

### DOMESTIC VIOLENCE AND SEXUAL ASSAULT

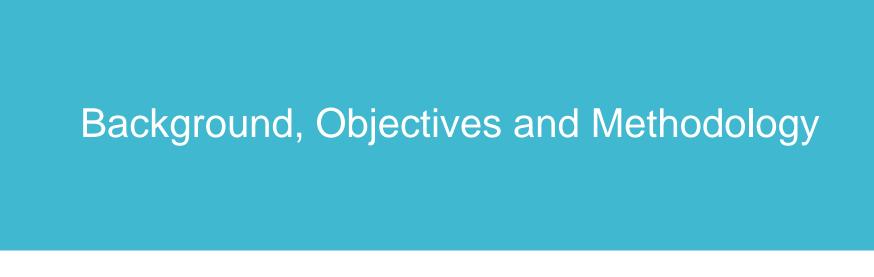
Survey of Attitudes and Experiences of Teens and Adults

**EMBARGOED UNTIL SEPTEMBER 23, 2013** 









## **BACKGROUND & OBJECTIVES**

- NO MORE is a new unifying symbol designed to galvanize greater awareness and action to end domestic violence and sexual assault. Supported by major organizations working to address these urgent issues, NO MORE is gaining support with Americans nationwide, sparking new conversations about these problems and moving this cause higher on the public agenda.
- Avon Foundation for Women commissioned and funded the NO MORE Study, conducted by GfK Public Affairs and Corporate Communications, to research domestic violence and sexual abuse among teens, ages 15-17, and adults 18 and older, in an effort to further support the Foundation's mission of educating people to reduce sexual assault and domestic violence.

#### Areas explored included:

- Perception of incidence of domestic violence among friends, children's friends and in society as a whole;
- Conversations centering around the topics of dating abuse/violence;
- Personal experience with domestic violence and sexual assault;
- Bystander behaviors: likelihood to "step-in" if abuse against family members, friends and strangers is witnessed.

9/17/2013

## **METHODOLOGY**

- GfK Public Affairs and Corporate Communications Group conducted interviews with a total of 1,307 respondents, 15 years of age and older. The study was conducted using the KnowledgePanel.
- All respondents qualified for the survey, but were placed into one of two main quota groups:

	NUMBER OF COMPLETES
Teens 15 to 17	301
Adults 18 and older	1,006

- Equal numbers of men and women were interviewed in each quota group.
- The data was weighted to the population it represents. The margin of error for this study was +/-3.2 percentage points.
- Interviewing took place February 21 through February 27, 2013.

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## Key Findings

## THE SCOPE OF THE PROBLEM

#### •149 Million Americans KNOW A VICTIM of Domestic Violence or Sexual Assault\*

- o 60% Of Americans KNOW A Victim Of Either Or Both Domestic Violence Or Sexual Assault
- 1 in 2 Americans (53%) know a victim of Domestic Violence
  - For people between the ages of 35-49, 58% know someone who has been a victim of domestic violence
- 1 in 3 Americans (33%) know a victim of Sexual Assault

\*Number represents the % of United States population ages 15+

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## THE SCOPE OF THE PROBLEM

- 54 Million Americans Report They Have Been A VICTIM of Domestic Violence\*
- 32 Million Americans Report Being a VICTIM of Sexual Assault\*

#### **Domestic Violence Prevalence**

- 22% of Americans Overall report being a victim of Domestic Violence
  - 1 in 3 women (30%)
  - 1 in 7 men (14%)
  - Almost twice as many women as men report being a victim of Domestic Violence

#### Sexual Assault Prevalence

- 13% of Americans Overall report being a victim of Sexual Assault
  - 1 in 5 women (20%)
  - 6% of men, making women more than 3 times more likely as men to be a victim of Sexual Assault

\*Number represents the % of United States population ages 15+

## DESPITE WIDESPREAD BELIEF THAT DOMESTIC VIOLENCE IS A HUGE PROBLEM, FEW BELIEVE IT IS A PROBLEM AMONG THEIR FRIENDS

#### Conversations About Domestic Violence Are Not Happening in the United States

- There is a disconnect when it comes to perceptions of domestic violence.
  - While most Americans (80%) believe it is a problem in our society only 15% think it is a problem among their friends.
- Despite the fact that more than half of ALL Americans age15 and older know a victim of Domestic Violence, only 15% believe it is a problem among their friends.
- There is basically NO discussion about Domestic Violence taking place in this country.
  - 2 out of 3 Americans (67%) have NOT talked about domestic violence with their friends.
  - 75% of men have not talked about it with their friends.
  - Nearly 60% of women have not talked about it with their friends.
  - More than half (57%) of Americans say they have never had a conversation about domestic violence or sexual assault with their friends.
- The majority of parents do NOT talk about Domestic Violence with their children either.
  - 3 in 4 (73%) parents with children under the age of 18 said that they have NOT had a conversation with their children about violence in the home.

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# EVEN FEWER CONVERSATIONS ARE HAPPENING ABOUT SEXUAL ASSAULT

- 73% of Americans have NOT discussed sexual assault with their friends despite
  33% of them knowing a victim.
- Men are even less likely to discuss this topic with their friends.
- Only 17% of men and 30% of women have discussed sexual assault with their friends.
- 73% of parents with children under the age of 18 have NOT discussed sexual assault with them.

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# THE OPPORTUNITY TO IMPROVE BYSTANDER RESPONSES

### The gap between willingness to intervene and action

- Three quarters of Americans (75%) say they would step in and help if they saw a stranger being abused, but fewer actually help when faced with a situation of abuse.
- 70% of women domestic violence survivors report telling someone what has happened to them, yet more than half of those who told someone (58%) report that no one helped them.
- Only 47% of men experiencing domestic violence report telling someone about it, and with good reason. Of men who did tell someone, 87% reported that no one helped them.
- But increased discussion could lead to Bystanders Taking Action: Almost two thirds (64%) of Americans age 15 or older say that if we talk more about domestic violence and sexual assault, it would make it easier for them to help someone.

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