

YouGov Survey Results



Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

	Vote in 2024 GE					EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)	
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What are the top concerns you have for your children under the age of 18?

Respondents answered in their own words, which we have sorted into the categories below

Crime and safety	29	27	28	29	37	36	26	34	29	29	46	29	30	27	32	31	31	28	34	13	34
Social media	21	26	23	18	19	21	22	20	22	16	0	21	20	16	25	18	22	14	22	17	20
Education	21	22	20	24	14	26	20	21	21	20	20	22	18	19	22	22	21	19	25	18	24
Job and financial opportunities	19	12	21	30	18	26	22	20	17	25	38	18	21	20	18	19	17	20	18	32	30
Bullying	10	9	14	8	6	4	10	11	11	7	0	11	9	7	14	11	11	9	13	8	11
Mental health	8	12	8	11	4	10	10	5	8	8	0	10	5	6	10	6	9	5	8	4	9
Screen time	7	7	6	12	2	6	9	3	7	6	14	7	7	5	9	8	8	5	11	4	8
Climate change	7	1	10	14	1	16	11	2	7	8	0	10	4	8	7	8	7	8	7	6	6
Health	7	6	8	11	2	3	6	9	8	4	0	7	6	7	7	7	7	7	7	6	5
Ability to get a house	6	4	7	9	9	7	7	7	6	7	0	5	8	5	8	7	6	7	6	8	9
Cost of living	6	9	7	6	2	9	6	5	7	3	0	5	8	6	6	5	7	6	5	4	3
The state of the country	5	6	4	6	10	5	5	6	5	7	11	7	3	6	4	6	5	5	6	5	6
Influence of various political factions	5	1	6	3	17	5	5	7	6	4	0	6	5	8	3	6	5	10	2	5	2
Online content	5	3	6	1	2	6	6	2	4	5	21	6	3	5	4	6	4	6	5	7	4
Immigration	3	3	2	2	16	2	1	10	3	5	11	3	4	5	2	4	3	6	1	2	2
War and global instability	3	4	2	3	2	8	3	2	3	4	0	4	2	4	2	3	3	3	2	5	2
Peer pressure and other children	3	4	3	3	3	0	4	1	3	2	0	4	3	2	4	3	4	2	3	2	1
The state of the economy	3	1	3	5	1	10	3	2	3	2	0	3	2	2	3	3	2	2	4	2	7
Social connections	3	4	4	4	0	7	5	1	4	3	0	4	3	3	4	3	3	3	4	3	4
Growing up to be well-adjusted	3	6	1	0	0	6	3	1	3	0	0	3	2	3	2	2	3	3	2	0	1
Drugs	2	2	4	1	2	0	3	2	2	4	0	2	2	2	3	3	2	3	3	2	5
"Technology"	2	1	3	2	1	4	3	1	2	1	0	2	1	2	1	2	2	3	1	4	1
Happiness	2	1	2	1	1	5	2	2	2	1	0	2	1	2	1	2	2	2	1	3	2
Disability-related concerns	2	1	3	1	0	2	2	2	2	2	0	1	3	1	3	2	2	1	3	0	0
No concerns	1	0	0	0	0	0	1	1	1	2	0	1	1	2	0	1	1	1	0	2	0
Misogyny and similar	1	1	2	1	0	4	2	0	1	2	0	2	0	2	1	1	1	1	1	1	1
Intolerance	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	7	7	6	6	11	4	7	9	7	9	6	9	6	7	8	7	6	8	7	12	7
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Intelligent	Positive trait	90	93	91	89	85	97	90	90	91	88	85	92	86	91	89	90	90	90	91	86	87
	Negative trait	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Neither a positive nor negative trait	10	7	9	11	15	3	9	10	9	12	15	7	14	9	10	10	9	10	14	13	13
	Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Physically strong	Positive trait	61	71	58	54	71	64	56	68	63	55	40	63	57	61	61	64	61	64	64	59	62
	Negative trait	1	0	1	0	1	0	0	1	1	0	0	1	1	1	1	1	1	1	1	0	1
	Neither a positive nor negative trait	38	29	42	46	28	36	44	31	36	44	60	36	41	38	38	35	38	34	35	41	37
	Don't know	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Dominant	Positive trait	9	15	6	2	17	4	7	11	9	9	0	11	6	12	6	9	10	13	4	8	2
	Negative trait	38	23	45	52	23	42	41	38	36	46	41	39	36	37	39	34	40	32	36	32	44
	Neither a positive nor negative trait	52	60	48	45	59	53	50	50	54	44	49	49	57	51	53	56	49	54	58	58	51
	Don't know	2	2	1	2	2	1	1	1	1	2	9	1	2	1	2	2	1	1	2	1	2
Assertive	Positive trait	64	72	65	57	61	64	63	65	65	59	41	65	63	62	66	63	66	58	67	54	68
	Negative trait	5	3	5	6	8	4	5	5	5	5	0	4	6	6	3	5	4	8	2	9	1
	Neither a positive nor negative trait	31	24	30	37	31	32	32	30	29	36	59	31	30	32	30	32	29	34	30	37	29
	Don't know	1	1	0	0	0	0	0	0	1	1	0	0	1	0	1	1	1	0	2	0	2
Kind	Positive trait	97	97	99	97	91	100	97	96	97	99	100	97	97	95	99	96	97	94	99	91	100
	Negative trait	0	0	0	0	2	0	0	1	0	0	0	0	1	0	0	0	0	1	0	2	0
	Neither a positive nor negative trait	3	3	1	3	6	0	3	3	3	1	0	3	3	4	1	3	3	6	1	7	0
	Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Honest	Positive trait	97	98	98	100	99	100	97	98	97	98	94	98	95	96	98	97	96	96	97	95	97
	Negative trait	0	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0
	Neither a positive nor negative trait	3	2	2	0	1	0	3	2	3	1	6	2	4	3	2	3	3	3	3	5	3
	Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reliable	Positive trait	98	99	98	100	98	100	98	99	98	99	100	99	97	98	98	98	98	98	98	97	98
	Negative trait	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1
	Neither a positive nor negative trait	1	1	1	0	2	0	1	1	2	1	0	1	3	2	1	1	2	2	1	3	1
	Don't know	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
Emotionally reserved	Positive trait	13	18	10	8	17	3	10	16	14	8	0	13	13	15	11	13	15	15	10	11	8
	Negative trait	21	26	22	16	22	18	19	21	20	22	38	21	20	19	23	22	20	20	24	20	26
	Neither a positive nor negative trait	64	55	65	75	58	79	68	60	63	68	62	63	65	64	64	63	63	63	63	67	64
	Don't know	2	1	3	1	3	0	3	2	3	2	0	3	2	2	3	3	2	2	4	1	2

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		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1									C2DE
Weighted Sample		904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
	Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Aggressive	Positive trait	2	4	1	1	2	0	1	2	2	1	0	2	2	4	0	3	2	5	0	5	0
	Negative trait	85	85	87	93	68	90	88	78	85	87	57	87	82	78	92	85	85	77	93	75	92
	Positive nor negative trait	12	7	12	7	29	10	10	18	12	12	43	10	15	18	7	11	13	17	5	20	5
	Don't know	1	4	0	0	1	0	0	2	1	1	0	1	1	1	1	1	0	1	1	1	2
Competitive	Positive trait	45	65	44	26	67	33	38	56	46	43	40	43	48	51	39	44	48	50	37	45	38
	Negative trait	9	3	9	10	5	11	10	7	9	6	6	9	8	6	11	9	8	7	11	5	11
	Positive nor negative trait	46	32	46	64	27	56	52	37	45	50	54	48	43	43	49	47	43	43	51	50	51
	Don't know	1	0	1	1	0	0	1	0	0	1	0	1	1	0	1	1	0	0	1	0	1
Hard working	Positive trait	95	98	96	92	95	96	94	97	95	95	89	96	93	94	95	94	95	94	94	90	93
	Negative trait	0	0	0	2	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0
	Positive nor negative trait	5	2	4	6	4	4	6	3	5	5	11	4	7	5	5	6	4	6	6	10	7
	Don't know	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Caring	Positive trait	97	99	99	99	94	100	98	97	98	97	100	98	97	96	99	97	97	96	98	94	99
	Negative trait	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
	Positive nor negative trait	2	1	1	1	6	0	2	3	2	3	0	2	3	3	1	2	3	3	1	6	1
	Don't know	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
And do you see each of the following as a masculine trait, a feminine trait, or neither?																						
Intelligent	Masculine trait	4	6	3	1	6	0	3	4	5	0	0	5	2	6	1	5	4	9	2	7	4
	Feminine trait	7	7	6	3	6	7	8	6	7	5	0	5	9	4	9	6	7	5	8	8	6
	Masculine nor feminine trait	88	85	90	95	86	93	88	88	86	93	100	89	85	88	88	87	88	85	88	82	88
	Don't know	2	2	1	1	2	0	1	2	2	2	0	1	4	2	2	2	2	2	2	3	3
Physically strong	Masculine trait	51	53	50	51	61	46	47	55	52	48	37	53	47	54	48	54	51	59	49	48	48
	Feminine trait	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Masculine nor feminine trait	48	46	50	49	38	54	52	44	47	51	63	46	50	44	51	44	47	39	50	49	51
	Don't know	1	1	0	0	2	0	1	1	1	1	0	0	3	2	1	1	2	2	1	3	1
Dominant	Masculine trait	39	41	37	42	28	56	39	40	40	33	60	39	39	36	42	41	39	40	43	33	42
	Feminine trait	2	0	2	1	2	0	1	1	2	1	0	2	2	3	0	2	2	2	1	1	1
	Masculine nor feminine trait	57	54	60	57	69	44	58	57	55	64	40	59	55	59	56	55	57	56	54	61	55
	Don't know	2	5	1	0	2	0	1	2	2	2	0	1	4	2	2	3	2	2	3	4	2

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		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1									C2DE
		Weighted Sample	904	98	360	88	85	55	496	253	710	188	6									551
Unweighted Sample		904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Assertive	Masculine trait	19	16	19	18	16	22	20	20	21	12	34	19	19	22	16	21	18	24	17	19	21
	Feminine trait	5	6	3	5	10	4	2	8	6	1	0	4	6	4	5	5	5	6	4	8	2
	Neither a masculine nor feminine trait	74	77	77	77	72	73	76	71	72	84	66	76	71	72	77	73	74	68	77	70	75
	Don't know	2	1	1	0	2	0	1	1	2	2	0	1	4	2	2	1	3	1	2	3	3
Kind	Masculine trait	1	1	1	0	1	0	1	0	1	0	0	2	0	2	0	1	1	3	0	1	0
	Feminine trait	22	19	20	25	26	30	20	24	24	14	27	20	25	16	28	23	23	18	28	17	22
	Neither a masculine nor feminine trait	76	79	79	75	72	70	78	74	74	85	73	78	72	80	71	74	74	77	71	78	77
	Don't know	1	1	0	0	2	0	1	2	1	1	0	0	3	2	0	1	2	2	0	4	1
Honest	Masculine trait	3	5	2	0	5	0	2	3	4	0	0	4	2	5	1	4	4	7	1	7	1
	Feminine trait	9	9	7	2	10	13	7	13	10	6	0	7	13	3	15	9	11	3	14	0	14
	Neither a masculine nor feminine trait	86	80	90	98	83	87	89	83	84	92	100	88	81	89	82	85	83	88	83	89	84
	Don't know	2	6	1	0	2	0	2	1	2	2	0	1	4	2	2	2	2	2	2	4	1
Reliable	Masculine trait	5	12	4	0	8	0	4	6	6	1	0	6	4	8	2	7	5	12	3	6	0
	Feminine trait	9	6	7	7	7	11	9	8	10	6	15	8	12	3	16	10	10	3	18	4	17
	Neither a masculine nor feminine trait	84	80	88	93	84	89	86	84	82	92	85	86	81	86	81	81	83	83	78	86	81
	Don't know	2	2	0	0	2	0	1	2	2	1	0	0	4	2	1	2	2	2	1	4	1
Emotionally reserved	Masculine trait	28	25	30	31	40	35	27	33	29	26	6	30	25	28	28	30	26	32	27	33	19
	Feminine trait	8	13	7	3	5	2	6	8	8	8	9	8	7	7	8	9	8	9	10	5	12
	Neither a masculine nor feminine trait	61	56	62	66	53	63	64	56	60	65	64	61	63	62	61	59	63	57	60	56	66
	Don't know	3	6	1	0	2	0	2	3	3	2	20	1	5	3	3	3	3	2	3	6	3
Aggressive	Masculine trait	45	42	46	53	35	50	46	45	46	41	46	47	42	46	44	45	46	47	44	43	42
	Feminine trait	1	0	1	0	1	0	1	0	1	2	0	1	0	2	0	1	0	2	0	2	0
	Neither a masculine nor feminine trait	52	53	53	47	60	50	51	52	51	56	54	51	54	50	54	52	52	49	54	53	56
	Don't know	2	5	0	0	3	0	1	3	2	2	0	1	4	2	2	2	2	2	2	3	2
Competitive	Masculine trait	28	25	28	28	29	26	25	35	29	23	11	27	29	27	28	29	27	32	26	20	27
	Feminine trait	2	5	0	0	3	1	1	3	2	1	0	2	2	1	2	2	3	1	3	3	1
	Neither a masculine nor feminine trait	69	68	71	72	67	73	73	60	68	75	89	70	68	70	69	68	69	66	71	74	72
	Don't know	1	1	0	0	2	0	1	1	1	1	0	0	2	2	1	1	2	1	0	3	1
Hard working	Masculine trait	8	16	6	3	6	5	5	10	9	3	0	8	7	11	5	10	7	13	6	9	5
	Feminine trait	3	2	3	2	0	4	3	3	4	2	0	2	5	1	5	3	3	1	5	0	4
	Neither a masculine nor feminine trait	87	81	90	94	89	91	90	85	86	92	100	89	85	86	89	86	87	84	88	85	91
	Don't know	2	2	1	0	5	0	1	2	1	3	0	1	3	2	1	1	2	2	1	5	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Caring

Masculine trait	1	4	1	0	1	0	1	2	2	0	0	2	1	2	0	2	1	3	0	3	1
Feminine trait	33	28	32	33	34	43	32	33	35	26	20	32	35	29	37	35	33	33	37	27	36
Neither a masculine nor feminine trait	64	67	66	67	64	57	66	64	62	72	80	66	62	66	62	62	64	62	63	66	63
Don't know	1	1	0	0	2	0	1	1	1	1	0	0	3	2	0	1	2	2	0	3	1

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

Intelligent

Very important	32	44	30	33	34	38	30	32	32	34	0	36	27	34	31	35	33	36	33	32	30
Fairly important	46	40	47	41	41	49	50	45	45	49	86	48	42	47	45	43	44	43	43	40	40
TOTAL IMPORTANT	78	84	77	74	75	87	80	77	77	83	86	84	69	81	76	78	77	79	76	72	70
Not very important	16	14	17	20	19	9	14	17	16	13	14	13	20	14	17	16	16	15	17	19	20
Not important at all	2	1	3	0	0	3	2	2	2	1	0	2	3	2	2	2	2	3	2	2	2
TOTAL NOT IMPORTANT	18	15	20	20	19	12	16	19	18	14	14	15	23	16	19	18	18	17	20	21	22
Don't know	4	1	4	6	6	0	4	4	5	2	0	2	8	3	5	4	5	4	4	6	8

Physically strong

Very important	15	25	12	2	21	9	10	19	16	11	0	15	15	18	11	16	15	21	12	12	7
Fairly important	36	37	27	41	49	46	32	38	36	33	69	36	35	34	37	37	33	35	39	35	41
TOTAL IMPORTANT	51	62	39	43	70	55	42	57	52	44	69	51	50	52	48	53	48	56	51	47	48
Not very important	36	29	45	43	25	32	43	30	35	42	24	38	35	33	40	35	38	30	39	32	41
Not important at all	11	8	15	10	1	13	13	10	11	13	6	10	12	11	11	10	11	10	10	15	9
TOTAL NOT IMPORTANT	47	37	60	53	26	45	56	40	46	55	30	48	47	44	51	45	49	40	49	47	50
Don't know	2	1	1	4	4	0	2	3	3	1	0	1	4	3	2	3	3	4	1	6	3

Dominant

Very important	5	9	4	2	7	1	3	7	5	4	0	5	5	6	4	6	6	8	4	3	4
Fairly important	13	19	9	4	20	8	13	11	15	8	0	14	13	16	11	15	13	18	11	13	6
TOTAL IMPORTANT	18	28	13	6	27	9	16	18	20	12	0	19	18	22	15	21	19	26	15	16	10
Not very important	40	46	39	45	48	39	39	41	40	38	43	40	39	39	41	39	39	39	40	34	40
Not important at all	38	26	45	45	22	52	41	37	35	49	57	39	37	36	40	36	37	32	40	44	45
TOTAL NOT IMPORTANT	78	72	84	90	70	91	80	78	75	87	100	79	76	75	81	75	76	71	80	78	85
Don't know	4	1	3	4	4	0	4	4	5	1	0	3	6	4	4	5	4	4	5	6	5

Assertive

Very important	14	28	12	7	17	14	10	20	15	11	0	12	17	16	12	15	15	16	14	14	13
Fairly important	44	43	44	37	46	50	43	45	45	40	64	46	40	41	47	45	44	42	48	36	44
TOTAL IMPORTANT	58	71	56	44	63	64	53	65	60	51	64	58	57	57	59	60	59	58	62	50	57
Not very important	28	20	29	37	26	23	32	23	27	30	19	29	25	27	28	25	28	24	25	23	27
Not important at all	9	8	10	12	6	12	10	6	7	16	17	9	10	12	6	9	7	13	5	21	8
TOTAL NOT IMPORTANT	37	28	39	49	32	35	42	29	34	46	36	38	35	39	34	34	35	37	30	44	35
Don't know	6	2	5	6	4	2	5	6	6	3	0	4	8	5	7	7	6	5	8	6	8

YouGov Survey Results

Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

		Vote in 2024 GE					EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)	
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1									C2DE
Weighted Sample		904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample		904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Kind	Very important	71	73	77	74	57	82	74	69	70	78	69	72	70	61	82	71	73	60	82	62	79
	Fairly important	24	23	20	22	37	16	22	26	25	20	31	24	25	33	15	24	23	33	16	30	19
	TOTAL IMPORTANT	95	96	97	96	94	98	96	95	95	98	100	96	95	94	97	95	96	93	98	92	98
	Not very important	1	2	1	0	1	2	2	2	2	1	0	2	1	2	1	2	1	2	1	1	0
	Not important at all	1	0	1	0	2	0	1	1	1	0	0	1	1	2	0	1	1	1	0	1	0
	TOTAL NOT IMPORTANT	2	2	2	0	3	2	3	3	3	1	0	3	2	4	1	3	2	3	1	2	0
Don't know		2	1	1	4	4	0	2	2	2	1	0	1	4	3	1	2	2	3	1	6	3
Honest	Very important	78	79	79	84	76	91	80	78	76	86	63	80	74	73	83	76	78	71	81	79	80
	Fairly important	18	18	18	12	15	9	17	15	19	13	37	17	20	21	15	19	17	21	17	12	15
	TOTAL IMPORTANT	96	97	97	96	91	100	97	93	95	99	100	97	94	94	98	95	95	92	98	91	95
	Not very important	1	2	0	0	4	0	0	3	2	0	0	1	2	2	1	2	1	2	1	3	2
	Not important at all	1	0	1	0	2	0	1	1	1	0	0	1	1	2	0	1	1	1	0	1	0
	TOTAL NOT IMPORTANT	2	2	1	0	6	0	1	4	3	0	0	2	3	4	1	3	2	3	1	4	2
Don't know		2	1	1	4	4	0	2	2	2	1	0	1	4	3	1	2	2	3	1	6	3
Reliable	Very important	76	79	79	75	75	84	76	78	75	78	68	78	73	70	82	76	77	72	80	71	75
	Fairly important	20	20	18	21	15	14	20	16	19	20	32	19	20	22	17	20	18	21	19	20	22
	TOTAL IMPORTANT	96	99	97	96	90	98	96	94	94	98	100	97	93	92	99	96	95	93	99	91	97
	Not very important	1	0	1	0	4	1	1	1	1	0	0	1	1	2	0	1	1	1	0	0	0
	Not important at all	1	0	1	0	4	0	1	2	2	1	0	1	2	2	0	1	1	2	0	3	0
	TOTAL NOT IMPORTANT	2	0	2	0	8	1	2	3	3	1	0	2	3	4	0	2	2	3	0	3	0
Don't know		2	1	1	4	2	0	2	2	2	1	0	1	4	3	1	3	2	4	1	6	3
Emotionally reserved	Very important	5	11	6	2	8	2	3	8	6	4	0	5	6	7	4	7	6	9	5	4	3
	Fairly important	15	27	10	4	17	8	13	15	16	11	11	14	16	20	10	15	15	19	11	17	13
	TOTAL IMPORTANT	20	38	16	6	25	10	16	23	22	15	11	19	22	27	14	22	21	28	16	21	16
	Not very important	38	32	39	49	46	39	39	40	37	41	23	38	38	39	37	37	39	39	36	32	44
	Not important at all	33	21	37	35	24	44	37	28	30	41	46	36	27	27	39	30	32	24	36	35	29
	TOTAL NOT IMPORTANT	71	53	76	84	70	83	76	68	67	82	69	74	65	66	76	67	71	63	72	67	73
Don't know		9	9	8	9	5	6	8	9	10	3	20	6	13	8	10	11	8	9	12	11	9
Aggressive	Very important	2	5	3	0	0	0	1	3	3	1	0	2	3	3	2	2	3	3	1	3	0
	Fairly important	4	6	3	0	11	0	3	5	5	3	0	3	7	6	2	5	2	8	3	5	2
	TOTAL IMPORTANT	6	11	6	0	11	0	4	8	8	4	0	5	10	9	4	7	5	11	4	8	2
	Not very important	24	24	21	24	31	12	22	24	25	22	9	26	21	30	18	24	24	29	18	30	14
	Not important at all	67	63	72	71	52	88	72	64	65	73	91	68	66	58	77	66	68	55	76	56	81
	TOTAL NOT IMPORTANT	91	87	93	95	83	100	94	88	90	95	100	94	87	88	95	90	92	84	94	86	95
Don't know		3	1	2	5	5	0	2	4	3	1	0	2	4	4	2	3	3	5	2	6	3

YouGov Survey Results

Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

	Vote in 2024 GE						EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Competitive

Very important	10	20	9	0	22	0	6	13	11	6	0	10	10	14	6	12	9	17	7	10	6
Fairly important	29	43	25	23	32	27	27	32	27	32	59	30	26	34	24	28	30	31	26	28	25
TOTAL IMPORTANT	39	63	34	23	54	27	33	45	38	38	59	40	36	48	30	40	39	48	33	38	31
Not very important	43	31	47	51	29	53	45	39	42	45	41	43	43	36	50	42	42	36	48	39	48
Not important at all	15	5	17	22	13	21	19	13	15	15	0	15	15	13	17	14	15	12	16	17	16
TOTAL NOT IMPORTANT	58	36	64	73	42	74	64	52	57	60	41	58	58	49	67	56	57	48	64	56	64
Don't know	3	1	2	4	4	0	3	3	4	2	0	2	6	4	3	4	4	5	3	6	5

Hard working

Very important	60	83	59	55	65	54	55	69	59	64	62	62	56	61	58	60	60	61	59	55	61
Fairly important	34	15	37	37	28	41	37	26	34	32	38	32	36	29	38	33	33	28	37	32	32
TOTAL IMPORTANT	94	98	96	92	93	95	92	95	93	96	100	94	92	90	96	93	93	89	96	87	93
Not very important	3	1	3	3	0	6	4	1	3	3	0	3	3	4	2	3	3	4	2	5	5
Not important at all	2	0	1	1	4	0	2	2	2	1	0	1	2	3	1	1	1	2	0	3	0
TOTAL NOT IMPORTANT	5	1	4	4	4	6	6	3	5	4	0	4	5	7	3	4	4	6	2	8	5
Don't know	2	1	1	4	4	0	2	2	2	1	0	1	3	3	1	3	2	4	1	6	3

Caring

Very important	66	64	71	64	54	84	67	69	66	69	38	66	66	55	77	66	66	55	78	59	75
Fairly important	28	33	25	33	36	14	27	24	28	29	52	29	27	34	22	27	28	34	21	29	22
TOTAL IMPORTANT	94	97	96	97	90	98	94	93	94	98	90	95	93	89	99	93	94	89	99	88	97
Not very important	2	1	2	0	5	0	3	2	3	1	9	3	2	5	0	3	2	5	0	5	0
Not important at all	1	0	1	0	2	2	1	1	1	1	0	1	1	3	0	1	1	2	0	1	0
TOTAL NOT IMPORTANT	3	1	3	0	7	2	4	3	4	2	9	4	3	8	0	4	3	7	0	6	0
Don't know	2	1	1	4	4	0	2	2	3	1	0	1	4	3	1	3	2	4	1	6	3

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	1	2	0	4	2	2	2	2	2	0	2	1	3	1	2	2	4	1	1	2
Somewhat favourable	3	7	1	1	7	0	2	2	4	1	0	4	2	4	3	3	3	3	3	3	1
TOTAL FAVOURABLE	5	8	3	1	11	2	4	4	6	3	0	6	3	7	4	5	5	7	4	4	3
Neither favourable nor unfavourable	7	16	3	0	22	1	4	12	7	7	0	7	8	10	4	9	7	14	5	7	7
Somewhat unfavourable	8	10	5	5	16	5	5	9	8	7	20	8	8	10	6	8	7	10	6	8	5
Very unfavourable	66	52	80	81	36	86	77	58	64	71	69	69	59	64	67	65	63	63	67	74	64
TOTAL UNFAVOURABLE	74	62	85	86	52	91	82	67	72	78	89	77	67	74	73	73	70	73	73	82	69
Don't know	4	4	3	3	4	0	3	5	4	4	0	4	5	4	5	4	5	3	5	3	6
N/A - I have never heard of this person	10	10	6	10	9	5	6	11	11	7	11	6	16	5	15	8	12	3	13	3	14

YouGov Survey Results

Sample Size: 904 parents in GB
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	Vote in 2024 GE						EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jordan Peterson																					
Very favourable	4	5	2	2	20	0	2	7	4	5	0	5	2	6	1	5	4	8	1	7	1
Somewhat favourable	7	13	5	6	9	0	6	11	8	6	0	9	5	12	3	9	6	15	3	11	3
TOTAL FAVOURABLE	11	18	7	8	29	0	8	18	12	11	0	14	7	18	4	14	10	23	4	18	4
Neither favourable nor unfavourable	7	12	7	4	7	6	6	8	7	6	14	6	9	8	6	8	7	9	7	6	8
Somewhat unfavourable	5	9	3	5	5	5	5	3	4	6	0	4	5	6	3	5	4	6	3	4	3
Very unfavourable	15	1	21	26	4	23	21	8	15	15	0	16	12	19	10	12	15	15	10	17	8
TOTAL UNFAVOURABLE	20	10	24	31	9	28	26	11	19	21	0	20	17	25	13	17	19	21	13	21	11
Don't know	8	5	8	11	3	8	9	4	9	7	20	10	6	7	9	9	8	8	11	5	9
N/A - I have never heard of this person	54	54	55	46	52	58	51	60	53	57	66	50	62	42	67	52	56	40	64	50	67
Donald Trump																					
Very favourable	5	7	2	1	31	2	2	13	5	5	0	5	5	7	3	6	5	8	3	6	4
Somewhat favourable	8	16	3	3	31	0	3	14	8	6	0	7	9	10	5	9	7	11	6	11	5
TOTAL FAVOURABLE	13	23	5	4	62	2	5	27	13	11	0	12	14	17	8	15	12	19	9	17	9
Neither favourable nor unfavourable	8	16	2	4	9	5	5	11	9	6	11	9	8	9	8	9	6	10	7	5	8
Somewhat unfavourable	12	26	8	6	7	14	10	11	14	7	11	12	13	13	12	15	12	15	15	12	17
Very unfavourable	66	34	85	85	20	79	79	49	63	75	78	67	64	61	71	61	69	54	68	66	66
TOTAL UNFAVOURABLE	78	60	93	91	27	93	89	60	77	82	89	79	77	74	83	76	81	69	83	78	83
Don't know	1	1	0	1	2	0	1	0	1	1	0	1	0	0	1	1	0	1	1	0	1
N/A - I have never heard of this person	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Gareth Southgate																					
Very favourable	21	22	29	30	11	25	24	21	20	26	0	22	20	22	21	20	21	20	20	22	18
Somewhat favourable	32	39	34	36	23	38	33	33	32	34	21	35	29	32	33	33	31	30	37	29	41
TOTAL FAVOURABLE	53	61	63	66	34	63	57	54	52	60	21	57	49	54	54	53	52	50	57	51	59
Neither favourable nor unfavourable	25	25	20	21	27	30	26	20	25	21	79	23	28	26	24	24	25	28	21	27	21
Somewhat unfavourable	5	3	4	5	8	0	5	6	5	4	0	5	4	6	3	5	5	7	3	7	5
Very unfavourable	4	1	4	0	12	2	1	9	4	5	0	4	4	7	1	4	4	7	1	3	0
TOTAL UNFAVOURABLE	9	4	8	5	20	2	6	15	9	9	0	9	8	13	4	9	9	14	4	10	5
Don't know	5	6	4	6	6	5	5	4	6	5	0	6	4	4	7	6	5	5	8	4	6
N/A - I have never heard of this person	8	3	5	3	14	0	5	7	8	5	0	5	11	3	12	7	8	3	11	8	8
Lewis Hamilton																					
Very favourable	11	16	13	10	7	8	11	11	11	10	0	11	10	14	7	10	11	12	8	15	9
Somewhat favourable	29	32	34	26	14	14	28	28	29	29	21	29	28	29	28	29	30	30	28	26	31
TOTAL FAVOURABLE	40	48	47	36	21	22	39	39	40	39	21	40	38	43	35	39	41	42	36	41	40
Neither favourable nor unfavourable	32	27	32	43	17	43	38	19	31	34	68	32	32	31	33	30	33	28	32	32	28
Somewhat unfavourable	15	11	13	16	28	28	14	18	15	13	11	15	14	14	16	16	12	15	17	17	18
Very unfavourable	7	7	4	2	29	2	3	18	7	8	0	6	9	9	5	8	6	12	3	7	4
TOTAL UNFAVOURABLE	22	18	17	18	57	30	17	36	22	21	11	21	23	23	21	24	18	27	20	24	22
Don't know	5	6	3	4	4	4	5	4	5	6	0	5	5	3	7	6	5	3	8	3	8
N/A - I have never heard of this person	2	2	1	0	0	0	0	2	2	2	0	2	2	0	3	2	3	0	3	0	2

YouGov Survey Results

Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

	Vote in 2024 GE						EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Prince William																						
	Very favourable	27	54	23	21	34	24	20	37	26	30	42	25	29	23	31	27	27	24	31	27	34
	Somewhat favourable	32	28	36	35	26	19	32	33	34	26	20	34	28	29	35	32	32	29	35	23	34
	TOTAL FAVOURABLE	59	82	59	56	60	43	52	70	60	56	62	59	57	52	66	59	59	53	66	50	68
	Neither favourable nor unfavourable	24	13	25	28	25	23	27	16	24	22	32	22	26	27	20	23	25	27	20	31	14
	Somewhat unfavourable	10	2	10	9	7	24	12	6	9	11	0	11	8	11	8	10	9	10	9	8	14
	Very unfavourable	6	2	4	5	8	10	6	7	5	9	6	5	6	8	4	5	5	8	2	11	1
	TOTAL UNFAVOURABLE	16	4	14	14	15	34	18	13	14	20	6	16	14	19	12	15	14	18	11	19	15
	Don't know	2	1	2	1	1	0	2	0	2	2	0	2	1	2	2	2	2	1	3	1	2
	N/A - I have never heard of this person	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

KSI	Very favourable	2	0	4	2	0	2	1	4	2	3	14	1	5	2	3	3	2	2	3	1	4
	Somewhat favourable	9	8	7	12	13	6	9	8	10	5	0	10	7	8	10	9	8	8	10	10	12
	TOTAL FAVOURABLE	11	8	11	14	13	8	10	12	12	8	14	11	12	10	13	12	10	10	13	11	16
	Neither favourable nor unfavourable	24	38	26	22	20	12	25	21	24	23	11	25	21	26	21	24	25	27	21	31	17
	Somewhat unfavourable	13	9	14	8	7	17	14	13	14	8	0	13	13	17	9	13	12	16	10	12	14
	Very unfavourable	10	9	12	8	15	9	7	17	11	8	11	9	12	14	6	12	8	17	7	13	5
	TOTAL UNFAVOURABLE	23	18	26	16	22	26	21	30	25	16	11	22	25	31	15	25	20	33	17	25	19
	Don't know	12	9	12	16	10	14	15	8	11	15	9	13	11	11	13	13	12	11	15	9	10
	N/A - I have never heard of this person	30	26	26	33	36	41	28	30	28	37	56	29	31	21	38	26	33	18	34	25	38

Joe Wicks																						
	Very favourable	12	8	17	17	11	7	11	16	13	12	8	13	12	10	15	12	12	9	16	12	11
	Somewhat favourable	36	40	39	47	19	50	41	29	35	38	15	40	29	29	43	34	37	26	43	21	47
	TOTAL FAVOURABLE	48	48	56	64	30	57	52	45	48	50	23	53	41	39	58	46	49	35	59	33	58
	Neither favourable nor unfavourable	30	33	26	27	33	29	30	26	29	29	77	25	36	36	24	30	29	37	24	38	23
	Somewhat unfavourable	7	10	7	2	15	4	7	9	7	7	0	7	6	8	6	7	7	9	5	5	7
	Very unfavourable	2	3	2	1	2	0	2	4	2	3	0	3	2	3	2	3	2	4	2	4	3
	TOTAL UNFAVOURABLE	9	13	9	3	17	4	9	13	9	10	0	10	8	11	8	10	9	13	7	9	10
	Don't know	5	1	5	4	6	4	6	5	5	6	0	6	4	7	4	6	5	7	4	7	5
	N/A - I have never heard of this person	8	4	5	3	14	6	3	11	8	5	0	6	10	8	7	7	8	8	6	12	5

Would you support or oppose a ban on under 16s from using social media?

	Strongly support	44	47	44	44	55	54	40	55	46	39	32	41	49	39	49	45	43	40	49	35	34
	Somewhat support	32	30	36	29	18	24	38	19	33	27	41	35	28	34	30	32	34	33	31	31	33
	TOTAL SUPPORT	76	77	80	73	73	78	78	74	79	66	73	76	77	73	79	77	77	73	80	66	67
	Somewhat oppose	15	13	15	21	14	10	15	16	15	19	6	16	15	18	13	15	15	17	13	22	19
	Strongly oppose	4	6	3	4	7	5	3	4	3	7	0	5	2	4	3	4	2	5	3	6	6
	TOTAL OPPOSE	19	19	18	25	21	15	18	20	18	26	6	21	17	22	16	19	17	22	16	28	25
	Don't know	5	4	2	2	6	7	3	6	3	9	20	4	6	5	4	4	5	5	4	7	7

YouGov Survey Results

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose a ban on under 16s from having smartphones...
...at all

Strongly support	19	18	17	20	27	22	14	29	20	15	35	17	22	15	22	20	20	15	25	14	16
Somewhat support	26	24	24	31	23	28	25	25	27	20	28	27	24	27	25	27	26	25	28	19	22
TOTAL SUPPORT	45	42	41	51	50	50	39	54	47	35	63	44	46	42	47	47	46	40	53	33	38
Somewhat oppose	30	33	35	24	18	27	33	22	29	37	11	32	28	32	29	28	31	28	28	27	31
Strongly oppose	20	19	20	19	27	18	22	20	19	22	27	20	21	22	18	20	19	26	15	38	24
TOTAL OPPOSE	50	52	55	43	45	45	55	42	48	59	38	52	49	54	47	48	50	54	43	65	55
Don't know	5	7	4	7	5	5	6	4	5	6	0	5	5	5	6	6	5	6	5	3	6

...in schools

Strongly support	57	57	56	62	63	60	53	65	58	53	100	58	56	52	63	58	57	51	66	47	52
Somewhat support	26	22	26	25	24	26	29	19	26	29	0	27	25	31	22	25	27	28	22	26	27
TOTAL SUPPORT	83	79	82	87	87	86	82	84	84	82	100	85	81	83	85	83	84	79	88	73	79
Somewhat oppose	9	7	12	9	5	6	11	8	10	9	0	9	10	11	8	9	9	12	5	14	10
Strongly oppose	5	10	4	3	7	5	3	8	5	7	0	5	5	4	6	6	5	7	5	11	9
TOTAL OPPOSE	14	17	16	12	12	11	14	16	15	16	0	14	15	15	14	15	14	19	10	25	19
Don't know	2	3	2	2	1	3	3	1	2	3	0	2	3	2	2	2	2	2	2	2	2

As far as you are aware, do any of your children under the age of 18 have accounts on the following social media platforms? Please select all that apply

Snapchat	34	42	33	36	31	29	33	39	29	53	31	31	38	32	35	32	34	34	30	60	66
TikTok	33	39	35	27	33	25	32	37	27	52	38	30	36	33	32	30	35	33	26	62	56
Instagram	28	36	30	29	20	18	30	30	23	50	43	27	31	30	27	25	30	29	21	52	46
Facebook	22	31	25	12	22	6	19	24	18	37	35	18	28	24	20	22	24	25	18	43	37
Twitter/X	8	8	9	7	6	0	9	7	6	15	11	7	10	8	7	8	8	9	8	14	17
None of these	52	43	51	56	48	59	54	44	60	23	29	55	47	50	54	54	50	50	58	15	13
Don't know	2	2	2	0	7	0	1	4	2	3	21	2	3	3	1	2	3	2	2	2	2

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	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Outside of school time, how much time on a typical school day do your children under the age of 18 spend online, using their computer/mobile phone, or playing video games? If you have children under 18 who use the internet at different rates, please answer based on the child under 18 who spends the MOST time online in this scenario

Less than an hour	19	17	19	25	16	18	19	18	23	6	9	24	12	18	20	19	20	16	22	3	3
1-2 hours	24	23	21	30	30	39	26	18	26	19	21	25	23	26	22	25	23	26	25	16	16
2-3 hours	23	29	23	20	26	20	22	29	21	32	8	23	24	24	23	25	23	26	23	26	28
3-4 hours	14	14	15	11	10	12	15	15	13	17	17	13	15	11	18	14	13	12	15	22	27
4-5 hours	7	6	10	7	1	3	8	6	6	9	24	7	7	8	6	7	7	7	7	13	15
5-6 hours	2	0	1	2	2	1	2	2	1	3	0	1	2	1	2	1	2	1	1	3	1
6-7 hours	1	3	1	0	0	0	1	1	1	2	20	1	3	1	2	1	2	1	2	2	3
7-8 hours	1	0	0	0	2	2	1	1	1	1	0	1	1	0	1	1	1	1	1	2	2
More than 8 hours	2	4	2	0	5	2	1	4	2	3	0	1	5	3	2	2	3	2	2	1	2
Don't know	6	3	8	4	7	4	6	7	6	9	0	4	10	7	5	5	8	8	2	11	3

How easy or difficult do you think it is for parents to keep their children safe online?

Very easy	3	3	2	3	7	4	2	4	3	3	0	3	3	3	3	3	3	3	3	3	1
Fairly easy	16	16	15	11	19	26	15	19	17	13	9	15	18	18	15	18	16	18	17	16	18
TOTAL EASY	19	19	17	14	26	30	17	23	20	16	9	18	21	21	18	21	19	21	20	19	19
Fairly difficult	52	45	58	51	46	51	54	53	52	52	71	56	46	55	49	51	52	53	49	49	48
Very difficult	24	29	23	26	25	18	24	22	23	27	20	22	26	20	28	24	24	21	27	29	26
TOTAL DIFFICULT	76	74	81	77	71	69	78	75	75	79	91	78	72	75	77	75	76	74	76	78	74
Don't know	5	7	2	9	3	1	5	2	5	5	0	4	6	4	5	5	5	5	5	4	7

How well or badly do you personally feel able to see and control what your children under the age of 18 are doing online and on social media?

Very well	12	13	12	11	14	16	12	13	14	6	0	12	13	11	14	13	12	12	14	10	3
Fairly well	39	31	44	33	38	38	40	38	42	29	15	41	36	42	36	39	40	41	36	27	31
TOTAL WELL	51	44	56	44	52	54	52	51	56	35	15	53	49	53	50	52	52	53	50	37	34
Fairly badly	28	29	25	34	25	38	29	28	25	41	43	30	26	29	27	28	26	28	28	37	41
Very badly	12	16	13	12	12	6	12	12	11	18	20	11	14	11	14	12	13	11	13	18	17
TOTAL BADLY	40	45	38	46	37	44	41	40	36	59	63	41	40	40	41	40	39	39	41	55	58
Don't know	8	10	7	11	12	2	7	9	8	6	21	6	11	7	9	9	9	8	10	8	8

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	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you use parental controls to restrict websites and apps that your children under the age of 18 can use?

Yes I do	64	63	63	73	60	60	68	57	68	48	78	67	59	60	68	64	63	59	69	50	43
No I do not	33	36	34	23	34	39	30	39	29	48	22	30	38	37	30	32	33	37	28	46	54
Don't know	3	1	3	4	6	1	2	4	3	4	0	3	3	3	3	3	4	4	3	3	3

Do you ever see your children under the age of 18 accessing online/social media content you consider to be damaging to their upbringing?

Yes I do	30	32	31	27	28	28	29	33	29	31	35	31	29	31	28	31	29	34	28	33	28
No I do not	59	62	60	57	56	62	61	55	60	58	6	59	59	58	60	59	60	58	61	57	60
Don't know	11	6	9	16	16	10	9	12	11	11	59	10	13	11	12	10	11	8	12	9	12

Have you ever noticed the following children expressing misogynistic attitudes or behaviours? By "misogynistic", we mean attitudes or behaviours that represent a hatred or general dislike, and/or discrimination against women.

Your own child/children under the age of 18

Yes I have	7	3	8	4	6	8	6	7	6	7	38	6	8	8	6	8	5	8	7	7	7
No I have not	92	97	90	94	93	92	92	91	92	93	62	93	90	91	92	91	93	91	92	91	91
Don't know	2	0	2	1	1	0	1	2	2	0	0	1	2	2	2	1	2	1	1	1	2

Friends of your child/children under the age of 18

Yes I have	17	15	17	18	9	22	18	13	16	18	32	16	17	15	18	17	14	14	20	17	21
No I have not	79	79	77	80	89	75	78	82	79	78	68	80	77	81	77	79	81	83	75	80	75
Don't know	4	6	6	2	2	3	4	5	5	4	0	4	6	3	5	4	5	3	5	4	4

Other children in your child/children's school

Yes I have	31	26	32	38	15	48	36	23	30	31	49	31	30	26	35	31	28	25	37	31	37
No I have not	58	65	53	53	74	40	53	65	58	57	51	59	56	65	51	59	60	66	51	59	54
Don't know	11	9	15	10	11	12	11	12	11	12	0	10	14	9	14	10	12	9	12	10	10

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Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE									
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You said you had noticed children expressing misogynistic attitudes or behaviours. In what way or ways, if at all, has this affected you and/or your family?

[Shown only to respondents who had noticed children expressing misogynistic attitudes or behaviours; n=323]

Has affected me/my family in the following ways: [See Tab 1]	20	14	21	22	5	33	24	13	19	25	0	20	21	17	23	22	20	23	21	20	19
Has not affected me/my family	69	77	69	68	92	64	69	71	70	65	100	69	69	70	68	69	70	68	69	65	75
Don't know	6	3	8	6	0	0	4	12	6	4	0	7	4	5	7	7	4	5	8	9	5
Prefer not to say	5	6	2	4	3	3	3	4	5	6	0	4	6	8	2	3	6	4	2	6	1

You said you had noticed the following expressing misogynistic attitudes or behaviours. How often have you noticed them doing this?

Your own child/children under the age of 18

[Shown only to respondents who had noticed their own children expressing misogynistic attitudes or behaviours; n=55]

Very often	1	0	0	0	0	0	0	0	0	6	0	0	3	0	3	0	3	0	0	0	0
Fairly often	22	43	26	0	29	46	34	15	25	18	0	19	26	24	20	23	21	33	12	50	31
Not very often	36	0	26	78	28	29	34	20	30	48	84	41	31	51	17	27	53	34	19	26	25
Rarely	27	57	29	0	44	25	26	39	27	29	16	28	25	20	36	32	23	25	39	24	31
Once	14	0	19	22	0	0	6	26	19	0	0	12	16	6	24	18	0	8	30	0	13
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Friends of your child/children under the age of 18

[Shown only to respondents who had noticed friends of their children expressing misogynistic attitudes or behaviours; n=151]

Very often	1	0	1	0	0	0	0	2	0	4	0	0	2	0	2	0	2	0	0	0	0
Fairly often	29	32	35	14	33	42	36	12	29	31	0	30	27	37	22	31	25	51	16	54	21
Not very often	44	33	36	56	55	37	42	45	43	44	100	38	53	40	48	38	48	24	47	15	45
Rarely	25	29	27	23	12	21	21	38	27	19	0	29	18	22	27	30	24	25	34	31	34
Once	0	0	0	3	0	0	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0
Don't know	1	6	0	4	0	0	1	3	1	0	0	2	0	0	2	2	1	0	3	0	0

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	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Children in your child/children's school

[Shown only to respondents who had noticed children in their children's school expressing misogynistic attitudes or behaviours; n=290]

Very often	5	6	5	6	6	0	3	9	3	11	0	6	2	5	4	5	5	6	3	8	0
Fairly often	33	36	33	19	50	32	33	31	33	35	0	24	48	28	37	30	32	28	31	42	26
Not very often	36	26	32	49	15	46	38	29	37	33	65	41	28	33	39	37	37	32	40	29	45
Rarely	20	25	24	15	15	13	20	21	21	14	13	23	14	25	16	22	18	26	20	11	21
Once	3	0	4	0	0	9	2	4	3	4	0	3	2	6	1	2	5	3	0	3	1
Don't know	4	6	2	11	15	0	3	6	3	4	22	3	6	4	4	5	4	4	5	7	7

When it comes to the issue of misogynistic attitudes and behaviours among young men and boys, how much of a problem do you consider it to be...

...among boys at the school(s) your child/children attends

A very big problem	10	11	12	2	4	12	9	9	10	12	0	7	15	10	11	10	10	11	9	14	7
A fairly big problem	23	27	21	22	17	30	24	19	21	28	24	24	21	24	22	23	23	22	23	28	26
TOTAL BIG PROBLEM	33	38	33	24	21	42	33	28	31	40	24	31	36	34	33	33	33	33	32	42	33
Not a very big problem	31	22	34	38	29	24	33	29	31	31	28	34	26	33	29	32	30	34	31	28	30
Not a problem at all	13	19	11	13	34	6	10	22	14	11	0	14	12	17	10	14	13	19	10	14	5
TOTAL NOT A PROBLEM	44	41	45	51	63	30	43	51	45	42	28	48	38	50	39	46	43	53	41	42	35
Don't know	23	21	23	25	15	28	23	21	23	19	48	21	25	16	29	21	25	14	27	16	32

...in schools in general

A very big problem	17	14	20	10	9	18	18	14	17	18	0	14	21	17	18	17	17	17	17	16	12
A fairly big problem	42	45	42	48	27	62	44	37	42	41	41	44	38	38	45	40	43	35	46	39	51
TOTAL BIG PROBLEM	59	59	62	58	36	80	62	51	59	59	41	58	59	55	63	57	60	52	63	55	63
Not a very big problem	19	22	17	24	28	5	19	21	19	20	38	20	17	23	15	20	19	25	16	21	14
Not a problem at all	4	4	3	0	17	4	2	10	4	3	0	4	4	7	2	5	2	9	2	8	1
TOTAL NOT A PROBLEM	23	26	20	24	45	9	21	31	23	23	38	24	21	30	17	25	21	34	18	29	15
Don't know	18	15	18	18	20	11	16	18	18	18	20	18	19	16	20	17	20	14	20	17	21

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	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...among boys and young men in society at large

A very big problem	30	24	33	27	15	39	33	26	29	31	6	28	32	25	34	29	28	25	33	26	30
A fairly big problem	39	37	42	45	26	44	42	31	39	38	44	41	35	35	43	40	40	34	45	31	48
TOTAL BIG PROBLEM	69	61	75	72	41	83	75	57	68	69	50	69	67	60	77	69	68	59	78	57	78
Not a very big problem	17	27	13	15	30	6	13	25	17	16	29	17	16	24	10	17	18	25	10	22	9
Not a problem at all	3	1	2	0	17	4	2	8	3	3	0	3	3	6	1	4	2	8	1	8	0
TOTAL NOT A PROBLEM	20	28	15	15	47	10	15	33	20	19	29	20	19	30	11	21	20	33	11	30	9
Don't know	11	11	9	13	12	8	10	11	11	12	20	11	13	10	13	10	13	8	11	13	13

And when it comes to the issue of misogynistic attitudes and behaviours among young men and boys, do you think the issue has become better or worse in recent years?

Much better	2	1	0	3	5	2	2	2	2	3	0	1	3	2	2	2	2	2	3	1	1
Somewhat better	10	16	11	4	15	4	9	10	11	5	0	10	9	11	9	10	10	12	8	8	3
TOTAL BETTER	12	17	11	7	20	6	11	12	13	8	0	11	12	13	11	12	12	14	11	9	4
No difference	17	20	17	13	25	9	15	21	17	18	11	17	16	22	11	18	18	22	13	18	14
Somewhat worse	33	38	34	33	19	43	37	27	33	31	28	34	31	29	36	34	31	31	37	32	39
Much worse	27	17	32	33	24	36	30	27	25	35	41	28	27	27	28	26	27	24	28	30	27
TOTAL WORSE	60	55	66	66	43	79	67	54	58	66	69	62	58	56	64	60	58	55	65	62	66
Don't know	11	9	7	14	12	6	8	13	11	9	20	10	13	9	13	10	12	9	11	11	15

And thinking again about the issue of misogynistic attitudes and behaviours among young men and boys, which of the following comes closest to your view?

It is an important issue, and people are right to be focusing on it as much as they are	64	59	71	78	24	90	72	51	64	65	60	66	62	57	72	62	66	53	70	56	68
It is an important issue, but the extent of it is being overblown	24	31	21	16	43	7	21	31	24	23	9	25	23	29	18	26	23	31	21	31	23
It is not really an important issue	4	4	2	0	14	4	2	10	4	5	0	5	4	8	1	5	5	8	1	5	2
Don't know	8	6	6	6	19	0	6	9	8	6	31	5	11	6	9	8	7	7	8	8	7

YouGov Survey Results

Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

Weighted Sample		Vote in 2024 GE					EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
	904	98	360	88	85	55	496	253	710	188	6	551	353								
	904	96	373	105	77	51	538	238	662	234	8	682	222								
	%	%	%	%	%	%	%	%	%	%	%	%	%								
Unweighted Sample		98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
		96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From which of the following sources, if any, do you think boys are picking up misogynistic behaviour and attitudes? Please select all that apply

Social media influencers and other prominent online figures	80	78	84	86	56	93	88	66	79	84	100	81	79	75	85	80	81	74	85	73	88
From comments and posts on social media	59	53	63	68	41	81	66	49	58	63	91	61	56	57	62	59	60	55	62	58	64
From children in older years at school	42	36	47	54	23	44	45	37	42	43	74	41	45	39	46	42	43	37	48	42	37
From parents or other adult family members	37	27	41	44	13	51	43	26	38	32	14	37	36	30	43	34	37	24	43	21	35
Video games	34	43	30	29	21	49	33	29	33	36	56	32	36	22	45	33	33	20	47	24	46
From children in their own year at school	33	32	39	40	19	37	37	30	32	38	32	32	35	28	38	31	34	26	37	39	35
TV shows and movies	31	33	32	22	16	34	30	30	33	23	31	28	35	24	37	31	32	24	37	25	32
Music	31	23	31	33	20	45	32	29	29	36	32	30	33	25	36	29	31	20	38	27	42
Traditional celebrities and public figures	24	17	29	21	13	23	28	16	25	21	21	25	22	20	27	21	26	17	24	16	25
From religious figures and teaching	20	15	20	22	25	20	21	19	20	18	35	21	18	21	18	17	20	19	15	22	12
From teachers	4	1	6	2	2	3	5	2	5	2	0	4	5	4	4	4	4	4	5	5	3
Somewhere else [See Tab 3]	4	2	3	4	6	7	5	5	4	3	6	4	4	5	3	3	5	3	3	2	2
Don't know	7	6	5	8	8	1	6	8	7	6	0	6	8	7	6	7	7	7	6	6	5
N/A - They are not picking up misogynistic behaviours	4	4	3	0	13	0	2	9	4	3	0	3	4	6	1	4	2	7	0	10	0

And how much of a responsibility, if any, do you think each of the following have for addressing the issue of misogyny among boys and young men?

Schools

A great deal of responsibility	34	42	37	24	24	42	32	37	35	31	41	32	38	29	39	34	35	27	40	25	33
A fair amount of responsibility	53	50	52	69	47	53	58	46	52	56	59	56	49	56	50	54	53	58	51	59	54
TOTAL A GREAT DEAL / A FAIR AMOUNT	87	92	89	93	71	95	90	83	87	87	100	88	87	85	89	88	88	85	91	84	87
Not very much responsibility	9	8	9	6	13	0	7	9	8	10	0	9	8	10	7	7	8	8	7	9	9
No responsibility at all	1	0	0	0	8	4	0	4	1	2	0	2	1	3	0	2	1	4	0	2	0
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	10	8	9	6	21	4	7	13	9	12	0	11	9	13	7	9	9	12	7	11	9
Don't know	3	0	2	1	9	2	2	4	3	2	0	2	4	3	3	3	3	3	3	5	5

The government

A great deal of responsibility	35	40	37	28	23	54	35	37	36	33	46	33	39	32	39	35	35	29	40	37	33
A fair amount of responsibility	43	43	45	59	36	34	47	34	43	45	43	46	40	39	47	42	46	39	46	35	45
TOTAL A GREAT DEAL / A FAIR AMOUNT	78	83	82	87	59	88	82	71	79	78	89	79	79	71	86	77	81	68	86	72	78
Not very much responsibility	13	15	14	12	12	8	14	14	14	12	11	14	12	18	8	14	12	20	9	15	12
No responsibility at all	5	3	1	0	21	4	1	11	4	8	0	5	4	8	2	6	4	10	1	9	2
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	18	18	15	12	33	12	15	25	18	20	11	19	16	26	10	20	16	30	10	24	14
Don't know	4	0	2	1	9	0	3	5	4	2	0	2	6	3	4	3	3	3	4	4	7

YouGov Survey Results

Sample Size: 904 parents in GB
Fieldwork: 2nd - 8th May 2025

	Vote in 2024 GE						EU Ref 2016		Age			Social Grade		Fathers	Mothers	Parent of boys	Parent of girls	Father of boys	Mother of boys	Father of older boys (13+)	Mother of older boys (13+)
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	25-49	50-64	65+	ABC1	C2DE								
Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Parents

A great deal of responsibility	83	89	86	86	69	93	84	79	83	85	31	83	82	79	87	81	86	76	87	74	82
A fair amount of responsibility	14	9	12	14	18	5	14	15	14	12	69	15	14	17	12	15	12	18	12	19	16
TOTAL A GREAT DEAL / A FAIR AMOUNT	97	98	98	100	87	98	98	94	97	97	100	98	96	96	99	96	98	94	99	93	98
Not very much responsibility	1	1	1	0	1	0	0	2	1	0	0	1	1	1	0	1	0	2	0	2	1
No responsibility at all	1	0	0	0	4	2	0	2	0	1	0	1	1	1	0	1	0	2	0	1	0
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	2	1	1	0	5	2	0	4	1	1	0	2	2	2	0	2	0	4	0	3	1
Don't know	2	0	1	1	9	0	1	3	2	1	0	1	3	2	1	1	1	2	0	4	1
Social media companies																					
A great deal of responsibility	67	66	77	70	44	76	72	61	65	75	46	64	70	63	71	66	66	60	72	62	67
A fair amount of responsibility	23	28	19	23	28	15	22	23	25	17	40	26	19	23	24	23	26	24	22	26	24
TOTAL A GREAT DEAL / A FAIR AMOUNT	90	94	96	93	72	91	94	84	90	92	86	90	89	86	95	89	92	84	94	88	91
Not very much responsibility	6	6	1	6	18	4	3	8	6	4	14	6	5	9	2	6	5	8	3	5	3
No responsibility at all	2	1	1	0	3	4	1	5	2	2	0	2	2	4	0	3	1	5	0	3	1
TOTAL NOT VERY MUCH / NO RESPONSIBILITY	8	7	2	6	21	8	4	13	8	6	14	8	7	13	2	9	6	13	3	8	4
Don't know	3	0	2	1	7	2	2	3	3	2	0	2	4	2	3	3	2	3	3	4	4

And do you think each of the following should be doing more to address the issue of misogyny among boys and young men, or are they doing as much as can reasonably be expected?

Schools

Should be doing much more	26	28	28	17	20	40	25	29	27	24	14	23	32	22	31	26	27	21	31	12	25
Should be doing somewhat more	31	37	31	36	20	27	32	28	32	28	36	35	26	30	33	31	34	30	32	32	27
TOTAL SHOULD BE DOING MORE	57	65	59	53	40	67	57	57	59	52	50	58	58	52	64	57	61	51	63	44	52
Are doing as much as can be reasonably expected	33	26	36	42	29	28	37	27	31	40	31	34	31	38	28	33	31	37	29	40	37
Should be doing somewhat less	1	1	0	0	7	0	0	3	1	0	0	1	1	2	0	1	1	3	0	0	0
Should be doing much less	1	2	0	0	5	2	0	2	1	2	0	1	1	2	1	1	1	2	1	2	2
TOTAL SHOULD BE DOING LESS	2	3	0	0	12	2	0	5	2	2	0	2	2	4	1	2	2	5	1	2	2
Don't know	7	6	4	6	18	4	5	10	7	7	20	6	10	7	8	8	7	8	8	14	9

The government

Should be doing much more	39	34	41	30	29	61	37	41	39	37	49	35	44	32	46	37	39	28	46	29	40
Should be doing somewhat more	33	38	36	49	18	26	37	22	33	33	20	35	30	31	35	34	34	32	36	32	37
TOTAL SHOULD BE DOING MORE	72	72	77	79	47	87	74	63	72	70	69	70	74	63	81	71	73	60	82	61	77
Are doing as much as can be reasonably expected	17	17	17	17	21	6	18	18	17	18	11	20	13	25	9	18	17	27	9	24	6
Should be doing somewhat less	1	1	1	0	5	0	1	3	1	2	0	2	1	2	0	1	1	3	0	3	0
Should be doing much less	2	3	1	0	12	2	1	5	2	2	0	3	1	4	1	3	2	4	1	2	2
TOTAL SHOULD BE DOING LESS	3	4	2	0	17	2	2	8	3	4	0	5	2	6	1	4	3	7	1	5	2
Don't know	7	7	3	4	15	4	6	10	7	7	20	6	10	6	9	7	7	6	9	10	15

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Weighted Sample	904	98	360	88	85	55	496	253	710	188	6	551	353	452	452	606	562	303	304	112	114
Unweighted Sample	904	96	373	105	77	51	538	238	662	234	8	682	222	399	505	600	562	261	339	103	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Parents																					
Should be doing much more	53	63	55	47	41	67	53	52	54	54	17	53	54	47	60	51	55	45	58	36	53
Should be doing somewhat more	28	23	31	39	24	15	32	24	29	26	63	29	27	31	25	28	29	30	26	33	26
TOTAL SHOULD BE DOING MORE	81	86	86	86	65	82	85	76	83	80	80	82	81	78	85	79	84	75	84	69	79
Are doing as much as can be reasonably expected	13	10	11	11	17	13	10	14	12	14	0	13	12	15	10	14	12	17	11	19	14
Should be doing somewhat less	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Should be doing much less	0	0	0	0	2	2	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0
TOTAL SHOULD BE DOING LESS	0	1	0	0	2	2	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0
Don't know	5	3	3	4	17	3	4	8	5	6	20	5	7	6	5	6	4	7	5	12	7
Social media companies																					
Should be doing much more	69	64	80	75	41	85	76	61	67	75	80	70	68	67	71	69	69	66	73	69	67
Should be doing somewhat more	17	21	13	18	22	8	16	16	18	13	0	17	17	15	19	16	19	15	17	13	21
TOTAL SHOULD BE DOING MORE	86	85	93	93	63	93	92	77	85	88	80	87	85	82	90	85	88	81	90	82	88
Are doing as much as can be reasonably expected	8	7	4	6	18	3	4	12	8	6	0	7	8	11	4	8	8	11	4	8	4
Should be doing somewhat less	1	0	1	1	1	0	0	2	1	0	0	1	0	1	0	1	1	2	0	0	0
Should be doing much less	1	2	0	0	5	2	0	2	1	1	0	1	1	1	0	1	0	2	1	0	2
TOTAL SHOULD BE DOING LESS	2	2	1	1	6	2	0	4	2	1	0	2	1	2	0	2	1	4	1	0	2
Don't know	5	5	2	1	13	3	3	7	5	5	20	4	7	5	5	5	4	5	5	10	6