

NO MORE

DOMESTIC VIOLENCE AND SEXUAL ASSAULT

Survey of Attitudes and Experiences of Teens and Adults

EMBARGOED UNTIL SEPTEMBER 23, 2013

NO MORE

#NOMORE

AVON
Foundation
for Women



Background, Objectives and Methodology

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.

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.

Key Findings

THE SCOPE OF THE PROBLEM

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

- **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+

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 age 15 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.

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.

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.