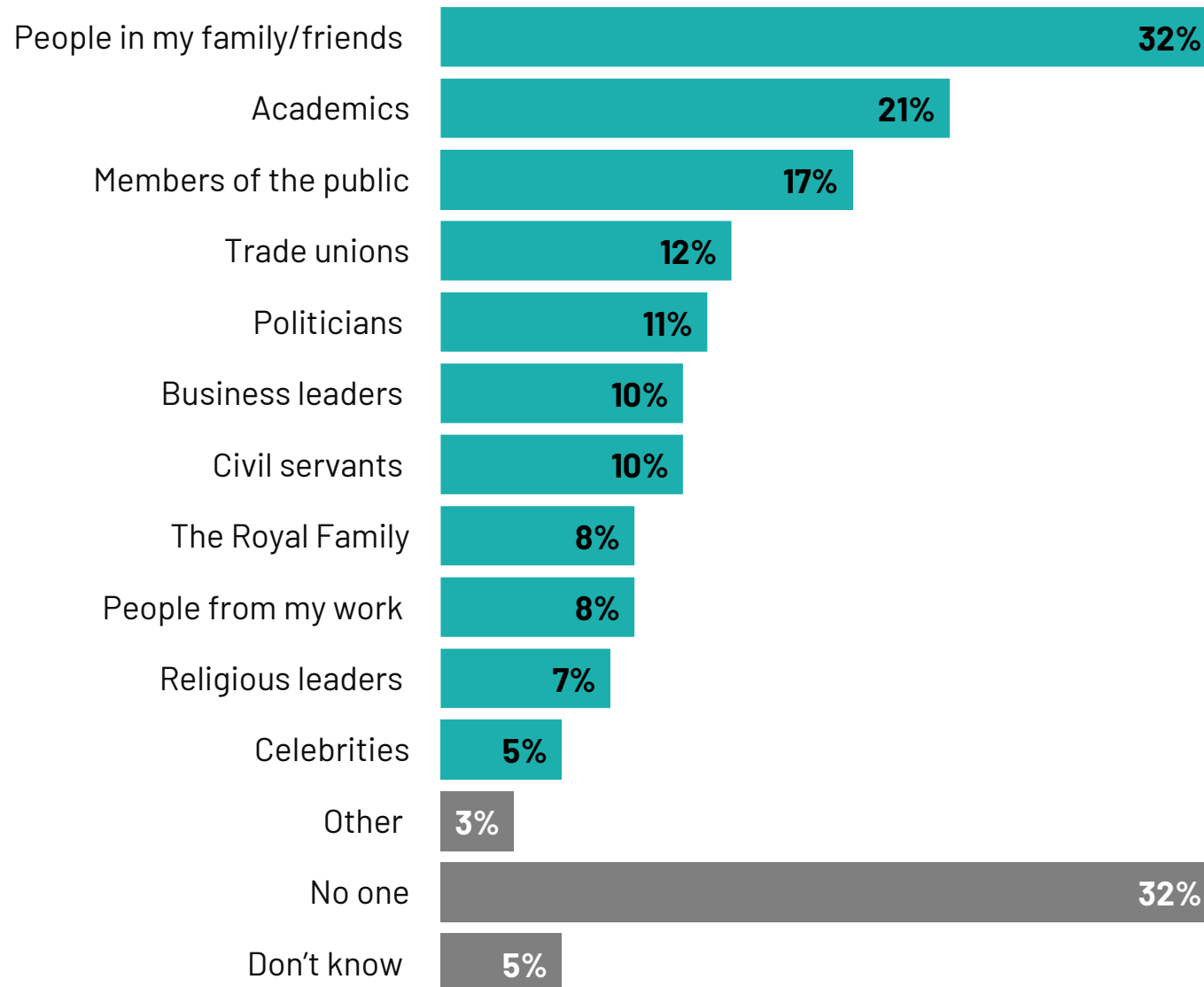
# Ipsos Political causes and celebrities polling

August 2025

# Britons are most likely to say they either trust family/friends or no one when it comes to hearing views on political issues

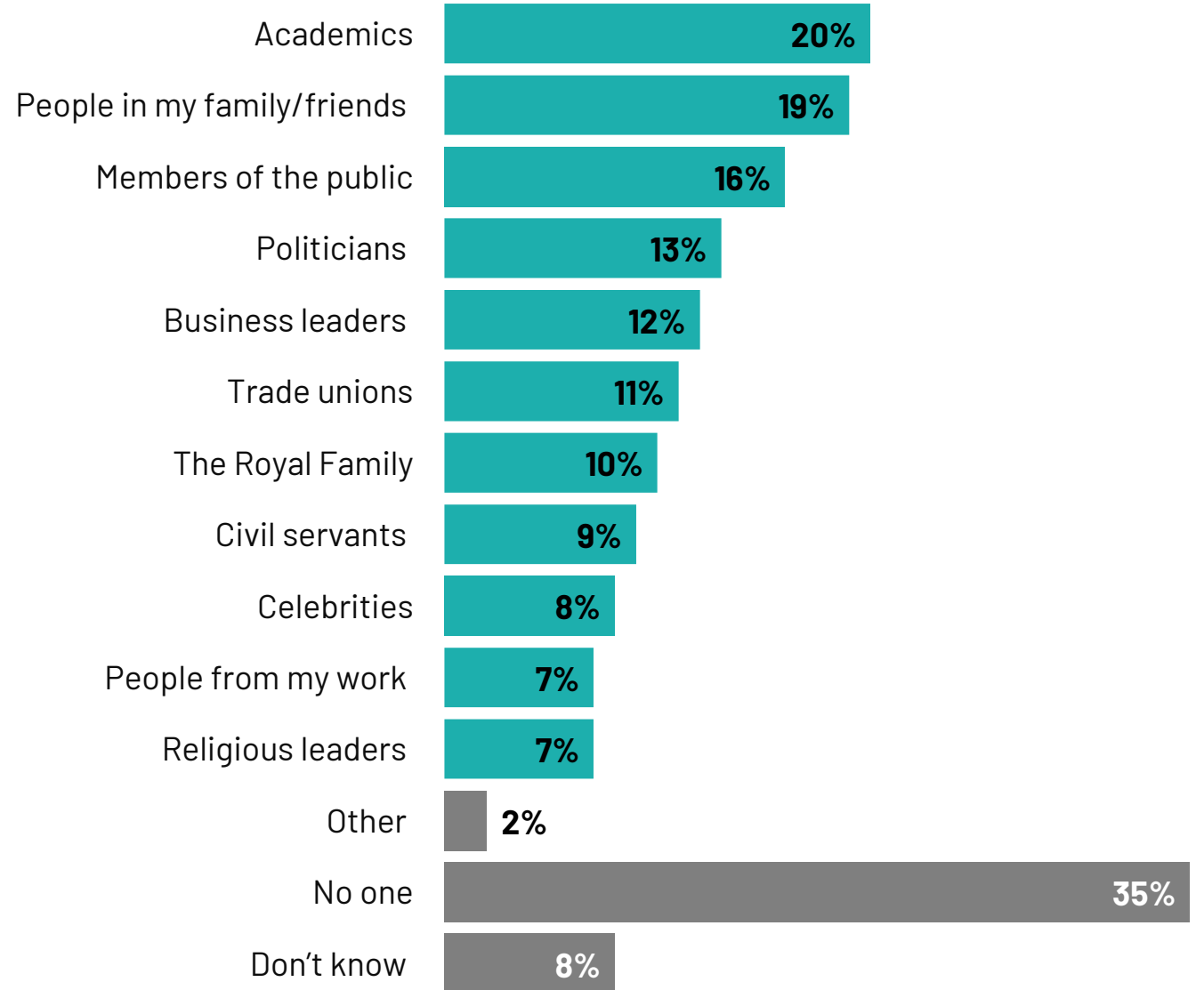
Which of the following, if any, do you trust the most when hearing about their views on political issues? Please pick all that apply.

Base: 1,100 Online British adults aged 16-75, 22-25 August 2025



# A third of Britons say they are not interested in hearing more about political issues from any of the listed groups

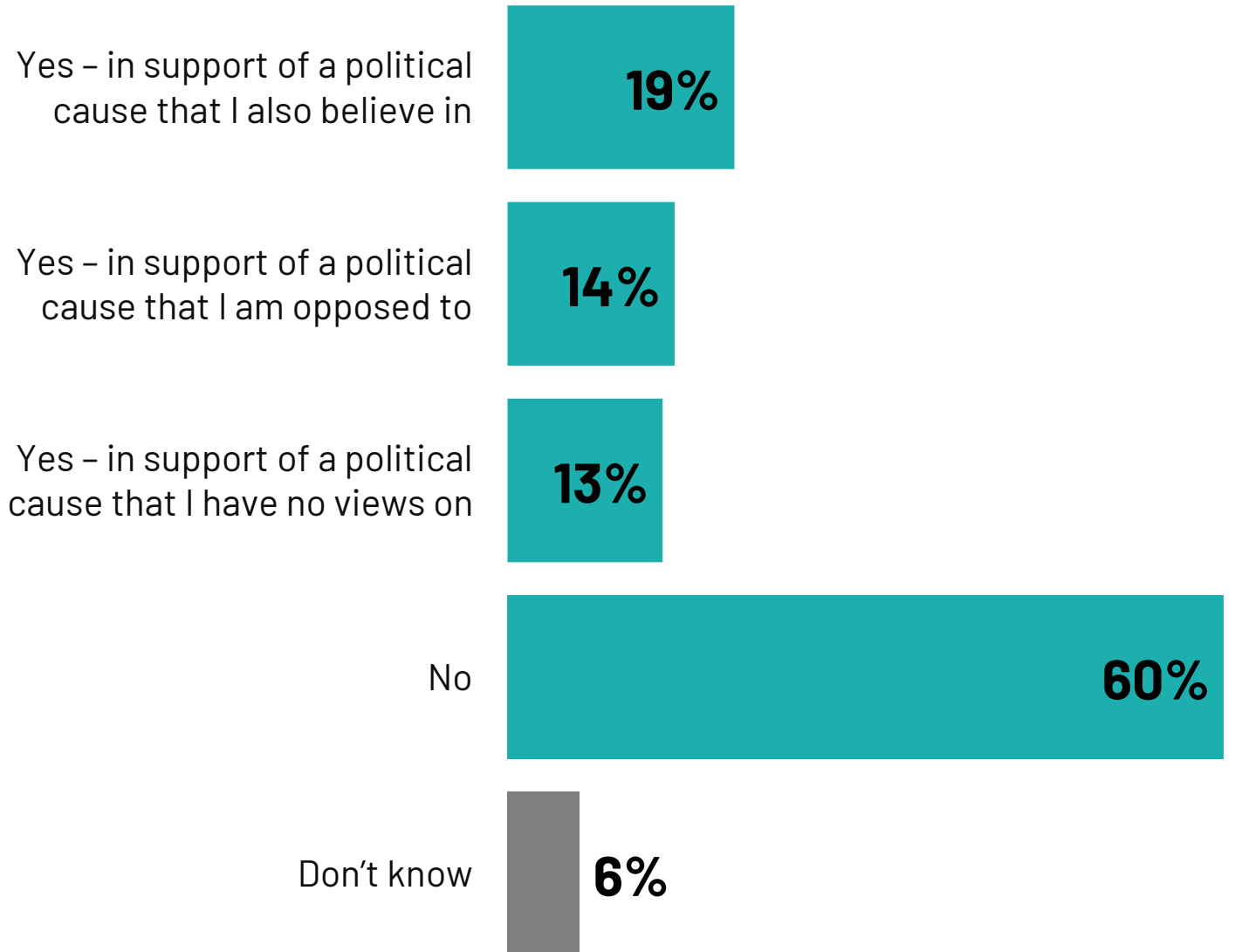
And from which of the following, if any, would you be most interested in hearing MORE about their views on political issues? Please pick all that apply.



Base: 1,100 Online British adults aged 16-75, 22-25 August 2025

# Three in five Britons say they have not paid attention to a celebrity expressing their views in support of a political cause

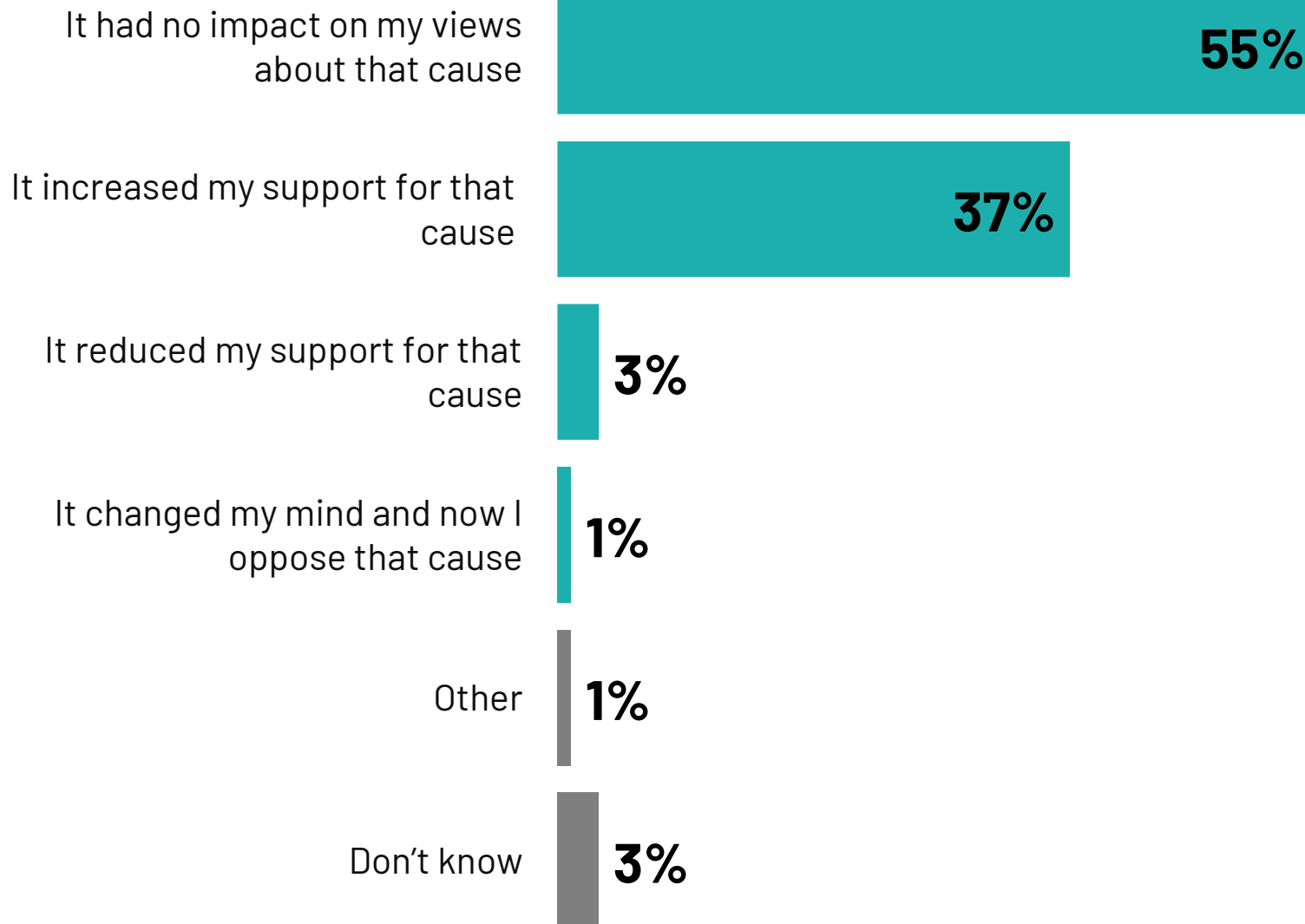
Have you ever paid attention to a celebrity expressing their views in support of a political cause? If not please say so.



Base: 1,100 Online British adults aged 16-75, 22-25 August 2025

# Over half who have heard a celebrity express their views on a political issues said that it had no impact on their views about that cause

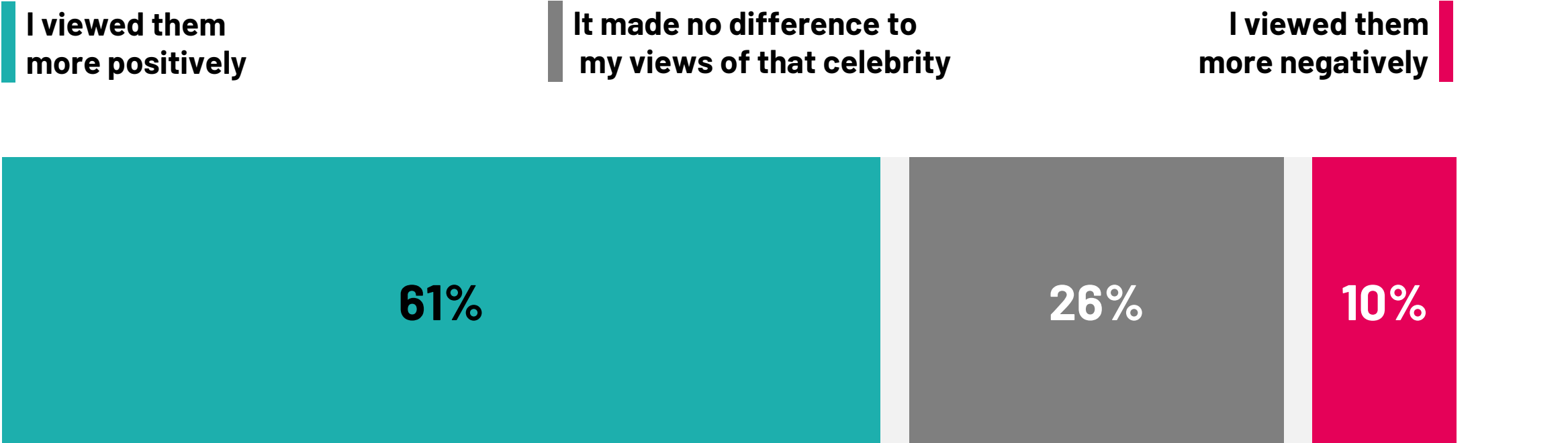
And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you also believed in, what impact, if any, did it have on your own views



**Base: 254** Online British adults aged 16-75 who have heard a celebrity express views that they also believe in, 22-25 August 2025

# Three in five Britons who heard a celebrity express their views on a political cause said it made them view the celebrity more positively

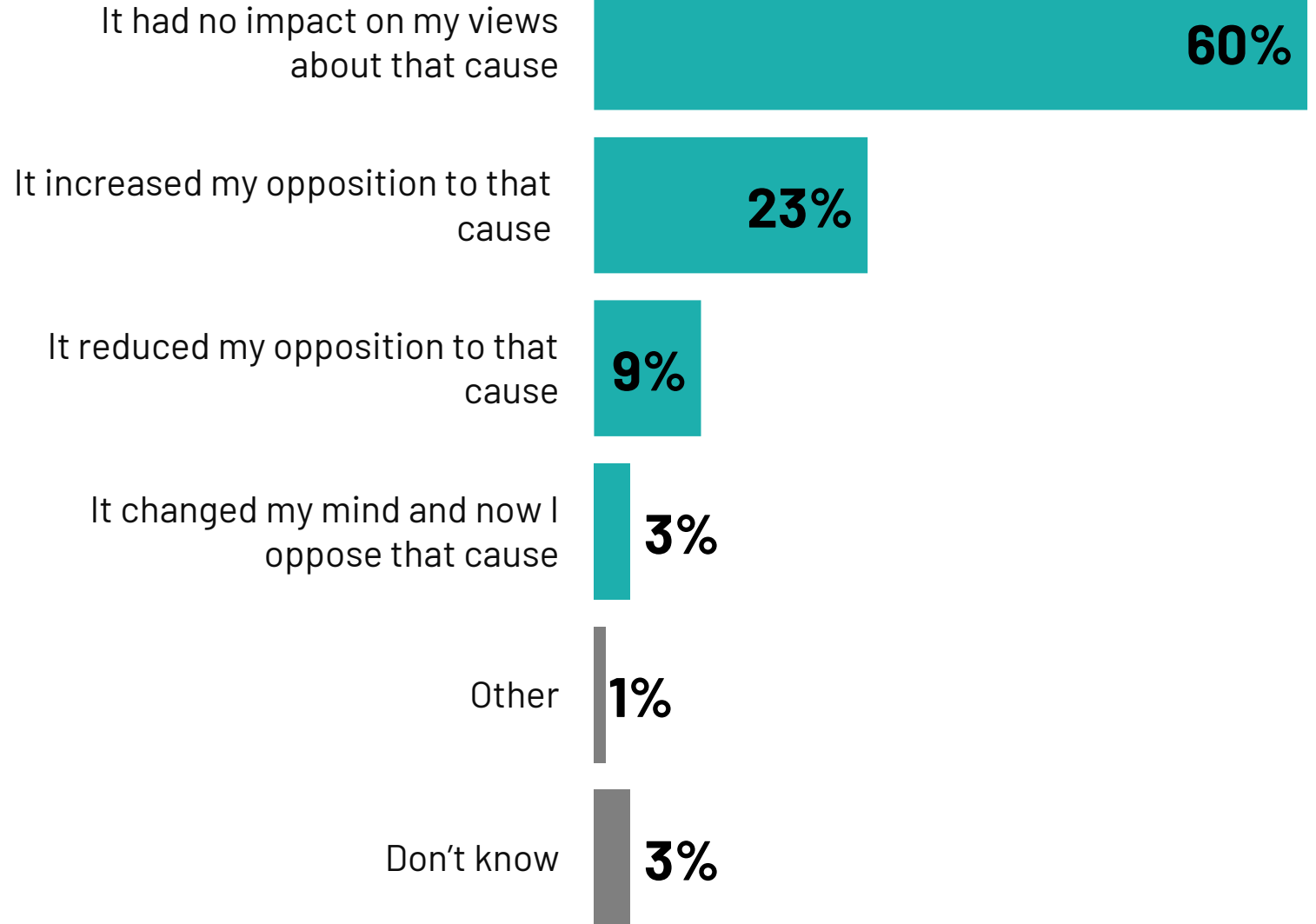
And when that celebrity expressed their views in support of that cause that you also believe in, did it make you view that celebrity more positively, more negatively, or did it make no difference to your views of that celebrity?



Base: 254 Online British adults aged 16-75 who have heard a celebrity express views that they also believe in, 22-25 August 2025

## Three in five Britons who noticed a celebrity express views that opposed their own said it had no impact

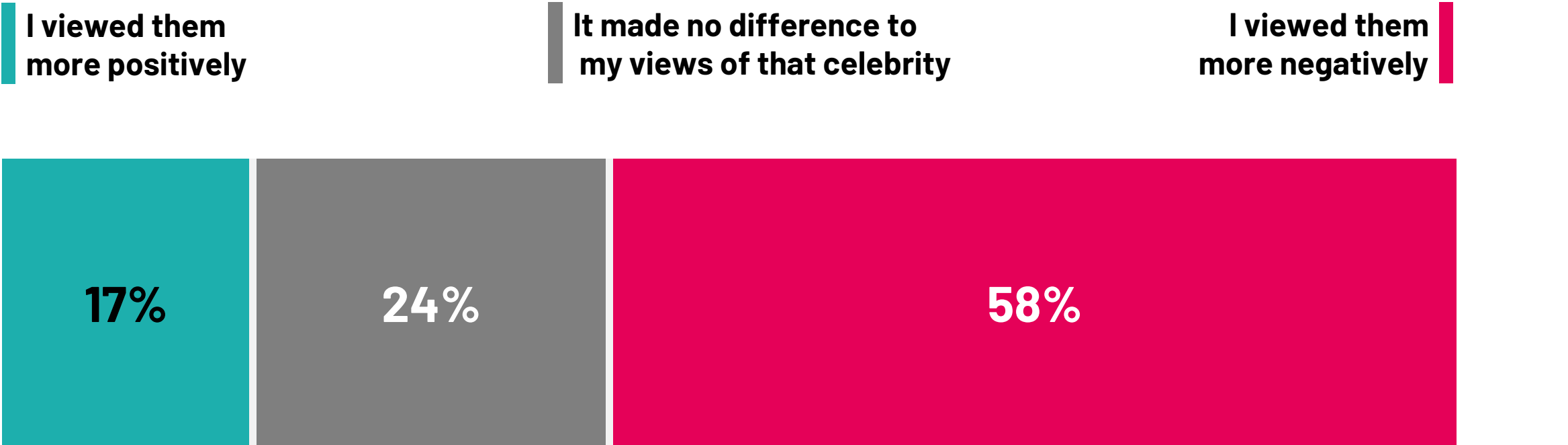
And thinking about the last time you noticed a celebrity expressing their views in support of a political cause that you were opposed to, what impact, if any, did it have on your own views



**Base:** 176 Online British adults aged 16-75 who have heard a celebrity express views that they are opposed to, 22-25 August 2025

# Almost three in five Britons said that when they have seen a celebrity express views in support of a cause they are opposed to, it made them view the celebrity more negatively

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?



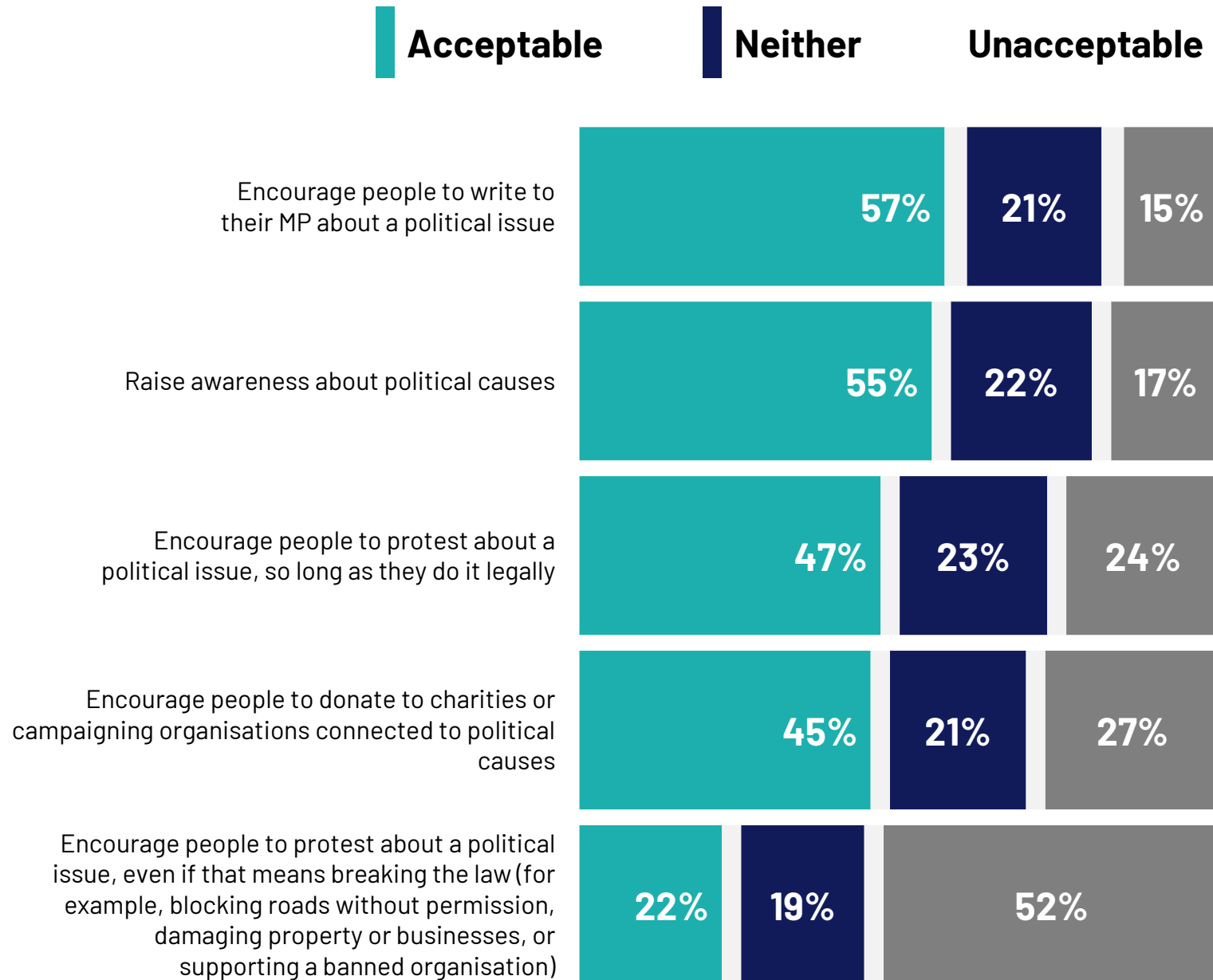
Base: 176 Online British adults aged 16-75 who have heard a celebrity express views that they are opposed to, 22-25 August 2025



**Whilst half of Britons think it is acceptable for a celebrity to encourage people to write to their MP about a political issue or raise awareness about a political issue, half also think it is unacceptable for them to encourage people to protest about a political issue**

Do you think it is acceptable or unacceptable for celebrities to...

Base: 1,100 Online British adults aged 16-75, 22-25 August 2025





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Political causes and celebrities polling

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