## 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 | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | 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 <br> have a good or bad view of the following social media <br> 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\% | $\begin{gathered} 6 \% \\ \text { B } \end{gathered}$ | 2\% | 3\% | 6\% <br> AM.AR | AM.AN.AO.AQ.AR |  |  | 2\% |
| Somewhat good | 7\% | $\begin{gathered} 11 \% \\ B \end{gathered}$ | 3\% | $\begin{aligned} & 7 \% \\ & \text { AQ } \end{aligned}$ | $\begin{gathered} 9 \% \\ \text { AQ.AR } \end{gathered}$ | 10\% <br> AM.AQ.AR | 14\% <br> AM.AN.AQ.AR | 3\% | 4\% |
| Somewhat bad | 7\% | $\begin{gathered} 9 \% \\ \text { B } \end{gathered}$ | 4\% | $\begin{aligned} & 6 \% \\ & \text { AQ } \end{aligned}$ | $\begin{gathered} 11 \% \\ \text { AM.AQ } \end{gathered}$ | $\begin{gathered} 8 \% \\ \text { AM.AQ } \end{gathered}$ | $\begin{gathered} 13 \% \\ \text { AM.AQ } \end{gathered}$ | 4\% | $\begin{aligned} & 8 \% \\ & \text { AQ } \end{aligned}$ |
| Very bad | 26\% | 24\% | 29\% | 24\% | $\begin{gathered} 47 \% \\ \text { AM.AO.AP.AQ } \end{gathered}$ | 22\% | $\begin{gathered} 40 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 26\% | 55\% |
| I don't know | 10\% | 10\% | 10\% | 12\% | 10\% | 13\% | $9 \%$ | 11\% | 11\% |
| I have not heard of them | 46\% | 40\% | $\begin{gathered} 52 \% \\ \text { A } \end{gathered}$ | 49\% <br> AN.AO.AP.AR | 18\% | $44 \%$ <br> AN.AP.AR | $16 \%$ | $\begin{gathered} 54 \% \\ \text { N.AO.A } \end{gathered}$ | 20\% |

## YouGov Children's Omnibus - Andrew Tatı

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 | 1 | J | K | L |

## For this question, please choose one answer only...Do you <br> have a good or bad view of the following social media <br> influencer? (If you have not heard of them, please select <br> 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\% | $\begin{gathered} 7 \% \\ \text { G } \end{gathered}$ | 3\% |
| Somewhat good | 7\% | 8\% | 4\% | 4\% | 8\% | 5\% | 7\% | 9\% | 9\% | 7\% | $\begin{gathered} 11 \% \\ \mathrm{E} \end{gathered}$ |
| Somewhat bad | 7\% | $5 \%$ | 2\% | 3\% | 3\% | 6\% | $\begin{aligned} & 10 \% \\ & \text { D.E.F } \end{aligned}$ | $\begin{gathered} 9 \% \\ \text { D.E.F } \end{gathered}$ | 8\% | $\begin{gathered} 15 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{aligned} & 10 \% \\ & \text { D.E.F } \end{aligned}$ |
| Very bad | 26\% | $4 \%$ | 7\% | 11\% | $\begin{aligned} & 16 \% \\ & \text { C.D } \end{aligned}$ | $\begin{aligned} & 23 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 35 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 37 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 42 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 49 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ | $\begin{gathered} 50 \% \\ \text { C.D.E.F.G.H.I } \end{gathered}$ |
| I don't know | 10\% | $4 \%$ | 4\% | $\begin{gathered} 15 \% \\ \text { C.D } \end{gathered}$ | 9\% | $\begin{gathered} 12 \% \\ \text { C.D } \end{gathered}$ | $\begin{gathered} 11 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 14 \% \\ & \text { C.D } \end{aligned}$ | $\begin{gathered} 11 \% \\ \mathrm{D} \end{gathered}$ | 10\% | 9\% |
| I have not heard of them | 46\% | 74\% <br> G.H.I.J.K.L* | $\begin{gathered} 77 \% \\ \text { E.F.G.H.I.J.K.L } \end{gathered}$ | $\begin{gathered} \text { 63\% } \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 62 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 52 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { K.L } \end{gathered}$ | $\begin{gathered} 28 \% \\ \mathrm{~K} \end{gathered}$ | $\begin{gathered} 23 \% \\ \mathrm{~K} \end{gathered}$ | 13\% | 18\% |

## 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 | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | 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\% | $\begin{gathered} 17 \% \\ \text { B } \end{gathered}$ | 7\% | $\begin{gathered} 12 \% \\ \text { AQ } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AQ } \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { AM.AQ } \end{gathered}$ | $\begin{gathered} 17 \% \\ \text { AQ } \end{gathered}$ | 5\% | $\begin{gathered} 12 \% \\ \text { AQ } \end{gathered}$ |
| Somewhat good | 26\% | $\begin{gathered} 29 \% \\ \mathrm{~B} \end{gathered}$ | 22\% | 29\% | 30\% | 32\% | 32\% | 26\% | 28\% |
| Somewhat bad | 7\% | 7\% | 8\% | 6\% | $\begin{gathered} 14 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 6\% | $11 \%$ <br> AM.AO.AQ | 5\% | $\begin{gathered} 18 \% \\ \text { AM.AO.AQ } \end{gathered}$ |
| Very bad | 3\% | 4\% | 3\% | 3\% | 5\% | 2\% | $\begin{aligned} & 6 \% \\ & \text { AO } \end{aligned}$ | 3\% | 3\% |
| I don't know | 15\% | 13\% | 17\% | 15\% | $\begin{gathered} 19 \% \\ \text { AO } \end{gathered}$ | 12\% | 17\% | 18\% | $\begin{gathered} 21 \% \\ \text { AM.AO } \end{gathered}$ |
| I have not heard of them | 37\% | 30\% | $\begin{gathered} 44 \% \\ \mathrm{~A} \end{gathered}$ | $36 \%$ <br> AN.AO.AP.AR | 17\% | $30 \%$ <br> AN.AP.AR | $17 \%$ | $43 \%$ <br> M.AN.AO.AP.A | R 18\% |
| 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\% | $\begin{gathered} 34 \% \\ B \end{gathered}$ | 18\% | $\begin{gathered} 33 \% \\ \text { AN.AP.AQ.AR } \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AR } \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { M.AN.AP.AQ.A } \end{gathered}$ | $\begin{gathered} 23 \% \\ \text { AN.AR } \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { AR } \end{gathered}$ | 13\% |
| Somewhat good | 23\% | 25\% | 21\% | 23\% | 27\% | 24\% | 30\% | 22\% | 24\% |
| Somewhat bad | 6\% | 6\% | 5\% | 4\% | 10\% <br> AM.AO.AQ.AR | 3\% | 13\% <br> AM.AO.AQ | 5\% | 7\% |
| Very bad | 2\% | 2\% | 3\% | 2\% | 3\% | 3\% | 2\% | 2\% | 5\% |
| I don't know | 12\% | 9\% | $\begin{gathered} 15 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} 11 \% \\ \text { AO } \end{gathered}$ | 17\% <br> AM.AO.AP | 9\% | 11\% | $\begin{gathered} 14 \% \\ \text { AO } \end{gathered}$ | 24\% <br> M.AN.AO.AP.A |
| I have not heard of them | 31\% | 24\% | $\begin{gathered} 38 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 26 \% \\ \text { AO } \end{gathered}$ | 24\% | 18\% | 20\% | $34 \%$ <br> AM.AN.AO.AP | $\begin{gathered} 27 \% \\ \text { AO } \end{gathered}$ |

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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 | 1 | 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\% | $\begin{gathered} 28 \% \\ \text { C.D } \end{gathered}$ | $\begin{gathered} 26 \% \\ \text { C.D } \end{gathered}$ | $\begin{aligned} & 36 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 39 \% \\ \text { C.D.E.G.J } \end{gathered}$ | $\begin{gathered} 26 \% \\ \text { C.D } \end{gathered}$ | $\begin{aligned} & 35 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{aligned} & 31 \% \\ & \text { C.D.E } \end{aligned}$ |
| Somewhat bad | 7\% | $4 \%$ | 1\% | 4\% | 5\% | 6\% | $\begin{gathered} 7 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{D} \end{gathered}$ | 14\% <br> C.D.E.F.G | $\begin{gathered} 13 \% \\ \text { C.D.E.F } \end{gathered}$ | 16\% <br> C.D.E.F.G.H |
| Very bad | 3\% | $1 \%$ | 4\% | 1\% | 3\% | 5\% | 4\% | 2\% | 4\% | 5\% | 5\% |
| I don't know | 15\% | $11 \%$ | 8\% | 16\% | 11\% | 13\% | 14\% | $\begin{gathered} 19 \% \\ D \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { C.D } \end{gathered}$ | $\begin{gathered} 18 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 18 \% \\ D \end{gathered}$ |
| I have not heard of them | 37\% | $\begin{gathered} 66 \% \\ \text { E.F.G.H.I.J.K.L' } \end{gathered}$ | $\begin{gathered} 61 \% \\ \text { F.G.H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 51 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} \text { 44\% } \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 38 \% \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} 27 \% \\ \mathrm{~K} \end{gathered}$ | 19\% | 20\% | 14\% | 18\% |
| 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\% | $\begin{gathered} 26 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 30 \% \\ \text { C.L } \end{gathered}$ | $\begin{gathered} 42 \% \\ \text { C.D.G.J.K.L } \end{gathered}$ | $\begin{gathered} 26 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 33 \% \\ & \text { C.K.L } \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \text { C.K.L } \end{aligned}$ | $\begin{gathered} 24 \% \\ \mathrm{~L} \end{gathered}$ | 19\% | 12\% |
| Somewhat good | 23\% | $10 \%$ | $\begin{gathered} 24 \% \\ \text { C.E } \end{gathered}$ | 13\% | 20\% | $\begin{gathered} 29 \% \\ \text { C.E } \end{gathered}$ | $\begin{gathered} 27 \% \\ \text { C.E } \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { C.E } \end{gathered}$ | $\begin{gathered} 31 \% \\ \text { C.E } \end{gathered}$ | $\begin{gathered} 28 \% \\ \text { C.E } \end{gathered}$ | $\begin{gathered} 23 \% \\ C \end{gathered}$ |
| Somewhat bad | 6\% | 2\% | 2\% | 3\% | 3\% | 2\% | 6\% | $\begin{aligned} & \text { 8\% } \\ & \text { D.G } \end{aligned}$ | $\begin{gathered} 12 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{aligned} & \text { 8\% } \\ & \text { D.G } \end{aligned}$ | 11\% <br> C.D.E.F.G |
| Very bad | 2\% |  | 1\% | $\begin{gathered} 5 \% \\ \mathrm{C} \end{gathered}$ | 1\% | 3\% | 2\% | 1\% | 2\% | $\begin{aligned} & 5 \% \\ & \text { C.I } \end{aligned}$ | $\begin{gathered} 3 \% \\ \mathrm{C} \end{gathered}$ |
| I don't know | 12\% | 9\% | 5\% | $\begin{gathered} 16 \% \\ \text { D.F } \end{gathered}$ | 5\% | 10\% | 11\% | $\begin{gathered} 14 \% \\ \text { D.F } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { D.F } \end{gathered}$ | $\begin{gathered} \text { 20\% } \\ \text { C.D.F.G } \end{gathered}$ | $\begin{gathered} 17 \% \\ \text { D.F } \end{gathered}$ |
| I have not heard of them | 31\% | $\begin{gathered} 61 \% \\ . E . F . G . H . I . J . K . I ~ \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { F.G.H.I.J.K } \end{gathered}$ | $\begin{gathered} 34 \% \\ \text { H.I.J.K } \end{gathered}$ | $\begin{gathered} 28 \% \\ 1 \end{gathered}$ | $\begin{gathered} 29 \% \\ \text { I.J } \end{gathered}$ | 21\% | 17\% | 17\% | 20\% | $\begin{gathered} 34 \% \\ \text { H.I.J.K } \end{gathered}$ |

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Sample Size: 1,106 children aged 6-15

## Fieldwork: 1st - 7th September 2023

|  |  | Total | Child's Gender |  | Age Groups |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | 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\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 5\% | $\begin{gathered} 10 \% \\ \text { AQ.AR } \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { AR } \end{aligned}$ | $14 \%$ <br> AM.AN.AQ.AR | $\begin{gathered} 10 \% \\ \text { AN.AR } \end{gathered}$ | 6\% | 4\% |
|  | Somewhat good | 20\% | $\begin{gathered} 27 \% \\ B \end{gathered}$ | 12\% | $\begin{gathered} 20 \% \\ \text { AQ } \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { AQ.AR } \end{gathered}$ | 28\% <br> AM.AQ.AR | $30 \%$ <br> AM.AN.AQ.AR | 12\% | $\begin{gathered} 19 \% \\ \text { AQ } \end{gathered}$ |
|  | Somewhat bad | 12\% | 13\% | 11\% | 11\% | $\begin{gathered} 19 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 11\% | $\begin{gathered} 21 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 11\% | 17\% <br> AM.AO.AQ |
|  | Very bad | 7\% | 7\% | 7\% | 6\% | $\begin{gathered} 13 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 7\% | 9\% | 5\% | 16\% <br> AM.AO.AQ |
|  | I don't know | 14\% | 11\% | $\begin{gathered} 17 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { AO } \end{gathered}$ | 16\% | 12\% | 13\% | $\begin{gathered} 18 \% \\ \text { AM.AO } \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { AO } \end{gathered}$ |
|  | I have not heard of them | 39\% | 30\% | $\begin{gathered} 48 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} 38 \% \\ \text { AN.AO.AP.AR } \end{gathered}$ | 20\% | $\begin{gathered} 28 \% \\ \text { AN.AP } \end{gathered}$ | 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\% | $\begin{aligned} & 7 \% \\ & \text { AM } \end{aligned}$ | 4\% | 6\% | 4\% | $\begin{gathered} 8 \% \\ \text { AM.AO } \end{gathered}$ |
|  | Somewhat good | 14\% | 10\% | $\begin{gathered} 18 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 13 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { AM.AO.AP } \end{gathered}$ | 9\% | 12\% | $\begin{gathered} 17 \% \\ \text { AM.AO } \end{gathered}$ | $\begin{gathered} 32 \% \\ \text { M.AN.AO.AP.A } \end{gathered}$ |
|  | Somewhat bad | 9\% | 8\% | 10\% | 7\% | $\begin{gathered} 19 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 6\% | $\begin{gathered} 16 \% \\ \text { AM.AO.AQ } \end{gathered}$ | 7\% | $\begin{gathered} 21 \% \\ \text { AM.AO.AQ } \end{gathered}$ |
|  | Very bad | 7\% | 8\% | 6\% | 6\% | $\begin{gathered} 13 \% \\ \text { AM.AO.AQ.AR } \end{gathered}$ | $6 \%$ | $\begin{gathered} 18 \% \\ \text { AM.AN.AO.AQ.AF } \end{gathered}$ | 6\% | 8\% |
|  | I don't know | 20\% | 21\% | 18\% | 21\% | 24\% | 22\% | 28\% | 20\% | 20\% |
|  | I have not heard of them | 45\% | 46\% | 44\% | 50\% <br> AN.AP.AR | $\begin{gathered} 15 \% \\ \text { AR } \end{gathered}$ | 53\% <br> AN.AP.AR | $\begin{gathered} 19 \% \\ \text { AR } \end{gathered}$ | 46\% <br> AN.AP.AR | 11\% |

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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 |


| 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\% | $\begin{gathered} 13 \% \\ \mathrm{~L} \end{gathered}$ | 11\% | 11\% | 6\% | 5\% |
|  | Somewhat good | 20\% | $11 \%$ | 12\% | 18\% | 15\% | $\begin{gathered} 23 \% \\ \text { C.D } \end{gathered}$ | $\begin{gathered} 25 \% \\ \text { C.D } \end{gathered}$ | $\begin{gathered} 21 \% \\ C \end{gathered}$ | 20\% | $\begin{aligned} & 28 \% \\ & \text { C.D.F } \end{aligned}$ | $\begin{aligned} & 26 \% \\ & \text { C.D.F } \end{aligned}$ |
|  | Somewhat bad | 12\% | 3\% | 6\% | 7\% | 7\% | 8\% | $\begin{aligned} & 15 \% \\ & \text { C.D } \end{aligned}$ | $17 \%$ <br> C.D.E.F.G | $\begin{gathered} 21 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 21 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { C.D.E.F.G } \end{gathered}$ |
|  | Very bad | 7\% |  | 3\% | 2\% | $\begin{gathered} 5 \% \\ c \end{gathered}$ | $\begin{gathered} 5 \% \\ \mathrm{c} \end{gathered}$ | $\begin{aligned} & 9 \% \\ & \text { C.E } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { C.E } \end{aligned}$ | $\begin{aligned} & 12 \% \\ & \text { C.D.E } \end{aligned}$ | 13\% C.D.E.F.G | $\begin{gathered} 14 \% \\ \text { C.D.E.F.G } \end{gathered}$ |
|  | I don't know | 14\% | $10 \%$ | 6\% | $\begin{gathered} 16 \% \\ \mathrm{D} \end{gathered}$ | 13\% | 11\% | $\begin{gathered} 16 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 19 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 19 \% \\ \mathrm{D} \end{gathered}$ | 13\% | $\begin{gathered} 16 \% \\ \mathrm{D} \end{gathered}$ |
|  | I have not heard of them | 39\% | $\begin{gathered} 68 \% \\ \text { E.F.G.H.I.J.K.L' } \end{gathered}$ | $\begin{gathered} 64 \% \\ \text { F.G.H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 51 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 50 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 42 \% \\ \text { H.I.J.K.L } \end{gathered}$ | 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\% | $\begin{aligned} & 8 \% \\ & \text { G* }^{*} \end{aligned}$ | 5\% | 4\% | 6\% | 2\% | 3\% | 5\% | 6\% | $\begin{gathered} 8 \% \\ \mathrm{G} \end{gathered}$ | 7\% |
|  | Somewhat good | 14\% | 7\% | 8\% | 8\% | 9\% | 11\% | $\begin{gathered} 18 \% \\ \text { C.D.E.F } \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { C.D.E.F } \end{gathered}$ | $\begin{gathered} 17 \% \\ \text { C.E } \end{gathered}$ | $24 \%$ <br> C.D.E.F.G | $\begin{gathered} 24 \% \\ \text { C.D.E.F.G } \end{gathered}$ |
|  | Somewhat bad | 9\% | * | 2\% | $\begin{gathered} 4 \% \\ \mathrm{C} \end{gathered}$ | 4\% | 3\% | $\begin{aligned} & 10 \% \\ & \text { C.D.G } \end{aligned}$ | $12 \%$ <br> C.D.E.F.G | $\begin{gathered} 19 \% \\ \text { C.D.E.F.G } \end{gathered}$ | 17\% C.D.E.F.G | $\begin{gathered} 20 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ |
|  | Very bad | 7\% | 2\% | 4\% | 3\% | 2\% | 7\% | $\begin{gathered} 9 \% \\ \text { C.E.F } \end{gathered}$ | $\begin{aligned} & 9 \% \\ & \text { C.F } \end{aligned}$ | $\begin{gathered} 13 \% \\ \text { C.D.E.F } \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 12 \% \\ \text { C.D.E.F } \end{gathered}$ |
|  | I don't know | 20\% | $10 \%$ | 10\% | 15\% | 13\% | $\begin{aligned} & 23 \% \\ & \text { C.D.F } \end{aligned}$ | $\begin{gathered} 22 \% \\ \text { C.D } \end{gathered}$ | $34 \%$ <br> C.D.E.F.L | $\begin{aligned} & 26 \% \\ & \text { C.D.F } \end{aligned}$ | $\begin{gathered} 26 \% \\ \text { C.D.E.F } \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { C.D } \end{gathered}$ |
|  | I have not heard of them | 45\% | 73\% <br> G.H.I.J.K.L* | $71 \%$ <br> G.H.I.J.K.L | $\begin{gathered} \text { 66\% } \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} \text { 67\% } \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 55 \% \\ \text { H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 37 \% \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} 20 \% \\ \mathrm{~K} \end{gathered}$ | 20\% | 10\% | 16\% |

## 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 | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | 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\% | $\begin{gathered} 63 \% \\ \text { AN.AP.AR } \end{gathered}$ | 36\% | $\begin{gathered} 59 \% \\ \text { AN.AP.AR } \end{gathered}$ | 32\% |
|  |  |  |  | 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\% | $\begin{gathered} 22 \% \\ \text { B } \end{gathered}$ | 6\% | $\begin{gathered} 12 \% \\ \text { AQ } \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { AQ.AR } \end{gathered}$ | 17\% <br> AM.AQ.AR | $23 \%$ <br> AM.AN.AQ.AR | 4\% | 6\% |
| I disagree with him a little | 8\% | $\begin{gathered} 10 \% \\ B \end{gathered}$ | 5\% | $\begin{aligned} & 8 \% \\ & \text { AQ } \end{aligned}$ | 7\% | $\begin{gathered} 11 \% \\ \text { AQ } \end{gathered}$ | 9\% | 5\% | 5\% |
| I disagree with him a lot | 48\% | 40\% | $\begin{gathered} 59 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 41 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 62 \% \\ \text { AM.AO.AP.AQ } \end{gathered}$ | 35\% | $\begin{gathered} 52 \% \\ \text { AM.AO } \end{gathered}$ | $\begin{gathered} 49 \% \\ \text { AM.AO } \end{gathered}$ | $73 \%$ <br> M.AN.AO.AP.A |
| I don't know | 24\% | 22\% | 27\% | $34 \%$ <br> AN.AP.AR | 12\% | $32 \%$ <br> AN.AP.AR | 10\% | 37\% <br> AN.AP.AR | 14\% |

## YouGov Children's Omnibus - Andrew Tatı

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 |

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\% | $\begin{gathered} 8 \% \\ \text { G } \end{gathered}$ | 4\% | 2\% | 3\% | 5\% | 5\% | $\begin{gathered} 11 \% \\ \text { C.F.G.H } \end{gathered}$ | $\begin{gathered} 7 \% \\ \text { G } \end{gathered}$ |
| Somewhat good | 15\% | 8\% | 6\% | 11\% | 9\% | 12\% | 13\% | $\begin{gathered} 22 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { C.D.E.F.G } \end{gathered}$ | $\begin{aligned} & 21 \% \\ & \text { C.D.F } \end{aligned}$ | $\begin{gathered} 27 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ |
| Somewhat bad | 4\% | $3 \%$ | - | 1\% | 1\% | 3\% | 3\% | $\begin{gathered} 5 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 10 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ | $\begin{gathered} 12 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ | $\begin{gathered} 10 \% \\ \text { C.D.E.F.G.H } \end{gathered}$ |
| Very bad | 2\% | $1 \%$ | - | 1\% | - | 1\% | $\begin{aligned} & 5 \% \\ & \text { D.F } \end{aligned}$ | 2\% | 3\% | $\begin{aligned} & 4 \% \\ & \text { D.F } \end{aligned}$ | 6\% <br> C.D.E.F.G |
| I don't know | 17\% | $12 \%$ | 7\% | 9\% | $\begin{gathered} 18 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 19 \% \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 19 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 24 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 16 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 25 \% \\ & \text { C.D.E } \end{aligned}$ | $\begin{gathered} 19 \% \\ \text { D.E } \end{gathered}$ |
| I have not heard of them | 57\% | $\begin{gathered} 73 \% \\ \text { H.I.J.K.L* } \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { G.H.I.J.K.L } \end{gathered}$ | $\begin{gathered} 70 \% \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} \text { 69\% } \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} \text { 64\% } \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} 58 \% \\ \text { I.J.K.L } \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { K.L } \end{gathered}$ | $\begin{gathered} 45 \% \\ \text { K.L } \end{gathered}$ | 27\% | 30\% |

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\% | $\begin{gathered} 5 \% \\ * * \end{gathered}$ | $11 \%$ | $10 \%$ | $\begin{gathered} 8 \% \\ * \end{gathered}$ | $\underset{*}{8 \%}$ | 8\% | 8\% | 7\% | $9 \%$ | 6\% |
| I disagree with him a lot | 48\% | $22 \%$ | $26 \%$ | $19 \%$ | $30 \%$ | $\begin{gathered} 44 \% \\ E^{*} \end{gathered}$ | $\begin{aligned} & 51 \% \\ & \text { E.F } \end{aligned}$ | $\begin{aligned} & 50 \% \\ & \text { E.F } \end{aligned}$ | $\begin{aligned} & 58 \% \\ & \text { E.F* } \end{aligned}$ | $\begin{gathered} \text { 61\% } \\ \text { E.F.G* } \end{gathered}$ | $\begin{gathered} 67 \% \\ \text { E.F.G.H.I } \end{gathered}$ |
| I don't know | 24\% | $28 \%$ | $23 \%$ | $\begin{gathered} 47 \% \\ \text { H.J.K.L* } \end{gathered}$ | $\begin{aligned} & 43 \% \\ & \text { J.K.L* } \end{aligned}$ | $\begin{aligned} & 35 \% \\ & \text { J.K.L* } \end{aligned}$ | $\begin{aligned} & \text { 27\% } \\ & \text { J.K.L* } \end{aligned}$ | $\begin{aligned} & \text { 29\% } \\ & \text { J.K.L* } \end{aligned}$ | $12 \%$ | $14 \%$ | 10\% |

## 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 | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | 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 | 623 | 343 | 280 | 288 | 285 | 157 | 147 | 131 | 138 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base | 601 | 340 | 261 | 288 | 254 | 162 | 133 | 126 | 121 |
| Agree a lot | 4\% | $\begin{gathered} 5 \% \\ \text { B } \end{gathered}$ | 2\% | 3\% | $\begin{aligned} & 3 \% \\ & \text { AR } \end{aligned}$ | 3\% | 6\% AN.AR | 3\% | 1\% |
| Agree a little | 11\% | $\begin{gathered} 15 \% \\ \text { B } \end{gathered}$ | 5\% | 11\% <br> AN.AQ.AR | 6\% | 15\% <br> .AN.AP.AQ | 7\% | 5\% | 4\% |
| Disagree a little | 6\% | $\begin{gathered} 9 \% \\ \text { B } \end{gathered}$ | 3\% | $\begin{aligned} & 5 \% \\ & \text { AQ } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { AQ } \end{aligned}$ | $\begin{gathered} 9 \% \\ \text { AM.AQ } \end{gathered}$ | $\begin{gathered} 12 \% \\ \text { AM.AQ } \end{gathered}$ | - | $\begin{aligned} & 6 \% \\ & \text { AQ } \end{aligned}$ |
| Disagree a lot | 50\% | 42\% | $\begin{gathered} 61 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 64 \% \\ \text { AM.AO.AP.AQ } \end{gathered}$ | 37\% | $\begin{gathered} 55 \% \\ \text { AM.AO } \end{gathered}$ | $\begin{gathered} 53 \% \\ \text { AM.AO } \end{gathered}$ | $\begin{gathered} 73 \% \\ \text { M.AN.AO.AP.A } \end{gathered}$ |
| 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\% <br> AN.AP.AR | 12\% | $25 \%$ <br> AN.AP.AR | 12\% | $\begin{gathered} 30 \% \\ \text { AN.AP.AR } \end{gathered}$ | 12\% |

## YouGov Children's Omnibus - Andrew Tat

Sample Size: 1,106 children aged 6-15

## Fieldwork: 1st - 7th September 2023

YouGov

| Total | Child's Age |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|  | C | D | E | F | G | H | 1 | 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\% | $\underset{* *}{5 \%}$ | $14 \%$ | $\begin{gathered} 5 \% \\ L^{*} \end{gathered}$ |  | 2\% | $4 \%$ | $4 \%$ | $\begin{aligned} & 5 \% \\ & L^{*} \end{aligned}$ | $\begin{gathered} 5 \% \\ L^{*} \end{gathered}$ | - |
| Agree a little | 11\% | $\underset{* *}{42 \%}$ | $27 \%$ | $\begin{gathered} 20 \% \\ \text { H.J.K.L* } \end{gathered}$ | $\begin{aligned} & 16 \% \\ & \text { J.K } \end{aligned}$ | 9\% | 6\% | 8\% | $5 \%$ | $5 \%$ | 7\% |
| Disagree a little | 6\% | ${ }_{* *}^{-}$ | $4 \%$ | $5 \%$ | $11 \%$ | $4 \%$ | $3 \%$ | $4 \%$ | 9\% | 7\% | 11\% |
| Disagree a lot | 50\% | $17 \%$ | $30 \%$ | $26 \%$ | $27 \%$ | $44 \%$ | $\begin{aligned} & 54 \% \\ & \text { E.F* } \end{aligned}$ | $\begin{aligned} & 55 \% \\ & \text { E.F* } \end{aligned}$ | $\begin{aligned} & 59 \% \\ & \text { E.F* } \end{aligned}$ | $\begin{gathered} 62 \% \\ \text { E.F.G* } \end{gathered}$ | $\begin{gathered} 70 \% \\ \text { E.F.G.H.I } \end{gathered}$ |
| I don't know | 9\% | $15 \%$ | $11 \%$ | $10 \%$ | $10 \%$ | $10 \%$ | 8\% | $\begin{gathered} 11 \% \\ L^{*} \end{gathered}$ | 8\% | 8\% | 3\% |
| I am not familiar with Andrew Tate's views on this subject | 20\% | $21 \%$ | $15 \%$ | $\begin{aligned} & 34 \% \\ & \text { J.K.L* } \end{aligned}$ | $\begin{gathered} 35 \% \\ \text { I.J.K.L* } \end{gathered}$ | $\begin{aligned} & 31 \% \\ & \text { J.K.L* } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \text { K.L* } \end{aligned}$ | $18 \%$ | $14 \%$ | $13 \%$ | 9\% |

## 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 | $\begin{aligned} & \text { 8-12-year- } \\ & \text { olds } \end{aligned}$ | $\begin{aligned} & \text { 13-15-year- } \\ & \text { olds } \end{aligned}$ | Boys 8-12 | Boys 13-15 | Girls 8-12 | Girls 13-15 |
|  | A | B | AM | AN | AO | AP | AQ | AR |



## YouGov Children's Omnibus - Andrew Tatı

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 | 1 | 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\% | $28 \%$ | $19 \%$ | $5 \%$ | $\begin{aligned} & 15 \% \\ & \text { I.L** } \end{aligned}$ | $\underset{*}{6 \%}$ | $4 \%$ | $4 \%$ | $\begin{gathered} 9 \% \\ * \end{gathered}$ | $5 \%$ | 4\% |
| Agree a little | 17\% | $23 \%$ | $14 \%$ | $23 \%$ | $10 \%$ | $13 \%$ | $13 \%$ | $21 \%$ | $16 \%$ | $18 \%$ | 19\% |
| Disagree a little | 7\% | $\begin{gathered} 4 \% \\ * * \end{gathered}$ | $15 \%$ | $2 \%$ | 7\% | $4 \%$ | $\begin{gathered} 6 \% \\ * \end{gathered}$ | $4 \%$ | $10 \%$ | 8\% | 12\% |
| Disagree a lot | 28\% | $10 \%$ | $21 \%$ | $23 \%$ | $9 \%$ | $\begin{gathered} 25 \% \\ \mathrm{~F}^{*} \end{gathered}$ | $\begin{gathered} 28 \% \\ F^{*} \end{gathered}$ | $\begin{gathered} 26 \% \\ F^{*} \end{gathered}$ | $\begin{gathered} 38 \% \\ F^{*} \end{gathered}$ | $\begin{gathered} 29 \% \\ F^{*} \end{gathered}$ | $\begin{aligned} & 41 \% \\ & \text { F.G.I } \end{aligned}$ |
| I don't know | 14\% | $24 \%$ | $12 \%$ | $10 \%$ | $16 \%$ | $14 \%$ | $17 \%$ | $\begin{gathered} 21 \% \\ L^{*} \end{gathered}$ | $11 \%$ | 14\% | 8\% |
| I am not familiar with Andrew Tate's views on this subject | 26\% | $12 \%$ | $19 \%$ | $\begin{gathered} 36 \% \\ \text { J.L* } \end{gathered}$ | $\begin{aligned} & 43 \% \\ & \text { I.J.L* } \end{aligned}$ | $\begin{aligned} & 39 \% \\ & \text { I.J.L* } \end{aligned}$ | $\begin{gathered} 32 \% \\ \text { J.L* } \end{gathered}$ | $23 \%$ | $16 \%$ | $26 \%$ | 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\% | $\begin{gathered} 5 \% \\ * * \end{gathered}$ | $19 \%$ | 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\% | $\begin{gathered} 9 \% \\ * * \end{gathered}$ | $26 \%$ | $13 \%$ | $18 \%$ | $29 \%$ | $\begin{aligned} & 37 \% \\ & \text { E.F } \end{aligned}$ | $\begin{gathered} 40 \% \\ \text { E.F* } \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { E.F* } \end{gathered}$ | $\begin{gathered} 43 \% \\ \text { E.F* } \end{gathered}$ | $\begin{gathered} 52 \% \\ \text { E.F.G.H } \end{gathered}$ |
| 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\% | $\begin{gathered} 8 \% \\ * * \end{gathered}$ | $19 \%$ | $\begin{gathered} 44 \% \\ \text { I.J.K.L* } \end{gathered}$ | $\begin{gathered} 40 \% \\ \text { I.J.K.L* } \end{gathered}$ | $\begin{gathered} 39 \% \\ \text { I.J.K.L* } \end{gathered}$ | $\begin{aligned} & 31 \% \\ & \text { J.K.L* } \end{aligned}$ | $22 \%$ | $17 \%$ | $16 \%$ | 12\% |

[^0]
[^0]:    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 (*))

