

For immediate release

NEW RESEARCH REVEALS VASTLY DIFFERENT ATTITUDES TOWARDS FEMINISM BETWEEN MALE AND FEMALE STUDENTS

- Female students almost three times as likely to call themselves feminists compared to males
- Male students define feminism as 'man-hating' by 'angry women'
- Over half of female students feel more hopeful for an equal future following high profile campaigns like #MeToo and Time's Up

www.thestudentroom.co.uk

A new survey* from the world's largest online student community, The Student Room, has revealed the vastly differing attitudes towards feminism between young men and women in the UK.

The research has been released today, ahead of International Women's Day (8 March), and revealed that female students were almost three times as likely to call themselves feminists than males. Over three quarters (77%) of female respondents considered themselves feminists, compared to just 29% of males.

Over half (51%) of students feel that the feminist movement is too radical, whilst almost a fifth (18%) think feminism paints men in a bad light. In addition, one in ten students (11%) felt that gender inequality was not a big issue anymore.

The survey also highlighted the negative perception of feminism held by male students. When asked which qualities they associated with feminism, male students believed it meant women getting superior treatment to men (46%), man-hating (41%) and angry women (31%).

Female respondents had a more positive impression of feminism, seeing it as the political, economic and cultural equality of the sexes (64%), the pursuit of equal rights for men and women (62%) and both genders working together to advocate for equality (52%).

The research also shed light on the impact that campaigns like #MeToo and Time's Up have had on young people, and revealed some stark differences between male and female students.

Male students admitted to being more concerned about offending someone when sharing their opinions on feminist issues (45%), and even reported to feeling tired of hearing about gender inequality (60%). Most concerningly, 65% of male respondents claimed that campaigns like #MeToo, Time's Up and the Women's March had no impact on them at all.

Amongst female students, however, the research revealed a very different stance, with 68% of female respondents feeling more hopeful thanks to high profile campaigns. In addition, almost half of female respondents said they felt more informed on feminist issues (49%), and would be more comfortable calling out gender inequality in the future (49%).

The research also revealed that global activism had not just changed young women's attitudes to gender inequality. One in five female respondents (20%) had been inspired to take action following high profile campaigns by donating to a charity or attending an event. Amongst women who had experienced sexist behaviour in the past, 65% of them said they would be more likely to take action thanks to these campaigns.

Hannah Morrish, Student Choice and Higher Education Lead at The Student Room said: "We've seen lots of conversations on the site with students sharing their opinions on these campaigns, and gender inequality in general. It's encouraging to see from this research that the prominence of these campaigns is having an impact on young women's attitudes towards gender equality, and is inspiring them to take action.

"However, the fact that young men have such a negative perception of feminism is concerning. It's clear that there is still work that needs to be done to ensure young men are engaged with this issue, and feel part of the conversation."

**The Student Room polled 2087 students, from 15 to 26 Feb 2018.*

Students Top Ten Feminist Icons in 2018

1. Michelle Obama
2. Emma Watson
3. Malala Yousafzai
4. Barack Obama
5. Oprah Winfrey
6. Beyoncé
7. Emmeline Pankhurst
8. Serena Williams
9. Maya Angelou
10. Meryl Streep

ABOUT THE STUDENT ROOM

Founded in 2001, The Student Room is the world's largest online student community and the UK's no.1 education website according to ComScore data. The Student Room has over 3 million registered members, primarily aged between 14-24 and attracts over 8 million visitors a month. It provides student-to-student advice on studying, educational career choice and lifestyle issues. The Student Room works directly with most UK universities as well as a wide range of leading brands and companies.

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