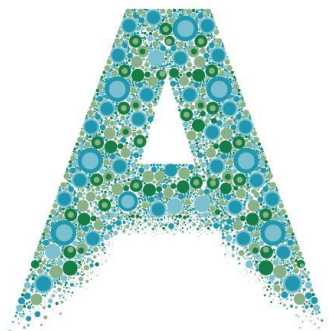


# Headline Findings

## Public Opinion on domestic violence



Corporate Alliance  
Against Domestic Violence

**29<sup>th</sup> November 2013**

## METHODOLOGY

### Methodology Note

ComRes interviewed 2025 GB adults online between 27th November and 28th November 2013. Data were weighted to be representative of all GB adults aged 18+.

### Guidelines for the Public Use of Survey Results

ComRes is a member of the British Polling Council and abides by its rules ([www.britishpollingcouncil.org](http://www.britishpollingcouncil.org)). This commits us to the highest standards of transparency.

The BPC's rules state that all data and research findings made on the basis of surveys conducted by member organisations that enter the public domain must include reference to the following:

- The company conducting the research (ComRes)
- The client commissioning the survey
- Dates of interviewing
- Method of obtaining the interviews (e.g. in-person, post, telephone, internet)
- The universe effectively represented (all adults, voters etc.)
- The percentages upon which conclusions are based
- Size of the sample and geographic coverage.

Published references (such as a press release) should also show a web address where full data tables may be viewed, and they should also show the complete wording of questions upon which any data that has entered the public domain are based.

**All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.**

## HEADLINE FINDINGS

### Objectives

- To explore public attitudes towards an employer providing support to someone who is enduring violence.

### Summary

- Overall, British adults tend to be 'on-message' with CAADV; four fifths of Brits say that domestic violence is a widespread issue that affects many people in the UK and more than half say that employers have a duty of care towards any of their employees who suffer from domestic violence.
- Women are more likely than men to say this suggesting that women are more comfortable than men with the concept of CAADV.

### Results

- **There appears to be a widespread public recognition of the role of the employer in supporting staff members who are enduring violence in the home**
  - Four fifths (79%) of British adults recognise that domestic violence is a widespread issue that affects many people in the UK.
  - A similar proportion (82%) agree that if someone is the victim of domestic violence in the home, it is likely to negatively affect their performance at work. More than a third (37%) agree strongly with this.
  - More than half (61%) of British adults agree that employers have a duty of care towards any of their employees who suffer from domestic violence and a similar proportion (61%) disagree that it is not appropriate to talk about domestic violence at work.
  - Further evidencing the public appetite for a service such as CAADV, three quarters (74%) of people say that if an employer has a programme of support in place for employees who are victims of domestic violence it would improve their attitude towards that employer.

- However, despite widespread recognition of the value of an organisation like CAADV, people in Britain appear to be unconfident about what impact disclosing to an employer about their experiences in the home could have on a person’s professional reputation.
  - Almost half of people disagree that if someone revealed to their employer that they have been a victim of domestic violence it would negatively affect their professional reputation, however, a third (34%) agree with this and a further one in five (17%) say that they don’t know.
  - This mirrors findings from the ComRes focus group among survivors who said that while they recognised that an employer could play a valuable role in supporting survivors in the workplace, they were inhibited to disclose to an employer due to the uncertainty around what the knock-on effects of this could be. They said that if their employer were a member of CAADV it would send out a clear message that, if they were to disclose, their employer would support them.

Statements	Strongly agree	Tend to agree	Tend to disagree	Disagree strongly	Don't know	NET: AGREE	NET: DISAGREE
If someone is the victim of domestic violence in the home it is likely to negatively affect their performance at work	37%	45%	6%	2%	10%	<b>82%</b>	8%
Domestic violence is a widespread issue that affects many people in the UK	36%	43%	9%	1%	11%	<b>79%</b>	10%
If an employer has a programme of support in place for employees who are victims of domestic violence it would improve my attitude towards that employer	27%	47%	9%	2%	15%	<b>74%</b>	11%
Employers have a duty of care towards any of their employees who suffer from domestic violence	21%	40%	18%	5%	16%	<b>61%</b>	22%
Regardless of whether it is right or wrong if someone revealed to their employer that they have been a victim of domestic violence it would negatively affect their professional reputation	7%	27%	27%	21%	17%	<b>34%</b>	48%
It is not appropriate to talk about domestic violence at work	5%	20%	33%	28%	13%	<b>26%</b>	61%

Base all GB adults n=2025

- **Women appear to be more comfortable than men with the concept of CAADV.**
  - Women are more likely than men to say that domestic violence is a widespread issue (86% vs. 72%) and that employers have a duty of care towards survivors (64% vs. 59%).
  - Women are also considerably less likely than men to say that it is not appropriate to talk about domestic violence at work (20% vs. 32%).

Options	Agree	Men	Women
If someone is the victim of domestic violence in the home it is likely to negatively affect their performance at work	82%	84%	80%
Domestic violence is a widespread issue that affects many people in the UK	79%	72%	86%
If an employer has a programme of support in place for employees who are victims of domestic violence it would improve my attitude towards that employer	74%	73%	75%
Employers have a duty of care towards any of their employees who suffer from domestic violence	61%	59%	64%
Regardless of whether it is right or wrong if someone revealed to their employer that they have been a victim of domestic violence it would negatively affect their professional reputation	34%	37%	31%
It is not appropriate to talk about domestic violence at work	26%	32%	20%

Base: All GB adults (men n=982 women n=1043)

## FURTHER INFORMATION

For more information please contact:

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