

YouGov Survey Results



Sample Size: 460 boys aged 13-17 in GB
Fieldwork: 22nd April - 8th May 2025

	Total
Weighted Sample	460
Unweighted Sample	460

When it comes to men and women, which, if either, do you think
has/had things better in British society...
At the present time

Men	30
Women	12
Both equally	45
Don't know	13

25 years ago

Men	71
Women	2
Both equally	14
Don't know	13

Do you personally have a positive or negative view of the following
groups?
Men

Very positive	33
Fairly positive	46
TOTAL POSITIVE	79
Neither positive nor negative	18
Fairly negative	2
Very negative	0
TOTAL NEGATIVE	2
Don't know	1

Women

Very positive	38
Fairly positive	43
TOTAL POSITIVE	81
Neither positive nor negative	16
Fairly negative	1
Very negative	0
TOTAL NEGATIVE	1
Don't know	1

More positive view of men than women	6
More positive view of women than men	14
Gave the same answer for both genders	79
Said 'Don't know' to one or both questions	1

Has a negative view of women but a positive or neutral view of men 1

Overall, do you think that the gains that women have made in
society in recent decades have been good, bad or neutral for men?

Have been good for men	33
Have been bad for men	11
Have been neutral for men	35
Don't know	21

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Do you have a favourable or unfavourable opinion of each of the following people? If you have not heard of this person, please choose the N/A option

Andrew Tate	Very favourable	2
	Somewhat favourable	5
	TOTAL FAVOURABLE	7
	Neither favourable nor unfavourable	9
	Somewhat unfavourable	14
	Very unfavourable	49
	TOTAL UNFAVOURABLE	63
	Don't know	6
	N/A - I have never heard of this person	15
Jordan Peterson	Very favourable	4
	Somewhat favourable	5
	TOTAL FAVOURABLE	9
	Neither favourable nor unfavourable	9
	Somewhat unfavourable	4
	Very unfavourable	8
	TOTAL UNFAVOURABLE	12
	Don't know	17
	N/A - I have never heard of this person	53
Donald Trump	Very favourable	6
	Somewhat favourable	10
	TOTAL FAVOURABLE	16
	Neither favourable nor unfavourable	10
	Somewhat unfavourable	18
	Very unfavourable	51
	TOTAL UNFAVOURABLE	69
	Don't know	5
	N/A - I have never heard of this person	0
Gareth Southgate	Very favourable	12
	Somewhat favourable	35
	TOTAL FAVOURABLE	47
	Neither favourable nor unfavourable	23
	Somewhat unfavourable	3
	Very unfavourable	4
	TOTAL UNFAVOURABLE	7
	Don't know	10
	N/A - I have never heard of this person	13

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Lewis Hamilton

Very favourable	11
Somewhat favourable	36
TOTAL FAVOURABLE	47
Neither favourable nor unfavourable	24
Somewhat unfavourable	5
Very unfavourable	5
TOTAL UNFAVOURABLE	10
Don't know	11
N/A - I have never heard of this person	9

Prince William

Very favourable	16
Somewhat favourable	36
TOTAL FAVOURABLE	52
Neither favourable nor unfavourable	28
Somewhat unfavourable	6
Very unfavourable	4
TOTAL UNFAVOURABLE	10
Don't know	10
N/A - I have never heard of this person	1

KSI

Very favourable	10
Somewhat favourable	22
TOTAL FAVOURABLE	32
Neither favourable nor unfavourable	22
Somewhat unfavourable	9
Very unfavourable	6
TOTAL UNFAVOURABLE	15
Don't know	11
N/A - I have never heard of this person	19

Joe Wicks

Very favourable	10
Somewhat favourable	31
TOTAL FAVOURABLE	41
Neither favourable nor unfavourable	27
Somewhat unfavourable	4
Very unfavourable	2
TOTAL UNFAVOURABLE	6
Don't know	11
N/A - I have never heard of this person	15

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Do you see each of the following as positive or negative traits?

Intelligent

Positive trait	90
Negative trait	0
Neither a positive nor negative trait	7
Don't know	2

Physically strong

Positive trait	67
Negative trait	1
Neither a positive nor negative trait	31
Don't know	2

Dominant

Positive trait	11
Negative trait	40
Neither a positive nor negative trait	43
Don't know	7

Assertive

Positive trait	55
Negative trait	4
Neither a positive nor negative trait	33
Don't know	8

Kind

Positive trait	96
Negative trait	0
Neither a positive nor negative trait	2
Don't know	1

Honest

Positive trait	96
Negative trait	0
Neither a positive nor negative trait	3
Don't know	1

Reliable

Positive trait	96
Negative trait	0
Neither a positive nor negative trait	2
Don't know	1

Emotionally reserved

Positive trait	13
Negative trait	21
Neither a positive nor negative trait	52
Don't know	14

Aggressive

Positive trait	2
Negative trait	85
Neither a positive nor negative trait	11
Don't know	2

Competitive

Positive trait	51
Negative trait	8
Neither a positive nor negative trait	38
Don't know	3

Hard working

Positive trait	93
Negative trait	1
Neither a positive nor negative trait	4
Don't know	2

Caring

Positive trait	94
Negative trait	2
Neither a positive nor negative trait	3
Don't know	1

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And do you see each of the following as a masculine trait, a feminine trait, or neither?

Intelligent	Masculine trait	5
	Feminine trait	6
	Neither a masculine nor feminine trait	87
	Don't know	2
Physically strong	Masculine trait	65
	Feminine trait	0
	Neither a masculine nor feminine trait	33
	Don't know	1
Dominant	Masculine trait	49
	Feminine trait	2
	Neither a masculine nor feminine trait	44
	Don't know	5
Assertive	Masculine trait	29
	Feminine trait	3
	Neither a masculine nor feminine trait	63
	Don't know	5
Kind	Masculine trait	1
	Feminine trait	27
	Neither a masculine nor feminine trait	69
	Don't know	2
Honest	Masculine trait	4
	Feminine trait	11
	Neither a masculine nor feminine trait	83
	Don't know	2
Reliable	Masculine trait	7
	Feminine trait	12
	Neither a masculine nor feminine trait	79
	Don't know	3
Emotionally reserved	Masculine trait	41
	Feminine trait	7
	Neither a masculine nor feminine trait	46
	Don't know	6
Aggressive	Masculine trait	55
	Feminine trait	0
	Neither a masculine nor feminine trait	41
	Don't know	4
Competitive	Masculine trait	35
	Feminine trait	2
	Neither a masculine nor feminine trait	60
	Don't know	3
Hard working	Masculine trait	14
	Feminine trait	4
	Neither a masculine nor feminine trait	81
	Don't know	2
Caring	Masculine trait	1
	Feminine trait	42
	Neither a masculine nor feminine trait	56
	Don't know	2

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How important, if at all, do you think it is for a MAN to be...

Intelligent

Very important	33
Fairly important	51
TOTAL IMPORTANT	84
Not very important	10
Not important at all	1
TOTAL NOT IMPORTANT	11
Don't know	5

Physically strong

Very important	19
Fairly important	44
TOTAL IMPORTANT	63
Not very important	26
Not important at all	7
TOTAL NOT IMPORTANT	33
Don't know	4

Dominant

Very important	5
Fairly important	14
TOTAL IMPORTANT	19
Not very important	41
Not important at all	30
TOTAL NOT IMPORTANT	71
Don't know	9

Assertive

Very important	14
Fairly important	43
TOTAL IMPORTANT	57
Not very important	26
Not important at all	6
TOTAL NOT IMPORTANT	32
Don't know	11

Kind

Very important	65
Fairly important	30
TOTAL IMPORTANT	95
Not very important	2
Not important at all	1
TOTAL NOT IMPORTANT	3
Don't know	3

Honest

Very important	77
Fairly important	18
TOTAL IMPORTANT	95
Not very important	1
Not important at all	1
TOTAL NOT IMPORTANT	2
Don't know	3

Reliable

Very important	72
Fairly important	23
TOTAL IMPORTANT	95
Not very important	2
Not important at all	0
TOTAL NOT IMPORTANT	2
Don't know	2

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Emotionally reserved	Very important	4
	Fairly important	14
	TOTAL IMPORTANT	18
	Not very important	38
	Not important at all	26
	TOTAL NOT IMPORTANT	64
	Don't know	18
Aggressive	Very important	1
	Fairly important	5
	TOTAL IMPORTANT	6
	Not very important	26
	Not important at all	63
	TOTAL NOT IMPORTANT	89
	Don't know	5
Competitive	Very important	10
	Fairly important	39
	TOTAL IMPORTANT	49
	Not very important	34
	Not important at all	10
	TOTAL NOT IMPORTANT	44
	Don't know	7
Hard working	Very important	64
	Fairly important	31
	TOTAL IMPORTANT	95
	Not very important	2
	Not important at all	1
	TOTAL NOT IMPORTANT	3
	Don't know	3
Caring	Very important	62
	Fairly important	32
	TOTAL IMPORTANT	94
	Not very important	3
	Not important at all	1
	TOTAL NOT IMPORTANT	4
	Don't know	3

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Do you think British society overall considers masculinity to be a good thing, a bad thing, or neither?

A good thing	25
A bad thing	23
Neither a good nor a bad thing	36
Don't know	16

And do you personally consider masculinity to be a good thing, a bad thing, or neither?

A good thing	38
A bad thing	3
Neither a good nor a bad thing	48
Don't know	11

How important, if at all, do you consider it to be for a man to be masculine?

Very important	15
Fairly important	42
TOTAL IMPORTANT	57
Not very important	28
Not important at all	7
TOTAL NOT IMPORTANT	35
Don't know	8

How widespread do you think each of the following are in British society?

Misogyny (hatred of and discrimination against women)

Very widespread	7
Fairly widespread	33
TOTAL WIDESPREAD	40
Not very widespread	38
Not widespread at all	7
TOTAL NOT WIDESPREAD	45
Don't know	15

Misandry (hatred of and discrimination against men)

Very widespread	4
Fairly widespread	20
TOTAL WIDESPREAD	24
Not very widespread	44
Not widespread at all	17
TOTAL NOT WIDESPREAD	61
Don't know	16

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Which of the following pairs of statements comes closest to your view?

A) The large majority of heterosexual women only want to date the most physically attractive 20% of men

B) The large majority of heterosexual women don't put such strong emphasis on a man's physical attractiveness, and have much broader criteria for who they date

Statement A	18
Statement B	45
Neither	13
Don't know	24

A) Different women have different tastes in men

B) Heterosexual women are biologically hardwired to be attracted to more aggressive, dominant men

Statement A	82
Statement B	2
Neither	6
Don't know	11

A) Most heterosexual women don't mind if their partner is of high social status or not

B) Most heterosexual women only want to date men of high social status

Statement A	44
Statement B	14
Neither	19
Don't know	23

A) The purpose of feminism is to bring women up to be equal to men

B) The purpose of feminism is to put men down

Statement A	66
Statement B	10
Neither	12
Don't know	12

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A) Women should dress in a way their partner finds attractive		
B) Women should dress however they choose, regardless of whether or not their partner finds it attractive		
	Statement A	6
	Statement B	80
	Neither	7
	Don't know	7
A) When on a date, a man should pay for the woman		
B) When on a date, both people should split the costs		
	Statement A	20
	Statement B	54
	Neither	14
	Don't know	12
A)If a man goes on a date with a woman and pays for dinner and drinks, it is NOT fair for him to expect sex		
B)If a man goes on a date with a woman and pays for dinner and drinks, it is fair for him to expect sex		
	Statement A	77
	Statement B	3
	Neither	10
	Don't know	11
A) It is wrong for a WOMAN to have lots of sexual partners		
B) It is not wrong for a WOMAN to have lots of sexual partners		
	Statement A	28
	Statement B	27
	Neither	27
	Don't know	17
A) It is wrong for a MAN to have had lots of sexual partners		
B) It is not wrong for a MAN to have had lots of sexual partners		
	Statement A	25
	Statement B	26
	Neither	32
	Don't know	18
Say it is bad for women to have had sex with lots of people, but do not think it is bad for a man to have done		3