

YouGov Survey Results

Sample Size: 2016 adults in GB
Fieldwork: 26th - 27th July 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Age and Gender									
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-29	30-49	50-64	65+	Male 18-29	Male 30-49	Male 50-64	Male 65+	Female 18-29	Female 30-49	Female 50-64	Female 65+	
Weighted Sample	2016	659	488	171	710	751	976	1040	341	703	498	474	163	353	244	216	177	351	254	258	
Unweighted Sample	2016	694	491	176	811	823	890	1126	239	700	538	539	89	303	256	242	150	397	282	297	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking now about Barbie doll toys, overall do you think the Barbie doll has had a positive or negative impact for women in society, or has it had no real impact?

Very positive	4	3	2	3	3	3	3	4	8	3	3	1	8	2	3	1	8	4	4	1
Fairly positive	17	16	19	17	17	14	18	17	25	23	14	8	21	24	14	8	28	22	13	8
TOTAL POSITIVE	21	19	21	20	20	17	21	21	25	26	17	9	29	26	17	9	36	26	17	9
No real impact	38	49	30	26	30	48	37	38	28	32	41	50	36	30	39	46	20	34	43	53
Fairly negative	20	14	25	29	25	14	16	23	24	19	22	16	17	15	18	15	30	22	25	18
Very negative	6	5	7	5	7	6	5	6	2	6	6	8	1	6	4	7	3	5	8	9
TOTAL NEGATIVE	26	19	32	34	32	20	21	29	26	25	28	24	18	21	22	22	33	27	33	27
Don't know	16	13	16	19	17	14	21	11	14	17	14	17	17	22	22	23	11	13	7	12

And do you think Barbie dolls are a positive or negative representation of women as a whole?

Very positive	3	3	2	1	2	3	3	4	7	4	2	1	7	3	2	1	8	4	2	1
Fairly positive	25	25	25	25	24	24	25	25	33	28	23	15	35	26	22	17	32	30	24	13
TOTAL POSITIVE	28	28	27	26	26	27	28	29	40	32	25	16	42	29	24	18	40	34	26	14
Fairly negative	34	32	38	41	40	30	31	36	30	33	34	37	27	29	32	35	32	36	36	39
Very negative	13	13	16	14	14	15	10	16	6	10	16	21	1	10	11	18	10	10	21	24
TOTAL NEGATIVE	47	45	54	55	54	45	41	52	36	43	50	58	28	39	43	53	42	46	57	63
Don't know	25	27	18	19	20	28	31	19	24	26	24	26	30	32	33	29	18	19	17	23

In general, would you feel pleased or displeased if you got described as being like Barbie?

[Asked only to women; n=1126]

Very pleased	4	2	4	2	4	2	0	4	13	4	3	1	0	0	0	0	13	4	3	1
Fairly pleased	13	8	15	12	12	10	0	13	29	14	9	5	0	0	0	0	29	14	9	5
TOTAL PLEASSED	17	10	19	14	16	12	0	17	42	18	12	6	0	0	0	0	42	18	12	6
Neither pleased nor displeased	28	32	29	18	26	32	0	28	26	32	29	23	0	0	0	0	26	32	29	23
Fairly displeased	21	20	20	25	22	20	0	21	17	23	19	22	0	0	0	0	17	23	19	22
Very displeased	29	33	29	40	32	32	0	29	10	22	37	44	0	0	0	0	10	22	37	44
TOTAL DISPLEASED	50	53	49	65	54	52	0	50	27	45	56	66	0	0	0	0	27	45	56	66
Don't know	5	5	3	4	4	4	0	5	5	5	3	6	0	0	0	0	5	5	3	6

In general, would you feel pleased or displeased if you got described as being like Ken?

[Asked only to men; n=890]

Very pleased	4	4	3	1	1	4	4	0	9	3	3	1	9	3	3	1	0	0	0	0
Fairly pleased	9	10	10	5	7	11	9	0	12	12	7	7	12	12	7	7	0	0	0	0
TOTAL PLEASSED	13	14	13	6	8	15	13	0	21	15	10	8	21	15	10	8	0	0	0	0
Neither pleased nor displeased	36	36	37	35	38	32	36	0	41	35	36	35	41	35	36	35	0	0	0	0
Fairly displeased	17	14	18	23	20	14	17	0	16	20	16	13	16	20	16	13	0	0	0	0
Very displeased	17	21	15	15	18	22	17	0	5	12	26	24	5	12	26	24	0	0	0	0
TOTAL DISPLEASED	34	35	33	38	38	36	34	0	21	32	42	37	21	32	42	37	0	0	0	0
Don't know	17	15	16	20	15	18	17	0	16	18	12	20	16	18	12	20	0	0	0	0

Have you watched the new movie 'Barbie'?

Yes	7	3	8	8	7	3	5	8	19	7	3	1	12	5	3	1	24	8	4	1
No, but I plan to	27	18	33	28	30	16	21	33	46	38	19	6	43	27	12	3	49	48	25	8
No, and I don't plan to	67	79	59	64	63	81	74	59	36	56	78	93	45	68	85	96	27	44	71	91

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Sample Size: 2016 adults in GB
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	Social Grade			Country			Region in England				Watched Barbie		
	Total	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	Yes	No, but I plan to	No, and I don't plan to
Weighted Sample	2016	1149	867	1740	101	175	486	335	244	675	131	542	1342
Unweighted Sample	2016	1257	759	1728	114	174	468	339	196	725	125	519	1372
	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking now about Barbie doll toys, overall do you think the Barbie doll has had a positive or negative impact for women in society, or has it had no real impact?

Very positive	4	3	5	4	4	3	3	5	4	3	12	7	1
Fairly positive	17	19	16	17	23	15	18	17	21	16	41	26	11
TOTAL POSITIVE	21	22	21	21	27	18	21	22	25	19	53	33	12
No real impact	38	36	39	37	40	43	38	37	35	37	25	33	41
Fairly negative	20	23	16	21	15	14	20	19	20	22	14	22	20
Very negative	6	6	6	6	2	8	6	6	5	5	2	2	8
TOTAL NEGATIVE	26	29	22	27	17	22	26	25	25	27	16	24	28
Don't know	16	14	18	16	17	18	14	15	15	17	5	10	19

And do you think Barbie dolls are a positive or negative representation of women as a whole?

Very positive	3	3	4	3	3	3	3	4	2	3	11	5	2
Fairly positive	25	26	22	24	33	25	24	26	31	21	51	37	17
TOTAL POSITIVE	28	29	26	27	36	28	27	30	33	24	62	42	19
Fairly negative	34	37	30	34	37	33	34	31	30	36	24	33	35
Very negative	13	13	14	14	8	11	15	13	14	13	4	6	17
TOTAL NEGATIVE	47	50	44	48	45	44	49	44	44	49	28	39	52
Don't know	25	21	30	25	19	27	24	26	23	27	11	19	29

In general, would you feel pleased or displeased if you got described as being like Barbie?

[Asked only to women; n=1126]

Very pleased	4	5	4	4	4	5	6	4	4	3	22	7	1
Fairly pleased	13	14	11	12	23	10	15	9	16	11	29	21	6
TOTAL PLEASSED	17	19	15	16	27	15	21	13	20	14	51	28	7
Neither pleased nor displeased	28	24	33	28	27	26	22	30	36	29	28	36	24
Fairly displeased	21	25	16	21	21	22	20	24	20	20	13	21	22
Very displeased	29	29	29	29	22	34	29	28	23	32	6	11	42
TOTAL DISPLEASED	50	54	45	50	43	56	49	52	43	52	19	32	64
Don't know	5	3	7	5	3	3	9	5	1	4	1	4	6

In general, would you feel pleased or displeased if you got described as being like Ken?

[Asked only to men; n=890]

Very pleased	4	2	5	4	13	0	4	4	6	2	22	5	2
Fairly pleased	9	11	7	10	6	9	10	12	10	9	28	16	6
TOTAL PLEASSED	13	13	12	14	19	9	14	16	16	11	50	21	8
Neither pleased nor displeased	36	37	36	37	34	34	36	37	36	38	20	45	35
Fairly displeased	17	18	15	17	19	14	16	20	18	15	24	18	16
Very displeased	17	15	20	17	12	28	16	16	15	18	5	6	21
TOTAL DISPLEASED	34	33	35	34	31	42	32	36	33	33	29	24	37
Don't know	17	16	17	17	17	15	18	12	15	19	0	10	20

Have you watched the new movie 'Barbie'?

Yes	7	8	5	6	14	6	5	6	11	6	100	0	0
No, but I plan to	27	30	23	27	25	30	24	26	37	25	0	100	0
No, and I don't plan to	67	62	73	67	61	64	71	68	52	69	0	0	100