

YouGov Survey Results

Sample Size: 1640 GB Adults
Fieldwork: 14th - 15th August 2018

| | Vote 2017 | | | EU Ref 2016 | | Gender | | Age | | | | | Age and Gender | | | | | | | | | | | |
|--------------------------|-------------|-----|-----|-------------|--------|--------|------|--------|-------|-------|-------|-------|----------------|------------|------------|------------|------------|----------|--------------|--------------|--------------|--------------|------------|---|
| | Total | Con | Lab | Lib Dem | Remain | Leave | Male | Female | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | 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+ | |
| Weighted Sample | 1640 | 563 | 538 | 100 | 645 | 700 | 794 | 846 | 268 | 286 | 322 | 237 | 527 | 121 | 130 | 182 | 122 | 239 | 147 | 157 | 140 | 115 | 288 | |
| Unweighted Sample | 1640 | 572 | 518 | 101 | 714 | 683 | 726 | 914 | 235 | 283 | 304 | 251 | 567 | 72 | 114 | 151 | 127 | 262 | 163 | 169 | 153 | 124 | 305 | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Have you ever heard of the "gender pay gap"?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes I have | 90 | 94 | 94 | 97 | 95 | 92 | 90 | 90 | 83 | 85 | 90 | 94 | 94 | 77 | 89 | 90 | 92 | 95 | 88 | 82 | 89 | 96 | 94 |
| No I have not | 7 | 5 | 5 | 3 | 3 | 8 | 6 | 8 | 6 | 9 | 9 | 6 | 6 | 6 | 6 | 9 | 7 | 5 | 6 | 12 | 9 | 4 | 6 |
| Don't know | 3 | 1 | 2 | 0 | 2 | 1 | 4 | 2 | 11 | 6 | 1 | 0 | 0 | 17 | 6 | 1 | 1 | 0 | 6 | 6 | 2 | 0 | 0 |

How well do you think you understand what the "gender pay gap" is?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very well | 29 | 30 | 30 | 29 | 32 | 30 | 33 | 25 | 27 | 24 | 28 | 30 | 32 | 32 | 29 | 29 | 35 | 38 | 23 | 20 | 26 | 25 | 27 |
| Quite well | 54 | 58 | 56 | 59 | 56 | 56 | 50 | 57 | 50 | 52 | 53 | 58 | 55 | 41 | 51 | 52 | 53 | 52 | 57 | 54 | 56 | 64 | 57 |
| Not very well | 9 | 8 | 8 | 6 | 8 | 8 | 8 | 10 | 10 | 10 | 9 | 6 | 9 | 11 | 9 | 10 | 6 | 7 | 9 | 11 | 9 | 7 | 11 |
| Not at all | 4 | 2 | 3 | 0 | 1 | 3 | 3 | 4 | 2 | 6 | 5 | 4 | 2 | 1 | 6 | 3 | 4 | 2 | 4 | 5 | 7 | 3 | 2 |
| Don't know | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 11 | 8 | 4 | 2 | 2 | 15 | 4 | 6 | 2 | 0 | 8 | 11 | 2 | 2 | 3 |

When you hear the term "gender pay gap", which of the following do you think that is referring to?

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Women being paid less than men for doing the same job | 64 | 68 | 64 | 66 | 62 | 66 | 58 | 70 | 54 | 63 | 65 | 65 | 68 | 46 | 52 | 61 | 64 | 61 | 61 | 73 | 70 | 66 | 75 |
| Women as a whole being paid less on average than men as a whole | 30 | 29 | 32 | 33 | 33 | 30 | 35 | 24 | 33 | 25 | 28 | 32 | 30 | 39 | 36 | 31 | 33 | 37 | 28 | 16 | 24 | 31 | 25 |
| Something else | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 0 | 3 | 4 | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 0 |
| Don't know | 5 | 3 | 3 | 1 | 4 | 3 | 5 | 5 | 12 | 9 | 5 | 1 | 1 | 13 | 9 | 4 | 2 | 1 | 11 | 10 | 5 | 1 | 1 |

YouGov Survey Results

Sample Size: 1640 GB Adults
Fieldwork: 14th - 15th August 2018

| | Social Grade | | Region | | | | | Have you ever heard of the term, "gender pay gap"? | | | How well do you think you understand what the "gender pay gap" is? | | | | | |
|--------------------------|--------------|------------|------------|------------|---------------|------------------|------------|--|-------------|----------------|--|------------|------------|---------------|------------|------------|
| | Total | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Yes I have | No, I have not | Don't know | Very well | Quite well | Not very well | Not at all | Don't know |
| Weighted Sample | 1640 | 935 | 705 | 220 | 531 | 351 | 395 | 143 | 1475 | 115 | 51 | 470 | 884 | 149 | 58 | 79 |
| Unweighted Sample | 1640 | 962 | 678 | 181 | 553 | 362 | 401 | 143 | 1508 | 94 | 38 | 494 | 899 | 141 | 44 | 62 |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Have you ever heard of the "gender pay gap"?

| | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|-----|-----|-----|-----|----|----|----|----|
| Yes I have | 90 | 93 | 86 | 89 | 91 | 88 | 90 | 92 | 100 | 0 | 0 | 100 | 99 | 78 | 12 | 12 |
| No I have not | 7 | 4 | 10 | 8 | 6 | 9 | 7 | 5 | 0 | 100 | 0 | 0 | 1 | 16 | 85 | 37 |
| Don't know | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 0 | 0 | 100 | 0 | 0 | 5 | 3 | 51 |

How well do you think you understand what the "gender pay gap" is?

| | | | | | | | | | | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|
| Very well | 29 | 34 | 22 | 28 | 29 | 28 | 28 | 30 | 32 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Quite well | 54 | 53 | 55 | 58 | 54 | 51 | 55 | 52 | 59 | 11 | 1 | 0 | 100 | 0 | 0 | 0 |
| Not very well | 9 | 8 | 11 | 8 | 9 | 11 | 8 | 10 | 8 | 21 | 16 | 0 | 0 | 100 | 0 | 0 |
| Not at all | 4 | 2 | 5 | 2 | 3 | 5 | 4 | 4 | 0 | 43 | 4 | 0 | 0 | 0 | 100 | 0 |
| Don't know | 5 | 4 | 6 | 5 | 6 | 5 | 4 | 4 | 1 | 25 | 79 | 0 | 0 | 0 | 0 | 100 |

When you hear the term "gender pay gap", which of the following do you think that is referring to?

| | | | | | | | | | | | | | | | | |
|---|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Women being paid less than men for doing the same job | 64 | 64 | 64 | 64 | 63 | 63 | 68 | 59 | 67 | 51 | 11 | 66 | 67 | 74 | 41 | 16 |
| Women as a whole being paid less on average than men as a whole | 30 | 30 | 29 | 30 | 31 | 30 | 26 | 34 | 31 | 16 | 10 | 33 | 31 | 20 | 24 | 12 |
| Something else | 1 | 2 | 0 | 4 | 1 | 1 | 1 | 3 | 1 | 3 | 7 | 1 | 1 | 1 | 6 | 4 |
| Don't know | 5 | 4 | 7 | 3 | 5 | 6 | 5 | 5 | 1 | 30 | 73 | 0 | 0 | 5 | 30 | 68 |