

# Ipsos UK Violence against women and girls polling

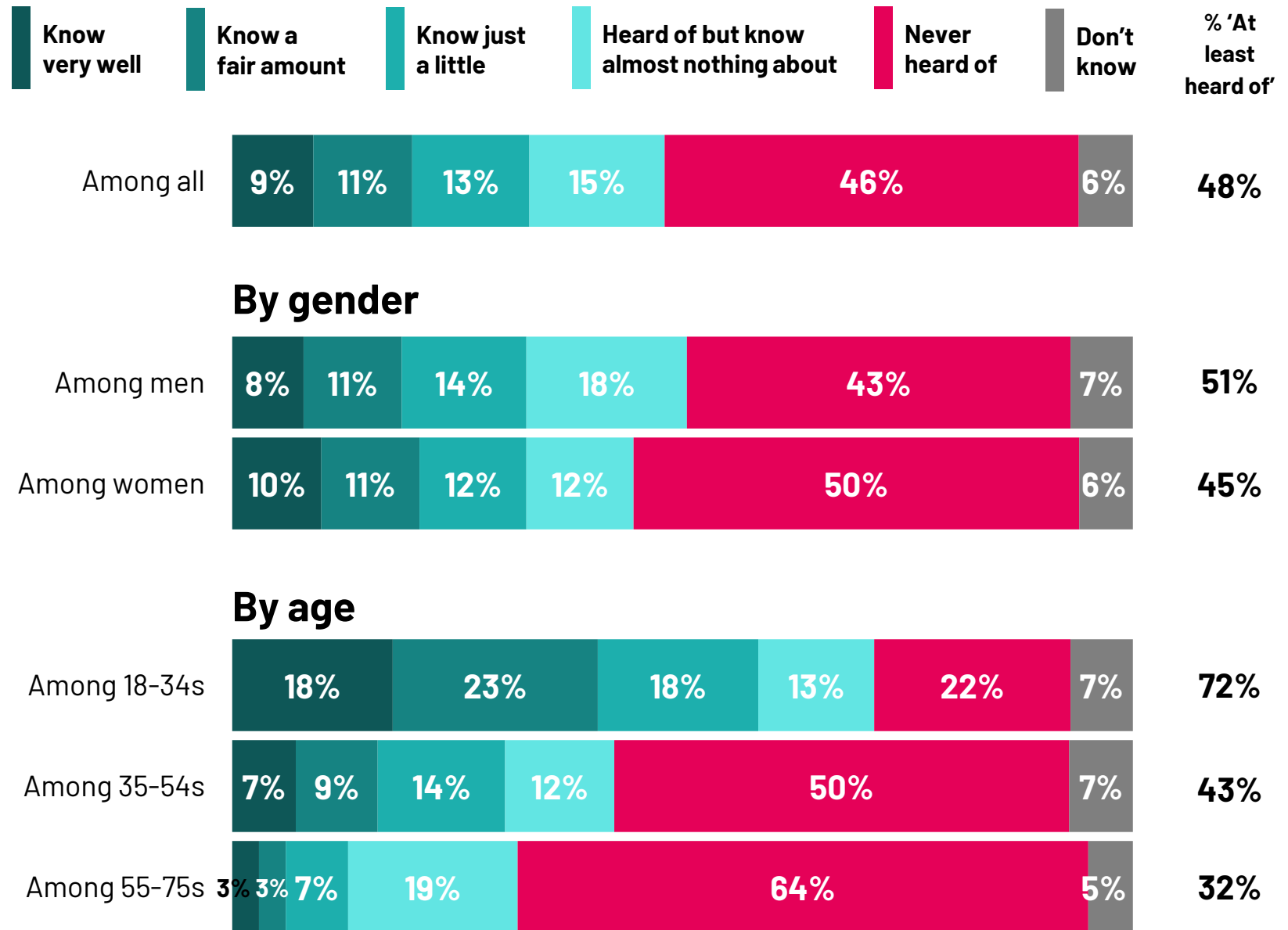
February 2025



# Almost half of Britons have heard of the phrase “Not all men”

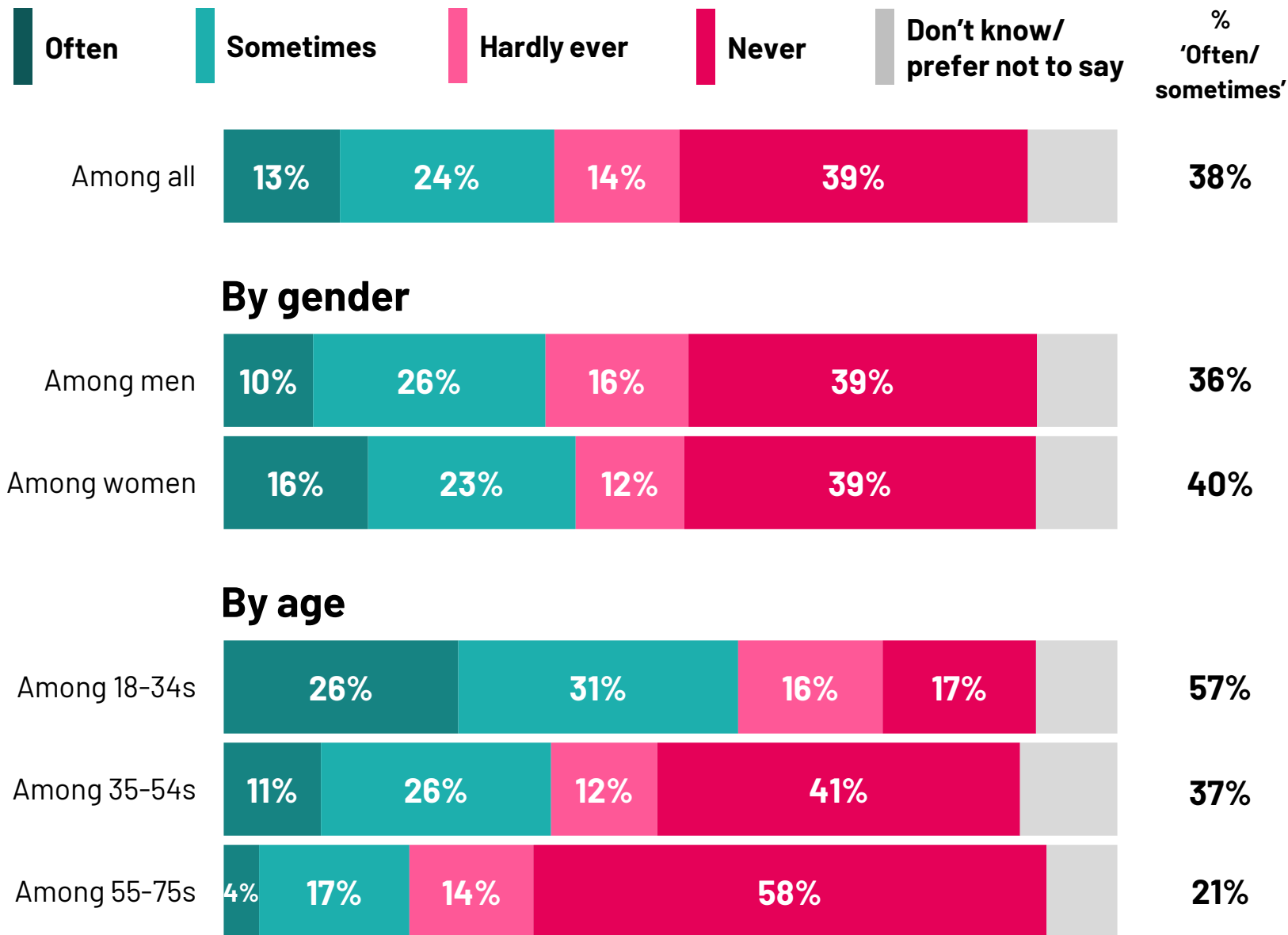
Q. How well, or not, do you know the phrase: ‘Not all men’?

**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”

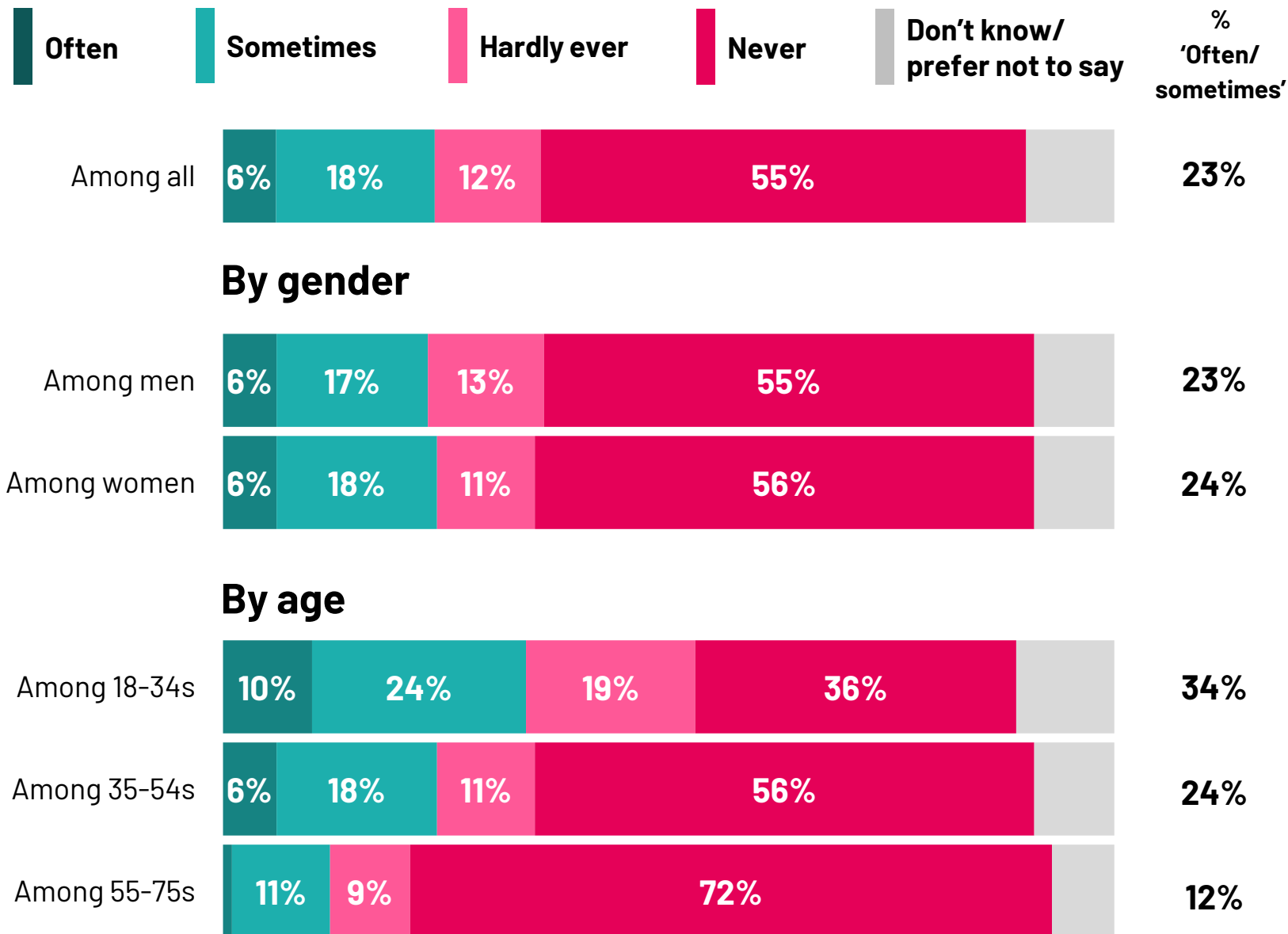
Q. How often, if at all, have you heard or seen other people using the phrase ‘Not all men’ about the issue of violence against women and girls?



**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.

# 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 55-75 (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 harmful

42%

It limits conversations about harm and safety

13%

It prioritises men's interests over women's safety

10%

None of these

13%

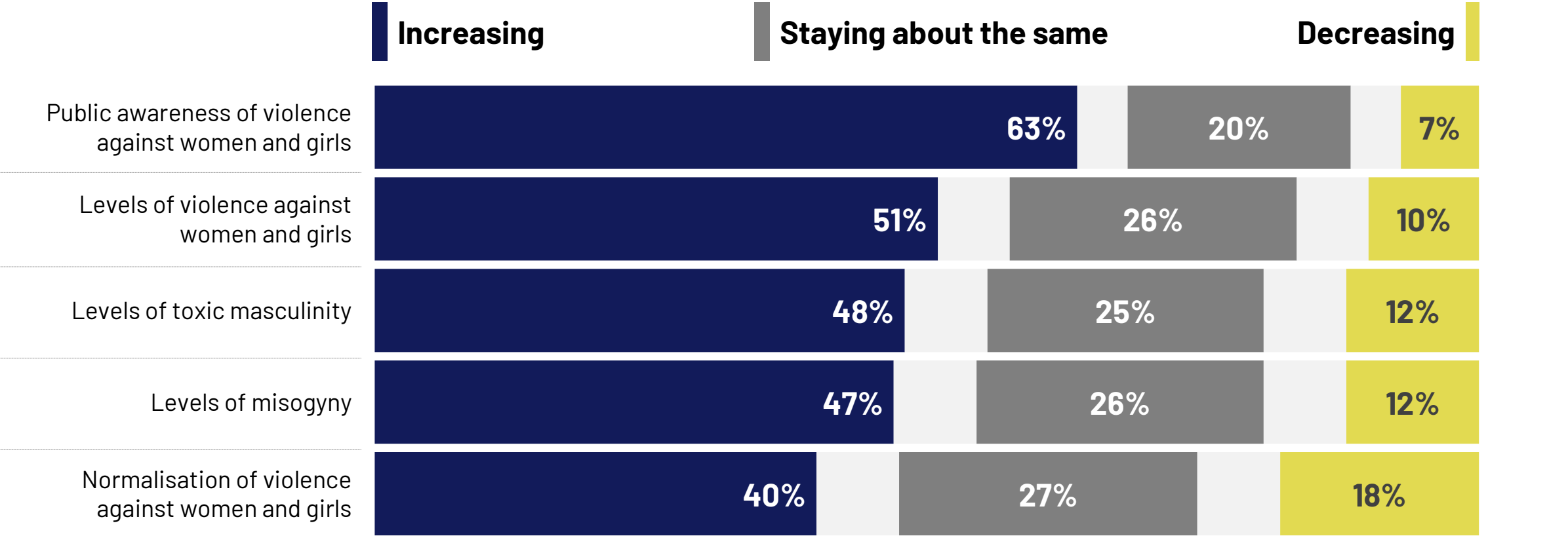
Don't know

23%

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

# 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

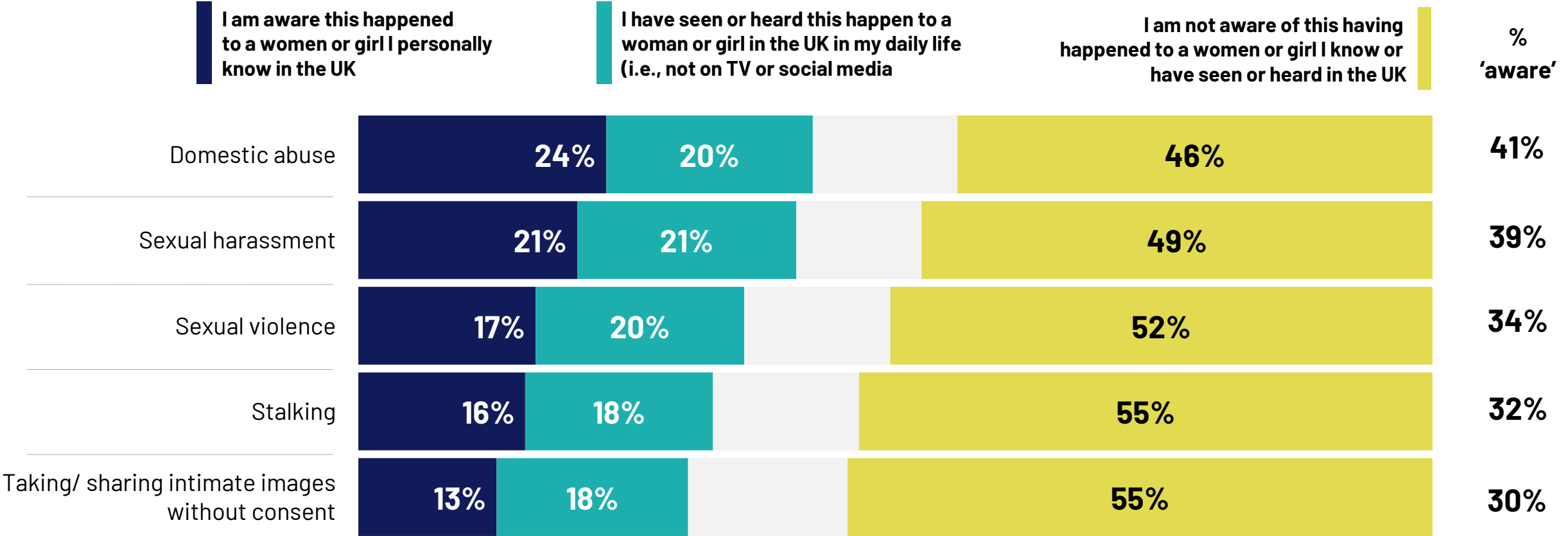
Q. Please state whether you think each of the following issues is increasing, staying the same or decreasing in the UK?



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

# 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)?

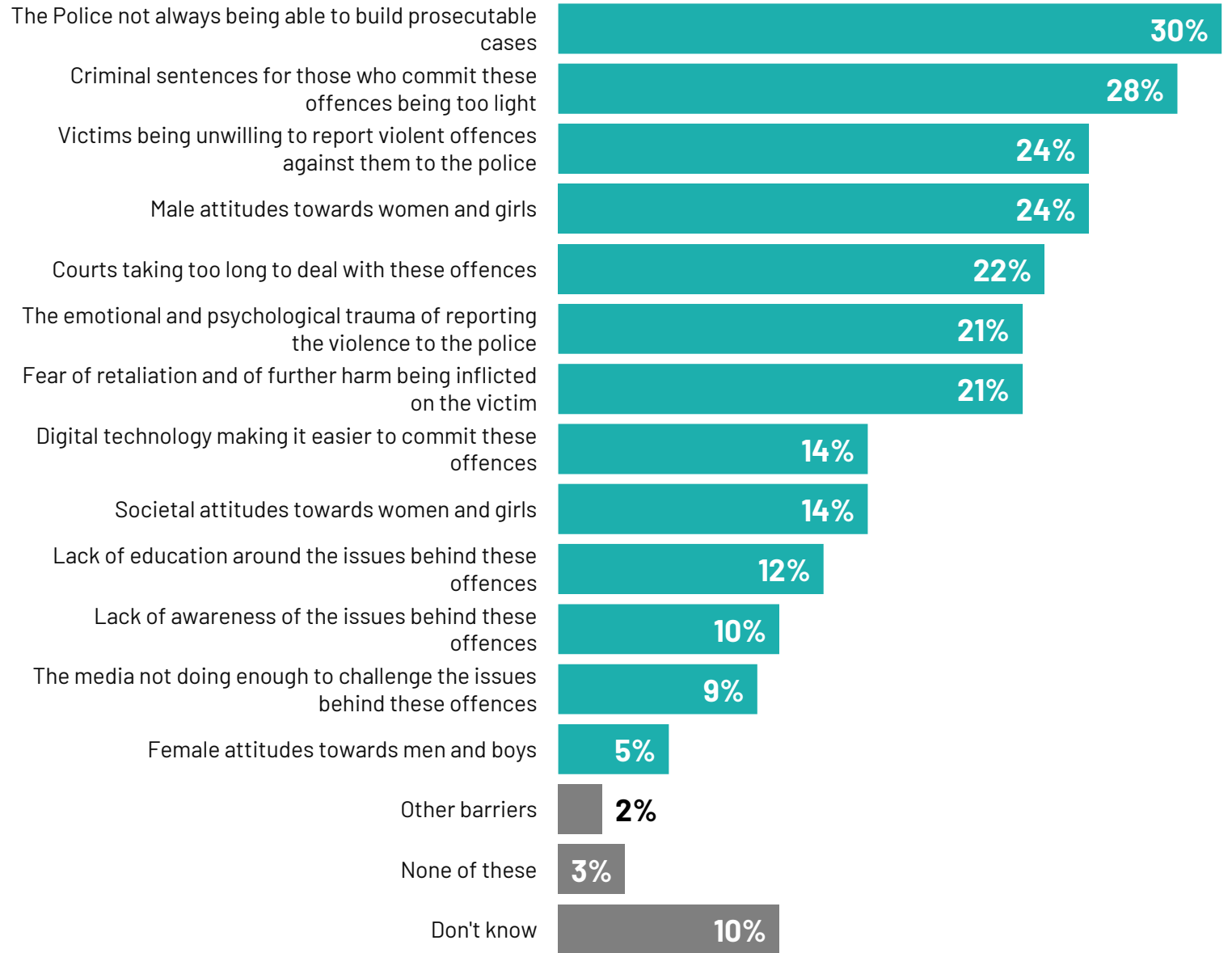


Base: 1,092 British adults aged 18-75 online, 24 – 26 January 2025

# 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.

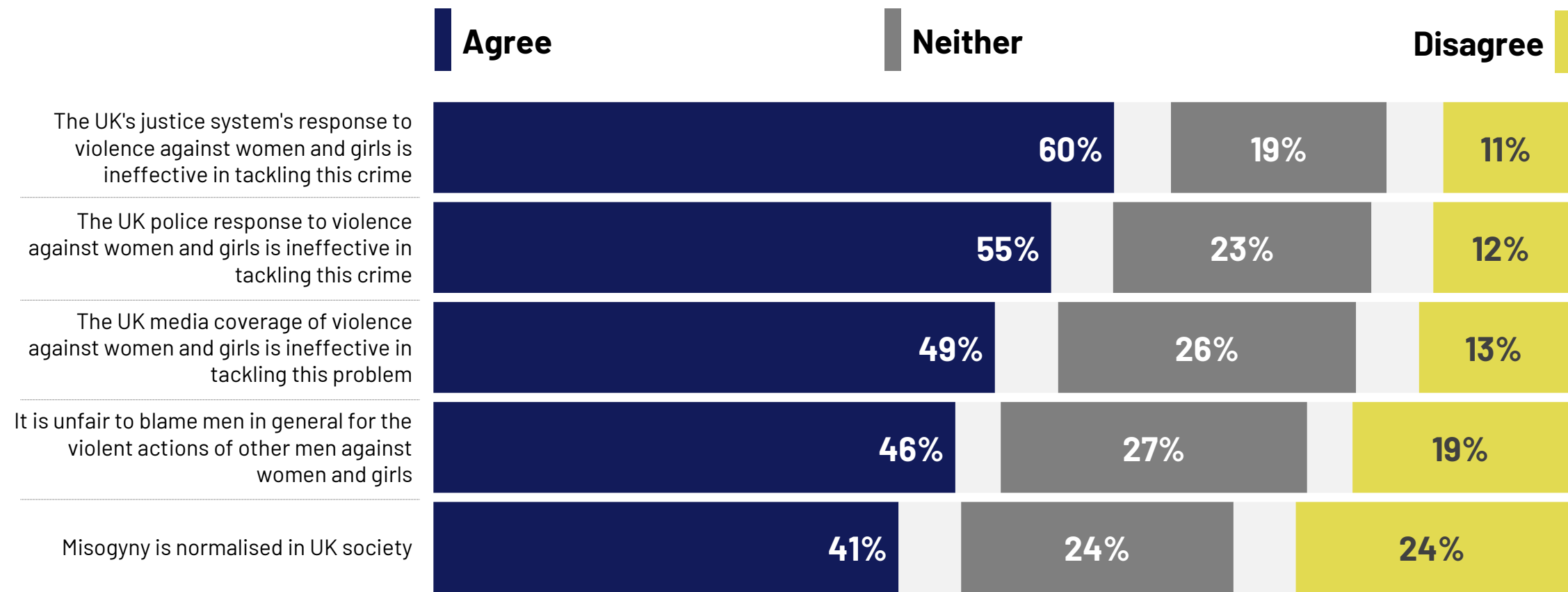
Base: 1,092 British adults aged 18-75 online, 24 - 26 January 2025





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

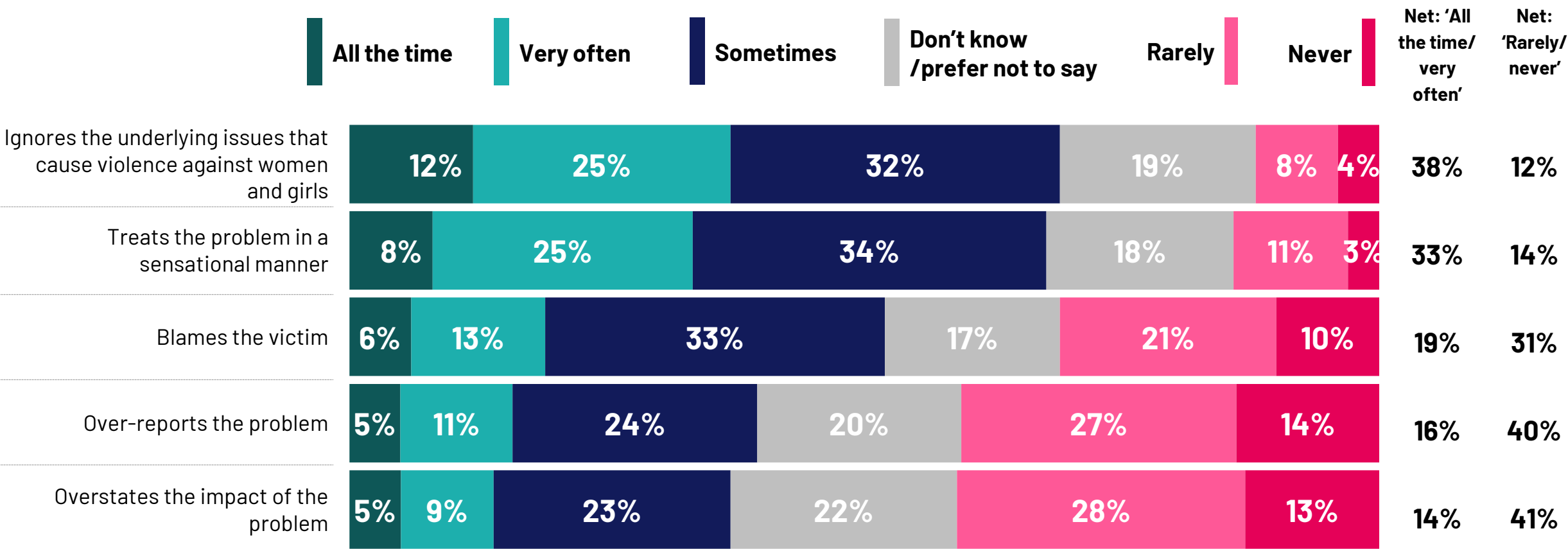
Q. To what extent do you agree or disagree with each of the following statements?



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

# 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

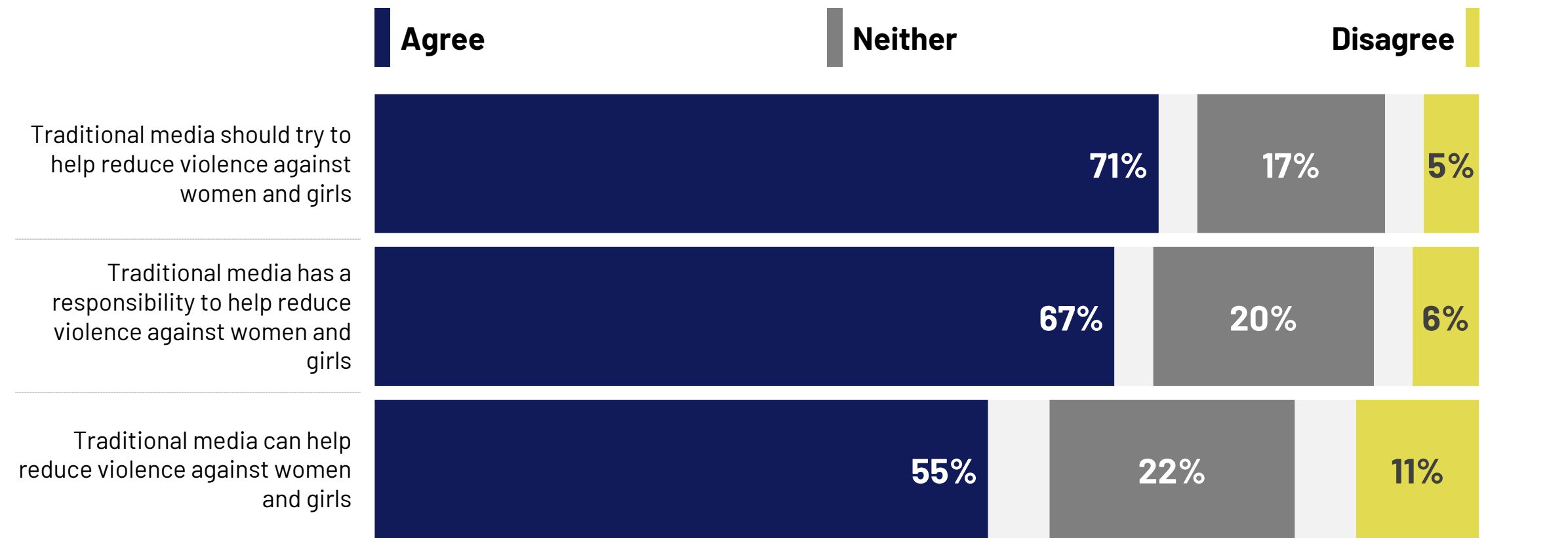
Q. How often, if at all, does the traditional news media you use (TV, radio or newspapers) do the following things when reporting violence against women and girls?



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

# 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?



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**For more information**

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