

YouGov Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 5th - 6th February 2019

	Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region					Campaigns
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	NET AWARE	
Weighted Sample	1799	594	556	101	693	741	871	928	198	757	428	416	1025	774	216	601	389	439	155	1086
Unweighted Sample	1799	628	569	114	839	684	793	1006	173	731	441	454	1087	712	148	637	399	453	162	1147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	1-2 Mar 2018	5-6 Feb 2019																			
Before taking this survey, which, if any, of the following campaigns or movements around womens issues and rights were you aware of? (Please tick all that apply)																					
Me Too	45	55	53	66	68	69	48	54	56	62	57	56	47	63	45	64	57	53	51	52	91
This Girl Can	27	21	14	30	29	31	13	15	28	44	26	18	6	27	13	26	22	21	22	11	35
Time's Up	21	17	13	22	23	25	11	15	19	30	24	11	5	21	12	26	18	17	14	14	28
Like a Girl	7	6	3	10	3	9	3	3	9	16	7	4	2	7	4	8	5	3	8	8	10
He For She	6	5	3	8	6	9	2	4	7	20	7	1	1	7	4	13	5	3	4	4	9
I Weigh	1	2	0	4	2	3	1	1	3	5	3	0	0	3	1	5	2	2	2	1	3
The Autocomplete Truth	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	1	0	1	0	1	1
Other [See Tab 1]	1	0	0	1	0	0	1	0	0	1	0	0	1	0	0	0	0	0	1	0	0
NET AWARE	56	60	57	69	73	75	51	57	64	74	64	59	48	69	49	67	62	60	56	56	100
Don't know	4	3	2	1	1	1	2	3	2	4	2	2	3	2	4	4	2	3	3	2	0
I am not aware of any campaigns or movements	40	37	41	29	26	24	46	40	34	22	33	39	48	29	47	28	36	38	40	42	0
Thinking about campaigns or movements around womens issues and rights, which of the following have you done, if any, to become involved with this as an issue?																					
Read, watched or listened to a news article about it, including offline and online																					
Have done in the last year	47	42	36	52	57	54	35	36	48	51	45	40	36	50	32	46	45	40	40	40	60
Have done, but not in the last year	7	8	8	7	10	7	8	8	8	12	9	7	6	8	9	8	8	9	10	6	8
Have never done	39	44	52	38	27	35	52	49	38	28	40	49	53	38	51	36	43	44	45	50	29
Don't know	7	6	4	3	6	3	5	6	5	9	6	4	4	4	8	11	4	7	5	4	3
Discussed it with friends, family, or others in your community																					
Have done in the last year	37	35	28	43	56	46	27	29	41	56	38	30	27	42	27	45	39	31	32	32	50
Have done, but not in the last year	7	7	8	8	5	8	8	6	9	7	8	7	7	7	8	3	7	9	9	8	7
Have never done	49	52	61	46	36	44	62	59	45	26	48	60	63	47	58	45	51	54	54	56	40
Don't know	6	5	3	3	2	3	3	6	5	11	6	3	3	4	7	7	4	6	5	5	3
Shared/forwarded an article or information about it including offline and online																					
Have done in the last year	14	12	5	19	17	17	7	10	15	24	15	8	6	15	9	17	12	8	12	17	17
Have done, but not in the last year	6	6	3	7	7	7	3	4	7	8	8	3	3	6	5	5	7	4	6	3	7
Have never done	74	76	89	69	70	71	86	80	72	54	70	84	88	74	78	66	77	79	76	75	72
Don't know	7	6	3	5	5	4	4	6	7	13	7	4	4	5	8	12	4	8	6	5	4

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		1799	594	556	101	693	741	871	928	198	757	428	416	1025	774	216	601	389	439	155	1086
Weighted Sample	Unweighted Sample	1799	628	569	114	839	684	793	1006	173	731	441	454	1087	712	148	637	399	453	162	1147
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1-2 Mar 2018	5-6 Feb 2019																			
on the																					
g online and																					
n the last year	8	7	2	10	9	9	3	4	9	21	8	2	2	8	6	8	9	4	8	5	9
n the last year	5	4	1	6	7	5	2	3	5	5	6	4	1	5	3	6	3	5	5	4	5
re never done	80	83	94	80	80	82	91	87	80	63	78	91	94	82	84	78	85	84	83	83	82
Don't know	7	6	3	3	4	4	3	5	6	11	7	4	3	5	7	9	4	8	5	8	3
nted on an																					
n the last year	5	4	2	5	4	4	2	3	5	4	5	2	2	4	3	3	5	4	2	3	5
n the last year	3	3	2	3	4	3	2	2	4	3	4	2	1	3	3	3	2	3	3	3	4
re never done	86	89	94	89	87	89	93	90	87	77	86	93	93	90	87	87	88	87	91	90	88
Don't know	6	5	3	2	5	3	3	5	5	16	5	2	3	3	7	7	4	6	4	3	3
(e.g. via																					
n the last year	15	14	5	22	21	20	8	9	18	27	15	11	10	16	11	17	14	13	13	17	20
n the last year	6	6	3	7	9	7	4	5	6	8	7	4	3	6	5	5	5	3	8	7	6
re never done	73	75	89	67	67	69	85	81	70	52	72	81	85	73	77	71	77	77	74	72	70
Don't know	6	5	3	3	3	4	3	5	5	13	6	3	2	4	7	8	3	7	5	5	4
r Facebook)																					
n the last year	12	12	4	18	13	15	7	10	14	24	14	9	6	13	11	13	12	10	14	15	16
n the last year	5	5	3	6	3	6	4	3	6	11	6	2	2	5	5	5	4	5	5	4	6
re never done	76	78	91	72	79	75	86	82	75	57	74	87	88	78	78	73	80	80	78	79	76
Don't know	6	5	3	4	4	4	3	5	5	8	6	3	3	4	6	9	4	6	3	2	3
ments around																					
have a																					
of the																					
rence?																					
Very positive	7	6	1	11	6	9	3	5	7	13	7	4	3	8	4	6	7	5	6	8	9
Fairly positive	20	19	12	26	32	27	12	17	21	31	23	14	13	22	16	28	17	19	21	11	25
TOTAL POSITIVE	27	25	13	37	38	36	15	22	28	44	30	18	16	30	20	34	24	24	27	19	34
Fairly negative	5	4	5	2	4	2	5	5	3	8	2	5	5	4	5	3	5	5	3	3	4
Very negative	3	2	4	0	0	1	3	3	1	1	2	0	3	2	2	1	3	2	1	0	2
TOTAL NEGATIVE	8	6	9	2	4	3	8	8	4	9	4	5	8	6	7	4	8	7	4	3	6
No difference	53	55	68	50	52	52	66	56	54	24	50	67	68	55	56	43	57	57	55	62	53
Don't know	12	13	10	10	5	9	11	14	13	23	16	10	9	10	17	20	12	11	13	16	7

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		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	NET AWARE	
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	1-2 Mar 2018																					
My immediate family's behaviours and opinions																						
	Very positive	4	3	1	4	5	4	1	2	4	7	3	3	2	4	2	2	3	2	4	3	4
	Fairly positive	15	15	7	22	17	21	9	14	16	22	18	12	9	17	13	23	13	15	16	8	19
	TOTAL POSITIVE	19	18	8	26	22	25	10	16	20	29	21	15	11	21	15	25	16	17	20	11	23
	Fairly negative	4	4	5	3	5	2	5	4	4	9	3	3	5	4	4	2	5	5	3	6	5
	Very negative	2	2	3	1	0	1	2	2	1	1	2	1	2	1	2	2	1	2	1	2	2
	TOTAL NEGATIVE	6	6	8	4	5	3	7	6	5	10	5	4	7	5	6	4	7	6	5	7	7
	No difference	55	57	70	54	58	56	67	57	57	30	53	65	69	58	56	47	59	57	59	60	58
	Don't know	20	19	13	17	15	15	15	20	18	31	21	17	13	16	23	24	18	19	17	23	13
My close friends' behaviours and opinions																						
	Very positive	4	4	1	6	4	6	1	3	5	12	5	1	2	5	3	5	4	3	5	3	6
	Fairly positive	17	17	10	24	25	25	11	16	17	28	19	13	10	19	14	24	15	16	18	10	22
	TOTAL POSITIVE	21	21	11	30	29	31	12	19	22	40	24	14	12	24	17	29	19	19	23	13	28
	Fairly negative	5	4	4	3	2	2	4	4	3	7	3	2	4	4	2	3	5	4	3	2	4
	Very negative	2	2	4	0	0	1	3	3	1	2	2	0	2	1	2	1	2	2	2	1	2
	TOTAL NEGATIVE	7	6	8	3	2	3	7	7	4	9	5	2	6	5	4	4	7	6	5	3	6
	No difference	49	52	65	48	52	49	64	52	53	22	47	64	64	52	53	45	54	53	52	58	51
	Don't know	23	22	17	19	16	19	18	23	21	30	23	19	18	19	26	22	20	23	20	26	16
Now thinking about campaigns and movements in general, do you think they are overall a good or bad thing, or does it make no real difference?																						
	Very good thing	13	12	4	19	22	17	7	10	14	16	13	12	9	15	8	13	14	10	11	10	17
	Fairly good thing	43	45	41	51	54	53	39	42	48	50	45	46	43	49	40	53	45	44	41	51	52
	TOTAL GOOD THING	56	57	45	70	76	70	46	52	62	66	58	58	52	64	48	66	59	54	52	61	69
	Fairly bad thing	5	6	10	3	2	3	9	8	4	5	6	6	6	6	5	3	6	7	6	8	6
	Very bad thing	1	2	2	1	0	1	2	2	1	3	2	1	1	1	2	0	1	2	2	1	1
	TOTAL BAD THING	6	8	12	4	2	4	11	10	5	8	8	7	7	7	7	3	7	9	8	9	7
	No real difference	26	24	34	17	15	18	33	27	21	7	22	26	34	21	28	20	22	27	28	17	17
	Don't know	12	12	8	9	6	8	9	12	12	19	13	10	7	8	16	11	11	11	13	13	7
Generally speaking, do you think you will or will not do each of the following to be involved in campaigns or movements around womens issues and rights in the next 12 months?																						
Read, watch or listen to a news article about it, including offline and online																						
	Will definitely do this	16	7	23	28	24	9	12	20	28	18	13	9	20	11	17	18	13	15	17	24	
	Will probably do this	34	36	36	42	39	34	33	35	31	32	33	40	38	29	36	35	34	34	25	41	
	TOTAL WILL DO THIS	50	43	59	70	63	43	45	55	59	50	46	49	58	40	53	53	47	49	42	65	
	Will probably not do this	14	18	12	8	12	15	13	15	11	14	19	10	13	15	10	15	13	15	15	12	
	Will definitely not do this	22	30	17	9	14	30	29	16	13	19	22	32	18	28	20	20	21	26	26	13	
	TOTAL WILL NOT DO THIS	36	48	29	17	26	45	42	31	24	33	41	42	31	43	30	35	34	41	41	25	
	Don't know	14	9	12	13	11	12	14	15	17	17	13	9	11	18	17	12	18	11	17	9	

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

1-2 Mar 2018
5-6 Feb 2019

Discuss it with friends, family, or others in your community

Will definitely do this	13	6	19	20	20	6	10	16	30	14	10	7	16	9	20	12	10	13	15	19
Will probably do this	29	25	33	39	33	27	24	33	28	30	27	29	31	25	27	30	27	29	27	35
TOTAL WILL DO THIS	42	31	52	59	53	33	34	49	58	44	37	36	47	34	47	42	37	42	42	54
Will probably not do this	19	24	16	9	17	21	19	19	12	19	23	18	19	19	14	21	19	19	16	18
Will definitely not do this	24	31	18	16	16	31	32	16	13	20	26	34	20	28	23	22	22	28	26	16
TOTAL WILL NOT DO THIS	43	55	34	25	33	52	51	35	25	39	49	52	39	47	37	43	41	47	42	34
Don't know	16	13	14	16	13	14	15	16	17	18	15	12	14	18	16	14	22	12	16	11

Share/forward an article or information about it including offline and online

Will definitely do this	5	1	9	5	7	2	2	8	11	6	4	2	5	5	5	6	3	5	6	7
Will probably do this	15	8	24	21	22	10	12	18	24	19	11	9	19	11	25	13	12	16	17	20
TOTAL WILL DO THIS	20	9	33	26	29	12	14	26	35	25	15	11	24	16	30	19	15	21	23	27
Will probably not do this	23	21	25	33	27	21	22	23	26	24	25	18	24	21	19	26	22	21	21	27
Will definitely not do this	41	60	29	25	32	52	48	33	21	33	46	57	38	44	30	41	42	44	38	34
TOTAL WILL NOT DO THIS	64	81	54	58	59	73	70	56	47	57	71	75	62	65	49	67	64	65	59	61
Don't know	16	11	14	16	13	15	15	18	18	18	14	14	14	19	21	14	19	13	18	12

Interact with a community focused on the issue (e.g. join, follow, like/fan/friend, subscribe to a newsletter) including online and offline

Will definitely do this	3	1	5	5	4	1	2	4	9	4	1	2	4	2	3	4	3	3	2	5
Will probably do this	9	4	14	11	12	6	7	12	16	13	6	3	10	8	15	8	8	9	9	13
TOTAL WILL DO THIS	12	5	19	16	16	7	9	16	25	17	7	5	14	10	18	12	11	12	11	18
Will probably not do this	25	21	31	30	31	21	22	28	30	27	26	18	28	22	28	27	22	24	25	30
Will definitely not do this	48	66	37	38	40	60	56	41	28	39	54	67	46	50	39	48	49	51	48	42
TOTAL WILL NOT DO THIS	73	87	68	68	71	81	78	69	58	66	80	85	74	72	67	75	71	75	73	72
Don't know	14	9	13	16	12	12	13	15	17	17	12	10	12	17	16	12	17	13	16	10

Write an article or blog, or comment on an article online

Will definitely do this	2	1	1	3	2	1	1	2	3	2	1	1	1	2	0	3	1	2	0	2
Will probably do this	4	3	3	3	4	3	3	6	6	5	3	3	5	4	4	3	4	5	7	5
TOTAL WILL DO THIS	6	4	4	6	6	4	4	8	9	7	4	4	6	6	4	6	5	7	7	7
Will probably not do this	21	14	28	25	25	16	19	23	29	24	18	14	23	18	25	22	20	18	20	26
Will definitely not do this	61	76	56	58	59	70	66	57	43	54	68	76	62	61	56	61	60	65	62	59
TOTAL WILL NOT DO THIS	82	90	84	83	84	86	85	80	72	78	86	90	85	79	81	83	80	83	82	85
Don't know	12	6	11	11	10	10	12	12	19	15	9	7	9	16	16	10	15	10	12	8

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

1-2 Mar 2018
5-6 Feb 2019

Use your voice to impact the issue (e.g. via social media, signing a petition, etc.)

Will definitely do this	5	1	8	6	7	3	2	7	10	6	3	3	6	4	5	6	4	4	6	8
Will probably do this	15	8	22	22	21	10	12	18	21	18	13	9	17	12	22	12	13	16	17	19
TOTAL WILL DO THIS	20	9	30	28	28	13	14	25	31	24	16	12	23	16	27	18	17	20	23	27
Will probably not do this	23	20	25	28	24	22	21	24	28	24	24	16	24	21	20	25	21	24	19	26
Will definitely not do this	43	61	32	26	35	53	51	35	22	36	48	59	41	45	36	44	45	44	42	37
TOTAL WILL NOT DO THIS	66	81	57	54	59	75	72	59	50	60	72	75	65	66	56	69	66	68	61	63
Don't know	15	10	14	17	13	12	13	16	19	16	13	12	13	17	17	13	18	12	17	10

Use online tools (such as Twitter, or Facebook) to share your opinions on the issue

Will definitely do this	4	1	6	5	6	2	3	6	9	5	2	3	5	4	2	6	3	4	7	6
Will probably do this	12	5	19	12	14	8	10	13	18	14	9	6	13	9	19	9	11	12	11	15
TOTAL WILL DO THIS	16	6	25	17	20	10	13	19	27	19	11	9	18	13	21	15	14	16	18	21
Will probably not do this	21	18	23	31	25	19	18	24	28	23	21	16	22	20	19	23	21	20	22	24
Will definitely not do this	49	68	39	37	43	59	57	42	28	41	57	66	48	51	44	50	49	52	46	46
TOTAL WILL NOT DO THIS	70	86	62	68	68	78	75	66	56	64	78	82	70	71	63	73	70	72	68	70
Don't know	14	9	13	15	12	12	12	15	17	17	11	10	12	17	16	12	17	11	14	10

Do you think campaigns and movements around women's issues and rights (e.g. Me Too, This Girl Can etc.) have had a positive or negative impact on each of the following, or has there been no real difference?

Men in general

Very positive impact	3	2	4	4	4	2	2	3	5	3	2	2	3	3	2	3	2	3	4	3
Fairly positive impact	21	15	28	29	30	13	22	20	28	24	20	14	26	15	31	22	18	19	17	29
TOTAL POSITIVE	24	17	32	33	34	15	24	23	33	27	22	16	29	18	33	25	20	22	21	32
Fairly negative impact	12	16	11	12	12	14	12	13	10	12	13	14	13	12	12	13	12	11	14	16
Very negative impact	6	9	4	4	4	8	7	6	11	6	5	5	6	6	4	6	9	5	9	8
TOTAL NEGATIVE	18	25	15	16	16	22	19	19	21	18	18	19	19	18	16	19	21	16	23	24
No real difference	26	30	24	27	21	34	27	25	16	25	28	31	25	27	19	26	29	28	21	25
Don't know	32	27	30	25	29	30	29	34	30	31	32	34	27	38	32	31	30	33	35	20

Women in general

Very positive impact	10	4	16	11	14	5	9	11	23	11	8	5	11	9	10	10	9	10	13	14
Fairly positive impact	35	31	41	57	47	29	33	37	40	37	35	32	42	27	39	36	35	34	33	48
TOTAL POSITIVE	45	35	57	68	61	34	42	48	63	48	43	37	53	36	49	46	44	44	46	62
Fairly negative impact	6	10	4	4	4	8	6	6	3	6	7	8	7	6	5	7	7	5	6	7
Very negative impact	3	5	2	1	1	5	4	2	5	3	2	2	2	4	2	3	3	3	3	3
TOTAL NEGATIVE	9	15	6	5	5	13	10	8	8	9	9	10	9	10	7	10	10	8	9	10
No real difference	17	23	14	12	11	25	18	16	5	15	20	23	15	19	14	17	19	19	13	13
Don't know	28	27	24	16	23	28	29	27	24	27	29	31	23	35	30	27	27	29	32	15

YouGov Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 5th - 6th February 2019

		Vote in 2017				EU Ref 2016		Gender		Age				Social Grade		Region					Campaigns
	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	NET AWARE	
	1799	594	556	101	693	741	871	928	198	757	428	416	1025	774	216	601	389	439	155	1086	
Weighted Sample	1799	628	569	114	839	684	793	1006	173	731	441	454	1087	712	148	637	399	453	162	1147	
Unweighted Sample	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1-2 Mar 2018	5-6 Feb 2019																				
Very positive impact	5	3	7	6	7	2	5	5	13	4	3	4	6	3	5	5	3	4	6	6	
Fairly positive impact	23	16	30	43	33	15	22	24	29	24	24	17	27	17	29	23	20	24	18	31	
TOTAL POSITIVE	28	19	37	49	40	17	27	29	42	28	27	21	33	20	34	28	23	28	24	37	
Fairly negative impact	9	13	8	3	10	10	8	11	6	10	9	11	10	9	6	11	10	7	11	11	
Very negative impact	5	7	3	3	4	7	7	4	12	5	4	4	6	5	4	5	6	5	7	7	
TOTAL NEGATIVE	14	20	11	6	14	17	15	15	18	15	13	15	16	14	10	16	16	12	18	18	
No real difference	24	29	23	21	18	34	27	21	10	24	26	27	22	26	20	23	27	26	21	22	
Don't know	34	31	30	25	29	33	32	36	30	32	34	38	29	39	34	33	34	33	37	22	
Younger men																					
Very positive impact	16	9	22	30	23	9	16	17	38	17	13	10	20	12	22	17	13	15	20	24	
Fairly positive impact	32	32	35	43	40	28	29	34	27	33	32	32	34	28	32	31	33	31	29	42	
TOTAL POSITIVE	48	41	57	73	63	37	45	51	65	50	45	42	54	40	54	48	46	46	49	66	
Fairly negative impact	5	6	4	1	4	6	5	4	3	5	5	5	5	4	4	7	4	3	4	5	
Very negative impact	3	5	1	0	1	4	4	2	5	3	2	1	2	3	2	3	3	3	3	3	
TOTAL NEGATIVE	8	11	5	1	5	10	9	6	8	8	7	6	7	7	6	10	7	6	7	8	
No real difference	15	19	13	7	8	23	16	13	5	13	18	18	13	17	11	14	17	17	13	11	
Don't know	30	29	25	18	23	30	30	29	23	29	30	33	25	36	29	28	30	30	32	16	
Younger women																					
Very positive impact	2	1	3	1	2	1	1	2	3	2	2	1	2	1	1	1	2	2	3	2	
Fairly positive impact	11	9	14	12	15	8	12	10	10	13	10	9	13	8	10	12	10	11	8	14	
TOTAL POSITIVE	13	10	17	13	17	9	13	12	13	15	12	10	15	9	11	13	12	13	11	16	
Fairly negative impact	12	12	12	13	13	12	12	12	15	11	13	11	14	10	7	13	13	11	15	15	
Very negative impact	7	11	5	6	6	10	8	6	7	7	8	8	8	7	9	7	6	7	10	10	
TOTAL NEGATIVE	19	23	17	19	19	22	20	18	22	18	21	19	22	17	16	20	19	18	25	25	
No real difference	36	37	37	45	35	40	37	35	34	34	36	40	36	35	39	36	38	35	30	38	
Don't know	32	29	30	24	29	30	31	34	31	33	32	32	28	38	35	30	31	33	35	21	
Older men																					
Very positive impact	6	2	9	6	8	3	5	7	12	5	5	4	6	5	6	5	4	6	9	8	
Fairly positive impact	26	20	32	36	34	20	26	27	36	28	25	22	31	21	25	27	26	27	29	36	
TOTAL POSITIVE	32	22	41	42	42	23	31	34	48	33	30	26	37	26	31	32	30	33	38	44	
Fairly negative impact	6	10	4	3	4	8	7	5	1	5	7	8	6	6	6	6	6	6	5	7	
Very negative impact	3	6	1	2	1	5	3	2	3	2	3	5	3	3	3	3	3	2	2	2	
TOTAL NEGATIVE	9	16	5	5	5	13	10	7	4	7	10	13	9	9	9	9	9	8	7	9	
No real difference	28	35	26	29	24	36	27	29	18	28	30	32	27	30	28	29	31	28	20	29	
Don't know	31	28	28	23	28	28	32	30	29	32	30	30	27	36	33	30	30	31	34	18	

YouGov Survey Results

Sample Size: 1799 GB Adults
Fieldwork: 5th - 6th February 2019

	Vote in 2017			EU Ref 2016		Gender		Age				Social Grade		Region					Campaigns	
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Weighted Sample	1799	594	556	101	693	741	871	928	198	757	428	416	1025	774	216	601	389	439	155	1086
Unweighted Sample	1799	628	569	114	839	684	793	1006	173	731	441	454	1087	712	148	637	399	453	162	1147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-2 Mar 2018
5-6 Feb 2019

Do you think campaigns and movements around women's issues and rights (e.g. Me Too, This Girl Can etc.) have had a positive or negative impact on each of the following, or has there been no real difference?

Society as a whole

Very positive impact	5	2	9	6	7	3	5	5	12	5	4	2	6	4	7	6	3	4	5	6
Fairly positive impact	34	27	39	54	46	25	31	36	40	34	32	33	38	28	38	35	32	31	35	44
TOTAL POSITIVE	39	29	48	60	53	28	36	41	52	39	36	35	44	32	45	41	35	35	40	50
Fairly negative impact	8	13	6	3	6	11	9	7	7	7	7	10	8	8	9	9	7	9	5	9
Very negative impact	5	7	2	1	4	6	6	3	9	5	4	3	5	5	5	5	3	5	8	5
TOTAL NEGATIVE	13	20	8	4	10	17	15	10	16	12	11	13	13	13	14	14	10	14	13	14
No real difference	23	29	21	22	18	30	24	21	8	21	28	27	22	23	17	22	28	22	18	20
Don't know	26	22	23	15	19	26	25	27	24	28	24	25	21	32	24	24	26	29	28	15

The media's portrayal of women

Very positive impact	5	3	7	6	7	4	4	6	9	6	4	4	6	5	5	5	5	5	6	6
Fairly positive impact	30	26	33	49	38	25	29	31	35	30	29	29	33	25	33	29	31	28	29	39
TOTAL POSITIVE	35	29	40	55	45	29	33	37	44	36	33	33	39	30	38	34	36	33	35	45
Fairly negative impact	9	11	9	5	9	9	9	9	9	8	8	10	9	8	8	8	10	8	10	10
Very negative impact	4	7	2	3	3	7	5	4	8	4	4	4	5	4	4	5	3	5	5	4
TOTAL NEGATIVE	13	18	11	8	12	16	14	13	17	12	12	14	14	12	12	13	13	13	15	14
No real difference	26	30	28	22	24	31	28	24	12	26	28	31	27	25	26	28	25	26	21	26
Don't know	26	24	21	16	19	25	25	26	27	26	27	23	21	32	24	24	26	27	29	14

Discussions or debates around women's issues and rights

Very positive impact	10	5	15	15	13	5	10	11	25	11	8	5	12	8	15	10	10	9	12	15
Fairly positive impact	35	27	43	57	47	28	31	38	38	36	35	32	41	27	39	36	33	34	33	46
TOTAL POSITIVE	45	32	58	72	60	33	41	49	63	47	43	37	53	35	54	46	43	43	45	61
Fairly negative impact	5	8	4	4	5	7	6	5	4	6	5	6	5	5	3	6	5	6	6	6
Very negative impact	4	7	2	0	3	6	5	3	6	4	3	4	4	4	5	4	3	4	4	4
TOTAL NEGATIVE	9	15	6	4	8	13	11	8	10	10	8	10	9	9	8	10	8	10	10	10
No real difference	18	27	14	6	11	26	20	15	4	15	21	26	16	19	10	20	20	18	16	14
Don't know	28	27	22	18	21	28	28	27	23	28	29	28	22	36	28	25	29	30	30	15

The workplace

Very positive impact	5	3	7	5	5	4	4	6	12	5	3	2	5	4	5	4	4	7	5	6
Fairly positive impact	31	25	37	48	42	24	30	32	36	30	33	28	36	25	37	31	32	27	35	40
TOTAL POSITIVE	36	28	44	53	47	28	34	38	48	35	36	30	41	29	42	35	36	34	40	46
Fairly negative impact	8	10	8	5	5	10	9	7	7	8	6	9	7	8	6	10	5	9	7	9
Very negative impact	5	7	3	2	3	6	6	3	8	4	4	5	5	3	5	4	5	4	6	5
TOTAL NEGATIVE	13	17	11	7	8	16	15	10	15	12	10	14	12	11	11	14	10	13	13	14
No real difference	25	31	24	19	22	30	25	24	10	26	27	26	25	25	21	26	25	26	19	23
Don't know	27	25	22	21	22	26	26	28	16	27	26	29	22	34	26	26	29	28	28	17

YouGov Survey Results

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Weighted Sample	1799	594	556	101	693	741	871	928	198	757	428	416	1025	774	216	601	389	439	155	1086
Unweighted Sample	1799	628	569	114	839	684	793	1006	173	731	441	454	1087	712	148	637	399	453	162	1147
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

1-2 Mar 2018
5-6 Feb 2019

Government																				
Very positive impact	3	2	5	5	4	2	3	3	8	3	3	3	4	3	5	4	2	3	3	4
Fairly positive impact	24	23	26	34	31	21	24	24	26	22	25	26	29	18	28	25	24	20	29	30
TOTAL POSITIVE	27	25	31	39	35	23	27	27	34	25	28	29	33	21	33	29	26	23	32	34
Fairly negative impact	5	8	4	2	4	6	6	5	6	5	4	7	5	6	4	7	4	5	5	6
Very negative impact	3	4	2	1	2	4	4	2	5	3	2	2	3	4	3	3	2	4	4	3
TOTAL NEGATIVE	8	12	6	3	6	10	10	7	11	8	6	9	8	10	7	10	6	9	9	9
No real difference	35	37	37	38	34	39	35	36	27	35	38	37	36	35	31	36	37	35	32	38
Don't know	29	26	25	20	24	28	28	30	28	32	27	25	24	35	29	26	30	33	26	19
The men who have mistreated women																				
Very positive impact	3	2	4	4	5	2	4	3	8	3	3	3	4	3	5	4	2	2	4	4
Fairly positive impact	13	13	14	15	15	13	13	12	16	13	13	12	14	12	13	11	15	12	16	15
TOTAL POSITIVE	16	15	18	19	20	15	17	15	24	16	16	15	18	15	18	15	17	14	20	19
Fairly negative impact	8	7	8	10	9	7	8	8	11	8	7	8	10	6	8	9	8	6	9	11
Very negative impact	10	11	8	7	9	9	11	8	17	11	7	6	11	8	11	9	8	12	6	12
TOTAL NEGATIVE	18	18	16	17	18	16	19	16	28	19	14	14	21	14	19	18	16	18	15	23
No real difference	35	40	36	37	35	40	33	37	17	32	41	44	36	34	29	36	37	35	35	37
Don't know	31	26	30	27	27	30	30	32	32	34	30	28	27	37	34	30	31	32	29	22