

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1733	587	430	156	643	686	842	891	189	723	418	404	988	745	208	582	376	418	149		
Unweighted Sample	1733	604	427	159	722	669	730	1003	126	676	446	485	1063	670	174	595	382	426	156		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
	Feb 2021	July 2022																			
Have you ever heard the term "woke" being used to describe someone, and do you know what it means?																					
I have heard this being used and know what it means		41	57	56	67	64	66	51	60	54	65	62	57	44	65	46	66	57	53	59	51
I have heard this being used, but I'm not sure what it means		21	21	23	18	20	21	22	19	22	14	16	23	29	20	21	18	22	20	20	21
I have heard this being used, but have no idea what it means		8	7	8	4	6	5	8	7	7	5	6	7	11	6	9	4	6	10	6	12
I have never heard this being used		30	15	13	11	10	7	18	14	16	16	16	14	16	9	23	11	16	17	15	16
As far as you understand the term, do you consider yourself to be "woke"?																					
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>																					
Yes I do		29	28	7	47	43	40	9	27	30	52	32	20	13	33	20	42	21	28	29	32
No I do not		56	62	88	43	42	49	84	65	59	38	56	72	80	58	69	45	71	63	60	57
Don't know		16	10	5	10	15	11	7	8	12	10	12	8	7	9	11	12	8	9	11	11
Do you ever use the term 'woke' to describe a set of beliefs, or people with a set of beliefs?																					
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>																					
Yes I do		29	43	17	20	18	43	33	25	25	28	32	32	28	32	26	35	30	26	23	
No I do not		68	56	81	76	80	54	66	70	66	69	67	66	70	64	68	63	69	71	72	
Don't know		3	1	2	4	2	2	1	5	9	2	1	2	2	4	5	2	1	2	5	

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		Do you consider yourself to be "woke"?			Do you consider being "woke" to be a good or a bad thing, or is it neither?				
		Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know
Weighted Sample	1733	280	612	97	233	409	307	39	
Unweighted Sample	1733	279	623	97	238	411	315	35	
	%	%	%	%	%	%	%	%	
	Feb 2021	July 2022							
Have you ever heard the term "woke" being used to describe someone, and do you know what it means?									
I have heard this being used and know what it means	41	57	100	100	100	100	100	100	
I have heard this being used, but I'm not sure what it means	21	21	0	0	0	0	0	0	
I have heard this being used, but have no idea what it means	8	7	0	0	0	0	0	0	
I have never heard this being used	30	15	0	0	0	0	0	0	
As far as you understand the term, do you consider yourself to be "woke"?									
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>									
Yes I do	29	28	100	0	0	88	2	21	12
No I do not	56	62	0	100	0	6	97	61	35
Don't know	16	10	0	0	100	6	2	18	53
Do you ever use the term 'woke' to describe a set of beliefs, or people with a set of beliefs?									
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>									
Yes I do	29	19	37	13	18	46	19	9	
No I do not	68	79	61	77	82	51	80	66	
Don't know	3	2	2	10	1	3	2	26	

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	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1733	587	430	156	643	686	842	891	189	723	418	404	988	745	208	582	376	418	149	
Unweighted Sample	1733	604	427	159	722	669	730	1003	126	676	446	485	1063	670	174	595	382	426	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
And do you consider being "woke" to be a good or a bad thing, or is it neither?																				
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>																				
A good thing	26	24	5	41	40	34	5	23	24	41	26	18	11	27	17	34	20	23	23	24
A bad thing	37	41	69	22	15	23	71	47	35	19	35	50	60	36	52	29	51	42	39	32
Neither good nor bad	33	31	24	34	39	39	22	28	35	31	34	28	26	33	27	30	26	30	36	39
Don't know	4	4	2	3	6	4	2	2	6	9	4	3	3	4	4	7	3	5	2	6
When you use the term 'woke' to describe a set of beliefs or people with a set of beliefs, do you generally do so in an approving or disapproving way, or neither?																				
<i>[Asked to those who have heard of the term 'woke', know what it means, and have used the term; n=298]</i>																				
Approving	11	1	35	22	24	1	9	13	30	14	3	4	14	5	20	4	17	10	16	
Disapproving	73	90	47	53	51	91	79	65	56	61	87	91	68	81	66	78	76	66	69	
Neither	14	8	15	25	24	6	11	18	9	22	8	5	15	11	14	15	7	18	15	
Don't know	2	1	3	0	1	1	1	5	5	3	2	0	2	2	0	3	0	5	0	
And do you consider any of the following people and entities to be "woke"?																				
<i>[Asked to those who have heard of the term 'woke' and know what it means; n=999]</i>																				
Boris Johnson																				
Is woke	2	2	3	1	1	1	4	3	1	0	3	3	0	1	4	2	2	3	2	4
Is not specifically woke, although they personally/organisationally probably hold some woke views	22	15	26	4	7	10	25	15	15	7	12	19	24	14	17	15	16	14	14	18
Is not woke at all	62	69	59	85	81	80	58	70	68	75	73	66	60	73	62	67	71	67	71	67
Not sure whether they are woke or not	13	13	11	9	8	9	12	10	15	17	11	11	16	11	16	12	11	16	14	12
N/A - I don't know who this person is	1	1	0	1	3	0	1	1	1	1	1	0	0	1	1	4	1	0	0	0

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	Do you consider yourself to be "woke"?			Do you consider being "woke" to be a good or a bad thing, or is it neither?				
	Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know
Weighted Sample	1733	280	612	97	233	409	307	39
Unweighted Sample	1733	279	623	97	238	411	315	35
	%	%	%	%	%	%	%	%

And do you consider being "woke" to be a good or a bad thing, or is it neither?

[Asked to those who have heard of the term 'woke' and know what it means; n=999]

A good thing	26	24	74	2	14	100	0	0	0
A bad thing	37	41	2	65	8	0	100	0	0
Neither good nor bad	33	31	23	31	57	0	0	100	0
Don't know	4	4	2	2	21	0	0	0	100

When you use the term 'woke' to describe a set of beliefs or people with a set of beliefs, do you generally do so in an approving or disapproving way, or neither?

[Asked to those who have heard of the term 'woke', know what it means, and have used the term; n=298]

Approving	11	57	0	6	70	0	4	0
Disapproving	73	12	89	48	2	97	51	0
Neither	14	24	10	45	24	3	40	65
Don't know	2	7	1	0	4	1	5	35

And do you consider any of the following people and entities to be "woke"?

[Asked to those who have heard of the term 'woke' and know what it means; n=999]

Boris Johnson

Is woke	2	2	0	3	1	0	5	1	0
Is not specifically woke, although they personally/organisationally probably hold some woke views	22	15	8	18	15	6	23	11	15
Is not woke at all	62	69	83	65	55	87	60	71	47
Not sure whether they are woke or not	13	13	9	13	25	8	12	15	29
N/A - I don't know who this person is	1	1	1	0	5	0	0	2	9

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	Weighted Sample	1733	587	430	156	643	686	842	891	189	723	418	404	988	745	208	582	376	418	149	
	Unweighted Sample	1733	604	427	159	722	669	730	1003	126	676	446	485	1063	670	174	595	382	426	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Keir Starmer																					
	Is woke	17	23	43	10	19	14	43	28	18	9	17	36	32	22	26	26	27	23	21	11
	Is not specifically woke, although they personally/organisationally probably hold some woke views	40	35	26	45	46	44	26	36	34	32	36	39	29	39	29	30	37	32	35	46
	Is not woke at all	19	18	12	25	21	24	11	16	20	21	22	10	15	20	15	14	19	14	22	13
	Not sure whether they are woke or not	17	20	18	18	13	17	19	16	25	20	22	15	24	17	27	22	15	26	20	25
	N/A - I don't know who this person is	7	3	0	2	3	1	1	4	3	18	2	0	0	3	4	7	2	6	1	6
Jeremy Corbyn																					
	Is woke	34	35	46	37	25	32	45	41	29	34	31	42	39	36	35	36	32	37	40	33
	Is not specifically woke, although they personally/organisationally probably hold some woke views	28	24	16	29	37	30	19	26	21	18	27	25	17	26	20	24	28	21	21	23
	Is not woke at all	21	20	19	19	22	23	17	17	25	21	23	17	19	21	19	18	24	20	19	19
	Not sure whether they are woke or not	15	18	18	14	13	14	19	14	23	19	17	15	25	15	24	19	15	19	20	24
	N/A - I don't know who this person is	1	2	0	1	3	1	1	2	2	7	2	1	0	2	2	4	1	3	1	1
Nigel Farage																					
	Is woke	3	3	3	2	0	3	1	4	2	0	3	4	2	3	2	1	4	2	2	4
	Is not specifically woke, although they personally/organisationally probably hold some woke views	4	3	6	1	2	2	6	2	4	1	3	5	3	3	5	2	4	4	3	3
	Is not woke at all	78	80	79	88	90	86	80	82	78	72	81	81	80	83	75	77	82	76	82	80
	Not sure whether they are woke or not	12	12	12	8	5	8	12	10	14	17	11	9	14	10	16	14	9	15	13	12
	N/A - I don't know who this person is	3	2	0	1	3	1	1	2	2	10	2	1	0	2	3	6	2	3	0	2
Joe Biden																					
	Is woke	22	13	23	7	13	9	24	18	9	6	11	23	11	11	18	15	14	15	13	6
	Is not specifically woke, although they personally/organisationally probably hold some woke views	39	35	28	43	39	40	28	39	31	47	34	35	30	39	28	45	34	33	31	41
	Is not woke at all	16	24	21	29	25	30	18	21	28	21	29	18	23	26	22	15	27	22	27	29
	Not sure whether they are woke or not	20	25	26	18	21	20	27	20	30	23	23	24	33	22	30	19	24	28	28	23
	N/A - I don't know who this person is	2	2	2	2	3	1	3	2	2	4	2	0	3	2	2	5	2	2	0	1

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		Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know	
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		%	%	%	%	%	%	%	%	
Keir Starmer	Is woke	17	23	14	30	8	16	41	8	2
	Is not specifically woke, although they personally/organisationally probably hold some woke views	40	35	49	29	32	49	26	39	26
	Is not woke at all	19	18	20	17	18	21	13	23	10
	Not sure whether they are woke or not	17	20	15	21	31	12	19	25	44
	N/A - I don't know who this person is	7	3	3	3	10	3	1	5	18
Jeremy Corbyn	Is woke	34	35	40	37	16	40	43	24	14
	Is not specifically woke, although they personally/organisationally probably hold some woke views	28	24	33	20	24	34	18	24	22
	Is not woke at all	21	20	15	22	26	14	18	29	18
	Not sure whether they are woke or not	15	18	11	20	27	11	19	21	36
	N/A - I don't know who this person is	1	2	2	2	6	1	1	3	9
Nigel Farage	Is woke	3	3	0	4	1	0	4	2	0
	Is not specifically woke, although they personally/organisationally probably hold some woke views	4	3	2	4	5	1	5	4	0
	Is not woke at all	78	80	88	78	66	90	78	77	55
	Not sure whether they are woke or not	12	12	8	13	18	7	11	14	27
	N/A - I don't know who this person is	3	2	2	1	10	2	1	2	18
Joe Biden	Is woke	22	13	9	17	7	11	23	4	0
	Is not specifically woke, although they personally/organisationally probably hold some woke views	39	35	54	28	25	53	27	35	17
	Is not woke at all	16	24	21	25	28	21	21	32	22
	Not sure whether they are woke or not	20	25	16	29	29	15	27	27	43
	N/A - I don't know who this person is	2	2	0	1	11	0	1	2	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Guardian																					
	Is woke	34	36	46	29	39	30	47	46	25	20	32	45	43	37	33	41	38	33	34	28
	Is not specifically woke, although they personally/organisationally probably hold some woke views	23	23	17	30	32	31	15	21	26	30	22	21	25	25	20	28	25	19	22	25
	Is not woke at all	16	13	6	19	12	18	6	12	13	15	18	8	5	13	12	5	12	13	17	14
	Not sure whether they are woke or not	25	24	26	19	15	20	26	18	31	27	25	22	23	22	29	19	21	31	26	24
	N/A - I don't know who this person is	3	4	5	3	3	2	5	3	5	8	2	5	4	3	7	7	3	4	2	8
The Times																					
	Is woke	7	7	12	2	1	2	13	9	5	1	8	8	9	5	12	7	8	6	9	4
	Is not specifically woke, although they personally/organisationally probably hold some woke views	25	26	31	24	31	29	28	29	24	21	21	29	39	29	22	30	28	22	23	33
	Is not woke at all	34	30	18	45	38	41	19	31	28	32	37	23	18	34	21	31	30	26	32	26
	Not sure whether they are woke or not	32	32	32	26	27	26	34	26	38	37	31	34	29	29	38	25	30	41	32	28
	N/A - I don't know who this person is	3	5	6	4	3	3	6	4	6	9	3	5	5	3	8	7	4	5	4	8
The Daily Mail																					
	Is woke	6	6	7	1	3	3	7	8	3	2	6	6	8	5	7	5	6	5	5	6
	Is not specifically woke, although they personally/organisationally probably hold some woke views	11	13	22	3	6	9	21	13	13	8	9	14	23	13	13	10	16	10	11	16
	Is not woke at all	60	57	42	80	79	74	43	60	53	50	64	57	45	63	46	61	56	53	61	51
	Not sure whether they are woke or not	21	21	24	14	8	12	25	15	27	30	19	19	21	18	27	19	19	27	19	20
	N/A - I don't know who this person is	2	4	4	2	4	2	4	4	4	10	2	5	3	2	7	5	3	5	3	7
The BBC																					
	Is woke	34	34	63	10	16	17	63	41	27	13	25	46	53	30	41	25	37	35	33	32
	Is not specifically woke, although they personally/organisationally probably hold some woke views	31	33	20	50	44	47	17	30	36	32	37	28	28	38	24	35	33	31	33	35
	Is not woke at all	18	15	5	23	22	20	7	15	15	23	19	13	5	16	14	16	15	12	17	17
	Not sure whether they are woke or not	17	17	11	16	15	14	12	12	21	27	17	12	13	15	19	20	14	19	16	15
	N/A - I don't know who this person is	1	2	1	2	3	1	1	2	1	4	1	1	1	1	3	4	1	3	0	0

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		Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know	
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Unweighted Sample		1733	279	623	97	238	411	315	35	
		%	%	%	%	%	%	%	%	
The Guardian	Is woke	34	36	32	40	19	32	47	26	11
	Is not specifically woke, although they personally/organisationally probably hold some woke views	23	23	36	17	27	37	13	25	32
	Is not woke at all	16	13	13	12	14	13	9	17	11
	Not sure whether they are woke or not	25	24	16	27	34	15	26	28	31
	N/A - I don't know who this person is	3	4	3	5	6	2	5	3	14
The Times	Is woke	7	7	2	11	1	2	15	2	0
	Is not specifically woke, although they personally/organisationally probably hold some woke views	25	26	27	26	24	28	29	22	15
	Is not woke at all	34	30	40	25	28	42	19	35	27
	Not sure whether they are woke or not	32	32	29	32	40	26	32	36	43
	N/A - I don't know who this person is	3	5	2	6	8	2	5	5	14
The Daily Mail	Is woke	6	6	1	8	2	0	10	4	3
	Is not specifically woke, although they personally/organisationally probably hold some woke views	11	13	5	17	10	3	21	11	9
	Is not woke at all	60	57	80	47	55	87	41	57	43
	Not sure whether they are woke or not	21	21	13	24	25	9	24	25	32
	N/A - I don't know who this person is	2	4	1	5	7	1	5	4	13
The BBC	Is woke	34	34	10	48	9	8	63	18	7
	Is not specifically woke, although they personally/organisationally probably hold some woke views	31	33	56	22	35	57	15	41	18
	Is not woke at all	18	15	19	13	22	22	8	18	29
	Not sure whether they are woke or not	17	17	14	16	28	13	12	22	36
	N/A - I don't know who this person is	1	2	1	1	6	0	1	2	9

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

And for each of the following attitudes, do you consider them to be "woke" or not?

Supporting the removal of historical statues with links to historical abuses like the slave trade

[Asked to those who have heard of the term 'woke' and know what it means; n=999]

Supporting the removal of historical statues with links to historical abuses like the slave trade

Is specifically woke	60	61	79	49	54	52	78	64	58	53	52	70	76	59	64	62	63	68	54	55
Is not specifically woke, although it is something woke people might do	25	25	11	34	34	32	13	23	26	30	32	19	11	28	19	19	26	18	32	24
Is not woke at all	6	6	4	7	3	7	4	6	6	8	6	5	5	6	5	7	5	5	5	13
Don't know	8	9	5	10	9	9	5	7	10	10	10	7	7	7	12	12	6	10	9	9
Supporting the Black Lives Matter movement																				
Is specifically woke	56	49	55	47	42	45	55	54	44	54	43	55	54	47	53	57	43	52	53	42
Is not specifically woke, although it is something woke people might do	28	35	34	37	41	39	34	32	39	26	40	33	33	39	28	29	41	32	31	38
Is not woke at all	8	9	6	9	7	9	7	9	9	14	10	5	7	9	8	6	10	7	8	14
Don't know	7	7	5	8	9	7	5	6	8	6	8	7	7	5	11	9	6	9	7	6
Supporting racial equality																				
Is specifically woke	39	30	19	36	38	37	19	28	32	44	30	26	24	31	27	41	24	29	31	34
Is not specifically woke, although it is something woke people might do	36	41	46	43	41	40	46	44	39	33	44	40	43	41	42	41	43	40	41	41
Is not woke at all	17	22	29	13	15	17	28	22	21	17	17	29	26	22	21	11	28	22	19	20
Don't know	7	7	6	7	6	5	6	6	8	6	9	5	6	5	11	7	5	9	9	5
Supporting gender equality																				
Is specifically woke	40	36	35	38	42	40	32	35	37	38	35	35	40	37	34	40	34	40	34	37
Is not specifically woke, although it is something woke people might do	38	42	41	44	41	41	44	42	42	43	44	41	37	42	43	42	43	42	42	40
Is not woke at all	15	14	17	9	9	12	18	16	12	13	13	18	14	16	12	7	18	11	16	16
Don't know	7	7	6	9	7	7	6	6	9	6	8	6	9	6	11	10	6	7	9	7

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

	Do you consider yourself to be "woke"?			Do you consider being "woke" to be a good or a bad thing, or is it neither?				
	Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know
Weighted Sample	1733	280	612	97	233	409	307	39
Unweighted Sample	1733	279	623	97	238	411	315	35
	%	%	%	%	%	%	%	%

And for each of the following attitudes, do you consider them to be "woke" or not?

Supporting the removal of historical statues with links to historical abuses like the slave trade

[Asked to those who have heard of the term 'woke' and know what it means; n=999]

Supporting the removal of historical statues with links to historical abuses like the slave trade

Is specifically woke	60	61	47	71	36	44	80	51	34
Is not specifically woke, although it is something woke people might do	25	25	39	18	28	41	12	30	19
Is not woke at all	6	6	5	5	10	8	4	7	9
Don't know	8	9	9	6	27	8	4	12	38
Supporting the Black Lives Matter movement									
Is specifically woke	56	49	55	49	31	55	58	37	20
Is not specifically woke, although it is something woke people might do	28	35	37	34	32	37	28	43	35
Is not woke at all	8	9	3	10	14	4	10	10	11
Don't know	7	7	4	6	22	4	4	10	34
Supporting racial equality									
Is specifically woke	39	30	56	17	34	58	14	30	25
Is not specifically woke, although it is something woke people might do	36	41	35	47	25	33	48	42	18
Is not woke at all	17	22	5	29	20	5	34	18	23
Don't know	7	7	4	6	21	4	4	10	34
Supporting gender equality									
Is specifically woke	40	36	54	29	32	53	30	33	28
Is not specifically woke, although it is something woke people might do	38	42	37	45	34	38	44	44	32
Is not woke at all	15	14	4	19	12	5	21	13	6
Don't know	7	7	4	7	22	4	5	10	34

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
		Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
	Weighted Sample	1733	587	430	156	643	686	842	891	189	723	418	404	988	745	208	582	376	418	149	
	Unweighted Sample	1733	604	427	159	722	669	730	1003	126	676	446	485	1063	670	174	595	382	426	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Being politically correct																					
	Is specifically woke	46	47	55	35	42	42	54	51	42	47	41	53	52	45	50	49	47	50	43	42
	Is not specifically woke, although it is something woke people might do	34	35	30	46	44	40	31	32	38	33	38	32	33	38	29	31	37	31	36	38
	Is not woke at all	10	10	9	10	6	10	8	9	10	7	12	8	8	9	10	7	10	8	11	10
	Don't know	10	9	6	10	8	8	6	8	10	13	10	7	7	7	12	13	6	10	9	10
Being left wing in general																					
	Is specifically woke	21	18	30	9	9	12	29	23	14	20	17	23	15	17	21	22	17	17	20	13
	Is not specifically woke, although it is something woke people might do	50	50	44	58	63	55	43	49	51	59	49	47	51	54	43	53	49	51	50	47
	Is not woke at all	13	14	12	17	13	17	12	15	12	2	13	17	18	15	12	9	18	13	10	18
	Don't know	16	18	14	17	15	16	16	13	23	19	20	13	17	14	24	16	16	19	19	22
Wanting to take stronger action against climate change																					
	Is specifically woke	36	31	28	28	29	29	31	33	29	38	31	29	30	31	32	37	30	33	29	28
	Is not specifically woke, although it is something woke people might do	40	44	45	48	46	45	44	43	45	44	46	43	41	45	41	46	45	40	48	33
	Is not woke at all	16	16	21	14	15	17	19	16	16	10	14	21	21	17	14	7	19	16	15	26
	Don't know	8	9	6	9	10	9	6	8	11	9	10	8	8	7	13	10	7	11	8	14
Opposing allowing people who hold unpopular, but not extremist, views from giving public lectures or appearing on TV																					
	Is specifically woke	41	40	56	33	27	31	57	45	35	28	34	46	58	38	45	34	45	43	37	35
	Is not specifically woke, although it is something woke people might do	30	26	21	32	31	32	20	25	28	29	29	27	17	27	24	24	27	23	27	30
	Is not woke at all	14	17	13	19	21	21	12	17	17	17	20	12	15	19	12	18	16	15	19	19
	Don't know	15	17	10	16	22	17	10	13	21	26	17	15	11	16	18	24	12	19	17	16
Supporting equality for gay and lesbian people																					
	Is specifically woke	43	37	30	38	40	41	28	36	37	46	37	30	36	37	36	49	33	37	35	32
	Is not specifically woke, although it is something woke people might do	37	42	45	43	44	40	47	44	39	36	41	45	43	42	42	37	43	40	44	45
	Is not woke at all	12	15	20	11	9	12	19	14	15	12	14	18	14	16	12	6	18	16	13	16
	Don't know	8	7	5	7	8	6	5	5	8	6	7	6	7	5	10	8	6	7	7	6

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

		Do you consider yourself to be "woke"?			Do you consider being "woke" to be a good or a bad thing, or is it neither?					
		Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know	
Weighted Sample		1733	280	612	97	233	409	307	39	
Unweighted Sample		1733	279	623	97	238	411	315	35	
		%	%	%	%	%	%	%	%	
Being politically correct										
	Is specifically woke	46	47	36	54	33	33	60	42	26
	Is not specifically woke, although it is something woke people might do	34	35	47	30	31	49	26	37	26
	Is not woke at all	10	10	9	9	14	11	9	9	11
	Don't know	10	9	8	7	22	7	5	12	37
Being left wing in general										
	Is specifically woke	21	18	11	23	11	11	28	13	5
	Is not specifically woke, although it is something woke people might do	50	50	63	46	42	67	41	51	44
	Is not woke at all	13	14	11	15	15	12	16	13	6
	Don't know	16	18	14	17	32	10	16	22	44
Wanting to take stronger action against climate change										
	Is specifically woke	36	31	42	26	28	43	30	23	30
	Is not specifically woke, although it is something woke people might do	40	44	44	46	31	44	43	47	21
	Is not woke at all	16	16	7	20	17	8	21	17	11
	Don't know	8	9	6	8	23	5	6	12	38
Opposing allowing people who hold unpopular, but not extremist, views from giving public lectures or appearing on TV										
	Is specifically woke	41	40	17	53	24	16	62	32	22
	Is not specifically woke, although it is something woke people might do	30	26	41	21	20	41	16	30	18
	Is not woke at all	14	17	24	14	18	26	11	18	11
	Don't know	15	17	18	13	39	17	10	20	49
Supporting equality for gay and lesbian people										
	Is specifically woke	43	37	56	28	36	55	28	35	34
	Is not specifically woke, although it is something woke people might do	37	42	34	47	34	35	47	43	24
	Is not woke at all	12	15	6	20	10	6	21	14	9
	Don't know	8	7	5	6	19	4	5	8	33

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

	Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1733	587	430	156	643	686	842	891	189	723	418	404	988	745	208	582	376	418	149	
Unweighted Sample	1733	604	427	159	722	669	730	1003	126	676	446	485	1063	670	174	595	382	426	156	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Supporting equality for transgender people																				
Is specifically woke	52	47	49	46	46	48	47	47	48	50	43	49	54	47	48	49	43	52	50	44
Is not specifically woke, although it is something woke people might do	31	37	37	38	40	36	39	38	35	34	40	37	30	38	34	36	43	33	32	36
Is not woke at all	9	8	9	7	7	9	8	8	9	10	8	8	9	9	8	5	8	7	10	13
Don't know	8	7	5	9	7	7	5	6	8	6	8	6	7	6	11	10	6	8	8	6
Having a negative view of the British Empire																				
Is specifically woke	40	37	53	27	27	28	53	41	33	28	30	43	55	36	39	32	40	39	36	31
Is not specifically woke, although it is something woke people might do	37	41	31	49	48	46	33	42	39	50	45	37	28	43	37	41	42	38	44	33
Is not woke at all	11	11	9	13	13	15	8	9	14	5	13	12	10	12	10	13	10	11	9	21
Don't know	12	11	6	11	11	11	6	8	14	17	12	8	8	9	14	14	8	12	11	15
Wanting to re-join the EU																				
Is specifically woke	19	16	26	7	6	9	30	21	11	14	13	20	20	14	21	17	14	22	16	11
Is not specifically woke, although it is something woke people might do	43	43	37	50	51	43	39	41	45	63	44	34	37	46	36	43	41	37	50	42
Is not woke at all	23	28	26	29	32	36	21	28	27	13	28	33	30	29	25	20	36	25	21	32
Don't know	15	13	11	14	12	13	10	10	16	10	15	13	13	11	17	19	10	15	13	15

YouGov - What is woke 2022

Sample Size: 1733 adults in GB
Fieldwork: 13th - 14th July 2022

		Do you consider yourself to be "woke"?			Do you consider being "woke" to be a good or a bad thing, or is it neither?					
		Total	Yes I do	No I do not	Don't know	A good thing	A bad thing	Neither good nor bad	Don't know	
	Weighted Sample	1733	280	612	97	233	409	307	39	
	Unweighted Sample	1733	279	623	97	238	411	315	35	
	%	%	%	%	%	%	%	%	%	
Supporting equality for transgender people										
	Is specifically woke	52	47	60	44	35	57	47	42	34
	Is not specifically woke, although it is something woke people might do	31	37	32	39	36	34	38	38	27
	Is not woke at all	9	8	4	11	4	4	10	10	5
	Don't know	8	7	4	6	25	5	4	11	34
Having a negative view of the British Empire										
	Is specifically woke	40	37	26	45	21	26	53	28	17
	Is not specifically woke, although it is something woke people might do	37	41	52	37	37	52	32	43	42
	Is not woke at all	11	11	11	11	15	12	10	13	6
	Don't know	12	11	11	8	28	10	5	16	34
Wanting to re-join the EU										
	Is specifically woke	19	16	13	19	8	10	26	10	10
	Is not specifically woke, although it is something woke people might do	43	43	62	35	38	66	32	40	32
	Is not woke at all	23	28	16	34	25	15	31	34	18
	Don't know	15	13	10	12	29	9	11	16	41