

YouGov Survey Results

Sample Size: 2087 adults in GB
Fieldwork: 11th - 12th May 2023

	Gender		Age				Age decades					Age+gender											
	Total	Male	Female	18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60+	18-29 men	18-29 women	30-39 men	30-39 women	40-49 men	40-49 women	50-59 men	50-59 women	60+ men	60+ women	
Weighted Sample	2087	1010	1077	219	862	515	489	340	390	350	324	682	164	176	189	201	181	170	155	168	320	362	
Unweighted Sample	2087	964	1123	141	834	521	590	258	387	330	334	778	124	134	173	214	150	180	153	181	364	414	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable view of the following social media influencers? If you have not heard of them, please select the 'Not applicable - have not heard of them' option

Andrew Tate

Very favourable	2	5	1	9	3	1	0	7	3	2	1	0	14	1	6	1	4	0	2	0	0	0
Somewhat favourable	4	7	2	9	7	2	1	8	10	4	2	1	13	5	16	3	7	1	3	1	0	1
TOTAL FAVOURABLE	6	12	3	18	10	3	1	16	13	6	3	1	27	5	23	4	11	1	5	1	1	1
Somewhat unfavourable	5	6	4	9	6	3	2	9	7	5	3	2	14	4	9	6	6	4	1	4	1	3
Very unfavourable	44	42	46	61	48	43	30	60	48	46	45	32	44	75	45	50	46	47	49	42	35	30
TOTAL UNFAVOURABLE	49	48	50	70	54	46	32	69	55	51	48	35	58	79	54	55	52	50	50	46	36	34
Don't know	8	8	8	6	10	8	7	8	9	10	9	7	8	8	10	8	12	8	8	11	6	7
Not applicable - have not heard of them	36	32	40	6	25	44	59	8	24	33	39	58	7	9	14	33	25	40	37	42	57	58

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

[Asked to those who have heard of Andrew Tate; n=1331]

Strongly agree with him	4	6	2	12	5	1	0	9	6	2	1	0	15	4	10	2	3	1	1	1	0	1
Tend to agree with him	10	15	5	15	14	3	2	14	20	8	4	2	23	6	27	12	12	1	6	3	1	3
TOTAL AGREE	14	21	7	27	19	4	2	24	26	10	5	3	38	10	37	13	15	3	7	3	1	4
Tend to disagree with him	10	12	9	20	10	7	7	18	9	8	6	7	20	15	11	7	10	6	9	4	6	8
Strongly disagree with him	59	52	66	46	57	66	68	49	52	63	63	70	35	63	39	68	57	70	60	65	75	65
TOTAL DISAGREE	69	64	75	66	67	73	75	67	61	71	69	76	56	78	50	74	67	76	69	69	80	73
Don't know	17	15	18	8	15	23	23	9	13	19	26	21	7	11	13	12	18	21	24	27	19	23

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	Opinion of Andrew Tate		General agreement with Andrew Tate		Agreement with Tate on: How women should be treated		Agreement with Tate on: Masculinity and what it means to be a man		Agreement with Tate on: Work and success		
	Total	Favourable	Unfavourable	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Weighted Sample	2087	192	918	143	1019	129	923	147	851	223	651
Unweighted Sample	2087	134	1033	181	932	124	933	140	857	203	656
	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable view of the following social media influencers? If you have not heard of them, please select the 'Not applicable - have not heard of them' option
Andrew Tate

Very favourable	2	36	0	21	1	27	1	27	1	18	1
Somewhat favourable	4	64	0	36	2	33	4	35	4	32	2
TOTAL FAVOURABLE	6	100	0	57	3	60	5	62	5	50	3
Somewhat unfavourable	5	0	10	18	4	16	5	9	6	18	4
Very unfavourable	44	0	90	17	91	14	88	21	87	25	91
TOTAL UNFAVOURABLE	49	0	100	35	95	30	93	31	93	43	95
Don't know	8	0	0	9	2	10	2	7	2	7	1
Not applicable - have not heard of them	36	0	0	0	0	0	0	0	0	0	0

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

[Asked to those who have heard of Andrew Tate;
n=1331]

Strongly agree with him	4	22	2	29	0	28	1	22	2	17	2
Tend to agree with him	10	54	5	71	0	49	6	53	6	47	3
TOTAL AGREE	14	76	7	100	0	77	7	75	8	64	5
Tend to disagree with him	10	11	10	0	15	11	10	12	9	19	8
Strongly disagree with him	59	5	75	0	85	5	80	6	82	11	85
TOTAL DISAGREE	69	16	86	0	100	16	90	18	91	30	93
Don't know	17	7	8	0	0	7	3	8	1	6	1

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

As far as you understand them, to what extent do you agree or disagree with Andrew Tate's views about...

[Asked to those who have heard of Andrew Tate;
n=1331]

How women should be treated

Strongly agree	4	5	2	9	4	1	1	7	5	2	1	1	10	4	9	1	3	0	1	0	0	2
Somewhat agree	6	9	2	9	9	1	1	9	13	4	1	1	16	3	19	5	5	2	2	0	1	2
TOTAL AGREE	10	14	4	18	13	2	2	16	18	6	1	2	26	7	28	6	8	2	3	0	2	3
Somewhat disagree	6	8	3	10	7	2	3	9	8	4	3	3	14	5	11	5	7	0	3	2	3	3
Strongly disagree	63	59	68	58	62	71	64	59	62	63	68	68	49	68	50	76	63	64	65	72	73	62
TOTAL DISAGREE	69	67	71	68	69	73	67	68	70	67	71	70	63	73	61	81	69	64	68	73	76	65
Don't know	5	5	5	7	5	3	4	5	5	7	3	4	6	5	4	5	9	5	4	2	3	6
Not applicable - I am not familiar with Andrew Tate's views on this subject	16	13	20	7	14	21	27	10	7	20	25	23	5	15	7	8	14	29	25	24	19	26

Work and success

Strongly agree	6	10	2	12	7	1	1	10	10	3	1	1	19	2	17	2	6	1	1	1	1	1
Somewhat agree	11	14	8	14	15	6	3	16	15	12	7	4	22	10	18	12	15	8	8	6	2	5
TOTAL AGREE	17	24	10	26	22	7	4	26	26	16	8	5	40	12	36	14	21	9	9	6	3	6
Somewhat disagree	7	8	6	16	7	5	5	12	9	4	5	4	15	10	10	8	6	1	4	7	4	4
Strongly disagree	41	40	44	41	41	43	41	41	41	40	42	43	31	51	36	47	38	43	40	44	54	33
TOTAL DISAGREE	48	48	50	57	48	48	46	54	50	44	47	47	46	61	46	55	45	44	43	51	58	37
Don't know	8	8	9	5	8	10	10	4	8	10	11	9	6	2	7	10	12	6	11	11	4	14
Not applicable - I am not familiar with Andrew Tate's views on this subject	26	21	32	12	22	35	41	16	15	30	35	39	7	25	11	20	23	41	37	33	34	43

Masculinity and what it means to be a man

Strongly agree	4	7	1	5	6	1	1	5	8	4	1	1	9	1	15		5	2	3		0	1
Somewhat agree	7	10	4	10	9	4	2	10	12	4	3	3	17	3	15	9	6	2	3	3	4	2
TOTAL AGREE	11	17	5	15	15	5	3	14	21	8	5	4	25	4	30	9	12	3	6	3	5	3
Somewhat disagree	8	11	5	14	8	6	5	13	9	7	7	5	20	6	12	5	10	4	11	2	2	7
Strongly disagree	56	51	60	54	55	58	56	55	52	56	57	58	42	68	43	63	56	56	52	62	65	51
TOTAL DISAGREE	64	62	65	68	63	64	61	68	61	63	63	62	62	74	56	68	66	60	63	64	67	58
Don't know	6	6	7	8	6	5	7	6	7	7	6	6	7	6	4	10	8	6	7	5	4	8
Not applicable - I am not familiar with Andrew Tate's views on this subject	19	15	23	8	16	25	29	11	11	22	26	28	5	17	9	13	15	31	24	27	24	31

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	Total	Favourable	Unfavourable	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Weighted Sample	2087	192	918	143	1019	129	923	147	851	223	651
Unweighted Sample	2087	134	1033	181	932	124	933	140	857	203	656
	%	%	%	%	%	%	%	%	%	%	%

As far as you understand them, to what extent do you agree or disagree with Andrew Tate's views about...

[Asked to those who have heard of Andrew Tate;
n=1331]

How women should be treated

Strongly agree	4	18	1	19	1	37	0	23	1	18	1
Somewhat agree	6	36	2	32	1	63	0	33	3	25	3
TOTAL AGREE	10	54	4	52	2	100	0	56	5	44	4
Somewhat disagree	6	24	4	21	4	0	8	17	5	19	4
Strongly disagree	63	10	80	14	87	0	92	18	87	29	89
TOTAL DISAGREE	69	34	84	35	91	0	100	35	93	48	93
Don't know	5	6	2	4	2	0	0	5	1	3	1
Not applicable - I am not familiar with Andrew Tate's views on this subject	16	6	10	9	5	0	0	4	1	5	1

Work and success

Strongly agree	6	40	1	33	1	34	3	41	1	34	0
Somewhat agree	11	38	8	42	6	42	9	43	9	66	0
TOTAL AGREE	17	78	9	74	7	76	12	84	10	100	0
Somewhat disagree	7	5	9	8	9	13	9	8	9	0	15
Strongly disagree	41	10	52	10	58	8	57	4	63	0	85
TOTAL DISAGREE	48	15	61	18	66	21	66	12	72	0	100
Don't know	8	2	7	2	6	2	6	3	5	0	0
Not applicable - I am not familiar with Andrew Tate's views on this subject	26	5	23	5	20	1	17	2	13	0	0

Masculinity and what it means to be a man

Strongly agree	4	28	1	23	0	28	1	36	0	20	1
Somewhat agree	7	36	4	34	2	37	4	64	0	35	2
TOTAL AGREE	11	64	4	57	3	64	6	100	0	55	3
Somewhat disagree	8	14	8	20	7	18	9	0	13	24	6
Strongly disagree	56	15	70	15	77	14	77	0	87	14	88
TOTAL DISAGREE	64	29	78	35	84	32	85	0	100	38	94
Don't know	6	4	4	3	4	3	4	0	0	4	2
Not applicable - I am not familiar with Andrew Tate's views on this subject	19	3	14	5	9	1	5	0	0	3	1

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

For each of the following please say whether you think this is or is not a fair characterisations of Andrew Tate's views on how women should be treated?

[Asked to those who have heard of Andrew Tate's views about how women should be treated; n=1117]

It is a husband's duty to protect and provide for his wife

It is	44	51	35	47	45	41	39	47	44	46	38	42	52	41	52	34	55	33	43	33	50	34
It is not	25	24	27	27	28	21	21	28	29	24	25	18	27	28	28	31	20	31	24	27	17	18
Don't know	31	25	38	26	27	39	40	25	27	29	37	41	20	31	19	35	25	37	34	40	33	48

That on a sinking ship with not enough lifeboats, women (and children) should be rescued ahead of men

It is	29	36	22	31	30	26	27	30	33	28	25	27	34	25	42	22	37	13	30	20	31	22
It is not	32	32	32	38	34	23	26	39	33	33	24	25	40	37	32	35	30	37	27	21	25	25
Don't know	39	33	47	30	36	51	47	31	34	39	51	48	25	38	26	43	32	50	43	58	44	52

That it can be the woman's fault if she is raped or sexually assaulted

It is	43	43	44	33	44	48	45	36	41	49	50	45	38	34	43	40	46	54	44	55	44	46
It is not	39	41	37	48	41	32	33	46	42	39	34	32	44	47	43	40	43	32	38	30	35	29
Don't know	18	16	19	19	15	20	21	18	17	12	16	23	18	19	14	20	11	14	18	15	21	25

That it is wrong for men to have had lots of sexual partners

It is	15	19	10	13	17	12	16	16	16	15	10	15	20	11	23	7	19	9	12	8	17	14
It is not	62	61	63	70	64	59	52	67	61	68	63	52	65	69	60	63	67	70	60	67	54	50
Don't know	23	20	27	17	20	29	32	17	23	16	26	33	15	20	17	30	14	21	28	25	29	36

That it is wrong for women to have had lots of sexual partners

It is	44	46	43	44	47	45	33	44	49	46	44	38	48	40	52	45	41	54	42	47	42	34
It is not	30	33	28	35	34	24	22	37	31	34	26	21	35	40	32	29	41	22	28	25	24	18
Don't know	25	22	29	21	19	31	45	19	20	20	29	41	17	20	16	26	18	24	31	28	33	48

That a wife is her husband's property

It is	44	43	45	46	44	44	38	45	41	49	46	39	47	43	38	44	45	56	40	52	42	35
It is not	38	41	34	35	41	35	34	38	42	38	36	34	36	41	48	35	43	30	42	30	36	32
Don't know	18	16	21	19	14	21	28	17	17	12	18	28	17	16	13	21	12	14	18	18	22	33

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	%	%	%	%	%	%	%	%	%	%	%

For each of the following please say whether you think this is or is not a fair characterisations of Andrew Tate's views on how women should be treated?

[Asked to those who have heard of Andrew Tate's views about how women should be treated; n=1117]

It is a husband's duty to protect and provide for his wife

It is	44	66	42	59	42	56	43	67	43	64	44
It is not	25	24	26	27	26	33	25	23	27	24	29
Don't know	31	10	32	14	32	11	31	10	31	12	27

That on a sinking ship with not enough lifeboats, women (and children) should be rescued ahead of men

It is	29	55	26	56	24	54	27	63	25	55	23
It is not	32	33	32	33	33	35	32	27	34	28	37
Don't know	39	13	42	11	43	11	42	10	41	17	40

That it can be the woman's fault if she is raped or sexually assaulted

It is	43	30	47	35	48	34	47	34	49	32	50
It is not	39	59	37	52	37	58	38	58	37	55	37
Don't know	18	10	16	13	15	8	16	8	15	12	13

That it is wrong for men to have had lots of sexual partners

It is	15	37	11	39	9	45	11	39	11	32	11
It is not	62	51	67	45	70	44	68	47	69	52	72
Don't know	23	12	22	16	21	11	22	14	20	16	17

That it is wrong for women to have had lots of sexual partners

It is	44	54	45	51	45	56	45	50	48	51	48
It is not	30	30	31	31	31	29	31	35	30	33	32
Don't know	25	16	24	18	24	15	24	15	22	16	20

That a wife is her husband's property

It is	44	45	45	43	47	46	46	39	49	39	50
It is not	38	44	38	47	36	46	37	52	36	47	37
Don't know	18	11	17	10	17	8	17	9	15	13	13

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

That in a heterosexual relationship the man should work and the woman should stay in the home

It is	40	39	41	38	41	43	34	37	40	45	47	35	36	37	40	40	41	52	43	52	38	32
It is not	38	40	34	44	39	31	33	45	40	34	33	31	47	43	43	36	38	29	38	29	32	30
Don't know	22	21	25	18	20	25	33	19	20	20	20	34	17	20	17	24	21	19	20	20	30	39

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	%	%	%	%	%	%	%	%	%	%	%

That in a heterosexual relationship the man should work and the woman should stay in the home

It is	40	39	42	42	42	46	41	47	43	40	43
It is not	38	49	36	42	37	44	37	42	37	45	38
Don't know	22	11	22	16	21	11	22	11	20	14	19