Ipsos UK Violence against women and girls polling

February 2025





Almost half of Britons have heard of the phrase "Not all men"

Q. How well, or not, do you know the phrase: 'Not all men'?

% **'At** Know **Know** just Heard of but know Know a Never Don't least very well a little almost nothing about heard of fair amount know heard of Among all **9%** 11% 13% 15% 46% 6% 48% By gender 51% 8% 11% 14% 18% 7% Among men 43% 10% 11% 12% 12% 6% 45% 50% Among women By age 23% 13% 7% 72% Among 18-34s 18% 18% 22% 9% 14% 12% 7% 50% 7% Among 35-54s 43% Among 55-75s 3% 3% 7% 19% 64% 5% 32%

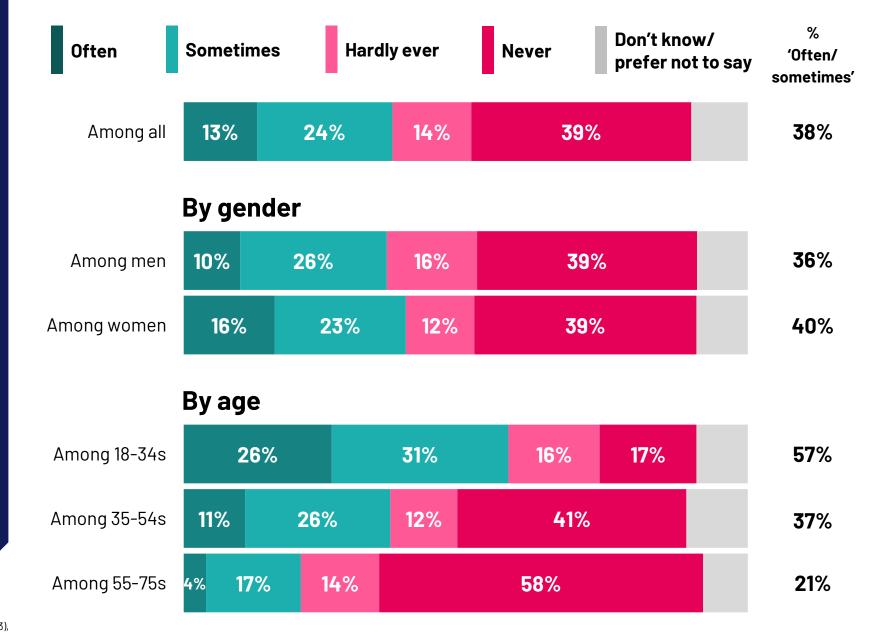
Base: 1,092 British adults aged 18-75 online, including men (527) and women (553), those aged 18-34 (350), 35-54 (396) and 55-75 (346), 24 – 26 January 2025



Younger Britons are more likely to have heard or seen others use the phrase "Not all men"

Q. How often, if at all, have you heard or seen other people using the phrase 'Not all men' about the issue of violence against women and girls?

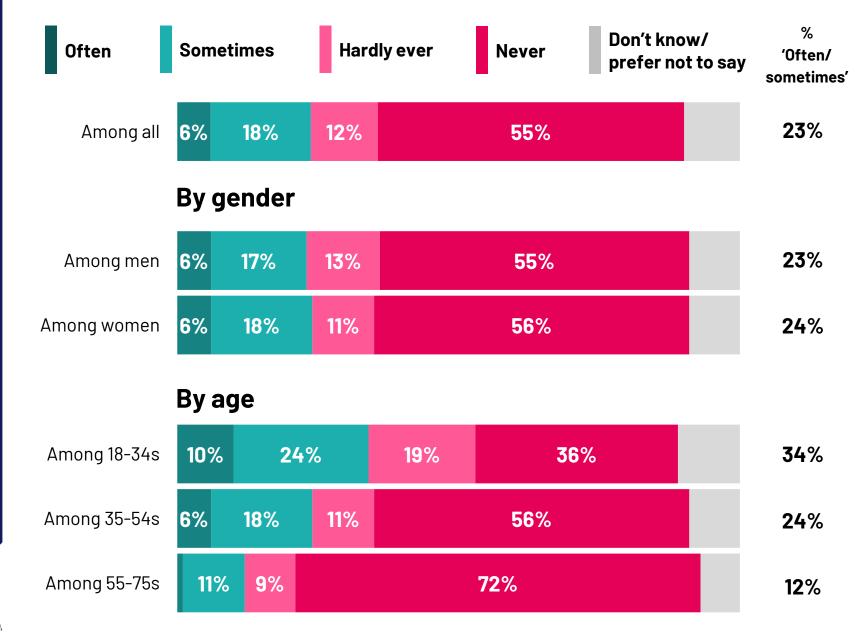
Base: 1,092 British adults aged 18-75 online, including men (527) and women (553), those aged 18-34 (350), 35-54 (396) and 55-75 (346), 24 – 26 January 2025.



DSOS

Under a quarter of Britons said they have used the phrase "Not all men" either often or sometimes

Q. How often, if at all, have you personally used the phrase 'Not all men' about the issue of violence against women and girls?



Base: 1,092 British adults aged 18-75 online, including men(527) and women(553), those aged 18-34(350), 35-54(396) and 55G-75(346), 24 – 26 January 2025.



Two in five Britons think the phrase "Not all men" is a reminder that not all men are harmful

Q. Thinking about the phrase 'Not all men', which of the statements below, if any, do you agree with the most? It is a reminder that not all men are 42% harmful It limits conversations about harm 13% and safety It prioritises men's interests over 10% women's safety None of these 13% Don't know 23%



Whilst over three in five think public awareness of violence against women and girls is increasing, half think levels of violence against them is also increasing

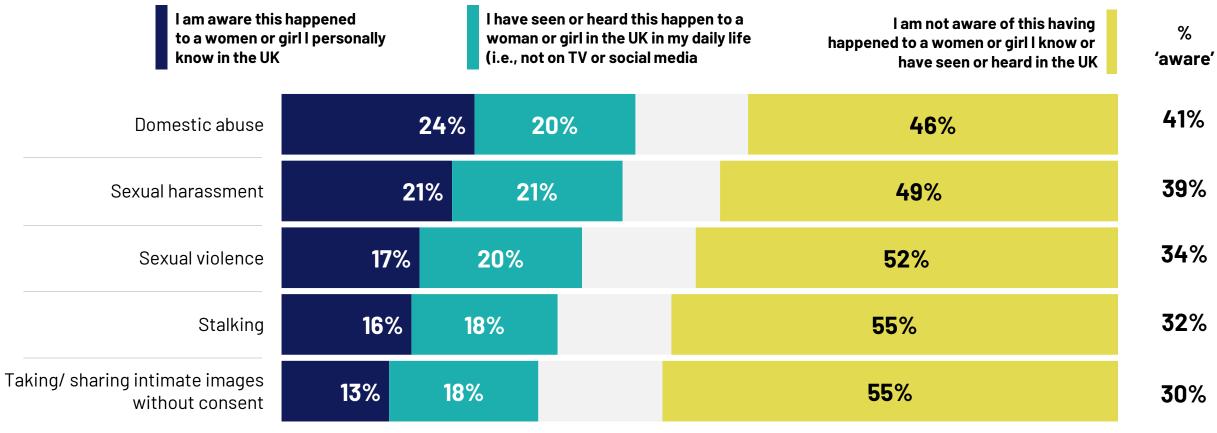
Q. Please state whether you think each of the following issues is increasing, staying the same or decreasing in the UK?

	Increasing	Staying about	Staying about the same		
Public awareness of violence against women and girls			63%	20%	7%
Levels of violence against women and girls		51%	:	26%	10%
Levels of toxic masculinity		48%	25	%	12 %
Levels of misogyny		47%	26	%	12%
Normalisation of violence against women and girls		40%	27 %	7%	



A quarter of Britons say they personally know a woman or girl in the UK who has been affected by domestic abuse

Q. In the last 12 months, have any of the following behaviours happened to a women/girl that you personally know in the UK or have you heard or seen them happening to any women/girl in the UK (in your daily life, not on TV or on social media)?





lways being able to build prosecutable cases				30%
entences for those who commit these offences being too light				28%
ng unwilling to report violent offences against them to the police			24%	
ale attitudes towards women and girls			24%	
ig too long to deal with these offences			22%	
and psychological trauma of reporting the violence to the police			21%	
ion and of further harm being inflicted on the victim			21%	
logy making it easier to commit these offences		14%		
tal attitudes towards women and girls		14%		
cation around the issues behind these offences		12%		
awareness of the issues behind these offences		10%		
doing enough to challenge the issues behind these offences		9%		
emale attitudes towards men and boys	5%			
Other barriers	2%			
None of these	3%			
Don't know		10%		

Britons are most likely to say that the police not always being able to build prosecutable cases, or criminal sentences being too light are barriers to reducing violence against women and girls in the UK

Q. What do you think are the main barrier(s) to reducing violence against women and girls in the UK? Please select up to three responses.

Base: 1,092 British adults aged 18-75 online, 24 - 26 January 2025

Three in five Britons agree that the UK justice system's response to violence against women and girls is ineffective in tackling this crime

Q. To what extent do you agree or disagree with each of the following statements?

	Agree	Neither				Disagree	
The UK's justice system's response to violence against women and girls is ineffective in tackling this crime			60%	19%		11%	
The UK police response to violence against women and girls is ineffective in tackling this crime		55%		23%		12 %	
The UK media coverage of violence against women and girls is ineffective in tackling this problem		49%		26 %		13%	
It is unfair to blame men in general for the violent actions of other men against women and girls		46%	2	7%		19%	
Misogyny is normalised in UK society		41%	24%		:	24 %	



Two in five think the traditional news media they use ignores the underlying issues that cause violence against women and girls all the time/ very often

Q. How often, if at all, does the traditional news media you use (TV, radio or newspapers) do the following things when reporting violence against women and girls?

	All the t	ime	Very often	Sometimes		n't know efer not to	Rarely say	Never	Net: 'All the time/ very often'	Net: 'Rarely/ never'
Ignores the underlying issues that cause violence against women and girls		12%	25%		32 %		19%	<mark>8%</mark> 4%	38 %	12%
Treats the problem in a sensational manner	8%	6	25%		34%		18%	11% 3%	33%	14%
Blames the victim	6%	13%	5	33%		17%	21%	10%	19%	31%
Over-reports the problem	5%	11%	24%	. 2	0%		27 %	14%	16%	40%
Overstates the impact of the problem	5%	9%	23%	22	2%		28%	13%	14%	41%



Around 7 in 10 think traditional media should try, or has a responsibility, to help reduce violence against women and girls

Q. Thinking about the role of traditional media in reporting violence against women and girls, to what extent do you agree or disagree with the following statements?

	Agree	Neither					ree
Traditional media should try to help reduce violence against women and girls			71	%	17%		5%
Traditional media has a responsibility to help reduce violence against women and girls			67 %		20%		6%
Traditional media can help reduce violence against women and girls		55%		22%	6	11	1%



lpsos

February 2025 Violence against women and girls polling

For more information

Caroline Paskell Research Director Caroline.Paskell@ipsos.com



