

YouGov Children's Omnibus - Andrew Tate

Sample Size: 1,106 children aged 6-15

Fieldwork: 1st - 7th September 2023

Total	Child's Gender		Age Groups					
	Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15
	A	B	AM	AN	AO	AP	AQ	AR

For this question, please choose one answer only...Do you have a good or bad view of the following social media influencer? (If you have not heard of them, please select the -"I have not heard of them" option)

Andrew Tate									
Unweighted base	1106	557	549	555	346	277	174	278	172
Base	1106	566	540	560	309	287	158	273	151
Very good	4%	6%	2%	3%	6%	3%	9%	3%	2%
		B			AM.AR		AM.AN.AO.AQ.AR		
Somewhat good	7%	11%	3%	7%	9%	10%	14%	3%	4%
		B		AQ	AQ.AR	AM.AQ.AR	AM.AN.AQ.AR		
Somewhat bad	7%	9%	4%	6%	11%	8%	13%	4%	8%
		B		AQ	AM.AQ	AM.AQ	AM.AQ		AQ
Very bad	26%	24%	29%	24%	47%	22%	40%	26%	55%
					AM.AO.AP.AQ		AM.AO.AQ		AM.AN.AO.AP.A
I don't know	10%	10%	10%	12%	10%	13%	9%	11%	11%
I have not heard of them	46%	40%	52%	49%	18%	44%	16%	54%	20%
		A		AN.AO.AP.AR		AN.AP.AR		AM.AN.AO.AP.AR	

YouGov Children's Omnibus - Andrew Tate

Sample Size: 1,106 children aged 6-15

Fieldwork: 1st - 7th September 2023

Total	Child's Age									
	6	7	8	9	10	11	12	13	14	15
	C	D	E	F	G	H	I	J	K	L

For this question, please choose one answer only...Do you have a good or bad view of the following social media influencer? (If you have not heard of them, please select the –"I have not heard of them" option)

Andrew Tate											
Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
Base	1106	119	118	118	115	112	108	106	103	102	105
Very good	4%	5% *	5%	5%	2%	2%	2%	3%	7%	7%	3%
Somewhat good	7%	8% *	4%	4%	8%	5%	7%	9%	9%	7%	11%
Somewhat bad	7%	5% *	2%	3%	3%	6%	10% D.E.F	9% D.E.F	8%	15% C.D.E.F.G	10% D.E.F
Very bad	26%	4% *	7%	11%	16% C.D	23% C.D.E	35% C.D.E.F.G	37% C.D.E.F.G	42% C.D.E.F.G	49% C.D.E.F.G.H	50% C.D.E.F.G.H.I
I don't know	10%	4% *	4%	15% C.D	9%	12% C.D	11% D	14% C.D	11% D	10%	9%
I have not heard of them	46%	74% G.H.I.J.K.L*	77% E.F.G.H.I.J.K.L	63% H.I.J.K.L	62% H.I.J.K.L	52% H.I.J.K.L	34% K.L	28% K	23% K	13%	18%

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Sample Size: 1,106 children aged 6-15

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	Total	Child's Gender		Age Groups						
		Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15	
		A	B	AM	AN	AO	AP	AQ	AR	
KSI										
	Unweighted base	1106	557	549	555	346	277	174	278	172
	Base	1106	566	540	560	309	287	158	273	151
	Very good	12%	17%	7%	12%	14%	19%	17%	5%	12%
			B		AQ	AQ	AM.AQ	AQ		AQ
	Somewhat good	26%	29%	22%	29%	30%	32%	32%	26%	28%
			B							
	Somewhat bad	7%	7%	8%	6%	14%	6%	11%	5%	18%
						AM.AO.AQ		AM.AO.AQ		AM.AO.AQ
	Very bad	3%	4%	3%	3%	5%	2%	6%	3%	3%
								AO		
	I don't know	15%	13%	17%	15%	19%	12%	17%	18%	21%
						AO				AM.AO
	I have not heard of them	37%	30%	44%	36%	17%	30%	17%	43%	18%
			A		AN.AO.AP.AR		AN.AP.AR		AM.AN.AO.AP.AR	
MrBeast										
	Unweighted base	1106	557	549	555	346	277	174	278	172
	Base	1106	566	540	560	309	287	158	273	151
	Very good	26%	34%	18%	33%	18%	43%	23%	22%	13%
			B		AN.AP.AQ.AR	AR	M.AN.AP.AQ.A	AN.AR	AR	
	Somewhat good	23%	25%	21%	23%	27%	24%	30%	22%	24%
	Somewhat bad	6%	6%	5%	4%	10%	3%	13%	5%	7%
						AM.AO.AQ.AR		AM.AO.AQ		
	Very bad	2%	2%	3%	2%	3%	3%	2%	2%	5%
	I don't know	12%	9%	15%	11%	17%	9%	11%	14%	24%
			A		AO	AM.AO.AP			AO	M.AN.AO.AP.A
	I have not heard of them	31%	24%	38%	26%	24%	18%	20%	34%	27%
			A		AO				AM.AN.AO.AP	AO

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		Child's Age										
		Total	6	7	8	9	10	11	12	13	14	15
		C	D	E	F	G	H	I	J	K	L	
KSI												
	Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
	Base	1106	119	118	118	115	112	108	106	103	102	105
	Very good	12%	8% *	12%	11%	10%	13%	13%	14%	16%	15%	12%
	Somewhat good	26%	10% *	13%	17%	28%	26%	36%	39%	26%	35%	31%
	Somewhat bad	7%	4% *	1%	4%	5%	6%	7%	8%	14%	13%	16%
	Very bad	3%	1% *	4%	1%	3%	5%	4%	2%	4%	5%	5%
	I don't know	15%	11% *	8%	16%	11%	13%	14%	19%	21%	18%	18%
	I have not heard of them	37%	66%	61%	51%	44%	38%	27%	19%	20%	14%	18%
			E.F.G.H.I.J.K.L	F.G.H.I.J.K.L	H.I.J.K.L	H.I.J.K.L	I.J.K.L	K				
MrBeast												
	Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
	Base	1106	119	118	118	115	112	108	106	103	102	105
	Very good	26%	17% *	26%	30%	42%	26%	33%	32%	24%	19%	12%
	Somewhat good	23%	10% *	24%	13%	20%	29%	27%	29%	31%	28%	23%
	Somewhat bad	6%	2% *	2%	3%	3%	2%	6%	8%	12%	8%	11%
	Very bad	2%	- *	1%	5%	1%	3%	2%	1%	2%	5%	3%
	I don't know	12%	9% *	5%	16%	5%	10%	11%	14%	14%	20%	17%
	I have not heard of them	31%	61%	43%	34%	28%	29%	21%	17%	17%	20%	34%
			E.F.G.H.I.J.K.L	F.G.H.I.J.K	H.I.J.K	I	I.J					H.I.J.K

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	Total	Child's Gender		Age Groups						
		Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15	
		A	B	AM	AN	AO	AP	AQ	AR	
Logan Paul										
	Unweighted base	1106	557	549	555	346	277	174	278	172
	Base	1106	566	540	560	309	287	158	273	151
	Very good	9%	13%	5%	10%	7%	14%	10%	6%	4%
			B		AQ.AR	AR	AM.AN.AQ.AR	AN.AR		
	Somewhat good	20%	27%	12%	20%	25%	28%	30%	12%	19%
			B		AQ	AQ.AR	AM.AQ.AR	AM.AN.AQ.AR		AQ
	Somewhat bad	12%	13%	11%	11%	19%	11%	21%	11%	17%
						AM.AO.AQ		AM.AO.AQ		AM.AO.AQ
	Very bad	7%	7%	7%	6%	13%	7%	9%	5%	16%
						AM.AO.AQ				AM.AO.AQ
	I don't know	14%	11%	17%	15%	16%	12%	13%	18%	19%
			A		AO				AM.AO	AO
	I have not heard of them	39%	30%	48%	38%	20%	28%	16%	49%	24%
			A		AN.AO.AP.AR		AN.AP		AM.AN.AO.AP.AR	
Kylie Jenner										
	Unweighted base	1106	557	549	555	346	277	174	278	172
	Base	1106	566	540	560	309	287	158	273	151
	Very good	5%	6%	5%	4%	7%	4%	6%	4%	8%
						AM				AM.AO
	Somewhat good	14%	10%	18%	13%	21%	9%	12%	17%	32%
			A		AO	AM.AO.AP			AM.AO	M.AN.AO.AP.A
	Somewhat bad	9%	8%	10%	7%	19%	6%	16%	7%	21%
						AM.AO.AQ		AM.AO.AQ		AM.AO.AQ
	Very bad	7%	8%	6%	6%	13%	6%	18%	6%	8%
						AM.AO.AQ.AR		AM.AN.AO.AQ.AR		
	I don't know	20%	21%	18%	21%	24%	22%	28%	20%	20%
	I have not heard of them	45%	46%	44%	50%	15%	53%	19%	46%	11%
					AN.AP.AR	AR	AN.AP.AR	AR	AN.AP.AR	

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	Total	Child's Age										
		6	7	8	9	10	11	12	13	14	15	
		C	D	E	F	G	H	I	J	K	L	
Logan Paul												
	Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
	Base	1106	119	118	118	115	112	108	106	103	102	105
	Very good	9%	8% *	10%	6%	9%	12%	13%	11%	11%	6%	5%
	Somewhat good	20%	11% *	12%	18%	15%	23%	25%	21%	20%	28%	26%
	Somewhat bad	12%	3% *	6%	7%	7%	8%	15%	17%	21%	21%	16%
	Very bad	7%	- *	3%	2%	5%	5%	9%	9%	12%	13%	14%
	I don't know	14%	10% *	6%	16%	13%	11%	16%	19%	19%	13%	16%
	I have not heard of them	39%	68% E.F.G.H.I.J.K.L	64% F.G.H.I.J.K.L	51% H.I.J.K.L	50% H.I.J.K.L	42% H.I.J.K.L	23%	23%	17%	19%	23%
Kylie Jenner												
	Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
	Base	1106	119	118	118	115	112	108	106	103	102	105
	Very good	5%	8% G*	5%	4%	6%	2%	3%	5%	6%	8%	7%
	Somewhat good	14%	7% *	8%	8%	9%	11%	18%	19%	17%	24%	24%
	Somewhat bad	9%	- *	2%	4%	4%	3%	10%	12%	19%	17%	20%
	Very bad	7%	2% *	4%	3%	2%	7%	9%	9%	13%	15%	12%
	I don't know	20%	10% *	10%	15%	13%	23%	22%	34%	26%	26%	22%
	I have not heard of them	45%	73% G.H.I.J.K.L*	71% G.H.I.J.K.L	66% H.I.J.K.L	67% H.I.J.K.L	55% H.I.J.K.L	37% I.J.K.L	20% K	20%	10%	16%

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	Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15
	A	B	AM	AN	AO	AP	AQ	AR

Molly-Mae Hague

Unweighted base	1106	557	549	555	346	277	174	278	172
Base	1106	566	540	560	309	287	158	273	151
Very good	5%	5%	6%	4%	8%	2%	8%	6%	8%
				AO	AM.AO		AO	AM.AO	AO
Somewhat good	15%	12%	18%	13%	23%	10%	16%	17%	31%
		A	AO	AM.AO.AP			AM.AO	M.AN.AO.AP.A	
Somewhat bad	4%	6%	3%	2%	11%	3%	13%	1%	8%
		B		AM.AO.AQ			AM.AO.AQ		AM.AO.AQ
Very bad	2%	3%	2%	2%	4%	2%	6%	1%	3%
				AM.AQ			AM.AO.AQ		
I don't know	17%	18%	15%	17%	20%	19%	22%	16%	19%
I have not heard of them	57%	57%	57%	61%	34%	63%	36%	59%	32%
			AN.AP.AR			AN.AP.AR		AN.AP.AR	

For this question, please choose one answer only...

Generally speaking, do you agree or disagree with the sort of things that Andrew Tate says?

Unweighted base	623	343	280	288	285	157	147	131	138
Base	601	340	261	288	254	162	133	126	121
I agree with him a lot	5%	6%	3%	4%	4%	4%	6%	5%	2%
I agree with him a little	15%	22%	6%	12%	15%	17%	23%	4%	6%
		B		AQ	AQ.AR	AM.AQ.AR	AM.AN.AQ.AR		
I disagree with him a little	8%	10%	5%	8%	7%	11%	9%	5%	5%
		B		AQ		AQ			
I disagree with him a lot	48%	40%	59%	41%	62%	35%	52%	49%	73%
		A		AO	AM.AO.AP.AQ		AM.AO	AM.AO	M.AN.AO.AP.A
I don't know	24%	22%	27%	34%	12%	32%	10%	37%	14%
			AN.AP.AR			AN.AP.AR		AN.AP.AR	

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	Total	Child's Age										
		6	7	8	9	10	11	12	13	14	15	
		C	D	E	F	G	H	I	J	K	L	
Molly-Mae Hague												
	Unweighted base	1106	95	110	106	109	116	109	115	110	114	122
	Base	1106	119	118	118	115	112	108	106	103	102	105
	Very good	5%	4% *	7%	8% G	4%	2%	3%	5%	5%	11% C.F.G.H	7% G
	Somewhat good	15%	8% *	6%	11%	9%	12%	13%	22% C.D.E.F.G	22% C.D.E.F.G	21% C.D.F	27% C.D.E.F.G.H
	Somewhat bad	4%	3% *	-	1%	1%	3%	3%	5% D	10% C.D.E.F.G.H	12% C.D.E.F.G.H	10% C.D.E.F.G.H
	Very bad	2%	1% *	-	1%	-	1%	5% D.F	2%	3%	4% D.F	6% C.D.E.F.G
	I don't know	17%	12% *	7%	9%	18% D	19% D.E	19% D	24% C.D.E	16% D	25% C.D.E	19% D.E
	I have not heard of them	57%	73% H.I.J.K.L*	80% G.H.I.J.K.L	70% I.J.K.L	69% I.J.K.L	64% I.J.K.L	58% I.J.K.L	43% K.L	45% K.L	27% K.L	30% K.L

For this question, please choose one answer only...

Generally speaking, do you agree or disagree with the sort of things that Andrew Tate says?

	Unweighted base	623	23	27	39	41	55	71	82	84	100	101
	Base	601	31	27	43	44	54	71	77	79	89	86
	I agree with him a lot	5%	5% **	10% **	5% *	9% *	2% *	4% *	4% *	6% *	4% *	3% *
	I agree with him a little	15%	40% **	31% **	20% *	10% *	12% *	10% *	9% *	18% *	12% *	15% *
	I disagree with him a little	8%	5% **	11% **	10% *	8% *	8% *	8% *	8% *	7% *	9% *	6% *
	I disagree with him a lot	48%	22% **	26% **	19% *	30% *	44% E*	51% E.F*	50% E.F*	58% E.F*	61% E.F.G*	67% E.F.G.H.I
	I don't know	24%	28% **	23% **	47% H.J.K.L*	43% J.K.L*	35% J.K.L*	27% J.K.L*	29% J.K.L*	12% *	14% *	10% *

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	Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15
	A	B	AM	AN	AO	AP	AQ	AR

For this question, please choose one answer only... As far as you understand them, do you agree or disagree with Andrew Tate's views about...

How women should be treated

	Unweighted base	Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15
	623	343	280	288	285	157	147	131	138
	Base	340	261	288	254	162	133	126	121
Agree a lot	4%	5%	2%	3%	3%	3%	6%	3%	1%
		B			AR		AN.AR		
Agree a little	11%	15%	5%	11%	6%	15%	7%	5%	4%
		B		AN.AQ.AR		AM.AN.AP.AQ.AR			
Disagree a little	6%	9%	3%	5%	9%	9%	12%	-	6%
		B		AQ	AQ	AM.AQ	AM.AQ		AQ
Disagree a lot	50%	42%	61%	44%	64%	37%	55%	53%	73%
			A	AO	AM.AO.AP.AQ		AM.AO	AM.AO	M.AN.AO.AP.A
I don't know	9%	9%	8%	10%	6%	10%	8%	10%	4%
I am not familiar with Andrew Tate's views on this subject	20%	19%	21%	27%	12%	25%	12%	30%	12%
				AN.AP.AR		AN.AP.AR		AN.AP.AR	

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Total	Child's Age									
	6	7	8	9	10	11	12	13	14	15
	C	D	E	F	G	H	I	J	K	L

For this question, please choose one answer only... As far as you understand them, do you agree or disagree with Andrew Tate's views about...

How women should be treated											
Unweighted base	623	23	27	39	41	55	71	82	84	100	101
Base	601	31	27	43	44	54	71	77	79	89	86
Agree a lot	4%	5% **	14% **	5% L*	- *	2% *	4% *	4% *	5% L*	5% L*	-
Agree a little	11%	42% **	27% **	20% H.J.K.L*	16% J.K*	9% *	6% *	8% *	5% *	5% *	7%
Disagree a little	6%	- **	4% **	5% *	11% *	4% *	3% *	4% *	9% *	7% *	11%
Disagree a lot	50%	17% **	30% **	26% *	27% *	44% *	54% E.F*	55% E.F*	59% E.F*	62% E.F.G*	70% E.F.G.H.I
I don't know	9%	15% **	11% **	10% *	10% *	10% *	8% *	11% L*	8% *	8% *	3%
I am not familiar with Andrew Tate's views on this subject	20%	21% **	15% **	34% J.K.L*	35% I.J.K.L*	31% J.K.L*	25% K.L*	18% *	14% *	13% *	9%

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		Male	Female	8-12-year-olds	13-15-year-olds	Boys 8-12	Boys 13-15	Girls 8-12	Girls 13-15	
		A	B	AM	AN	AO	AP	AQ	AR	
Work and success										
	Unweighted base	623	343	280	288	285	157	147	131	138
	Base	601	340	261	288	254	162	133	126	121
	Agree a lot	8%	11%	4%	6%	6%	8%	7%	3%	4%
			B		AQ					
	Agree a little	17%	23%	9%	16%	18%	22%	26%	9%	9%
			B		AQ.AR	AQ.AR	AM.AQ.AR	AM.AN.AQ.AR		
	Disagree a little	7%	9%	5%	5%	10%	7%	11%	2%	8%
					AM.AQ		AM.AQ			AQ
	Disagree a lot	28%	23%	34%	23%	36%	19%	30%	29%	42%
			A		AO	AM.AO.AP		AO	AM.AO	M.AN.AO.AP.A
	I don't know	14%	14%	15%	16%	11%	15%	12%	18%	9%
								AN.AR		
	I am not familiar with Andrew Tate's views on this subject	26%	20%	33%	33%	20%	29%	13%	39%	28%
			A		AN.AP	AP	AN.AP		AN.AP	AN.AP
Masculinity and what it means to be a man										
	Unweighted base	623	343	280	288	285	157	147	131	138
	Base	601	340	261	288	254	162	133	126	121
	Agree a lot	6%	7%	4%	5%	6%	5%	9%	4%	2%
						AR		AN.AR		
	Agree a little	14%	20%	6%	12%	14%	17%	19%	4%	7%
			B		AQ	AQ.AR	AM.AQ.AR	AM.AN.AQ.AR		
	Disagree a little	9%	11%	6%	7%	9%	9%	11%	5%	7%
			B							
	Disagree a lot	35%	28%	46%	30%	46%	25%	35%	36%	58%
			A		AO	AM.AO.AP		AM.AO	M.AN.AO.AP.A	
	I don't know	12%	14%	10%	13%	10%	16%	12%	10%	8%
	I am not familiar with Andrew Tate's views on this subject	24%	20%	28%	33%	15%	28%	13%	40%	17%
			A		AN.AO.AP.AR		AN.AP.AR		AM.AN.AO.AP.AR	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I/J/K/L/M/N/O/P, Q/

YouGov Children's Omnibus - Andrew Tate

Sample Size: 1,106 children aged 6-15

Fieldwork: 1st - 7th September 2023

	Total	Child's Age										
		6	7	8	9	10	11	12	13	14	15	
		C	D	E	F	G	H	I	J	K	L	
Work and success												
	Unweighted base	623	23	27	39	41	55	71	82	84	100	101
	Base	601	31	27	43	44	54	71	77	79	89	86
	Agree a lot	8%	28% **	19% **	5% *	15% I.L*	6% *	4% *	4% *	9% *	5% *	4% *
	Agree a little	17%	23% **	14% **	23% *	10% *	13% *	13% *	21% *	16% *	18% *	19% *
	Disagree a little	7%	4% **	15% **	2% *	7% *	4% *	6% *	4% *	10% *	8% *	12% *
	Disagree a lot	28%	10% **	21% **	23% *	9% *	25% F*	28% F*	26% F*	38% F*	29% F*	41% F.G.I
	I don't know	14%	24% **	12% **	10% *	16% *	14% *	17% *	21% L*	11% *	14% *	8% *
	I am not familiar with Andrew Tate's views on this subject	26%	12% **	19% **	36% J.L*	43% I.J.L*	39% I.J.L*	32% J.L*	23% *	16% *	26% *	17% *
Masculinity and what it means to be a man												
	Unweighted base	623	23	27	39	41	55	71	82	84	100	101
	Base	601	31	27	43	44	54	71	77	79	89	86
	Agree a lot	6%	5% **	19% **	8% *	9% *	2% *	4% *	3% *	9% *	5% *	3% *
	Agree a little	14%	46% **	15% **	15% *	13% *	11% *	9% *	12% *	12% *	12% *	16% *
	Disagree a little	9%	10% **	11% **	7% *	8% *	11% *	4% *	8% *	9% *	10% *	9% *
	Disagree a lot	35%	9% **	26% **	13% *	18% *	29% *	37% E.F*	40% E.F*	43% E.F*	43% E.F*	52% E.F.G.H
	I don't know	12%	23% **	11% **	12% *	12% *	7% *	15% *	16% *	10% *	13% *	8% *
	I am not familiar with Andrew Tate's views on this subject	24%	8% **	19% **	44% I.J.K.L*	40% I.J.K.L*	39% I.J.K.L*	31% J.K.L*	22% *	17% *	16% *	12% *

Cell Contents (R, S/T/U/V/W, X/Y/Z/AA/AB/AC/AD/AE, AF/AG/AH/AI/AJ/AK/AL, AM/AN/AO/AP/AQ/AR, Minimum Base: 30 (**), Small Base: 100 (*))