

YouGov Topic Quantifier Results

Fieldwork: 9th - 10th October 2024

Sample: 2198 Adults in GB

Total	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social		Country			Region in England				
	Con	Lab	Lib Dem	Reform UK	Leave	Remain	Female	Male	18-24	25-49	50-64	65+	ABC1	C2DE	England	Scotland	Wales	London	Midlands	North	Rest of South	
Weighted Sample 2198	396	565	202	237	818	774	1134	1064	231	908	543	517	1253	945	1901	191	106	266	360	521	754	
Unweighted Sample 2198	336	621	252	326	855	877	1204	994	155	874	581	588	1326	872	1890	187	121	214	389	523	764	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your own words, what is the main thing you think the term 'woke' means? Please be as specific as possible.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Awareness of political / societal issues and inequalities	15	11	22	17	8	9	20	15	16	22	15	16	10	19	10	15	12	18	18	15	14	15
Overly-sensitive / too easily offended	10	11	8	12	17	13	9	9	11	3	12	11	9	10	10	10	14	6	7	9	11	10
Political correctness	9	13	8	9	13	12	10	10	8	4	8	12	12	10	8	9	12	5	6	12	9	10
Thoughtfulness and inclusiveness towards others, especially from minority backgrounds	6	3	9	11	2	3	11	7	4	3	7	8	2	7	4	6	3	7	10	5	5	6
Conjugation of the infinitive 'to wake'	6	6	5	3	3	5	4	7	4	4	5	6	8	4	8	6	4	7	6	5	7	5
Stupidity / Rubbish / Insanity / Idiocy, etc.	5	9	3	2	8	9	3	3	7	0	5	6	7	5	5	5	7	5	4	4	5	5
Someone who is [too] left wing, liberal and/or progressive	5	3	4	5	8	4	3	4	5	16	4	3	3	5	4	5	6	5	7	4	7	3
Derogatory term to describe those who are aware of social issues / left wing / younger	4	1	9	5	0	1	7	4	5	8	6	3	1	6	3	5	2	3	4	5	5	5
Awareness (general)	4	3	4	2	1	2	4	5	3	11	4	2	3	4	4	4	6	3	8	3	3	3
Modern / follows trends / up to date on trends	3	3	2	8	1	2	3	5	2	9	4	1	2	4	3	3	3	3	5	3	3	3
Views of minority groups trying to supercede the majority	2	3	1	1	4	3	1	1	2	1	1	1	3	2	1	2	0	0	0	2	2	2
Changes to traditional society	2	1	2	1	3	2	1	1	2	2	1	1	3	2	2	2	0	0	1	2	2	2
People intolerant of other opinions and/or are prohibiting freedom of speech	1	3	0	2	3	3	1	1	2	0	1	2	2	2	1	1	2	0	1	2	1	1
Virtue signalling / self-righteousness / performative goodness	1	2	1	0	2	2	1	1	1	0	1	2	1	1	1	1	3	0	1	0	1	1
Someone who is spoilt / entitled / attention-seeking / self centred	1	1	1	1	2	1	1	0	1	0	1	1	1	1	1	1	0	3	1	1	0	1
Other	9	10	8	4	13	11	8	7	11	5	10	9	10	8	11	9	9	8	11	10	7	10
Don't know	17	18	13	18	11	19	13	18	16	12	14	18	25	12	25	17	17	28	10	17	18	17