

NO MÁS



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The NO MÁS Study: Domestic Violence and Sexual Assault in the U.S. Latin@ Community Commissioned by the Avon Foundation for Women for Casa de Esperanza: National Latin@ Network and NO MORE

Celinda Lake, Alysia Snell, Cate Gormley, Nancy Wiefek, and Flora Lethbridge-Cejku

Washington, DC | Berkeley, CA | New York, NY

LakeResearch.com

202.776.9066

national **latin@** network
casa de esperanza

Partner Organizations



- Casa de Esperanza has over 30 years of experience working to mobilize Latin@s and Latin@ communities to end domestic violence. In October, 2011, Casa de Esperanza was awarded the Family Violence Prevention and Services Discretionary Grant from the Department of Health and Human Services, which designates the organization the National Latin@ Institute on Domestic Violence. As a national institute, Casa de Esperanza is a member of a nationwide network that works to support family violence, domestic violence, and dating violence intervention and prevention efforts across the country. The work falls under a division of Casa de Esperanza called the National Latin@ Network for Healthy Families and Communities and addresses four primary issues that include:
 - Increasing meaningful access to services and support for Latinas experiencing domestic violence
 - Producing culturally relevant tools for advocates and practitioners
 - Conducting culturally relevant research that explores the context in which Latin@ families experience violence
 - Interjecting the lived realities of Latin@s into policy making processes so that laws and policies better support Latin@ families
- The National Latin@ Network addresses these challenges through approaches that include multidimensional public policy initiatives, research studies that promote strategies that work on the ground and models proven effective through rigorous academic studies, as well as training focused on expanding the field's capacity to support Latin@s.

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- **Avon Foundation for Women** commissioned and funded the NO MÁS Study to research domestic violence and sexual abuse among Latinos, in an effort to further support the Foundation's mission of educating people to reduce domestic violence and sexual assault.

Avon is a global corporate leader in philanthropy focused on causes that matter most to women. Through 2014, Avon global philanthropy, led by the U.S.-based [Avon Foundation for Women](#), has contributed nearly \$1 billion in over 50 countries. Avon's funding is focused on breast cancer research and advancing access to quality care through the [Avon Breast Cancer Crusade](#), and efforts to reduce domestic and gender violence through its [Speak Out Against Domestic Violence](#) program. Visit www.avonfoundation.org for more information.

- **NO MORE is a public awareness campaign designed to engage bystanders around ending domestic violence and sexual assault.** Launched in March 2013 by a coalition of leading advocacy groups, service providers and major corporations, NO MORE is supported by hundreds of national and local groups and by thousands of people who are using its signature blue symbol to increase visibility for these hidden issues. Learn more about NO MORE or download our free tools at www.nomore.org. And for regular updates, follow NO MORE on Twitter (<https://twitter.com/nomoreorg>) Facebook (<https://www.facebook.com/NOMORE.org>) and Instagram (<https://instagram.com/nomoreorg>).

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Key Findings

Key Findings – Perceptions and Experience

- **There is a greater awareness of domestic violence in the Latin@ community than there is of sexual assault**, as well as a strong sense that domestic violence and sexual assault are bigger problems in the US population at large than in the Latin@ community.
- **A large number of Latin@s have talked about these issues with their friends and with their children.** These conversations likely vary widely in content. Yet, this finding shows a rich foundation for a campaign to build on and indicates that there is an ongoing conversation to be had about these issues among friends and family.
- A cultural strength of collectivism within Latin@ communities leads Latin@s to feel like they are in this together and results in a community that takes care of one another.

Key Findings – Root Causes

- **In both the US at large and within the Latin@ community, people tend to attribute domestic violence and sexual assault to drugs and alcohol.** This perception of drugs and alcohol as primary causes for these issues really dominates the Latin@ community, even more so than what we've seen in other communities.
- This is followed by a lack of good parenting and education in the home, lack of education, and economic problems as causes for domestic violence and sexual assault.
- While immigration and documentation issues are not as likely to be viewed as a primary cause for domestic violence and sexual assault, **fear of deportation is viewed as one of the top reasons victims may not come forward.** Fear of more violence and fears that their children would be taken away also top the list and are strong across demographics.

Key Findings – Taking Action

- When looking at Latin@s' willingness to get involved on these issues, **they are most likely to say they will:**
 - **talk to their children about healthy relationships**
 - **followed by speaking up if they saw a boy behaving in a disrespectful way,**
 - **and sharing information with family and friends.**
- This showcases Latin@s' willingness to be involved in their community and offers a real opportunity for the campaign to tap into.

Key Findings – Messaging and Recommendations

- **The strongest messages center on starting young, providing a better life for your children, and family values.** Latin@s respond to language that focuses on the importance of preventing domestic violence and sexual assault because of the futures of our children, breaking the cycle of violence by talking about these issues because we love our children, and taking a lead in addressing violence in the community because we love our families.
- Because there is such a high level of conversations happening, combined with the importance of community among Latin@s, **there is a real opportunity to launch a program that engages the whole community, especially if such an initiative focuses on children and on the importance of educating and starting the conversation on these issues at an early age.**

Key Findings – Messaging and Recommendations

- There is some unique language on starting young, providing a better life for your children, and family values that resonates among different age cohorts, men and women, and US-born and immigrant Latin@s.
- However, the common messaging themes of starting young, providing a better life, and family values are much greater than the differences.

Strategic Summary

Summary Findings – Perceptions and Experience

- **Latin@s overall view things as going reasonably well for families in the Latin@ community.** Over half say things are going excellent or good, but few say things are excellent, and 43 percent say things are only fair or poor for families. Compared to U.S. born Latin@s, recent immigrants express more positive feelings about how things are going for families in the community.
- **Over half of Latin@s say they know someone who was a victim of domestic violence; this includes half of Latino men and nearly two-thirds of Latinas.** They mention family and friends as the people they know.
- **Over six in ten Latin@s say they intervened and did something for the person they knew who experienced domestic violence.**

Summary Findings – Perceptions and Experience

- **While they are less likely to know someone who has been a victim of sexual assault, still over a quarter say they know someone who has experienced sexual assault.** Again, Latin@s point to family and friends as predominant groups who they know who have experienced sexual assault.
- **Six in ten Latin@s say they intervened and did something for the person they knew who experienced sexual assault.**
- Latin@s have direct experience with domestic violence and sexual assault; these issues live close to home.

Summary Findings – Perceptions and Experience

- In the groups, respondents spoke broadly and passionately about violence against women. Latino men in the groups struggled with how their behavior and how they have grown up contributes to the cycle of violence. There is an understanding that some cultural norms and expectations such as traditional gender roles (such as machismo) still represent major challenges to overcome.
- In the groups we also see a belief that behaviors can be changed and that the cycle of violence can be broken.
- Latin@s report similar levels of experience with domestic violence and sexual assault compared to the American population at large; however, Latin@s are more likely to say they intervened and did something for the victim.
- Latin@ collectivism is a unique strength.

Summary Findings – Assessment of the Problem

- **There is a greater awareness of domestic violence in the Latin@ community than there is of sexual assault, but still large numbers view both as problems in the community** – over half of Latin@s say domestic violence is a problem in their communities and four out of ten say sexual assault is a problem in the community.
- Latin@s tend to see domestic violence and sexual assault as bigger problems in the United States at large compared to their own community.*
- Recent Latin@ immigrants perceive both of these issues as bigger problems in the US Latin@ community than do US born Latin@s.

*Research on rates of domestic violence and sexual assault indicates that incidences of both in the Latin@ and non-Latin@ communities are similar.

Summary Findings – Root Causes

- **Latin@s do not ascribe notably different root causes for domestic violence and sexual assault among the U.S. population at large compared to the U.S. Latin@ community.** They tend to attribute domestic violence and sexual assault to drugs and alcohol both in the U.S. at large and within the U.S. Latin@ community. In the focus groups, respondents also attributed domestic violence to drug and alcohol use and share their perception that the use of these substances makes existing frustrations and stress much worse.
- Following drugs and alcohol, other identified causes of domestic violence and sexual assault include lack of good parenting and education in the home, lack of education, and economic problems.
- Predominantly Spanish speaking Latin@s are more likely to rate all causes higher than predominantly English speaking Latin@s.

Summary Findings – Root Causes

- People are less likely to see immigration and documentation issues as causes of domestic violence and sexual assault, but they do attribute these as reasons someone might not come forward.
- **They see traditional male gender roles as a contributing factor in the Latin@ community, more so than within the United States as a whole, but lack of respect for the opposite sex is overall seen as more of a cause than traditional male gender roles.** Men and women both rate lack of respect higher than traditional male gender roles.

Summary Findings – Coming Forward

- While immigration and documentation issues are not as likely to be viewed as a primary cause for domestic violence and sexual assault, **fear of deportation is viewed as one of the top reasons victims may not come forward.** In the groups, respondents say that immigration status puts victims in even more insecure positions. Immigrants and predominantly Spanish speaking Latin@s rank fear of deportation as the top cause for not coming forward.
- **Fear of more violence, and fears that their children would be taken away also rank high,** including across all demographics.

Summary Findings – Coming Forward

- Broadly believed as reasons for not coming forward, but less intensely so are that the victim doesn't have the financial means, followed by shame, distrust of authorities, and fear of not being believed.
- Half of Latin@s see help and services not being provided in the language of their choice as a barrier. Recent immigrants and those who speak Spanish at home are more likely to say language is a barrier than US-born Latin@s and those who speak English at home.
- Fear for themselves and their family is the top concern in regards to stepping in to help a victim, but **over a third of Latin@s say nothing would prevent them from getting involved.**

Summary Findings – Taking Action

- **There is a solid willingness to get involved in a general effort to address domestic violence and sexual assault in their community,** with six out of ten Latin@s saying they would be willing to get involved.
- Those most willing to get involved in an effort to address these issues within their community are Latinas - particularly unmarried women, those ages 40-64, college-educated Latinas, and those who have personal experience with both domestic violence and sexual assault.
- Recent immigrants, those in the Midwest and Northeast, men, and Latin@s over 50 are somewhat less willing to get involved.

Summary Findings – Taking Action

- **When looking at Latin@s' willingness to get involved on these issues, they are most likely to say they will talk to their children about healthy relationships, followed by speaking up if they saw a boy behaving in a disrespectful way, and sharing information with family and friends.**
- In the groups, education is a central tenant for the campaign and participants want to see a campaign focused on education of the whole community rather than changing the behavior of men or punishing men as the top focus.

Summary Findings – Taking Action

- In the groups, respondents continually came back to what they see as a fundamental point – children learn how to behave from what they see at home. They are open to having these conversations and feel it is important to provide the community with the resources they need to supplement these conversations.
- **A strong majority agree that as more people talk about domestic violence and sexual assault, the easier it would be to step in and help.**
- **Over half of Latin@s have talked about domestic violence and sexual assault with their friends and with their children.** Latinas and mothers are slightly more likely to have had these conversations, but even among men and fathers, over half are having these conversations.
- **Compared to the general population, Latin@s are significantly more likely to say they have talked about issues of domestic violence and sexual assault with their friends and children.**

Summary Findings – Taking Action

- Latin@s are least likely to take action on these issues by donating money to an organization.
- While Latin@s are heavy users of social media, there is relatively little energy for taking action by posting something on social media around these issues. There is more of an interest in posting to social media among younger Latin@s, but even among this group it is not in the top tier.
- Other data (not researched here) reports conclusively that the Latin@ community has a very high social media usage and this medium can serve as an important outreach system.

Summary Findings – Messaging Themes

- **The strongest messages to get personally involved in this issue center on starting young, providing a better life for your children, and family values. These messages cross demographic groups.**
- In a lower tier, but still very convincing are themes focused on community, culture and faith, and ending the silence.

Summary Conclusions and Recommendations

- There is a great deal of opportunity in terms of people having real awareness of the problem and hope that it can be, at the very least, reduced.
- Latin@s are well aware of the reality. They do not necessarily need to be convinced that these things go on or need help picturing the scenarios.
- It's important to be aware of the differences between experience and attitudes toward domestic violence and sexual assault even though the campaign will ultimately address both of these issues together.
- The family is considered the most important place to create change. There is common ground between men and women on this.
- Latin@s feel hopeful around domestic violence and sexual assault and strongly believe that these issues can be changed and improved. This is not necessarily the case for other issues.
- Latin@s know that victims do not come forward for many complex reasons that will be tough to address. They believe victims just do not know about the right resources or are too scared to seek them out. On the other hand, they do NOT believe it is because victims think it is pointless to come forward due to a lack of resources or because he or she cannot trust the authorities.

Message Triangle

We Must Start Young

Because we love our children we must break the cycle of violence. Prevention starts with children through education, through the cultural values that we pass along to them, and the conversations we have with them. We must show them by example that violence is never acceptable.

**Get Involved
Around Domestic
Violence and
Sexual Assault in
Your Community**

Strong Family Values

Our family values are strong and because we care about our families, it is time to end domestic violence and sexual assault. We should take the lead in addressing this violence in our community and say NO MÁS to domestic violence and sexual assault.

Better Life For Our Children

We have all made sacrifices so that our children have a better life, but domestic violence and sexual assault can destroy this dream for our children. Don't let that happen. We have to talk about these tough issues with our children.

S.W.O.T. Analysis

Strengths

- Latin@s are already talking about these issues with their family and friends and are significantly more likely than the U.S. population at large to have had conversations.
- Many have intervened on behalf of victims of domestic violence and sexual assault.
- The importance of community among Latin@s.
- All tested messages rank strongly in the Latin@ community.

Weaknesses

- There is greater awareness of domestic violence in the Latin@ community than sexual assault.
- There is a strong sense that domestic violence and sexual assault are bigger problems in the United States as a whole than in the U.S. Latin@ community.
- There is not a wide swath of the community very willing to get involved, with those most willing concentrated among women and college educated Latin@s.

Opportunities

- Solid willingness to get involved in a general effort to address domestic violence and sexual assault in their communities.
- Belief in education and starting young.
- Belief that behaviors can be changed and that the cycle of violence can be broken.
- Recent immigrants perceive both domestic violence and sexual assault as bigger problems in the Latin@ community.
- Belief that as more people talk about these issues, the easier it will be to step in and help.

Threats

- Immigration issues and fears of being deported are perceived as barriers to coming forward in this community.
- Fear for themselves or their family is a top concern in regards to stepping in to help a victim.
- Strong belief that drug and alcohol use are primary causes of domestic violence and sexual assault to the exclusion of other causes.
- US born Latin@s are less likely than those born in other countries to perceive both domestic violence and sexual assault as problems in the Latin@ community.



Profile of the Community

This sample of Latin@s is feeling net positive about how things are going in their community. They have worries about the economy. Immigrants have concerns yet feel better off compared to how they felt in their countries of origin.

The survey was designed to reflect the population of Latin@s ages 18 and older across the United States.

Survey Demographics

GENDER



49%



51%

AGE

Under 30	—	30%
30-39	—	21%
40-49	—	17%
50-64	—	21%
65+	—	10%

EDUCATION

High School or Less	—	20%
Post-H.S. / Non-College	—	39%
College Graduate	—	17%
Post-Graduate	—	6%



23%
College Grad
or Post Grad

PLACE OF BIRTH*

United States	—	45%
Another Country	—	55%

REGION



Northeast	—	15%
Midwest	—	9%
South	—	37%
West	—	40%

LANGUAGE AT HOME

English	—	27%
Spanish	—	30%
Both	—	43%

DATE OF IMMIGRATION

Before 1980	—	24%
1980-1989	—	19%
1990-1999	—	31%
2000-2008	—	15%
2009 or later	—	5%

*Note: Puerto Rican respondents can be in either category. Some of them identified Puerto Rico as a country of origin.

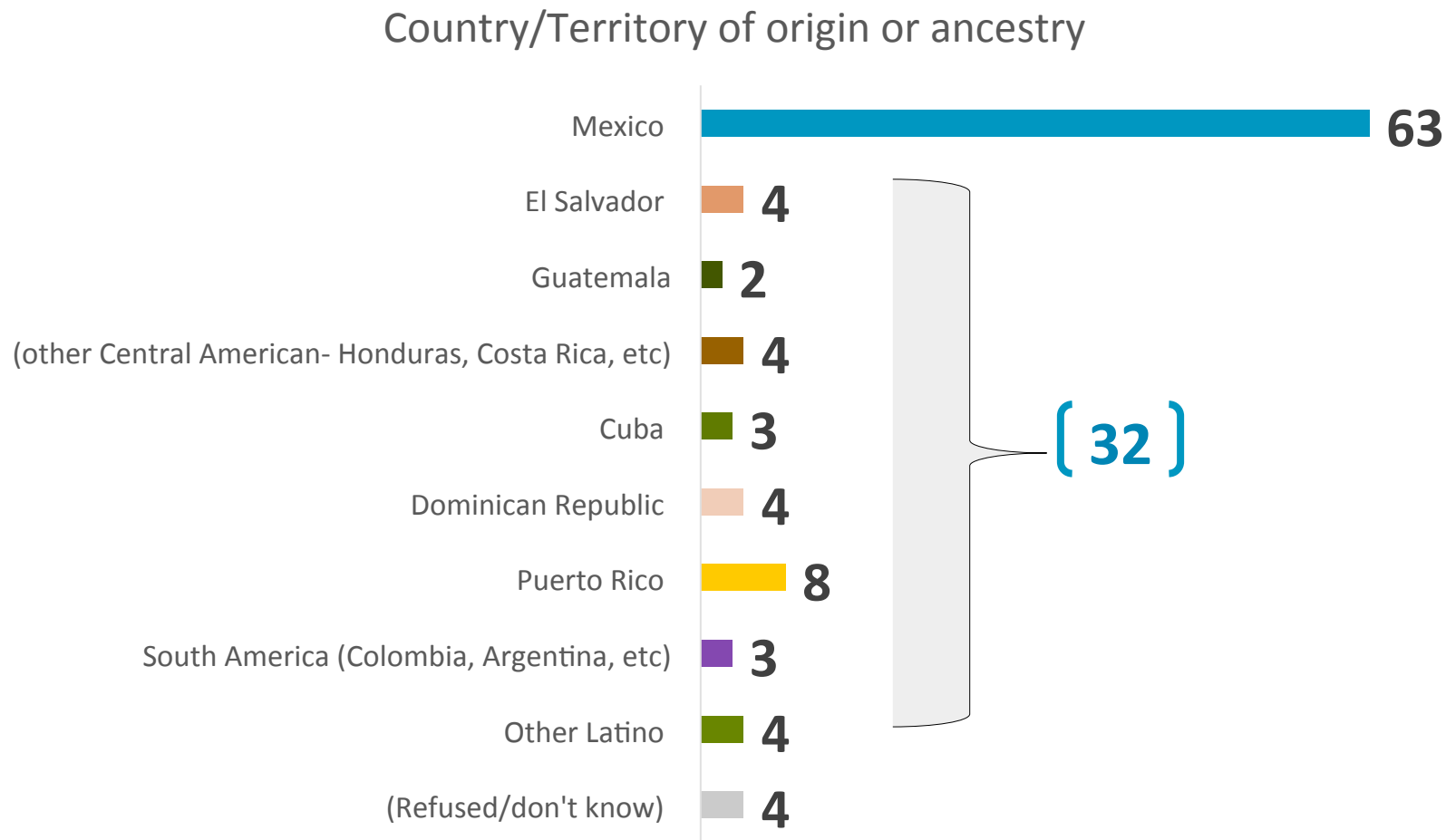
A plurality of recent immigrants surveyed (since 2009) are under 30. Those who immigrated over two decades ago tend to be middle-aged or older. While a plurality of Latin@s born in the US say they speak primarily English at home, almost four in ten say they speak a combination of both. Most Latin@ immigrants report speaking Spanish or a combination of both languages at home.

Date of Immigration				
	Before 1980	1980-1989	1990-1999	2009 or Later
Under 30	8	6	25	43
30-39	20	18	13	18
40-49	15	31	31	14
50-64	33	42	24	17
65+	23	3	6	6

Language Spoken at Home		
	Born in US	Born in Another Country
English	48	10
Spanish	13	44
Both	39	46

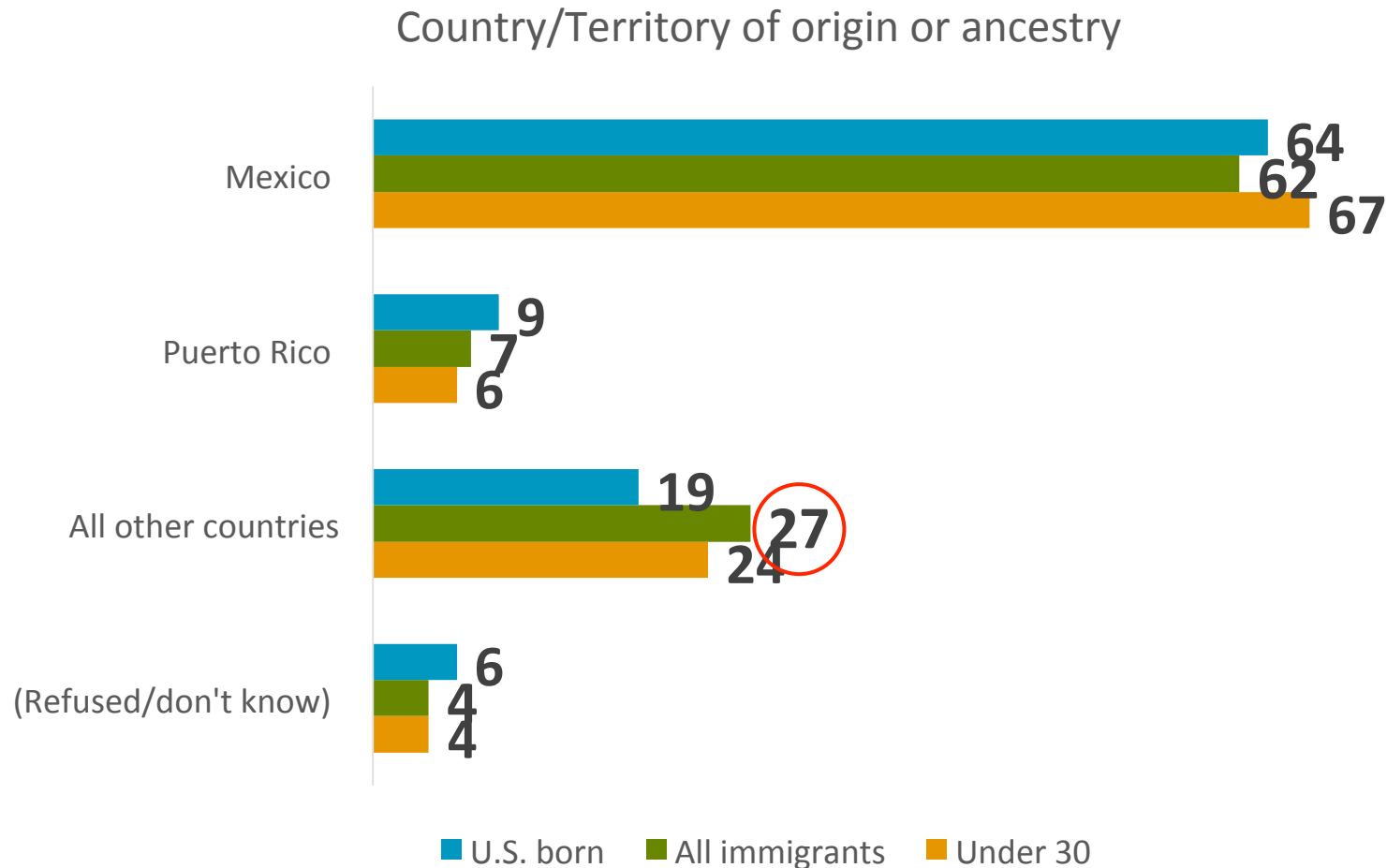
*Note 2000-2008 immigrants are too small a sample size to look at.

A majority of Latin@s report being of Mexican descent. Nationally, Latin@s are comprised mostly of those from Mexico by birth or ancestry.



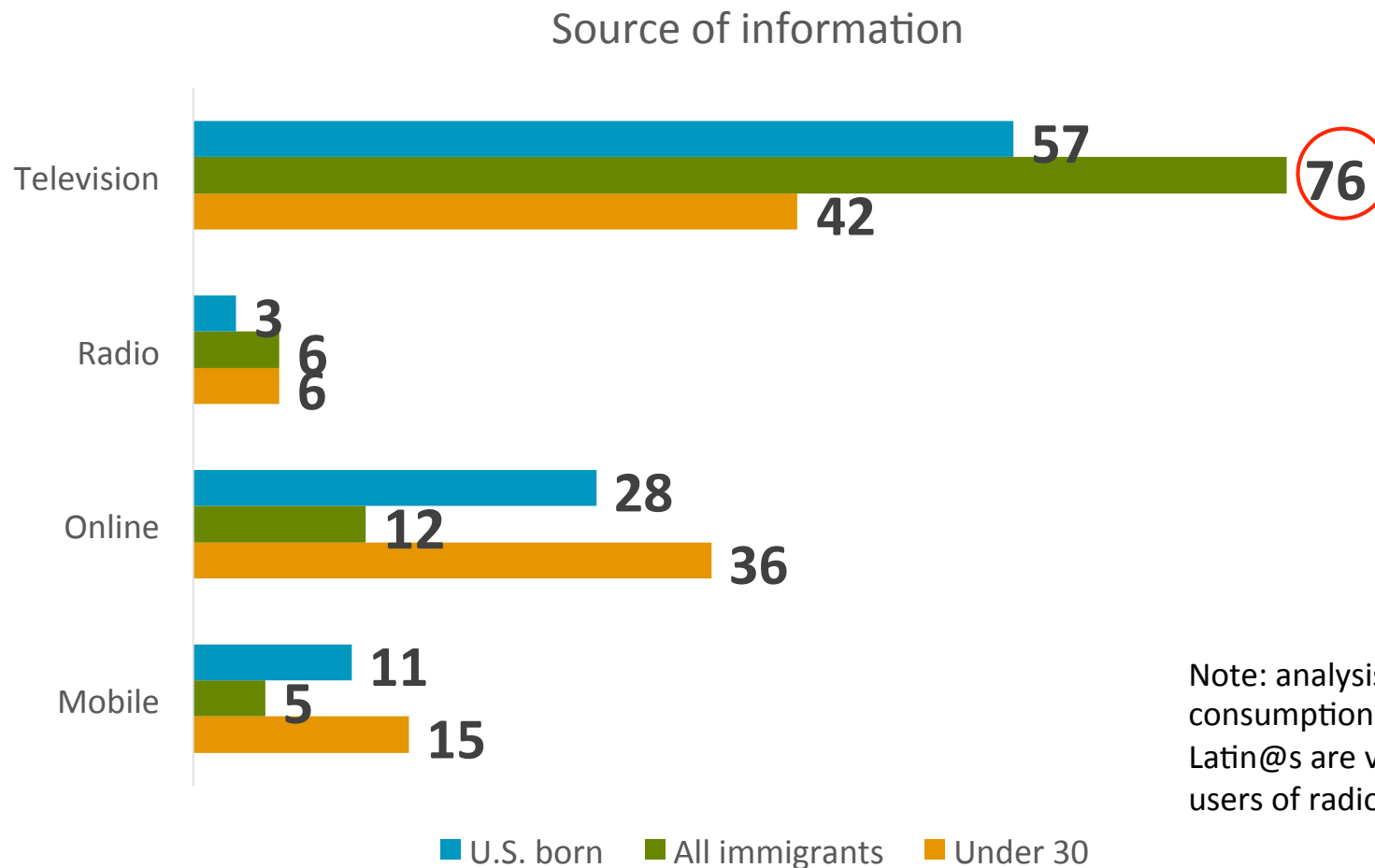
Latin@s come from many different national origins. Which Latin American country are you or your ancestors originally from?

U.S. born Latin@s are more likely than immigrants to trace their roots to Mexico or Puerto Rico. Conversely, immigrants are from a more diverse array of countries compared to U.S. born Latin@s.



Latin@s come from many different national origins. Which Latin American country are you or your ancestors originally from?

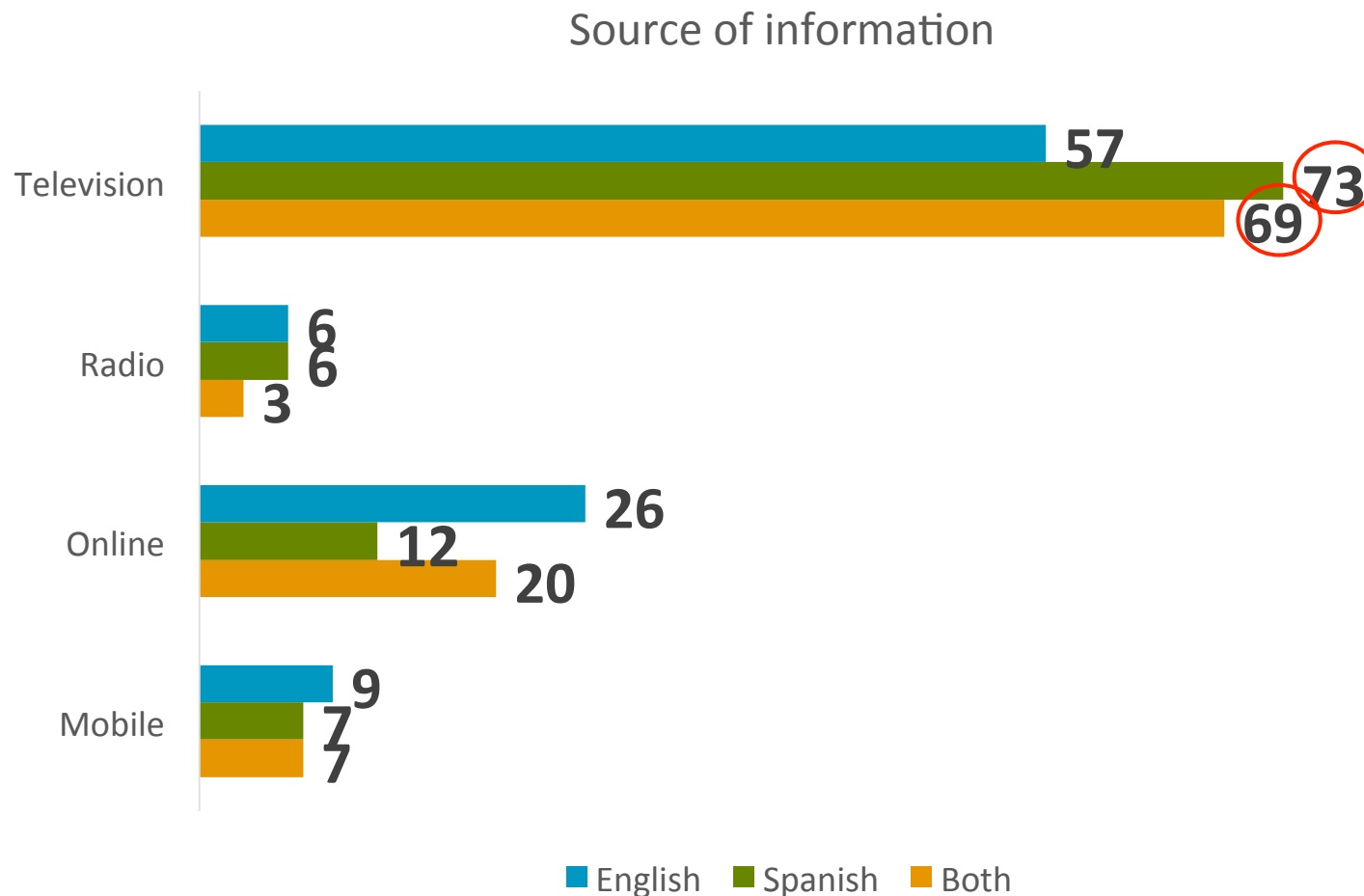
Immigrants report that they are much more likely to get their information mainly from television.



Note: analysis of media consumption shows Latin@s are very heavy users of radio.

Of the following sources, where would you say you get most of your information?

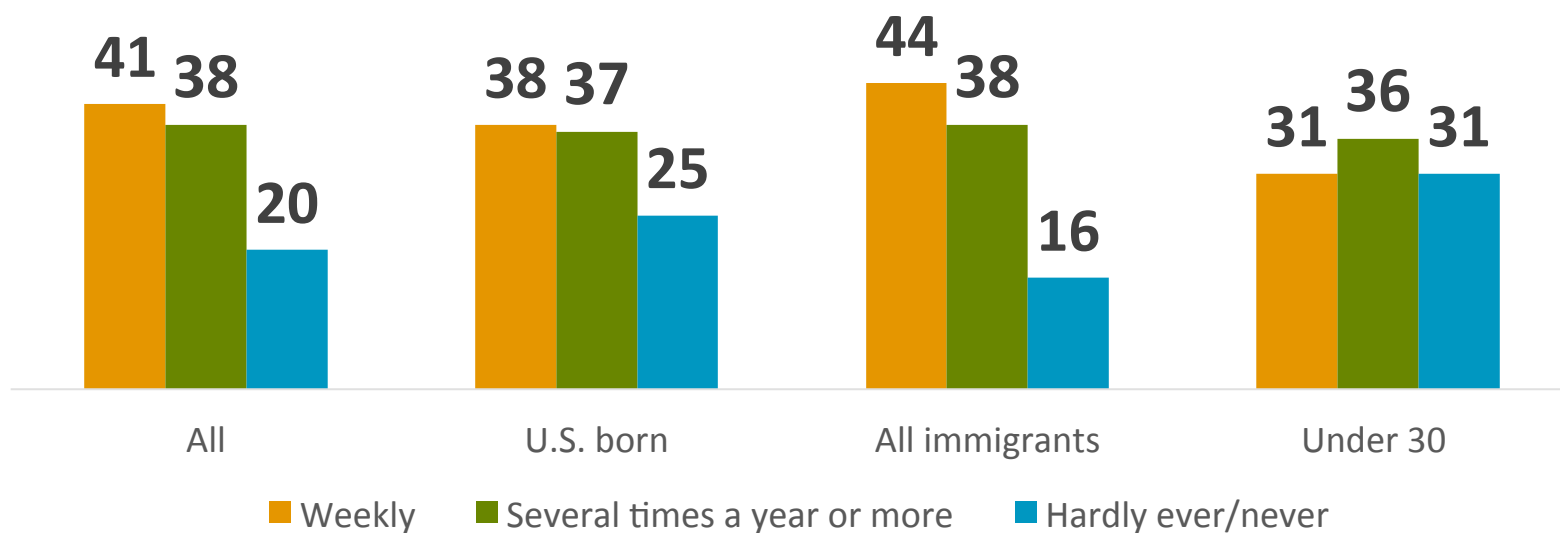
Television is the top source across language spoken at home, particularly for Spanish and Spanish/English speakers.



Of the following sources, where would you say you get most of your information?

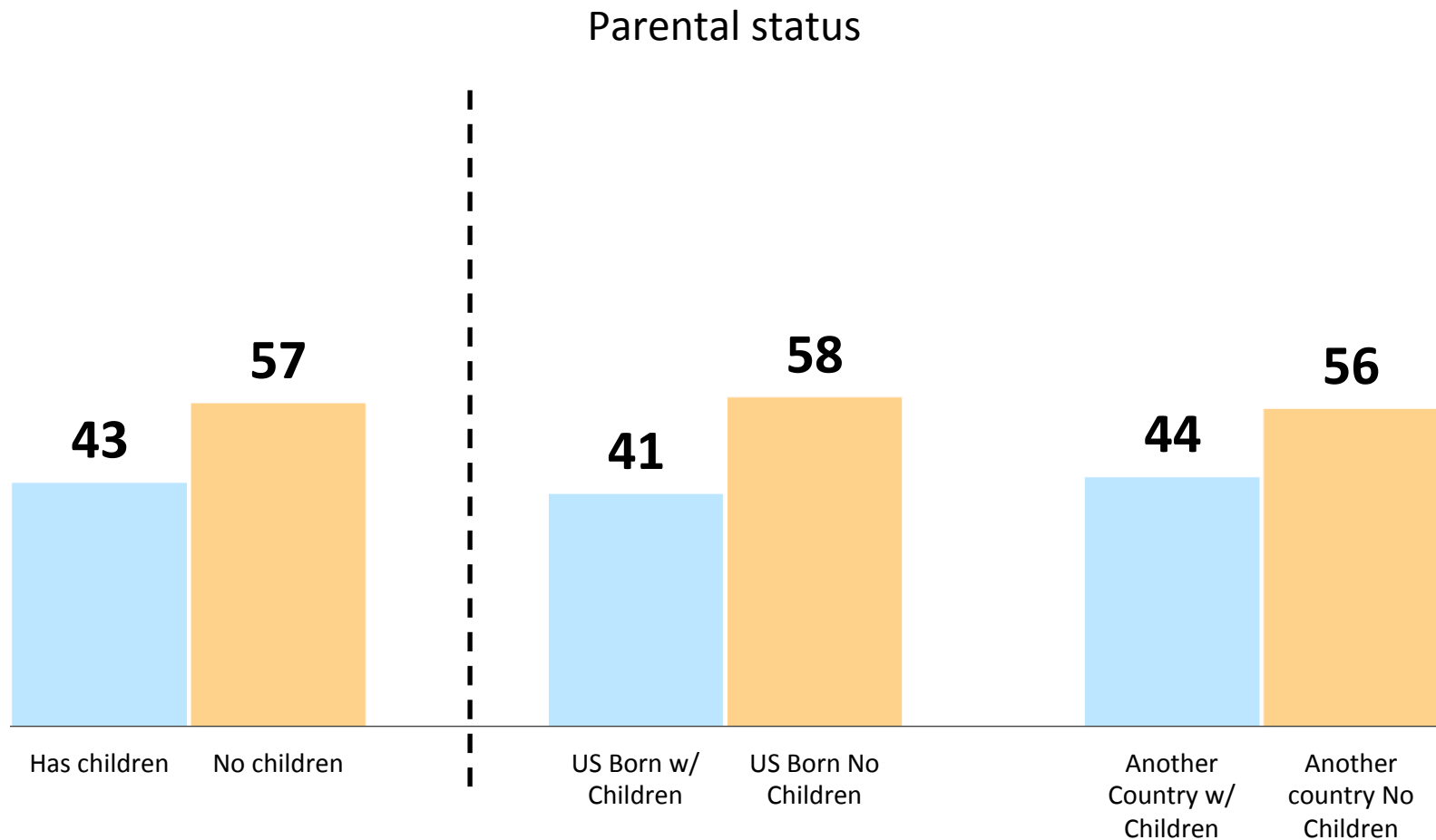
There are higher rates of church attendance among immigrants and less among the youngest group of Latin@s.

Church attendance



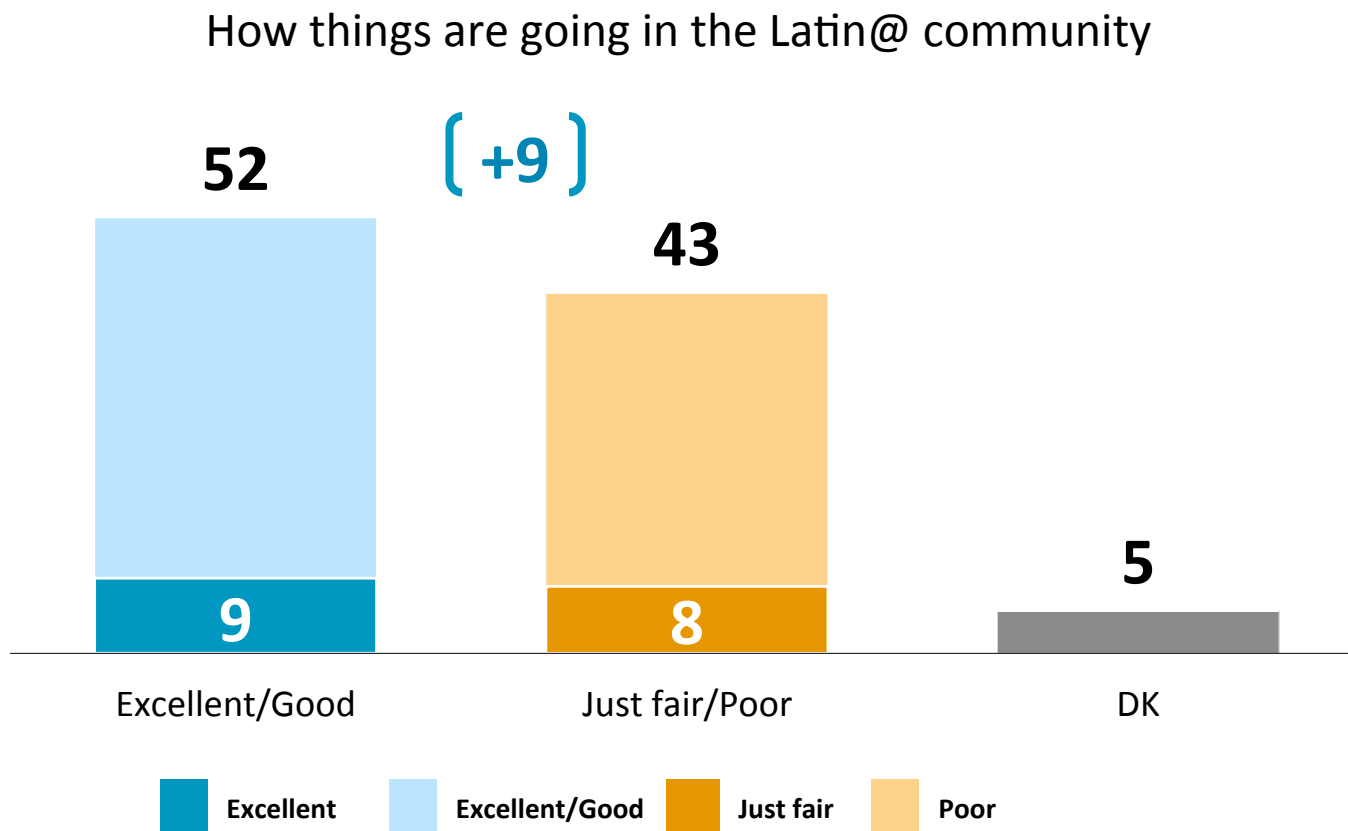
On average, how often would you say you attend religious services or church — every week, once or twice a month, several times a year, hardly ever, or never?

While a majority of Latin@s surveyed do not have children under 18, four in ten are parents of children under 18. This holds true across Latin@s, both among those born within the US and those born in another country.



Do you have any children under the age of 18 living at home with you?

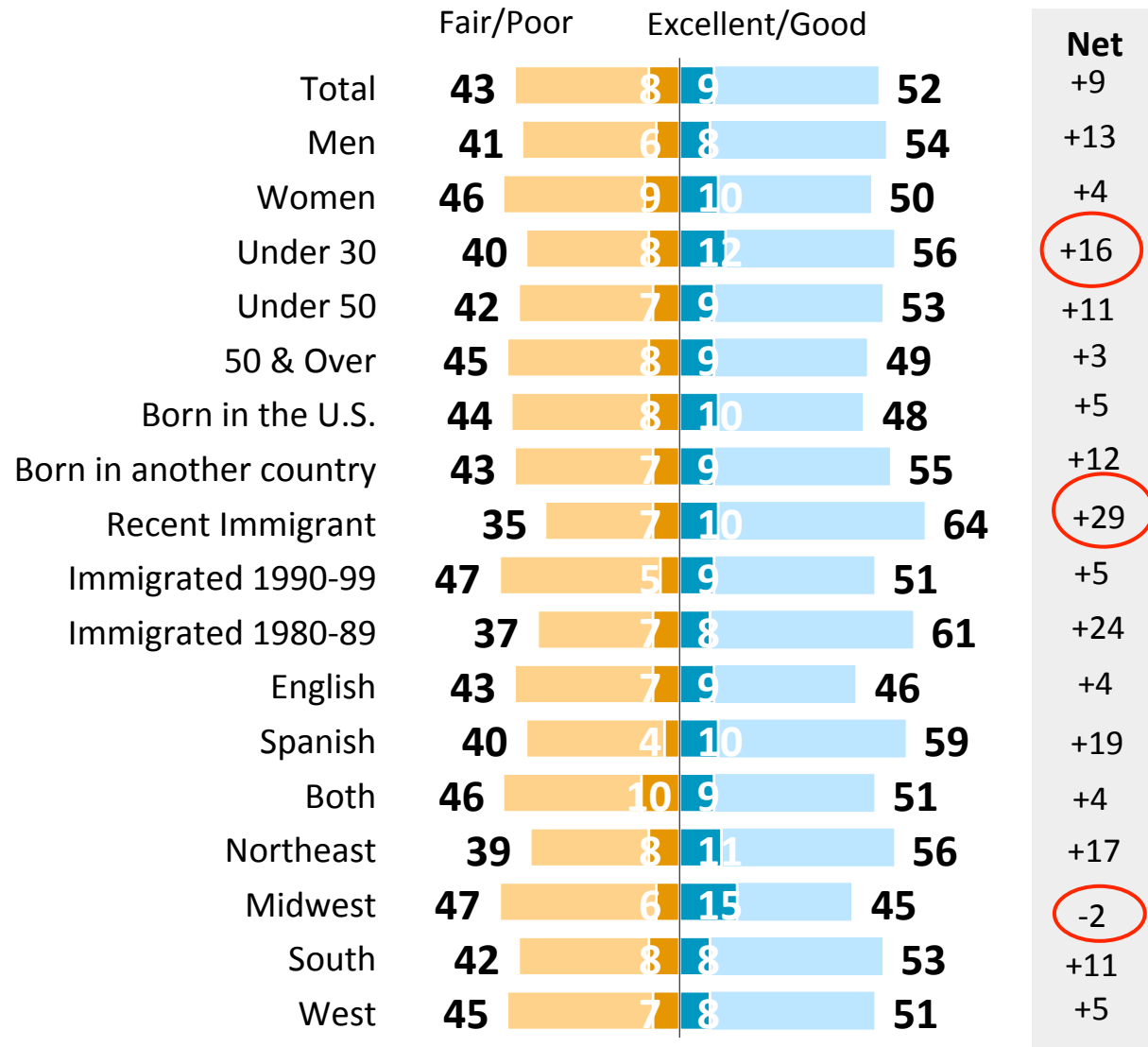
A little over half of respondents see things going positively for their community, with just a small group saying excellent.



How would you rate how things are going for families in the Latin@ community - excellent, good, just fair or poor?

Most groups are divided. Notably, recent immigrants stand out for feeling more positive about how the Latin@ community is doing. Younger Latin@s also are more likely to have a positive view about how things are going in their community than their older counterparts.

How things are going in the Latin@ community



Latin@s are mixed on how things are going for families in their community.

“Frustrated because of the long work hours. I have to work more so that I can pay bills.”

– Recent immigrant Latino, Los Angeles

“...the reason it is troubling is because of the divide that’s going on and not only in Georgia but also in the nation. You have an eroding middle class.”

– U.S. born Latino, Atlanta

“I am also happy. I come from a highly dangerous country in which when you go out you don’t know if you are coming back...It is definitely a lot better than being over there.”

– Recent immigrant Latina, Atlanta

- Economic worries are felt throughout the community.
- On the other hand, many immigrants express that their situation in the U.S. has improved from their situation in their country of origin, especially when it comes to personal safety.



Experiences and Perceptions

Half of Latino men and nearly two-thirds of Latinas know a victim of domestic violence. The issue of violence against women comes up early in the discussion. They have vivid and moving stories of their own and others' experiences.

The issue of violence against women is very real in the Latin@ community.

"At church you have women who talk about being raped by their husband."

– Recent immigrant Latina, Atlanta

"I teach Catechism and a little girl asked me if she could talk to me...and she said my dad drank a lot last night and he yelled at my mom, and he almost hit her. She was afraid and was pleading for me to talk to him. These things are close to us and we see them."

– Recent immigrant Latina, Atlanta

"There's too much domestic violence. My neighbors fight and yell a lot... in my case we have learned to control all of that. We are not a perfect family, but we have made an effort so that our children do not follow the same pattern, violence generates more violence."

– Recent immigrant Latino, Los Angeles

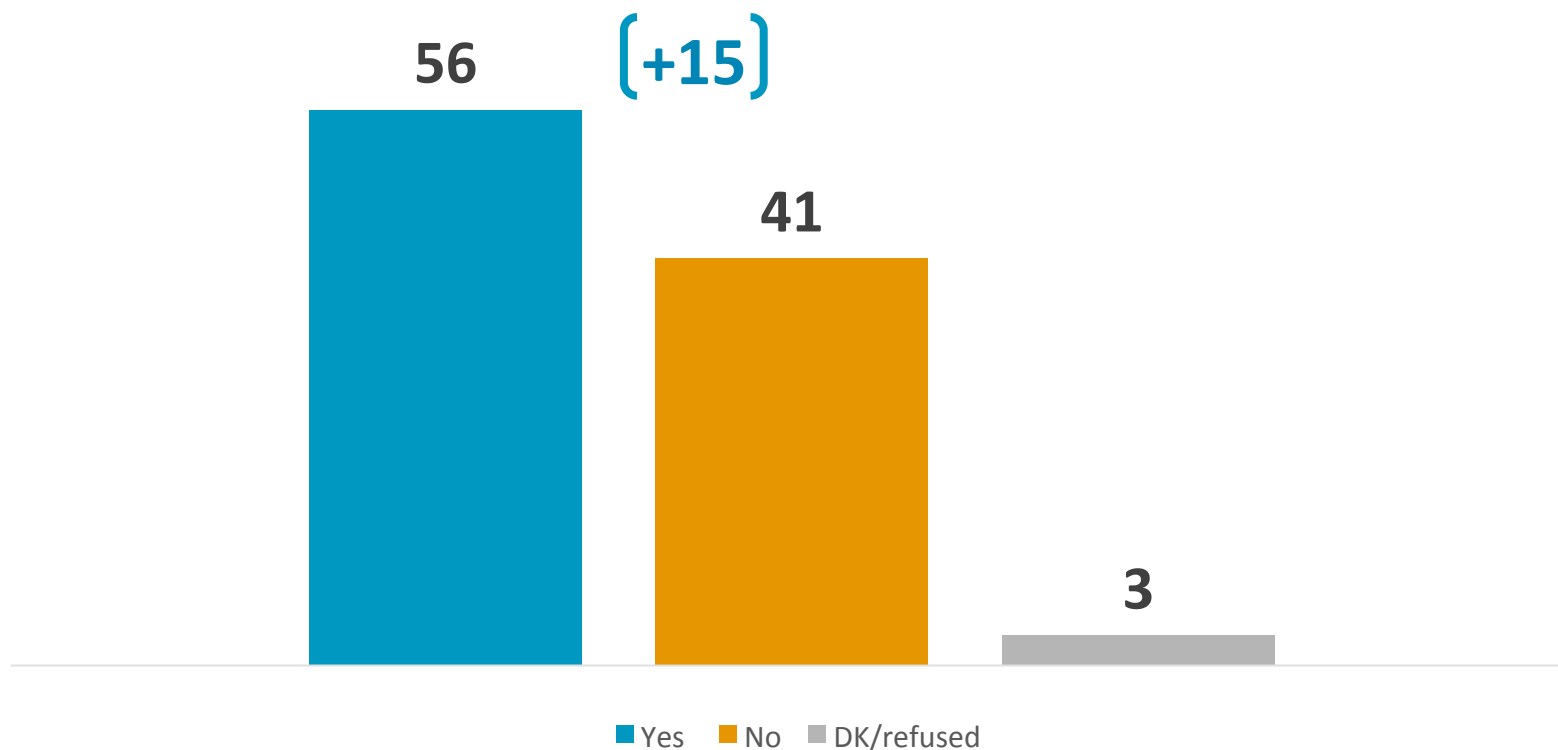
"I have a friend who was sexually assaulted for many years in her marriage. The last three years were horrible for her because they guy would come home on drugs or drunk and he didn't even care about the children; it was horrible."

– Recent immigrant Latina, Atlanta

- These issues come up early in the discussion, particularly for Latinas.
- There is a general sense that women and girls face violence.

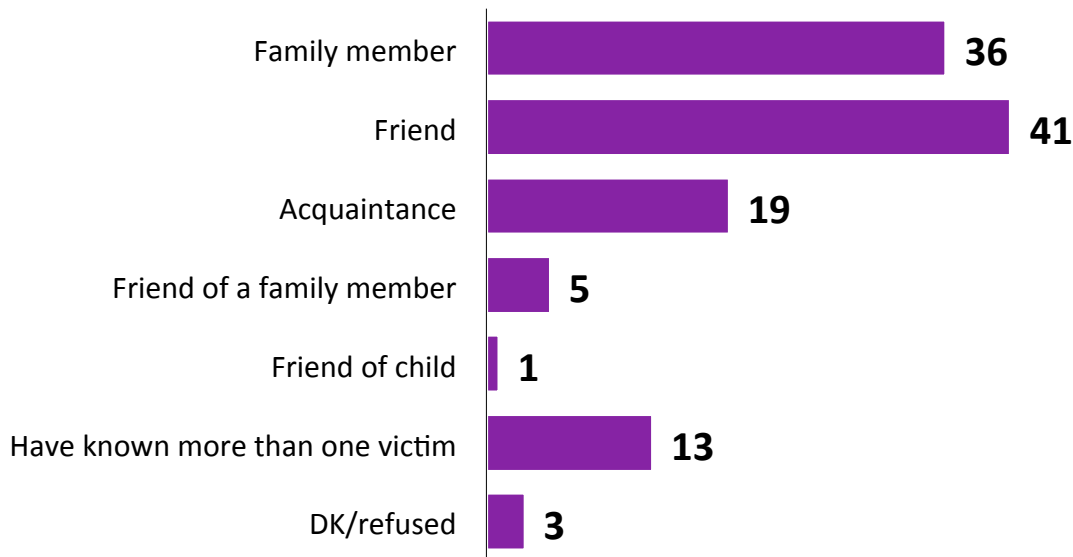
Half of Latin@s have known a victim of domestic violence.

Have you ever known someone who was a victim of domestic violence?

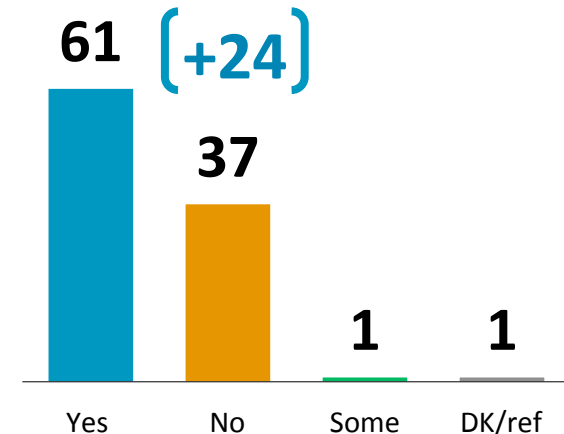


Among those Latin@s who have known a victim of this violence, most have been friends or a family member. Nearly two-thirds of Latin@s have intervened in these cases.

What was this person's relationship to you?



Did you intervene and do something for the person you mentioned above?



[If Yes in Q25, "Have you known someone who was a victim of domestic violence?"] What was this person's relationship to you? Was it a family member; a friend; an acquaintance, but not a friend; a friend of a family member, other than your child? If you have known more than one victim, please let me know.

Nearly two-thirds of Latinas know a victim of domestic violence. And close to half of Latino men know a victim. We see higher rates among the group who immigrated during the 1980s, due to the age of this cohort.

% Yes	Have you ever known someone who was a victim of <u>domestic violence</u> ?
Men	49
Women	62
Under 30	49
Under 50	57
50 & Over	54
Born in the U.S.^	59
Born in another country^	54
Recent Immigrant	41
Immigrated 1990-99	48
Immigrated 1980-89*	68
Speak English at home	62
Speak Spanish at home	50
Speak both at home	57
Northeast	53
Midwest	55
South	56
West	57

44% of Latin@s under 25 say they know someone who has been a victim of domestic violence.

^Note: Puerto Rican respondents can be in either category. Some of them identified Puerto Rico as a country of origin.

*Note small sample size.

Latin@s mostly point to a family member or friend as the victim of domestic violence they know.

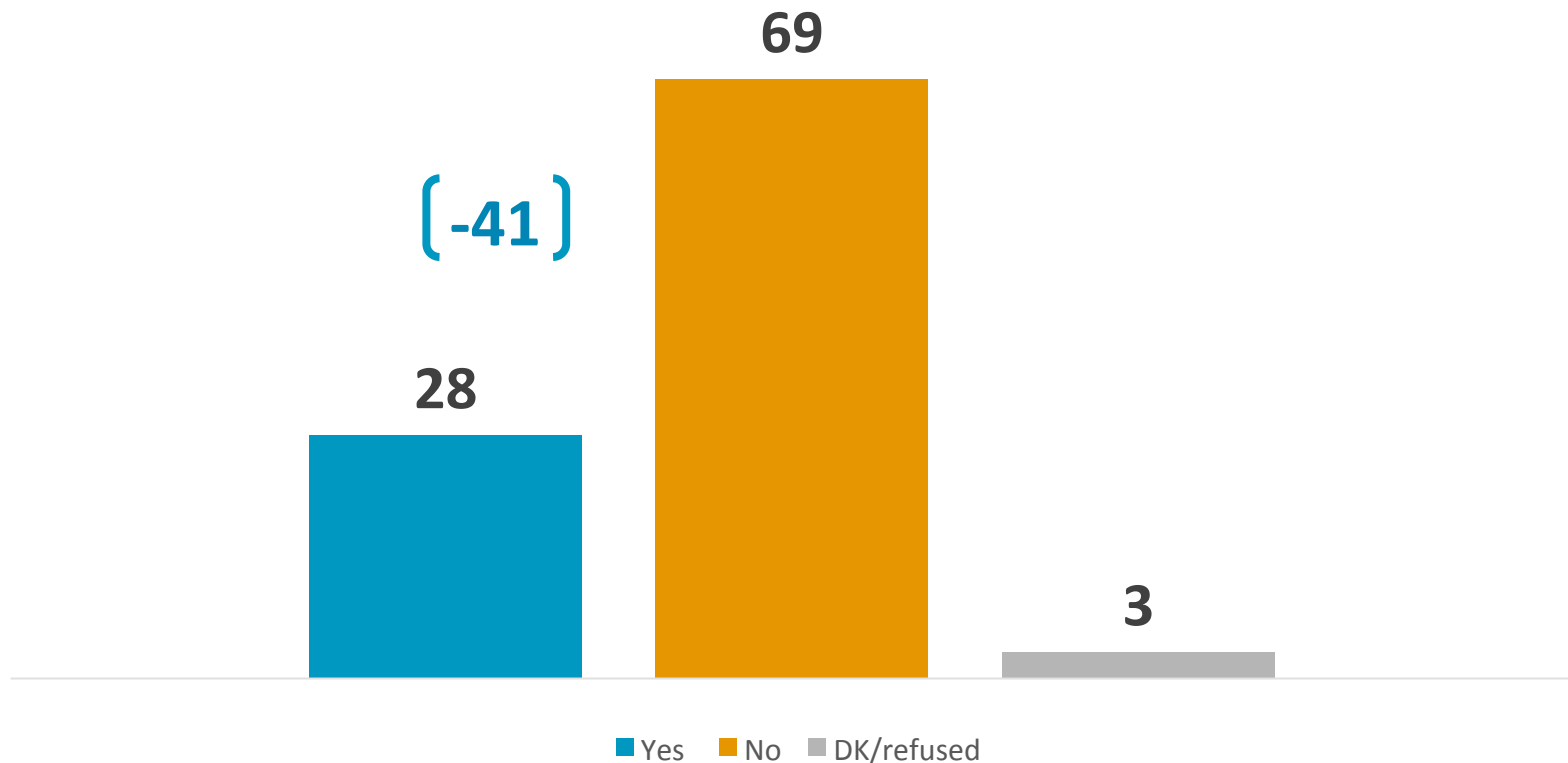
Relation to domestic violence victim	Gender		Age			Country of Birth		Language Spoken at Home			Region			
	M	F	<30	<50	50+	U.S .	Other	Eng	Sp	Both	NE	MW *	S	W
Family member	32	38	31	37	32	42	31	42	32	34	24	46	33	40
Friend	44	39	47	41	41	46	37	42	37	43	41	49	39	42
Acquaintance, but not friend	16	22	22	20	16	17	21	13	21	22	28	8	24	14
Friend of a family member, other than child	7	3	7	5	4	6	4	8	4	3	6	6	6	3
Friend of child	2	0	0	2	--	0	2	--	2	1	--	--	1	1
Have know more than one victim	12	15	7	13	14	14	13	13	12	15	11	8	13	15

*Note small sample size.

[If Yes in Q25, "Have you known someone who was a victim of domestic violence?"] What was this person's relationship to you? Was it a family member; a friend; an acquaintance, but not a friend; a friend of a family member, other than your child? If you have known more than one victim, please let me know.

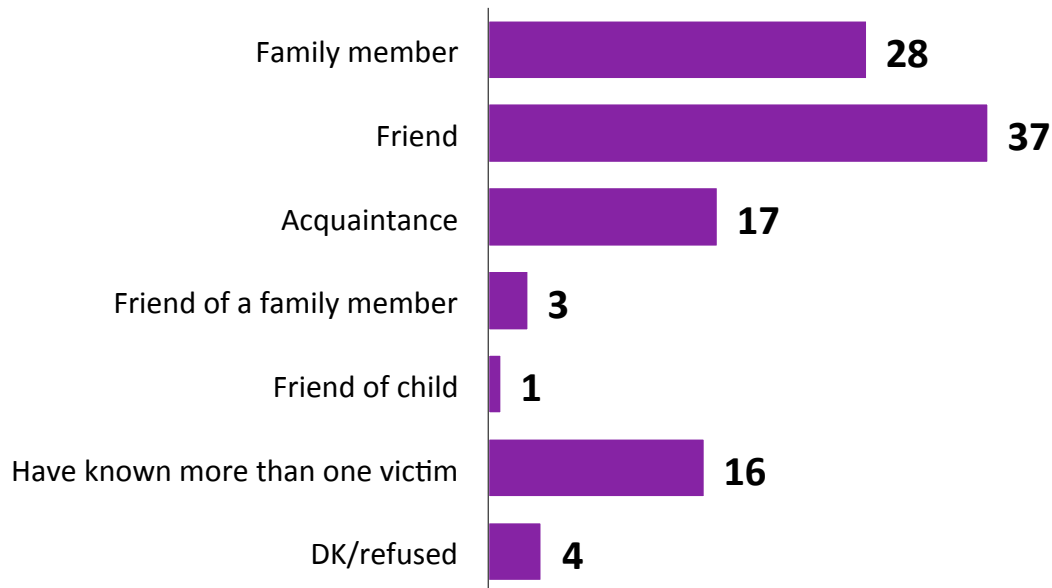
Just under three in ten Latin@s have known a victim of sexual assault.

Have you ever known someone who was a victim of sexual assault?

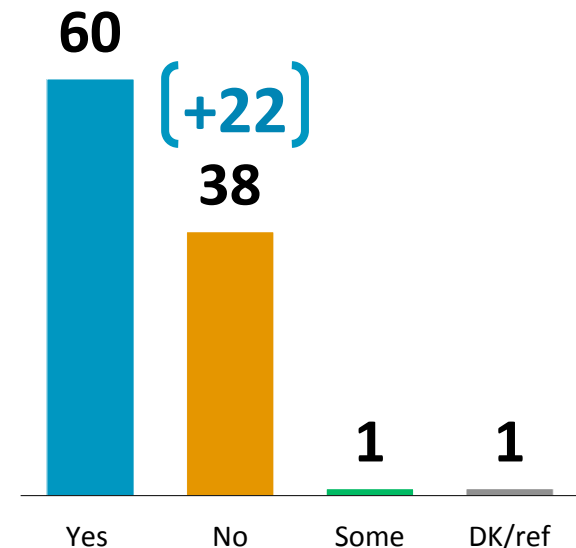


Among those Latin@s who have known a victim of sexual assault, most had been a friend, and to a lesser extent a family member. Six in ten of those Latin@s said they intervened on behalf of the victim.

What was this person's relationship to you?



Did you intervene and do something for the person you mentioned above?



[If Yes in Q28, "Have you known someone who was a victim of sexual assault?"] What was this person's relationship to you? Was it a family member; a friend; an acquaintance, but not a friend; a friend of a family member, other than your child? If you have known more than one victim, please let me know.

More than a third of Latinas know a victim of sexual assault. The rate decreases among recent immigrants.

% Yes	Have you ever known someone who was a victim of <u>sexual assault</u> ?
Men	21
Women	35
Under 30	25
Under 50	29
50 & Over	27
Born in the U.S.	37
Born in another country	21
Recent Immigrant	9
Immigrated 1990-99	12
Immigrated 1980-89	41
Speak English at home	38
Speak Spanish at home	19
Speak both at home	29
Northeast	26
Midwest	20
South	29
West	31



27% of Latin@s under 25 say they know someone who has been a victim of sexual assault.

Similarly, their relation to a sexual assault victim is mainly a relative or friend.

Relation to sexual assault victim	Gender		Age			Country of Birth		Language Spoken at Home		Region	
	M	F	<30	<50	50+	U.S.	Other	Eng	Both	South	West
Family member	21	32	36	31	23	29	27	32	26	23	32
Friend	48	31	48	39	34	41	31	34	42	35	37
Acquaintance, but not friend	14	18	13	13	26	14	19	13	21	26	9
Friend of a family member, other than child	5	2	6	3	4	5	--	3	4	1	5
Friend of child	--	2	--	1	2	1	2	1	1	2	0
Have know more than one victim	14	17	5	17	15	16	17	16	15	15	21

[If Yes in Q28, "Have you known someone who was a victim of sexual assault?"]
 What was this person's relationship to you? Was it a family member; a friend; an acquaintance, but not a friend; a friend of a family member, other than your child? If you have known more than one victim, please let me know.

*Northeast and Midwest regions are too small of a sample size to break out.

Latin@s speak broadly and passionately about violence against women.

"I suffered domestic violence... Domestic violence does not necessarily include physically hitting... The pain goes away when you are hit, but words stay with you."

– Recent immigrant Latina, Atlanta

"Blackmailing. For example when a man is legally here and the woman isn't, and he tells her to do things or humiliates her."

– Recent immigrant Latino, Los Angeles

"My cousin did this. My family didn't want to report him, but I did. Can you imagine the trauma the girl experiences? As a man you hope your wife will be a virgin when you marry her; what explanation will she give to her husband?"

– Recent immigrant Latino, Los Angeles

- They describe women being raped by their husbands.
- They see it also including psychological and emotional assault.

Latin@s acknowledge the particular challenges of perceived gender roles.

“Because historically with Latin men and Italian, there are more conflicts where the man rules the house. I mean generations later, it’s become less because the kids have become Americanized, but that’s always been kind of a historic of the ...I am the macho...and that leads to “if I have to overpower you physically” to impose my power on you, I will.”

– U.S. born Latina, Los Angeles

“Machismo. In the majority of domestic violence cases it is a result of machismo because of a man’s thinking that he is superior.”

– Recent immigrant Latino, Los Angeles

“But we must recognize that in some Hispanic homes there is still machismo...And that is what leads to domestic violence.”

– Recent immigrant Latina, Atlanta

“I mean if you go back to Mexico to Peru to Ecuador to other places or to Cuba, that’s how families were raised. You know the man of the house, whatever he says...that’s how it goes.”

– U.S. born Latino, Atlanta

- Latin@s attribute weight to gender roles in their community.
- Traditional gender roles, such as machismo, are still seen as a barrier.

Machismo is the Spanish word that many Latin@s use to describe sexism or male chauvinism.

However, these attitudes and behaviors are present in every culture, including in the U.S., though they might manifest in different ways.

Latino men grapple with these issues and their own role.

"You can throw the media and this and all, but it starts with us as men saying you know what we are not going to tolerate it in our community and I am not going to let you do it and we have to have an open discussion about it."

– U.S. born Latino, Atlanta

"In the Hispanic culture we have the machismo aspect, and this is from Mexico all the way south. Sometimes we try to say it doesn't happen in our families, but unfortunately it happens everywhere. It starts from the moment you yell at a woman, when you do this you are attacking her."

– Recent immigrant Latino, Los Angeles

"I got a child 15 years old, when he is not behaving in school...I got his phone and DVD and laptop and everything, but in my country, no. Daddy gets the belt and he is going to teach you."

– U.S. born Latino, Atlanta

- Latino men did not make excuses for violence, yet they struggle with how their own behavior and what they have grown up with contributes to the cycle of violence.
- Regardless, throughout the groups, there was a sense that these behaviors can be changed.

The Latin@ community clearly understands the cyclical nature of violent behavior.

"I suffered domestic violence...My children love him, but I can't; and they experienced it...many children (mine didn't) repeat the behaviors. If the father or mother insulted each other or the mother was hit, then the boys can grow up to be perpetrators as well."

– Recent immigrant Latina, Atlanta

"Because my dad verbally abused me for many years, and when I got married, I allowed my husband to do that to me."

– U.S. born Latina, Los Angeles

"She wasn't raised with like a lot of positive, like showing her what her worth is. I think when you know what your worth is you don't let things like that happen. Of course, it can also happen, but it's harder I think."

– U.S. born Latina, Los Angeles

"If you saw your grandfather hitting, then it will trickle down to the next generation."

– Recent immigrant Latina, Atlanta

- They see how the cycle of violence plays out.
- Yet, the conversation was very much about breaking the cycle rather than it being something that cannot be changed.
- There is a sense that the time has come to address the culture of violence in some families.

Empowering women is a key theme for Latin@s.

*“When I would ask her [victim] why she wouldn’t leave she answered because she would have to pay for the house on her own...get another job. I **would say it’s better for you to break your back on your own than have someone else break it.**”*

– Recent immigrant Latina, Atlanta

“It has to do with the culture and their belief and because they were brought up that way and they think that’s the way it is...The more you educate and the more you communicate the better. It’s like you are enabling them to make the right decisions.”

– U.S. born Latino, Atlanta

“...I do art...someone mentioned that like the girl doesn’t know if she gets sexually assaulted and she calls the cops that she is not going to get deported...I should just go to Buford Highway and get some damn rollout paint and roll out a wall... Put it in Spanish that if you are sexually violated, you are not going to get f’ing deported.”

– U.S. born Latino, Atlanta

- The belief expressed is that against the backdrop of traditional gender roles, Latina women must be given the resources and information they need to stand up for themselves.
- Education is an important aspect.

Assessment of the Problem



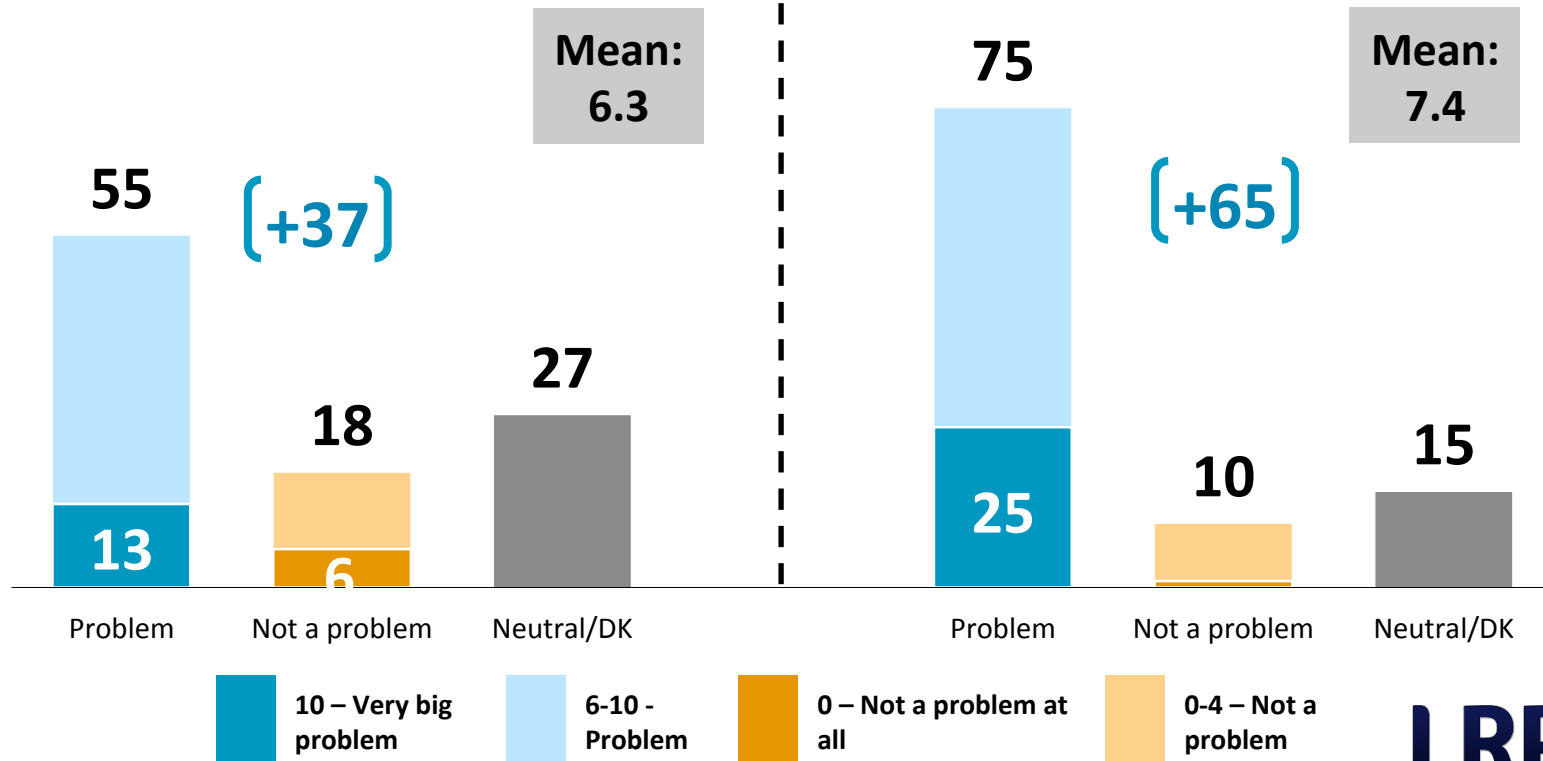
Latin@s see both domestic violence and sexual assault as more of a problem in the United States compared to their own community. Recent immigrants perceive both of these issues as bigger problems compared to the rest of the community.

A majority of Latin@s acknowledge domestic violence as a problem in their community, but are more likely to view it as a problem in the United States as a whole. However, intensity is low.

Domestic Violence as a Problem

On a scale that goes from 0 to 10 where 0 means not a problem at all and 10 means a very big problem, how big of a problem is domestic violence **in the Latin@ community?**

On a scale that goes from 0 to 10 where 0 means not a problem at all and 10 means a very big problem, how big of a problem is domestic violence **in the United States?**

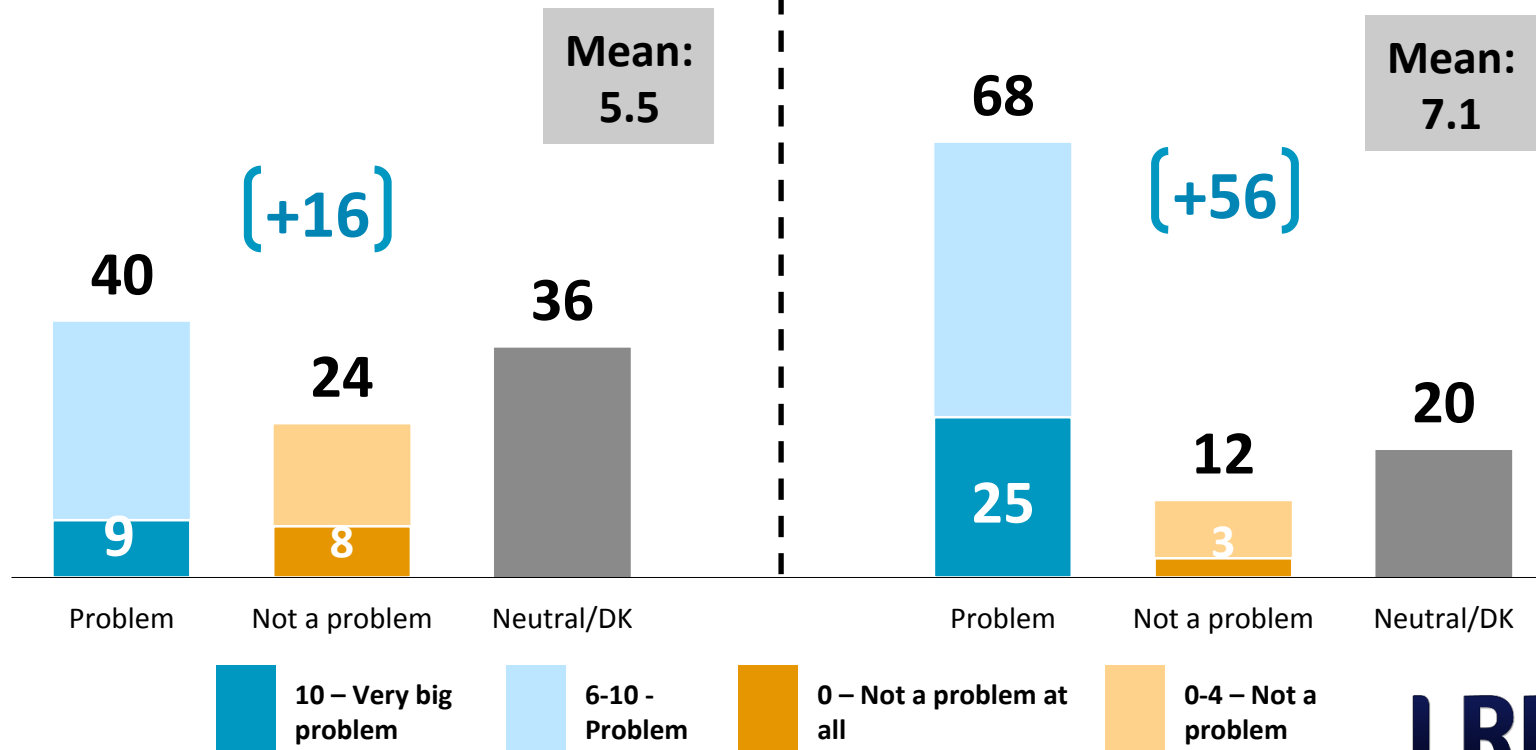


Latin@s view sexual assault as less of a problem than domestic violence in both the U.S. Latin@ community and the U.S. as a whole. Similar to domestic violence, Latin@s view sexual assault as a much bigger problem in the nation as a whole than within their own community, although four in ten say it is a problem within the Latin@ community.

Sexual Assault as a Problem

On a scale that goes from 0 to 10 where 0 means not a problem at all and 10 means a very big problem, how big of a problem is sexual assault **in the Latin@ community**?

On a scale that goes from 0 to 10 where 0 means not a problem at all and 10 means a very big problem, how big of a problem is sexual assault **in the United States**?



Most groups show this gap between their community and the rest of the nation. There are major regional differences. Notably Latinas see sexual assault as more of a problem nationally.

% 6-10 – A problem	Domestic Violence in Latin@ Community	Domestic Violence in the U.S.	Diff.	Sexual assault in the Latin@ Community	Sexual Assault in the U.S.	Diff.
All	55	75	-20	40	68	-28
Men	49	70	-21	35	60	-25
Women	61	79	-18	45	75	-30
Under 30	57	74	-17	42	77	-35
Under 50	55	74	-19	39	72	-33
50 & Over	56	76	-20	44	57	-13
Northeast	62	77	-15	41	66	-25
Midwest	36	63	-27	23	52	-29
South	48	67	-19	40	72	-32
West	64	84	-20	44	67	-23

The latest data from the Center for Disease Control (CDC) shows that rates of domestic violence and sexual assault within the Latin@ community are nearly identical to the rates for the nation as a whole. Yet, respondents here were asked to assess the severity of these issues in the Latin@ community. Latin@s may be assessing other problems as more severe or feel their community has some coping advantages compared to the nation as a whole. It is also important to note that perceptions are influenced by differences in location and experiences.

Immigration status makes a difference. Recent immigrants are more likely to see both issues as a bigger problem compared to U.S.-born Latin@s.

% 6-10 – A problem	Domestic Violence in Latin@ Community	Domestic Violence in the U.S.	Diff.	Sexual assault in the Latin@ Community	Sexual Assault in the U.S.	Diff.
All	55	75	-20	40	68	-28
Born in the U.S.^	52	77	-25	36	75	-39
Immigrant^	57	73	-16	43	61	-18
Recent Immigrant*	80	88	-8	63	78	-15
English	45	74	-29	40	69	-29
Spanish	68	82	-14	43	68	-25
Speak both at home	53	70	-17	39	66	-27

^Note: Puerto Rican respondents can be in either category. Some of them identified Puerto Rico as a country of origin.

*Note Small Sample Size

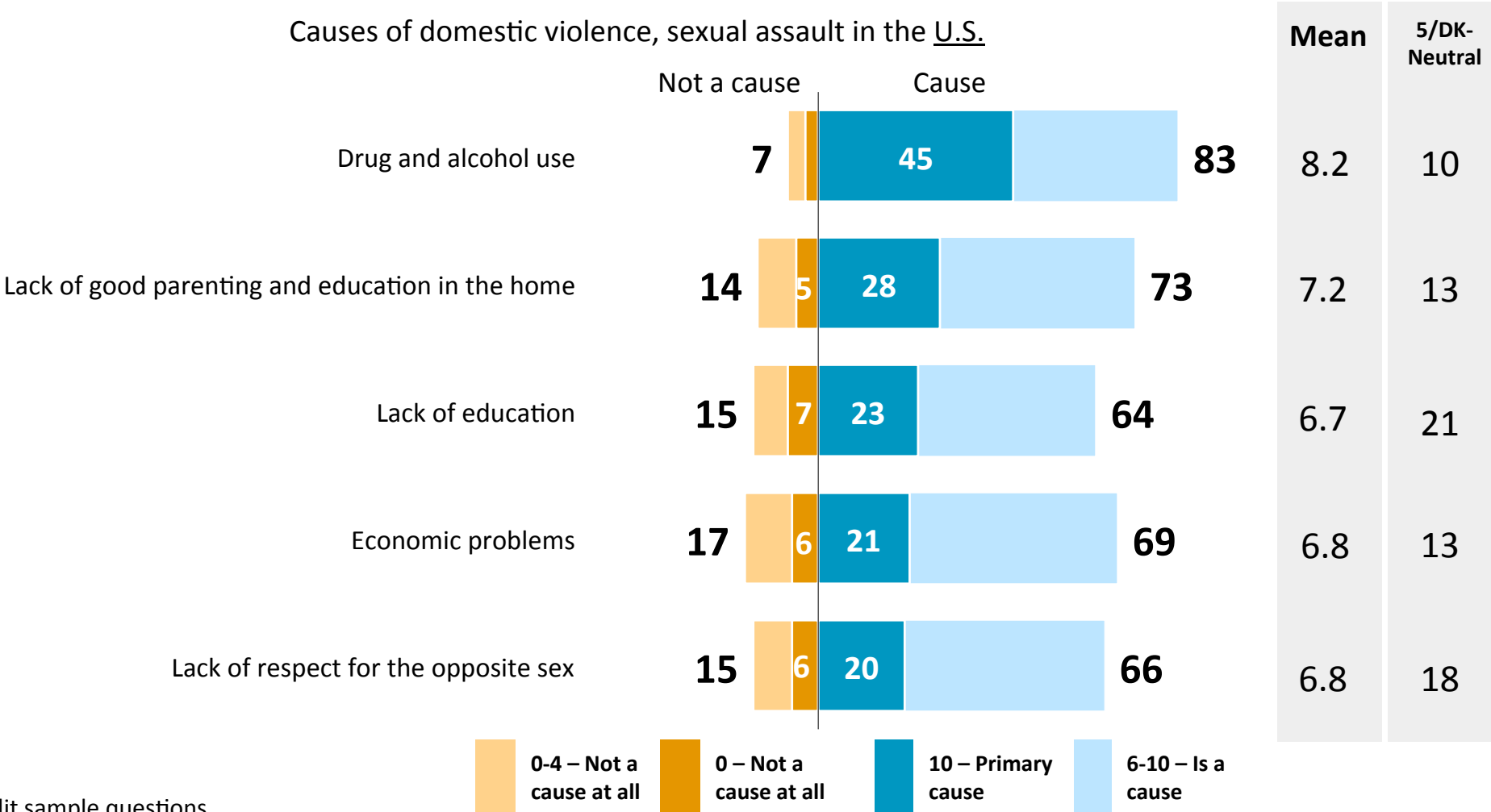


The Causes

The Latin@ community sees drug and alcohol abuse as key drivers underlying domestic violence and sexual assault. For nearly half, it is the *primary* cause in the nation and in their own community. They see lack of respect for the opposite sex as a contributing factor as well.

Drug and alcohol use top the list as root causes for domestic violence and sexual assault in the United States. This is followed by a lack of good parenting.

Causes of domestic violence, sexual assault in the U.S.

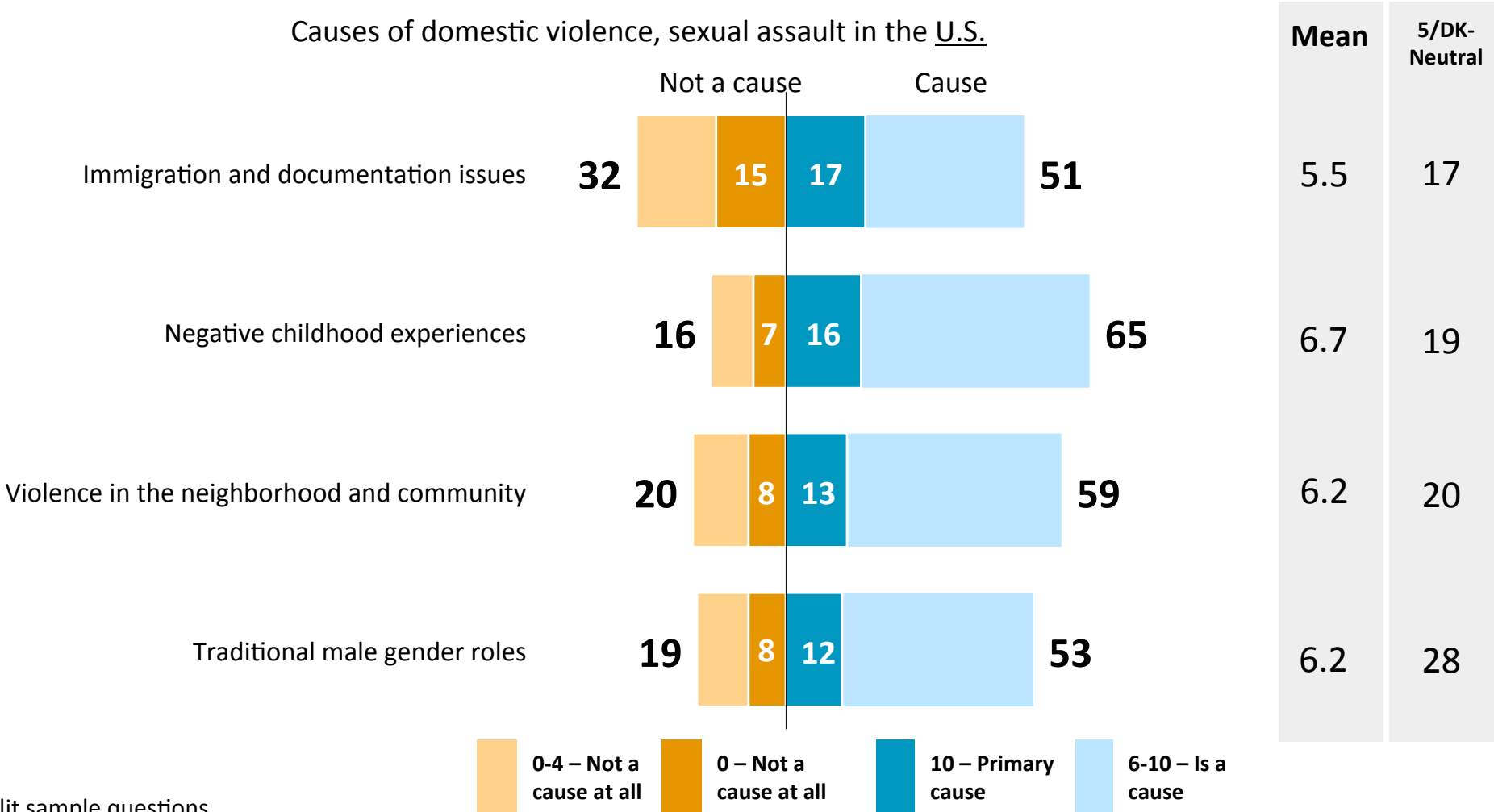


Split sample questions.

Now let me read you a list of reasons that some people have noted as the root causes for domestic violence and sexual assault in the United States. For each, please tell me on a scale that goes from 0 to 10, where 0 is not at all a cause and 10 is the primary cause, how big of a cause that item is for domestic violence and sexual assault in this country. If you are unsure, please say so.

In a lower tier they place issues like immigration and traditional male gender roles in the United States as a whole.

Causes of domestic violence, sexual assault in the U.S.



Split sample questions.

Now let me read you a list of reasons that some people have noted as the root causes for domestic violence and sexual assault in the United States. For each, please tell me on a scale that goes from 0 to 10, where 0 is not at all a cause and 10 is the primary cause, how big of a cause that item is for domestic violence and sexual assault in this country. If you are unsure, please say so.

Substance use and parenting skills are the top two reasons across groups. Men are even more sure about the role of drugs and alcohol. Lack of respect rings truer to men as a cause compared to traditional gender roles; however both are viewed by more women than men as root causes in the US.

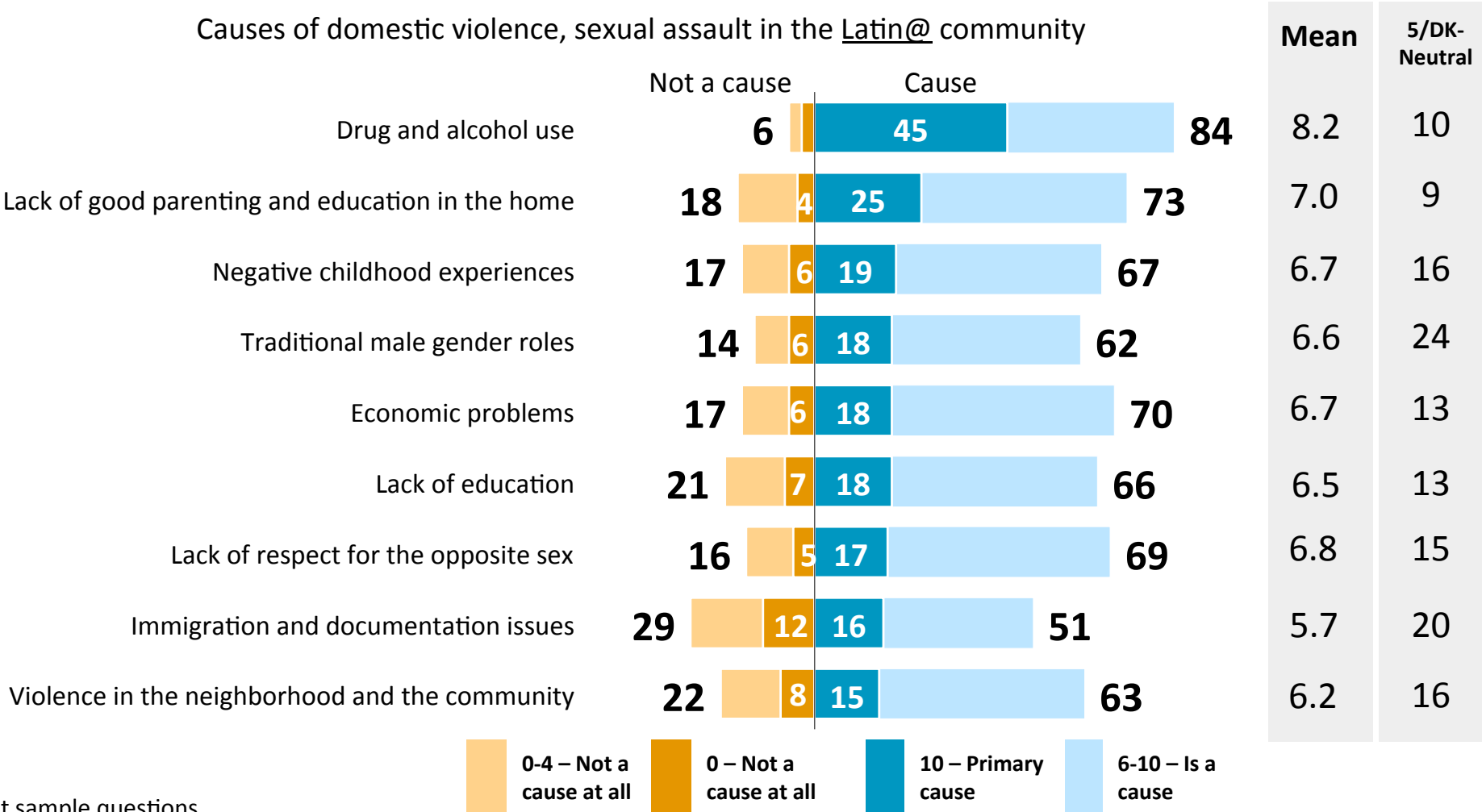
% 6-10 – Is a root cause in the United States	Gender		Age			Country of Birth		Date of Imm.	Language Spoken at Home		
	M	F	<30	<50	50+	U.S.	Other	Since 2009	Eng	Sp	Both
Drugs and alcohol	87	80	82	82	89	88	79	95	83	81	85
Lack of good parenting and education in the home	70	75	65	70	80	67	78	74	74	74	71
Lack of education	64	64	59	61	72	60	68	74	65	64	64
Economic problems	67	72	68	69	70	69	70	62	69	66	72
Lack of respect for the opposite sex	60	73	68	67	66	68	65	61	65	63	70
Immigration and documentation issues	48	55	50	51	53	44	57	54	47	57	50
Negative childhood experiences	62	67	60	63	69	65	65	69	70	68	60
Violence in the neighborhood and community	58	61	63	61	58	61	58	52	66	57	57
Traditional male gender roles	45	62	51	52	57	55	52	59	63	48	51

Split sample questions.

Now let me read you a list of reasons that some people have noted as the root causes for domestic violence and sexual assault in the United States. For each, please tell me on a scale that goes from 0 to 10, where 0 is not at all a cause and 10 is the primary cause, how big of a cause that item is for domestic violence and sexual assault in this country. If you are unsure, please say so.

Drug and alcohol use and bad parenting are also at the top when Latin@s think about their own community. Lack of respect for the opposite sex is seen as more of a cause than traditional gender roles.

Causes of domestic violence, sexual assault in the Latin@ community



Split sample questions.

Now thinking specifically about the Latin@ community, let me read you a list of reasons that some people have noted as the root causes for domestic violence and sexual assault. For each, please tell me on a scale that goes from 0 to 10, where 0 is not at all a cause and 10 is the primary cause, how big of a cause that item is for domestic violence and sexual assault in the Latin@ community. If you are unsure, please say

Latin@s rank root causes in the United States and within just the Latin@ community similarly. Noticeably, when we compare traditional male gender roles as a cause, Latin@s are more likely to say it is a root cause in the Latin@ community than they are to say it is a root cause in the United States.

% 6-10 – Is a root cause of domestic violence and sexual assault	In the United States	In the Latin@ Community
Drugs and alcohol	83	84
Lack of good parenting and education in the home	73	73
Lack of education	64	66
Economic problems	69	70
Lack of respect for the opposite sex	66	69
Immigration and documentation issues	51	51
Negative childhood experiences	65	67
Violence in the neighborhood and community	59	63
Traditional male gender roles	53	62

Across sub-groups, substance use is by far the top reason cited in the Latin@ community. On this point, men and women find common ground. Across the other causes, there are sizable gender gaps. Interestingly, both rate lack of respect higher than traditional male gender roles.

% 6-10 – Is a root cause in the Latin@ community	Gender		Age			Country of Birth		Date of Immigration
	M	F	<30	<50	50+	U.S.	Other	Since 2009
Drugs and alcohol	81	87	90	84	85	86	82	88
Lack of good parenting and education in the home	73	72	76	71	75	73	73	70
Negative childhood experiences	62	73	69	66	70	65	69	60
Traditional male gender roles, such as machismo	56	67	63	63	60	63	61	70
Economic problems	61	78	69	71	68	68	72	80
Lack of education	61	71	63	66	67	64	68	58
Lack of respect for the opposite sex	65	72	73	70	66	73	65	66
Immigration and documentation issues	50	53	57	53	47	49	54	65
Violence in the neighborhood and community	58	68	70	64	61	62	63	47

Alcohol and drug abuse is a top of mind association for Latin@s when thinking about domestic violence.

“Alcohol as well. It’s not like making it okay to do it, but he is not or she is not using the full senses and therefore it is more prone to it.”

– U.S. born Latino, Atlanta

“Drugs and alcohol are one of the main causes of violence. If you eradicate this then you can eradicate many more things, it is just a matter of wanting to change.”

– Recent immigrant Latino, Los Angeles

“Frustration [...] because when people are frustrated, the first thing they will do is they will drink and get violent.”

– U.S. born Latino, Atlanta

“Many times the domestic violence is a result of drugs and alcohol, whether the man or the woman is the addict. They come home and if they don’t find money for drugs they destroy everything they have.”

– Recent immigrant Latina, Atlanta

- Based on what they see around them, Latin@s believe that drug and alcohol abuse underlies domestic violence.
- They see it making the existing frustrations and stress much worse and violent.

Looking at language spoken at home, we see much more striking differences when Latin@s think about the Latin@ community compared to the rest of the U.S. population. Aside from drugs and alcohol, those who speak mostly English at home rate all the causes in the Latin@ community lower than Spanish-speakers.

% 6-10 – Is a root cause	in the United States			in the Latin@ community		
	Language Spoken at Home					
	English	Spanish	Both	English	Spanish	Both
Drugs and alcohol	83	81	85	83	89	81
Lack of good parenting and education in the home	74	74	71	71	79	69
Negative childhood experiences	65	64	64	56	70	72
Traditional male gender roles, such as machismo	69	66	72	52	67	64
Economic problems	65	63	70	57	77	73
Lack of education	47	57	50	61	66	69
Lack of respect for the opposite sex	70	68	60	65	69	71
Immigration and documentation issues	66	57	57	38	59	54
Violence in the neighborhood and community	63	48	51	51	72	64

Split sample questions.

As a whole, Latin@s do not ascribe notably different root causes for domestic violence and sexual assault in the nation compared to their community.

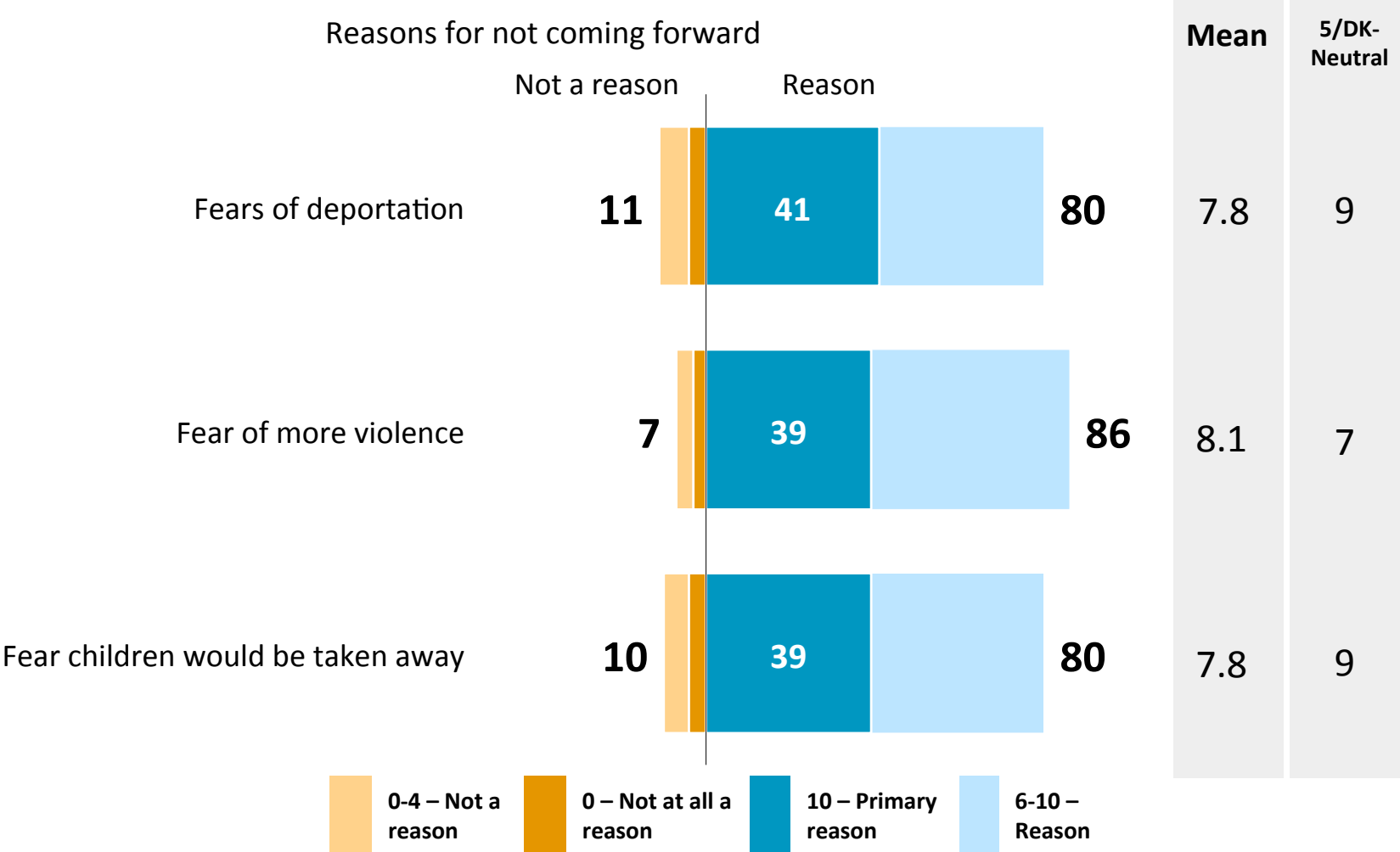
% 6-10 – Is a cause	United States	Latin@ community
Drugs and alcohol	83	84
Lack of good parenting and education in the home	73	73
Negative childhood experiences	65	67
Economic problems	69	70
Lack of respect for the opposite sex	66	69
Lack of education	64	66
Traditional male gender roles, (such as machismo)	53	62
Violence in the neighborhood and community	59	63
Immigration and documentation issues	51	51

Coming Forward



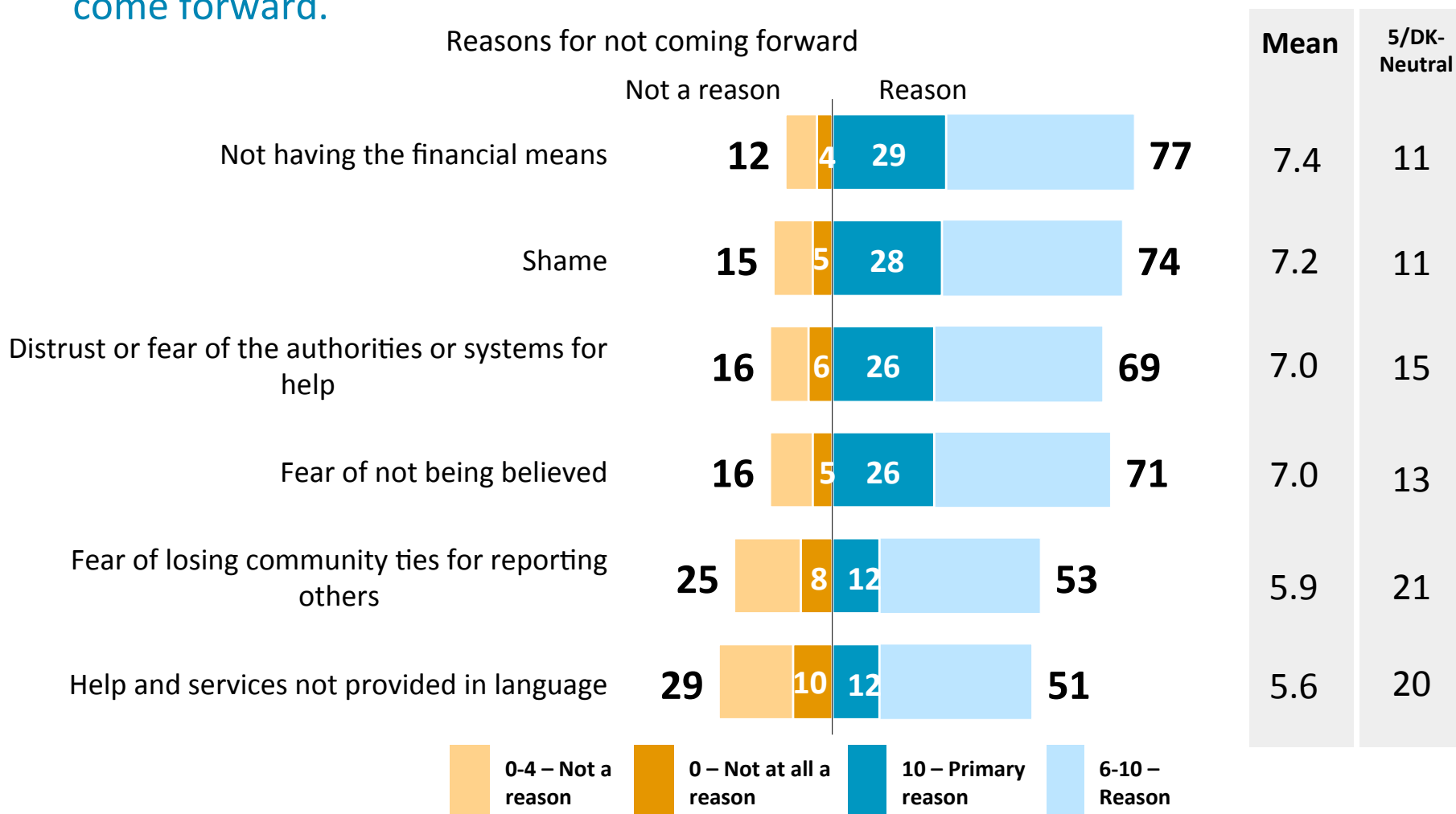
By far, fears of deportation, more violence, and losing their children are seen as reasons Latina victims may not come forward.

Fears of deportation, more violence, and losing their children are the most intense reasons Latina victims may not come forward.



[Now/Still] thinking specifically about the Latin@ community. Let me read you some reasons why Latinas may not come forward if they have experienced domestic violence or been sexually abused. Please tell me on a scale that goes from 0 to 10, where 0 is not a reason at all for not coming forward and 10 is a primary reason for not coming forward, how much of a reason you think that is to not come forward. If you are unsure, please say so.

Reasons that have less intensity but broad reach include a Latina woman does not have the financial means, followed by shame, distrust of authorities, and fear of not being believed. Latin@s are less sure that services not in language is as relevant to whether a Latina victim would come forward.



[Now/Still] thinking specifically about the Latin@ community. Let me read you some reasons why Latinas may not come forward if they have experienced domestic violence or been sexually abused. Please tell me on a scale that goes from 0 to 10, where 0 is not a reason at all for not coming forward and 10 is a primary reason for not coming forward, how much of a reason you think that is to not come forward. If you are unsure, please say so.

Latin@s readily name reasons a woman would be afraid to come forward.

“Because maybe she will be afraid that if she reports it she is going to get deported”

–U.S. born Latina, Los Angeles

“Afraid to have Child Services in our home...we are kind of afraid to be on the radar. You know there is this kind of like we lay low, you lay low...”

–U.S. born Latina, Los Angeles

“Those that are undocumented fear having their children taken away.”

– Recent immigrant Latina, Atlanta

“Currently there are a large number of undocumented Hispanics, and many of them are afraid to call the police; I think the biggest motive is fear.”

– Recent immigrant Latina, Atlanta

- They strongly empathize with her likely fears.
- Immigration status puts victims in even more insecure positions.

They also note financial dependency, shame, and lack of information.

"It is about also economics because some women decide to stay because they don't have any place to go or they cannot support themselves."

– U.S. born Latino, Atlanta

"They feel like nobody wants them. They just feel broken."

– U.S. born Latina, Los Angeles

"I think it is because of what parents instill in them. Mothers tell them you have to behave like this and that, you have to put up with it. She thinks she has to be the same with her partner because her mother tolerated it."

– Recent immigrant Latino, Los Angeles

"Women lack information, they don't know if a man hits her there are shelters available where she can stay with her children if she doesn't have money."

– Recent immigrant Latino, Los Angeles

- Respondents see how economic realities can lock a woman into a bad situation.
- Many respondents noted the impact of seeing their mother put up with mistreatment or feeling pressure from a parent not to rock the boat.

Top fears are strong across the community. Women feel more strongly about all of the reasons compared to men. The Northeast region also is more likely than other regions to say the top fears are a reason to not come forward.

% 8-10 – Is a reason to not come forward	Gender		Age			Region			
	M	F	<30	<50	50+	NE	MW	S	W
Fears of deportation	64	71	65	65	73	72	47	69	69
Fear of more violence	61	77	70	69	69	76	60	70	68
Fear that their children would be taken away	59	67	63	63	63	71	44	63	64
Not having the financial means to support themselves	53	63	53	55	64	57	54	59	59
Shame	52	61	53	56	59	62	44	57	58
Distrust or fear of the authorities	48	56	49	52	53	57	36	52	54
Fear of not being believed	46	56	49	50	53	60	45	51	50
Fear of losing community ties for reporting on others	32	34	28	30	39	43	22	34	31
Help and services not provided in language	26	32	30	30	27	36	21	27	30

[Now/Still] thinking specifically about the Latin@ community. Let me read you some reasons why Latinas may not come forward if they have experienced domestic violence or been sexually abused. Please tell me on a scale that goes from 0 to 10, where 0 is not a reason at all for not coming forward and 10 is a primary reason for not coming forward, how much of a reason you think that is to not come forward. If you are unsure, please say so.

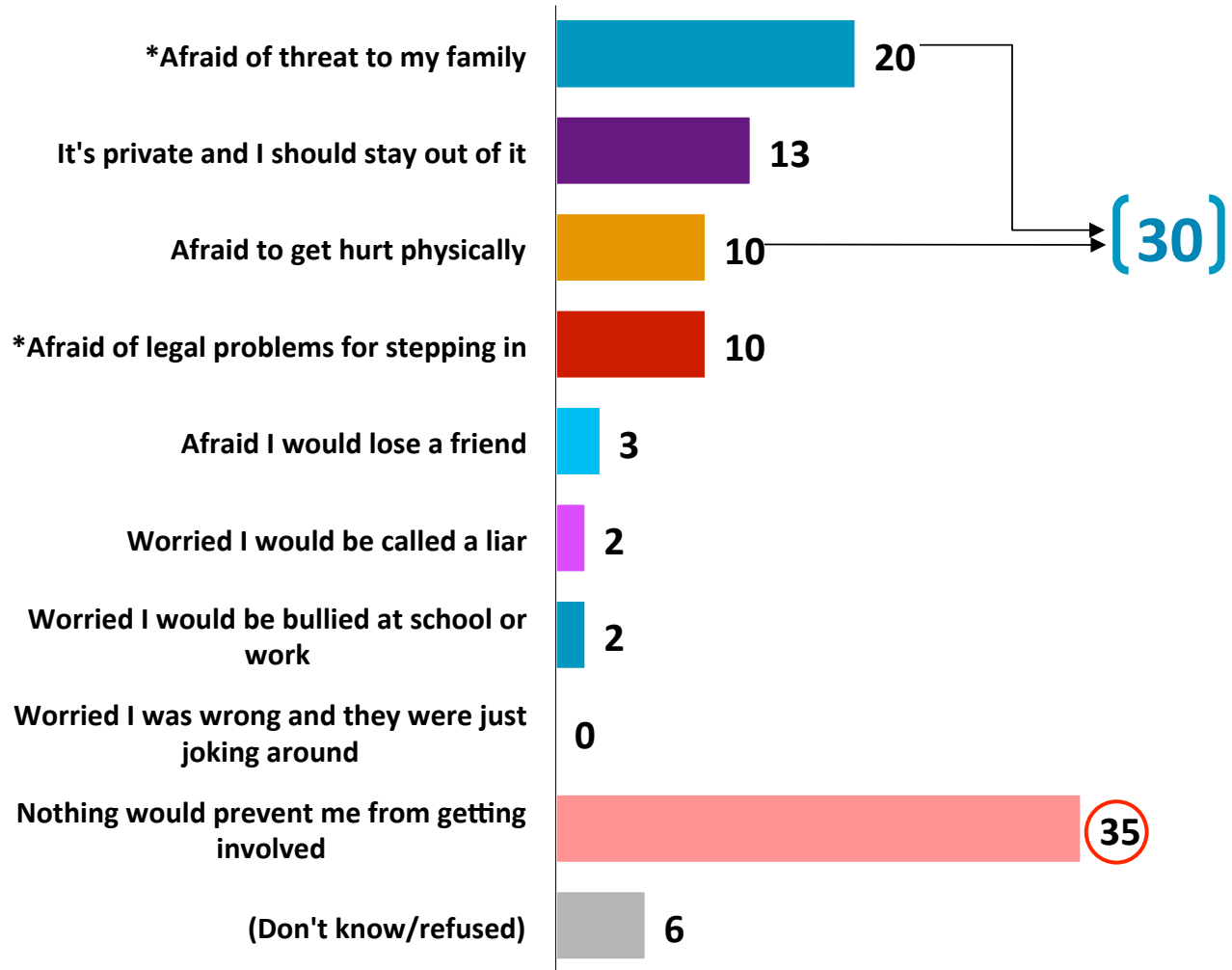
Fears of being deported as a reason to not come forward are even more salient for immigrants. Notably, services not available in language does not stand out for Spanish speakers.

% 8-10 – Is a reason to not come forward	Country of Birth		Date of Immigration			Language Spoken at Home		
	U.S.	Other	2009+	1990-99	1980-89*	Eng	Sp	Both
Fears of deportation	63	71	79	75	77	53	70	75
Fear of more violence	70	69	66	67	71	64	69	72
Fear that their children would be taken away	59	66	68	69	68	53	67	67
Not having the financial means to support themselves	57	59	57	65	63	57	57	60
Shame	62	53	52	58	47	56	53	60
Distrust or fear of the authorities	52	52	57	50	51	46	52	56
Fear of not being believed	48	54	53	56	58	46	56	51
Fear of losing community ties for reporting on others	32	34	35	40	26	29	34	35
Help and services not provided in language	27	31	43	34	25	24	29	32

*Note small sample size.

[Now/Still] thinking specifically about the Latin@ community. Let me read you some reasons why Latinas may not come forward if they have experienced domestic violence or been sexually abused. Please tell me on a scale that goes from 0 to 10, where 0 is not a reason at all for not coming forward and 10 is a primary reason for not coming forward, how much of a reason you think that is to not come forward. If you are unsure, please say so.

Fear for themselves and their families is the top concern in regards to stepping in to help a victim, but over a third of Latin@s say nothing would prevent them from getting involved.



Which of the following, if any, could you imagine would prevent you from stepping in to help a victim of domestic violence or sexual assault whom you know? [NO

MORE, with wording changes]

*ASKED ONLY IN NO MÁS SURVEY

Fear for one's family as a result of stepping in rings true across groups, particularly for women.

What would prevent stepping in to help victim	Gender		Age			Country of Birth		Date of Immigration			Language Spoken at Home			Region			
	M	F	<30	<50	50+	U.S.	Other	2009+	1990-99	1980-89	Eng	Sp	Both	NE	MW	S	W
Afraid of threat to my family	16	24	18	21	18	19	20	18	26	18	19	23	19	17	25	19	21
It's private and I should stay out of it	15	12	13	12	17	12	14	20	16	3	9	14	15	22	16	11	11
Afraid to get hurt physically	8	11	12	10	9	12	8	8	5	--	11	7	11	7	9	12	9
Afraid of legal problems for stepping in	13	7	12	11	7	11	8	8	8	8	10	6	11	13	8	11	7
Afraid I would lose a friend	3	3	3	2	4	2	3	4	4	3	3	2	3	1	2	2	4
Worried I would be called a liar	2	3	2	2	3	1	3	3	4	6	2	2	3	2	0	3	3
Worried I would be bullied at school or work	1	2	1	1	2	1	2	4	2	2	1	3	1	0	--	2	2
Nothing would prevent me from getting involved	37	34	35	35	35	36	34	32	29	53	41	34	32	33	29	34	39

Which of the following, if any, could you imagine would prevent you from stepping in to help a victim of domestic violence or sexual assault whom you know?

Whether and how to intervene is a tough call for Latin@s.

"Maybe the boyfriend might have a gun on him."

– U.S. born Latina, Los Angeles

"It's not only violence against the other person, but it could be directed to you as well."

– Recent immigrant Latina, Atlanta

"Drugs and alcohol are a big problem. It would be very difficult for us to talk to someone under the influence of drugs or alcohol, there is no way you can do this."

– Recent immigrant Latino, Los Angeles

"Sometimes you don't know what type of problems will ensue, you prefer to stay out because you don't know if they will retaliate against your family."

– Recent immigrant Latino, Los Angeles

- Respondents describe experiences with neighbors that put them in difficult positions such as not knowing how they will react and retaliation.
- They naturally want to protect or help a woman or child in need but are often afraid of the repercussions on their own families.



Taking Action

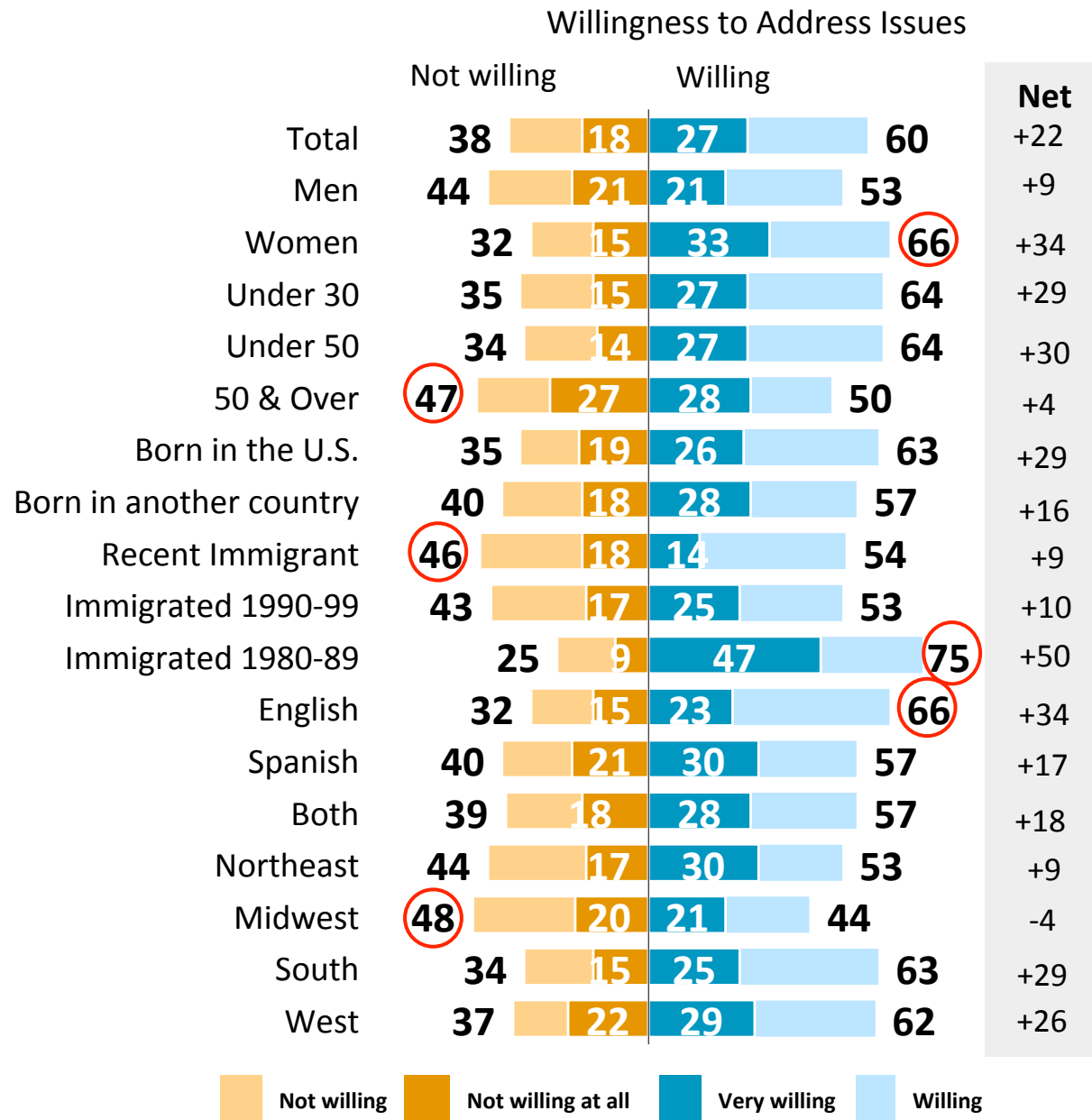
There is strong energy behind talking to children about healthy relationships. Compared to talking to children, there is less willingness to take action by using social media to address this topic or by donating money. More than half of Latin@s have talked about these issues with friends.

There is solid, if not intensely felt, willingness to get involved in a general effort.



How willing would you be to get involved in an effort to address domestic violence and sexual assault in your community - very willing, somewhat willing, a little willing, or not willing at all?

Notably, recent immigrants are least enthusiastic about getting involved. There is a large gender and age gap with men and older Latin@s being less willing to get involved.



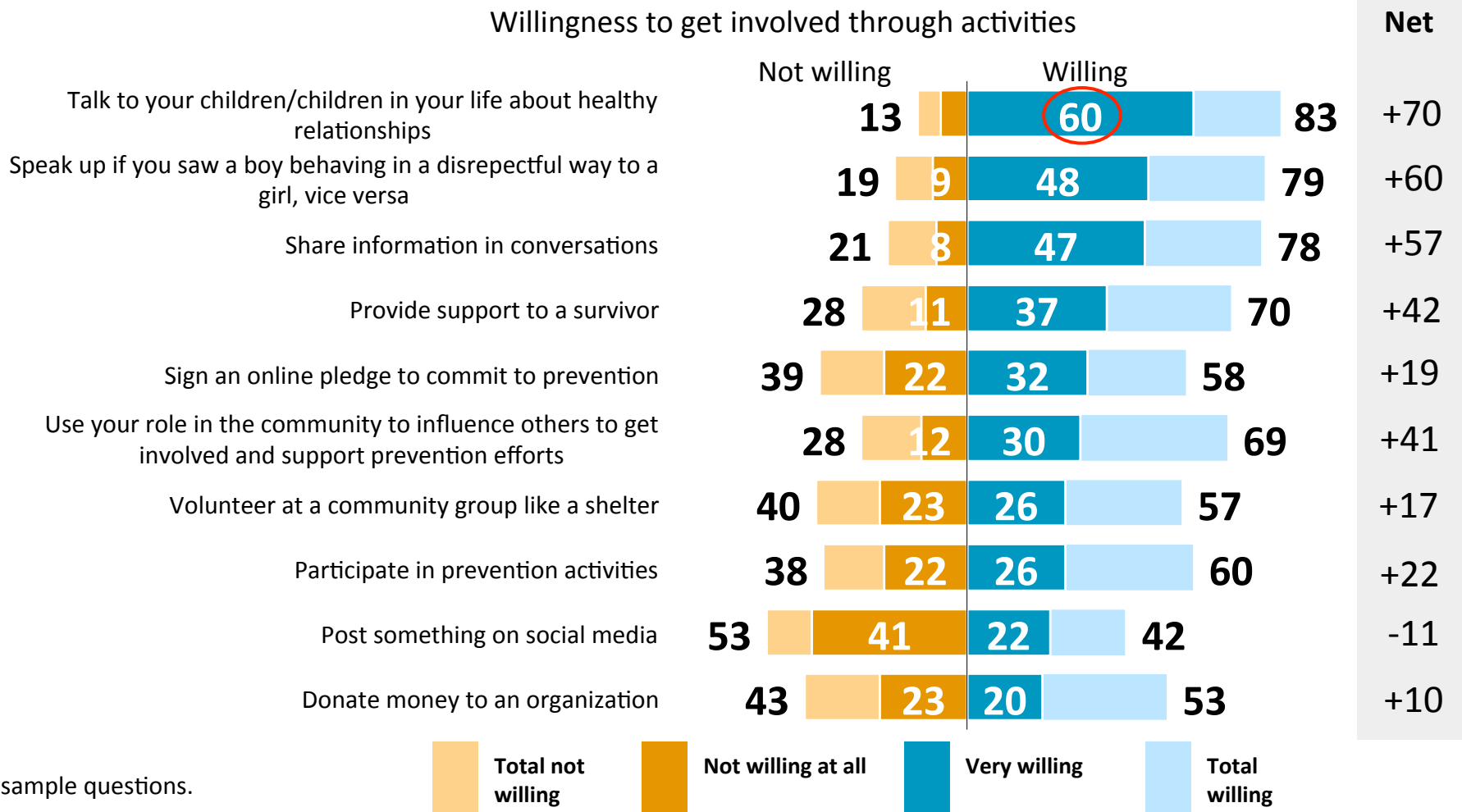
How willing would you be to get involved in an effort to address domestic violence and sexual assault in your community - very willing, somewhat willing, a little willing, or not willing at all?

There is greater energy among some sub-groups including those who know victims of violence and college-educated Latinas.

Most willing to get involved	% Very willing
All Latin@s	27
Know victims of domestic violence and sexual assault	47
Immigrated 1980-89	47
College-educated Latinas	43
Latinas living in the West	37
Latinas without children	36
Gets information mostly online	35
40-49 years old	34

How willing would you be to get involved in an effort to address domestic violence and sexual assault in your community - very willing, somewhat willing, a little willing, or not willing at all?

There is intense enthusiasm behind talking to children about healthy relationships. Compared to the top actions, there is relatively little energy for using social media to address this topic or donating money.



Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

Latin@s are very open to having conversations about these issues.

“Because it starts within your house....with you and your kids and the conversation, and as much as you know, you could share that onto your kids.”

– U.S. born Latina, Los Angeles

“Just as you talk to them about drugs and sex, you can talk to them about violence and all that.”

– Recent immigrant Latino, Los Angeles

“My wife and I respect each other and this is something I try to instill in my children, I want to give them a good example of marriage.”

– Recent immigrant Latino, Los Angeles

“I think that if I am going to intervene I must learn what I am going to talk about, I can’t talk about something I don’t know about.”

– Recent immigrant Latino, Los Angeles

- Throughout the focus group discussions, respondents came back to what they see as a fundamental point: children learn how to behave from what they see at home.
- Still, it is important to help the community feel like they have the resources they need to supplement these conversations.

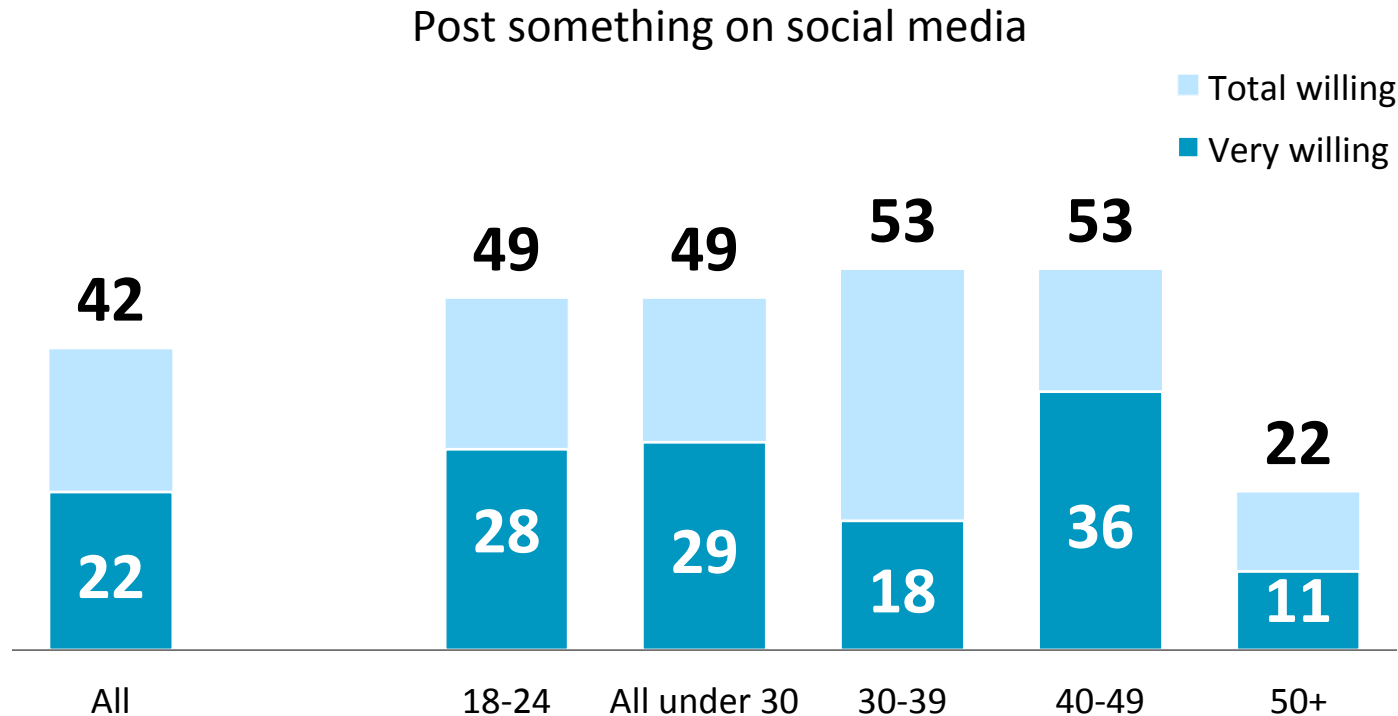
There is a similar pattern of rankings across groups. Latinas are even more willing to take on several of these tasks.

% Very Willing	All	Gender		Age			Region			
		M	F	<30	<50	50+	NE	M W	S	W
Talk to your children and the children in your life about healthy relationships	60	52	67	54	59	61	67	44	59	61
Speak up if you saw a boy behaving in a disrespectful way	48	45	50	41	45	53	47	46	50	47
Share information in conversations with family and friends	47	41	52	43	45	50	52	28	54	42
Provide support for a survivor	37	34	39	33	36	37	40	29	36	38
Sign an online pledge	32	28	36	32	33	30	22	25	34	36
Use your role in the community to influence others	30	24	37	32	32	27	18	28	28	37
Volunteer at a community group like a shelter	26	18	34	29	27	24	24	29	28	25
Participate in activities with an organization	26	20	31	24	24	28	30	19	29	22
Post something on social media	22	18	27	29	27	11	28	20	23	21
Donate money to an organization	20	17	22	18	19	21	17	21	25	16

Split sample questions.

Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

There is more of an interest in posting something on social media to address domestic violence and sexual assault among the youngest Latin@s. Yet, this task does not rise to the top tier even for them.



Split sample question.

Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

There are not striking differences by immigration status in the types of actions that are most appealing although immigrants are more willing to share information while US born Latin@s are more likely to use their role in the community to influence others. Immigrants are looking to participate with the help of an organization.

% Very Willing	All	Country of Birth		Year Moved to U.S.	Language Spoken at Home		
		U.S.	Other	2009+	Eng	Sp	Both
Talk to your children and the children in your life about healthy relationships	60	61	59	52	60	53	64
Speak up if you saw a boy behaving in a disrespectful way	48	47	48	37	55	44	45
Share information in conversations with family and friends	47	40	52	57	43	50	47
Provide support for a survivor	37	35	38	20	42	38	32
Sign an online pledge	32	36	29	16	33	28	34
Use your role in the community to influence others	30	36	25	20	27	29	33
Volunteer at a community group like a shelter	26	30	23	18	24	21	31
Participate in activities with an organization	26	19	31	25	20	33	24
Post something on social media	22	22	23	17	20	23	23
Donate money to an organization	20	20	19	13	21	20	19

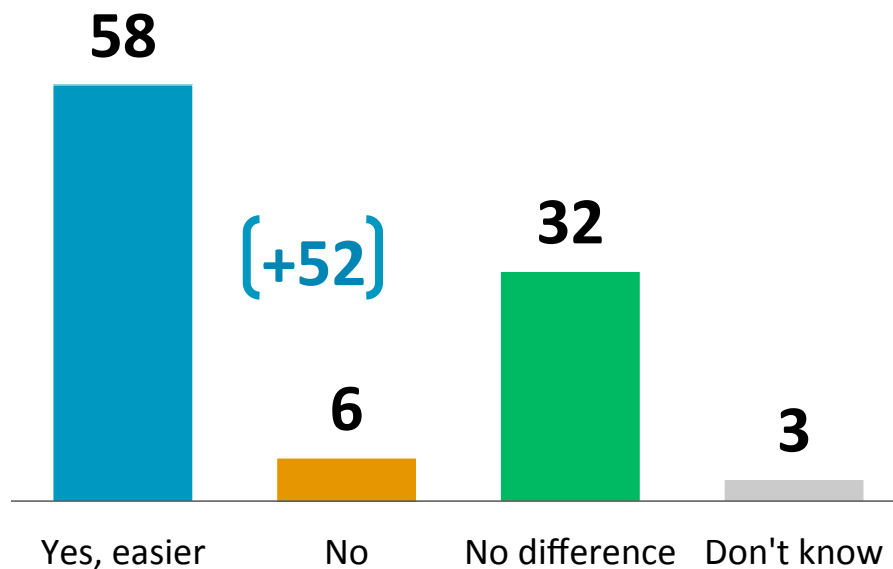
Split sample questions.

Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

A strong majority see a benefit to talking about these issues more and that more people would find it easier to step in. Women and younger Latin@s in particular say if more people talked, they would find it easier to step in.

% Yes, easier	
Men	53
Women	63
Under 30	65
Under 50	61
50 & Over	52
Born in the U.S.	59
Born in another country	58
Recent Immigrant	51
Immigrated 1990-99	68
Immigrated 1980-89	53
Speak English at home	52
Speak Spanish at home	62
Speak both at home	59
Northeast	50
Midwest	57
South	60
West	60

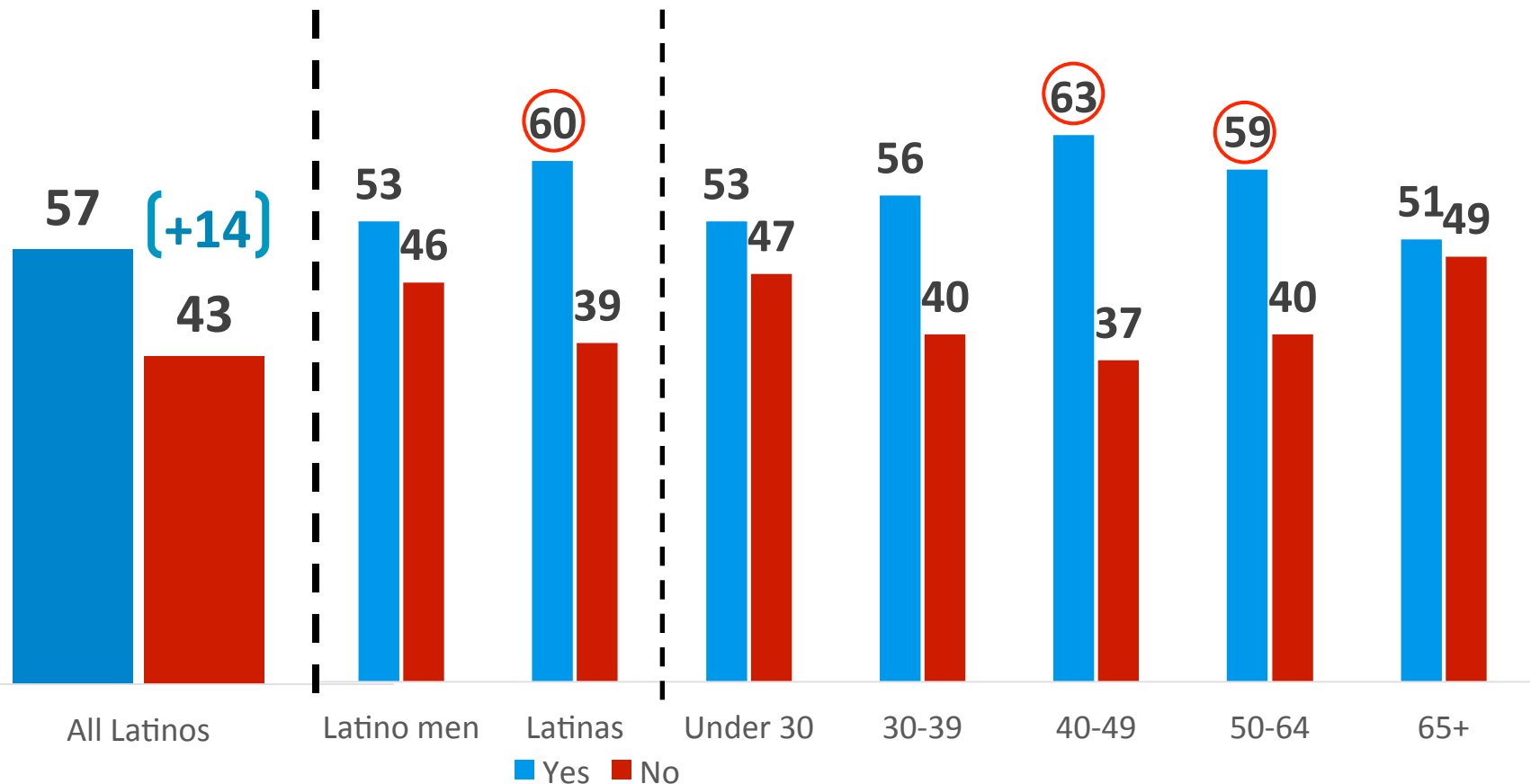
Willingness to step in if more people talked



If more people talked about domestic violence and sexual assault, do you think that would make it easier for you to step in and help or would it not make a difference?

Overall, more than half of Latin@s have talked about these issues with friends. There is a gender gap, as we see throughout the data. Still, half of Latino men have talked about these issues. Middle-aged Latin@s are more likely to have talked about these issues with their friends than younger Latin@s and those over 65.

Talking about the issues with friends



Have you talked about the issues of domestic violence and sexual assault with your friends?

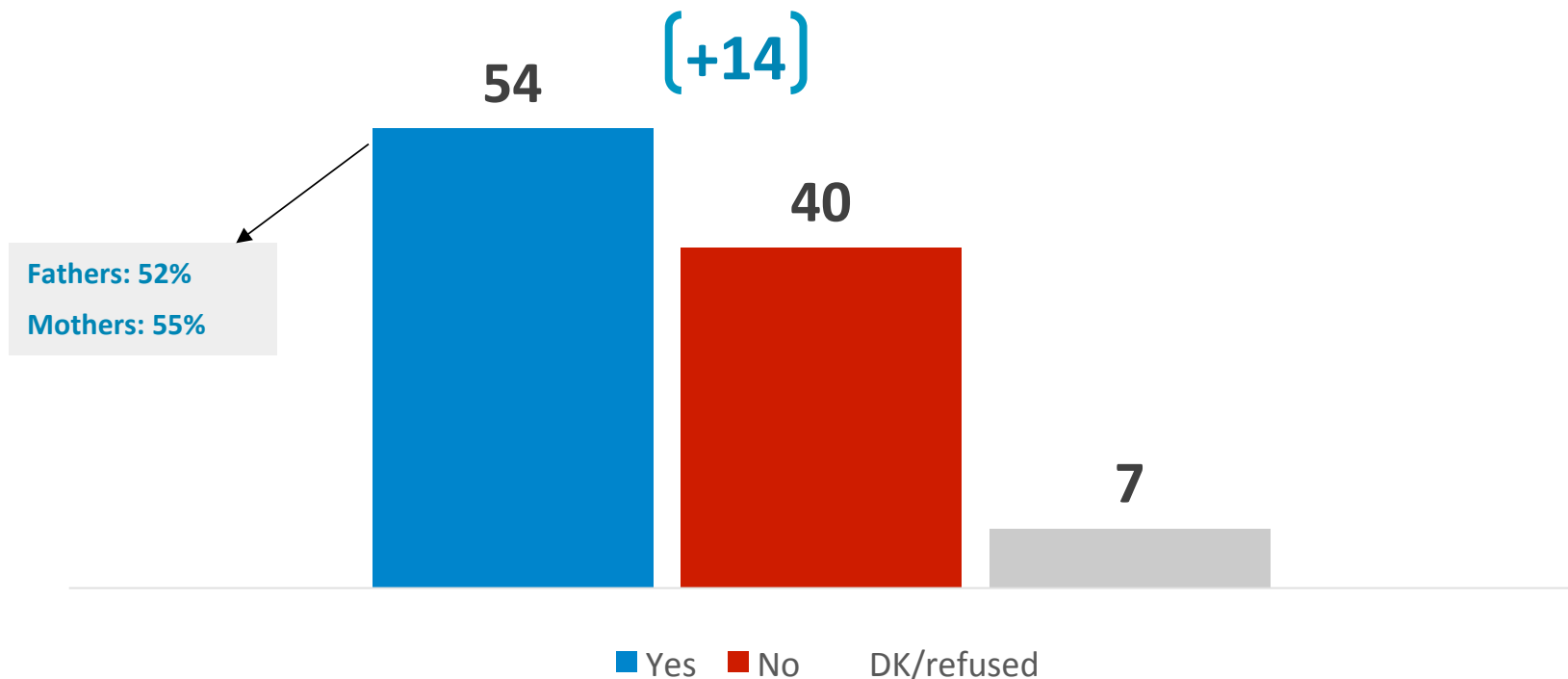
Notably, less frequent church attendance is linked to fewer conversations about these issues. College-educated Latinas (12% of those surveyed) are much more likely to have talked about these issues.

Subgroups who are MOST likely to have talked about the issues of domestic violence and sexual assault with friends include:	% Yes
Know victims of domestic violence and sexual assault	75%
College-educated Latinas	71%
Church attendance – once or twice a month	67%
Immigrated 1980-89	67%
Latinas without children	65%
40-49 years old	63%

Subgroups who are LEAST likely to have talked about the issues of domestic violence and sexual assault with friends include:	% No
Don't know a victim of domestic violence or sexual assault	59%
Church attendance – hardly ever or never	52%
Church attendance – just several times a year	50%
Unmarried men	50%
65 years or older	49%
Recent immigrant	48%
Under 30 years old	47%

Among Latin@ parents, just over half have talked with their children.

Talking about the issues with children
Among parents only
n = 257



Have you talked about the issues of domestic violence and sexual assault with your children?

There is strong energy for a campaign on these issues.

"I really think that the "No on Bullying" is really great because...when I grew up, they never even talked about that. I think now it is a big deal and it shows kids that do this this is wrong, even if they are not getting that at home."

- U.S. born Latina, Los Angeles

"When you go to schools, there are women out there giving out flyers about the medical thing... they were curious and started calling the numbers and saying hey I could get insurance. The same thing with abuse. You know maybe have flyers about your community has a church right there that can help you with this."

- U.S. born Latina, Los Angeles

"...somebody has to take the leadership and begin bringing awareness of this situation...and then we take the responsibility as a Latin@ community and say we've got to do something about it because look at the numbers. It's like when you know they started complaining about smoking..."

- U.S. born Latino, Atlanta

- Latin@s readily point to examples in which attitudes were changed.
- They use the ACA informational campaign as an example.
- They also point to anti-bullying and anti-smoking campaigns as examples of problems that seemed to be ingrained yet have made huge strides.

For Latin@s, education is central to this campaign.

"...there is like a sexual education class within something else, but really nothing on just a general women respect yourselves and boys you respect yourselves and you respect them and girls you respect boys.."

– U.S. born Latina, Los Angeles

"it starts from the roots. From our children. You go to school and you learn your ABCs and that's where you learn to speak, so in terms to help the community, I think if we better educate our children, we will evolve into a less violent."

– U.S. born Latino, Atlanta

"...and I am speaking because I am a father, communication is number one because even if you can have your child not going to college, but if you have a good foundation in your family, that's the way you see progress in the world."

– U.S. born Latino, Atlanta

"...they should teach that [domestic violence] in schools, teach kids this could happen to you, especially girls because girls are very susceptible to that."

– U.S. born Latina, Los Angeles

- They see the importance of getting people, mostly women, the information they need to get help.
- The immediate problem of women suffering and fearful seems solvable to them.
- For the most part in focus groups, the top focus is educating women rather than changing the behavior of men or punishing them.



Key Messaging Themes

We have tapped into very evocative themes for the Latin@ community. Starting young, not letting the dream be ruined by violence, and drawing on strong family values. These themes have near universal strength across sub-groups.

Message themes tested

How convincing a reason to get personally involved in this issue in your community

[Start young] Because we love our children we must break the cycle of violence. Prevention starts with children through education, through the cultural values that we pass along to them, and the conversations we have with them. We must show them by example that violence is never acceptable.

[Better life] We have all made sacrifices so that our children have a better life, but domestic violence and sexual assault can destroy this dream for our children. Don't let that happen. We have to talk about these tough issues with our children.

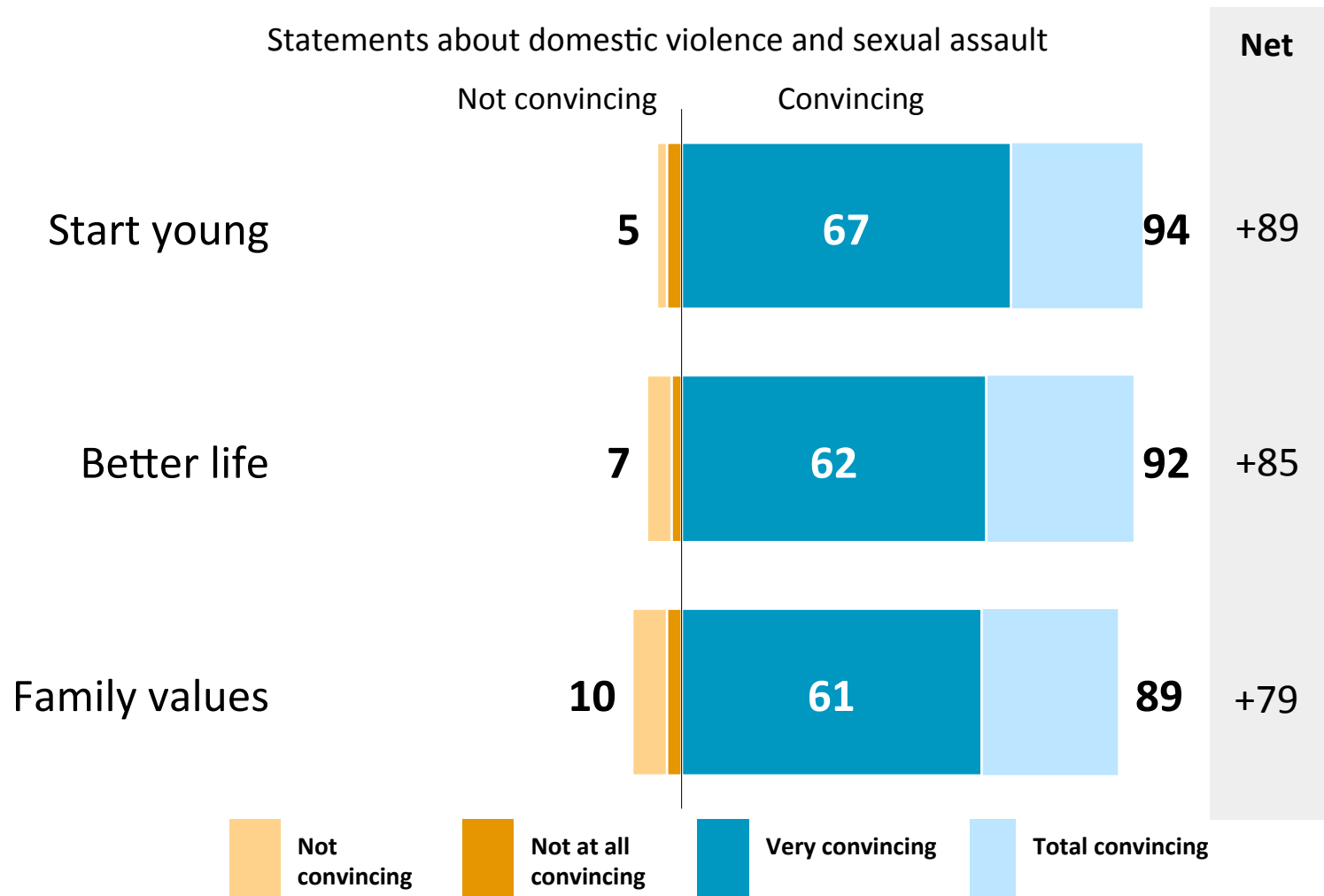
[Family values] Our family values are strong and because we care about our families, it is time to end domestic violence and sexual assault. We should take the lead in addressing this violence in our community and say NO MÁS to domestic violence and sexual assault.

[Community] We have a responsibility to address the problems of domestic violence and sexual assault in our community, but we need to start talking about these problems. While we can end this violence, we need help and support to start these conversations.

[We care] This is our culture, our faith, our family. In the Latin@ community we stick together and together we can end domestic violence and sexual assault. We must take the lead in addressing this violence in our community because if we don't do it, who will?

[Silence] It's time to say NO MORE to domestic violence and sexual assault and to talk about these problems. Silence can hide the truth of what is happening in our communities. We cannot be silent any longer. Speaking up can be our tool to end violence.

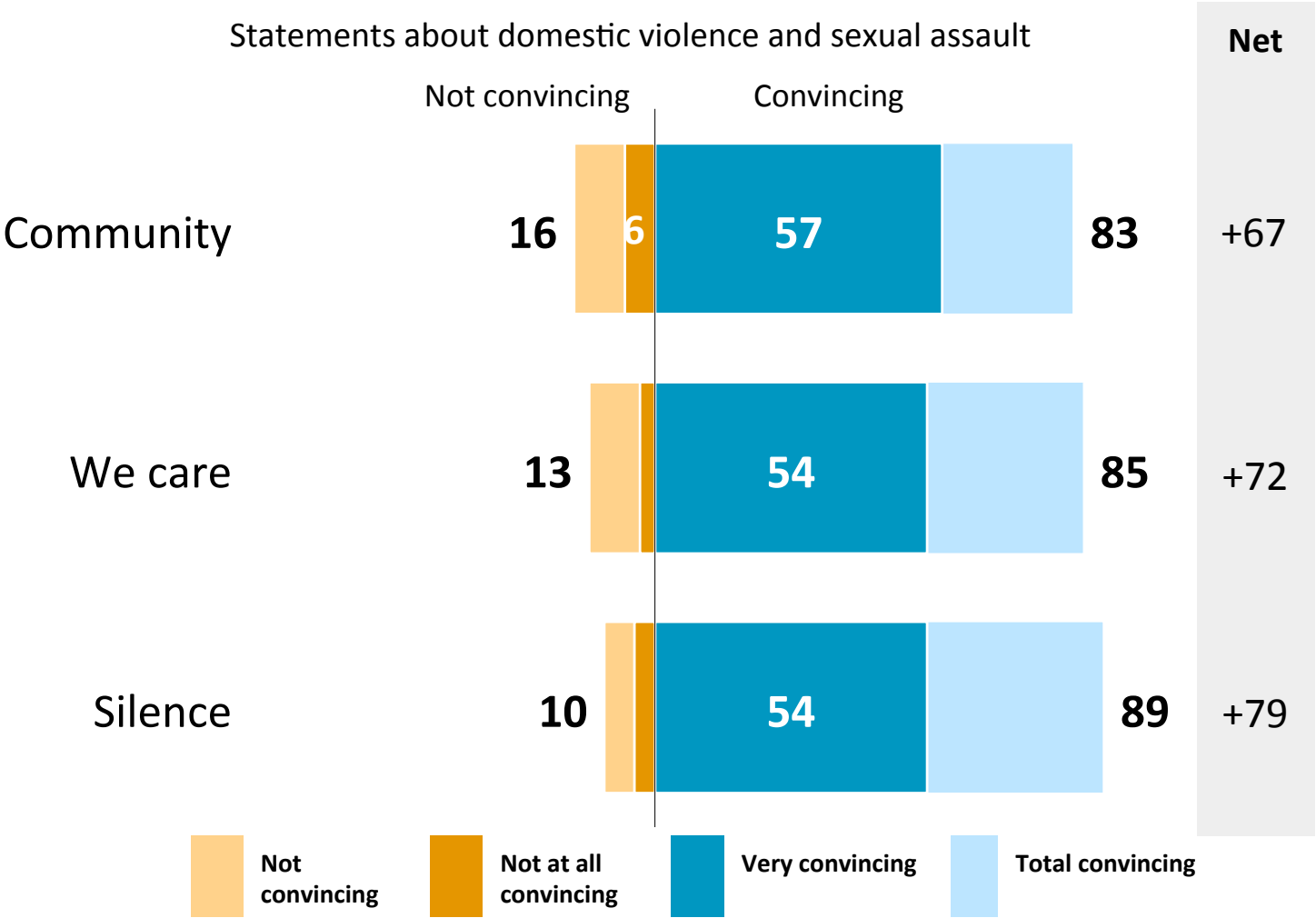
We have tapped into strong themes: starting young is particularly salient.



Split sample questions.

Now, I'm going to read you some statements people have made about domestic violence and sexual assault. Please tell me whether each statement I read is a VERY convincing, SOMEWHAT convincing, A LITTLE convincing, or not AT ALL convincing a reason to get personally involved in this issue in your community. If you are not sure how you feel about a particular item, please say so.

In a lower tier, but still strongly convincing, are themes focused more on community, culture and faith, and ending the silence.



Split sample questions.

Now, I'm going to read you some statements people have made about domestic violence and sexual assault. Please tell me whether each statement I read is a VERY convincing, SOMEWHAT convincing, A LITTLE convincing, or not AT ALL convincing a reason to get personally involved in this issue in your community. If you are not sure how you feel about a particular item, please say so.

The theme of starting young is strong across groups.
The theme of family values pops for young Latin@s.

% Very Convincing	All	Gender		Age				Children Under 18		Region			
		M	F	<25	<30	<50	50+	Yes	No	NE	MW*	S	W
Start Young	67	65	68	67	66	60	81	61	72	64	65	71	64
Better Life	62	58	66	59	54	59	68	63	61	65	50	63	63
Family Values	61	57	65	54	62	58	70	62	60	57	56	66	60
Community	57	52	62	54	59	52	68	55	58	53	59	59	55
We Care	54	46	62	60	54	55	53	56	53	50	33	56	58
Silence	54	49	59	51	49	53	56	58	51	52	39	56	56

*Note small sample size.

Split sample questions.

Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

These top themes are strong across immigration status and language.

% Very Convincing	All	Country of Birth		Date of Immigration	Language Spoken at Home		
		U.S.	Other	2009+	Eng	Sp	Both
Start Young	67	64	69	65	65	72	64
Better Life	62	60	64	67	53	68	64
Family Values	61	58	64	63	60	70	55
Community	57	52	61	63	47	67	55
We Care	54	51	57	65	41	65	55
Silence	54	54	54	53	49	67	48

Split sample questions.

Imagine there is a group of concerned people in our community that came together to address the issue of domestic violence and sexual assault. I am going to read you a short list of ways they could ask you to get involved. For each, rate how willing you would be to take that action - very willing, somewhat willing, a little willing, or not willing at all. If you aren't sure, please just let me know.

Appendix: Methodology

Focus Group Methodology

- Lake Research Partners conducted a set of four focus groups segmented as follows:
 - November 10th 2014 in Atlanta, GA
 - 1 group of recent immigrant women conducted in Spanish (immigrated since 2009)
 - 1 group of U.S. born men conducted in English
 - November 12th 2014 in Los Angeles, CA
 - 1 group of U.S. born women conducted in English
 - 1 group of recent immigrant men conducted in Spanish (immigrated since 2009)

Qualitative Research Statement of Limitations

- In opinion research, the focus group seeks to develop insight and direction rather than quantitatively precise or absolute measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered in a qualitative frame of reference.
- This study cannot be considered reliable or valid in the statistical sense. This type of research is intended to provide knowledge, awareness, attitudes, and opinions about issues and concerns.
- The reader may find that some of the information seems inconsistent upon first reading this report. These inconsistencies should be considered as valid data from the participant's point of view. That is, the participant may be misinformed or simply wrong in his or her knowledge or judgment, and we should interpret this as useful information about his or her level of understanding.
- This report cannot accurately detail the wealth of information in the non-verbal area, e.g., “body language” (posture, sleepiness, wiggling in the chair, etc.) or the amount of time lapsed between questions from the moderator and actual responses from the group. This report also cannot describe the subtle area of “peer pressure”—the willingness of a participant to avoid making a particular response because of fear of what others might think, or to change a response when others in the group appear to oppose his or her original position.

Qualitative Research Statement of Limitations

- The following biases are inherent in qualitative research and are stated here to remind the reader that the qualitative data presented here cannot be projected to represent the views of the Latin@ population in the US.
 - Bias 1. Participants who respond to the invitation of a stranger to participate in this research show themselves to be risk takers and may be somewhat more assertive than non-participants.
 - Bias 2. Some participants speak more often and more forcefully in focus group sessions than other participants, so their opinions tend to carry more weight in the findings.
 - Bias 3. Participants “self-select” themselves, i.e., they are those people who are available on the night a particular group was scheduled.
 - Bias 4. Participants were not selected randomly so that each person in the pool of possible participants did not have an equal chance to be selected.
 - Bias 5. People in groups may respond differently to a question than if asked that same question individually. They may follow the lead of a strong speaker or someone they perceive as an “expert.”

Survey Methodology

- Lake Research Partners designed and administered a telephone survey that was conducted January 27th – February 10th, 2015. The survey reached a total of 800 Latin@s nationwide including oversamples of 100 recent immigrants (in the last five years) and 100 Latin@s under 30 years old. The oversamples were weighed down into the base to reflect their proportion of the population.
- 30% of the interviews were conducted in Spanish. Samples for this survey were randomized Latin@ surname.
- The data for the base sample was weighted slightly by gender, region, age, and education to reflect the attributes of the actual population. The data for the recent immigrant and under 30 oversamples were weighted slightly by gender.
- The margin of error for the total sample is +/-3.5%. The margin of error is higher for sub-groups depending on their size.

Quantitative Research Statement of Limitations

- The survey sample was designed to ensure adult Latin@s had an equally likely chance of getting into the survey. The survey included cell phones and interviews were conducted in Spanish and English.
- Although we went through great efforts to obtain a representative sample of Latin@s within the United States, we cannot guarantee that all sub-populations of Latin@s are represented (e.g., Latin@s who only speak indigenous languages, Latin@s without access to a phone).
- Participation is voluntary and respondents in the sample were able to decline participation.
- Respondents were allowed to give “don’t know” as a response.
- Only those who were available for interviews from January 27th – February 10th, 2015 are included.
- In survey research, we cannot always guarantee that each individual is interpreting the item in the same way; however, we provided definitions for clarity and the survey instrument was scripted so the items were delivered the same way to all participants.

Appendix: Comparing NO MORE Data with NO MÁS Data

NO MÁS



NO MORE

Methodology Comparison

NO MÁS

- Telephone survey
- Conducted January 27th – February 10th, 2015
- 800 Latin@s nationwide including oversamples of 100 recent immigrants (in the last five years) and 100 Latin@s under 30 years old. The oversamples were weighed down into the base to reflect their proportion of the population.
- 30% of the interviews were conducted in Spanish.
- Telephone numbers for the survey were randomized Latin@ surname.

NO MORE

- Online survey
- Conducted February 21 – 27, 2013
- 1,307 Americans nationwide ages 15 years of age and older, including Latin@s.
- The survey was conducted using the Knowledge Panel, a large-scale online panel based on a representative random sample of the US population.

Latin@s report similar levels of experience with domestic violence and sexual assault compared to the population at large; however, they are more likely to say they intervened and did something for the victim.

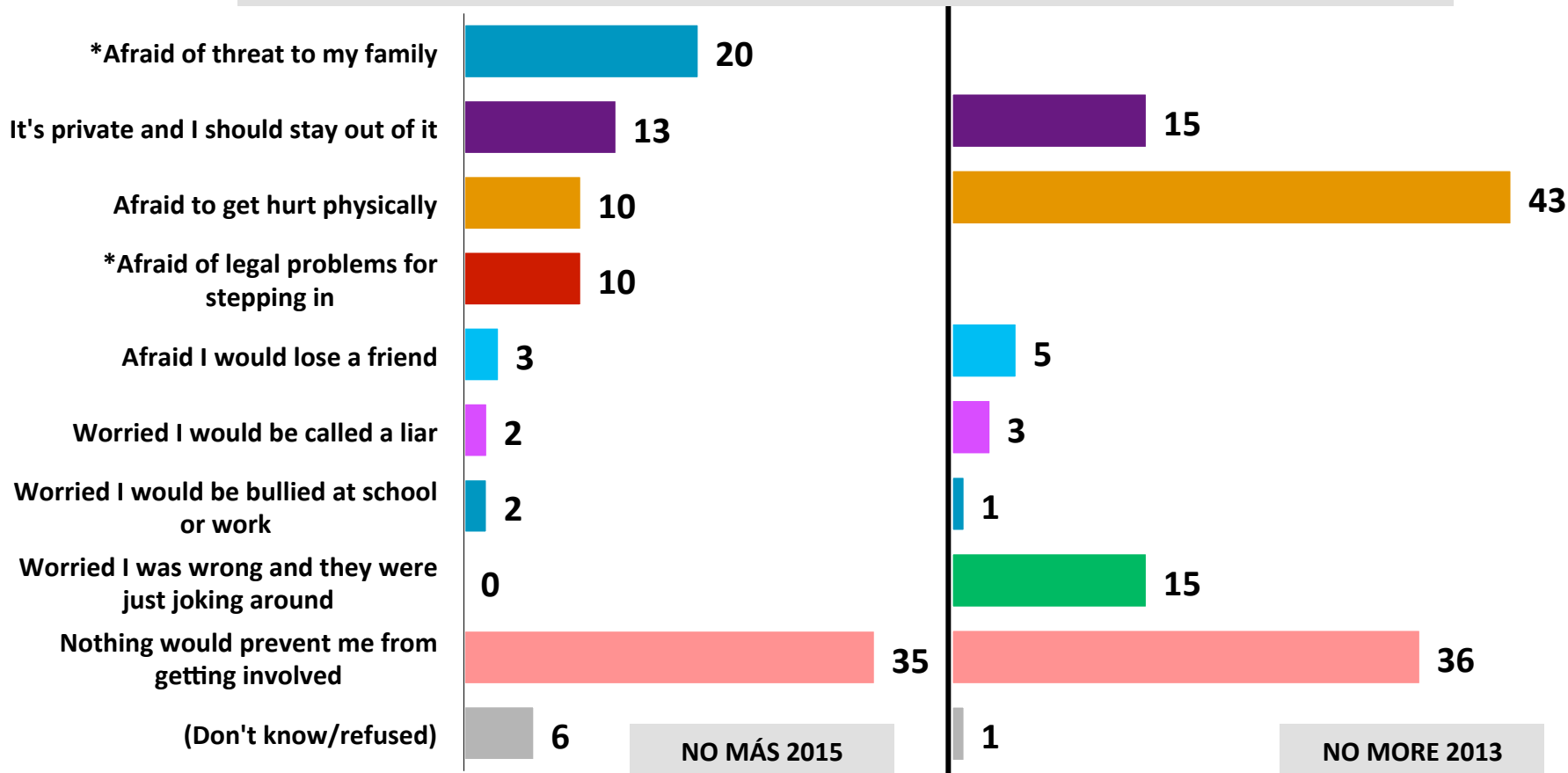
EXPERIENCE WITH DOMESTIC VIOLENCE	Yes	No
NO MORE: Have you ever known someone who was a victim of domestic violence?	53	47
NO MÁS : Have you ever known someone who was a victim of domestic violence?	56	41
NO MORE: Did you intervene and do something for the person?	51	42
NO MÁS : Did you intervene and do something for the person?	61	37

EXPERIENCE WITH SEXUAL ASSAULT	Yes	No
NO MORE: Have you ever known someone who was a victim of sexual assault?	33	66
NO MÁS : Have you ever known someone who was a victim of sexual assault?	28	69
NO MORE: Did you intervene and do something for the person?	29	67
NO MÁS : Did you intervene and do something for the person?	60	38

*Question structure different in 2015 NO MÁS survey compared to 2014 NO MORE survey.

Comparing to the NO MORE survey of all adults, we see similar numbers of Latin@s and the public including Latin@s overall feeling that nothing would stop them from getting involved. The current survey offered more choices for Latin@s. Still we see fears for their safety are a top concern for all Americans (including Latin@s), slightly less so among Latin@s.

What would prevent you from stepping in to help a victim of domestic violence or sexual assault whom you know?

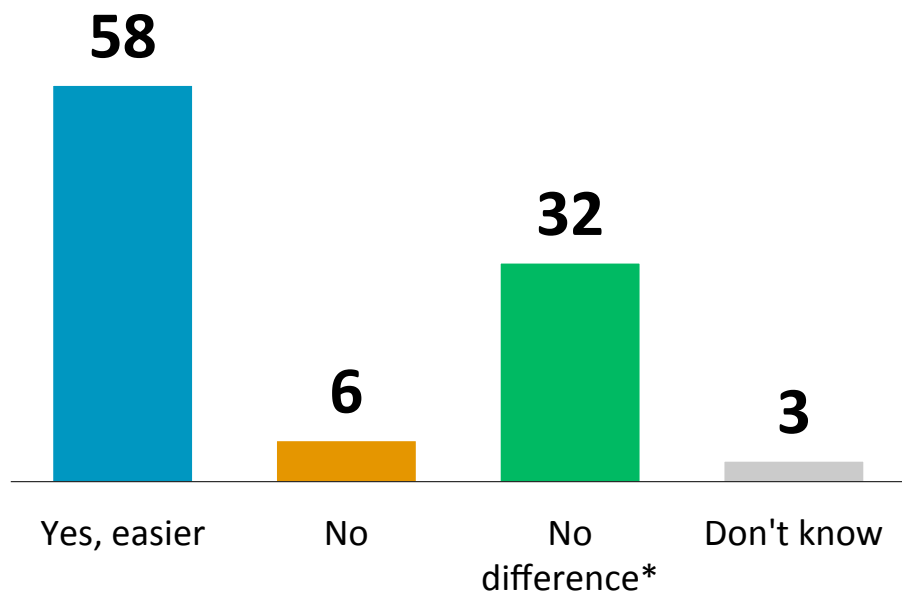


Which of the following, if any, could you imagine would prevent you from stepping in to help a victim of domestic violence or sexual assault whom you know? [NO MORE, with wording changes]
 *ASKED ONLY IN NO MÁS SURVEY

While Latin@s are slightly less likely than Americans overall (which includes Latin@s among other races and ethnicities) to say that having more people talk about these issues would make it easier to step in and help, over half say it would make it easier to step in.

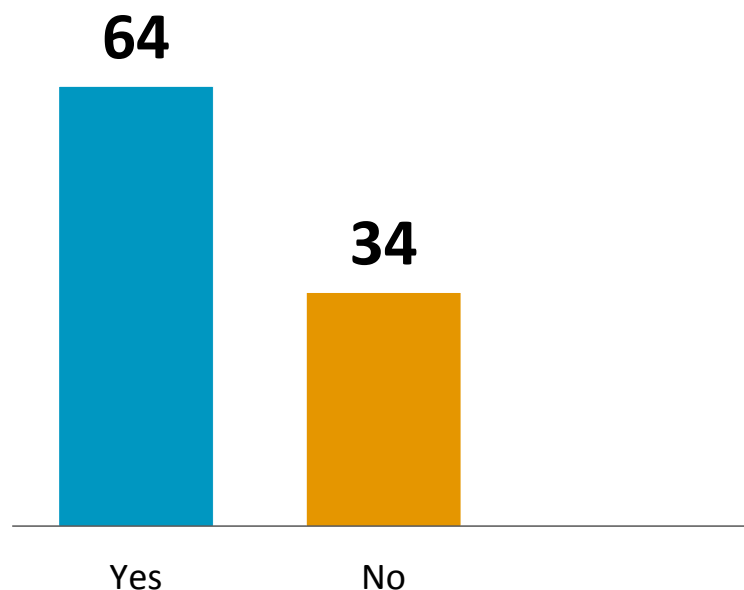
NO MÁS WORDING:

If more people talked about domestic violence and sexual assault, do you think that would make it easier for you to step in and help or would it not make a difference?



NO MORE WORDING:

If more people talked about partner abuse/sexual assault, would that make it easier for you to step in and help someone?



*No Difference option given only in 2015 NO MÁS survey, not given in 2013.

Though question wording was slightly different in the original NO MORE survey, in comparison to the population at large (which includes Latin@s), Latin@s are much more likely to say they have talked about issues of domestic violence and sexual assault with their friends and children.

	Yes	No
NO MORE WORDING: Have you talked about the issues of partner abuse/violence and sexual assault with your <u>friends</u> ? (ASKED SEPARATELY)	34	66
NO MÁS WORDING: Have you talked about the issues of domestic violence and sexual assault with your <u>friends</u> ?	57	43
NO MORE WORDING: Have you talked about the issues of partner abuse/violence and sexual assault with your <u>children</u> ? (ASKED SEPARATELY)*	29	71
NO MÁS WORDING: Have you talked about the issues of domestic violence and sexual assault with your <u>children</u> ?*	54	40

* Percentages just among parents of children under 18



Washington, DC | Berkeley, CA | New York, NY

LakeResearch.com

202.776.9066

Celinda Lake

clake@lakeresearch.com

Alysia Snell

asnell@lakeresearch.com

Flora Lethbridge-Cejku

fllethbridgecejku@lakeresearch.com