

YouGov Survey Results



Sample Size: 690 young men (18-27) in GB
Fieldwork: 16th April - 2nd May 2025

	Total	Age			Country			Region in England			
		18-21	22-24	25-27	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	690	266	209	214	601	33	56	179	121	98	204
Unweighted Sample	690	199	198	293	625	24	41	184	121	97	223
	%	%	%	%	%	%	%	%	%	%	%

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	36	33	42	34	35	26	49	36	27	51	32
Women	18	18	20	16	20	10	7	23	19	14	20
Both equally	36	35	31	43	34	64	39	29	36	28	41
Don't know	10	14	7	7	11	0	5	12	18	7	7

25 years ago

Men	74	73	75	75	73	66	90	73	71	73	75
Women	3	2	3	4	3	4	0	1	1	6	5
Both equally	12	13	9	12	12	5	6	18	9	9	12
Don't know	11	12	13	8	11	25	3	9	19	12	9

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

Men

Very positive	20	19	18	22	21	5	23	14	21	42	16
Fairly positive	34	37	32	32	36	25	19	41	34	25	38
TOTAL POSITIVE	54	56	50	54	57	30	42	55	55	67	54
Neither positive nor negative	30	27	30	33	28	35	44	29	31	21	29
Fairly negative	13	14	16	9	12	27	14	15	9	11	13
Very negative	1	1	2	1	1	7	0	1	0	1	2
TOTAL NEGATIVE	14	15	18	10	13	34	14	16	9	12	15
Don't know	2	2	2	3	2	0	0	1	5	0	3

Women

Very positive	28	27	25	31	27	29	37	23	25	35	27
Fairly positive	38	38	38	39	40	24	25	42	40	41	38
TOTAL POSITIVE	66	65	63	70	67	53	62	65	65	76	65
Neither positive nor negative	26	27	26	25	25	46	32	27	21	18	28
Fairly negative	5	6	8	2	6	0	1	7	8	6	3
Very negative	1	0	1	0	0	0	5	0	1	0	0
TOTAL NEGATIVE	6	6	9	2	6	0	6	7	9	6	3
Don't know	2	2	2	3	3	0	0	1	5	0	4

More positive view of men than women	11	14	14	5	13	0	5	8	17	22	10
More positive view of women than men	28	29	29	27	28	40	26	29	28	19	30
Gave the same answer for both genders	58	55	55	65	57	60	69	62	50	58	56
Answered 'Don't know' to one or both questions	2	2	2	3	3	0	0	2	5	0	4

Has a negative view of women but a positive or neutral view of men	3	4	5	1	3	0	5	0	9	2	3
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Young men

Very positive	17	17	16	20	17	8	27	13	12	33	16
Fairly positive	28	30	26	27	30	22	14	31	26	39	27
TOTAL POSITIVE	45	47	42	47	47	30	41	44	38	72	43
Neither positive nor negative	31	29	31	32	29	35	40	29	36	17	32
Fairly negative	16	15	21	14	16	35	8	19	17	8	18
Very negative	5	6	5	4	5	0	11	7	3	3	5
TOTAL NEGATIVE	21	21	26	18	21	35	19	26	20	11	23
Don't know	3	3	1	3	3	0	0	1	7	0	3

Young women

Very positive	23	22	18	28	22	22	31	17	19	26	26
Fairly positive	36	37	40	32	38	19	27	38	32	52	35
TOTAL POSITIVE	59	59	58	60	60	41	58	55	51	78	61
Neither positive nor negative	27	23	28	31	25	51	34	28	27	14	27
Fairly negative	8	10	8	5	9	1	3	8	12	7	9
Very negative	3	4	5	1	3	6	5	8	1	0	1
TOTAL NEGATIVE	11	14	13	6	12	7	8	16	13	7	10
Don't know	3	4	2	3	4	0	0	1	8	2	4

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	35	36	33	35	35	40	29	28	29	52	36
Have been bad for men	15	11	20	15	16	5	8	20	18	13	14
Have been neutral for men	37	39	34	37	34	51	54	39	32	21	38
Don't know	14	14	14	13	15	3	10	14	21	13	12

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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	3	3	2	2	2	0	8	3	3	2	1
Somewhat favourable	10	8	11	13	12	8	1	12	6	25	7
TOTAL FAVOURABLE	13	11	13	15	14	8	9	15	9	27	8
Neither favourable nor unfavourable	10	13	10	6	10	14	3	9	15	12	8
Somewhat unfavourable	12	17	12	8	13	27	3	14	14	5	15
Very unfavourable	59	57	58	63	58	51	79	55	58	52	64
TOTAL UNFAVOURABLE	71	74	70	71	71	78	82	69	72	57	79
Don't know	3	1	5	4	4	0	0	4	1	5	4
N/A - I have never heard of this person	2	1	1	4	2	0	6	1	4	1	1

Jordan Peterson

Very favourable	7	5	6	10	7	6	5	13	4	6	4
Somewhat favourable	12	12	12	11	12	2	13	15	15	13	8
TOTAL FAVOURABLE	19	17	18	21	19	8	18	28	19	19	12
Neither favourable nor unfavourable	11	9	11	12	11	17	4	12	5	21	9
Somewhat unfavourable	10	11	10	10	10	2	16	7	13	6	14
Very unfavourable	28	28	29	27	27	36	34	30	24	27	26
TOTAL UNFAVOURABLE	38	39	39	37	37	38	50	37	37	33	40
N/A - I have never heard of this person	22	25	19	22	22	36	22	14	34	13	24

Donald Trump

Very favourable	7	6	8	8	7	0	10	6	7	17	5
Somewhat favourable	9	8	11	9	10	9	7	15	4	11	8
TOTAL FAVOURABLE	16	14	19	17	17	9	17	21	11	28	13
Neither favourable nor unfavourable	13	14	12	12	13	9	8	12	21	16	9
Somewhat unfavourable	11	10	10	13	11	22	7	11	11	8	11
Very unfavourable	58	61	54	58	56	59	69	54	56	45	64
TOTAL UNFAVOURABLE	69	71	64	71	67	81	76	65	67	53	75
Don't know	2	1	5	1	3	0	0	3	0	3	3
N/A - I have never heard of this person	0	0	0	0	0	0	0	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%

Gareth Southgate

Very favourable	9	8	7	14	10	8	4	9	10	13	10
Somewhat favourable	28	24	29	32	29	9	31	28	24	34	30
TOTAL FAVOURABLE	37	32	36	46	39	17	35	37	34	47	40
Neither favourable nor unfavourable	25	26	26	25	25	39	26	22	32	24	23
Somewhat unfavourable	8	7	9	8	8	9	9	7	4	12	8
Very unfavourable	5	5	5	4	5	3	5	6	1	6	5
TOTAL UNFAVOURABLE	13	12	14	12	13	12	14	13	5	18	13
Don't know	12	16	9	10	13	4	3	14	18	9	12
N/A - I have never heard of this person	13	14	16	8	11	27	21	15	11	2	12

Lewis Hamilton

Very favourable	15	14	15	17	16	6	6	16	11	33	12
Somewhat favourable	30	31	32	26	30	18	27	33	19	44	28
TOTAL FAVOURABLE	45	45	47	43	46	24	33	49	30	77	40
Neither favourable nor unfavourable	28	25	32	29	27	53	32	23	30	11	35
Somewhat unfavourable	8	8	5	12	7	3	19	6	13	5	7
Very unfavourable	4	1	5	6	4	4	4	6	0	2	4
TOTAL UNFAVOURABLE	12	9	10	18	11	7	23	12	13	7	11
Don't know	12	17	8	8	12	9	12	14	19	4	10
N/A - I have never heard of this person	4	4	4	2	4	7	0	2	7	1	5

Prince William

Very favourable	15	14	13	19	16	7	7	12	18	22	16
Somewhat favourable	25	20	31	25	26	5	24	25	9	26	37
TOTAL FAVOURABLE	40	34	44	44	42	12	31	37	27	48	53
Neither favourable nor unfavourable	26	26	27	27	27	27	16	29	29	34	22
Somewhat unfavourable	14	18	13	11	13	32	16	16	16	8	11
Very unfavourable	11	11	9	12	9	19	28	9	10	8	7
TOTAL UNFAVOURABLE	25	29	22	23	22	51	44	25	26	16	18
Don't know	8	11	6	5	7	11	8	6	16	2	7
N/A - I have never heard of this person	1	1	1	1	1	0	0	3	1	1	0

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	%	%	%	%	%	%	%	%	%	%	%

KSI

Very favourable	6	7	6	3	6	0	5	6	8	6	4
Somewhat favourable	18	22	18	13	19	12	9	14	16	26	22
TOTAL FAVOURABLE	24	29	24	16	25	12	14	20	24	32	26
Neither favourable nor unfavourable	23	19	25	26	24	20	12	26	18	32	21
Somewhat unfavourable	23	24	22	22	22	26	25	26	19	10	26
Very unfavourable	16	18	12	19	15	25	22	12	27	12	12
TOTAL UNFAVOURABLE	39	42	34	41	37	51	47	38	46	22	38
Don't know	9	8	9	9	9	10	7	10	6	13	7
N/A - I have never heard of this person	6	3	9	8	5	8	19	5	6	1	7

Joe Wicks

Very favourable	7	9	4	8	7	0	10	8	3	8	8
Somewhat favourable	21	21	18	25	23	5	19	20	18	16	31
TOTAL FAVOURABLE	28	30	22	33	30	5	29	28	21	24	39
Neither favourable nor unfavourable	26	27	27	23	26	36	19	24	26	32	25
Somewhat unfavourable	6	4	8	6	6	16	6	7	5	4	5
Very unfavourable	3	1	5	5	3	11	5	4	3	4	1
TOTAL UNFAVOURABLE	9	5	13	11	9	27	11	11	8	8	6
Don't know	13	14	14	10	14	7	3	11	20	14	14
N/A - I have never heard of this person	23	25	23	22	22	25	39	26	25	20	17

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

Intelligent

Positive trait	93	91	94	95	94	79	97	94	89	97	95
Negative trait	0	1	1	0	1	0	0	0	0	2	1
Neither a positive nor negative trait	4	7	3	3	4	21	3	4	8	0	2
Don't know	2	2	2	2	2	0	0	1	3	2	2

Physically strong

Positive trait	69	72	69	65	70	55	69	66	74	79	67
Negative trait	1	1	1	1	2	0	0	2	0	2	2
Neither a positive nor negative trait	27	25	27	30	26	45	29	30	24	16	28
Don't know	2	2	2	4	3	0	2	2	2	2	3

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	%	%	%	%	%	%	%	%	%	%	%

Dominant

Positive trait	21	19	23	20	22	14	13	18	17	48	16
Negative trait	29	32	21	32	27	51	41	23	24	24	33
Neither a positive nor negative trait	47	48	52	41	48	35	46	56	57	25	47
Don't know	3	1	3	6	4	0	0	4	2	4	5

Assertive

Positive trait	49	48	48	50	49	25	59	49	55	61	39
Negative trait	8	7	9	7	7	6	10	9	2	10	8
Neither a positive nor negative trait	39	40	37	38	38	68	31	36	36	26	46
Don't know	5	5	5	5	6	0	0	7	6	2	7

Kind

Positive trait	95	96	93	96	94	100	99	94	94	93	95
Negative trait	1	1	1	1	1	0	0	0	1	3	0
Neither a positive nor negative trait	2	2	5	1	3	0	1	4	2	3	2
Don't know	2	2	2	3	2	0	0	2	3	2	2

Honest

Positive trait	93	94	90	95	93	89	100	93	92	95	92
Negative trait	1	1	2	0	1	0	0	1	1	0	2
Neither a positive nor negative trait	4	4	7	2	4	11	0	5	5	3	4
Don't know	2	1	2	2	2	0	0	1	2	2	2

Reliable

Positive trait	97	97	96	97	96	100	100	96	95	97	97
Negative trait	0	0	0	0	0	0	0	0	0	0	0
Neither a positive nor negative trait	1	1	3	0	1	0	0	2	1	2	0
Don't know	2	2	1	3	2	0	0	1	4	2	3

Emotionally reserved

Positive trait	27	27	28	25	27	32	18	25	20	45	25
Negative trait	21	24	22	15	20	37	18	22	17	17	22
Neither a positive nor negative trait	48	44	48	52	48	31	62	49	58	36	46
Don't know	5	5	2	7	5	0	2	4	5	2	8

Aggressive

Positive trait	6	4	5	8	6	3	1	2	2	23	4
Negative trait	77	79	73	77	76	79	83	78	79	60	79
Neither a positive nor negative trait	15	16	19	11	15	17	14	18	17	12	14
Don't know	2	1	3	4	3	0	2	2	2	5	3

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	%	%	%	%	%	%	%	%	%	%	%

Competitive

Positive trait	49	54	45	46	49	64	46	45	47	58	48
Negative trait	7	4	8	9	7	0	6	9	7	4	8
Neither a positive nor negative trait	42	41	44	41	42	36	49	43	44	37	42
Don't know	2	1	2	4	3	0	0	4	2	2	3

Hard working

Positive trait	91	94	86	93	90	94	98	89	91	93	90
Negative trait	2	1	4	1	2	0	0	3	1	1	1
Neither a positive nor negative trait	6	5	9	4	6	6	2	6	5	4	7
Don't know	2	1	2	3	2	0	0	2	2	1	2

Caring

Positive trait	96	97	94	96	95	100	99	95	94	97	95
Negative trait	1	1	0	0	1	0	0	0	1	1	1
Neither a positive nor negative trait	2	1	3	2	2	0	1	3	2	0	1
Don't know	2	2	2	2	2	0	0	1	3	2	3

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

Intelligent

Masculine trait	8	5	12	7	8	4	0	5	8	20	6
Feminine trait	5	7	5	4	6	0	2	3	8	10	5
Neither a masculine nor feminine trait	83	86	79	85	82	88	96	87	80	67	85
Don't know	4	3	5	4	4	8	2	5	5	2	4

Physically strong

Masculine trait	65	67	64	64	68	34	59	62	75	73	65
Feminine trait	1	1	1	2	1	0	5	1	0	4	0
Neither a masculine nor feminine trait	30	29	31	31	28	59	36	33	22	21	31
Don't know	3	2	5	3	3	7	0	4	3	2	4

Dominant

Masculine trait	55	62	47	56	56	53	54	57	63	58	50
Feminine trait	2	2	4	2	3	4	0	2	1	7	1
Neither a masculine nor feminine trait	39	34	44	39	38	36	46	37	33	32	45
Don't know	4	2	5	4	4	7	0	4	3	2	4

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	%	%	%	%	%	%	%	%	%	%	%

Assertive

Masculine trait	41	48	39	34	42	36	30	43	54	46	33
Feminine trait	5	5	6	5	6	0	5	5	1	8	8
Neither a masculine nor feminine trait	49	44	49	56	47	57	65	47	41	41	54
Don't know	4	3	6	5	5	7	0	5	4	5	5

Kind

Masculine trait	3	1	6	2	3	0	0	2	2	9	2
Feminine trait	34	37	31	31	34	18	33	36	33	32	35
Neither a masculine nor feminine trait	60	60	58	63	59	74	67	57	62	57	60
Don't know	4	3	5	3	4	8	0	5	3	2	4

Honest

Masculine trait	9	9	11	6	9	5	6	8	12	13	7
Feminine trait	10	9	10	13	11	2	10	11	7	16	10
Neither a masculine nor feminine trait	78	80	75	78	76	84	85	77	78	69	79
Don't know	4	3	5	4	4	8	0	5	4	2	4

Reliable

Masculine trait	11	10	13	9	11	1	6	12	11	22	6
Feminine trait	8	10	6	7	8	11	5	5	6	12	10
Neither a masculine nor feminine trait	78	77	76	80	76	80	89	79	79	64	79
Don't know	4	3	5	4	4	8	0	4	4	2	5

Emotionally reserved

Masculine trait	44	45	42	44	44	33	46	44	46	36	47
Feminine trait	10	12	9	8	10	6	10	13	9	14	6
Neither a masculine nor feminine trait	41	35	45	44	40	42	45	39	40	48	38
Don't know	6	8	4	4	5	19	0	4	4	2	8

Aggressive

Masculine trait	58	66	51	56	58	58	62	54	63	59	58
Feminine trait	1	1	2	2	2	0	0	1	1	7	0
Neither a masculine nor feminine trait	36	31	42	37	36	35	38	41	32	31	37
Don't know	4	2	6	5	4	7	0	5	4	3	5

Competitive

Masculine trait	35	39	32	32	34	45	40	36	36	31	31
Feminine trait	4	3	5	3	4	0	0	2	1	12	4
Neither a masculine nor feminine trait	58	56	57	61	58	47	60	57	59	55	61
Don't know	4	3	5	4	4	7	0	4	3	2	5

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	%	%	%	%	%	%	%	%	%	%	%

Hard working

Masculine trait	20	26	17	14	20	5	24	20	25	29	13
Feminine trait	4	4	5	3	4	0	5	3	3	8	4
Neither a masculine nor feminine trait	73	67	73	79	72	88	71	72	69	61	79
Don't know	4	3	5	5	4	7	0	5	4	2	4

Caring

Masculine trait	4	4	5	3	4	0	0	1	2	15	4
Feminine trait	46	46	46	47	49	17	38	53	52	42	47
Neither a masculine nor feminine trait	46	47	45	46	43	74	62	43	43	40	45
Don't know	4	2	5	4	4	8	0	4	3	4	4

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

Intelligent

Very important	36	35	35	39	35	40	43	34	26	49	36
Fairly important	41	37	42	44	42	25	36	43	48	34	43
TOTAL IMPORTANT	77	72	77	83	77	65	79	77	74	83	79
Not very important	12	17	10	7	11	35	6	14	10	8	11
Not important at all	2	1	5	1	1	0	10	2	2	2	1
TOTAL NOT IMPORTANT	14	18	15	8	12	35	16	16	12	10	12
Don't know	9	9	8	10	10	0	5	8	14	7	10

Physically strong

Very important	22	21	25	22	22	27	21	22	19	39	16
Fairly important	34	39	31	32	35	29	28	35	43	32	32
TOTAL IMPORTANT	56	60	56	54	57	56	49	57	62	71	48
Not very important	22	19	23	25	24	11	12	22	20	19	30
Not important at all	12	12	14	11	9	33	33	9	8	5	12
TOTAL NOT IMPORTANT	34	31	37	36	33	44	45	31	28	24	42
Don't know	9	10	8	10	10	0	5	12	11	5	10

YouGov Survey Results

Sample Size: 690 young men (18-27) in GB

Fieldwork: 16th April - 2nd May 2025

	Total	Age			Country			Region in England			
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Weighted Sample	690	266	209	214	601	33	56	179	121	98	204
Unweighted Sample	690	199	198	293	625	24	41	184	121	97	223
	%	%	%	%	%	%	%	%	%	%	%

Dominant

Very important	8	7	9	10	9	8	0	6	11	24	4
Fairly important	22	24	23	20	24	7	17	25	22	29	21
TOTAL IMPORTANT	30	31	32	30	33	15	17	31	33	53	25
Not very important	33	33	32	34	33	33	41	37	33	26	31
Not important at all	26	26	27	26	24	52	37	18	25	14	33
TOTAL NOT IMPORTANT	59	59	59	60	57	85	78	55	58	40	64
Don't know	10	10	8	10	11	0	5	13	10	7	10

Assertive

Very important	15	17	13	14	16	16	6	18	12	28	10
Fairly important	35	31	41	36	35	31	43	31	40	41	33
TOTAL IMPORTANT	50	48	54	50	51	47	49	49	52	69	43
Not very important	26	30	23	26	27	28	15	31	27	12	32
Not important at all	12	12	13	11	10	25	30	11	6	7	12
TOTAL NOT IMPORTANT	38	42	36	37	37	53	45	42	33	19	44
Don't know	11	11	10	13	12	0	7	9	15	12	14

Kind

Very important	58	58	55	60	58	54	61	55	59	59	58
Fairly important	28	28	31	27	29	26	24	33	28	21	30
TOTAL IMPORTANT	86	86	86	87	87	80	85	88	87	80	88
Not very important	4	5	4	3	4	19	0	3	4	8	1
Not important at all	3	3	4	1	2	0	10	2	0	5	3
TOTAL NOT IMPORTANT	7	8	8	4	6	19	10	5	4	13	4
Don't know	7	7	7	8	8	0	5	8	9	7	8

Honest

Very important	63	60	64	66	62	67	68	62	58	63	64
Fairly important	26	29	26	23	26	33	17	26	32	27	22
TOTAL IMPORTANT	89	89	90	89	88	100	85	88	90	90	86
Not very important	2	3	1	3	3	0	1	3	1	2	3
Not important at all	2	2	3	1	1	0	10	0	0	1	3
TOTAL NOT IMPORTANT	4	5	4	4	4	0	11	3	1	3	6
Don't know	7	7	6	8	8	0	3	8	9	7	7

YouGov Survey Results

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Fieldwork: 16th April - 2nd May 2025

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	%	%	%	%	%	%	%	%	%	%	%

Reliable

Very important	65	64	66	65	64	67	71	65	65	61	64
Fairly important	25	26	24	25	26	30	15	25	24	29	26
TOTAL IMPORTANT	90	90	90	90	90	97	86	90	89	90	90
Not very important	2	2	1	1	2	4	0	2	1	3	1
Not important at all	2	1	3	1	1	0	10	0	0	1	2
TOTAL NOT IMPORTANT	4	3	4	2	3	4	10	2	1	4	3
Don't know	7	7	6	8	8	0	3	7	10	7	7

Emotionally reserved

Very important	10	9	7	15	11	7	1	5	11	26	9
Fairly important	21	20	26	18	22	18	12	17	23	27	23
TOTAL IMPORTANT	31	29	33	33	33	25	13	22	34	53	32
Not very important	27	28	25	26	27	9	32	30	27	21	27
Not important at all	27	26	29	24	24	46	44	26	22	16	27
TOTAL NOT IMPORTANT	54	54	54	50	51	55	76	56	49	37	54
Don't know	16	17	14	17	16	19	10	22	17	10	14

Aggressive

Very important	5	6	5	3	5	6	0	1	1	17	5
Fairly important	9	8	14	7	10	5	1	11	10	17	7
TOTAL IMPORTANT	14	14	19	10	15	11	1	12	11	34	12
Not very important	25	30	16	27	25	22	26	22	34	26	21
Not important at all	52	49	55	51	50	66	65	54	44	33	57
TOTAL NOT IMPORTANT	77	79	71	78	75	88	91	76	78	59	78
Don't know	9	8	9	12	10	1	7	11	10	7	10

Competitive

Very important	17	16	16	18	17	18	15	15	19	34	9
Fairly important	30	31	30	27	29	33	34	25	22	31	35
TOTAL IMPORTANT	47	47	46	45	46	51	49	40	41	65	44
Not very important	31	33	30	30	33	14	21	39	38	19	31
Not important at all	13	12	16	13	11	35	23	11	11	6	14
TOTAL NOT IMPORTANT	44	45	46	43	44	49	44	50	49	25	45
Don't know	9	8	8	12	10	1	8	10	10	9	9

YouGov Survey Results

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	%	%	%	%	%	%	%	%	%	%	%

Hard working

Very important	55	60	53	52	54	61	62	53	53	61	53
Fairly important	32	28	33	36	33	39	23	34	36	31	30
TOTAL IMPORTANT	87	88	86	88	87	100	85	87	89	92	83
Not very important	4	4	5	4	4	0	2	6	0	3	6
Not important at all	2	2	3	1	1	0	10	0	1	0	3
TOTAL NOT IMPORTANT	6	6	8	5	5	0	12	6	1	3	9
Don't know	7	7	6	7	8	0	3	7	9	5	9

Caring

Very important	56	58	52	56	55	59	65	53	57	52	57
Fairly important	31	31	31	30	31	41	20	33	28	33	30
TOTAL IMPORTANT	87	89	83	86	86	100	85	86	85	85	87
Not very important	4	2	7	5	5	0	0	6	3	7	3
Not important at all	2	2	3	1	1	0	10	1	2	1	2
TOTAL NOT IMPORTANT	6	4	10	6	6	0	10	7	5	8	5
Don't know	7	7	7	8	8	0	5	7	10	7	7

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

A good thing	28	23	28	32	28	11	33	26	15	42	31
A bad thing	30	33	31	27	31	30	23	29	46	27	25
Neither a good nor a bad thing	32	33	31	31	32	28	34	33	26	26	36
Don't know	11	11	10	10	10	32	9	12	13	6	8

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

A good thing	46	51	42	43	47	53	34	49	47	55	40
A bad thing	9	8	12	8	9	10	12	12	7	7	8
Neither a good nor a bad thing	38	35	36	44	37	37	50	29	41	29	47
Don't know	7	5	10	6	7	0	4	11	5	9	5

YouGov Survey Results

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	%	%	%	%	%	%	%	%	%	%	%

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

Very important	20	22	20	17	20	27	16	18	26	26	15
Fairly important	30	29	33	30	31	29	19	34	27	39	28
TOTAL IMPORTANT	50	51	53	47	51	56	35	52	53	65	43
Not very important	27	24	24	32	26	16	33	23	21	22	35
Not important at all	16	17	17	14	14	28	27	14	14	10	16
TOTAL NOT IMPORTANT	43	41	41	46	40	44	60	37	35	32	51
Don't know	8	8	7	8	8	0	4	11	12	4	7

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

Misogyny (hatred of and discrimination against women)

Very widespread	16	16	17	15	15	21	25	16	17	16	12
Fairly widespread	43	43	44	41	43	35	44	39	43	51	43
TOTAL WIDESPREAD	59	59	61	56	58	56	69	55	60	67	55
Not very widespread	25	23	22	30	25	20	21	29	27	16	26
Not widespread at all	6	5	7	5	6	1	2	9	6	5	4
TOTAL NOT WIDESPREAD	31	28	29	35	31	21	23	38	33	21	30
Don't know	11	13	10	8	10	23	8	6	7	12	14

Misandry (hatred of and discrimination against men)

Very widespread	10	9	12	10	11	6	6	16	9	13	6
Fairly widespread	28	28	30	27	29	24	21	30	37	35	21
TOTAL WIDESPREAD	38	37	42	37	40	30	27	46	46	48	27
Not very widespread	33	33	31	36	34	32	28	35	34	23	38
Not widespread at all	17	17	19	16	16	16	33	15	11	15	20
TOTAL NOT WIDESPREAD	50	50	50	52	50	48	61	50	45	38	58
Don't know	11	13	8	11	10	23	12	4	9	13	15

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	%	%	%	%	%	%	%	%	%	%	%

Do you feel like you have or have not ever been personally impacted by misandry (hatred of and discrimination against men)?

Yes I do	23	23	25	20	23	24	16	21	30	20	22
No I do not	64	64	56	71	62	71	78	65	54	65	63
Don't know	14	13	19	10	15	5	6	14	15	15	15

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	28	29	27	27	28	33	20	36	33	27	19
Statement B	45	44	44	48	44	48	59	39	34	48	53
Neither	11	10	15	9	11	8	12	12	8	12	12
Don't know	16	17	14	16	16	10	10	13	25	14	16

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

B) Different women have different tastes in men

Statement A	11	10	12	11	12	4	1	16	10	15	8
Statement B	77	76	79	76	75	96	90	74	74	64	81
Neither	5	6	5	3	6	0	0	5	8	7	3
Don't know	7	8	4	10	8	0	8	4	8	13	8

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	%	%	%	%	%	%	%	%	%	%	%

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

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

Statement A	22	25	21	19	23	12	13	28	27	26	15
Statement B	45	43	43	48	43	49	55	44	39	35	48
Neither	12	8	15	13	11	11	15	10	10	18	10
Don't know	22	25	21	20	22	28	16	17	24	21	27

A) The purpose of feminism is to put men down

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

Statement A	15	13	17	16	16	11	9	20	19	17	10
Statement B	59	54	58	64	57	66	71	53	43	58	69
Neither	17	21	15	13	17	20	17	21	28	11	8
Don't know	9	11	9	7	10	4	2	6	10	13	12

A) It can be a woman's fault if she is sexually assaulted in some circumstances

B) It is never a woman's fault for being sexually assaulted

Statement A	12	14	13	9	14	10	0	13	15	14	13
Statement B	65	60	66	71	63	55	92	65	52	68	66
Neither	12	16	9	9	13	2	2	11	24	6	12
Don't know	11	10	12	11	10	33	6	11	9	12	9

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	14	14	14	13	14	9	13	15	11	24	11
Statement B	65	58	66	74	65	56	71	67	57	59	71
Neither	14	19	13	7	13	34	12	12	21	6	11
Don't know	7	8	7	6	8	0	4	6	12	12	7

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	%	%	%	%	%	%	%	%	%	%	%

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	21	23	22	18	21	34	10	23	26	27	15
Statement B	50	47	49	55	48	51	69	49	51	46	48
Neither	18	16	18	19	18	15	11	14	16	16	25
Don't know	11	13	10	9	12	0	10	14	8	11	13

A) If a man goes on a date with a woman and pays for dinner and drinks, it is 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 NOT fair for him to expect sex

Statement A	6	7	5	6	7	1	1	6	2	19	4
Statement B	73	71	73	75	71	85	83	70	69	62	79
Neither	11	8	12	13	11	11	12	13	15	9	7
Don't know	10	14	10	7	11	3	4	12	14	10	10

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	31	37	27	27	31	56	15	32	31	40	26
Statement B	40	34	42	46	39	22	61	40	24	37	47
Neither	19	17	20	20	19	22	21	17	29	10	19
Don't know	10	12	11	6	11	0	3	11	16	13	8

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	27	33	25	23	27	48	19	29	25	35	23
Statement B	43	36	45	50	42	29	61	46	30	39	48
Neither	20	17	22	21	20	16	19	19	27	12	21
Don't know	9	13	8	6	10	7	2	7	17	13	8

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	5	4	5	5	5	7	0	6	5	6	4
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Fieldwork: 16th April - 2nd May 2025

Weighted Sample
Unweighted Sample

misogyny markers respondents hold*

[illegible]

- Believe women's gains over last

- Believe women currently have things better than men
- Believe the purpose of feminism is to put men down
- Believe the large majority of heterosexual women believe in heterosexual equality
- Believe heterosexual women who work full-time want to become heterosexuals
- Believe that gay men and women are biologically different
- Believe it's a tragedy to be with a woman
- Believe it's wrong to be with a gay man
- Believe it can be a woman's right to be sexually assaulted in some circumstances
- Have a favourable view of Andrew Tate
- Have a negative opinion of women