

Public attitudes towards women who have served in the UK Armed Forces: Findings from a household survey

What did we do?

We commissioned Ipsos Mori to conduct a household survey to explore public attitudes towards women who have served in the UK Armed Forces.

We co-designed six questions with Ipsos Mori and key stakeholders in the veteran and military sector, to explore public knowledge, perceptions, support, and recognition of women's service.

Who completed the survey?

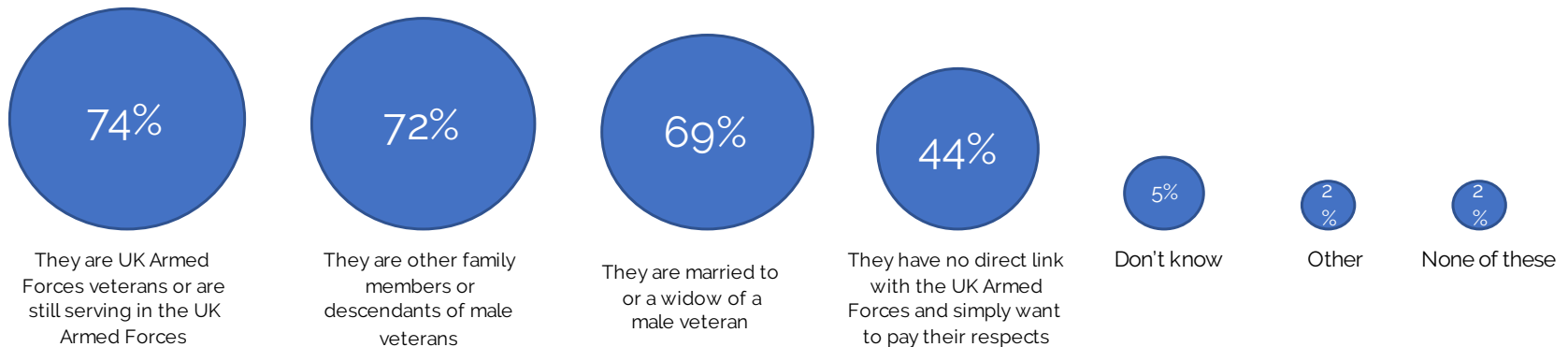
A representative sample of 2,164 members of UK households (including respondents from across the devolved nations), aged 16 years and above, who were members of the Ipsos Mori KnowledgePanel, completed the survey between 31st March – 6th April 2022.

What did we find?

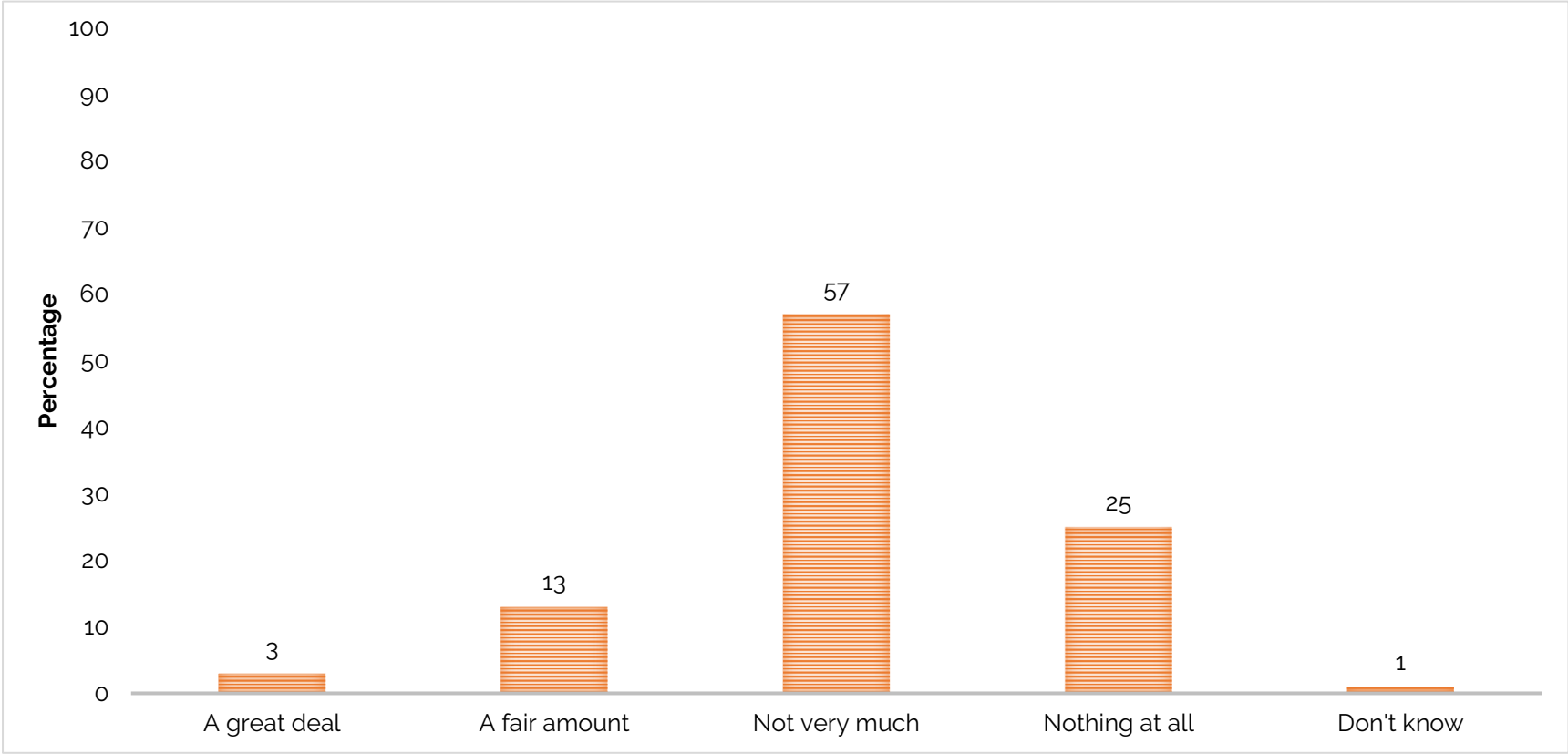
The following pages outline the key findings from the survey. Further in-depth statistical analyses of the impact of demographic and socio-economic factors on responses is in progress and will be available later in 2022.

Question 1. Thinking about people who take part in Remembrance events at the Cenotaph or at local war memorials around the UK. Which of the following descriptions, if any, would you say applies to many of the women who take part in such events? *

*Note that participants could select all responses that applied.

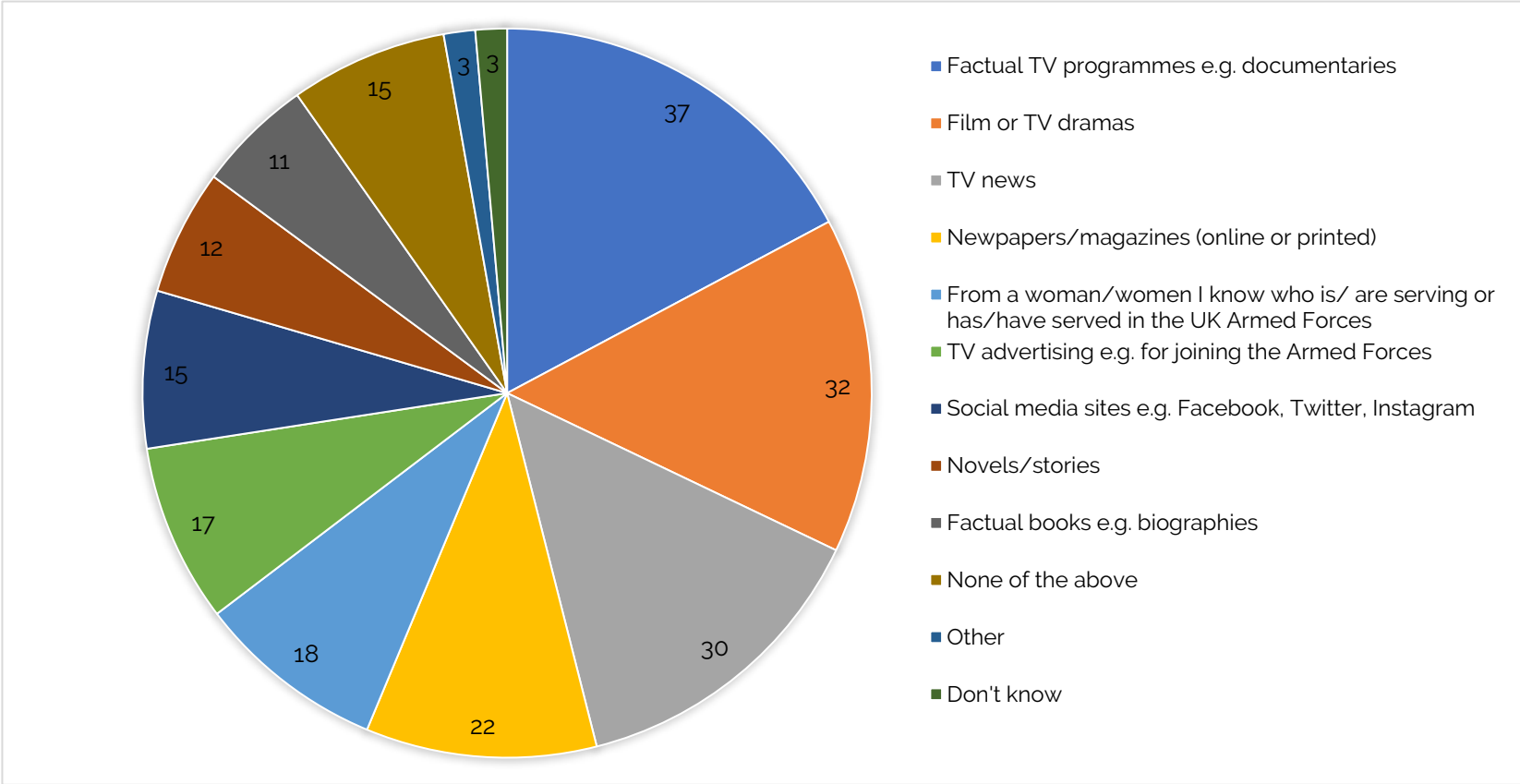


Question 2. How much, if anything, do you feel that you know about female veterans (that is women who have served in the UK Armed Forces and are now civilians)?



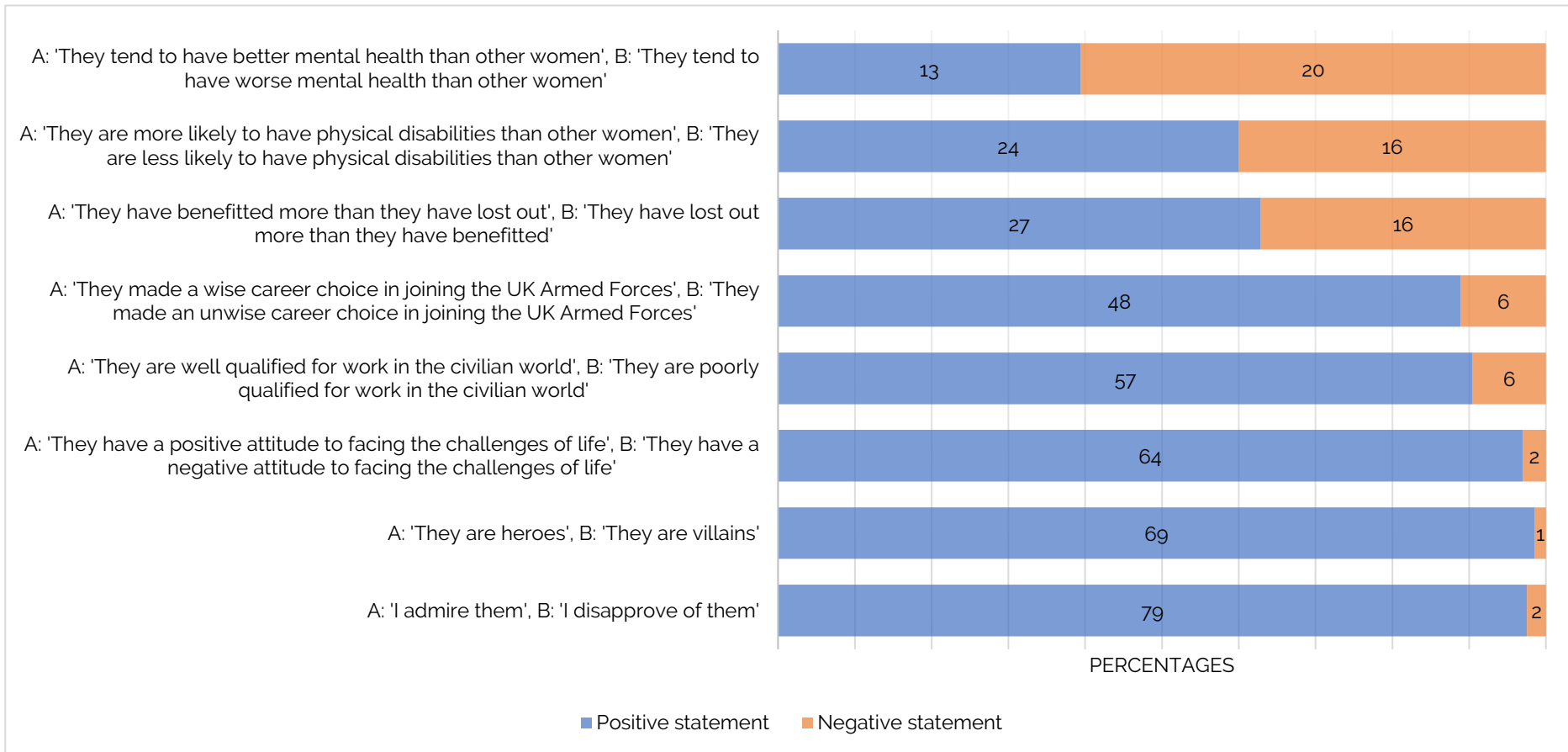
Question 3. From which, if any, of the following sources would you say that you have learned most about women who have previously served in the UK Armed Forces? *

*Note that participants could select all responses that applied. Chart data labels represent proportion of respondents.

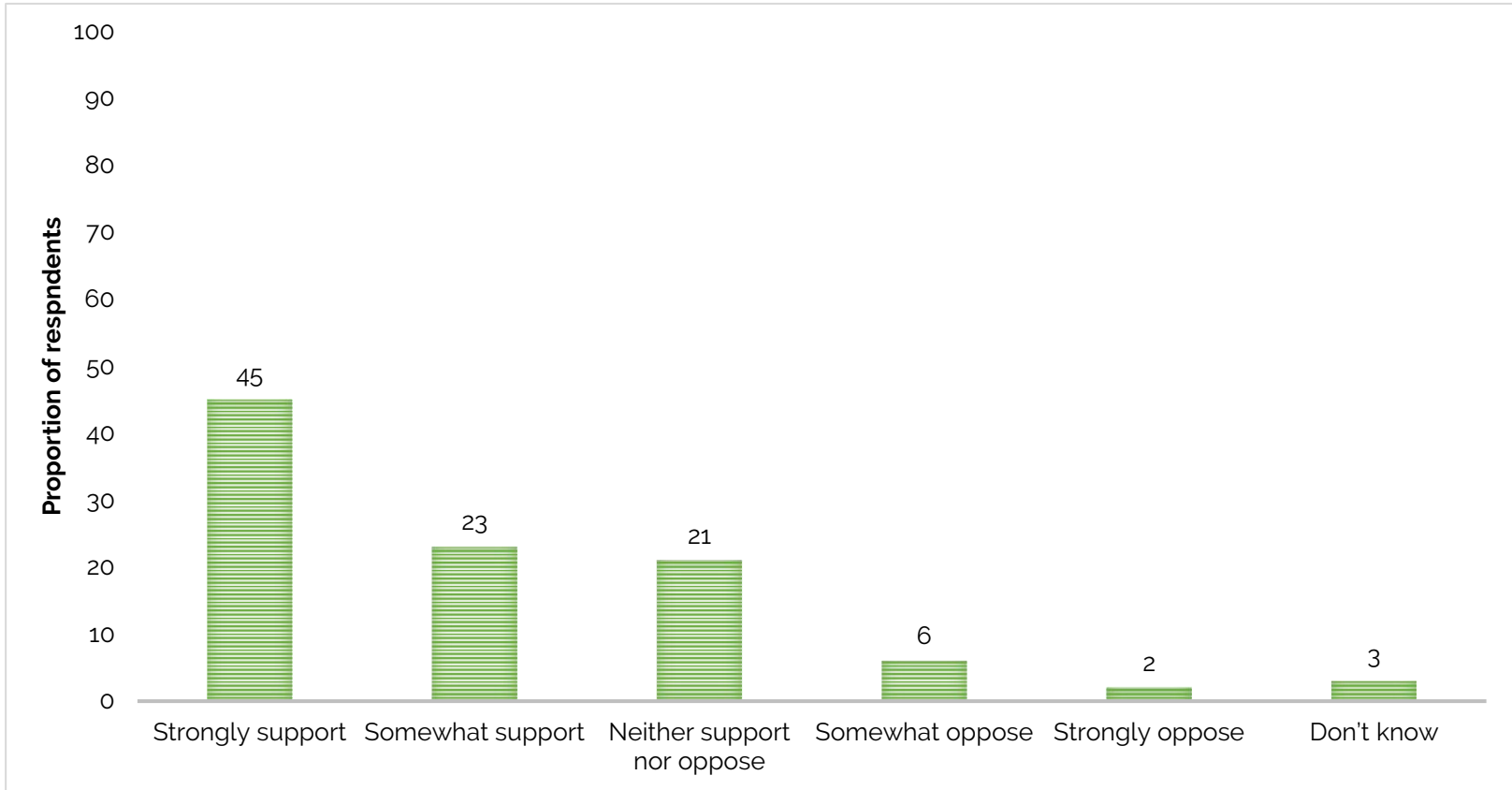


Question 4. For each of the following pairs of statements, please say which, if either, most closely fits your impression of most women who have served in the UK Armed Forces. *

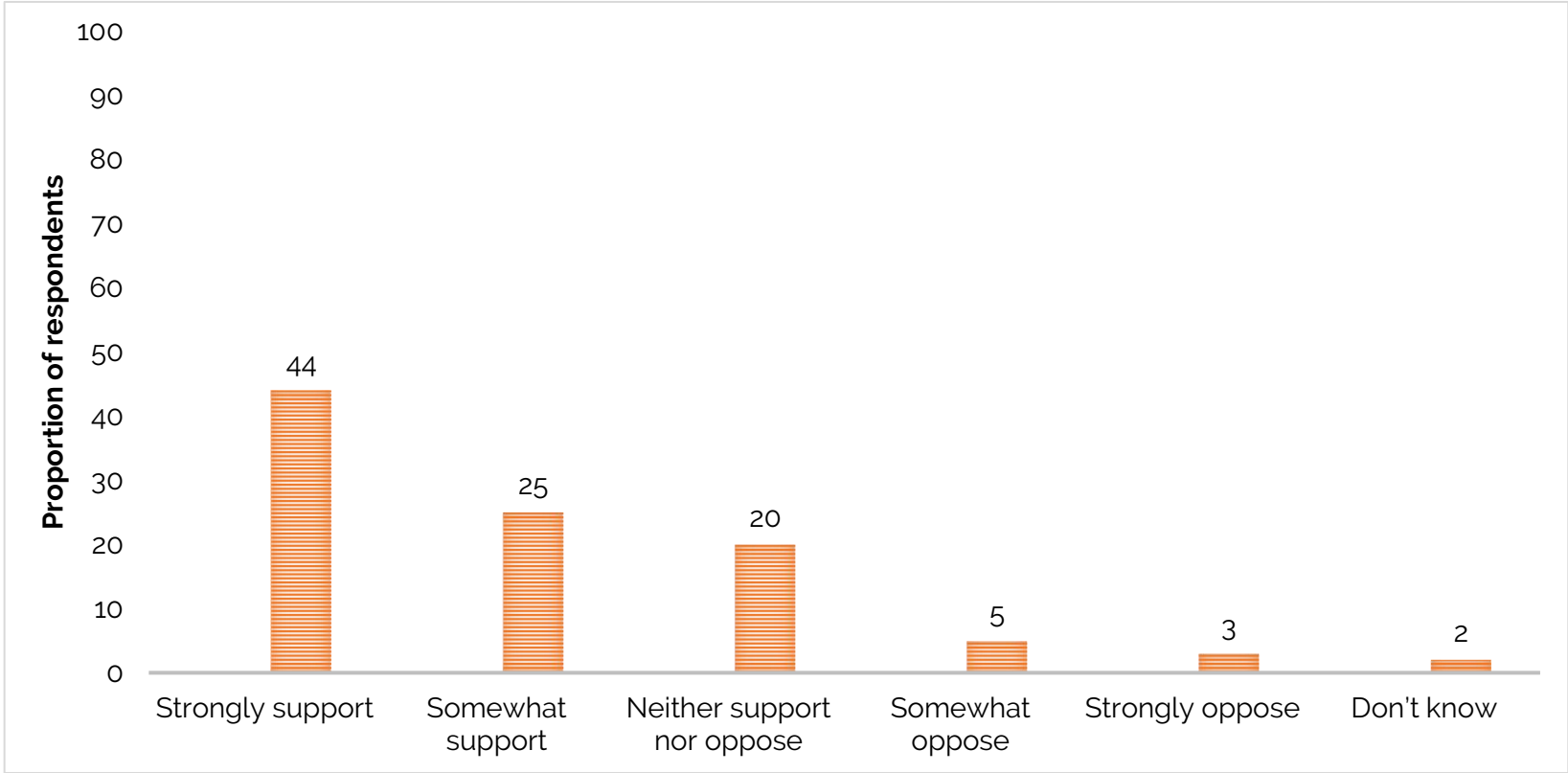
*Note that for the purpose of the brief and ease of interpretation, the chart below does not include those who felt neither statement fit, that each statement fits equally, or did not know.



Question 5. How strongly do you support or oppose women being allowed to serve in combat roles in the UK Armed Forces?



Question 6a. To what extent, if at all, would you support or oppose a female relative or close female friend joining the UK Armed Forces in a non-combat role?



Question 6b. To what extent, if at all, would you support or oppose a female relative or close female friend joining the UK Armed Forces in a combat role?

