YouGov - Defining 'Woke'

Sample Size: 1692 GB Adults
Fieldwork: 26th - 28th February 2021

		Vote In 2019 GE			2016 EU Ref		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	1692	574	420	152	628	670	822	870	184	706	408	394	964	728	203	569	367	408	146
Unweighted Sample	1692	599	407	152	689	693	728	964	135	675	411	471	1005	687	152	597	384	409	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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**	37	51	52	45	37	43	39	63	44	39	26	47	32	47	40	40	37	45
I have heard this being used, but I'm not sure what it means	**21**	22	21	22	23	22	20	22	16	21	21	25	23	19	19	22	20	23	18
I have heard this being used, but have no idea what it means	**8**	10	6	5	8	9	9	7	4	6	9	13	7	9	6	8	8	9	8
I have never heard this being used	**30**	31	22	21	24	33	29	32	18	29	31	36	22	40	27	29	33	31	28
The rest of the survey was asked only to those who answered that they had heard the term being used and know what it means; n=684]																			
As far as you understand the term, do you consider yourself to be "woke"?																			
Yes I do	**29**	9	47	24	38	13	25	33	45	33	18	13	31	23	38	23	28	28	37
No I do not	**56**	87	30	52	45	78	61	50	30	50	69	80	52	63	37	62	60	55	53
Don't know	**16**	4	23	24	17	9	14	17	25	17	12	7	17	14	25	15	12	17	11
And do you consider being "woke" to be a good or a bad thing, or is it neither?																			
A good thing	**26**	7	42	28	37	10	21	32	39	32	15	13	31	18	34	23	24	26	35
A bad thing	**37**	74	13	20	21	63	43	31	17	29	50	61	32	47	20	42	37	41	35
Neither good nor bad	**33**	16	43	48	39	24	33	33	41	35	31	24	35	31	40	33	37	30	24
Don't know	**4**	3	2	5	3	3	3	4	3	4	5	2	3	5	7	3	2	4	5

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		Consider self woke?			Woke… good thing or bad thing?			
	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	1692	197	382	108	181	252	229	25
Unweighted Sample	1692	196	392	96	181	257	220	26
	%	%	%	%	%	%	%	%
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	100	100	100	100	100	100	*100*
I have heard this being used, but I'm not sure what it means	21	0	0	0	0	0	0	*0*
I have heard this being used, but have no idea what it means	8	0	0	0	0	0	0	*0*
I have never heard this being used	30	0	0	0	0	0	0	*0*
The rest of the survey was asked only to those who answered that they had heard the term being used and know what it means; n=684]								
As far as you understand the term, do you consider yourself to be "woke"?								
Yes I do	29	100	0	0	83	1	19	*4*
No I do not	56	0	100	0	3	98	56	*11*
Don't know	16	0	0	100	14	1	26	*85*
And do you consider being "woke" to be a good or a bad thing, or is it neither?								
A good thing	26	77	1	23	100	0	0	*0*
A bad thing	37	1	64	3	0	100	0	*0*
Neither good nor bad	33	22	33	54	0	0	100	*0*
Don't know	4	1	1	19	0	0	0	*100*

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		Vote In 2019 GE			2016 EU Ref		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	1692	574	420	152	628	670	822	870	184	706	408	394	964	728	203	569	367	408	146
Unweighted Sample	1692	599	407	152	689	693	728	964	135	675	411	471	1005	687	152	597	384	409	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
And do you consider any of the following people and entities to be "woke"?																			
Boris Johnson																			
Is woke	2	2	2	2	2	3	2	3	2	2	2	5	2	3	2	3	2	2	1
Is not specifically woke, although they personally/organisationally probably hold some woke views	22	37	6	19	14	34	21	22	11	17	31	32	20	25	19	25	21	23	11
Is not woke at all	62	47	84	65	75	46	63	61	72	65	58	47	67	52	65	56	66	62	70
Not sure whether they are woke or not	13	13	8	10	9	16	12	15	12	14	10	17	11	17	12	14	11	13	17
N/A - I don't know who this person is	1	1	0	4	0	1	2	0	3	1	0	0	0	3	2	1	0	1	0
Keir Starmer																			
Is woke	17	31	10	15	12	26	23	12	17	10	24	31	16	19	17	17	14	24	13
Is not specifically woke, although they personally/organisationally probably hold some woke views	40	41	43	57	47	39	38	41	29	38	48	43	42	34	38	41	46	37	31
Is not woke at all	19	14	26	14	22	14	19	19	20	24	15	10	18	21	19	18	18	19	25
Not sure whether they are woke or not	17	13	17	10	15	19	16	18	18	20	11	16	17	18	19	19	15	15	20
N/A - I don't know who this person is	7	1	5	3	4	3	4	10	17	9	1	0	6	8	8	6	7	5	11
Jeremy Corbyn																			
Is woke	34	46	38	23	37	40	37	31	27	28	45	43	35	32	39	29	39	38	27
Is not specifically woke, although they personally/organisationally probably hold some woke views	28	19	36	45	32	22	27	30	37	30	23	21	30	24	35	31	28	20	26
Is not woke at all	21	22	16	22	20	22	19	23	15	23	22	20	20	23	11	23	20	26	21
Not sure whether they are woke or not	15	11	10	10	11	16	15	15	20	15	11	16	14	18	11	15	13	15	25
N/A - I don't know who this person is	1	1	0	0	0	1	2	1	1	3	0	0	1	3	4	2	0	1	1
Nigel Farage																			
Is woke	3	4	2	2	3	5	4	3	4	2	5	4	3	5	2	4	3	4	1
Is not specifically woke, although they personally/organisationally probably hold some woke views	4	7	2	1	3	7	2	5	2	3	4	7	3	6	4	6	3	2	5
Is not woke at all	78	76	89	88	86	73	80	75	78	78	81	72	84	67	82	73	83	78	77
Not sure whether they are woke or not	12	11	7	5	8	12	9	15	12	13	9	15	9	18	8	13	10	14	17
N/A - I don't know who this person is	3	2	0	4	0	3	4	1	4	4	0	2	1	5	4	4	1	2	1

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		Consider self woke?			Woke… good thing or bad thing?			
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Weighted Sample	1692	197	382	108	181	252	229	25
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	%	%	%	%	%	%	%	%
And do you consider any of the following people and entities to be "woke"?								
Boris Johnson								
Is woke	**2**	2	3	1	0	3	4	*0*
Is not specifically woke, although they personally/organisationally probably hold some woke views	**22**	19	27	8	15	28	20	*16*
Is not woke at all	**62**	72	57	62	75	57	61	*31*
Not sure whether they are woke or not	**13**	8	13	24	8	12	16	*47*
N/A - I don't know who this person is	**1**	0	0	4	2	1	0	*6*
Keir Starmer								
Is woke	**17**	12	24	3	9	30	12	*3*
Is not specifically woke, although they personally/organisationally probably hold some woke views	**40**	42	38	40	46	40	36	*16*
Is not woke at all	**19**	20	19	15	22	14	24	*10*
Not sure whether they are woke or not	**17**	15	16	27	13	13	21	*45*
N/A - I don't know who this person is	**7**	10	3	15	9	3	7	*26*
Jeremy Corbyn								
Is woke	**34**	38	37	19	38	44	21	*19*
Is not specifically woke, although they personally/organisationally probably hold some woke views	**28**	25	26	41	29	23	35	*14*
Is not woke at all	**21**	22	23	12	18	18	27	*10*
Not sure whether they are woke or not	**15**	13	13	25	12	14	15	*52*
N/A - I don't know who this person is	**1**	3	1	2	3	1	1	*6*
Nigel Farage								
Is woke	**3**	3	4	1	3	5	2	*3*
Is not specifically woke, although they personally/organisationally probably hold some woke views	**4**	4	5	1	2	5	4	*0*
Is not woke at all	**78**	83	77	71	82	76	79	*52*
Not sure whether they are woke or not	**12**	7	12	21	8	12	13	*39*
N/A - I don't know who this person is	**3**	3	2	7	5	2	2	*6*

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Joe Biden																			
Is woke	22	28	15	23	21	26	24	20	19	18	27	29	21	24	30	21	21	19	24
Is not specifically woke, although they personally/organisationally probably hold some woke views	39	35	48	45	50	31	42	36	39	39	42	35	44	30	38	36	40	42	40
Is not woke at all	16	14	19	15	15	15	17	16	18	20	11	12	14	20	16	17	18	16	11
Not sure whether they are woke or not	20	21	18	12	14	24	14	27	21	20	20	21	20	20	14	21	20	21	25
N/A - I don't know who this person is	2	2	0	4	0	3	3	2	3	3	1	3	1	5	2	4	0	3	0
The Guardian																			
Is woke	34	48	23	37	34	42	42	25	21	25	47	52	38	24	37	33	36	28	41
Is not specifically woke, although they personally/organisationally probably hold some woke views	23	12	38	30	32	13	20	25	25	24	21	19	26	17	34	21	25	21	10
Is not woke at all	16	13	17	13	14	13	14	18	19	23	9	5	14	20	5	19	15	20	16
Not sure whether they are woke or not	25	24	21	18	17	28	21	28	35	26	20	19	19	35	19	26	23	27	30
N/A - I don't know who this person is	3	3	1	2	2	4	2	3	1	3	3	5	2	4	3	2	2	4	3
The Times																			
Is woke	7	11	1	4	3	10	8	5	6	4	6	15	6	8	8	7	6	5	8
Is not specifically woke, although they personally/organisationally probably hold some woke views	25	33	25	28	29	29	26	24	19	19	35	34	28	20	31	27	29	17	19
Is not woke at all	34	22	45	40	40	25	38	30	31	43	29	17	36	29	30	31	34	42	31
Not sure whether they are woke or not	32	30	28	26	25	32	26	37	42	31	28	27	28	39	29	33	30	30	39
N/A - I don't know who this person is	3	4	1	2	2	4	2	4	2	2	3	6	2	4	3	2	1	6	2
The Daily Mail																			
Is woke	6	12	2	5	5	9	7	5	4	4	8	13	4	10	10	8	4	5	1
Is not specifically woke, although they personally/organisationally probably hold some woke views	11	23	3	6	5	23	12	10	6	7	15	23	9	15	7	15	9	10	7
Is not woke at all	60	44	77	71	74	45	63	56	59	67	56	44	68	45	59	53	70	58	64
Not sure whether they are woke or not	21	18	17	18	14	21	16	27	31	21	18	16	18	27	22	23	16	22	26
N/A - I don't know who this person is	2	3	0	1	2	3	2	2	0	2	2	4	1	3	2	1	1	4	1

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Weighted Sample	1692	197	382	108	181	252	229	25
Unweighted Sample	1692	196	392	96	181	257	220	26
	%	%	%	%	%	%	%	%
Joe Biden								
Is woke	22	25	25	7	26	28	15	*3*
Is not specifically woke, although they personally/organisationally probably hold some woke views	39	45	35	42	43	35	43	*23*
Is not woke at all	16	19	17	8	17	15	18	*8*
Not sure whether they are woke or not	20	9	22	35	11	21	23	*53*
N/A - I don't know who this person is	2	2	1	8	4	2	1	*13*
The Guardian								
Is woke	34	26	43	15	27	51	22	*14*
Is not specifically woke, although they personally/organisationally probably hold some woke views	23	34	15	30	32	11	30	*9*
Is not woke at all	16	20	14	15	18	10	21	*18*
Not sure whether they are woke or not	25	18	25	37	20	25	26	*50*
N/A - I don't know who this person is	3	2	3	3	3	3	2	*9*
The Times								
Is woke	7	5	9	2	4	12	3	*4*
Is not specifically woke, although they personally/organisationally probably hold some woke views	25	27	27	13	22	29	24	*10*
Is not woke at all	34	40	30	37	41	22	42	*24*
Not sure whether they are woke or not	32	28	30	45	31	33	29	*52*
N/A - I don't know who this person is	3	1	4	2	2	4	2	*9*
The Daily Mail								
Is woke	6	3	9	1	1	13	2	*5*
Is not specifically woke, although they personally/organisationally probably hold some woke views	11	4	16	4	3	19	10	*3*
Is not woke at all	60	74	53	56	75	45	66	*40*
Not sure whether they are woke or not	21	16	19	37	19	20	21	*43*
N/A - I don't know who this person is	2	1	2	2	2	2	1	*9*

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Unweighted Sample	**1692**	599	407	152	689	693	728	964	135	675	411	471	1005	687	152	597	384	409	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The BBC																			
Is woke	**34**	66	14	24	19	60	43	24	18	23	50	56	30	41	31	34	34	36	30
Is not specifically woke, although they personally/organisationally probably hold some woke views	**31**	14	45	43	44	16	29	33	35	35	27	22	36	20	39	28	37	28	23
Is not woke at all	**18**	10	24	19	21	10	14	21	23	21	12	11	19	16	10	19	16	21	24
Not sure whether they are woke or not	**17**	10	17	14	15	13	13	21	25	20	11	10	15	21	18	19	14	14	23
N/A - I don't know who this person is	**1**	1	0	0	0	1	1	1	0	1	0	1	0	2	2	0	0	1	0
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																			
Is specifically woke	**60**	80	56	50	55	72	65	55	60	52	68	72	62	57	63	56	62	60	68
Is not specifically woke, although it is something woke people might do	**25**	11	33	34	33	15	22	29	28	29	21	19	26	23	28	26	24	26	19
Is not woke at all	**6**	6	6	6	7	6	6	7	4	7	7	5	6	7	4	6	9	5	4
Don't know	**8**	3	4	9	5	7	8	9	8	12	4	4	6	13	4	12	5	9	8
Supporting the Black Lives Matter movement																			
Is specifically woke	**56**	62	59	53	55	58	57	56	62	52	53	66	58	53	68	52	54	57	58
Is not specifically woke, although it is something woke people might do	**28**	25	30	38	32	28	29	28	25	28	34	24	29	26	22	28	32	29	28
Is not woke at all	**8**	8	9	4	9	7	7	9	10	9	8	4	8	8	6	9	10	7	5
Don't know	**7**	4	2	4	4	7	7	7	4	10	5	6	5	12	4	11	3	7	8
Supporting racial equality																			
Is specifically woke	**39**	23	55	39	45	26	33	45	53	41	25	40	42	33	53	32	38	42	39
Is not specifically woke, although it is something woke people might do	**36**	43	31	42	35	44	41	32	33	35	45	31	36	36	28	36	43	33	43
Is not woke at all	**17**	29	13	14	16	23	19	15	9	14	26	22	17	18	16	20	16	17	11
Don't know	**7**	5	2	4	4	7	7	8	4	11	4	6	5	13	4	12	3	7	7
Supporting gender equality																			
Is specifically woke	**40**	31	49	42	45	32	34	47	48	41	28	49	42	36	46	36	36	45	44
Is not specifically woke, although it is something woke people might do	**38**	44	37	40	38	43	44	32	38	35	48	34	39	37	34	37	47	34	37
Is not woke at all	**15**	21	12	13	13	19	15	14	10	14	20	12	15	14	16	15	14	15	12
Don't know	**7**	3	2	4	4	6	7	8	5	11	4	4	4	13	4	12	3	6	7

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	%	%	%	%	%	%	%	%
The BBC								
Is woke	**34**	15	51	6	13	64	19	*8*
Is not specifically woke, although they personally/organisationally probably hold some woke views	**31**	44	21	40	47	15	38	*20*
Is not woke at all	**18**	27	13	17	24	8	24	*21*
Not sure whether they are woke or not	**17**	13	14	35	17	12	20	*42*
N/A - I don't know who this person is	**1**	0	0	2	0	1	0	*9*
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								
Is specifically woke	**60**	54	69	41	53	81	46	*30*
Is not specifically woke, although it is something woke people might do	**25**	32	19	34	32	12	36	*13*
Is not woke at all	**6**	9	6	4	8	3	8	*11*
Don't know	**8**	6	6	21	8	4	10	*46*
Supporting the Black Lives Matter movement								
Is specifically woke	**56**	66	52	54	69	58	47	*32*
Is not specifically woke, although it is something woke people might do	**28**	24	30	31	22	28	35	*18*
Is not woke at all	**8**	7	11	0	5	8	11	*0*
Don't know	**7**	3	7	15	3	6	8	*50*
Supporting racial equality								
Is specifically woke	**39**	67	23	46	73	17	39	*18*
Is not specifically woke, although it is something woke people might do	**36**	24	43	34	20	46	39	*31*
Is not woke at all	**17**	5	27	4	3	32	14	*0*
Don't know	**7**	3	7	16	4	5	8	*51*
Supporting gender equality								
Is specifically woke	**40**	59	28	47	68	25	37	*23*
Is not specifically woke, although it is something woke people might do	**38**	32	42	35	26	45	42	*26*
Is not woke at all	**15**	5	23	2	2	25	14	*0*
Don't know	**7**	3	7	16	4	5	7	*51*

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Being politically correct																			
Is specifically woke	**46**	62	36	48	44	55	50	42	40	40	54	60	47	44	40	49	46	44	54
Is not specifically woke, although it is something woke people might do	**34**	25	44	35	40	29	32	37	38	36	31	29	35	31	45	30	39	32	28
Is not woke at all	**10**	8	14	9	9	9	10	10	13	11	7	7	10	9	7	8	10	17	5
Don't know	**10**	5	7	8	7	7	9	11	10	13	8	4	7	15	9	13	5	8	13
Being left wing in general																			
Is specifically woke	**21**	27	17	19	16	27	21	21	21	17	21	32	17	28	20	24	19	21	19
Is not specifically woke, although it is something woke people might do	**50**	50	57	55	58	47	52	48	50	51	51	50	56	40	53	45	57	50	53
Is not woke at all	**13**	13	17	11	13	13	16	10	12	12	18	10	14	11	9	16	13	13	8
Don't know	**16**	10	9	15	12	14	11	20	18	20	11	8	13	21	19	16	11	16	20
Wanting to take stronger action against climate change																			
Is specifically woke	**36**	26	43	31	38	26	27	44	49	34	24	42	36	35	38	29	33	43	45
Is not specifically woke, although it is something woke people might do	**40**	47	40	48	40	47	44	36	33	39	48	40	43	34	42	42	46	34	31
Is not woke at all	**16**	21	13	16	16	19	21	12	13	16	22	13	16	17	13	18	17	16	16
Don't know	**8**	6	3	4	5	8	8	8	5	12	6	5	5	14	7	12	4	7	8
Opposing allowing people who hold unpopular, but not extremist, views from giving public lectures or appearing on TV																			
Is specifically woke	**41**	67	26	34	33	60	48	33	27	33	55	55	39	44	36	44	40	39	40
Is not specifically woke, although it is something woke people might do	**30**	16	44	42	36	21	29	31	35	33	25	25	33	24	34	28	33	34	17
Is not woke at all	**14**	8	20	11	20	8	11	18	15	16	12	11	15	13	16	12	17	14	15
Don't know	**15**	8	10	13	11	12	12	18	22	18	8	9	13	20	15	17	10	14	27
Supporting equality for gay and lesbian people																			
Is specifically woke	**43**	32	56	45	50	32	38	49	54	42	32	52	46	38	52	39	41	47	43
Is not specifically woke, although it is something woke people might do	**37**	49	29	40	34	46	43	30	33	34	45	35	37	36	27	37	45	35	35
Is not woke at all	**12**	14	12	10	12	14	12	12	8	11	19	8	12	12	14	11	10	12	14
Don't know	**8**	5	3	5	5	8	7	9	4	12	4	5	5	13	7	12	3	7	8

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YouGov - Defining 'Woke'

Sample Size: 1692 GB Adults
Fieldwork: 26th - 28th February 2021

		Consider self woke?			Woke… good thing or bad thing?			
	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	1692	197	382	108	181	252	229	25
Unweighted Sample	1692	196	392	96	181	257	220	26
	%	%	%	%	%	%	%	%
Being politically correct								
Is specifically woke	**46**	40	54	30	40	63	36	*19*
Is not specifically woke, although it is something woke people might do	**34**	36	29	49	41	24	41	*16*
Is not woke at all	**10**	16	9	3	10	7	14	*4*
Don't know	**10**	8	8	18	9	6	9	*61*
Being left wing in general								
Is specifically woke	**21**	19	24	14	20	30	12	*9*
Is not specifically woke, although it is something woke people might do	**50**	56	47	52	55	46	55	*20*
Is not woke at all	**13**	10	16	8	9	12	17	*14*
Don't know	**16**	14	13	27	15	11	16	*57*
Wanting to take stronger action against climate change								
Is specifically woke	**36**	58	24	35	62	21	32	*19*
Is not specifically woke, although it is something woke people might do	**40**	31	45	39	28	47	43	*27*
Is not woke at all	**16**	5	24	9	4	25	18	*3*
Don't know	**8**	5	7	17	7	6	7	*51*
Opposing allowing people who hold unpopular, but not extremist, views from giving public lectures or appearing on TV								
Is specifically woke	**41**	18	57	23	16	68	33	*17*
Is not specifically woke, although it is something woke people might do	**30**	45	21	33	41	15	39	*13*
Is not woke at all	**14**	21	11	13	22	9	15	*7*
Don't know	**15**	16	10	31	21	8	13	*63*
Supporting equality for gay and lesbian people								
Is specifically woke	**43**	66	31	46	69	28	43	*22*
Is not specifically woke, although it is something woke people might do	**37**	22	45	34	21	49	37	*25*
Is not woke at all	**12**	6	17	3	4	18	12	*0*
Don't know	**8**	5	7	17	6	4	8	*53*

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YouGov - Defining 'Woke'

Sample Size: 1692 GB Adults
Fieldwork: 26th - 28th February 2021

		Vote In 2019 GE			2016 EU Ref		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	1692	574	420	152	628	670	822	870	184	706	408	394	964	728	203	569	367	408	146
Unweighted Sample	1692	599	407	152	689	693	728	964	135	675	411	471	1005	687	152	597	384	409	150
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Supporting equality for transgender people																			
Is specifically woke	**52**	45	62	52	57	45	46	59	59	49	47	60	56	45	63	46	47	56	60
Is not specifically woke, although it is something woke people might do	**31**	40	27	37	29	39	39	24	29	30	38	28	31	32	23	32	41	30	25
Is not woke at all	**9**	10	9	6	8	9	8	9	8	9	10	5	8	10	8	10	9	7	5
Don't know	**8**	5	2	5	5	8	7	9	4	12	4	7	6	13	6	11	4	7	11
Having a negative view of the British Empire																			
Is specifically woke	**40**	61	29	34	34	55	43	37	24	33	51	63	38	43	40	39	41	39	43
Is not specifically woke, although it is something woke people might do	**37**	26	47	46	45	27	38	35	46	39	35	21	40	30	37	33	42	37	35
Is not woke at all	**11**	7	15	8	13	8	10	13	12	13	9	11	11	12	10	14	11	10	10
Don't know	**12**	5	9	12	9	10	9	16	18	16	5	5	10	15	14	14	7	13	11
Wanting to re-join the EU																			
Is specifically woke	**19**	27	14	12	13	28	18	21	18	16	19	33	16	25	19	17	20	21	23
Is not specifically woke, although it is something woke people might do	**43**	40	53	52	51	37	42	44	42	44	44	39	47	34	57	41	42	39	37
Is not woke at all	**23**	25	22	23	24	25	27	19	21	21	30	19	24	21	12	25	27	23	24
Don't know	**15**	9	10	13	11	10	13	16	19	19	8	9	12	19	12	17	10	16	17

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YouGov - Defining 'Woke'

Sample Size: 1692 GB Adults
Fieldwork: 26th - 28th February 2021

		Consider self woke?			Woke… good thing or bad thing?			
	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	1692	197	382	108	181	252	229	25
Unweighted Sample	1692	196	392	96	181	257	220	26
	%	%	%	%	%	%	%	%
Supporting equality for transgender people								
Is specifically woke	**52**	69	43	53	74	42	49	*27*
Is not specifically woke, although it is something woke people might do	**31**	20	38	29	17	40	34	*16*
Is not woke at all	**9**	5	13	0	4	13	9	*4*
Don't know	**8**	5	7	17	5	5	8	*53*
Having a negative view of the British Empire								
Is specifically woke	**40**	28	52	19	28	64	26	*16*
Is not specifically woke, although it is something woke people might do	**37**	46	29	45	42	24	47	*23*
Is not woke at all	**11**	15	11	8	15	6	15	*9*
Don't know	**12**	11	8	29	15	6	13	*52*
Wanting to re-join the EU								
Is specifically woke	**19**	17	22	15	18	28	11	*16*
Is not specifically woke, although it is something woke people might do	**43**	52	39	42	48	37	48	*20*
Is not woke at all	**23**	17	28	16	19	25	25	*7*
Don't know	**15**	14	11	27	15	9	16	*57*

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