

Savanta:

Gen Z in the UK

Perceptions and experiences
of misogyny on social media

A Savanta report for Amnesty International UK

March 2025

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Background & objectives

This research focuses on UK Gen Z (16–25-year-olds), their exposure to and experiences of online misogyny via social media. It explores whether they have encountered abuse, avoided certain platforms due to toxicity, or taken actions such as turning off comments to protect themselves. The objectives were to understand:

- To what extent are Gen Z women exposed to misogyny on social media?
- What are these types of experiences?
- How have these experiences/ instances impacted the behaviours of young women?
- What do women want to on social media to make them feel safe from misogynistic behaviours?
- What are the experiences and viewpoints of male Gen Z?

Methodology

Savanta ran a 20-minute online survey amongst those aged 16-25 in the UK from **13th – 20th February 2025**

The survey achieved a **total sample of 3,024** with quotas set to be representative by age, gender, ethnicity, region and social grade.

Additionally, interlocked quotas were set on Age and Gender to ensure robust data collection of men and women within Gen Z.

	Total	Woman (including transwoman)	Man (including transman)
Total	3,024	1,513	1,465
16-18	793	440	341
19-21	919	441	460
22-25	1,312	632	664

Data weighted to be nationally representative by gender, age, region, ethnicity, and socio-economic status.

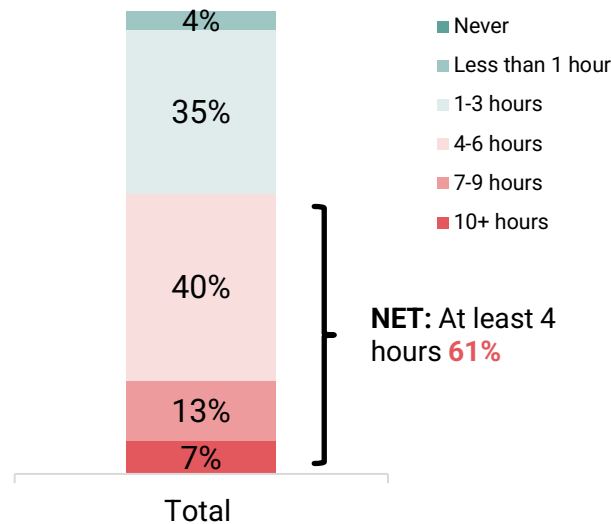
Summary

- Social media is an important lens for Gen Z to interpret and interact with the world: 61% of Gen Z are spending at least 4 hours a day on social media – with the majority using platforms such as TikTok, Instagram, Snapchat, YouTube and WhatsApp.
- However, Gen Z social media experiences are deteriorating due to the amount of negative news seen by Gen Z women (51%) and Gen Z men (48%). Women are also more likely than men to cite an increase in misogynistic content as a contributing factor to their worsening experience (42% vs 31% respectively).
- Nearly three quarters (73%) of Gen Z have encountered misogynistic content on social media, with half seeing it weekly. Popular platforms such as TikTok, Instagram and Twitter/X are sources cited as showing misogynistic content daily or weekly.
- Gen Z women experience and perceive online misogyny more acutely than Gen Z men, saying it affects their sense of safety (40%) and create feelings of worry (64%) when on social media.
- Two in five (37%) Gen Z in the UK say exposure to such content impacts their mental health. Young women are significantly more likely than young men to report this effect.
- Among Gen Z, at least half think political leaders (61%) are fueling misogynistic and divisive language on social media, with almost two-thirds (65%) saying tech leaders have a responsibility to combat these issues.
- Gen Z women are significantly more likely than Gen Z men to say that men have a lot or full responsibility in addressing online misogyny. However, in many ways, Gen Z men are already comfortable acting as allies online.
- Gen Z is more influenced by trust and assurance (e.g., knowing more) when reporting and handing abuse/ harassment online, with women more likely than men to be influenced by these types of factors.
- Gen Z think harsher penalties for violators would make social media a safer place, with almost a third of young women saying tougher rules and initiatives would give them hope for reducing misogyny.



65% of Gen Z women are spending at least 4 hours a day on social media – with the majority of Gen Z overall using platforms such as TikTok, Instagram, Snapchat, YouTube and WhatsApp

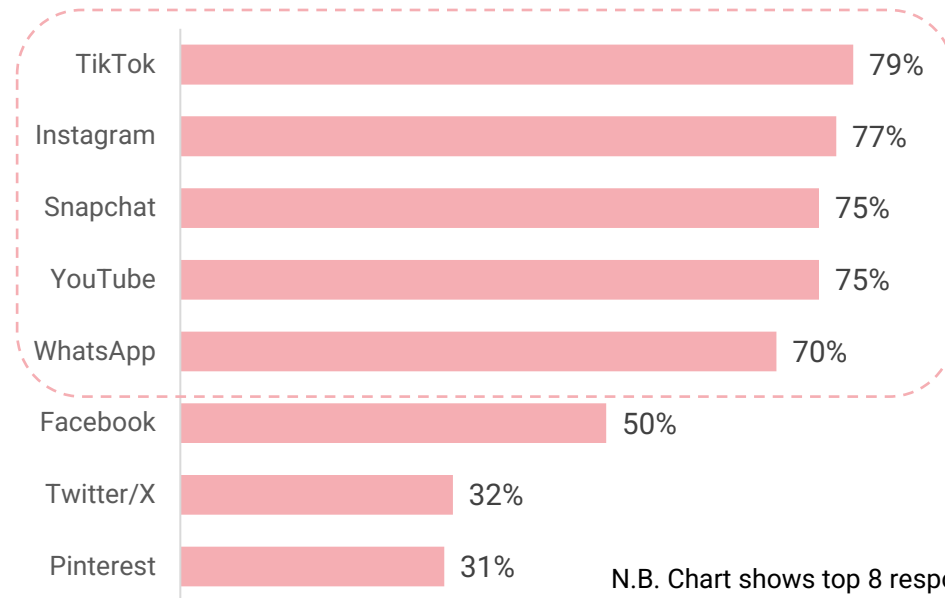
Hours a day spent on social media



Hours a day spent on social media (At least 4 hours)

	Woman	Man
Hours a day spent on social media (At least 4 hours)	65% ▲	56%

Social media platforms used regularly, by Gen Z overall



N.B. Chart shows top 8 responses

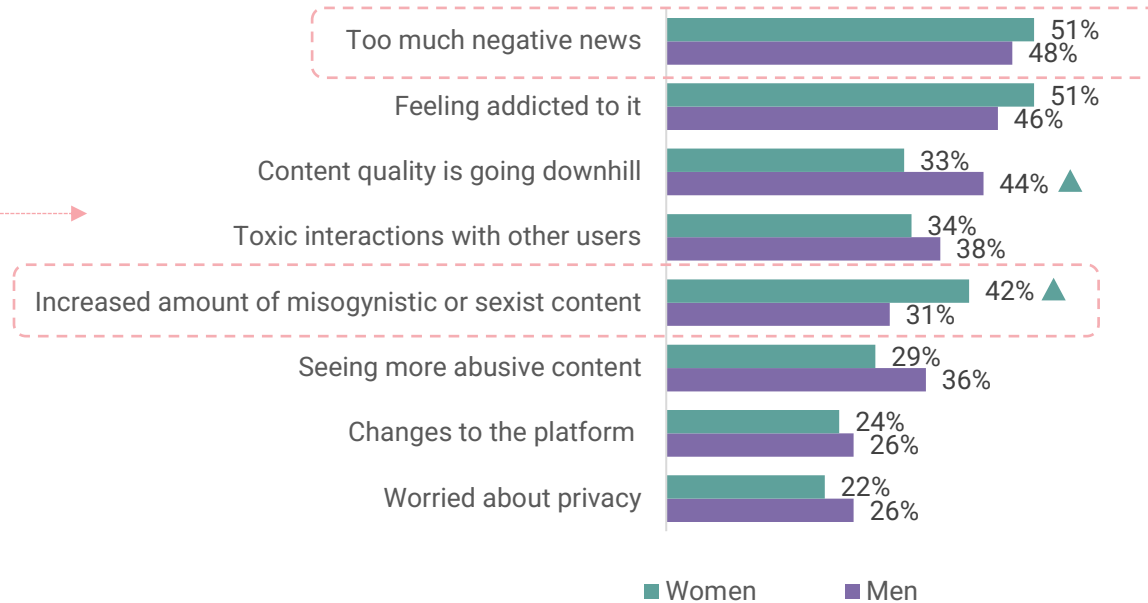
▲ Indicates significant difference between groups at 95% confidence level



Half of Gen Z women (51%) and nearly half of Gen Z men (48%) who feel that their experiences on social media has worsened say this is due to too much negative news. However, women are more likely than men to attribute their worsening experiences to an increase in misogynistic content.

Experience of social media (Has gotten <u>worse</u>)	Total	Woman	Man
	13%	11%	15% ▲

Making experiences on social media worse (n=408)

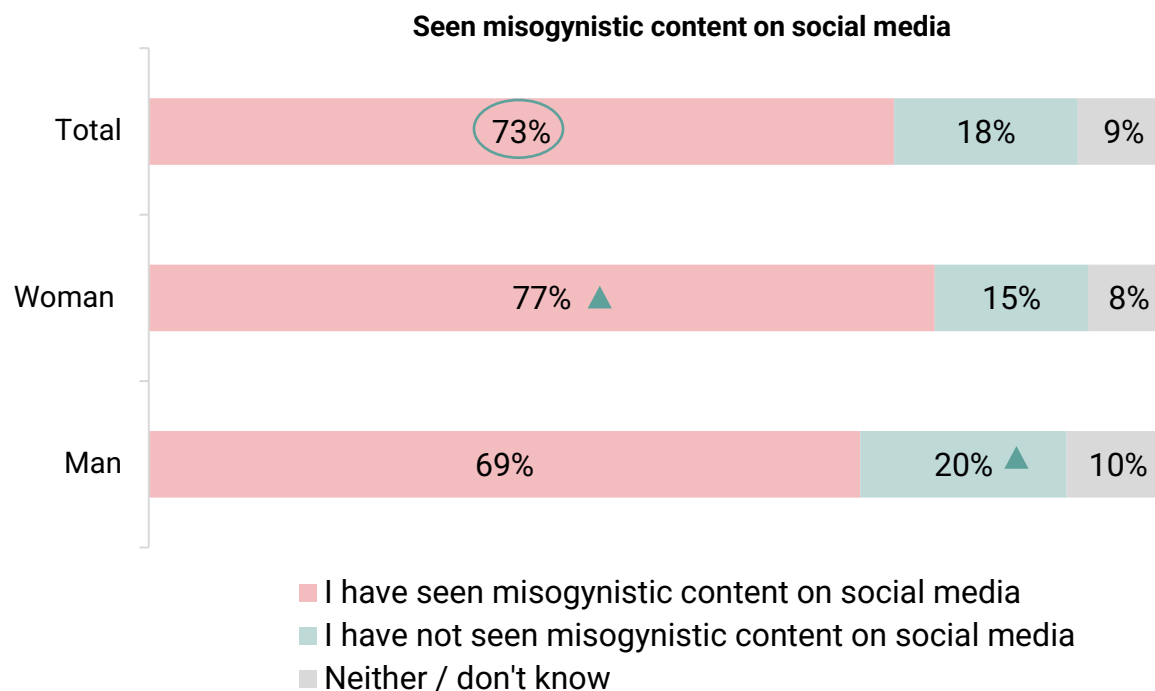


Intersectionality:
Experiences do not differ for female Gen Z when looking at responses by ethnicity (i.e. ethnic minority or white backgrounds)

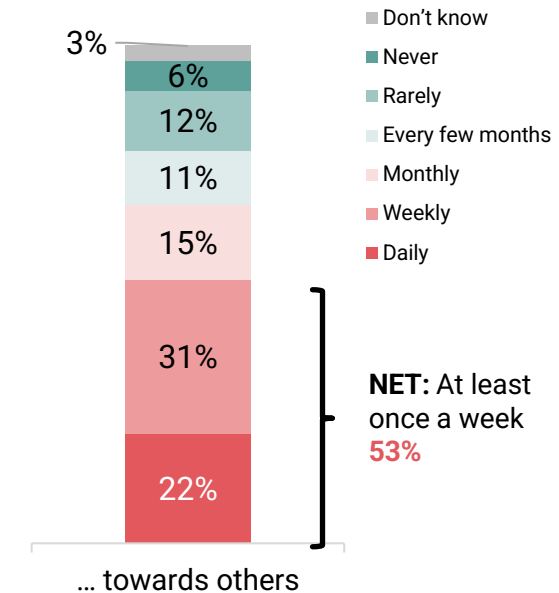
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Nearly three quarters (73%) of Gen Z have encountered misogynistic content on social media, with Gen Z women significantly more likely than men to say this. Just over half of Gen Z users are exposed to misogynistic content at least weekly.



Frequency of seeing misogynistic content online, towards others



Intersectionality:
Experiences do not differ for Gen Z women when looking at their responses by ethnicity (i.e. ethnic minority or white backgrounds)

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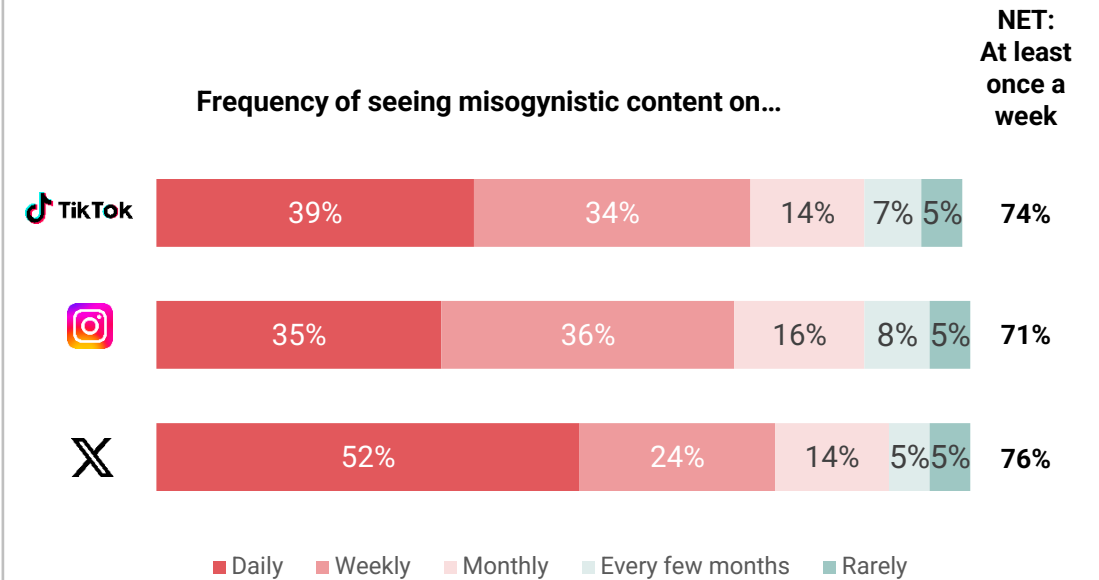
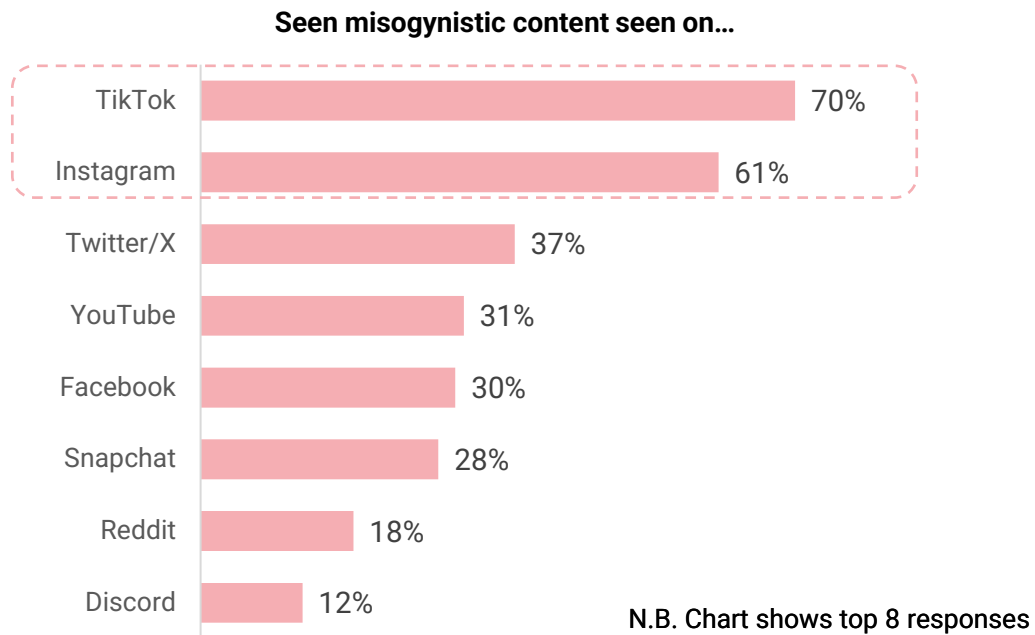
”
” *As a woman it is something women experience **everyday**. I no longer post on social media due to the constant hate and negativity.*

Even seeing the comments/hate directed towards somebody else is soul destroying.

(Woman, 22)



Popular platforms such as TikTok and Instagram are cited as the top platforms for encountering misogynistic content. Despite having a smaller Gen Z user base, Twitter/X sees a similar amount of people witnessing misogynistic content on a daily or weekly a basis.





”
“ *I see it a lot, especially in TikTok comments, usually from anonymous accounts putting women down and often sexualising them.*

(Woman, 18)

”
“ *TikTok in particular has allowed people like Andrew Tate and Trump who are openly misogynistic to corrupt young boy’s views on women – they are highly impressionable and it’s creating an insane issue.*

(Woman, 17)

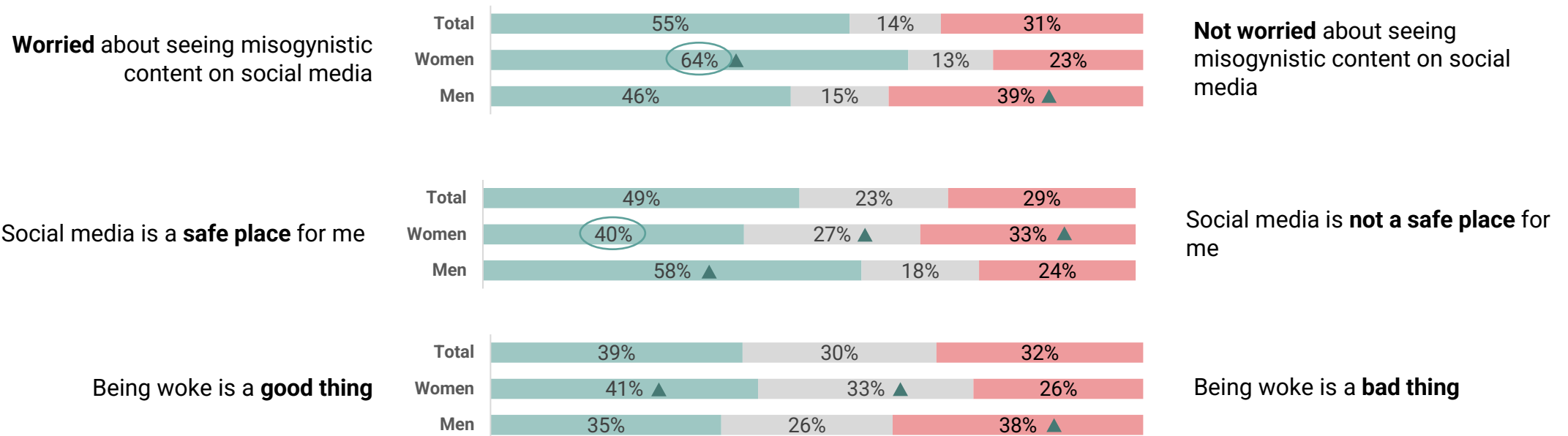
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“ *A women will dress pretty and feel confident but people in the comments fat shame and say that they need to go gym (Instagram mainly).*

(Man, 24)



Gen Z women experience and perceive online misogyny more acutely than Gen Z men, saying it affects their sense of safety (40%) and creates feelings of worry (64%) when using social media.

Which statement best describes your views?



▲ Indicates significant difference between groups at 95% confidence level
▼



Online misogyny is taking a toll on Gen Z well-being, with two in five (37%) saying exposure to such content impacts their mental health. Young women are significantly more likely than young men to report this effect.

””
 ““ *I have to step away from it for the sake of my own mental health.*

(Woman, 23)

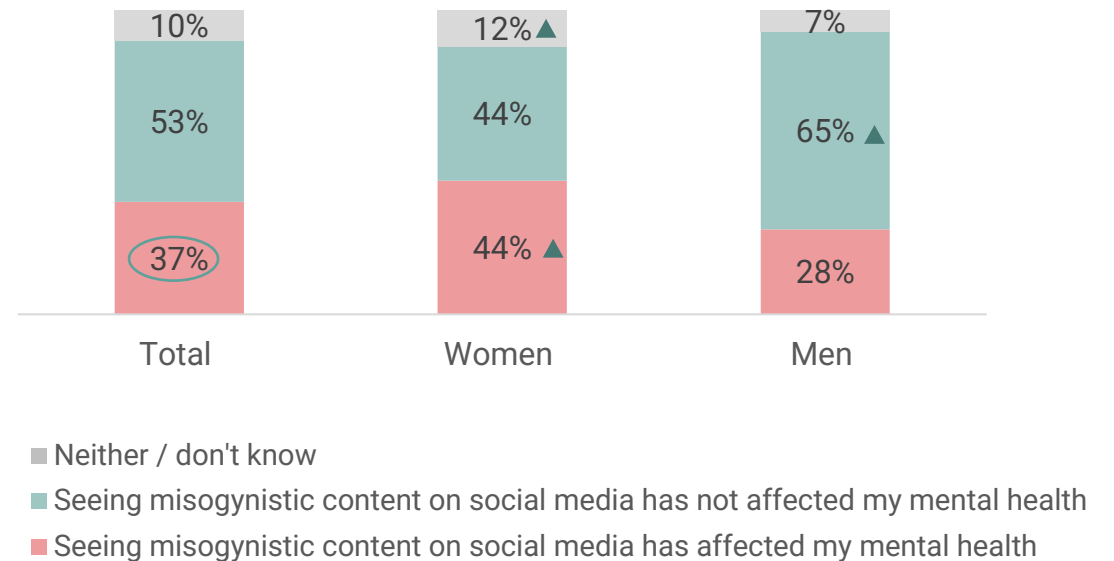
””
 ““ *It has a very big impact on my mental health whether it is about me or others.*

(Woman, 18)

””
 ““ *Online misogyny can really affect someone’s mental health and sabotage someone’s life. Social media needs to be a safe place and should be made against online misogyny.*

(Woman, 25)

Which statement best describes your views?



Q6.2. Which of the following statements best describes your view? Base: Those who have seen misogynistic content (n=2,215), Woman (n=1162), Man (n=1019)

▲ Indicates significant difference between groups at 95% confidence level



Among Gen Z, three in five (61%) think political leaders are fuelling misogynistic and divisive language on social media, with almost two-thirds (65%) saying tech leaders have a responsibility to combat these issues.

	Total	Gender	
	Total	Women	Men
I think there is more misogynistic and divisive language on social media platforms because of statements or actions by political leaders	61%	66% ▲	56%
I think there is less misogynistic and divisive language on social media platforms because of statements or actions by political leaders	19%	15%	24% ▲
The statements and actions by tech leaders are why there are more misogynistic and divisive language online	47%	52% ▲	42%
The statements and actions by tech leaders are why there are less misogynistic and divisive language online	24%	18%	31% ▲
Tech leaders do have a responsibility to combat misogynistic and divisive language on their platforms	65%	69% ▲	60%
Tech leaders do not have a responsibility to combat misogynistic and divisive language on their platforms	19%	14%	24% ▲

However, Gen Z women are **significantly more likely** than Gen Z men to believe that tech and political leaders fuel online misogyny, with **seven in ten** thinking tech leaders do have responsibility.

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”
“ *Just seeing all the Trump supporters and their violence **scares me.***

(Woman, 17)

”
“ *[Misogyny] has grown since Trump’s appointment.*

(Woman, 23)

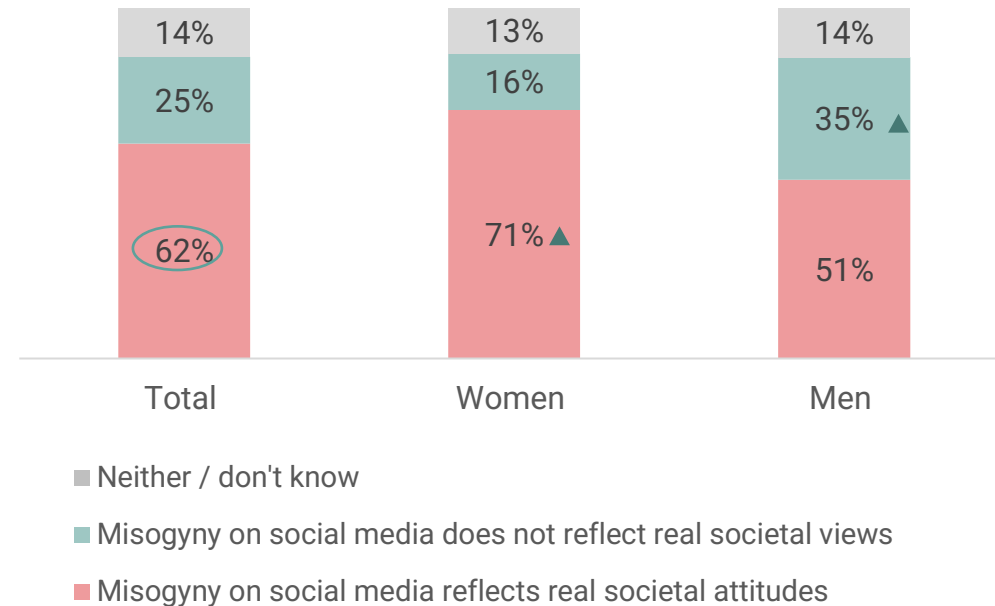


62% of Gen Z believe misogyny on social media mirrors real-world attitudes, with Gen Z women (71%) significantly more likely than Gen Z men (51%) to select this option.

““
““ *Online misogyny often reflects real life attitudes, it shouldn't be taken lightly.*
(Man, 19)

““
““ *It's so ingrained in society, that many people don't recognise it when it's happening - which is sad. The hatred of women is everywhere and dictates the way men behave online.*
(Woman, 25)

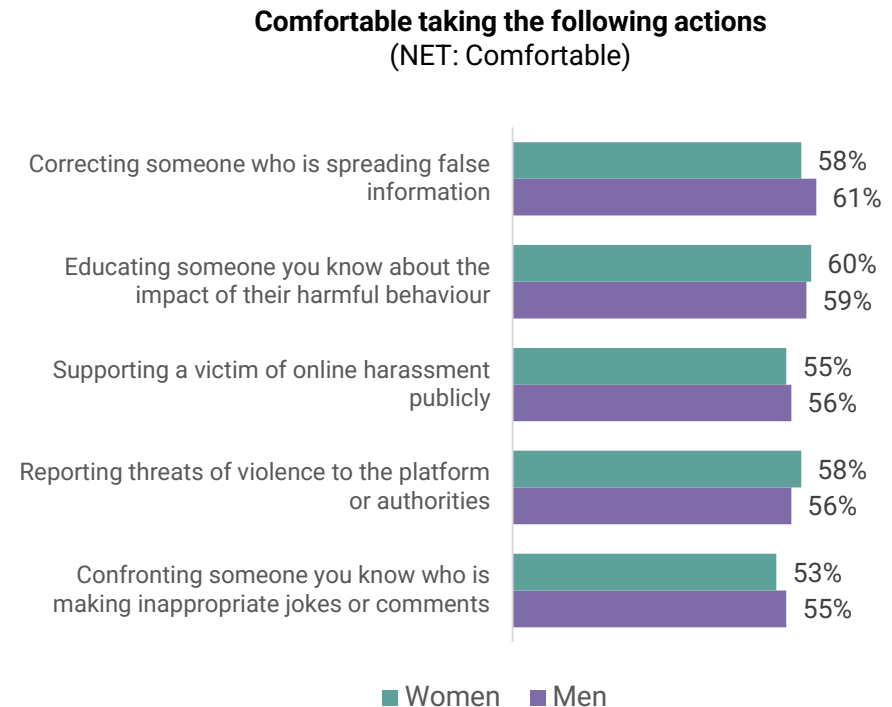
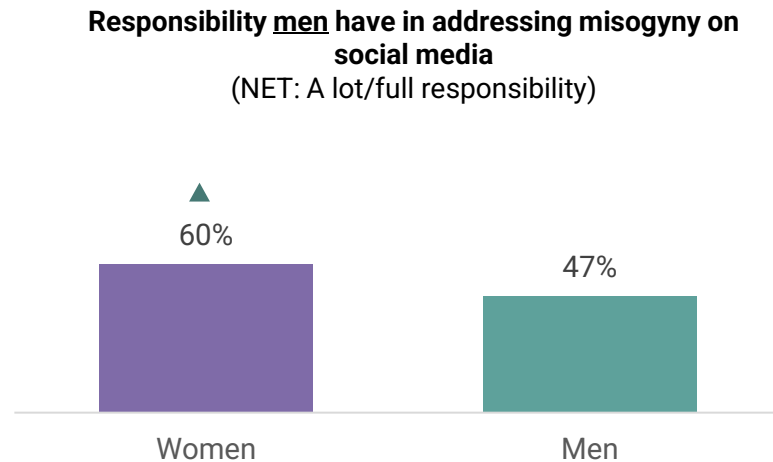
Which statement best describes your views?



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Young women are significantly more likely than young men to believe that men have a lot or full responsibility in addressing online misogyny. However, in many ways, Gen Z men are already comfortable acting as allies online.



▲ Indicates significant difference between groups at 95% confidence level
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”
“ *We **all** have a role to play in changing the world we live in.*

(Woman, 25)

”
“ *We **all** need to call out misogyny when we see it to make social media a safer place.*

(Woman, 18)

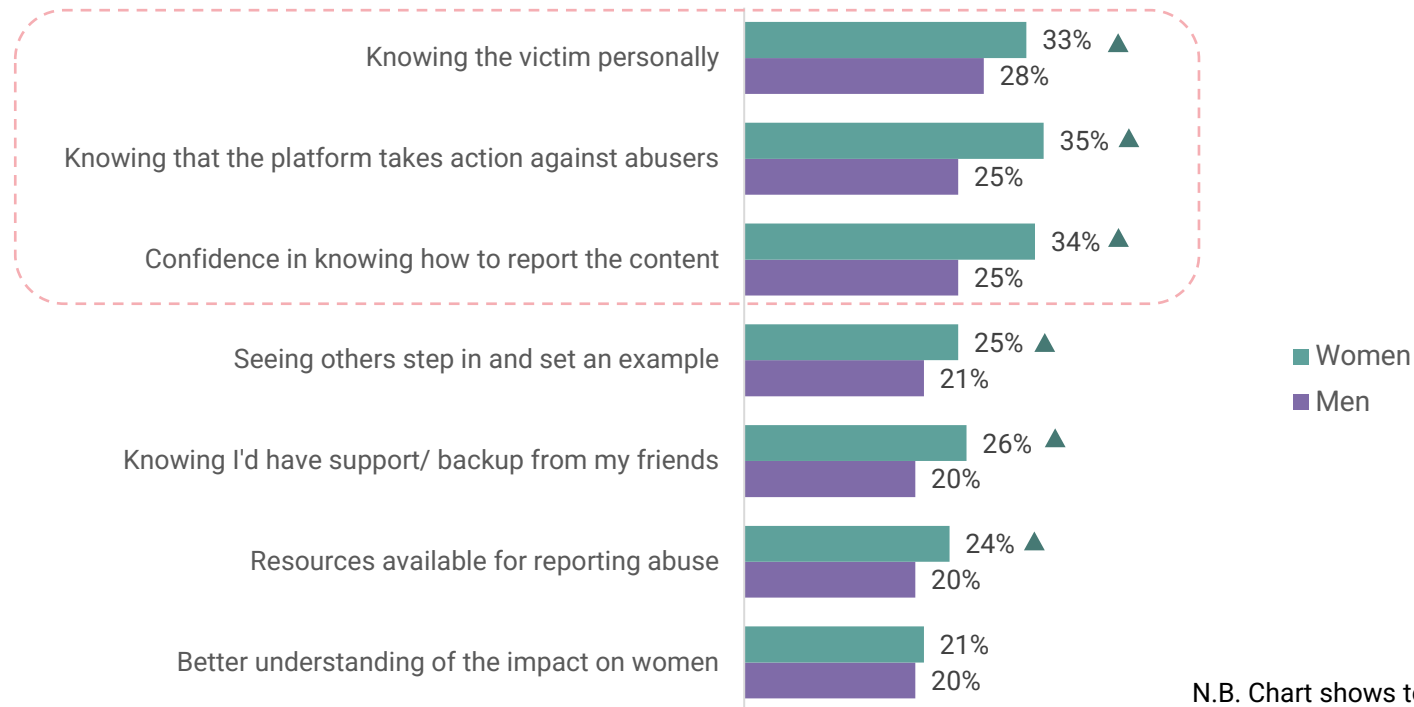
”
“ *Online misogyny isn't 'just a joke'—it fuels inequality. Let's be the generation that chooses respect, calls out bias, and creates a safer space for everyone. Equality starts with us.*

(Man, 20)



Gen Z are more influenced by trust and assurance (e.g., knowing more) when reporting and handing abuse/ harassment online. Gen Z women are more likely to be influenced by these ‘knowing’ factors compared to Gen Z men.

More likely to step-in when seeing misogynistic content online, if...

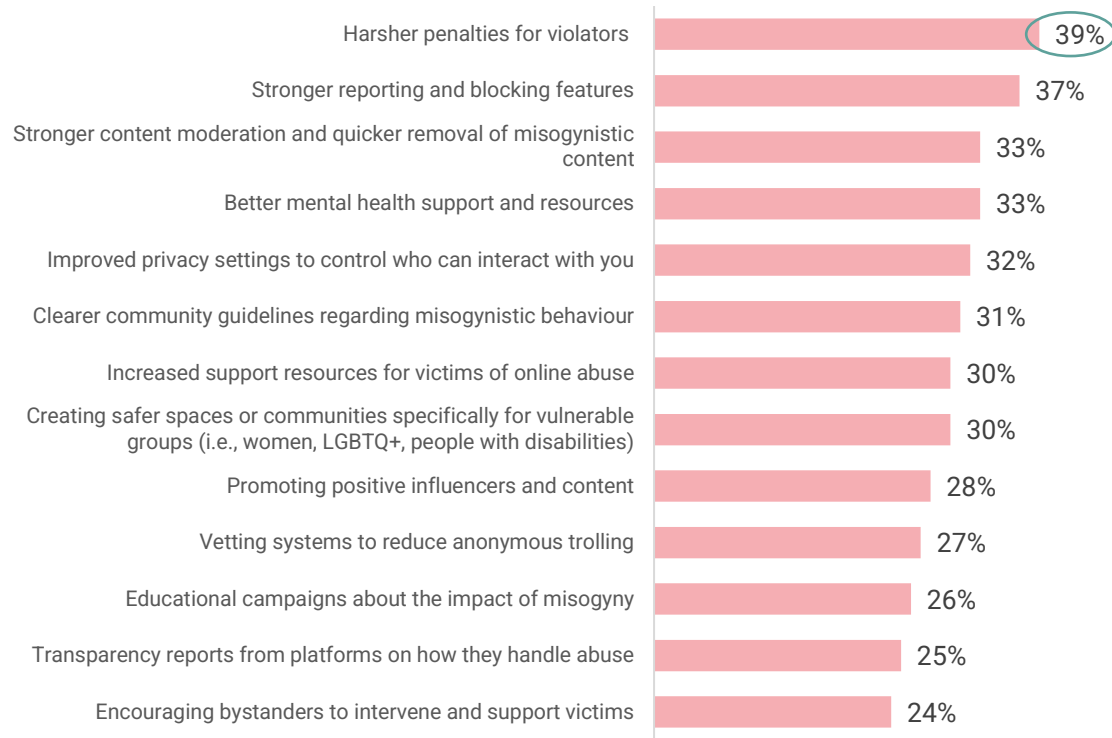


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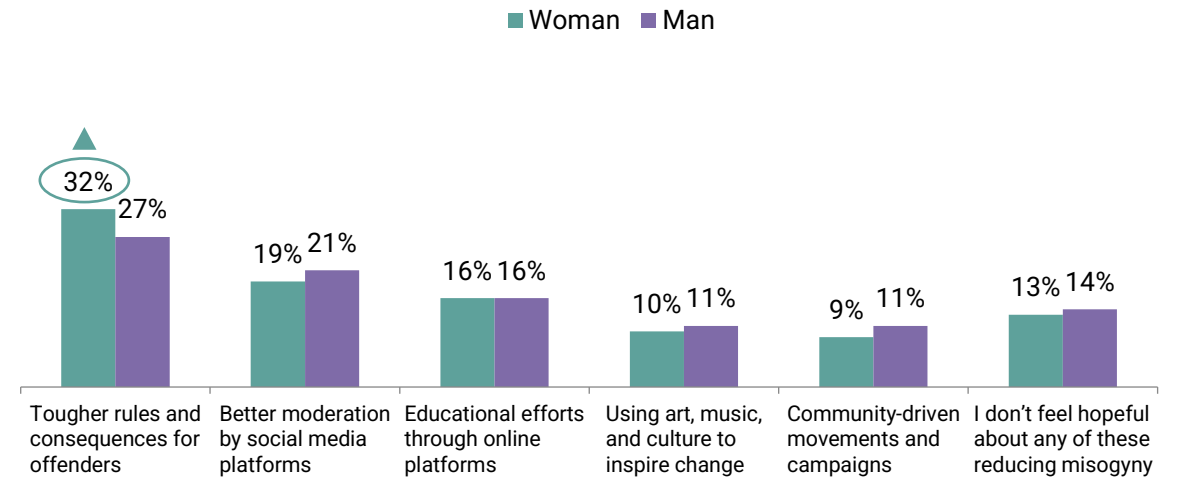


Harsher penalties for violators would make social media a safer place in Gen Z’s opinion, with almost a third of young women saying tougher rules and initiatives would give them hope for reducing misogyny.

Measures to make social media safer



Steps to reduce misogyny



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Appendix

Additional headlines & quotes

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Headlines on intersectional experiences

- **Gen Z women with disabilities** are twice more likely than those without disabilities to spend 10+ hours a day on social media (11% vs. 6%). Three in ten (39%) Gen Z women with disabilities have experienced threats of violence online, while one in five (18%) of those without disabilities say the same thing. 15% of Gen Z women with disabilities who have personally experienced misogynistic content on social media say they have deleted their account after these experiences. Two in five (39%) Gen Z women with disabilities say that creating safer spaces or communities specifically for vulnerable groups (i.e., women, LGBTQ+, people with disabilities) would make social media safer for everyone, including women.
- A third (32%) of Gen Z women have personally experienced hate speech on social media, where **Gen Z women with ethnic minority backgrounds** more likely to say this than their white counterparts (39% vs. 31%). Three in ten (29%) of Gen Z women with ethnic minority backgrounds say they have avoided posting certain types of content on social media after experiencing misogynistic content, while one in five (20%) of Gen Z women with white backgrounds say this. One in five (21%) Gen Z women with ethnic minority backgrounds say educational efforts through online platforms gives them the most hope for reducing misogyny.



Headlines on misogyny experience

- Over three quarters (77%) of Gen Z women report seeing misogynistic content, significantly higher than the number of Gen Z men who report so (69%).
 - Of respondents who have seen misogynistic content online, 55% of women say they see it at least one a week.
 - 76% of Gen Z women think there is more misogynistic and divisive language on social media platforms these days, 64% are worried about seeing misogynistic content on social media, and 33% think social media is not a safe space for them.
 - TikTok is the platform Gen Z are most likely to have seen misogynistic content on, with 70% saying they have, followed by Instagram (61%) X (formerly Twitter) (37%), YouTube (31%) and Facebook (30%).
 - Of respondents who have seen online misogynistic behavior towards others, 71% reported seeing body shaming, 68% saw inappropriate emojis (e.g., 🍆💦) on posts/photos, 64% saw some getting called 'mid' or 'ugly', 60% saw hate speech, and 53% saw gender-based discrimination.
 - Women were significantly more likely than men to say they have seen each of the listed misogynistic behaviors online.
- Seven in ten (70%) Gen Z women report experiencing misogynistic content towards themselves on social media at some point, with 11% experiencing it at least once a week.
 - Of Gen Z women who have experienced online misogynistic behavior personally, 53% reported receiving inappropriate emojis (e.g., 🍆💦) on their posts/photos, 44% received unsolicited explicit images, 44% were called 'mid' or 'ugly', 43% have been body-shamed, 40% have received unwanted sexually suggestive comments, 32% reported experiencing hate speech, and 27% said they had been stalked.
- Two thirds (67%) of all respondents think online misogyny towards women and girls is a very big problem today, though Gen Z women are significantly more likely to agree with this statement than Gen Z men (75% vs 58%).



Headlines on impact and consequences

- Over a third (37%) of Gen Z say seeing misogynistic content on social media has affected their mental health. Gen Z women are significantly more likely than Genz men to report this effect (44% vs 28%).
- After personally experiencing online misogynistic content, 55% of Gen Z women say they blocked the user.
 - 35% made their account private, 31% reporter the content or user, 30% took a screenshot for evidence, 25% reduced their online activity and 22% avoided posting certain typed of content.
- One in five (20%) Gen Z women say they have left or avoided certain platforms after seeing misogynistic content online.
 - Of Gen Z women that have left or avoided online platforms because of misogynistic content, 40% of them say they've avoided or left X (formerly Twitter), 30% TikTok and 30% Instagram.
- Three in five (62%) respondents think misogyny on social media reflects real societal attitudes, though Gen Z women are significantly more likely to agree with this statement than Gen Z men (71% vs 51%).



Headlines on causes, solutions and hope

- Over half (55%) of Gen Z think TikTok contributes towards online misogyny, though Gen Z women are significantly more likely to agree with this statement than Gen Z men (61% vs 48%).
 - Celebrity gossip magazines (23%), the Sun (23%), and the Daily Mail (21%) are seen as worst contributors to online misogyny within traditional media.
- Half (47%) of respondents think statements and actions by **tech leaders** are why there is more misogynistic and divisive language online., while 61% think there is more misogynistic and divisive language on social media platforms because of statements or actions by **political leaders**.
 - Of tested high-profile social media users, Gen Z men are most likely to think Andrew Tate is most responsible for the spread of misogyny (50%), while women attribute responsibility with Donald Trump (58%).
- Over half (54%) of Gen Z (60% of Gen Z women vs 47% of Gen Z men) think men have either a lot or full responsibility for addressing misogyny on social media.
 - 65% of respondents think tech leaders **do** have a responsibility to combat misogynistic and divisive language on their platforms
- One in five (39%) of Gen Z think harsher penalties for violators (e.g. bans/suspensions) would make social media safer for everyone
 - 37% advocate for stronger reporting/blocking features, 33% for better mental health support and resources, 33% for stronger content moderation and quicker content removal of misogynistic content.
 - Women were significantly more likely than men to say that all the listed measure would make social media safer.
- 30% think rougher rules and consequences for offenders would give them most hope for reducing misogyny.
 - 40% of Gen Z women say they have found support from other women through social media. Of those that found community and support from women online, 40% say it enhanced their self-confidence and 36% say they feel more empowered to speak out against misogyny.



Headlines on causes, solutions and hope

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Additional quotes: Would you like to share anything about your experiences with online misogyny?

- *Because I'm a woman I'm not meant to drive. Only meant to be in the kitchen. Be a housewife. Being told I have no rights other than to give life into this world. (Woman, 20)*
- *It makes me feel so uncomfortable to be in my own body. People share these views online and because of the anonymity, receive no repercussions so believe that it's okay to continue doing so. Every time I am in a social situation in real life now, I am constantly worried that these people are secretly holding these views too and their worry about how I present myself, my clothes or my personality for my own safety. (Woman, 22)*
- *I am a woman in engineering therefore I get comments via social media mocking the fact I am a female in a male field. (Woman, 19)*
- *Very sexualised content and videos demonising women. (Woman, 25)*
- *This particular guy kept on harassing me on social media, he would create fake accounts just to bully me and comment shit on my posts and pictures. At a time I stopped using Facebook and Instagram. (Woman, 25)*
- *The whole "get back to the kitchen". I find it disgusting. (Woman, 18)*
- *Unfortunately, I've had my fair share of experiences with online misogyny. As a woman who's active on social media, I've encountered trolls who've made sexist comments, sent explicit messages, and even harassed me for my opinions on feminist issues. One particular experience that stands out was when I tweeted about a women's rights campaign, and a stranger responded with a vile, misogynistic comment. I reported him, but it was shocking to see how easily he felt entitled to share his hateful views. It's disheartening to see how prevalent online misogyny is, but I'm determined to not let it silence me. I'll continue to speak out and support other women who are doing the same. (Woman, 25)*



Additional quotes: If you could send a message to people your age about online misogyny and equality, what would it be?

- *Do not be pressured by your peers to think that degrading women is cool and this could happen to your family member so if that was done to someone you cherish the most, you would want to protect and so is the other women whom are bullied by your misogynistic comments being. Being a bully is not cool and at the end, it will only bring you misery. (Man, 16)*
- *Hey everyone, online misogyny is real and harmful. We all deserve respect, regardless of gender. Let's stand up for equality, challenge hate and support each other both online and offline. (Man, 17)*
- *Get off social media every once in a while. people who we don't even know are trying to affect us in ways no human should ,we are who we are and we look how we look not much is going to change that. you don't have to appease everyone, especially strangers who are usually on the other side of the world how have nothing better to do than to play keyboard warriors. (Man, 21)*
- *Focus on making the space around you positive - if everyone did this, the whole world would be surrounded by positivity. (Man, 23)*
- *Be careful online. (Woman, 24)*
- *Educate yourself on gender inequality. Without education, change cannot happen. (Man, 19)*
- *Remember, equality is not a women's issue, it's a human issue. We all have a role to play in creating a fairer, more just society. Don't be afraid to call out sexist language or behaviour, and don't tolerate it from others. You are powerful, your voice is powerful, and together we can create a better world for everyone. (Man, 25)*
- *Stay away from social media comments and put your account on private. (Woman, 25)*

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