

## YouGov - Gender terms

Sample Size: 1749 GB Adults  
Fieldwork: 20th - 21st May 2019

	Gender		Age					Social Grade		Region					
	Total	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1749</b>	847	902	319	276	334	280	541	997	752	210	584	378	427	150
<b>Unweighted Sample</b>	<b>1749</b>	759	990	290	273	322	275	589	1068	681	179	603	371	428	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**MEN** to refer to women as "girls"?

It is always acceptable	15	17	13	9	7	12	18	23	12	20	9	14	14	17	26
It is usually acceptable, with some exceptions	43	45	42	39	42	42	45	47	44	42	47	42	45	43	41
<b>TOTAL ACCEPTABLE</b>	<b>58</b>	<b>62</b>	<b>55</b>	<b>48</b>	<b>49</b>	<b>54</b>	<b>63</b>	<b>70</b>	<b>56</b>	<b>62</b>	<b>56</b>	<b>56</b>	<b>59</b>	<b>60</b>	<b>67</b>
It is usually unacceptable, with some exceptions	19	16	22	28	21	19	21	13	23	14	18	23	15	20	15
It is always unacceptable	8	4	11	8	7	9	8	8	8	8	12	8	6	8	4
<b>TOTAL UNACCEPTABLE</b>	<b>27</b>	<b>20</b>	<b>33</b>	<b>36</b>	<b>28</b>	<b>28</b>	<b>29</b>	<b>21</b>	<b>31</b>	<b>22</b>	<b>30</b>	<b>31</b>	<b>21</b>	<b>28</b>	<b>19</b>
Don't know	14	17	11	17	23	18	9	9	13	16	13	12	20	13	15

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to women as "girls"?

It is always acceptable	23	26	20	17	13	20	25	33	19	28	23	21	22	24	33
It is usually acceptable, with some exceptions	47	45	49	53	47	44	47	44	50	42	46	48	46	48	41
<b>TOTAL ACCEPTABLE</b>	<b>70</b>	<b>71</b>	<b>69</b>	<b>70</b>	<b>60</b>	<b>64</b>	<b>72</b>	<b>77</b>	<b>69</b>	<b>70</b>	<b>69</b>	<b>69</b>	<b>68</b>	<b>72</b>	<b>74</b>
It is usually unacceptable, with some exceptions	12	9	14	13	14	11	14	9	13	9	12	14	11	10	10
It is always unacceptable	4	2	7	3	4	6	6	4	4	5	5	5	4	5	1
<b>TOTAL UNACCEPTABLE</b>	<b>16</b>	<b>11</b>	<b>21</b>	<b>16</b>	<b>18</b>	<b>17</b>	<b>20</b>	<b>13</b>	<b>17</b>	<b>14</b>	<b>17</b>	<b>19</b>	<b>15</b>	<b>15</b>	<b>11</b>
Don't know	14	18	10	14	23	19	9	9	13	16	13	13	18	13	15

Do you think it is acceptable or unacceptable for  
**MEN** to refer to women as "ladies"?

It is always acceptable	49	49	49	34	42	48	55	59	43	58	46	48	48	53	48
It is usually acceptable, with some exceptions	34	33	35	43	35	34	33	29	40	27	36	36	32	32	36
<b>TOTAL ACCEPTABLE</b>	<b>83</b>	<b>82</b>	<b>84</b>	<b>77</b>	<b>77</b>	<b>82</b>	<b>88</b>	<b>88</b>	<b>83</b>	<b>85</b>	<b>82</b>	<b>84</b>	<b>80</b>	<b>85</b>	<b>84</b>
It is usually unacceptable, with some exceptions	7	6	8	7	7	8	8	5	8	4	10	7	6	6	4
It is always unacceptable	1	1	2	2	1	1	1	2	1	2	2	1	1	1	2
<b>TOTAL UNACCEPTABLE</b>	<b>8</b>	<b>7</b>	<b>10</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>9</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>6</b>
Don't know	9	11	7	13	15	10	4	5	8	9	6	8	13	7	10

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Fieldwork: 20th - 21st May 2019

	Age and Gender										
	Total	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
<b>Weighted Sample</b>	<b>1749</b>	148	128	184	140	246	170	148	150	139	295
<b>Unweighted Sample</b>	<b>1749</b>	98	109	155	135	262	192	164	167	140	327
	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**MEN** to refer to women as "girls"?

It is always acceptable	15	12	9	14	23	24	7	5	10	13	22
It is usually acceptable, with some exceptions	43	43	45	44	39	49	35	39	39	51	46
<b>TOTAL ACCEPTABLE</b>	<b>58</b>	<b>55</b>	<b>54</b>	<b>58</b>	<b>62</b>	<b>73</b>	<b>42</b>	<b>44</b>	<b>49</b>	<b>64</b>	<b>68</b>
It is usually unacceptable, with some exceptions	19	22	15	17	19	12	32	27	22	22	13
It is always unacceptable	8	3	2	6	6	4	12	10	14	9	11
<b>TOTAL UNACCEPTABLE</b>	<b>27</b>	<b>25</b>	<b>17</b>	<b>23</b>	<b>25</b>	<b>16</b>	<b>44</b>	<b>37</b>	<b>36</b>	<b>31</b>	<b>24</b>
Don't know	14	20	29	20	12	11	13	19	15	6	8

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to women as "girls"?

It is always acceptable	23	18	15	23	31	38	16	11	17	18	29
It is usually acceptable, with some exceptions	47	57	45	44	41	40	50	48	45	53	48
<b>TOTAL ACCEPTABLE</b>	<b>70</b>	<b>75</b>	<b>60</b>	<b>67</b>	<b>72</b>	<b>78</b>	<b>66</b>	<b>59</b>	<b>62</b>	<b>71</b>	<b>77</b>
It is usually unacceptable, with some exceptions	12	6	8	10	9	9	19	18	12	18	9
It is always unacceptable	4	0	2	3	5	1	5	5	10	7	6
<b>TOTAL UNACCEPTABLE</b>	<b>16</b>	<b>6</b>	<b>10</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>24</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>15</b>
Don't know	14	19	29	21	14	12	11	18	16	4	7

Do you think it is acceptable or unacceptable for  
**MEN** to refer to women as "ladies"?

It is always acceptable	49	33	47	48	51	59	35	38	47	58	59
It is usually acceptable, with some exceptions	34	40	30	33	37	30	46	40	35	30	29
<b>TOTAL ACCEPTABLE</b>	<b>83</b>	<b>73</b>	<b>77</b>	<b>81</b>	<b>88</b>	<b>89</b>	<b>81</b>	<b>78</b>	<b>82</b>	<b>88</b>	<b>88</b>
It is usually unacceptable, with some exceptions	7	5	5	8	7	4	9	8	8	8	6
It is always unacceptable	1	1	1	0	1	2	3	1	2	1	1
<b>TOTAL UNACCEPTABLE</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>8</b>	<b>6</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>7</b>
Don't know	9	20	17	11	4	5	7	13	8	3	4

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<b>Unweighted Sample</b>	<b>1749</b>	759	990	290	273	322	275	589	1068	681	179	603	371	428	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to women as "ladies"?

It is always acceptable	51	49	52	43	44	47	54	59	46	57	47	51	48	53	52
It is usually acceptable, with some exceptions	34	33	36	41	36	36	35	29	39	29	36	35	34	33	34
<b>TOTAL ACCEPTABLE</b>	<b>85</b>	<b>82</b>	<b>88</b>	<b>84</b>	<b>80</b>	<b>83</b>	<b>89</b>	<b>88</b>	<b>85</b>	<b>86</b>	<b>83</b>	<b>86</b>	<b>82</b>	<b>86</b>	<b>86</b>
It is usually unacceptable, with some exceptions	4	4	5	3	3	5	5	5	5	3	5	5	5	4	4
It is always unacceptable	1	1	1	0	0	1	0	1	1	1	2	1	0	1	2
<b>TOTAL UNACCEPTABLE</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>6</b>
Don't know	10	13	7	12	17	10	6	6	9	10	9	8	13	9	9

Do you think it is acceptable or unacceptable for  
**MEN** to refer to men as "boys"?

It is always acceptable	25	29	21	25	13	25	25	31	21	29	23	22	23	28	34
It is usually acceptable, with some exceptions	47	47	47	47	49	44	52	45	52	40	50	47	47	47	43
<b>TOTAL ACCEPTABLE</b>	<b>72</b>	<b>76</b>	<b>68</b>	<b>72</b>	<b>62</b>	<b>69</b>	<b>77</b>	<b>76</b>	<b>73</b>	<b>69</b>	<b>73</b>	<b>69</b>	<b>70</b>	<b>75</b>	<b>77</b>
It is usually unacceptable, with some exceptions	12	9	16	14	14	13	13	10	13	11	12	16	11	11	6
It is always unacceptable	5	4	6	1	6	7	4	6	3	7	8	5	4	5	3
<b>TOTAL UNACCEPTABLE</b>	<b>17</b>	<b>13</b>	<b>22</b>	<b>15</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>21</b>	<b>15</b>	<b>16</b>	<b>9</b>
Don't know	11	11	10	13	17	11	6	8	10	11	7	10	15	9	13

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to men as "boys"?

It is always acceptable	21	25	16	20	9	19	21	28	17	26	18	18	19	23	31
It is usually acceptable, with some exceptions	47	48	47	45	46	46	51	48	51	43	51	46	49	47	44
<b>TOTAL ACCEPTABLE</b>	<b>68</b>	<b>73</b>	<b>63</b>	<b>65</b>	<b>55</b>	<b>65</b>	<b>72</b>	<b>76</b>	<b>68</b>	<b>69</b>	<b>69</b>	<b>64</b>	<b>68</b>	<b>70</b>	<b>75</b>
It is usually unacceptable, with some exceptions	15	11	19	19	19	14	16	10	17	12	16	19	13	13	8
It is always unacceptable	6	4	8	3	7	8	6	7	5	7	8	7	4	6	3
<b>TOTAL UNACCEPTABLE</b>	<b>21</b>	<b>15</b>	<b>27</b>	<b>22</b>	<b>26</b>	<b>22</b>	<b>17</b>	<b>22</b>	<b>19</b>	<b>24</b>	<b>24</b>	<b>26</b>	<b>17</b>	<b>19</b>	<b>11</b>
Don't know	11	12	10	14	18	13	6	7	10	12	7	10	15	10	14

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	Age and Gender										
	Total	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
<b>Weighted Sample</b>	<b>1749</b>	148	128	184	140	246	170	148	150	139	295
<b>Unweighted Sample</b>	<b>1749</b>	98	109	155	135	262	192	164	167	140	327
	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to women as "ladies"?

It is always acceptable	<b>51</b>	40	44	48	50	57	47	44	46	57	60
It is usually acceptable, with some exceptions	<b>34</b>	41	30	33	36	29	42	41	40	34	28
<b>TOTAL ACCEPTABLE</b>	<b>85</b>	<b>81</b>	<b>74</b>	<b>81</b>	<b>86</b>	<b>86</b>	<b>89</b>	<b>85</b>	<b>86</b>	<b>91</b>	<b>88</b>
It is usually unacceptable, with some exceptions	<b>4</b>	1	4	6	5	4	4	2	5	5	6
It is always unacceptable	<b>1</b>	0	0	1	0	1	1	1	1	0	1
<b>TOTAL UNACCEPTABLE</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>5</b>	<b>7</b>
Don't know	<b>10</b>	19	22	12	9	8	7	12	8	3	5

Do you think it is acceptable or unacceptable for  
**MEN** to refer to men as "boys"?

It is always acceptable	<b>25</b>	34	17	26	33	34	17	10	23	17	28
It is usually acceptable, with some exceptions	<b>47</b>	46	50	45	46	47	49	49	42	57	44
<b>TOTAL ACCEPTABLE</b>	<b>72</b>	<b>80</b>	<b>67</b>	<b>71</b>	<b>79</b>	<b>81</b>	<b>66</b>	<b>59</b>	<b>65</b>	<b>74</b>	<b>72</b>
It is usually unacceptable, with some exceptions	<b>12</b>	6	10	13	10	7	21	17	13	17	13
It is always unacceptable	<b>5</b>	0	5	5	5	5	2	7	10	4	7
<b>TOTAL UNACCEPTABLE</b>	<b>17</b>	<b>6</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>12</b>	<b>23</b>	<b>24</b>	<b>23</b>	<b>21</b>	<b>20</b>
Don't know	<b>11</b>	15	18	11	6	7	11	17	12	6	8

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to men as "boys"?

It is always acceptable	<b>21</b>	24	12	23	29	33	16	8	14	14	23
It is usually acceptable, with some exceptions	<b>47</b>	49	53	44	47	48	42	40	48	55	48
<b>TOTAL ACCEPTABLE</b>	<b>68</b>	<b>73</b>	<b>65</b>	<b>67</b>	<b>76</b>	<b>81</b>	<b>58</b>	<b>48</b>	<b>62</b>	<b>69</b>	<b>71</b>
It is usually unacceptable, with some exceptions	<b>15</b>	10	11	14	12	8	26	27	15	20	12
It is always unacceptable	<b>6</b>	1	6	6	6	3	4	7	10	6	10
<b>TOTAL UNACCEPTABLE</b>	<b>21</b>	<b>11</b>	<b>17</b>	<b>20</b>	<b>18</b>	<b>11</b>	<b>30</b>	<b>34</b>	<b>25</b>	<b>26</b>	<b>22</b>
Don't know	<b>11</b>	15	19	13	7	7	13	18	13	4	7

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	Gender		Age					Social Grade		Region					
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<b>Weighted Sample</b>	<b>1749</b>	847	902	319	276	334	280	541	997	752	210	584	378	427	150
<b>Unweighted Sample</b>	<b>1749</b>	759	990	290	273	322	275	589	1068	681	179	603	371	428	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**MEN** to refer to men as "lads"?

It is always acceptable	32	36	29	28	21	35	34	38	28	38	29	29	31	38	39
It is usually acceptable, with some exceptions	48	45	50	52	51	45	51	44	53	41	51	49	50	45	41
<b>TOTAL ACCEPTABLE</b>	<b>80</b>	<b>81</b>	<b>79</b>	<b>80</b>	<b>72</b>	<b>80</b>	<b>85</b>	<b>82</b>	<b>81</b>	<b>79</b>	<b>80</b>	<b>78</b>	<b>81</b>	<b>83</b>	<b>80</b>
It is usually unacceptable, with some exceptions	8	6	9	5	11	6	7	9	9	7	9	10	4	7	6
It is always unacceptable	3	3	2	3	3	3	2	3	2	4	4	2	2	3	3
<b>TOTAL UNACCEPTABLE</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>14</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>6</b>	<b>10</b>	<b>9</b>
Don't know	9	10	9	12	15	11	6	6	9	11	6	9	13	7	11

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to men as "lads"?

It is always acceptable	28	31	25	24	17	30	30	32	24	33	26	23	27	33	33
It is usually acceptable, with some exceptions	48	46	50	49	50	48	49	46	52	42	49	50	46	47	45
<b>TOTAL ACCEPTABLE</b>	<b>76</b>	<b>77</b>	<b>75</b>	<b>73</b>	<b>67</b>	<b>78</b>	<b>79</b>	<b>78</b>	<b>76</b>	<b>75</b>	<b>75</b>	<b>73</b>	<b>73</b>	<b>80</b>	<b>78</b>
It is usually unacceptable, with some exceptions	10	8	12	9	13	8	12	11	11	10	11	13	8	10	4
It is always unacceptable	3	4	3	4	3	3	3	3	3	3	6	3	3	2	4
<b>TOTAL UNACCEPTABLE</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>11</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>17</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>8</b>
Don't know	11	11	11	14	17	12	7	8	11	12	8	11	16	8	14

Do you think it is acceptable or unacceptable for  
a **MAN** to use the term "guys" (for instance, "how  
are you guys?") when addressing the following  
groups of people:

A group of men

It is always acceptable	60	63	57	68	58	59	56	59	59	62	62	57	57	64	65
It is usually acceptable, with some exceptions	30	28	32	23	30	31	35	32	34	26	29	34	30	28	26
<b>TOTAL ACCEPTABLE</b>	<b>90</b>	<b>91</b>	<b>89</b>	<b>91</b>	<b>88</b>	<b>90</b>	<b>91</b>	<b>91</b>	<b>93</b>	<b>88</b>	<b>91</b>	<b>91</b>	<b>87</b>	<b>92</b>	<b>91</b>
It is usually unacceptable, with some exceptions	3	2	4	2	4	3	3	2	2	3	2	3	2	3	3
It is always unacceptable	2	2	2	0	1	2	3	3	2	2	4	2	1	3	1
<b>TOTAL UNACCEPTABLE</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>4</b>
Don't know	5	5	5	6	7	5	3	3	3	7	2	4	9	3	6

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	%	%	%	%	%	%	%	%	%	%	%

Do you think it is acceptable or unacceptable for  
**MEN** to refer to men as "lads"?

It is always acceptable	<b>32</b>	32	27	36	37	41	25	16	33	31	36
It is usually acceptable, with some exceptions	<b>48</b>	47	45	46	49	42	57	56	45	54	45
<b>TOTAL ACCEPTABLE</b>	<b>80</b>	<b>79</b>	<b>72</b>	<b>82</b>	<b>86</b>	<b>83</b>	<b>82</b>	<b>72</b>	<b>78</b>	<b>85</b>	<b>81</b>
It is usually unacceptable, with some exceptions	<b>8</b>	3	8	5	7	8	7	13	8	7	10
It is always unacceptable	<b>3</b>	3	4	3	1	3	3	2	2	2	3
<b>TOTAL UNACCEPTABLE</b>	<b>11</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>15</b>	<b>10</b>	<b>9</b>	<b>13</b>
Don't know	<b>9</b>	15	16	10	6	6	9	14	12	5	6

Do you think it is acceptable or unacceptable for  
**WOMEN** to refer to men as "lads"?

It is always acceptable	<b>28</b>	28	22	32	33	35	21	13	27	27	29
It is usually acceptable, with some exceptions	<b>48</b>	45	46	45	48	46	52	54	50	50	45
<b>TOTAL ACCEPTABLE</b>	<b>76</b>	<b>73</b>	<b>68</b>	<b>77</b>	<b>81</b>	<b>81</b>	<b>73</b>	<b>67</b>	<b>77</b>	<b>77</b>	<b>74</b>
It is usually unacceptable, with some exceptions	<b>10</b>	5	12	8	9	7	12	14	7	14	14
It is always unacceptable	<b>3</b>	7	4	4	3	3	2	3	3	3	3
<b>TOTAL UNACCEPTABLE</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>14</b>	<b>17</b>	<b>10</b>	<b>17</b>	<b>17</b>
Don't know	<b>11</b>	16	17	11	7	8	12	16	12	6	8

Do you think it is acceptable or unacceptable for  
a **MAN** to use the term "guys" (for instance, "how  
are you guys?") when addressing the following  
groups of people:

A group of men

It is always acceptable	<b>60</b>	73	63	64	59	59	64	53	52	53	60
It is usually acceptable, with some exceptions	<b>30</b>	19	25	27	33	34	27	34	37	37	30
<b>TOTAL ACCEPTABLE</b>	<b>90</b>	<b>92</b>	<b>88</b>	<b>91</b>	<b>92</b>	<b>93</b>	<b>91</b>	<b>87</b>	<b>89</b>	<b>90</b>	<b>90</b>
It is usually unacceptable, with some exceptions	<b>3</b>	0	5	2	1	2	3	4	4	4	3
It is always unacceptable	<b>2</b>	0	0	2	3	3	1	2	2	3	3
<b>TOTAL UNACCEPTABLE</b>	<b>5</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>6</b>
Don't know	<b>5</b>	7	7	4	3	2	6	7	5	3	4

## YouGov - Gender terms

Sample Size: 1749 GB Adults  
Fieldwork: 20th - 21st May 2019

	Gender		Age					Social Grade		Region					
	Total	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1749</b>	847	902	319	276	334	280	541	997	752	210	584	378	427	150
<b>Unweighted Sample</b>	<b>1749</b>	759	990	290	273	322	275	589	1068	681	179	603	371	428	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### A mixed group of men and women

It is always acceptable	37	34	40	52	39	35	35	31	35	41	34	35	38	40	43
It is usually acceptable, with some exceptions	41	42	40	34	43	46	43	41	44	37	42	44	40	39	35
<b>TOTAL ACCEPTABLE</b>	<b>78</b>	<b>76</b>	<b>80</b>	<b>86</b>	<b>82</b>	<b>81</b>	<b>78</b>	<b>72</b>	<b>79</b>	<b>78</b>	<b>76</b>	<b>79</b>	<b>78</b>	<b>79</b>	<b>78</b>
It is usually unacceptable, with some exceptions	9	10	8	6	6	8	10	12	11	7	9	9	8	9	12
It is always unacceptable	7	8	5	1	3	5	8	11	6	8	9	7	5	7	5
<b>TOTAL UNACCEPTABLE</b>	<b>16</b>	<b>18</b>	<b>13</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>18</b>	<b>23</b>	<b>17</b>	<b>15</b>	<b>18</b>	<b>16</b>	<b>13</b>	<b>16</b>	<b>17</b>
Don't know	6	6	6	7	9	7	4	5	5	8	5	5	9	5	6

### A group of women

It is always acceptable	28	24	31	41	30	26	26	20	27	29	32	25	27	30	28
It is usually acceptable, with some exceptions	31	27	35	31	35	34	32	26	32	29	29	34	27	30	33
<b>TOTAL ACCEPTABLE</b>	<b>59</b>	<b>51</b>	<b>66</b>	<b>72</b>	<b>65</b>	<b>60</b>	<b>58</b>	<b>46</b>	<b>59</b>	<b>58</b>	<b>61</b>	<b>59</b>	<b>54</b>	<b>60</b>	<b>61</b>
It is usually unacceptable, with some exceptions	16	18	13	10	18	16	14	19	18	13	12	17	17	14	20
It is always unacceptable	18	21	15	5	6	16	21	30	17	18	20	18	17	19	10
<b>TOTAL UNACCEPTABLE</b>	<b>34</b>	<b>39</b>	<b>28</b>	<b>15</b>	<b>24</b>	<b>32</b>	<b>35</b>	<b>49</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>35</b>	<b>34</b>	<b>33</b>	<b>30</b>
Don't know	8	10	7	12	12	8	6	5	6	11	8	6	13	7	8

Do you think it is acceptable or unacceptable for a WOMAN to use the term "guys" (for instance, "how are you guys?") when addressing the following groups of people:

### A group of men

It is always acceptable	55	59	52	64	53	55	55	51	54	57	53	54	53	59	61
It is usually acceptable, with some exceptions	33	30	35	26	32	34	35	35	36	28	34	34	33	32	26
<b>TOTAL ACCEPTABLE</b>	<b>88</b>	<b>89</b>	<b>87</b>	<b>90</b>	<b>85</b>	<b>89</b>	<b>90</b>	<b>86</b>	<b>90</b>	<b>85</b>	<b>87</b>	<b>88</b>	<b>86</b>	<b>91</b>	<b>87</b>
It is usually unacceptable, with some exceptions	4	4	4	3	5	4	3	6	4	4	3	6	4	3	5
It is always unacceptable	2	2	2	0	2	2	3	4	2	3	6	2	1	2	3
<b>TOTAL UNACCEPTABLE</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>10</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>5</b>	<b>8</b>
Don't know	6	6	6	7	9	5	3	4	4	8	4	5	9	4	6

## YouGov - Gender terms

Sample Size: 1749 GB Adults  
Fieldwork: 20th - 21st May 2019

	Age and Gender										
	Total	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
<b>Weighted Sample</b>	<b>1749</b>	148	128	184	140	246	170	148	150	139	295
<b>Unweighted Sample</b>	<b>1749</b>	98	109	155	135	262	192	164	167	140	327
	%	%	%	%	%	%	%	%	%	%	%

### A mixed group of men and women

It is always acceptable	37	54	36	31	31	26	51	41	39	39	35
It is usually acceptable, with some exceptions	41	32	42	46	44	42	34	44	45	41	39
<b>TOTAL ACCEPTABLE</b>	<b>78</b>	<b>86</b>	<b>78</b>	<b>77</b>	<b>75</b>	<b>68</b>	<b>85</b>	<b>85</b>	<b>84</b>	<b>80</b>	<b>74</b>
It is usually unacceptable, with some exceptions	9	5	8	10	11	14	6	4	6	8	12
It is always unacceptable	7	1	4	8	9	14	1	3	2	8	9
<b>TOTAL UNACCEPTABLE</b>	<b>16</b>	<b>6</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>28</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>16</b>	<b>21</b>
Don't know	6	7	10	6	5	4	7	8	7	4	5

### A group of women

It is always acceptable	28	38	30	24	21	15	43	30	29	31	24
It is usually acceptable, with some exceptions	31	30	28	26	30	23	32	41	44	35	28
<b>TOTAL ACCEPTABLE</b>	<b>59</b>	<b>68</b>	<b>58</b>	<b>50</b>	<b>51</b>	<b>38</b>	<b>75</b>	<b>71</b>	<b>73</b>	<b>66</b>	<b>52</b>
It is usually unacceptable, with some exceptions	16	10	23	17	16	23	11	13	14	13	16
It is always unacceptable	18	5	6	23	24	33	5	6	8	18	27
<b>TOTAL UNACCEPTABLE</b>	<b>34</b>	<b>15</b>	<b>29</b>	<b>40</b>	<b>40</b>	<b>56</b>	<b>16</b>	<b>19</b>	<b>22</b>	<b>31</b>	<b>43</b>
Don't know	8	17	13	10	9	5	9	10	6	3	5

Do you think it is acceptable or unacceptable for a WOMAN to use the term "guys" (for instance, "how are you guys?") when addressing the following groups of people:

### A group of men

It is always acceptable	55	69	59	61	57	51	60	47	48	53	52
It is usually acceptable, with some exceptions	33	19	24	29	33	38	31	39	40	37	33
<b>TOTAL ACCEPTABLE</b>	<b>88</b>	<b>88</b>	<b>83</b>	<b>90</b>	<b>90</b>	<b>89</b>	<b>91</b>	<b>86</b>	<b>88</b>	<b>90</b>	<b>85</b>
It is usually unacceptable, with some exceptions	4	4	5	4	1	5	2	5	4	4	6
It is always unacceptable	2	0	4	1	4	3	0	0	2	3	4
<b>TOTAL UNACCEPTABLE</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>10</b>
Don't know	6	8	8	5	5	4	7	9	6	2	5



## YouGov - Gender terms

Sample Size: 1749 GB Adults  
Fieldwork: 20th - 21st May 2019

	Gender		Age					Social Grade		Region					
	Total	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1749</b>	847	902	319	276	334	280	541	997	752	210	584	378	427	150
<b>Unweighted Sample</b>	<b>1749</b>	759	990	290	273	322	275	589	1068	681	179	603	371	428	168
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### A mixed group of men and women

It is always acceptable	<b>40</b>	39	40	54	42	37	37	33	38	43	39	39	38	41	45
It is usually acceptable, with some exceptions	<b>38</b>	37	39	30	37	44	45	36	41	34	37	40	37	37	35
<b>TOTAL ACCEPTABLE</b>	<b>78</b>	<b>76</b>	<b>79</b>	<b>84</b>	<b>79</b>	<b>81</b>	<b>82</b>	<b>69</b>	<b>79</b>	<b>77</b>	<b>76</b>	<b>79</b>	<b>75</b>	<b>78</b>	<b>80</b>
It is usually unacceptable, with some exceptions	<b>9</b>	10	8	6	6	7	7	14	11	7	9	10	8	8	9
It is always unacceptable	<b>6</b>	7	6	1	4	5	6	11	5	8	8	5	6	8	5
<b>TOTAL UNACCEPTABLE</b>	<b>15</b>	<b>17</b>	<b>14</b>	<b>7</b>	<b>10</b>	<b>12</b>	<b>13</b>	<b>25</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>15</b>	<b>14</b>	<b>16</b>	<b>14</b>
Don't know	<b>7</b>	7	7	8	11	7	5	6	5	9	7	6	10	6	6

### A group of women

It is always acceptable	<b>33</b>	32	34	48	35	32	31	25	32	33	36	31	31	34	36
It is usually acceptable, with some exceptions	<b>30</b>	27	33	29	33	33	35	25	32	28	26	35	28	28	30
<b>TOTAL ACCEPTABLE</b>	<b>63</b>	<b>59</b>	<b>67</b>	<b>77</b>	<b>68</b>	<b>65</b>	<b>66</b>	<b>50</b>	<b>64</b>	<b>61</b>	<b>62</b>	<b>66</b>	<b>59</b>	<b>62</b>	<b>66</b>
It is usually unacceptable, with some exceptions	<b>13</b>	15	12	8	11	16	12	17	15	11	11	14	12	13	17
It is always unacceptable	<b>15</b>	15	14	4	8	10	16	26	14	15	18	13	15	18	8
<b>TOTAL UNACCEPTABLE</b>	<b>28</b>	<b>30</b>	<b>26</b>	<b>12</b>	<b>19</b>	<b>26</b>	<b>28</b>	<b>43</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>31</b>	<b>25</b>
Don't know	<b>9</b>	11	7	11	13	9	6	7	7	11	9	7	14	7	8

## YouGov - Gender terms

Sample Size: 1749 GB Adults  
Fieldwork: 20th - 21st May 2019

	Age and Gender										
	Total	Male 18-29	Male 30-39	Male 40-49	Male 50-59	Male 60+	Female 18-29	Female 30-39	Female 40-49	Female 50-59	Female 60+
<b>Weighted Sample</b>	<b>1749</b>	148	128	184	140	246	170	148	150	139	295
<b>Unweighted Sample</b>	<b>1749</b>	98	109	155	135	262	192	164	167	140	327
	%	%	%	%	%	%	%	%	%	%	%

### A mixed group of men and women

It is always acceptable	<b>40</b>	57	44	35	35	32	52	40	40	39	34
It is usually acceptable, with some exceptions	<b>38</b>	28	34	42	44	36	32	40	45	45	35
<b>TOTAL ACCEPTABLE</b>	<b>78</b>	<b>85</b>	<b>78</b>	<b>77</b>	<b>79</b>	<b>68</b>	<b>84</b>	<b>80</b>	<b>85</b>	<b>84</b>	<b>69</b>
It is usually unacceptable, with some exceptions	<b>9</b>	7	5	8	8	15	4	6	6	7	14
It is always unacceptable	<b>6</b>	0	5	9	6	12	2	4	1	6	11
<b>TOTAL UNACCEPTABLE</b>	<b>15</b>	<b>7</b>	<b>10</b>	<b>17</b>	<b>14</b>	<b>27</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>13</b>	<b>25</b>
Don't know	<b>7</b>	8	12	6	6	6	8	9	7	3	5

### A group of women

It is always acceptable	<b>33</b>	50	35	32	28	22	46	35	33	33	27
It is usually acceptable, with some exceptions	<b>30</b>	26	29	26	32	24	31	35	43	39	27
<b>TOTAL ACCEPTABLE</b>	<b>63</b>	<b>76</b>	<b>64</b>	<b>58</b>	<b>60</b>	<b>46</b>	<b>77</b>	<b>70</b>	<b>76</b>	<b>72</b>	<b>54</b>
It is usually unacceptable, with some exceptions	<b>13</b>	4	12	19	15	20	12	10	12	9	13
It is always unacceptable	<b>15</b>	5	8	13	17	26	3	9	7	15	27
<b>TOTAL UNACCEPTABLE</b>	<b>28</b>	<b>9</b>	<b>20</b>	<b>32</b>	<b>32</b>	<b>46</b>	<b>15</b>	<b>19</b>	<b>19</b>	<b>24</b>	<b>40</b>
Don't know	<b>9</b>	16	15	11	7	8	8	11	6	4	6