

Deltapoll Survey Results

Sample Size: 1,590 Adults in Britain
Fieldwork: 23rd - 26th July 2021

DELTA POLL

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation		
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Mille- nnials	Gen X	Baby Boomers
1590	760	826	179	281	530	238	363	526	463	511
1590	775	811	190	288	519	239	354	538	459	495
%	%	%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	15	13	17	31	16	15	7	12	20	16	11
Yes, I had heard about this [but not able to name someone 'cancelled']	24	23	24	28	28	24	20	19	30	21	20
No, I had not heard about this	50	51	49	30	46	49	61	57	39	51	58
Don't know	11	12	10	11	10	12	12	11	11	12	12

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	70	67	73	42	56	82	86	90	49	84	90
Yes - some of them	20	26	15	41	28	11	8	4	35	9	5
Yes - all of them	5	6	3	5	11	4	0	3	7	4	2
Don't know	6	1	9	13	5	3	6	3	9	3	2

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation		
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Mille- nnials	Gen X	Baby Boomers
1590	760	826	179	281	530	238	363	526	463	511
1590	775	811	190	288	519	239	354	538	459	495
%	%	%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign

[Base = All adults]

Yes (All)	4	4	3	14	6	2	1	1	9	2	1
No	96	96	97	86	94	98	99	99	91	98	99

**Thinking about attempts to 'cancel' public figures,
specifically which public figures have you heard of this
happening to in the last couple of months?**

[Base = All able to name someone 'cancelled']

*[Coded open text response, only public figures mentioned
by more than three respondents listed]*

JK Rowling	28	25	29	0	29	34	27	45	11	34	42
James Charles	21	2	28	57	12	18	0	0	41	17	0
Lawrence Fox	10	17	8	1	2	5	14	29	1	6	28
Chrissy Teigan	10	1	14	12	18	15	0	0	14	15	0
Donald Trump	9	17	6	0	2	18	9	12	1	19	11
Piers Morgan	9	23	4	18	18	3	8	5	17	3	4
Andrew Lawrence	5	3	6	2	2	3	44	0	2	4	11
Matt Hancock	5	1	6	14	9	0	4	0	12	0	1
Katie Hopkins	5	4	5	7	2	4	0	6	5	4	5
Cecil Rhodes	3	6	2	0	0	5	0	8	1	4	4
Johnny Depp	2	4	2	4	2	4	0	0	3	4	0
Billie Eilish	2	1	3	7	4	0	0	0	6	0	0
Addison Rae	2	0	2	5	4	0	0	0	5	0	0

Deltapoll Survey Results

Sample Size: 1,590 Adults in Britain

Fieldwork: 23rd - 26th July 2021

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Leave	Remain	Con	Lab	Lib Dem	Other	Con Leave	Con Remain	Lab Leave	Lab Remain
1590	676	619	611	456	160	144	434	139	129	260
1590	666	643	543	458	105	168	388	138	124	283
%	%	%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	15	12	19	14	15	16	20	14	13	12	18
Yes, I had heard about this [but not able to name someone 'cancelled']	24	19	27	22	27	27	27	20	29	16	30
No, I had not heard about this	50	58	46	54	46	53	47	57	50	56	45
Don't know	11	10	8	9	12	3	6	10	8	16	8

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	70	82	68	82	57	93	42	89	93	67	60
Yes - some of them	20	11	23	14	22	4	49	7	4	15	24
Yes - all of them	5	3	6	2	8	3	9	1	2	14	8
Don't know	6	4	3	2	12	0	0	3	1	4	8

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Leave	Remain	Con	Lab	Lib Dem	Other	Con Leave	Con Remain	Lab Leave	Lab Remain
1590	676	619	611	456	160	144	434	139	129	260
1590	666	643	543	458	105	168	388	138	124	283
%	%	%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign
[Base = All adults]

Yes (All)	4	2	5	2	5	1	11	1	1	4	6
No	96	98	95	98	95	99	89	99	99	96	94

**Thinking about attempts to 'cancel' public figures,
specifically which public figures have you heard of this
happening to in the last couple of months?**

[Base = All able to name someone 'cancelled']

*[Coded open text response, only public figures mentioned
by more than three respondents listed]*

JK Rowling	28	21	43	34	22	31	56	22	63	6	32
James Charles	21	11	12	0	38	26	12	0	0	61	16
Lawrence Fox	10	19	6	20	6	5	0	25	8	0	9
Chrissy Teigan	10	13	10	14	11	0	7	15	11	11	14
Donald Trump	9	3	18	7	16	11	5	2	19	0	25
Piers Morgan	9	18	4	17	3	10	0	24	2	0	4
Andrew Lawrence	5	11	2	9	2	8	4	13	0	10	0
Matt Hancock	5	4	2	1	14	2	0	1	0	18	3
Katie Hopkins	5	6	1	4	1	0	0	6	0	0	2
Cecil Rhodes	3	4	4	3	1	6	18	5	0	3	1
Johnny Depp	2	1	3	2	1	0	2	0	7	0	1
Billie Eilish	2	0	4	0	1	0	0	0	0	0	1
Addison Rae	2	1	1	0	3	0	0	0	0	5	3

Deltapoll Survey Results

Sample Size: 1,590 Adults in Britain

Fieldwork: 23rd - 26th July 2021

All GB Adults
Unweighted Sample

Total	Region						Social	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1590	213	514	260	385	78	139	896	694
1590	225	505	268	380	83	129	726	864
%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	15	23	15	13	15	10	10	17	12
Yes, I had heard about this [but not able to name someone 'cancelled']	24	32	24	17	22	24	27	27	19
No, I had not heard about this	50	39	53	56	48	50	48	46	55
Don't know	11	6	8	14	15	16	14	10	14

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	70	61	76	60	76	82	57	73	63
Yes - some of them	20	27	11	37	17	10	16	16	26
Yes - all of them	5	5	5	2	5	8	15	5	6
Don't know	6	7	9	1	3	0	12	6	5

All GB Adults
Unweighted Sample

Total	Region						Social	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
1590	213	514	260	385	78	139	896	694
1590	225	505	268	380	83	129	726	864
%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign
[Base = All adults]

Yes (All)	4	7	2	5	3	2	3	4	4
No	96	93	98	95	97	98	97	96	96

Thinking about attempts to 'cancel' public figures, specifically which public figures have you heard of this happening to in the last couple of months?

[Base = All able to name someone 'cancelled']

[Coded open text response, only public figures mentioned by more than three respondents listed]

JK Rowling	28	28	25	23	31	26	37	28	27
James Charles	21	9	16	28	29	41	18	20	22
Lawrence Fox	10	13	14	3	3	21	17	7	16
Chrissy Teigan	10	16	12	13	4	0	8	13	4
Donald Trump	9	4	14	24	4	0	0	12	6
Piers Morgan	9	0	5	3	20	28	7	12	4
Andrew Lawrence	5	10	8	0	1	0	0	2	11
Matt Hancock	5	3	8	0	3	5	4	5	4
Katie Hopkins	5	10	3	0	3	21	0	5	4
Cecil Rhodes	3	0	5	2	2	0	11	3	4
Johnny Depp	2	0	0	0	8	0	5	2	2
Billie Eilish	2	6	2	6	0	0	0	2	2
Addison Rae	2	4	3	0	0	0	0	3	0

Deltapoll Survey Results

Sample Size: 2,380 Adults in Britain
Fieldwork: 16th - 19th July 2020

DELTA POLL

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation		
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Mille- nnials	Gen X	Baby Boomers
2380	1146	1229	273	357	853	358	540	691	792	787
2380	1108	1267	297	429	865	365	424	821	770	685
%	%	%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	16	14	18	31	22	14	9	13	24	15	10
Yes, I had heard about this [but not able to name someone 'cancelled']	22	27	17	27	28	22	18	17	28	21	17
No, I had not heard about this	54	51	57	31	44	55	65	63	39	55	65
Don't know	8	8	8	11	7	8	8	7	8	8	8

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	80	79	82	49	70	94	96	100	60	94	99
Yes - some of them	10	9	10	25	14	5	3	0	19	5	1
Yes - all of them	4	2	6	7	13	0	0	0	10	1	0
Don't know	5	9	2	20	3	1	1	0	11	0	0

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation		
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Mille- nnials	Gen X	Baby Boomers
2380	1146	1229	273	357	853	358	540	691	792	787
2380	1108	1267	297	429	865	365	424	821	770	685
%	%	%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign
[Base = All adults]

Yes (All)	2	2	3	10	6	1	0	0	7	1	0
No	98	98	97	90	94	99	100	100	93	99	100

**Thinking about attempts to 'cancel' public figures,
specifically which public figures have you heard of this
happening to in the last couple of months?**

[Base = All able to name someone 'cancelled']

*[Coded open text response, only public figures mentioned
by more than three respondents listed]*

JK Rowling	40	36	42	21	37	53	64	32	28	53	43
Winston Churchill	22	28	18	4	12	25	22	43	7	26	38
Shane Dawson	13	6	18	35	29	3	0	0	33	2	0
Edward Colston	8	15	4	0	0	11	7	18	0	11	16
Jeffree Star	7	0	12	20	16	1	0	0	18	1	0
James Charles	6	1	9	21	6	1	0	0	16	0	0
Cecil Rhodes	6	10	3	0	0	2	13	17	0	2	13
Jodie Comer	5	1	8	0	8	6	11	4	3	6	6
Lawrence Fox	5	6	4	1	1	14	0	2	1	14	2
Baden Powell	5	9	2	0	0	3	4	15	0	3	10
Donald Trump	4	6	2	13	3	2	1	0	9	2	1
Tati Westbrook	2	0	3	4	6	1	0	0	5	0	0
Addison Rae	2	0	3	7	0	1	0	0	4	1	0
Nelson	2	3	1	0	2	1	4	2	1	1	2
Johnny Depp	1	2	1	5	1	0	0	0	3	0	0

All GB Adults
Unweighted Sample

Total	Gender		Age					Generation		
	Male	Female	18 to 24	25 to 34	35 to 54	55 to 64	65+	Mille- nnials	Gen X	Baby Boomers
2380	1146	1229	273	357	853	358	540	691	792	787
2380	1108	1267	297	429	865	365	424	821	770	685
%	%	%	%	%	%	%	%	%	%	%
Katie Hopkins	1	2	2	2	1	0	0	2	1	0
Nessa Barrett	1	0	4	0	1	0	0	2	1	0
David Starkey	1	2	1	0	1	2	2	1	0	2
Piers Morgan	1	2	0	0	4	1	0	0	2	1
Chase Hudson	1	0	2	4	0	0	0	0	3	0
Doja Cat	1	1	1	4	1	0	0	0	2	0
Lea Michele	1	0	2	0	6	0	0	0	2	0
Madison Beer	1	0	1	3	0	0	0	0	2	0

Deltapoll Survey Results

Sample Size: 2,380 Adults in Britain
Fieldwork: 16th - 19th July 2020

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Leave	Remain	Con	Lab	Lib Dem	Other	Con Leave	Con Remain	Lab Leave	Lab Remain
2380	1010	930	921	682	241	216	655	219	155	394
2380	1005	952	811	687	166	217	597	176	169	441
%	%	%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	16	15	15	13	23	14	18	15	8	23	20
Yes, I had heard about this [but not able to name someone 'cancelled']	22	21	22	20	25	30	15	21	15	21	26
No, I had not heard about this	54	58	55	62	44	46	60	59	69	48	46
Don't know	8	6	8	6	8	9	7	6	8	8	8

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	80	90	79	98	67	94	69	99	94	88	71
Yes - some of them	10	3	13	1	15	5	15	1	5	5	16
Yes - all of them	4	5	4	1	5	0	16	1	1	3	7
Don't know	5	1	4	0	12	1	0	0	0	4	6

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Leave	Remain	Con	Lab	Lib Dem	Other	Con Leave	Con Remain	Lab Leave	Lab Remain
2380	1010	930	921	682	241	216	655	219	155	394
2380	1005	952	811	687	166	217	597	176	169	441
%	%	%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign
[Base = All adults]

Yes (All)	2	1	3	0	5	1	6	0	0	2	5
No	98	99	97	100	95	99	94	100	100	98	95

Thinking about attempts to 'cancel' public figures, specifically which public figures have you heard of this happening to in the last couple of months?

[Base = All able to name someone 'cancelled']

[Coded open text response, only public figures mentioned by more than three respondents listed]

JK Rowling	40	36	45	32	44	51	29	33	21	46	51
Winston Churchill	22	32	13	40	13	14	19	40	45	12	9
Shane Dawson	13	7	11	2	23	0	5	0	6	25	17
Edward Colston	8	9	12	13	6	15	1	9	39	12	4
Jeffree Star	7	2	4	0	11	0	1	0	0	10	7
James Charles	6	2	8	0	4	7	32	0	0	11	0
Cecil Rhodes	6	9	5	12	2	2	7	11	17	0	3
Jodie Comer	5	7	5	6	3	14	4	6	10	10	1
Lawrence Fox	5	7	4	2	11	1	0	2	0	23	7
Baden Powell	5	3	9	7	0	17	8	2	34	0	0
Donald Trump	4	7	1	8	3	0	0	10	0	2	2
Tati Westbrook	2	2	3	0	5	0	0	0	0	11	5
Addison Rae	2	0	3	0	3	0	0	0	0	0	7
Nelson	2	3	1	3	1	0	1	4	0	0	2
Johnny Depp	1	0	1	0	0	5	2	0	0	1	0

All GB Adults
Unweighted Sample

Total	EU Ref Vote		GE 19 Vote				Past Vote Political Groups			
	Leave	Remain	Con	Lab	Lib Dem	Other	Con Leave	Con Remain	Lab Leave	Lab Remain
2380	1010	930	921	682	241	216	655	219	155	394
2380	1005	952	811	687	166	217	597	176	169	441
%	%	%	%	%	%	%	%	%	%	%
Katie Hopkins	1	1	1	1	1	3	1	0	0	0
Nessa Barrett	1	0	1	0	2	0	0	0	0	3
David Starkey	1	1	1	1	0	2	1	0	1	2
Piers Morgan	1	2	0	0	0	10	0	0	0	1
Chase Hudson	1	0	1	0	0	0	0	0	0	1
Doja Cat	1	0	1	0	3	0	0	0	0	2
Lea Michele	1	0	2	0	1	5	1	0	0	2
Madison Beer	1	0	2	0	2	0	0	0	0	3

Deltapoll Survey Results

Sample Size: 2,380 Adults in Britain
Fieldwork: 16th - 19th July 2020

All GB Adults
Unweighted Sample

Total	Region						Social	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
2380	321	770	392	573	117	207	1351	1029
2380	351	758	406	570	108	187	1147	1233
%	%	%	%	%	%	%	%	%

There have been reports of campaigns, often beginning on social media, that set out to 'cancel' specific celebrities and other public figures because of things they have said or done. Have you heard about this happening in the last couple of months?

Yes, I had heard about this [and able to name someone 'cancelled']	16	20	20	16	11	7	14	17	16
Yes, I had heard about this [but not able to name someone 'cancelled']	22	29	19	21	27	8	16	24	19
No, I had not heard about this	54	43	52	52	56	82	60	53	56
Don't know	8	7	8	11	6	2	10	7	9

And have you personally supported the campaigns to 'cancel' any of these public figures?

[Base = All able to name someone 'cancelled']

No - none of them	80	76	76	86	89	98	82	81	80
Yes - some of them	10	10	10	10	7	2	18	8	13
Yes - all of them	4	10	5	2	2	0	0	4	5
Don't know	5	4	9	2	2	0	0	7	3

All GB Adults
Unweighted Sample

Total	Region						Social	
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE
2380	321	770	392	573	117	207	1351	1029
2380	351	758	406	570	108	187	1147	1233
%	%	%	%	%	%	%	%	%

Have supported a 'cancel' campaign
[Base = All adults]

Yes (All)	2	4	3	2	1	0	3	2	3
No	98	96	97	98	99	100	97	98	97

Thinking about attempts to 'cancel' public figures, specifically which public figures have you heard of this happening to in the last couple of months?

[Base = All able to name someone 'cancelled']

[Coded open text response, only public figures mentioned by more than three respondents listed]

JK Rowling	40	32	42	43	43	90	24	40	39
Winston Churchill	22	31	24	30	12	0	4	27	15
Shane Dawson	13	3	16	5	18	0	23	11	15
Edward Colston	8	3	12	11	5	0	0	10	6
Jeffree Star	7	2	7	3	11	0	16	5	10
James Charles	6	18	3	3	8	0	0	5	7
Cecil Rhodes	6	9	6	3	6	0	6	6	5
Jodie Comer	5	14	2	4	9	0	1	4	7
Lawrence Fox	5	6	2	10	0	2	15	3	7
Baden Powell	5	0	6	5	6	0	1	5	4
Donald Trump	4	0	2	2	0	0	32	5	2
Tati Westbrook	2	0	4	0	2	0	0	2	2
Addison Rae	2	0	4	0	2	0	0	2	2
Nelson	2	0	2	2	0	0	4	2	1
Johnny Depp	1	0	2	0	3	0	0	1	1

All GB Adults
Unweighted Sample

Total	Region						Social		
	London	Rest of South	Midlands	North	Wales	Scotland	ABC1	C2DE	
2380	321	770	392	573	117	207	1351	1029	
2380	351	758	406	570	108	187	1147	1233	
%	%	%	%	%	%	%	%	%	
Katie Hopkins	1	0	1	1	3	4	0	1	2
Nessa Barrett	1	2	1	0	3	0	0	2	1
David Starkey	1	0	1	1	3	0	0	2	1
Piers Morgan	1	0	1	1	3	0	0	1	1
Chase Hudson	1	0	2	0	1	3	0	2	0
Doja Cat	1	1	1	1	2	0	0	1	1
Lea Michele	1	0	1	0	2	0	1	1	1
Madison Beer	1	1	0	2	1	0	0	1	1