YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	10%	8%	12%	9%	8%	9%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	13%	16%	15%	21%	19%	9%	12%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	9%	12%	7%	12%	9%	7%	14%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	10%	8%	8%	9%	8%	6%	10%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	14%	16%	17%	15%	17%	11%	17%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	17%	18%	14%	16%	19%	14%	20%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	9%	6%	6%	9%	8%	6%	8%
None of these	51%	53%	49%	50%	48%	50%	58%	49%
Don't know	13%	12%	14%	10%	12%	13%	14%	14%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

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For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	9%	9%	5%	11%	10%	9%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	14%	15%	14%	9%	15%	17%	15%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	11%	10%	9%	7%	16%	10%	15%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	8%	9%	9%	6%	11%	9%	10%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	17%	14%	15%	13%	17%	16%	17%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	18%	16%	14%	16%	21%	14%	20%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	8%	7%	6%	8%	8%	8%
None of these	51%	54%	47%	52%	55%	49%	50%	50%
Don't know	13%	10%	18%	15%	14%	13%	11%	13%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults



For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	England (NET)	Wales	Scotland
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	12%	10%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	14%	18%	18%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	11%	11%	7%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	9%	13%	6%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	16%	16%	14%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	17%	23%	20%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	8%	7%
None of these	51%	51%	53%	46%
Don't know	13%	13%	8%	13%

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For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Government Region						
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	10%	9%	5%	6%	11%	10%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	6%	17%	14%	9%	10%	15%	17%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	4%	10%	11%	6%	8%	16%	10%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	3%	11%	9%	4%	7%	11%	9%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	17%	18%	10%	9%	16%	17%	16%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	9%	17%	13%	12%	19%	21%	14%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	4%	8%	8%	9%	4%	8%	8%
None of these	51%	54%	50%	54%	59%	52%	49%	50%
Don't know	13%	17%	15%	15%	12%	15%	13%	11%

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Fieldwork: 15th - 16th October 2020

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For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	South East	South West	England (NET)	Wales	Scotland
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	11%	7%	9%	12%	10%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	16%	13%	14%	18%	18%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	17%	12%	11%	11%	7%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	13%	7%	9%	13%	6%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	17%	17%	16%	16%	14%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	20%	20%	17%	23%	20%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	10%	5%	7%	8%	7%
None of these	51%	50%	50%	51%	53%	46%
Don't know	13%	13%	13%	13%	8%	13%

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Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Working Status						
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	8%	9%	11%	12%	5%	7%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	16%	14%	15%	14%	14%	12%	13%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	10%	9%	10%	5%	17%	8%	8%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	8%	7%	8%	7%	12%	9%	6%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	16%	12%	15%	20%	19%	16%	10%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	18%	14%	17%	8%	22%	15%	15%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	8%	7%	8%	4%	9%	4%	7%
None of these	51%	54%	53%	54%	59%	44%	49%	48%
Don't know	13%	11%	13%	12%	3%	16%	20%	16%

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Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Marital Status				
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	11%	8%	9%	10%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	12%	15%	13%	16%	18%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	11%	8%	8%	24%	11%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	9%	5%	5%	12%	10%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	16%	13%	14%	16%	16%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	17%	17%	16%	21%	17%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	11%	6%	9%	7%
None of these	51%	51%	56%	55%	43%	49%
Don't know	13%	15%	7%	11%	19%	13%

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Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	9%	8%	14%	9%	*5%*
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	14%	17%	10%	30%	16%	*8%*
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	12%	8%	4%	15%	7%	*15%*
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	9%	7%	6%	10%	7%	*5%*
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	15%	15%	13%	25%	16%	*21%*
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	18%	18%	8%	22%	15%	*6%*
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	7%	6%	19%	8%	*6%*
None of these	51%	53%	46%	56%	24%	47%	*34%*
Don't know	13%	12%	17%	15%	9%	15%	*31%*

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Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Parent/ Guardian						
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	10%	9%	10%	5%	8%	9%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	12%	17%	20%	15%	11%	15%	14%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	10%	12%	8%	8%	4%	9%	7%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	8%	10%	8%	7%	4%	9%	6%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	14%	17%	15%	15%	9%	12%	13%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	17%	17%	14%	19%	11%	11%	14%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	7%	12%	11%	4%	6%	8%
None of these	51%	49%	53%	43%	41%	57%	51%	48%
Don't know	13%	16%	10%	15%	17%	16%	18%	17%

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For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Over 18 years
Unweighted base	2080	798
Base: All UK adults	2080	703
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	10%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	12%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	8%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	15%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	19%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%
None of these	51%	51%
Don't know	13%	15%

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Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	Social Media/ Messaging service (within the last month)						
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	9%	9%	12%	14%	10%	10%	9%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	15%	16%	16%	20%	18%	16%	15%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	11%	12%	14%	16%	11%	8%	11%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	9%	9%	11%	9%	11%	9%	10%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	16%	19%	20%	25%	19%	16%	16%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	18%	18%	25%	25%	18%	12%	18%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	7%	8%	10%	8%	7%	5%	7%
None of these	51%	51%	54%	51%	40%	50%	50%	51%
Don't know	13%	12%	8%	8%	11%	10%	13%	12%

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For the following question, by 'gender issues' we mean issues that affect people of all genders, because of their gender (e.g. differences in their access to and use of resources, levels of pay, representation/ treatment at work their positions in society, their activities etc.) We understand there are range of views on such topics, so please answer the following questions accurately and honestly as you are able to.

Which, if any, of the following 'gender issues' do you feel you do not understand as well as you would like to? (Please select all that apply)

	Total	WhatsApp	Skype
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
Reproductive rights and justice (e.g. having freedom to make decisions contraceptives etc.)	9%	10%	11%
Employment opportunities (e.g. an understanding of the gender pay gap, industries being heavily dominated by particular genders etc.)	14%	16%	18%
Gender-based violence (e.g. an understanding of violence against genders, domestic abuse etc.)	11%	11%	11%
Sexism (i.e. an understanding of stereotyping/ discriminating based on gender)	9%	9%	11%
Rights for people who are lesbian, gay, bisexual, transgender and queer or questioning (i.e. an understanding of different sexual orientations, beyond heterosexuality	15%	17%	17%
Toxic masculinity (i.e. an understanding of the cultural concept about 'manliness and ideas about the ways men 'should' behave')	17%	18%	19%
Feminism (i.e. understanding of the goal of achieving equal rights for women)	7%	8%	10%
None of these	51%	50%	51%
Don't know	13%	12%	6%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+

You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.

Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)

Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
Lack of knowledge/ awareness of the issue and its effects	7%	7%	7%	5%	8%	8%	8%	6%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	31%	44%	46%	49%	41%	34%	31%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	6%	9%	5%	7%	8%	9%	7%
An environment that normalises violence	3%	3%	3%	1%	2%	3%	4%	4%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	8%	12%	11%	9%	7%	12%	11%
Other	1%	2%	1%	1%	1%	2%	1%	1%
Don't know	16%	17%	15%	11%	11%	18%	17%	19%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	9%	5%	4%	6%	6%	7%	9%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	16%	4%	16%	8%	8%	8%	11%

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Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
Lack of knowledge/ awareness of the issue and its effects	7%	7%	7%	6%	10%	7%	7%	5%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	44%	30%	37%	33%	37%	38%	43%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%	8%	6%	6%	9%	9%	8%
An environment that normalises violence	3%	3%	3%	3%	4%	5%	3%	2%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	11%	9%	11%	7%	9%	16%	8%
Other	1%	1%	2%	2%	3%	1%	1%	1%
Don't know	16%	13%	20%	16%	19%	20%	14%	16%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	6%	9%	8%	6%	6%	7%	7%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	8%	12%	11%	13%	6%	6%	11%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults



	Total	England (NET)	Wales	Scotland
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.				
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
Lack of knowledge/ awareness of the issue and its effects	7%	7%	8%	9%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	38%	36%	36%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%	8%	8%
An environment that normalises violence	3%	3%	6%	2%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	10%	7%	12%
Other	1%	1%	-	1%
Don't know	16%	17%	15%	12%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	12%	7%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	10%	9%	11%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total	Government Region						
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.								
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)								
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
Lack of knowledge/ awareness of the issue and its effects	7%	3%	8%	5%	11%	9%	7%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	27%	42%	36%	33%	33%	37%	38%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	5%	5%	8%	5%	7%	9%	9%
An environment that normalises violence	3%	5%	4%	0%	5%	3%	5%	3%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	14%	9%	13%	6%	7%	9%	16%
Other	1%	1%	2%	2%	2%	3%	1%	1%
Don't know	16%	26%	12%	16%	14%	23%	20%	14%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	8%	7%	9%	4%	6%	7%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	11%	11%	12%	14%	11%	6%	6%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.

Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)

	Total	South East	South West	England (NET)	Wales	Scotland
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
Lack of knowledge/ awareness of the issue and its effects	7%	4%	5%	7%	8%	9%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	41%	44%	38%	36%	36%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	10%	6%	7%	8%	8%
An environment that normalises violence	3%	3%	2%	3%	6%	2%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	8%	8%	10%	7%	12%
Other	1%	0%	1%	1%	-	1%
Don't know	16%	17%	14%	17%	15%	12%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	6%	7%	12%	7%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	9%	14%	10%	9%	11%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total	Working Status						
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.								
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)								
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
Lack of knowledge/ awareness of the issue and its effects	7%	7%	9%	7%	9%	6%	9%	5%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	40%	41%	41%	41%	28%	42%	39%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	8%	6%	7%	6%	8%	6%	8%
An environment that normalises violence	3%	3%	5%	3%	2%	4%	2%	3%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	10%	11%	10%	14%	11%	6%	8%
Other	1%	2%	1%	1%	2%	1%	2%	1%
Don't know	16%	15%	16%	15%	9%	19%	12%	21%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	6%	7%	6%	4%	11%	9%	4%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	10%	5%	9%	14%	12%	12%	9%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Marital Status				
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.						
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
Lack of knowledge/ awareness of the issue and its effects	7%	7%	8%	6%	2%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	36%	40%	32%	26%	43%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%	8%	8%	12%	7%
An environment that normalises violence	3%	4%	4%	3%	1%	2%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	8%	8%	18%	14%	11%
Other	1%	2%	1%	-	-	2%
Don't know	16%	18%	15%	15%	26%	13%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	9%	7%	9%	8%	4%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	10%	9%	10%	12%	11%

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You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.

Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)

	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
Lack of knowledge/ awareness of the issue and its effects	7%	7%	9%	9%	3%	8%	*2%*
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	39%	36%	36%	27%	35%	*33%*
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	8%	4%	7%	12%	7%	-
An environment that normalises violence	3%	3%	2%	3%	6%	3%	*2%*
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	10%	9%	8%	8%	9%	*9%*
Other	1%	1%	3%	1%	4%	3%	-
Don't know	16%	15%	20%	15%	29%	19%	*20%*
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	7%	11%	9%	9%	*4%*
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	10%	9%	10%	3%	9%	*30%*

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You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.

Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)

	Total	Parent/ Guardian						
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
Lack of knowledge/ awareness of the issue and its effects	7%	7%	6%	9%	6%	8%	4%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	34%	42%	35%	36%	29%	32%	36%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%	7%	8%	9%	8%	5%	7%
An environment that normalises violence	3%	3%	3%	1%	5%	5%	5%	3%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	10%	10%	5%	7%	11%	11%	9%
Other	1%	1%	1%	2%	1%	2%	3%	2%
Don't know	16%	19%	13%	21%	21%	18%	27%	20%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	9%	5%	9%	8%	7%	4%	8%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	9%	12%	8%	7%	13%	8%	8%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults



	Total	Over 18 years
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.		
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)		
Unweighted base	2080	798
Base: All UK adults	2080	703
Lack of knowledge/ awareness of the issue and its effects	7%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	34%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%
An environment that normalises violence	3%	3%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	11%
Other	1%	1%
Don't know	16%	18%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	9%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	9%

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Fieldwork: 15th - 16th October 2020

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	Total	Social Media/ Messaging service (within the last month)						
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.								
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
Lack of knowledge/ awareness of the issue and its effects	7%	7%	7%	8%	11%	8%	8%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	42%	46%	47%	51%	45%	46%	42%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	7%	8%	8%	7%	8%	6%	8%
An environment that normalises violence	3%	3%	2%	3%	3%	3%	2%	3%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	10%	11%	9%	12%	12%	11%	10%
Other	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	16%	15%	11%	12%	8%	13%	11%	15%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	6%	5%	5%	5%	5%	7%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	8%	8%	6%	2%	5%	9%	8%

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	Total		
		WhatsApp	Skype
You may have heard of the term 'Toxic Masculinity' in the UK media/ online etc. This is a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We understand there are a range of views on this topic, including views on whether or not this concept exists in society. For the following question, we'd like to understand your views on this, so if you do not think the concept exists in society today, please choose the 'Not applicable' option.			
Which ONE, if any, of the following do you think is the primary cause of 'toxic masculinity'? (Please select the option that best applies, or choose the relevant 'Not applicable, depending on your views)			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
Lack of knowledge/ awareness of the issue and its effects	7%	7%	7%
Archetypal/ stereotypical image of what it means to be 'masculine' (e.g. societal norms and pressures etc)	38%	41%	40%
The fear for men that they might 'lose power' / that women will 'gain more power'	7%	8%	7%
An environment that normalises violence	3%	2%	5%
An environment that allows misogyny (e.g. a negative treatment towards women etc.)	10%	11%	14%
Other	1%	1%	1%
Don't know	16%	15%	11%
Not applicable - I do not think 'toxic masculinity' exists today, although it has existed in the past	7%	7%	8%
Not applicable - I do not think 'toxic masculinity' has ever really existed	10%	8%	8%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
A very big issue	35%	30%	40%	39%	37%	37%	44%	28%
A fairly big issue	19%	17%	21%	17%	19%	19%	13%	23%
A fairly small issue	9%	8%	9%	11%	11%	5%	7%	9%
A very small issue	6%	7%	5%	1%	3%	8%	6%	8%
Don't know	16%	17%	16%	12%	20%	18%	19%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	21%	8%	19%	10%	11%	12%	18%
Net: Big	54%	48%	61%	57%	56%	57%	57%	50%
Net: Small	15%	15%	15%	12%	14%	14%	12%	17%
1980s								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
A very big issue	27%	23%	31%	37%	31%	31%	31%	19%
A fairly big issue	26%	23%	29%	19%	25%	26%	25%	29%
A fairly small issue	11%	11%	11%	9%	11%	10%	9%	13%
A very small issue	6%	7%	6%	2%	6%	5%	6%	8%
Don't know	16%	16%	15%	14%	17%	18%	16%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	20%	8%	19%	11%	11%	12%	16%
Net: Big	53%	46%	60%	56%	56%	57%	57%	48%
Net: Small	17%	17%	17%	11%	17%	15%	15%	21%

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	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
A very big issue	35%	38%	32%	36%	32%	36%	41%	32%
A fairly big issue	19%	21%	16%	21%	16%	22%	18%	17%
A fairly small issue	9%	9%	8%	8%	11%	11%	8%	10%
A very small issue	6%	6%	6%	5%	6%	5%	6%	7%
Don't know	16%	14%	19%	15%	18%	15%	17%	17%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	18%	16%	16%	11%	9%	16%
Net: Big	54%	59%	48%	56%	48%	59%	60%	50%
Net: Small	15%	15%	14%	13%	17%	15%	14%	17%
1980s								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
A very big issue	27%	29%	24%	28%	23%	24%	32%	26%
A fairly big issue	26%	29%	22%	27%	24%	36%	28%	21%
A fairly small issue	11%	11%	11%	10%	14%	10%	8%	13%
A very small issue	6%	6%	7%	6%	7%	5%	6%	7%
Don't know	16%	14%	19%	14%	17%	15%	16%	17%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	11%	18%	15%	17%	10%	10%	16%
Net: Big	53%	58%	46%	54%	47%	59%	60%	48%
Net: Small	17%	17%	17%	16%	20%	15%	14%	20%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total	England (NET)	Wales	Scotland
For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)				
.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)				
1970s				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
A very big issue	35%	35%	32%	37%
A fairly big issue	19%	19%	28%	19%
A fairly small issue	9%	9%	5%	4%
A very small issue	6%	6%	10%	7%
Don't know	16%	17%	13%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	13%	15%
Net: Big	54%	54%	60%	56%
Net: Small	15%	15%	14%	11%
1980s				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
A very big issue	27%	27%	23%	31%
A fairly big issue	26%	26%	34%	25%
A fairly small issue	11%	11%	11%	8%
A very small issue	6%	6%	6%	5%
Don't know	16%	16%	14%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	12%	15%
Net: Big	53%	53%	57%	56%
Net: Small	17%	17%	17%	13%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

YouGov

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

	Total	Government Region							
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
1970s									
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
A very big issue	35%	32%	35%	38%	31%	34%	36%	41%
A fairly big issue	19%	22%	22%	18%	15%	17%	22%	18%
A fairly small issue	9%	5%	8%	11%	14%	8%	11%	8%
A very small issue	6%	3%	6%	4%	6%	6%	5%	6%
Don't know	16%	19%	13%	15%	17%	20%	15%	17%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	19%	16%	13%	17%	16%	11%	9%
Net: Big	54%	54%	57%	56%	46%	51%	59%	60%
Net: Small	15%	8%	14%	15%	20%	14%	15%	14%
1980s									
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
A very big issue	27%	24%	28%	30%	23%	23%	24%	32%
A fairly big issue	26%	29%	26%	26%	23%	24%	36%	28%
A fairly small issue	11%	4%	11%	12%	17%	10%	10%	8%
A very small issue	6%	4%	8%	5%	4%	9%	5%	6%
Don't know	16%	19%	11%	16%	16%	17%	15%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	20%	16%	12%	17%	16%	10%	10%
Net: Big	53%	53%	54%	56%	45%	48%	59%	60%
Net: Small	17%	9%	18%	17%	21%	19%	15%	14%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total	South East	South West	England (NET)	Wales	Scotland

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s						
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
A very big issue	35%	34%	30%	35%	32%	37%
A fairly big issue	19%	17%	18%	19%	28%	19%
A fairly small issue	9%	9%	11%	9%	5%	4%
A very small issue	6%	7%	7%	6%	10%	7%
Don't know	16%	18%	16%	17%	13%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	15%	18%	14%	13%	15%
Net: Big	54%	51%	48%	54%	60%	56%
Net: Small	15%	16%	18%	15%	14%	11%
1980s						
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
A very big issue	27%	27%	25%	27%	23%	31%
A fairly big issue	26%	22%	21%	26%	34%	25%
A fairly small issue	11%	12%	14%	11%	11%	8%
A very small issue	6%	7%	6%	6%	6%	5%
Don't know	16%	17%	18%	16%	14%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	15%	17%	14%	12%	15%
Net: Big	53%	49%	46%	53%	57%	56%
Net: Small	17%	19%	20%	17%	17%	13%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

	Total	Working Status							
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
1970s									
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
A very big issue	35%	39%	40%	40%	36%	23%	35%	39%
A fairly big issue	19%	16%	21%	17%	21%	24%	22%	15%
A fairly small issue	9%	9%	5%	8%	15%	10%	7%	8%
A very small issue	6%	6%	6%	6%	-	8%	5%	5%
Don't know	16%	17%	18%	17%	11%	15%	16%	20%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	11%	12%	17%	20%	16%	13%
Net: Big	54%	56%	61%	57%	57%	47%	57%	54%
Net: Small	15%	15%	11%	14%	15%	18%	11%	13%
1980s									
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
A very big issue	27%	30%	33%	31%	31%	16%	27%	30%
A fairly big issue	26%	26%	25%	26%	27%	30%	24%	23%
A fairly small issue	11%	12%	8%	11%	12%	12%	7%	10%
A very small issue	6%	6%	7%	6%	2%	8%	6%	4%
Don't know	16%	15%	17%	16%	11%	15%	19%	19%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	10%	11%	17%	19%	18%	14%
Net: Big	53%	56%	58%	56%	58%	46%	50%	53%
Net: Small	17%	17%	15%	17%	14%	20%	13%	14%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Marital Status				
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
A very big issue	35%	33%	43%	30%	28%	38%
A fairly big issue	19%	21%	17%	24%	17%	16%
A fairly small issue	9%	9%	8%	7%	9%	9%
A very small issue	6%	7%	4%	7%	11%	5%
Don't know	16%	15%	17%	17%	16%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	15%	11%	15%	18%	14%
Net: Big	54%	54%	60%	54%	45%	54%
Net: Small	15%	16%	12%	14%	20%	14%
1980s						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
A very big issue	27%	23%	34%	22%	19%	32%
A fairly big issue	26%	29%	25%	29%	28%	22%
A fairly small issue	11%	11%	11%	11%	11%	10%
A very small issue	6%	8%	4%	5%	8%	5%
Don't know	16%	15%	14%	17%	15%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	11%	17%	20%	14%
Net: Big	53%	52%	59%	51%	46%	53%
Net: Small	17%	19%	15%	15%	19%	15%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

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For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
1970s							
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
A very big issue	35%	36%	31%	37%	35%	34%	*25%*
A fairly big issue	19%	19%	20%	19%	24%	20%	*11%*
A fairly small issue	9%	9%	9%	5%	15%	8%	*9%*
A very small issue	6%	6%	8%	3%	7%	6%	-
Don't know	16%	16%	19%	19%	11%	18%	*15%*
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	13%	15%	8%	13%	*41%*
Net: Big	54%	55%	51%	57%	59%	54%	*35%*
Net: Small	15%	15%	17%	9%	22%	15%	*9%*
1980s							
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
A very big issue	27%	27%	24%	30%	30%	27%	*14%*
A fairly big issue	26%	27%	24%	23%	29%	24%	*21%*
A fairly small issue	11%	11%	11%	8%	17%	11%	*9%*
A very small issue	6%	6%	7%	6%	4%	6%	-
Don't know	16%	15%	20%	19%	8%	18%	*15%*
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	13%	15%	13%	14%	*41%*
Net: Big	53%	54%	49%	52%	58%	52%	*35%*
Net: Small	17%	17%	18%	14%	20%	17%	*9%*

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total	Parent/ Guardian						
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under
For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)								
.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)								
1970s								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
A very big issue	35%	32%	39%	35%	33%	38%	38%	35%
A fairly big issue	19%	21%	17%	19%	22%	19%	13%	20%
A fairly small issue	9%	10%	7%	12%	9%	7%	7%	9%
A very small issue	6%	7%	5%	5%	7%	5%	6%	7%
Don't know	16%	16%	17%	17%	18%	14%	24%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	15%	12%	11%	16%	12%	12%
Net: Big	54%	53%	56%	54%	54%	57%	52%	55%
Net: Small	15%	17%	12%	17%	16%	12%	12%	15%
1980s								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
A very big issue	27%	24%	30%	29%	29%	30%	28%	28%
A fairly big issue	26%	27%	25%	23%	24%	27%	24%	25%
A fairly small issue	11%	12%	10%	11%	11%	8%	8%	10%
A very small issue	6%	8%	4%	8%	7%	6%	6%	7%
Don't know	16%	15%	16%	16%	18%	13%	24%	17%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	13%	15%	14%	11%	16%	10%	12%
Net: Big	53%	51%	55%	51%	52%	57%	52%	53%
Net: Small	17%	20%	13%	19%	19%	15%	14%	18%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Over 18 years
For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)		
.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)		
1970s		
Unweighted base	2080	798
Base: All UK adults	2080	703
A very big issue	35%	31%
A fairly big issue	19%	21%
A fairly small issue	9%	10%
A very small issue	6%	8%
Don't know	16%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	15%
Net: Big	54%	52%
Net: Small	15%	18%
1980s		
Unweighted base	2080	798
Base: All UK adults	2080	703
A very big issue	27%	22%
A fairly big issue	26%	29%
A fairly small issue	11%	13%
A very small issue	6%	8%
Don't know	16%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%
Net: Big	53%	51%
Net: Small	17%	21%

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	Total	Social Media/ Messaging service (within the last month)						
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
A very big issue	35%	38%	41%	43%	47%	43%	35%	38%
A fairly big issue	19%	21%	20%	21%	26%	20%	22%	21%
A fairly small issue	9%	9%	9%	8%	8%	10%	13%	9%
A very small issue	6%	6%	5%	4%	5%	4%	2%	6%
Don't know	16%	15%	15%	14%	10%	15%	17%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	11%	10%	4%	8%	11%	11%
Net: Big	54%	59%	60%	64%	73%	63%	56%	58%
Net: Small	15%	14%	14%	13%	13%	14%	15%	15%
1980s								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
A very big issue	27%	28%	33%	33%	37%	35%	31%	29%
A fairly big issue	26%	29%	27%	29%	36%	27%	27%	28%
A fairly small issue	11%	11%	10%	10%	11%	11%	12%	11%
A very small issue	6%	6%	5%	5%	4%	5%	3%	6%
Don't know	16%	15%	14%	14%	9%	14%	15%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	11%	9%	3%	8%	13%	11%
Net: Big	53%	57%	60%	62%	73%	62%	58%	57%
Net: Small	17%	17%	15%	15%	15%	16%	15%	16%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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	Total		
		WhatsApp	Skype

For the following question, even if you did not live through the following time periods, we are still interested in your perceptions about this time period.As a reminder, by 'Toxic Masculinity' we mean a term that some have used to describe an idea of a cultural concept of 'manliness' in which men are expected to 'not cry', 'not show weakness', 'always control their emotions' etc.We would like to understand your views on whether you believe the concept of 'toxic masculinity' existed in recent times, and if so, how big or small an issue you believe it to have been in those times. By size of issue, we mean the number and degree to which you think people were affected (i.e. how widespread and how much impact on people it may have had, if at all)

.In general, how big or small an issue do you think 'toxic masculinity' was in each of the following time periods? (Please select an option on each row. If you don't think toxic masculinity exists/ existed in a particular time period, please select the 'Not applicable' option)

1970s			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
A very big issue	35%	39%	42%
A fairly big issue	19%	19%	22%
A fairly small issue	9%	9%	8%
A very small issue	6%	6%	4%
Don't know	16%	16%	12%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	11%
Net: Big	54%	58%	65%
Net: Small	15%	15%	11%
1980s			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
A very big issue	27%	30%	30%
A fairly big issue	26%	28%	33%
A fairly small issue	11%	11%	9%
A very small issue	6%	6%	5%
Don't know	16%	14%	12%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	12%	11%
Net: Big	53%	57%	63%
Net: Small	17%	17%	14%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
1990s								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
A very big issue	17%	14%	19%	26%	22%	18%	17%	11%
A fairly big issue	32%	28%	37%	33%	35%	34%	32%	31%
A fairly small issue	17%	17%	18%	10%	15%	17%	17%	21%
A very small issue	5%	7%	4%	1%	5%	4%	7%	7%
Don't know	15%	15%	15%	11%	14%	17%	17%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	20%	7%	19%	9%	10%	10%	16%
Net: Big	49%	42%	56%	60%	57%	52%	49%	42%
Net: Small	23%	23%	22%	10%	20%	21%	24%	28%
2000s								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
A very big issue	15%	12%	17%	28%	20%	14%	13%	10%
A fairly big issue	33%	27%	38%	32%	40%	35%	33%	29%
A fairly small issue	19%	19%	19%	8%	15%	20%	22%	21%
A very small issue	7%	8%	6%	5%	3%	5%	5%	11%
Don't know	14%	13%	14%	8%	10%	16%	16%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	21%	7%	19%	12%	11%	11%	16%
Net: Big	47%	39%	55%	60%	60%	49%	46%	39%
Net: Small	26%	27%	24%	13%	18%	25%	27%	32%
Present day (i.e. now)								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
A very big issue	18%	15%	20%	27%	24%	18%	17%	13%
A fairly big issue	27%	22%	31%	33%	34%	25%	25%	24%
A fairly small issue	17%	17%	16%	11%	11%	20%	19%	17%
A very small issue	8%	7%	8%	1%	6%	8%	7%	10%
Don't know	13%	13%	13%	6%	10%	16%	17%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	26%	11%	22%	15%	13%	16%	22%
Net: Big	45%	37%	52%	60%	58%	43%	42%	37%
Net: Small	24%	23%	25%	12%	17%	28%	26%	28%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
1990s								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
A very big issue	17%	18%	15%	16%	16%	18%	22%	14%
A fairly big issue	32%	36%	28%	34%	28%	32%	35%	32%
A fairly small issue	17%	17%	17%	15%	18%	22%	15%	18%
A very small issue	5%	5%	6%	7%	6%	5%	5%	6%
Don't know	15%	13%	18%	15%	16%	14%	15%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	11%	17%	14%	16%	9%	8%	15%
Net: Big	49%	54%	42%	50%	44%	50%	57%	46%
Net: Small	23%	23%	23%	21%	24%	26%	20%	24%
2000s								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
A very big issue	15%	16%	12%	14%	14%	15%	20%	12%
A fairly big issue	33%	35%	29%	33%	26%	33%	40%	33%
A fairly small issue	19%	20%	17%	19%	21%	22%	13%	18%
A very small issue	7%	6%	8%	7%	7%	7%	6%	7%
Don't know	14%	11%	17%	12%	15%	14%	14%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	11%	17%	16%	16%	9%	7%	15%
Net: Big	47%	52%	41%	47%	41%	48%	59%	45%
Net: Small	26%	26%	25%	26%	28%	30%	20%	25%
Present day (i.e. now)								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
A very big issue	18%	19%	16%	18%	15%	19%	22%	15%
A fairly big issue	27%	31%	22%	26%	24%	24%	34%	27%
A fairly small issue	17%	18%	15%	16%	17%	19%	12%	18%
A very small issue	8%	7%	8%	7%	9%	12%	6%	8%
Don't know	13%	11%	16%	12%	15%	13%	13%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	15%	23%	20%	20%	13%	12%	19%
Net: Big	45%	50%	38%	45%	39%	43%	57%	42%
Net: Small	24%	25%	23%	23%	26%	31%	18%	26%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	England (NET)	Wales	Scotland
1990s				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
A very big issue	17%	17%	16%	18%
A fairly big issue	32%	32%	32%	34%
A fairly small issue	17%	17%	25%	16%
A very small issue	5%	6%	3%	4%
Don't know	15%	15%	12%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	13%	12%	14%
Net: Big	49%	49%	48%	52%
Net: Small	23%	23%	28%	19%
2000s				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
A very big issue	15%	14%	16%	16%
A fairly big issue	33%	33%	31%	32%
A fairly small issue	19%	19%	20%	19%
A very small issue	7%	7%	9%	5%
Don't know	14%	14%	12%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	12%	15%
Net: Big	47%	47%	47%	49%
Net: Small	26%	26%	29%	24%
Present day (i.e. now)				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
A very big issue	18%	17%	20%	20%
A fairly big issue	27%	27%	26%	26%
A fairly small issue	17%	16%	15%	18%
A very small issue	8%	8%	5%	4%
Don't know	13%	13%	12%	11%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	18%	22%	21%
Net: Big	45%	44%	46%	45%
Net: Small	24%	24%	20%	22%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Government Region						
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
1990s								
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
A very big issue	17%	15%	16%	17%	17%	15%	18%	22%
A fairly big issue	32%	36%	33%	33%	30%	27%	32%	35%
A fairly small issue	17%	10%	15%	16%	16%	20%	22%	15%
A very small issue	5%	3%	8%	7%	4%	7%	5%	5%
Don't know	15%	17%	14%	15%	16%	17%	14%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	19%	14%	12%	17%	15%	9%	8%
Net: Big	49%	51%	49%	50%	47%	42%	50%	57%
Net: Small	23%	13%	23%	23%	21%	27%	26%	20%
2000s								
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
A very big issue	15%	13%	14%	13%	15%	14%	15%	20%
A fairly big issue	33%	30%	34%	34%	28%	25%	33%	40%
A fairly small issue	19%	21%	18%	18%	19%	23%	22%	13%
A very small issue	7%	4%	7%	8%	5%	9%	7%	6%
Don't know	14%	12%	11%	13%	14%	15%	14%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	19%	16%	13%	19%	14%	9%	7%
Net: Big	47%	44%	48%	47%	43%	39%	48%	59%
Net: Small	26%	26%	25%	26%	24%	32%	30%	20%
Present day (i.e. now)								
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
A very big issue	18%	16%	19%	18%	15%	14%	19%	22%
A fairly big issue	27%	25%	27%	26%	26%	23%	24%	34%
A fairly small issue	17%	21%	15%	17%	12%	21%	19%	12%
A very small issue	8%	5%	8%	7%	8%	10%	12%	6%
Don't know	13%	9%	12%	13%	14%	16%	13%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	23%	20%	19%	25%	16%	13%	12%
Net: Big	45%	42%	46%	44%	41%	38%	43%	57%
Net: Small	24%	26%	22%	23%	20%	31%	31%	18%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	South East	South West	England (NET)	Wales	Scotland
1990s						
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
A very big issue	17%	15%	13%	17%	16%	18%
A fairly big issue	32%	32%	31%	32%	32%	34%
A fairly small issue	17%	18%	19%	17%	25%	16%
A very small issue	5%	6%	6%	6%	3%	4%
Don't know	15%	15%	16%	15%	12%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	14%	16%	13%	12%	14%
Net: Big	49%	47%	44%	49%	48%	52%
Net: Small	23%	24%	24%	23%	28%	19%
2000s						
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
A very big issue	15%	13%	11%	14%	16%	16%
A fairly big issue	33%	34%	31%	33%	31%	32%
A fairly small issue	19%	18%	17%	19%	20%	19%
A very small issue	7%	6%	9%	7%	9%	5%
Don't know	14%	14%	15%	14%	12%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	15%	16%	14%	12%	15%
Net: Big	47%	47%	43%	47%	47%	49%
Net: Small	26%	24%	26%	26%	29%	24%
Present day (i.e. now)						
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
A very big issue	18%	18%	11%	17%	20%	20%
A fairly big issue	27%	26%	28%	27%	26%	26%
A fairly small issue	17%	18%	17%	16%	15%	18%
A very small issue	8%	7%	9%	8%	5%	4%
Don't know	13%	13%	14%	13%	12%	11%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	18%	20%	18%	22%	21%
Net: Big	45%	44%	39%	44%	46%	45%
Net: Small	24%	26%	26%	24%	20%	22%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Working Status						
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
1990s								
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
A very big issue	17%	18%	17%	18%	31%	9%	21%	17%
A fairly big issue	32%	33%	37%	34%	32%	31%	25%	32%
A fairly small issue	17%	17%	16%	17%	11%	20%	18%	17%
A very small issue	5%	6%	5%	6%	2%	7%	4%	4%
Don't know	15%	14%	16%	14%	8%	15%	15%	20%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	12%	9%	11%	17%	18%	17%	11%
Net: Big	49%	52%	54%	52%	62%	40%	46%	48%
Net: Small	23%	23%	21%	22%	12%	27%	22%	21%
2000s								
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
A very big issue	15%	15%	16%	15%	34%	8%	18%	14%
A fairly big issue	33%	33%	35%	34%	28%	29%	32%	37%
A fairly small issue	19%	21%	17%	20%	9%	20%	16%	16%
A very small issue	7%	6%	7%	6%	6%	11%	4%	4%
Don't know	14%	12%	16%	13%	5%	14%	11%	18%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	13%	9%	12%	18%	17%	19%	11%
Net: Big	47%	49%	51%	49%	62%	37%	49%	51%
Net: Small	26%	26%	24%	26%	15%	32%	20%	20%
Present day (i.e. now)								
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
A very big issue	18%	20%	18%	19%	28%	11%	18%	18%
A fairly big issue	27%	26%	28%	27%	32%	25%	31%	28%
A fairly small issue	17%	18%	17%	18%	12%	17%	13%	15%
A very small issue	8%	8%	9%	8%	1%	9%	6%	6%
Don't know	13%	12%	14%	13%	5%	14%	9%	20%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	16%	13%	15%	21%	25%	22%	14%
Net: Big	45%	46%	46%	46%	61%	36%	49%	46%
Net: Small	24%	26%	26%	26%	13%	25%	19%	21%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Marital Status				
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
1990s						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
A very big issue	17%	15%	19%	14%	6%	21%
A fairly big issue	32%	33%	37%	26%	40%	30%
A fairly small issue	17%	18%	18%	21%	17%	16%
A very small issue	5%	8%	4%	4%	6%	3%
Don't know	15%	14%	12%	19%	15%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	13%	11%	16%	16%	14%
Net: Big	49%	47%	56%	41%	46%	51%
Net: Small	23%	25%	21%	25%	22%	19%
2000s						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
A very big issue	15%	11%	17%	12%	9%	20%
A fairly big issue	33%	31%	39%	28%	30%	33%
A fairly small issue	19%	21%	16%	22%	24%	14%
A very small issue	7%	9%	5%	5%	5%	5%
Don't know	14%	13%	12%	15%	16%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	14%	11%	18%	15%	14%
Net: Big	47%	42%	56%	40%	40%	54%
Net: Small	26%	31%	21%	27%	29%	19%
Present day (i.e. now)						
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
A very big issue	18%	14%	22%	16%	12%	23%
A fairly big issue	27%	25%	31%	24%	27%	29%
A fairly small issue	17%	19%	15%	15%	23%	14%
A very small issue	8%	10%	5%	9%	4%	5%
Don't know	13%	13%	12%	16%	14%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	20%	16%	20%	21%	16%
Net: Big	45%	39%	52%	40%	39%	52%
Net: Small	24%	28%	20%	24%	27%	19%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
1990s							
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
A very big issue	17%	17%	14%	18%	15%	16%	*8%*
A fairly big issue	32%	32%	34%	31%	35%	33%	*27%*
A fairly small issue	17%	17%	18%	15%	23%	18%	*9%*
A very small issue	5%	5%	5%	6%	8%	6%	-
Don't know	15%	15%	16%	16%	16%	16%	*19%*
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	13%	13%	13%	5%	12%	*37%*
Net: Big	49%	49%	48%	49%	49%	49%	*35%*
Net: Small	23%	23%	23%	21%	30%	23%	*9%*
2000s							
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
A very big issue	15%	15%	13%	13%	14%	13%	*12%*
A fairly big issue	33%	31%	38%	33%	35%	36%	*32%*
A fairly small issue	19%	19%	15%	19%	22%	18%	*6%*
A very small issue	7%	8%	3%	4%	11%	5%	*3%*
Don't know	14%	13%	15%	15%	14%	15%	*11%*
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	13%	16%	16%	5%	14%	*37%*
Net: Big	47%	47%	51%	46%	49%	49%	*44%*
Net: Small	26%	27%	18%	24%	33%	22%	*9%*
Present day (i.e. now)							
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
A very big issue	18%	18%	18%	13%	17%	16%	*13%*
A fairly big issue	27%	28%	25%	26%	27%	25%	*27%*
A fairly small issue	17%	16%	17%	20%	12%	17%	*6%*
A very small issue	8%	8%	6%	7%	16%	8%	*3%*
Don't know	13%	12%	15%	13%	18%	15%	*11%*
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	18%	19%	21%	11%	19%	*41%*
Net: Big	45%	46%	43%	39%	44%	42%	*40%*
Net: Small	24%	24%	23%	27%	27%	25%	*9%*

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Parent/ Guardian						
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under
1990s								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
A very big issue	17%	13%	21%	19%	15%	16%	17%	17%
A fairly big issue	32%	32%	32%	30%	30%	35%	27%	31%
A fairly small issue	17%	20%	14%	19%	21%	16%	17%	18%
A very small issue	5%	7%	3%	7%	7%	6%	6%	7%
Don't know	15%	15%	15%	13%	17%	13%	24%	17%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	12%	14%	12%	10%	14%	9%	11%
Net: Big	49%	45%	53%	49%	45%	51%	44%	48%
Net: Small	23%	27%	18%	25%	28%	22%	23%	24%
2000s								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
A very big issue	15%	10%	20%	13%	13%	10%	11%	12%
A fairly big issue	33%	32%	33%	31%	35%	35%	36%	35%
A fairly small issue	19%	21%	15%	21%	21%	20%	16%	20%
A very small issue	7%	8%	5%	6%	4%	6%	4%	5%
Don't know	14%	14%	13%	13%	16%	14%	24%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	13%	14%	15%	11%	15%	8%	12%
Net: Big	47%	43%	52%	44%	48%	45%	47%	47%
Net: Small	26%	30%	21%	28%	25%	26%	20%	24%
Present day (i.e. now)								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
A very big issue	18%	14%	22%	19%	17%	10%	13%	15%
A fairly big issue	27%	25%	29%	24%	25%	25%	25%	26%
A fairly small issue	17%	18%	15%	16%	17%	25%	19%	18%
A very small issue	8%	10%	5%	10%	9%	6%	8%	8%
Don't know	13%	14%	12%	12%	16%	14%	23%	16%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	19%	18%	19%	16%	20%	13%	17%
Net: Big	45%	40%	51%	43%	42%	35%	38%	41%
Net: Small	24%	28%	20%	26%	26%	31%	27%	26%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Over 18 years
1990s		
Unweighted base	2080	798
Base: All UK adults	2080	703
A very big issue	17%	10%
A fairly big issue	32%	33%
A fairly small issue	17%	21%
A very small issue	5%	8%
Don't know	15%	15%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	13%
Net: Big	49%	43%
Net: Small	23%	29%
2000s		
Unweighted base	2080	798
Base: All UK adults	2080	703
A very big issue	15%	9%
A fairly big issue	33%	32%
A fairly small issue	19%	22%
A very small issue	7%	11%
Don't know	14%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	13%
Net: Big	47%	40%
Net: Small	26%	33%
Present day (i.e. now)		
Unweighted base	2080	798
Base: All UK adults	2080	703
A very big issue	18%	13%
A fairly big issue	27%	26%
A fairly small issue	17%	17%
A very small issue	8%	11%
Don't know	13%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	20%
Net: Big	45%	39%
Net: Small	24%	28%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Social Media/ Messaging service (within the last month)						
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger
1990s								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
A very big issue	17%	18%	24%	23%	24%	25%	21%	19%
A fairly big issue	32%	34%	34%	34%	46%	36%	38%	34%
A fairly small issue	17%	18%	14%	16%	17%	15%	13%	18%
A very small issue	5%	5%	5%	6%	3%	4%	2%	5%
Don't know	15%	14%	12%	12%	9%	12%	14%	14%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	11%	10%	8%	2%	7%	11%	10%
Net: Big	49%	53%	58%	57%	69%	61%	59%	53%
Net: Small	23%	23%	19%	22%	20%	19%	15%	23%
2000s								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
A very big issue	15%	16%	21%	18%	24%	22%	22%	16%
A fairly big issue	33%	34%	37%	36%	40%	39%	37%	34%
A fairly small issue	19%	20%	16%	20%	23%	15%	12%	20%
A very small issue	7%	7%	4%	6%	2%	5%	5%	6%
Don't know	14%	12%	11%	11%	8%	11%	11%	12%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	11%	12%	9%	3%	8%	13%	11%
Net: Big	47%	50%	58%	54%	64%	61%	59%	51%
Net: Small	26%	27%	19%	26%	25%	20%	17%	26%
Present day (i.e. now)								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
A very big issue	18%	20%	27%	22%	27%	27%	26%	20%
A fairly big issue	27%	28%	30%	31%	34%	31%	31%	27%
A fairly small issue	17%	17%	15%	17%	18%	15%	13%	17%
A very small issue	8%	8%	4%	8%	8%	6%	5%	8%
Don't know	13%	11%	10%	10%	6%	10%	10%	12%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	16%	15%	12%	7%	11%	15%	15%
Net: Big	45%	48%	57%	53%	61%	58%	57%	48%
Net: Small	24%	25%	18%	25%	26%	21%	18%	25%

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YouGov Survey Results

Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	WhatsApp	Skype
1990s			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
A very big issue	17%	18%	19%
A fairly big issue	32%	35%	37%
A fairly small issue	17%	17%	17%
A very small issue	5%	5%	4%
Don't know	15%	13%	13%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	13%	11%	10%
Net: Big	49%	54%	57%
Net: Small	23%	23%	21%
2000s			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
A very big issue	15%	16%	16%
A fairly big issue	33%	36%	38%
A fairly small issue	19%	19%	21%
A very small issue	7%	6%	6%
Don't know	14%	12%	9%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	14%	11%	11%
Net: Big	47%	52%	54%
Net: Small	26%	25%	27%
Present day (i.e. now)			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
A very big issue	18%	19%	18%
A fairly big issue	27%	30%	34%
A fairly small issue	17%	17%	17%
A very small issue	8%	7%	6%
Don't know	13%	11%	9%
Not applicable - I don't think toxic masculinity 'exists(ed)' in this particular time period	18%	16%	16%
Net: Big	45%	49%	51%
Net: Small	24%	24%	23%

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Sample: 2,080 GB adults



	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.								
Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)								
Unweighted base	2080	945	1135	116	308	328	408	920
Base: All UK adults	2080	1009	1071	231	312	349	386	802
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	6%	8%	10%	7%	6%	8%	7%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	23%	28%	33%	26%	30%	22%	23%
Enacting laws (i.e. to bring about equality)	14%	13%	15%	12%	14%	15%	18%	13%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	14%	21%	17%	18%	13%	17%	20%
Other	3%	3%	2%	3%	4%	3%	3%	2%
Don't know	15%	14%	15%	9%	15%	16%	16%	15%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	10%	5%	4%	5%	8%	6%	10%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	16%	5%	11%	11%	10%	11%	9%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

	Total	Social Grade		Region				
		ABC1	C2DE	North	Midlands	East	London	South
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender. **Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)**								
Unweighted base	2080	1328	752	525	322	207	241	505
Base: All UK adults	2080	1186	894	497	343	196	281	480
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	8%	7%	9%	8%	5%	9%	6%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	28%	22%	27%	22%	28%	26%	26%
Enacting laws (i.e. to bring about equality)	14%	14%	14%	14%	15%	12%	15%	12%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	21%	13%	16%	15%	21%	20%	20%
Other	3%	3%	2%	2%	2%	3%	5%	2%
Don't know	15%	11%	20%	15%	17%	16%	13%	14%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	7%	9%	6%	10%	8%	6%	7%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	8%	13%	11%	12%	8%	7%	12%

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	Total	England (NET)	Wales	Scotland
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.				
Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)				
Unweighted base	2080	1800	94	186
Base: All UK adults	2080	1797	102	181
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	8%	8%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	26%	26%	26%
Enacting laws (i.e. to bring about equality)	14%	14%	14%	19%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	18%	16%	13%
Other	3%	3%	3%	2%
Don't know	15%	15%	9%	16%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	7%	13%	7%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	10%	11%	9%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	Government Region						
		North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London
Unweighted base	2080	90	245	190	143	179	207	241
Base: All UK adults	2080	92	230	176	160	184	196	281
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	6%	6%	14%	7%	9%	5%	9%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	24%	32%	23%	24%	19%	28%	26%
Enacting laws (i.e. to bring about equality)	14%	18%	14%	10%	16%	15%	12%	15%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	16%	15%	18%	15%	15%	21%	20%
Other	3%	5%	2%	2%	1%	4%	3%	5%
Don't know	15%	19%	12%	16%	15%	19%	16%	13%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	3%	7%	7%	11%	9%	8%	6%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	9%	12%	10%	12%	11%	8%	7%

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Fieldwork: 15th - 16th October 2020

Sample: 2,080 GB adults

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For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	South East	South West	England (NET)	Wales	Scotland
Unweighted base	2080	283	222	1800	94	186
Base: All UK adults	2080	265	216	1797	102	181
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	6%	5%	7%	8%	8%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	26%	27%	26%	26%	26%
Enacting laws (i.e. to bring about equality)	14%	14%	10%	14%	14%	19%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	18%	22%	18%	16%	13%
Other	3%	1%	3%	3%	3%	2%
Don't know	15%	15%	13%	15%	9%	16%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	7%	8%	7%	13%	7%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	12%	11%	10%	11%	9%

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For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	Working Status						
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Unweighted base	2080	817	294	1111	53	570	132	214
Base: All UK adults	2080	830	293	1123	101	483	151	222
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	7%	7%	18%	7%	4%	8%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	26%	30%	27%	36%	21%	22%	25%
Enacting laws (i.e. to bring about equality)	14%	14%	13%	14%	12%	13%	12%	18%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	17%	17%	17%	12%	21%	20%	14%
Other	3%	3%	3%	3%	5%	1%	3%	1%
Don't know	15%	15%	14%	15%	4%	15%	18%	16%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	6%	8%	7%	5%	11%	5%	8%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	10%	9%	10%	8%	10%	16%	10%

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Sample: 2,080 GB adults



For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	Marital Status				
		Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted base	2080	1009	269	193	95	508
Base: All UK adults	2080	926	271	176	83	618
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	7%	5%	5%	9%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	25%	27%	29%	14%	26%
Enacting laws (i.e. to bring about equality)	14%	13%	16%	11%	16%	16%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	19%	16%	17%	18%	16%
Other	3%	2%	4%	4%	4%	2%
Don't know	15%	15%	14%	15%	23%	13%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	8%	6%	11%	9%	6%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	10%	10%	8%	9%	11%

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For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	Children in Household					
		0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
Unweighted base	2080	1570	228	193	65	486	*24*
Base: All UK adults	2080	1529	252	198	72	523	*29*
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	8%	6%	7%	4%	6%	*11%*
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	25%	25%	28%	34%	28%	*19%*
Enacting laws (i.e. to bring about equality)	14%	14%	15%	13%	13%	14%	*12%*
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	19%	16%	15%	6%	14%	*13%*
Other	3%	3%	3%	2%	3%	3%	*3%*
Don't know	15%	14%	20%	13%	19%	17%	*10%*
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	7%	6%	9%	15%	8%	*3%*
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	10%	8%	14%	6%	10%	*29%*

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	Total	Parent/ Guardian						
		Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender. **Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)**								
Unweighted base	2080	1215	865	163	232	182	93	487
Base: All UK adults	2080	1139	941	175	241	189	90	501
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	8%	4%	6%	4%	2%	5%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	25%	26%	28%	32%	28%	30%	28%
Enacting laws (i.e. to bring about equality)	14%	14%	14%	15%	12%	17%	17%	15%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	17%	18%	10%	11%	13%	13%	13%
Other	3%	2%	3%	3%	2%	3%	-	3%
Don't know	15%	16%	13%	16%	18%	15%	18%	17%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	9%	6%	11%	10%	9%	7%	9%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	10%	11%	12%	9%	12%	14%	11%

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For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.

Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)

	Total	Over 18 years
Unweighted base	2080	798
Base: All UK adults	2080	703
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	24%
Enacting laws (i.e. to bring about equality)	14%	13%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	20%
Other	3%	2%
Don't know	15%	15%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	9%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	9%

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	Total	Social Media/ Messaging service (within the last month)						
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender. **Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)**								
Unweighted base	2080	1485	666	365	258	688	224	1254
Base: All UK adults	2080	1473	696	355	249	737	287	1254
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	9%	8%	7%	9%	9%	8%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	28%	29%	31%	35%	32%	36%	29%
Enacting laws (i.e. to bring about equality)	14%	14%	15%	14%	16%	16%	11%	15%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	19%	20%	23%	21%	20%	16%	17%
Other	3%	3%	4%	4%	1%	3%	2%	3%
Don't know	15%	14%	11%	10%	10%	11%	15%	14%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	6%	4%	4%	4%	4%	4%	5%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	8%	8%	6%	5%	5%	7%	8%

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	Total	WhatsApp	Skype
For the following question, by 'gender inequality' we mean concept that men and women receive different rights/ treatment because of their gender, around areas such as access to employment opportunities, and differential treatment based on stereotyped roles associated with gender.			
Which ONE, if any, of the following methods do you think would be most effective at addressing issues with gender inequality? (Please the option that best applies. If you don't think 'gender inequality' exists, please select the 'Not applicable' option)			
Unweighted base	2080	1369	260
Base: All UK adults	2080	1381	259
Continuous free education (i.e. about these issues and solutions around gender inequality)	7%	7%	10%
Education for young people about gender inequality (i.e. including it on the school curriculum)	26%	28%	30%
Enacting laws (i.e. to bring about equality)	14%	14%	14%
Holding corporate leaders and decision makers accountable for ensuring gender equality (i.e. to encourage equality in their workplaces)	17%	18%	18%
Other	3%	3%	4%
Don't know	15%	14%	11%
Not applicable - I don't think that there are any methods that would be able to address gender inequality	8%	6%	7%
Not applicable - I don't believe that 'gender inequality' is a concept that exists in our society	10%	9%	6%

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