

Lad Culture & Sexism Survey: August-September 2014

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Intelligence

Executive Summary

Headlines

- A quarter of students have experienced unwelcome sexual advances. Women are significantly more likely than men to say they have experienced it.
- Almost one third have had overtly sexual conversations directed at them which make them uncomfortable
- More than a quarter endure unwanted sexual comments about their body
- The same amount have suffered unwelcome sexual advances inappropriate touching and groping
- Two thirds say that they have seen fellow students experience, sexual comments and overtly sexual conversations
- Just under one third (30%) cite verbal harassment
- Almost two thirds said they heard rape /sexual assault jokes on campuses
- Three quarters of students are aware of online communities such as 'unilad' and 'lads bible', with over half agreeing that these contribute towards an unfair representation of women
- More than one third of respondents were aware of promotional materials around university that have sexualised images of women, with over two in five individuals agreeing that they images make them feel uncomfortable
- Over half believe that women students are more vulnerable than men students

Objectives & Methodology

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Objectives

- To understand students' experiences of lad culture and sexism at university
- To understand students' experiences of a range of inappropriate behaviours whilst at university
- To identify awareness levels of policies, codes of conduct and reporting procedures for inappropriate behaviours at university

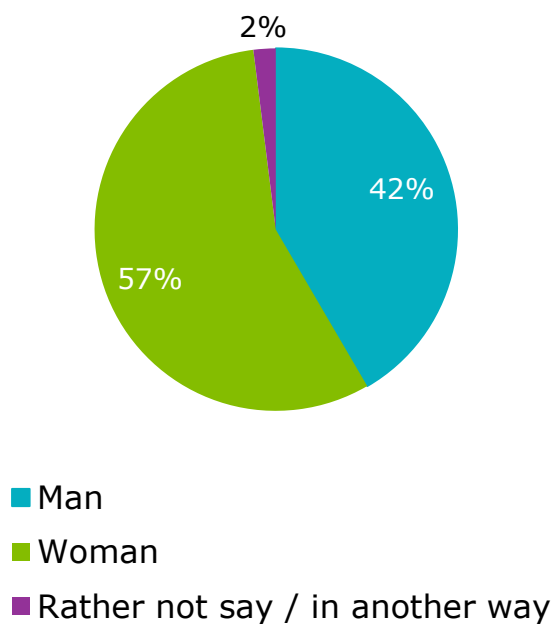
Methodology

- An online survey of 2156 university students was conducted
- The survey ran from 18th August – 4th September 2014

Demographics

Women account for just over half the sample, and **18 to 20 year olds** account for half of the respondents

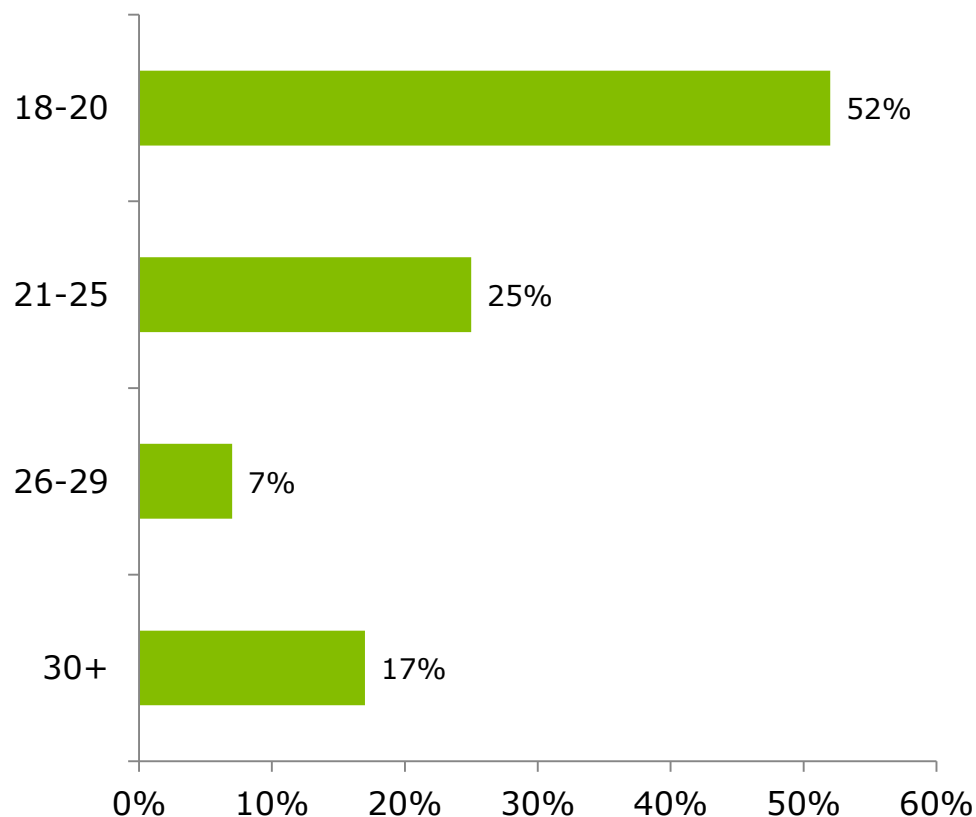
Gender



Base: 2156 respondents

Q1. Which of the following best describes how you think about yourself?

Age

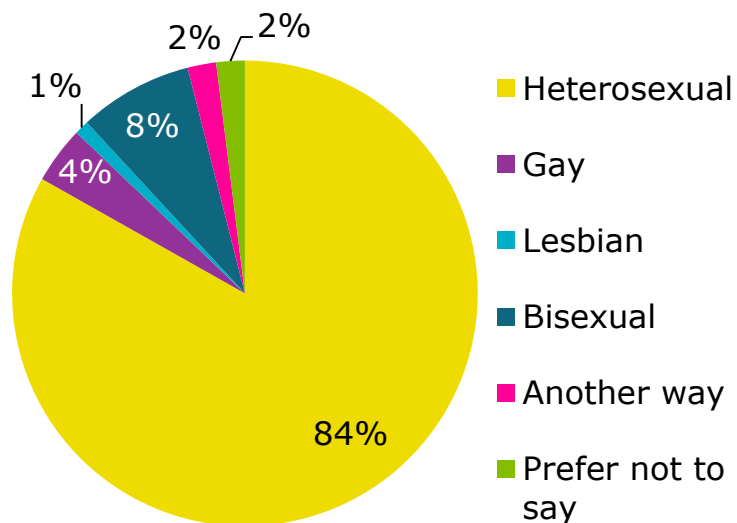


Base: 2156 respondents

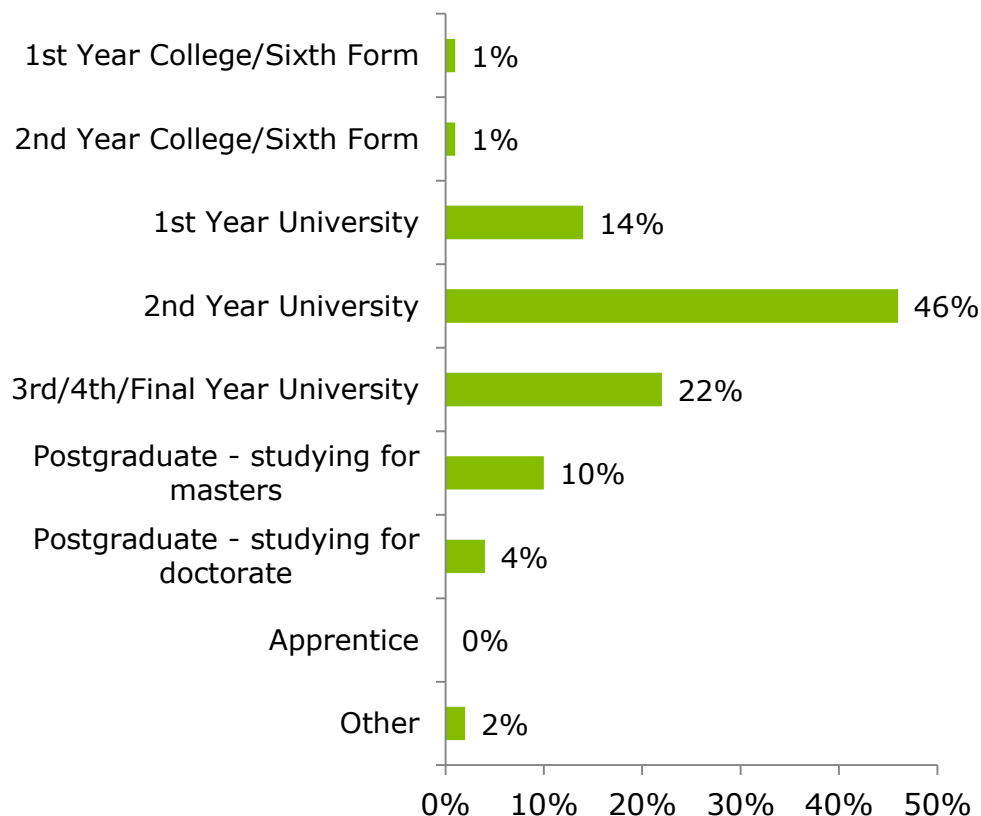
Q3. How old are you?

Over four in five respondents classed themselves as heterosexual. Similarly over four in five respondents were undergraduates

Sexuality



Level of Study



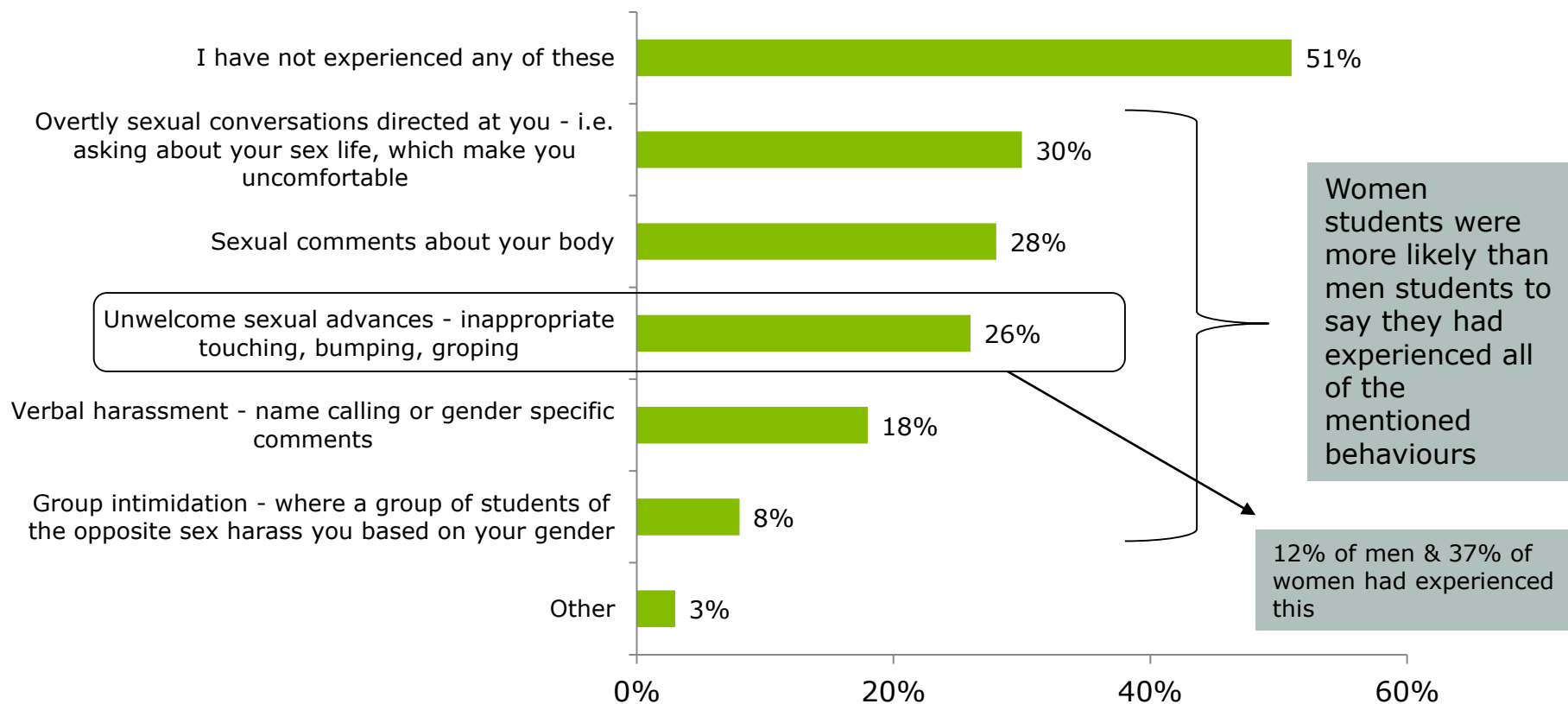
Base: 2156 respondents

Q5. Which of the following best describes your current level of study? Please answer this question based on what applied before the end of the summer term.

Lad Culture & Sexism at university

Whilst at university just under one third of respondents had experienced overtly sexual conversations aimed at them, and a similar proportion had experienced sexual comments about their body. Around a quarter had experienced unwelcomed sexual advances. Half had not experienced any of the behaviours

Personal experience at university

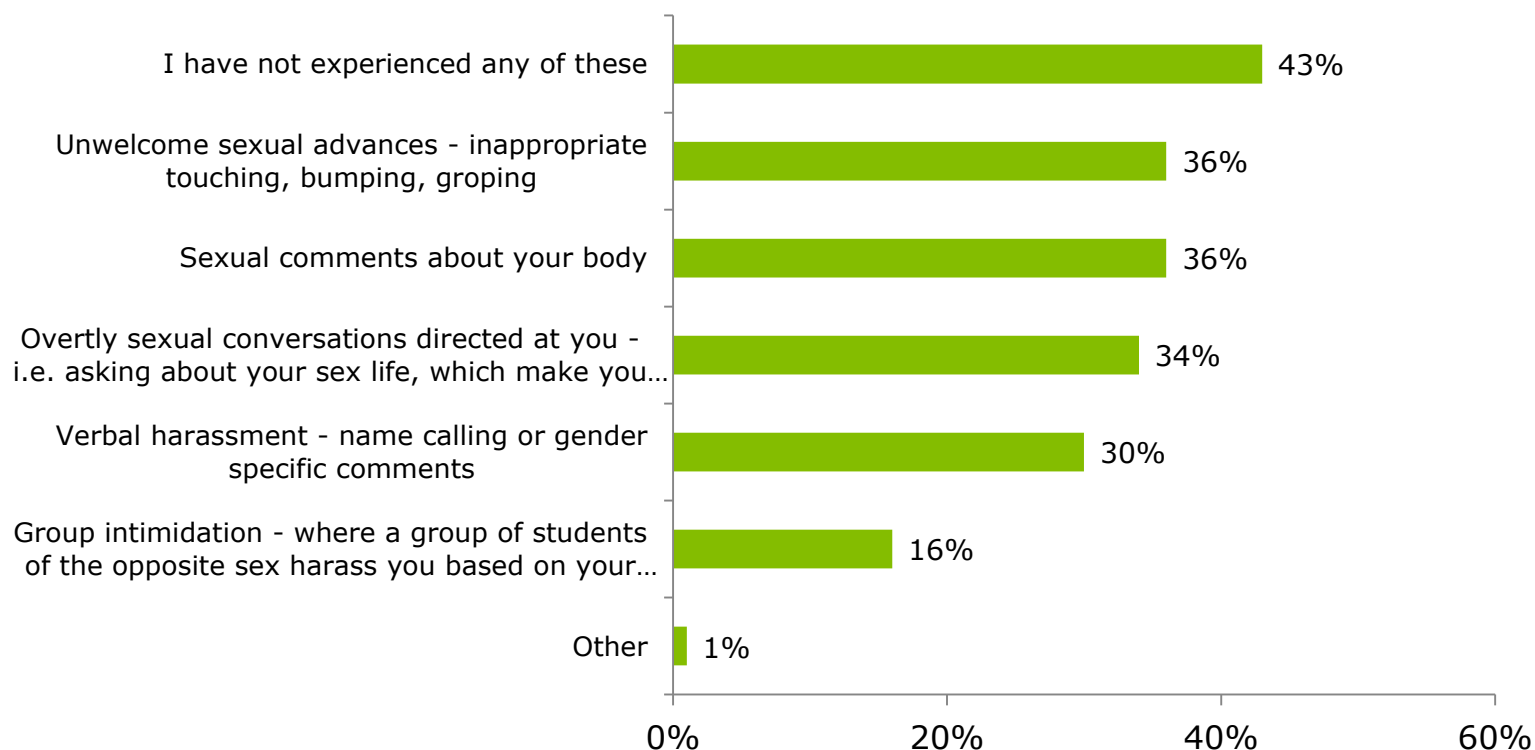


Women students were significantly more likely to say they had experienced any of the mentioned behaviours than male students. Gay students were more likely to say they had experienced overtly sexual conversations than heterosexual students

	Significantly more likely amongst...
Overtly sexual conversations directed at you - i.e. asking about your sex life, which make you uncomfortable	Women students 18-25 year olds Gay students 2 nd & 3 rd year students
Sexual comments about your body	Women students 21-25 year olds 3 rd & 4 th year students
Unwelcome sexual advances - inappropriate touching, bumping, groping	Women students 18-25 year olds
Group intimidation - where a group of students of the opposite sex harass you based on your gender	Women students
Verbal harassment - name calling or gender specific comments	Women students
Other	
I have not experienced any of these	Men students

Two fifths say they have not experienced their fellow students experiencing any of the mentioned behaviours. Around a third say they have seen fellow students experience unwelcomed sexual advances, sexual comments and overtly sexual conversations

Witnessed being directed at fellow students

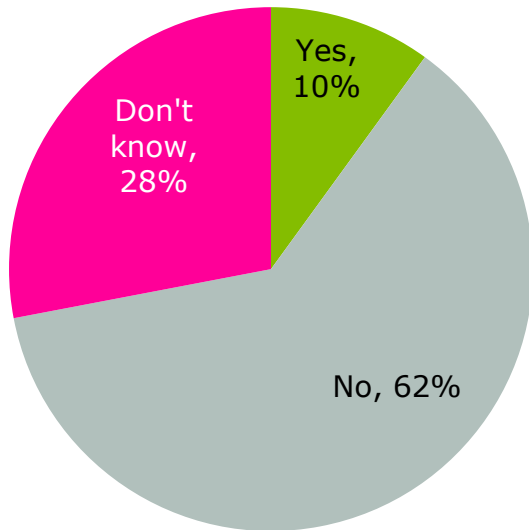


18-25 year olds were significantly more likely to say they had witnessed fellow students experiencing a range of behaviours. Similarly 2nd/3rd/4th year students were more likely to have witnessed fellow students experiencing a range of behaviours

	Significantly more likely amongst...
Overtly sexual conversations directed at you - i.e. asking about your sex life, which make you uncomfortable	18-25 year olds 2 nd ,3 rd ,4 th year students
Sexual comments about your body	18-25 year olds 2 nd ,3 rd ,4 th year students
Unwelcome sexual advances - inappropriate touching, bumping, groping	18-25 year olds
Group intimidation - where a group of students of the opposite sex harass you based on your gender	
Verbal harassment - name calling or gender specific comments	18-25 year olds 2 nd ,3 rd ,4 th year students
Other	
I have not experienced any of these	26+ year olds

Three fifths of respondents said they were not aware of any reporting procedures at their university regarding sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation and verbal harassment

Awareness of reporting procedures at your university



Base: 2115 Balance: No response

Q20. Are you aware of any reporting procedures at your university regarding overtly sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation and/or verbal harassment?

Reporting procedures

"Alert supervisor, PG tutor, college tutors and if appropriate, police. But I had to search long and hard for this information."

Woman, Postgraduate

"All complaints via student services within the union, or report to night time security staff if you feel unsafe and would like to be escorted whilst on campus"

Woman, 3rd year university

"Campus watch (campus police) or your union/college/tutor or health and wellbeing centre"

Woman, 2nd year university

"Go and tell your University Welfare ambassadors or anyone within the University team"

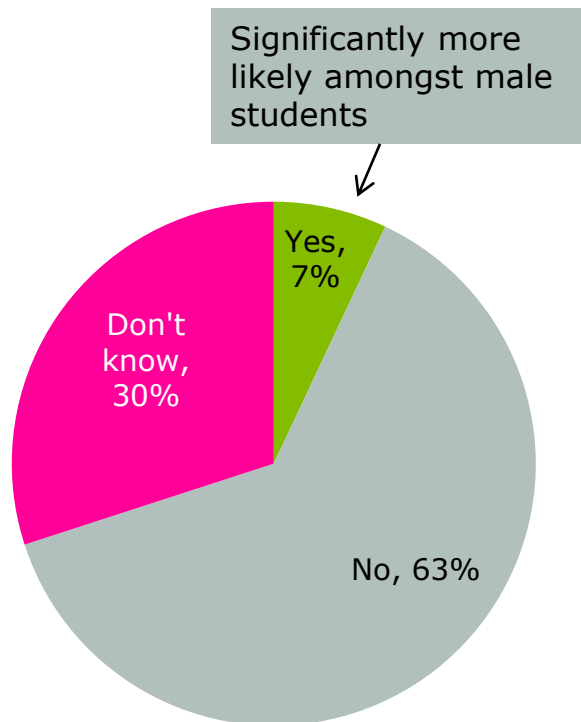
Woman, 2nd year university

"I don't know exactly what they are because I've never had to look into it to use them, but I know they are there if I need them"

Woman, 1st year university

Three fifths said they were not aware of any policies at their students' union regarding sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation and verbal harassment

Awareness of policies at your university



Policies

"I believe there is a zero tolerance policy on these things."

Woman, 3rd year university

"I know they campaign against them, but I can't recall anything specific."

Man, Postgraduate

"No tolerance policy - all abuse is supposed to be reported"

Woman, 2nd year university

"Students should never be harassed sexually, verbally or in any other way. There are many posters up about this in our students' union bar."

Woman, 3rd year university

"Zero tolerance; any indication of such unwelcome advances or harassment are investigated immediately."

Man, 2nd year university

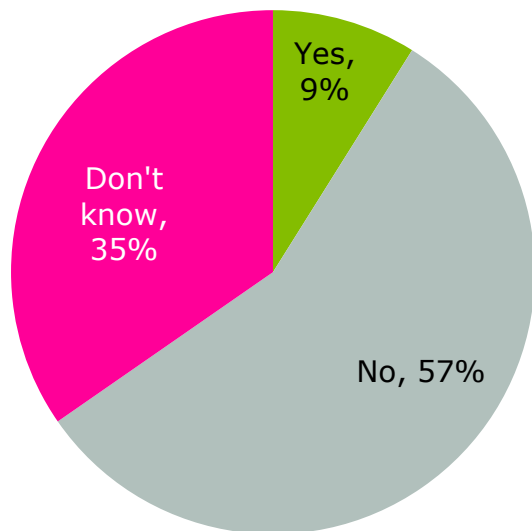
Base: 2115 Balance: No response

Q21. Are you aware of any policies your students' union has in regards to overtly sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation or verbal harassment?

Q21.1 Please tell us what these policies are

Over half of respondents said they were not aware of any codes of conduct implemented by their university that prohibit or tackle sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation and verbal harassment

Awareness of codes of conduct implemented at your university



Base: 2115 Balance: No response

Q22. Are you aware of any codes of conduct implemented by your university that prohibit or tackle behaviours such as overt sexual conversations, sexual comments, unwelcomed sexual advances, group intimidation and/or verbal harassment?

Codes of Conduct

"Basically behave and be respectful"
Man, 2nd year university

"Conduct yourself in a manner that is thoughtful of everyone else around you. It's one of the terms and conditions of registration at Uni you agree to."

Woman, 3rd year university

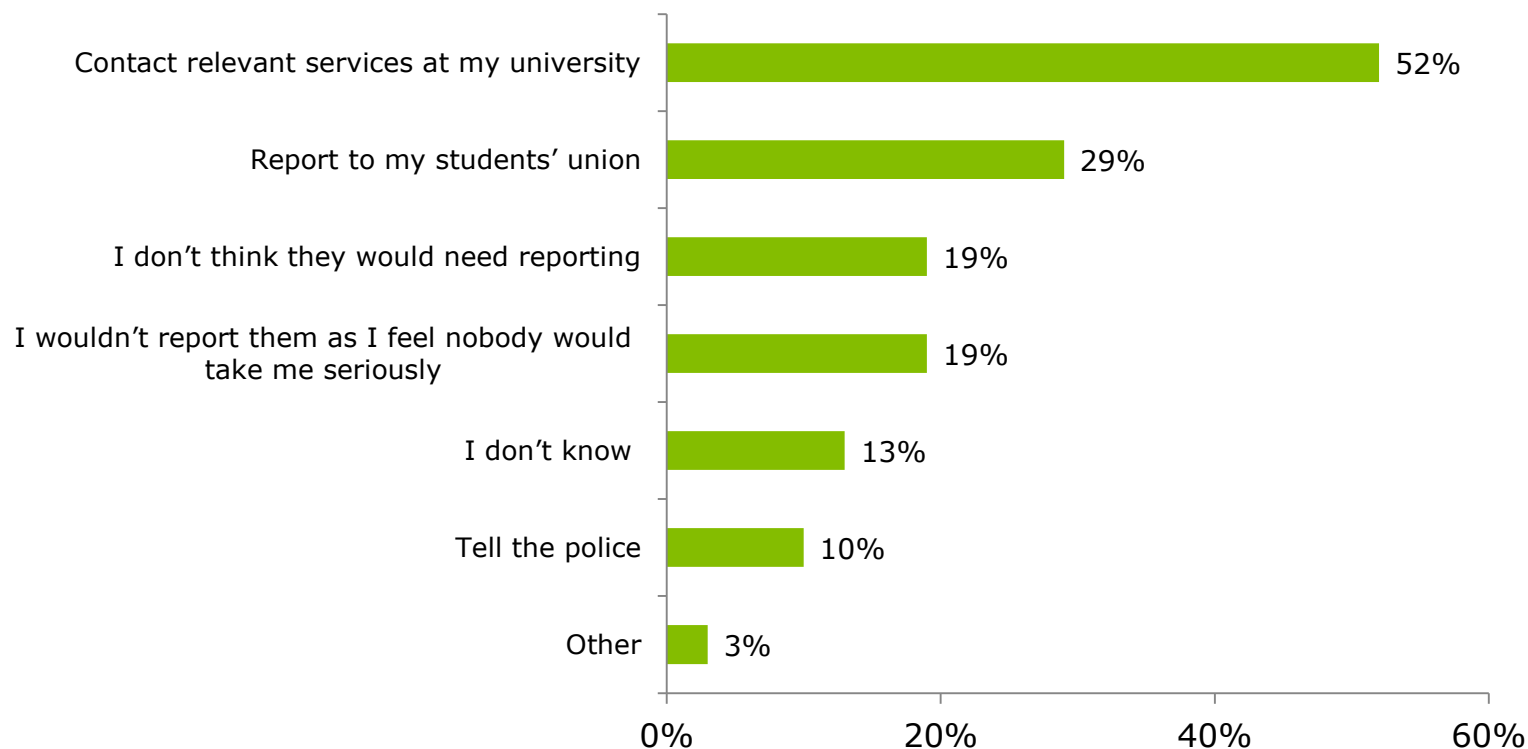
"I don't actually know what they are"
Woman, 2nd year university

"They banned the popular song 'Blurred Lines' by Robin Thicke, claiming that it promotes gang rape. I have no idea why, because as far as I know, everyone sees it as just a popular song, that's good for a dance."

Woman, 1st year university

Half of respondents said they think overtly sexual conversations should be reported by contacting the relevant services at their university. Under one third said they would report it to their students' union

How overtly sexual conversations should be reported

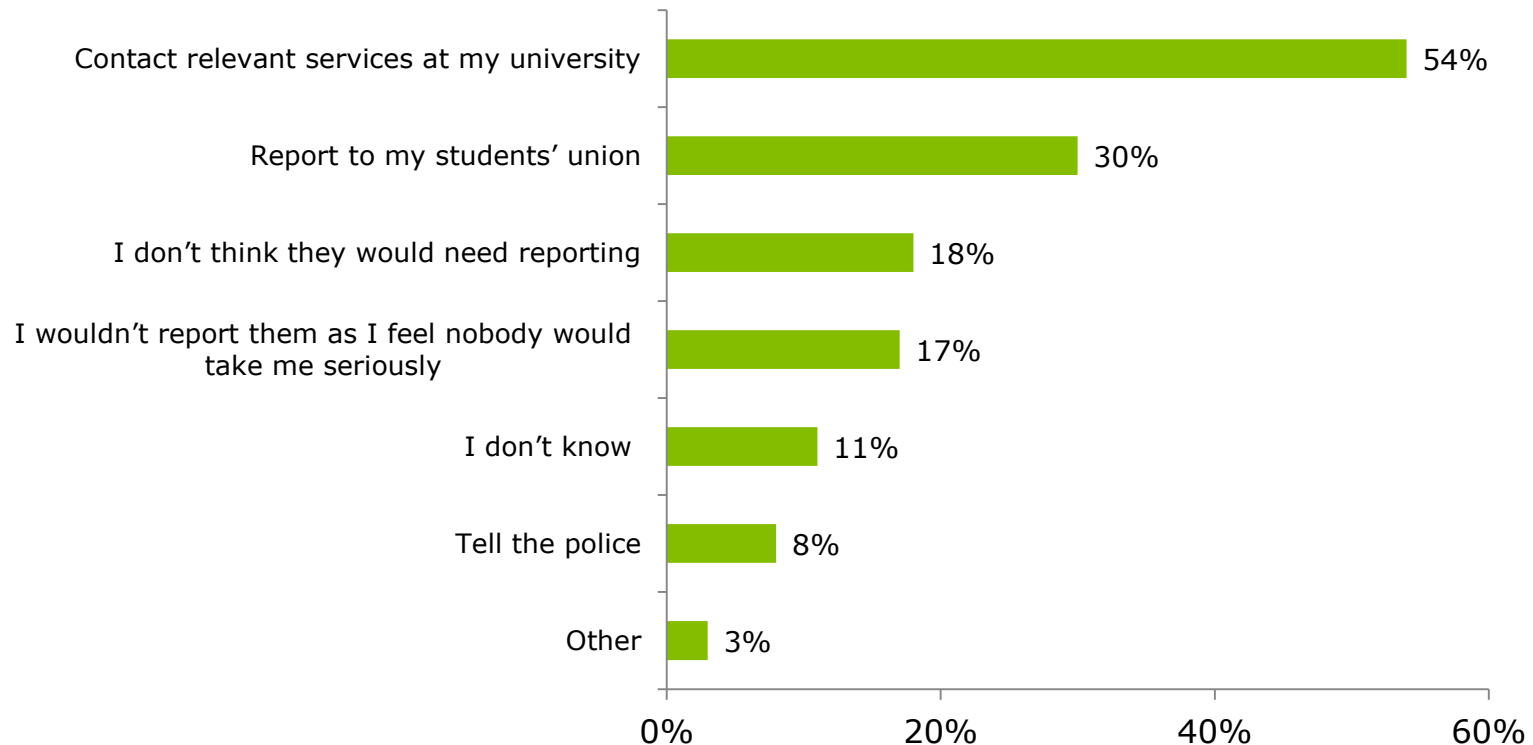


Women students were more likely to not know what to do or to feel it was not worth reporting overtly sexual conversations as they feel no one would take them seriously. Male students were more likely to say they did not feel they would need reporting

	Significantly more likely amongst...
Report to my students' union	
Contact relevant services at my university	
Tell the police	
I wouldn't report them as I feel nobody would take me seriously	Women students
I don't think they would need reporting	Men students
I don't know	Women students
Other (if previously specified)	

Over half of respondents said they would report sexual comments to the relevant services at their university. Just under a third said they would report it to their students' union

How sexual comments should be reported

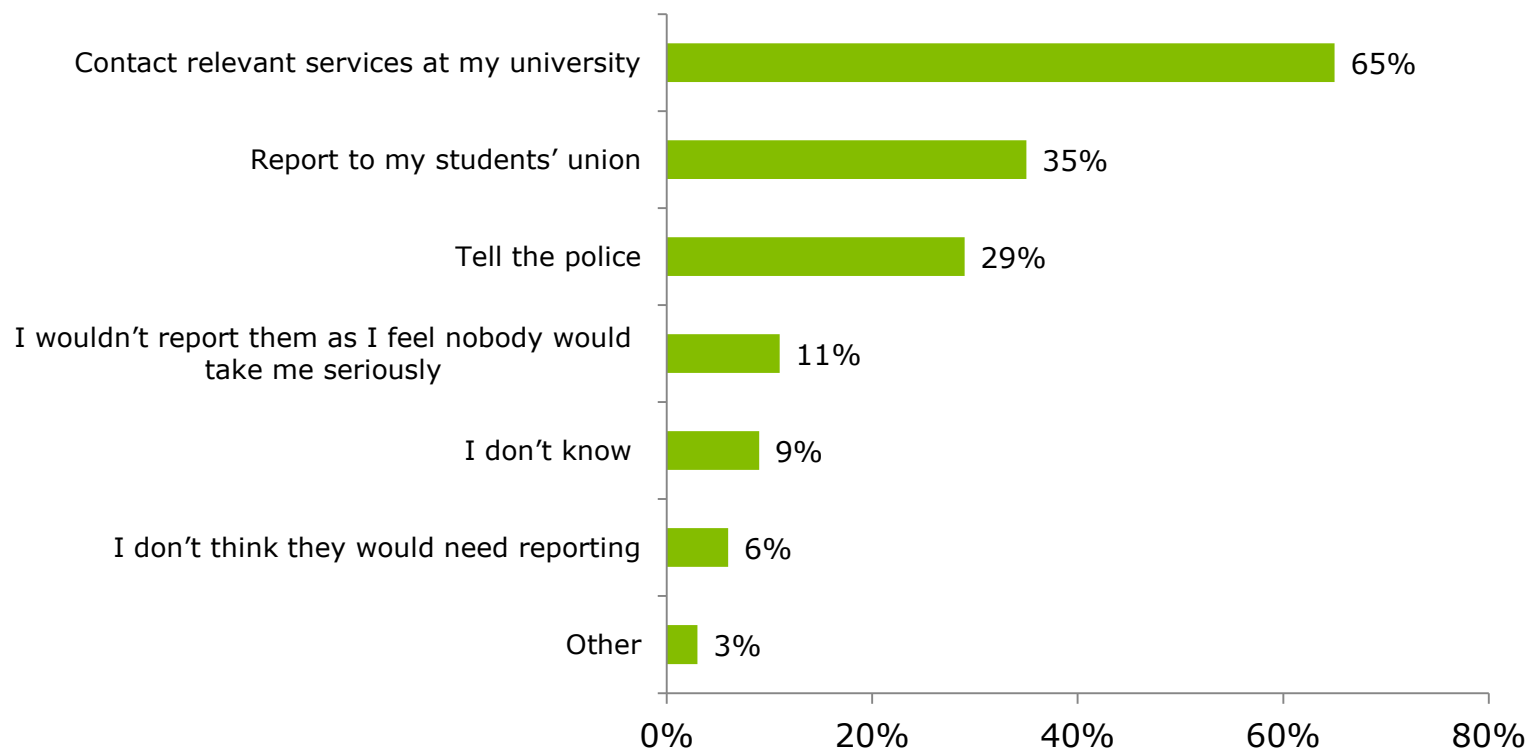


Women students were more likely to say they wouldn't report sexual comments as they feel no one would take them seriously whereas male students were more likely to say they don't think they'd need reporting

	Significantly more likely amongst...
Report to my students' union	
Contact relevant services at my university	26+ year olds
Tell the police	21-29 year olds
I wouldn't report them as I feel nobody would take me seriously	Women students
I don't think they would need reporting	Men students 18-20 year olds
I don't know	
Other (if previously specified)	

Two thirds say they would report unwanted sexual advances to the relevant services at their university. One third say they would report it to their students' union and 29% would report it to the police

How unwanted sexual advances should be reported

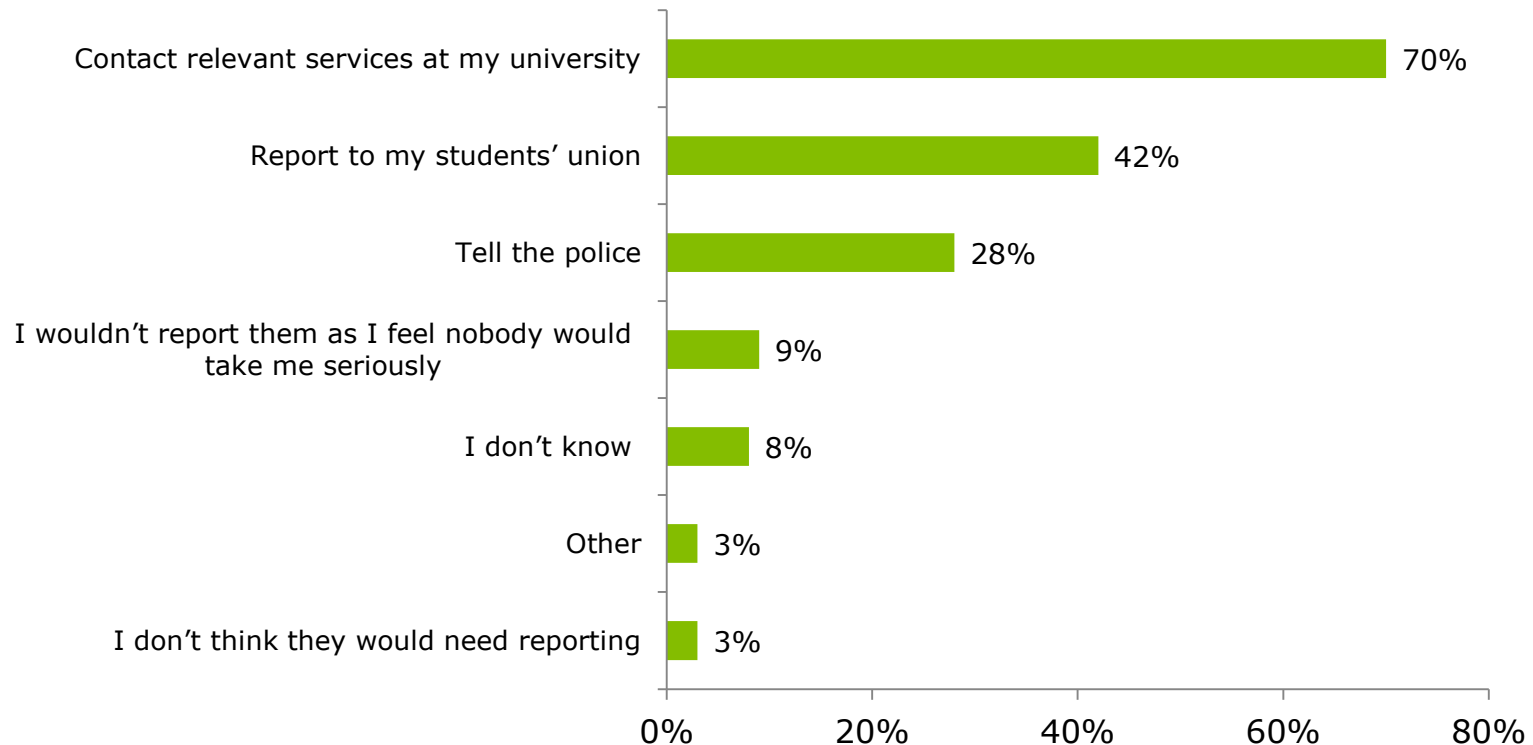


Women students were more likely to say they wouldn't report unwelcomed sexual advances as they feel no one would take them seriously whereas male students were more likely to say they don't think they'd need reporting

	Significantly more likely amongst...
Report to my students' union	
Contact relevant services at my university	
Tell the police	18-29 year olds
I wouldn't report them as I feel nobody would take me seriously	Women students
I don't think they would need reporting	Men students
I don't know	
Other (if previously specified)	

70% of respondents said they would report group intimidation to the relevant services at their university. Two fifths would report it to their students' union and 28% would tell the police

How group intimidation should be reported

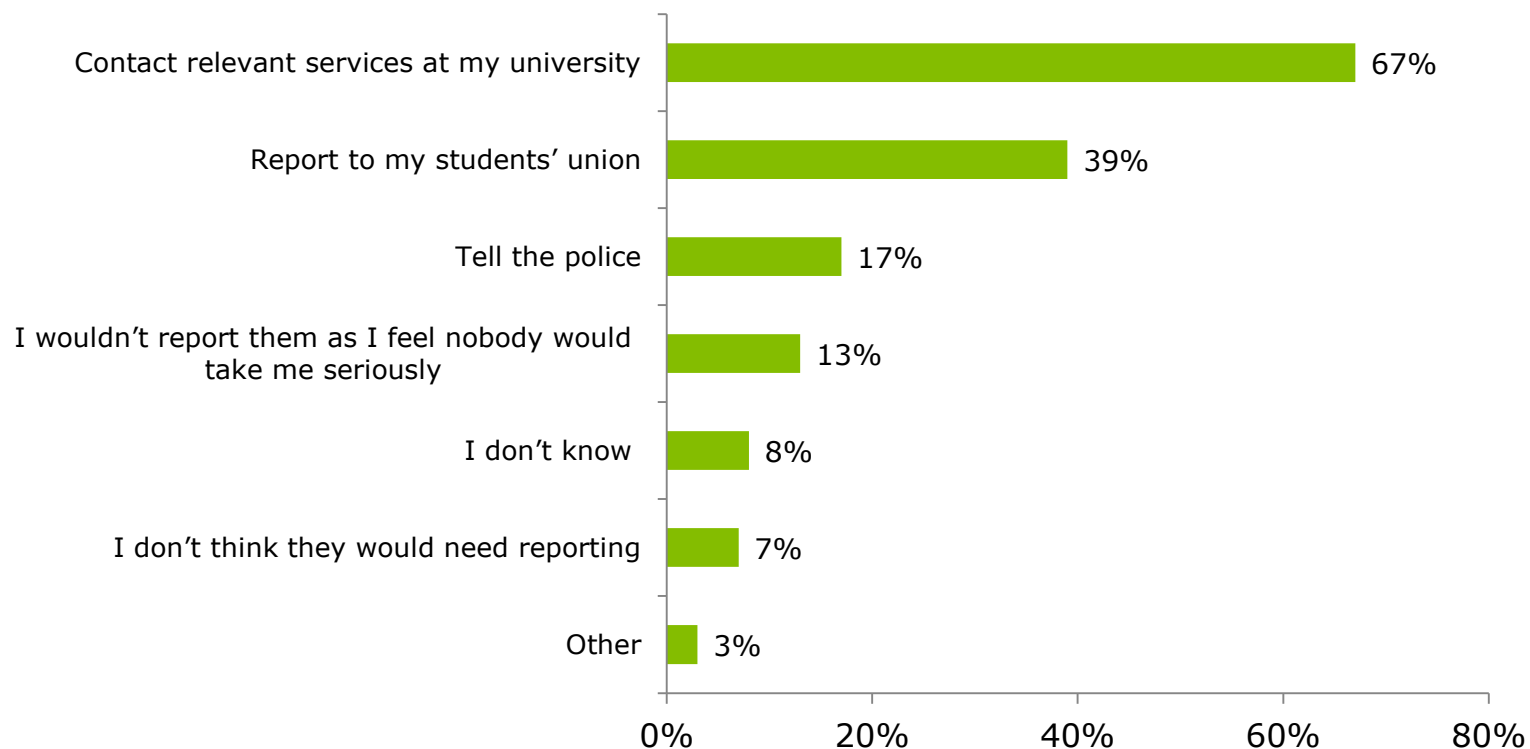


Women students were more likely to say they didn't know or that they wouldn't report group intimidation as they feel no one would take them seriously whereas male students were more likely to say they report it to the police

	Significantly more likely amongst...
Report to my students' union	
Contact relevant services at my university	
Tell the police	Men students
I wouldn't report them as I feel nobody would take me seriously	Women students
I don't think they would need reporting	
I don't know	Women students
Other (if previously specified)	

Two thirds would report verbal harassment to the relevant services at their university, whereas two fifths would report it to their students' union

How verbal harassment should be reported

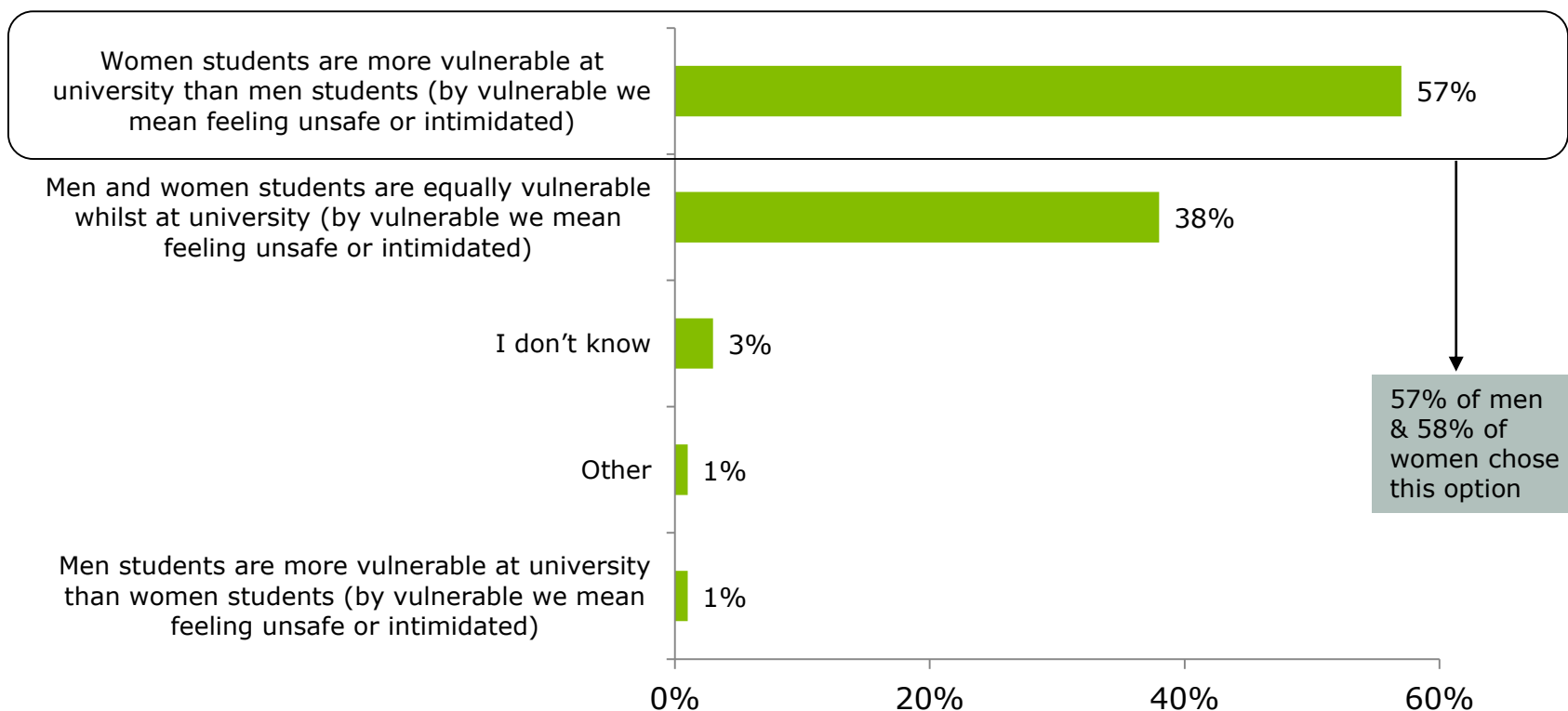


Women students were more likely to say they wouldn't report verbal harassment as they feel no one would take them seriously whereas male students were more likely to say they report it to their students' union or to the police

	Significantly more likely amongst...
Report to my students' union	Men students
Contact relevant services at my university	
Tell the police	Men students
I wouldn't report them as I feel nobody would take me seriously	Women students
I don't think they would need reporting	
I don't know	
Other (if previously specified)	

Over half believe women students are more vulnerable than men students, whereas 38% believe men and women are equally as vulnerable as each other

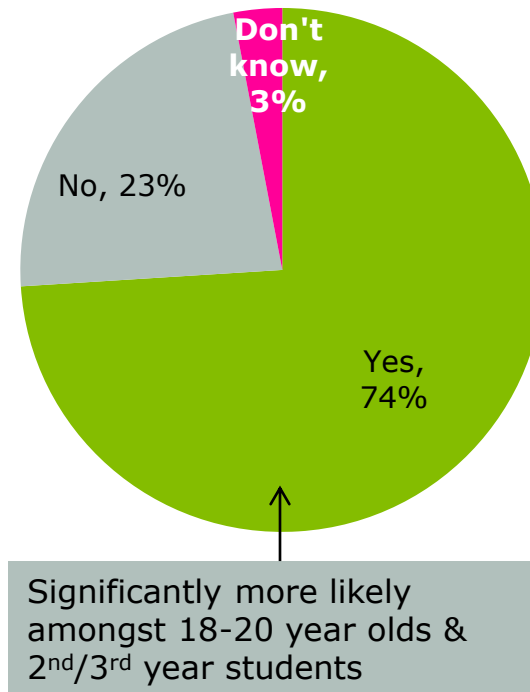
Vulnerability of students



57% of men
& 58% of
women chose
this option

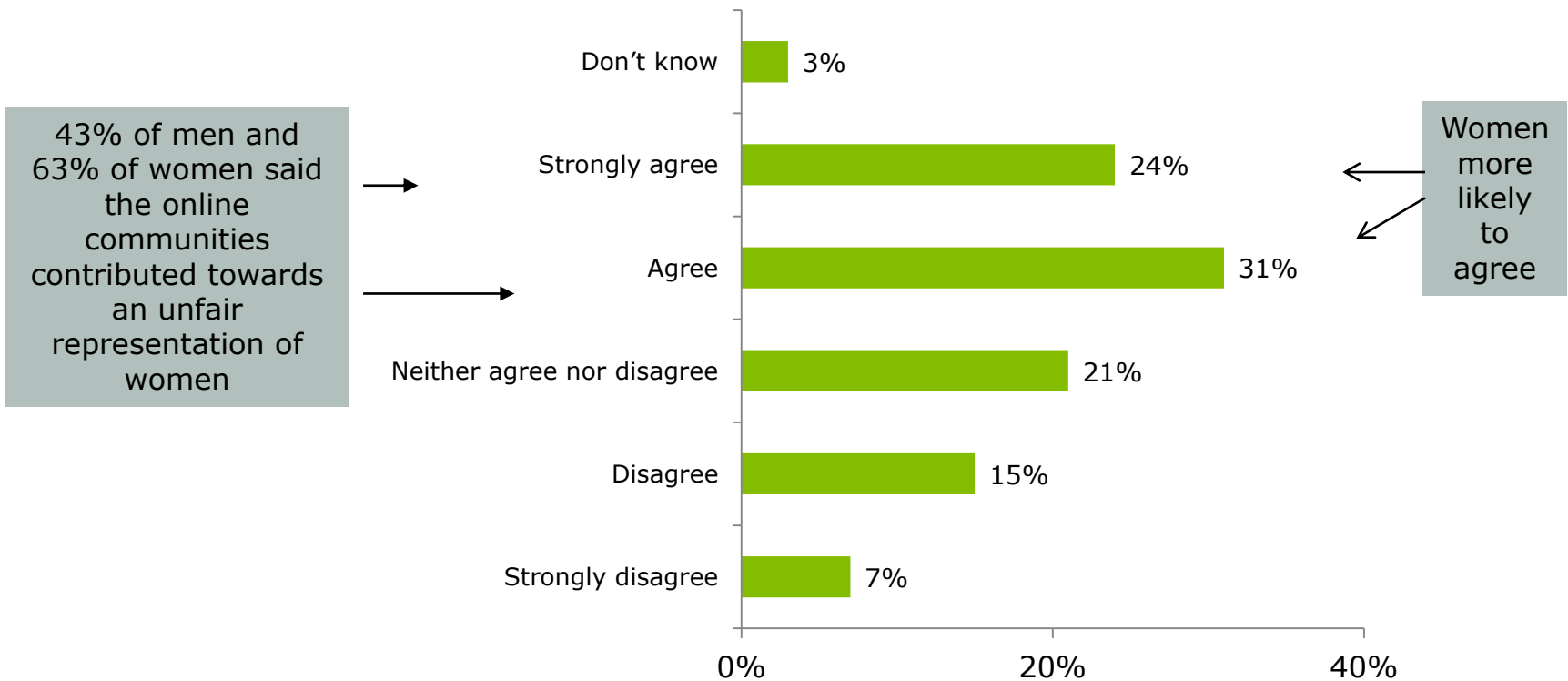
Three quarters of respondents said they were aware of online communities aimed at men, such as 'unilad' or 'lads bible'

Awareness of online communities aimed at men



55% of agreed that these online communities contribute towards an unfair representation of women

Do these online communities contribute towards an unfair representation of women?

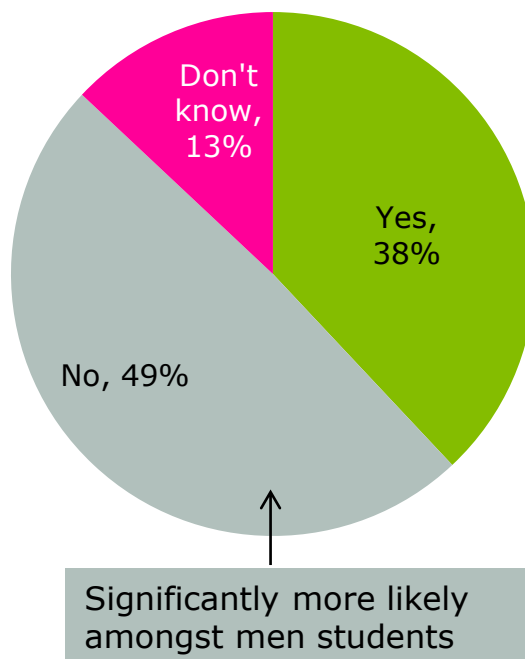


Base: 1568 Balance: Not aware

Q31. How far do you agree or disagree that these male orientated online communities such as 'unilad' and 'lads bible' contribute towards an unfair representation of women students?

38% of respondents were aware of promotional materials around university that have sexualised images of women

Awareness of promotional materials that sexualise women

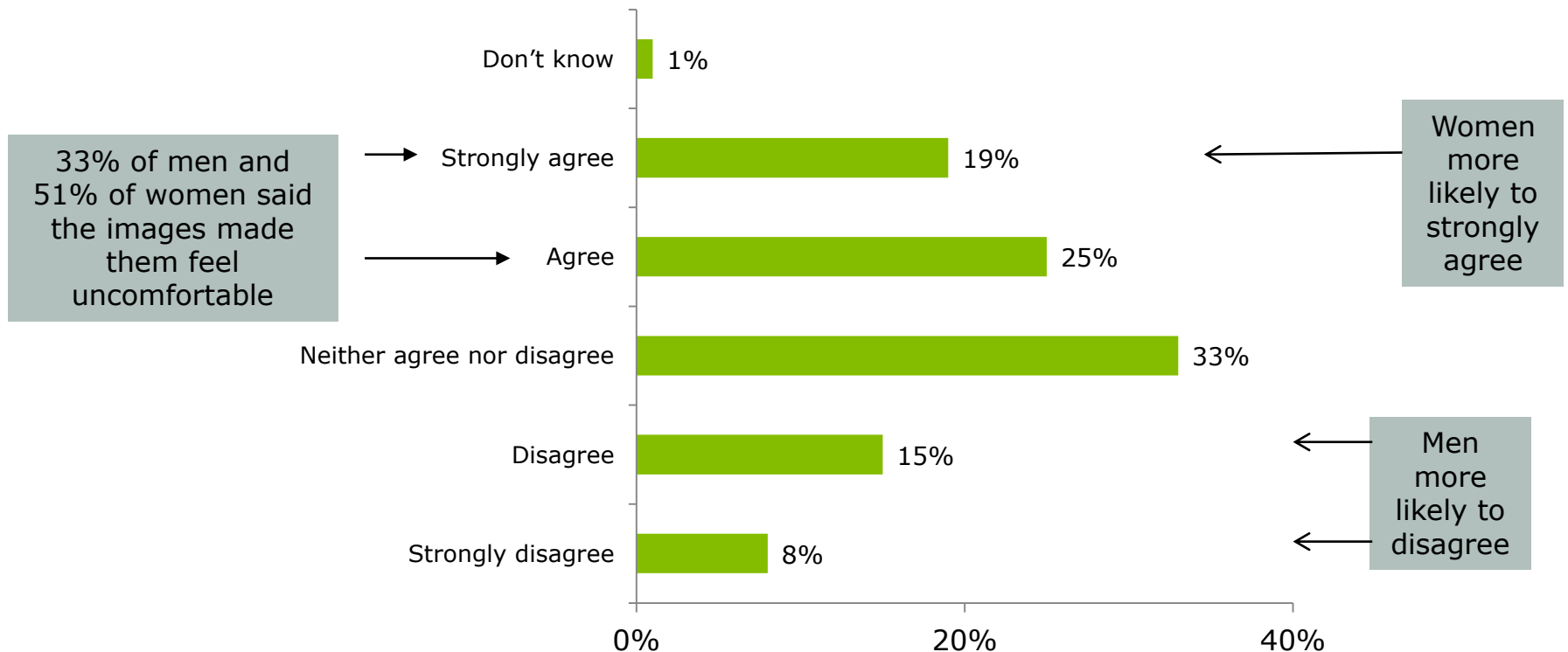


Base: 2112 Balance: No response

Q32. Are you aware of any promotional materials such as club flyers around university that have sexualised images of women?

44% of those who were aware of promotional materials around university that have sexualised images of women agreed that they make them feel uncomfortable

Do these images make you feel uncomfortable?



Base: 807 Balance: Not aware

Q33. How far would you agree or disagree that these images make you feel uncomfortable?

Many of the examples of the sexualised images of women consisted of women in little or no clothing often in provocative poses

Examples of images

"Top student totty' naked pictures of women covered with flags, etc. in a student publication asking women to submit their pictures. This was a few years ago"

Woman, 3rd year university

"A flyer showing a woman's body but with the head cropped, women in skimpy or tight clothing, women always depicted as white and slim. Most uncomfortable are spirit promotions for £1 shots and then events like wet t-shirt contest or sexualized action to begin late in the night after people have been encouraged to drink."

Woman, Postgraduate

"Female students from certain halls exposing their breasts as a competition against girls from other halls!"

Woman, 4th year university

"Mostly flyers for student club nights - especially if fancy dress. For example, a playboy themed club night that encouraged women students to attend wearing revealing outfits."

Woman, Postgraduate

"Almost cartoon-like images of women with large breasts and bum, very skinny and the 'clothing' usually fancy dress type or topless always revealing, and posing provocatively. Usually advertising a clubbing event etc."

Woman, 2nd year university

"Every Monday is the sports/societies night at the nightclub on campus. The themes are often fancy dressed and are advertised with a man near enough fully dressed in a costume of some sort, and a woman wearing barely anything. "

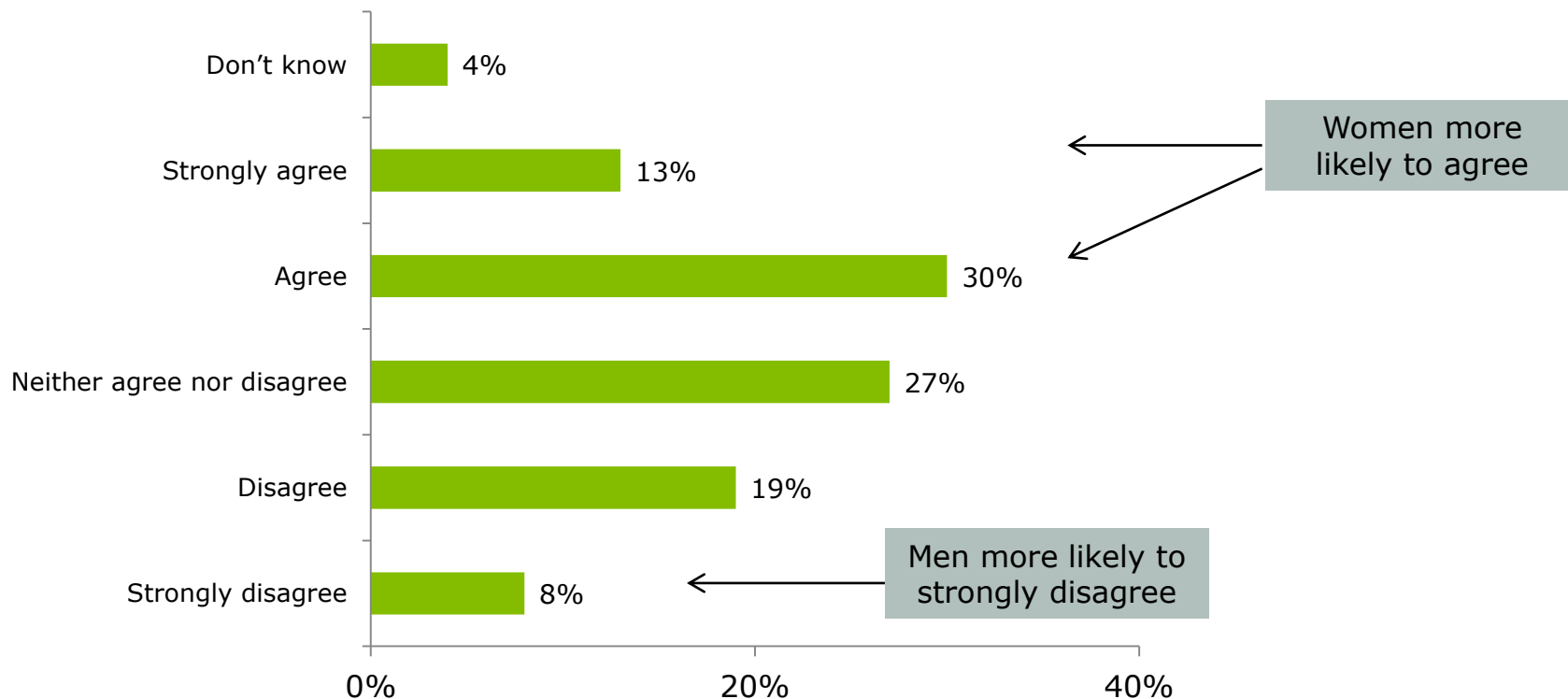
Woman, 5th year university

"Girls kissing on a flyer"

Man, 2nd year university

Two fifths (43%) agree to some extent that fancy dress parties at university can encourage sexist behaviour. One quarter (27%) neither agree nor disagree and another quarter (27%) disagree to some extent

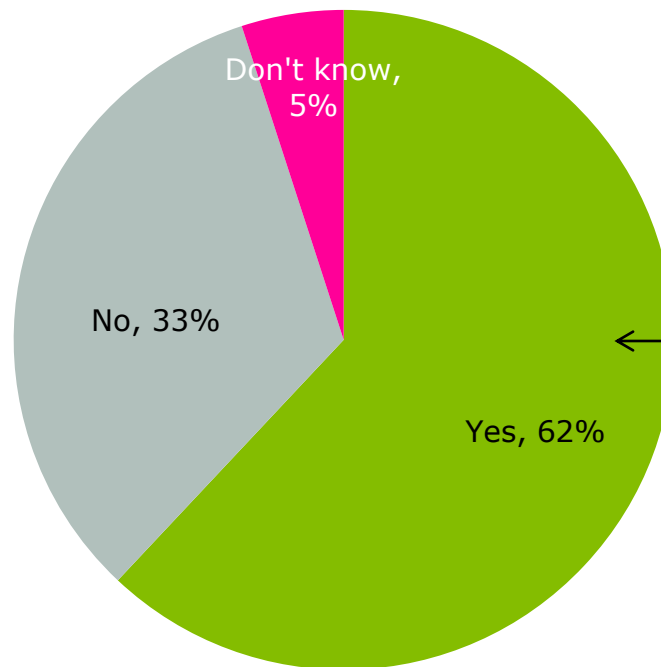
Can fancy dress parties encourage sexist behaviour?



Base: 2108 Balance: No response

Just under two thirds said they had heard a joke about rape or sexual assault being told at university

Have you heard a joke about rape or sexual assault?



More likely amongst 18-20 year olds and 2nd year students

General themes amongst the further comments from respondents

'That's what she said' jokes aren't sexist or an issue:

"That's what she said jokes" aren't always about sexual assault or rape and are quite often about consensual experiences."

Man, 2nd year university

Please to see the topic being addressed:

"I am glad these issues are finally being taken seriously."

Woman, 3rd year university

I don't think sexism at university is an issue:

"I think it is a little overdramatizing and sexist in that it only looks at the over sexualisation of women. As a woman I do not feel that I am vulnerable and that I do go out to events dressed sexily because I want to and I can handle myself."

Woman, 3rd year university

The survey implies women are more likely to suffer from sexism and discrimination which isn't always true:

"Although I have witnessed other men making sexual comments amongst themselves about a woman's personal appearance, I notice that this behaviour amongst women discussing a man's physical attractiveness is just as common and deemed much more socially acceptable!"

Man, 2nd year university

Please see additional excel spreadsheet for further comments

Q35.1 Are there any other comments you would like to make about the questions we have asked in this survey?