

# YouGov Survey Results

Sample Size: 1633 GB Adults  
Fieldwork: 28th - 29th June 2015

	Vote in 2015					Gender		Age				Social Grade		Region					England / Wales	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	England / Wales	
<b>Weighted Sample</b>	<b>1633</b>	555	457	114	196	792	841	194	413	558	467	931	702	209	531	349	402	142	1491	
Unweighted Sample	1633	514	483	138	167	761	872	149	292	674	518	1078	555	213	528	340	397	155	1478	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think that men tend to say 'sorry' or otherwise apologize in everyday conversation too much or too little?**

Too much	11	10	11	10	16	18	5	23	11	10	7	11	12	11	11	12	12	6	12
About right	31	33	32	34	31	40	22	27	32	29	33	33	28	29	29	33	31	35	31
Too little	34	35	35	32	33	17	49	22	27	36	42	33	35	38	36	28	35	30	34
Not sure	24	21	23	25	20	24	24	28	30	24	17	23	26	22	24	27	22	29	24

**Do you think that women tend to say 'sorry' or otherwise apologize in everyday conversation too much or too little?**

Too much	29	27	33	36	24	13	44	37	34	27	25	31	28	33	31	28	29	25	30
About right	34	37	37	35	32	40	29	26	30	36	40	34	34	36	34	32	33	42	33
Too little	16	18	13	12	24	21	11	11	12	17	20	16	16	14	15	17	19	9	16
Not sure	21	19	17	17	20	25	16	26	24	21	16	19	22	17	21	23	19	24	20

**Do you personally say 'sorry' or otherwise apologize in everyday conversation too much or too little?**

Too much	31	29	34	38	26	26	37	47	41	26	22	33	29	35	33	30	31	27	32
About right	51	55	51	46	54	57	46	32	41	56	62	52	50	51	50	49	52	56	51
Too little	5	5	4	7	7	4	6	5	4	4	6	4	7	5	5	5	4	6	5
Not sure	12	10	12	10	14	14	11	16	13	13	9	11	14	9	12	16	13	10	13

**Do you feel that you are too assertive or not assertive enough when it comes to dealing with issues in everyday life?**

Too assertive	6	6	7	10	7	6	6	8	6	6	6	6	6	7	5	8	6	6	6
About right	45	48	44	47	48	48	42	36	39	46	53	49	40	48	48	38	44	51	44
Not assertive enough	41	43	41	37	36	37	45	43	45	41	37	40	42	36	42	44	43	34	42
Not sure	8	4	8	7	9	8	7	13	10	8	4	5	11	9	6	10	8	9	8

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

**Would you say 'sorry' or otherwise apologize to someone in the following circumstances?**

I bump into someone else	<b>89</b>	90	89	96	83	86	92	80	87	90	93	90	86	84	90	87	92	86	89
If I am 5 minutes late to a meeting or gathering	<b>84</b>	86	83	93	79	81	88	74	83	86	88	87	81	80	87	84	85	80	85
You are in someone's way in a doorway	<b>80</b>	82	79	86	76	76	85	78	80	79	83	83	77	74	84	78	80	83	80
I accidentally cut in line in front of someone else	<b>75</b>	77	74	78	67	71	79	69	76	76	77	79	70	69	78	75	75	76	75
I interrupt someone	<b>73</b>	74	75	77	67	67	79	72	75	73	72	75	71	66	73	77	74	70	73
Doing a favor for someone but getting it wrong	<b>60</b>	57	62	65	60	54	66	67	61	59	59	62	59	56	61	61	62	59	60
If I make a joke that upsets someone	<b>58</b>	58	56	60	49	49	65	62	66	57	50	61	53	56	59	59	57	53	58
Someone else bumps into me	<b>36</b>	35	40	37	29	31	41	47	46	32	29	37	36	37	39	35	34	37	36
You sneeze	<b>32</b>	37	30	36	29	30	34	19	28	31	43	33	32	38	35	31	27	30	32
Correcting someone who is wrong	<b>27</b>	25	32	31	23	26	29	33	34	26	20	30	24	28	28	29	26	26	27
Someone interrupts me	<b>10</b>	8	11	10	9	8	11	12	11	9	8	9	10	9	9	9	11	9	10
Someone accidentally cuts in line in front of me	<b>8</b>	8	8	8	7	8	7	8	8	7	7	7	9	11	8	6	8	5	8
Someone else drops something	<b>5</b>	4	7	6	5	5	6	8	7	5	3	5	6	8	6	4	5	6	5
None of these	<b>3</b>	2	2	0	5	4	2	9	3	2	1	2	4	3	1	4	3	5	3