

SCOTTISH GOVERNMENT

**DOMESTIC ABUSE 2008/09:
POST CAMPAIGN
EVALUATION REPORT**

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EVALUATION REPORT**

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Scottish Government Social Research
2009

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EXECUTIVE SUMMARY

1. The Scottish Government, working under the Safer Scotland superbrand, has conducted an annual Domestic Abuse campaign for the past 11 years, focussing on the key message '*Domestic Abuse – there's no excuse*'.
2. Since initiation of the campaign in 1998 there have been 11 waves of post-campaign evaluation, tracking attitudes and perceptions towards domestic abuse and the media executions.
3. This most recent wave (Wave 12) marked a change in approach, with the main message being that there is help out there for people who find themselves in abusive situations. This was supported by the introduction of a new TV advert – '*I Soar*'.
4. Given the nature of the objectives and target audience for the research, and the need for comparability, an omnibus approach was considered to be most appropriate method, with **mruk's** monthly in-home Scottish CAPI omnibus being utilised.
5. The questionnaire was based directly on the previous wave to ensure comparability, with additional questions directly related to the most recent advertising campaign being included. Those parts of the questionnaire thought to be particularly sensitive were completed by the respondents themselves, directly into CAPI machines.
6. The proportion of respondents who had *any* experience of domestic abuse dropped from Wave 11 from 38% to 21%. This correlated with the drop in numbers who acknowledged that they had a friend or relative who had been a victim of domestic abuse. Nearly 1 in 10 (8%) respondents reported having personally been the victim of domestic abuse when asked. This again shows a decline on the previous Wave, from 13%. As before however, females and those from the C2DE socio economic group were more likely to have personally been a victim. Children were present around three-quarters of cases.
7. The number of respondents who stated that domestic abuse is something that happens in all age groups dropped from 45% in Wave 11 to 32% this Wave, whilst the number of people saying that domestic abuse was most common amongst younger people remained steady at 76%.
8. Respondents were most likely to say that domestic abuse was most common within working classes (87%). This has remained steady over the past four Waves.
9. Nearly half of all respondents (45%) spontaneously cited 'police/ ambulance/ emergency services' as a service available to women who might be experiencing domestic abuse. With Women's Aid a close second (42%).
10. Although the proportion of people spontaneously aware of advertising or publicity about domestic abuse has been consistently high at more than seven

in ten over past four waves, this year this proportion dropped to 30%. This is a result of the different softer campaign strategy, the reductions in media spend and the media mix utilised this Wave.

11. The main aim of the campaign was achieved with 90% of those who spontaneously recalled seeing or hearing advertising or publicity on the subject of domestic abuse, subsequently spontaneously recalled at least one elements of the TV execution. In addition the strong, single minded call to action was successful with nearly one third recalling either a direction to telephone or visit the website.
12. When prompted with the TV execution overall, 39% of respondents said they recalled seeing '*I Soar*'. This was higher amongst women (43%) and those aged between 25 and 44 (48%).
13. Only a third of respondents (36%) either agreed or agreed strongly with '*I believe there are enough services available to help women who may be experiencing domestic abuse*'. This was slightly higher amongst females at 39% and amongst those in the DE social group (44%).
14. When public attitudes towards domestic abuse were assessed there was a drop in those agreeing that those who have been subjected to domestic abuse "*can escape from domestic abuse and make a new life for themselves*", and a correlating upturn in those believing such people "*just had to learn to live with it*". This could be linked to other similar campaigns respondents may have been exposed to at the same time which did not illustrate a successful outcome.
15. The majority of respondents thought that pornography and prostitution were exploitative of women (56% and 63% respectively) and that '*pressuring a woman to take part in sexual activities if she doesn't want to*' was either unacceptable or totally unacceptable (90%), a slight increase on Wave 11. 61% of respondents thought that '*purchasing / viewing pornographic materials*' were also unacceptable or totally unacceptable, broadly consistent with the previous two Waves. '*Paying someone for sex*' has stayed steady over the last four Waves with around two thirds of respondents thinking it was unacceptable or totally unacceptable, 68% at this Wave.
16. A quarter (26%) thought that a woman was in part responsible for being raped '*if she is drunk*', but for all other circumstances figures have dropped. This softening in attitudes may be due to the recent high profile campaign '*this is not an invitation to rape me*' by Rape Crisis Scotland.
17. Although spontaneous and prompted recall of the campaign was lower than in previous waves due to the softer, subtle campaign and lower media spend, the majority that recalled the advert clearly illustrated that the campaign remained front of mind and the main message was communicated.

1 BACKGROUND AND RESEARCH OBJECTIVES

Background

- 1.1 The Scottish Government, working under the Safer Scotland superbrand, has conducted an annual Domestic Abuse campaign for the past 11 years, focussing on the key message '*Domestic Abuse – there's no excuse*'.
- 1.2 The real extent of domestic abuse in Scotland is unknown, although there are several sources including police crime figures, crime surveys and research studies which can provide estimates. These sources confirm that women are overwhelmingly the victims of domestic abuse and men are usually the perpetrators. Zero Tolerance research suggests that 1 in 5 women in Scotland have suffered some form of domestic abuse.
- 1.3 Since initiation of the campaign in 1998 there have been 11 waves of post-campaign evaluation, tracking attitudes and perceptions towards domestic abuse and the media executions.
- 1.4 This most recent wave (Wave 12) marked a change in approach with the main message being that there is help out there for people who find themselves in abusive situations. This was supported by the introduction of a new advert – '*I Soar*'.
- 1.5 The campaign ran from 26th December 2008 for four weeks, and consisted of television and online advertising, containing the contact details for both the freephone Scottish Domestic Abuse helpline and the website.

Research Objectives

- 1.6 The main aim of the research was to evaluate the latest phase of the domestic abuse campaign, with specific objectives being to:
 - Assess attitudes towards domestic abuse
 - Ascertain perceptions of the status of domestic abuse victims
 - Assess the effectiveness that help is available through various channels (helpline, website)
 - To examine spontaneous and prompted awareness to the creative elements of the media campaign

2 RESEARCH APPROACH

Summary

- Given the nature of the objectives, target audience and the need for comparability with previous waves, an omnibus approach was adopted, with **mrug**'s monthly in-home Scottish omnibus being utilised.
- Fieldwork was undertaken from the 6th - 12th February 2009, and where possible results were compared with previous waves.
- The questions were based on the 2007-08 questionnaire with additional questions on services for those who experience domestic abuse and the likelihood of calling the helpline and / or visiting the website.

2.1 This chapter will outline the methodology used in the research, issues regarding comparability and quality control, and will discuss the sample and questionnaire development.

Methodology

2.2 Given the nature of the objectives, the target audience for the research, and the need for comparability, an omnibus approach was considered to be the most appropriate method, with **mrug**'s monthly in-home Scottish omnibus being utilised.

2.3 The **mrug** omnibus is a monthly omnibus survey conducted amongst a sample of 1040 adults in Scotland. This sample is representative of the adult population in terms of sex, age, employment status and socio-economic group (SEG). The sample covered 52 constituencies throughout Scotland with sampling points selected to be representative in terms of geographic location and political constituency. A quota sampling technique is employed and interviewers use a random route technique within each sampling point to select addresses.

Questionnaire Development

2.4 The questionnaire was based directly on last year's in order to ensure comparability between Waves, with additional questions directly related to the most recent advertising campaign being included. Parts of the questionnaire that were thought to be particularly sensitive were completed by the respondents themselves, directly into the CAPI machine.

2.5 All data analysis was conducted by our in-house data analysis team based in our Glasgow office with the data being subject to a range of logic checks to ensure its validity.

- 2.6 All interviews were conducted by **mruk**'s own IQCS (Interviewer Quality Control Scheme) accredited fieldforce. Only one interview was conducted per household.

Sample

- 2.7 As is standard with **mruk**'s Scottish in-home omnibus, 1,040 in-home interviews were conducted with adults across Scotland aged 16 years or over.
- 2.8 Socio-economic grouping (SEG) was defined according to the standard groupings used for market research, based on the occupation or former occupation of the head of household. The groups are: A: those in senior managerial, administrative or professional roles; B: those in a middle managerial role or equivalent; C1: those in junior managerial or supervisory role; C2: skilled manual workers; D: semi-skilled and unskilled labour; and E: lowest grade workers, casual workers and those with no other income other than a state pension.
- 2.11 The final data set was weighted to match the 2001 Census results. It is a fundamental requirement on all omnibus surveys that each Wave of data is re-weighted, to ensure that the final dataset is directly comparable with the balance of the population. If weighting were not conducted minor variations in results could occur due to unintended design effect.

Comparability

- 2.12 The data tabulations are included in Appendix B of this report. Reference is made to previous waves of research where these can be compared. Wave 9 (Jan 2006); Wave 10 (Jan 2007) and Wave 11 (Jan 2008).

3 MAIN FINDINGS

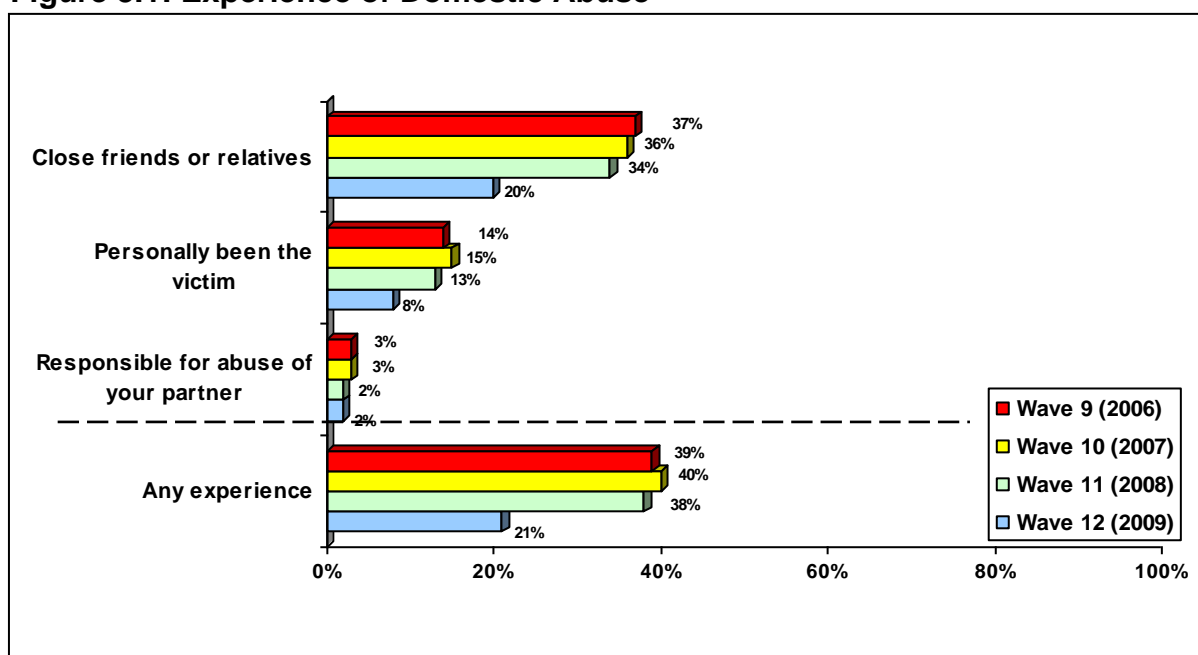
Summary

- The proportion of respondents who had *any* experience of domestic abuse dropped from Wave 11 from 38% to 21% and nearly 1 in 10 (8%) reported having personally been the victim of domestic abuse when.
- Number saying domestic abuse was most common amongst younger people remained steady at 76% and respondents were still most likely to say that domestic abuse was most common amongst the working classes (87%)
- 45% spontaneously cited 'police/ ambulance/ emergency services' as a service available to women who might be experiencing domestic abuse.
- This year the proportion spontaneously aware of advertising or publicity about domestic abuse dropped to 30%, with prompted at 39%. Overall 90% of those who spontaneously recalled the advertising spontaneously recalled at least one element.

Experience of Domestic Abuse

- 3.1 To ensure respondents answered as truthfully as possible, where the question could be considered sensitive respondents were handed the CAPI machine and asked to complete the section of the questionnaire themselves.
- 3.2 Respondents were asked whether they had any close friends or relatives who had been the victim of domestic abuse; if they had personally been a victim or if they personally been responsible. Key findings are details in Figure 3.1 below.

Figure 3.1: Experience of Domestic Abuse



Base: All respondents
 Source: mruk research, February 2009

3.3 The proportion of respondents who had *any* experience of domestic abuse dropped from Wave 11 from 38% to 21%, mainly due to the drop in numbers who acknowledged that they had a friend or relative who had been a victim of domestic abuse.

Table 3.1: Experience of Domestic Abuse by Demographics

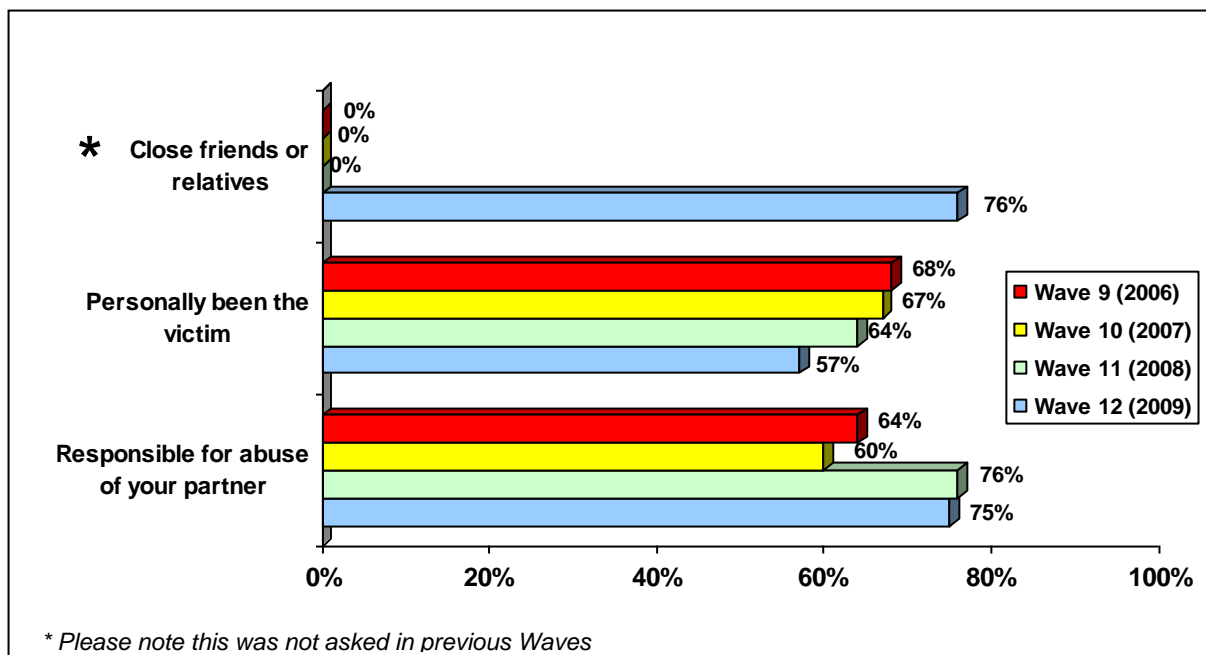
	Friends / Relatives			Self Victim			Self Responsible		
	W10	W11	W12	W10	W11	W12	W10	W11	W12
Sex									
Male	29	30	16	8	8	3	3	2	2
Female	43	39	24	23	18	13	3	2	2
Age									
16-24	39	37	20	10	6	5	2	2	2
25-34	51	44	25	22	15	5	6	5	1
35-44	44	47	32	22	23	14	5	3	4
45-54	43	39	22	18	16	9	1	3	2
55-64	33	35	14	16	14	8	4	2	4
65+	15	15	8	6	7	4	2	*	1
SEG									
AB	26	30	11	6	6	2	3	1	1
C1	34	39	16	14	12	6	3	1	3
C2	35	32	28	14	14	13	3	2	2
DE	49	36	25	25	20	9	4	5	3

Base: W10: 1,008; W11: 1,012; W12: 1,040 (All respondents)
 Source: mruk research, February 2009

3.4 There was little change in those respondents reporting that they had ever been responsible for the abuse of their partner at 2% (2% last year). Again, similar to previous Waves, there was little difference between the genders.

- 3.5 Despite the overall drop, females and those from the C2DE socio economic grouping were more likely to know a victim, continuing the trend from the previous 3 Waves.
- 3.6 Nearly 1 in 10 (8%) respondents reported having personally been the victim of domestic abuse when asked. This again shows a decline on the previous Wave, from 13%. As before however, females and those from the C2DE socio economic group were more likely to have personally been a victim.
- 3.7 In Wave 9 a question was introduced asking those who had personally been the victim or been personally responsible for domestic abuse, whether there were children in the house when the abuse occurred, and for this Wave the question was also asked of those who had friends or family who had been the victim of domestic abuse. The results are shown below.

Figure 3.2: Whether Children were in the house when domestic abuse occurred



Base: Victims, those responsible, or had friends / family who had experienced domestic abuse
 Source: mruk research, February 2009

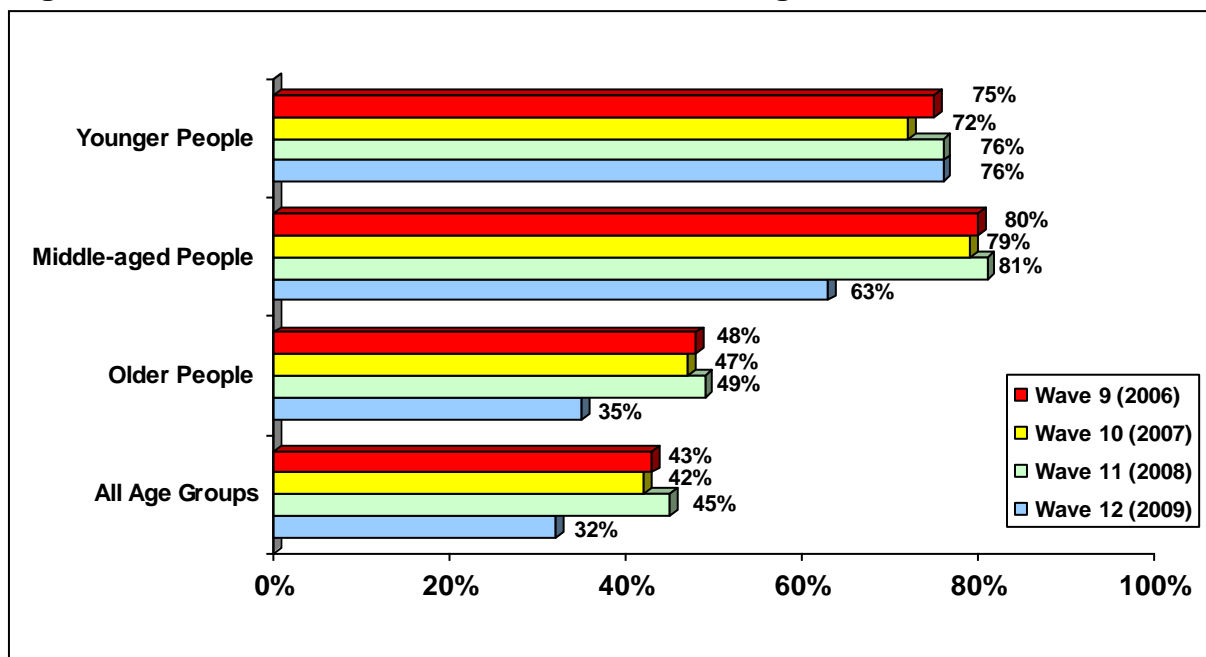
- 3.8 Children were present in around three-quarters (76%) of cases where the victim was a friend or relative of the respondent. Where the respondent had personally been the victim, the figure was 57%, a drop from last year's 64%, and continuing the downwards trend from the last four Waves. Whether children were present when the respondent had been responsible for the abuse of their partner remained consistent with last year at 75% (76% in Wave 11), and could indicate that the sharp rise last year (from 60% in Wave 10) was not a fluke, although the low base size means no conclusions can be drawn at this stage.

Sectors of society where abuse is most common

3.9 The domestic abuse campaign has always tried to communicate that domestic abuse can happen to any person – of any age and social class.

3.10 Therefore, as with previous years, a number of questions were asked in order to explore respondents' perceptions of whether domestic abuse is more prevalent in certain sections of society. All respondents were asked which broad age group(s) and social class did they think domestic abuse occurred most often. Responses are detailed in the charts and tables below.

Figure 3.3: Sectors where abuse more common: Age



Base: All respondents

Source: **mruk** research, February 2009

3.11 The number of respondents saying that domestic abuse is something that happens in all age groups dropped from 45% in Wave 11 to 32% this Wave, whilst the number of people saying that domestic abuse was most common amongst younger people remained steady at 76%. However, those saying that middle aged or older people were the groups in which domestic abuse was most common dropped (from 81% to 63% and 49% to 35% respectively).

3.12 These shifts in perceptions may in part have been as a result of two rather high profile storylines in the soap opera 'Hollyoaks' within the last year, both with young female victims. Influences like these could go some way to explaining why respondents were most likely to think domestic abuse was most common amongst younger people.

Table 3.2: Age groups in which domestic abuse happens more often

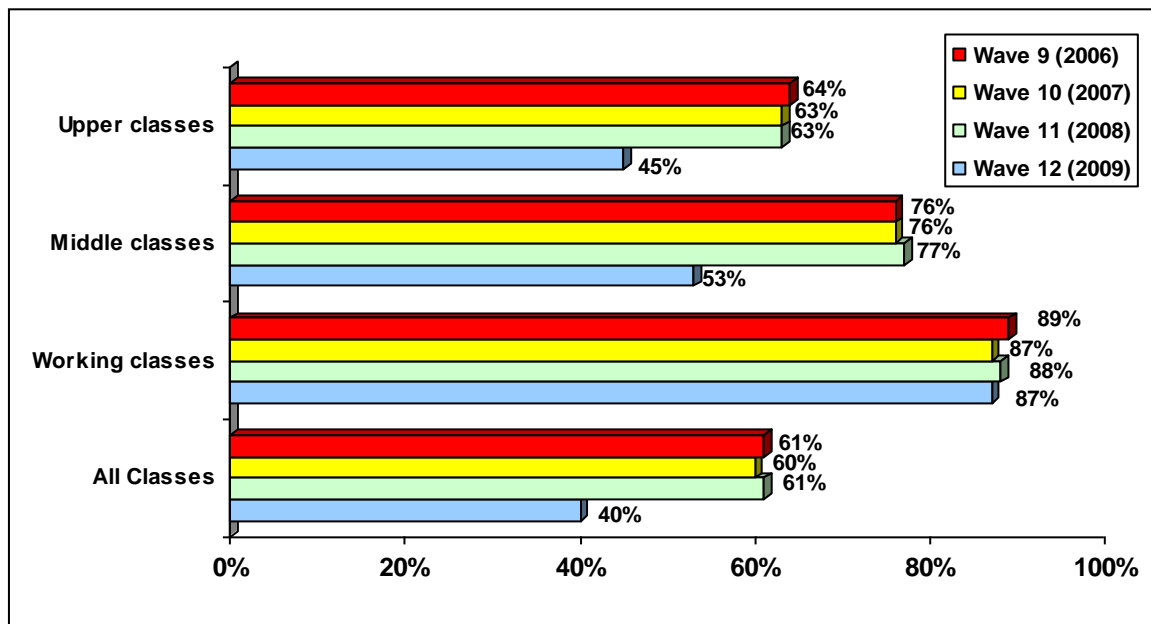
	Total			Male			Female		
	W10	W11	W12	W10	W11	W12	W10	W11	W12
Younger people	72	76	76	67	71	73	76	79	78
Middle aged people	79	81	63	77	77	59	81	84	68
Older people	47	49	35	40	41	31	53	57	38
All age groups	42	45	32	34	36	32	49	54	52
Don't know / not stated	2	2	9	2	2	11	2	2	7
N (Unweighted)	1008	1012	1040	447	421	520	561	591	520

Base: W10: 1,008; W11: 1,012; W12: 1,040 (All respondents)

Source: **mruk** research, February 2009

3.13 Perceptions of the incidence of domestic abuse in various social classes are shown in Figure 3.4 below.

Figure 3.4: Sectors where abuse more common: Social Class



Base: All respondents

Source: **mruk** research, February 2009

3.14 Wave 12 saw a drop in respondents saying that domestic abuse was most common across all social classes, from 61% in Wave 11 to 40% this Wave.

3.15 Respondents were most likely to say that domestic abuse was most common in the working classes, with 87% choosing this option. This has remained steady over the past four Waves (W11 88%, W10 87%, W9 89%).

Table 3.3: Social classes in which domestic abuse happens more often

	Total			Male			Female		
	W10	W11	W12	W10	W11	W12	W10	W11	W12
Upper classes	63	63	45	56	53	43	70	72	47
Middle classes	76	77	53	68	70	49	84	83	57
Working classes	87	88	87	89	88	88	86	88	87
All classes coded	60	61	40	52	52	43	67	70	56
Don't know / not stated	2	3	8	2	2	8	2	3	8
N (Unweighted)	1008	1012	1040	447	421	520	561	591	520

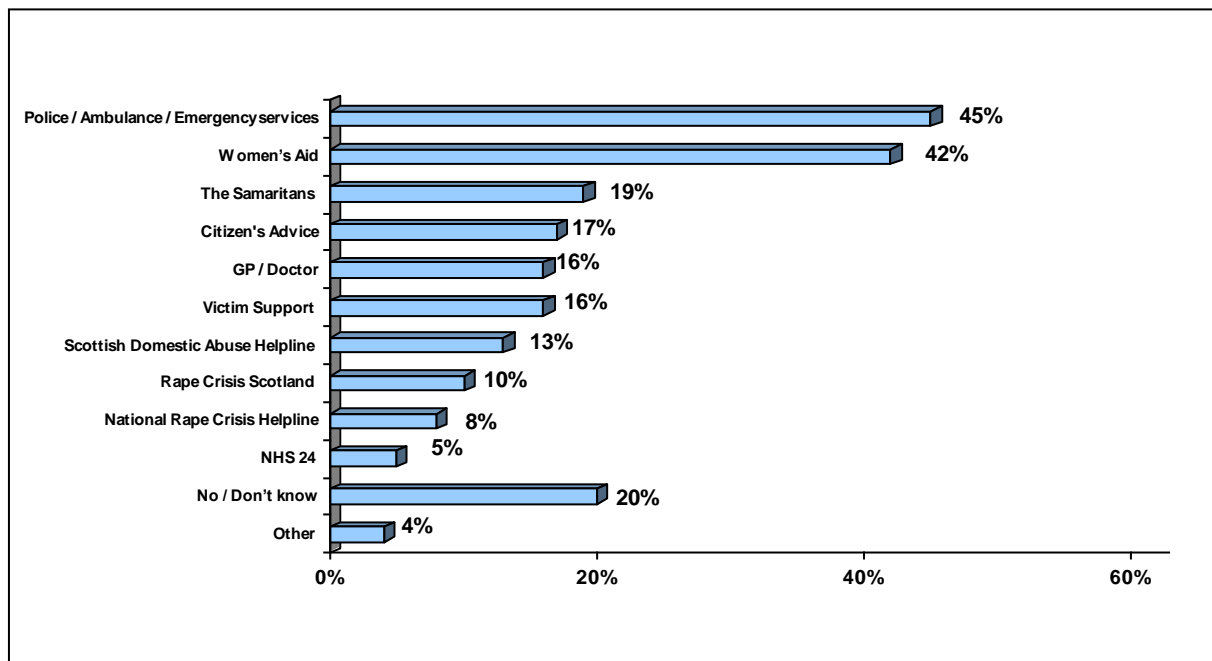
Base: W10: 1,008; W11: 1,012; W12: 1,040 (All respondents)

Source: **mruk** research, February 2009

Awareness of Services Available to Women

3.16 As the main aim of this year's domestic abuse campaign was to communicate that there were services available to help women who were experiencing domestic abuse, a new question was added to track awareness of such services. Responses are detailed in Figure 3.5 below.

Figure 3.5: Services available to women who may be experiencing domestic abuse (spontaneous)



Base: All respondents

Source: **mruk** research, February 2009

3.17 Approaching half the respondents (45%) spontaneously cited 'police/ ambulance/ emergency services' as a service available to women who might be experiencing domestic abuse.

3.18 Optimistically, 13% of respondents mentioned the Scottish Domestic Abuse Helpline, which is featured in the advertising campaign. There are also some

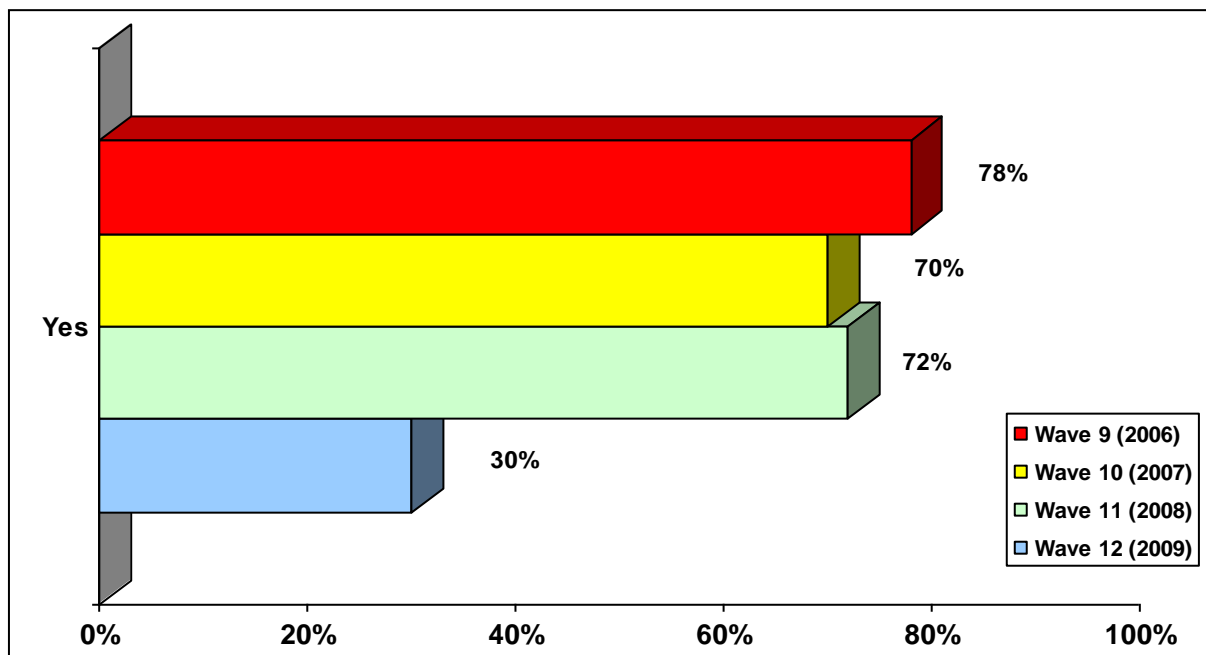
interesting gender differences. Female respondents were more likely to say Women’s Aid (51%); Victim Support (19%) and/or Scottish Domestic Abuse Helpline whereas Males were more likely to be unaware of any services that were available to women who may be experiencing domestic abuse, with a quarter of them (25%) recording a ‘don’t know’ answer compared with only 14% of women.

3.19 There may be two contributing factors to the large number of respondents spontaneously mentioning the Emergency Services. Firstly, in many minds domestic abuse is perceived to be violent, therefore requiring the Police or Ambulance Services. Secondly, Strathclyde Police launched their latest domestic abuse campaign at a similar time which may have increased spontaneous awareness for the emergency services.

Awareness of Advertising or Publicity about Domestic Abuse

3.20 The proportion of people spontaneously aware of advertising or publicity about domestic abuse has been consistently high at more than seven in ten over the last four waves. This year the proportion spontaneously aware dropped to 30% as seen in Figure 3.6 below.

Figure 3.6: Seen / heard any advertising or publicity recently on the subject of domestic abuse (*spontaneous*)?



Base: All respondents
Source: mruk research, February 2009

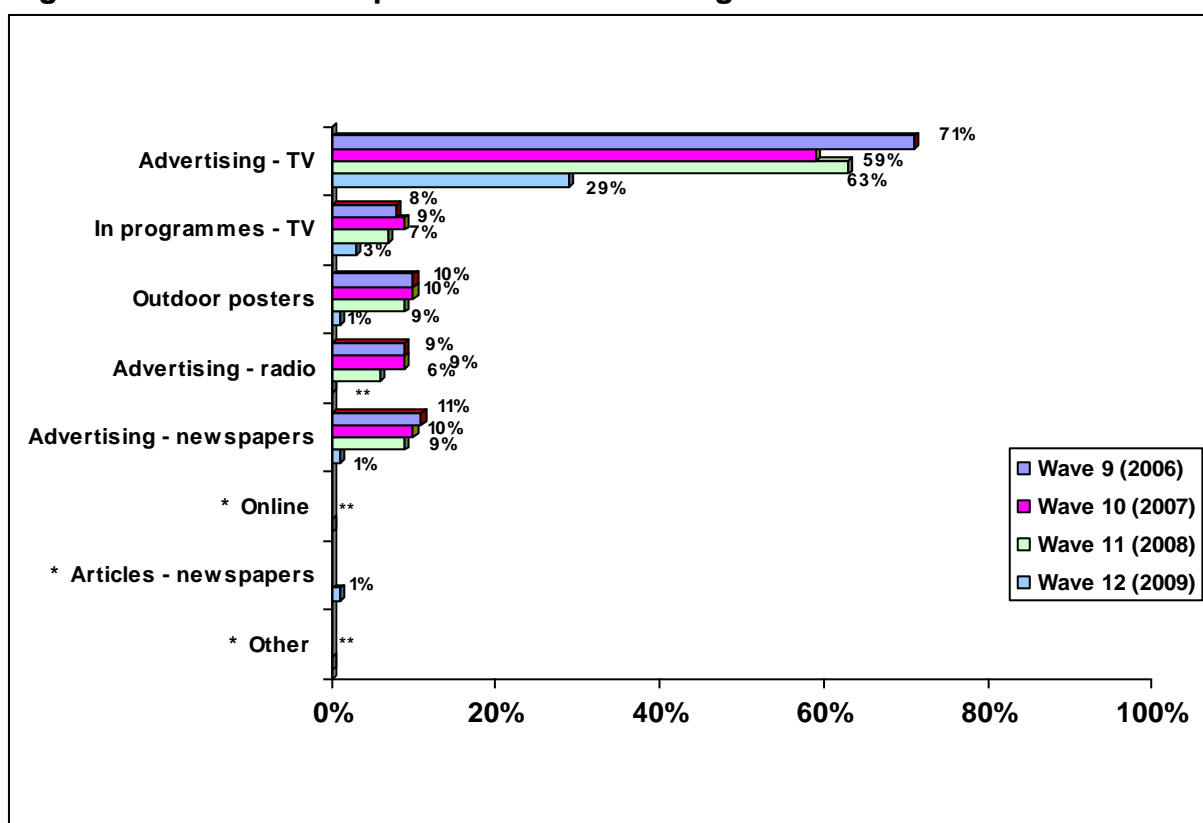
3.21 However, this figure should be looked at in the context of a number of changes. Firstly, the campaign strategy itself has changed. Rather than communicate the effect of abuse on the victim or children in the home in a fearful, strong campaign, this year the tone was much more empowering and contained no violent or controlling scenes or upset children. Consequently, the softer, subtle nature of the tone may have reduced the level of cut through

and failed to engage the population to the same extent as previous campaigns especially in the busy Christmas and New Year period.

3.22 Secondly, the volume of air time was much lower than the 2007-2008 campaign. And finally, the media mix was different with only television and online media being utilised.

3.23 Those respondents who did recall seeing or hearing advertising or publicity about domestic abuse were asked where they had seen or heard it (Figure 3.7)¹.

Figure 3.7: Sources of spontaneous advertising awareness



**Less than 1%

* Not included in previous Waves

Base: All those spontaneously aware of domestic abuse advertising

Source: mruk research, February 2009

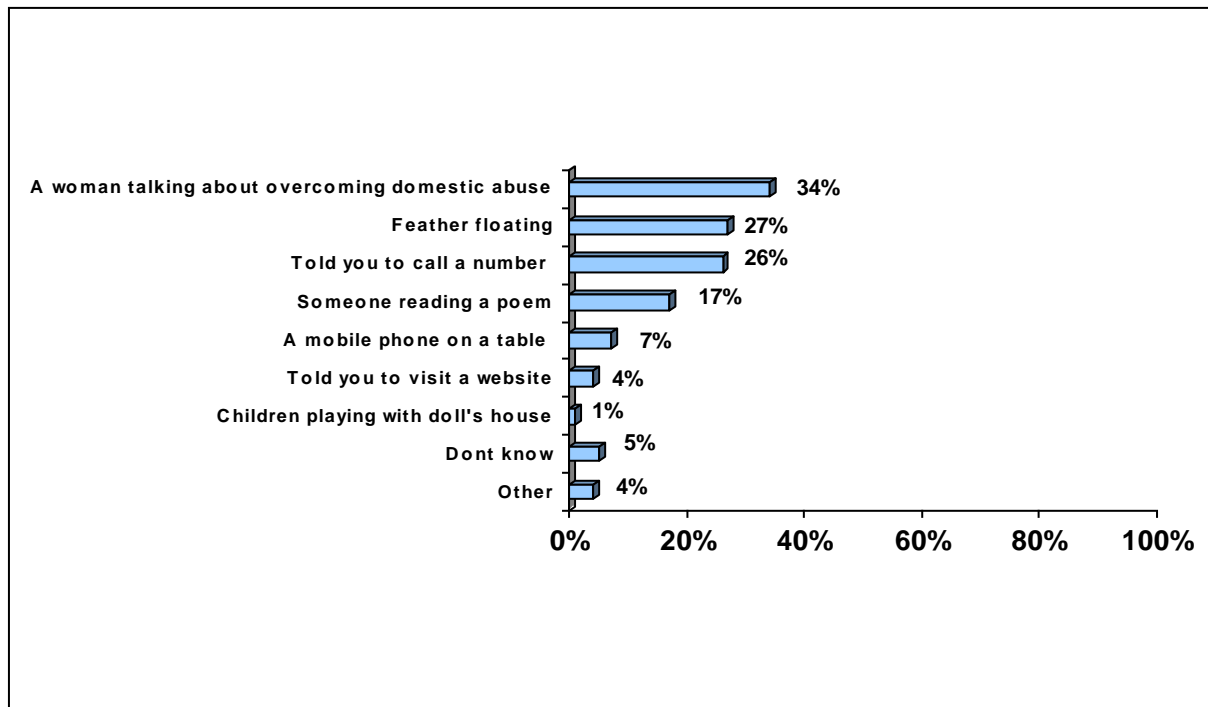
3.24 Although spontaneous awareness across all media dropped, this was expected given both the reduction in media spend and the media mix. In Wave 11 the media mix consisted of television, radio, outdoor and PR activity whereas this year the spend was on television and online only. This difference is clear from the large drop in those spontaneously recalling outdoor; radio and newspapers.

¹ These figures have been re-percentaged based on the total sample to provide a comparison with previous Waves.

Spontaneous Content Recall from advertising

3.25 Respondents who recalled seeing or hearing advertising on the subject of domestic abuse were asked spontaneously to describe what they had seen. The results are detailed in Figure 3.8 below. Due to the new campaign this cannot be compared to previous waves.

Figure 3.8: Details recalled from TV advertising



Base: 315 (All those who spontaneously recalled advertising about domestic abuse)

Source: mruk research, February 2009

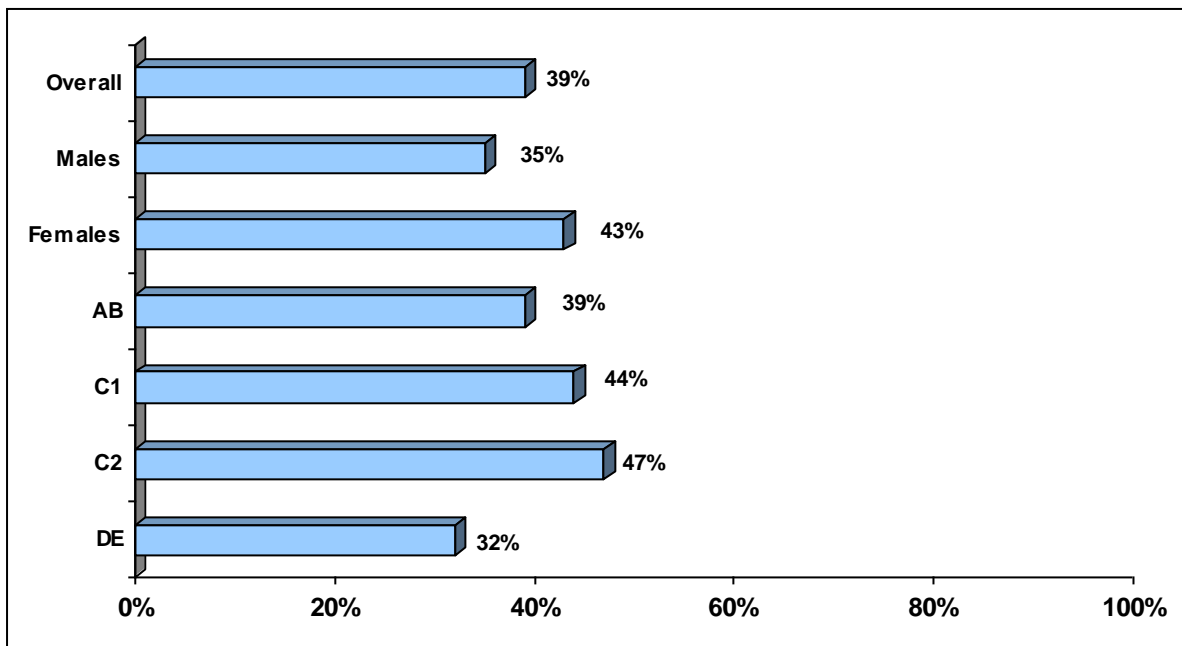
3.26 Overall, 90% of those who spontaneously recalled seeing or hearing advertising or publicity on the subject of domestic abuse subsequently spontaneously recalled at least one element of the TV execution. In addition the call to action was clearly recalled with nearly one third recalling either a direction to telephone or visit the website.

3.27 Interestingly, there was little differences between the genders in specific elements recalled other than the “*feather floating*” (recalled by 23% males – 31% females).

Prompted Recall from Current Campaign

3.28 All respondents were then played the current domestic abuse campaign advert ‘*I Soar*’ in full.

Figure 3.9: Recall seeing “I Soar” when prompted with TV ad

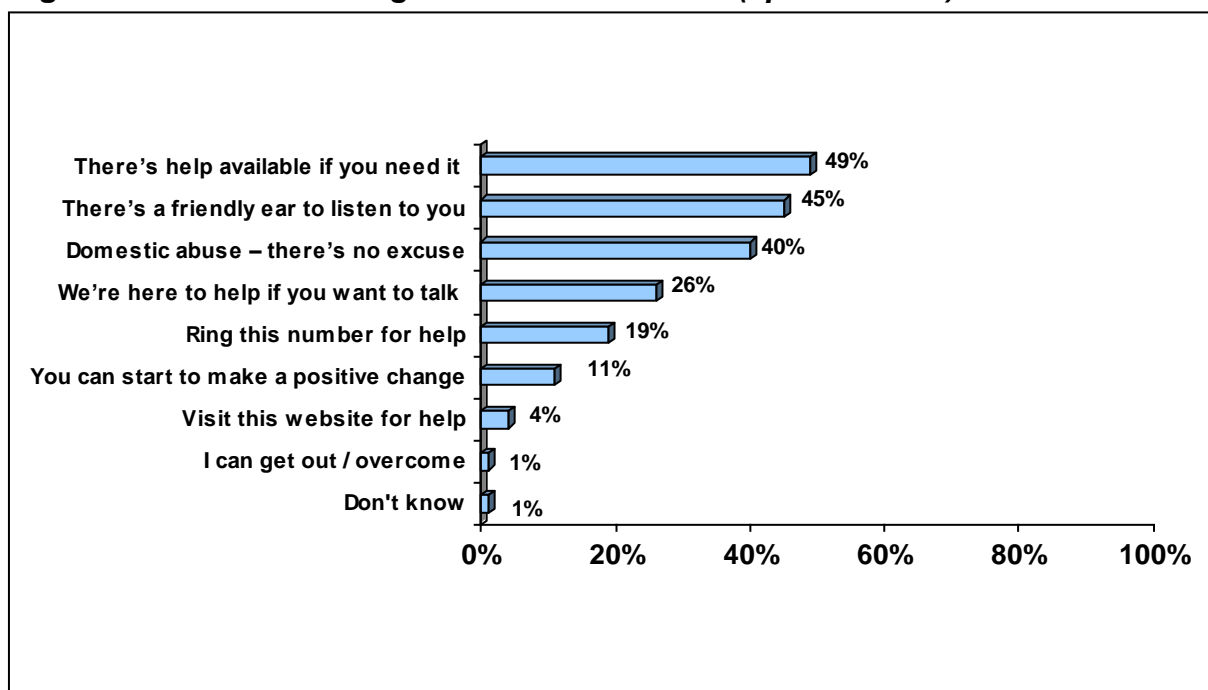


Base: All respondents
 Source: mruk research, February 2009

3.29 Overall, 39% of respondents said they recalled seeing ‘I Soar’. This was higher amongst women (43%) and those aged between 25 and 44 (48%).

3.30 Respondents who did recall seeing the advert were then asked spontaneously what they thought the main message of the advert had been. Results are detailed in Figure 3.10.

Figure 3.10: Main message taken from “I Soar” (spontaneous)



Base: 405 (All those who recall seeing ‘I soar’ when prompted with TV ad)
 Source: mruk research, February 2009

- 3.31 Nearly half (49%) stated “*There’s help available if you need it*”. In addition, a further 45% stated “*There’s a friendly ear to listen to*”. Clearly the main aim of the campaign has been achieved – to make sure that women in abusive situations know they have somewhere to turn for a range of help. Also the strong, single minded call to action has been successful.
- 3.32 Even more reassuring 40% of respondents took the main message of the campaign to be “*Domestic Abuse – There’s No Excuse*” – one of the key messages of the campaign. Last year this figure was only 18%.
- 3.33 To assess the tone of voice the execution communicated, respondents were asked which words or phrases from a showcard list they associated with ‘*I Soar*’.

Table 3.4: Words or phrases associated with “*I Soar*” (Prompted)

	Total %	Females %	Seen Advert %
Informative	46	49	61
Gives a sense of hope	30	37	40
Useful	28	28	34
Empowering	21	24	30
Don’t know what it’s trying to say	16	13	3
Makes me feel emotional	11	18	17
Really clear	9	12	12
Poetic	8	11	11
Friendly	8	12	8
Didn’t understand it	6	5	-
Didn’t like voiceover	3	3	-
Beautiful	3	4	-
Didn’t like poem	2	2	-
Not believable	1	2	-
Other	2	1	-

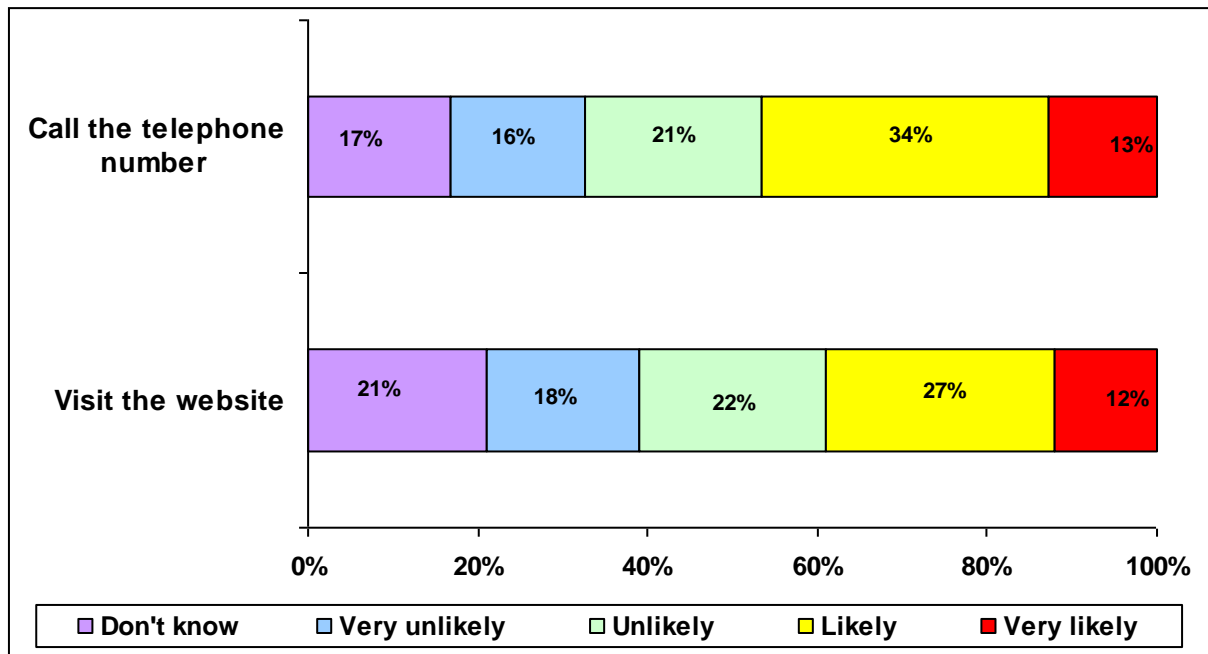
Base: *All respondents*

Source: **mruk** research, February 2009

- 3.34 Clearly, nearly half (46%) associated ‘*informative*’ with the execution. This figure rose to 61% amongst those that recalled the advert when prompted. Nearly one-third (30%) also associated ‘*gives a sense of hope*’ but amongst females this figure rises to 37% and amongst those who recalled the advert, to 40%.
- 3.35 This would tend to underline the observation that more exposure to the campaign was more likely to elicit a positive association.

3.36 Respondents were then questioned as to their likelihood of calling the helpline or visiting the website if they or someone they know was experiencing domestic abuse. The results are detailed in Figure 3.11 below.

Figure 3.11: If you or someone you know was thought to be experiencing domestic abuse how likely would you be to...



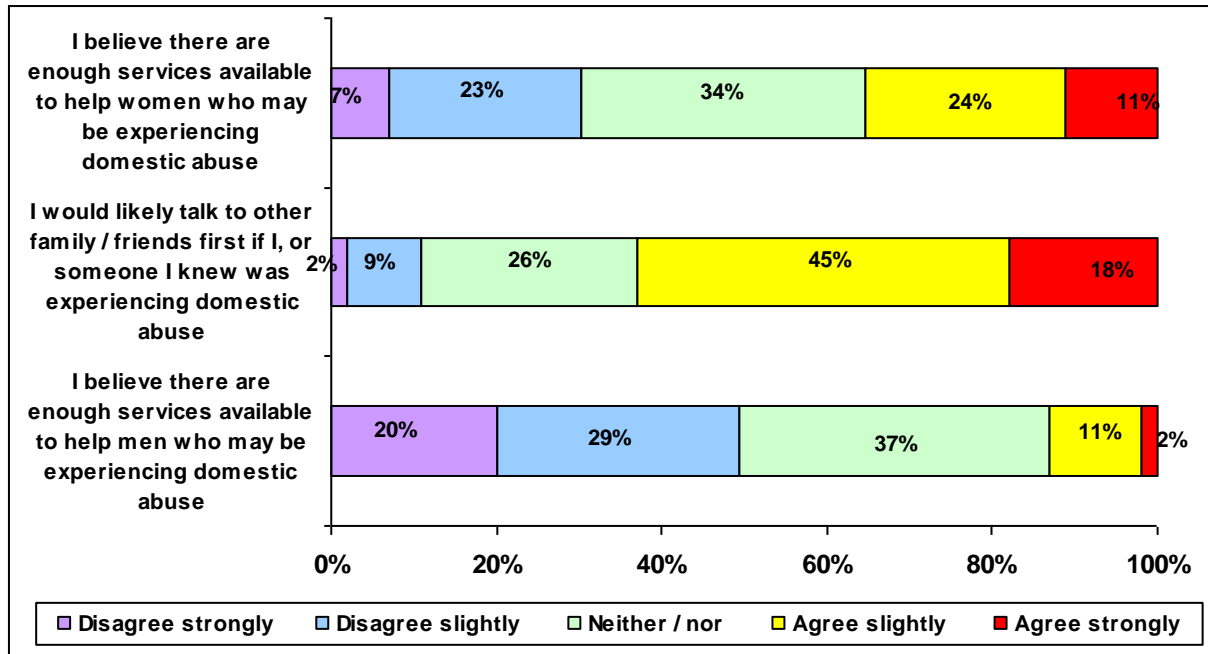
Base: All respondents
 Source: mruk research, February 2009

3.37 Overall, 47% of respondents said they would be either likely or very likely to call the telephone number. This was higher amongst females (56%) and those aged 25-44 (54%).

3.38 Overall, 38% said they would be either likely or very likely to visit the website. Again this was higher amongst females at 45%.

3.39 After exposure to the television execution all respondents were questioned regarding their perceptions of service availability for domestic abuse victims again linking to the key messages of the campaign that there is a range of help available. These responses are detailed below in Figure 3.12:

Figure 3.12: Agreement with...



Base: All respondents
Source: mruk research, February 2009

3.40 Only a third of respondents (36%) either agreed or agreed strongly with ‘I believe there are enough services available to help women who may be experiencing domestic abuse’. This was slightly higher amongst females at 39% and amongst those in the DE social group (44%).

3.41 Nearly two thirds (62%) agreed or strongly agreed that ‘I would likely talk to other family / friends first if I, or someone I knew was experiencing domestic abuse’. Again, this was slightly higher amongst females (67%).

3.42 Nearly half (49%) disagreed or disagreed strongly with the statement ‘I believe there are enough services available to help men who may be experiencing domestic abuse’. Men were more likely to disagree here (53%) as were those aged 35-44 (56%).

3.43 The most interesting figures here are those that neither agreed nor disagreed with these statements. With such a high ‘neither/nor’ response (and no ‘don’t know’ option) it is clear that a large number of respondents just lacked knowledge of the subject area.

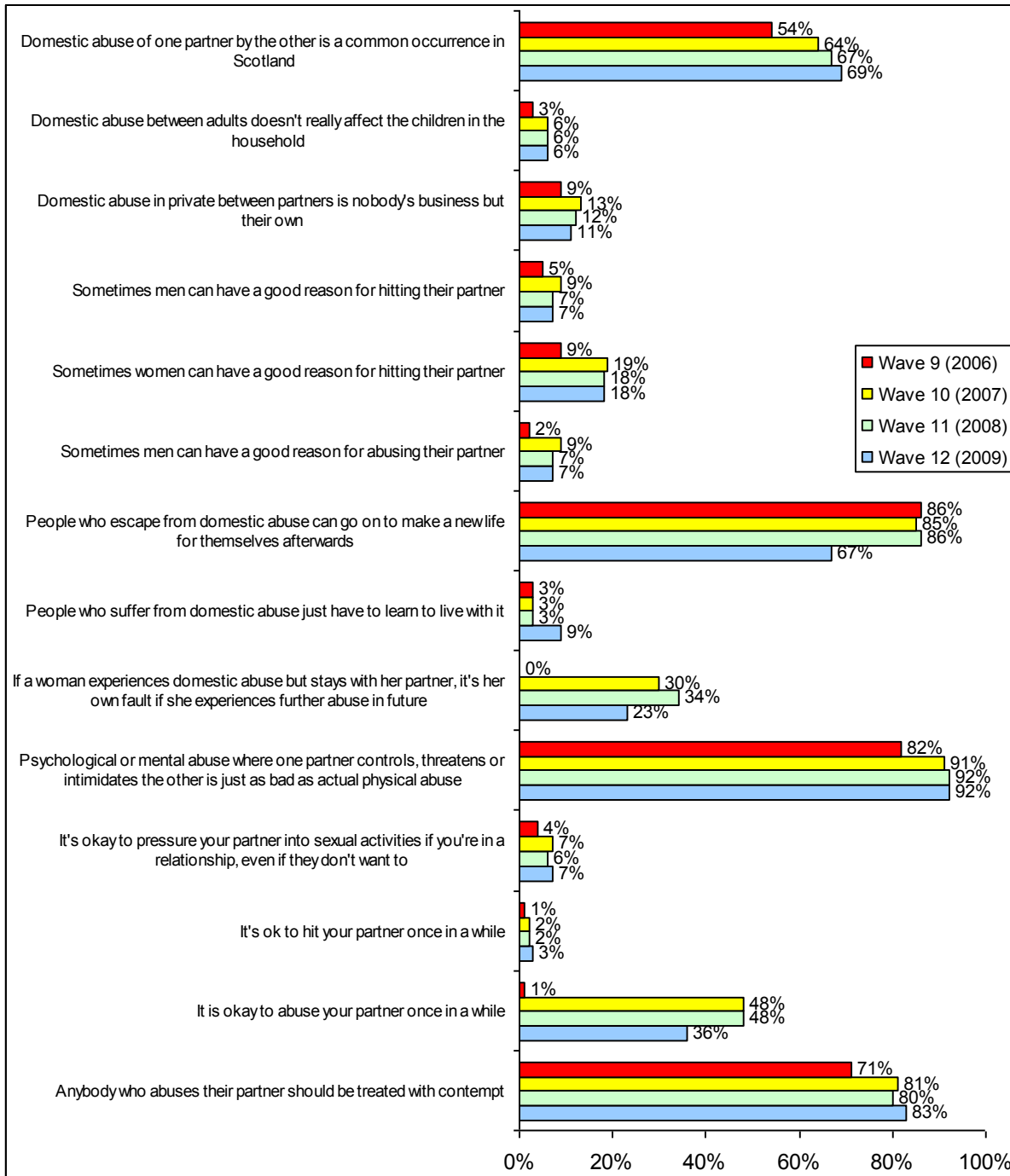
Attitudes Towards Domestic Abuse

3.44 Since the campaign began it has tried to communicate the message that domestic abuse is unacceptable. Consequently at each campaign evaluation public attitudes towards domestic abuse is assessed. This is measured by

asking the respondents to state their level of agreement with a series of statements, again using the CAPI machines to complete this section of the questionnaire themselves. These results are detailed in Figure 3.13 below:

Figure 3.13: Attitudes towards Domestic Abuse

(Agree & Strongly Agree Combined)



Base: *All respondents*

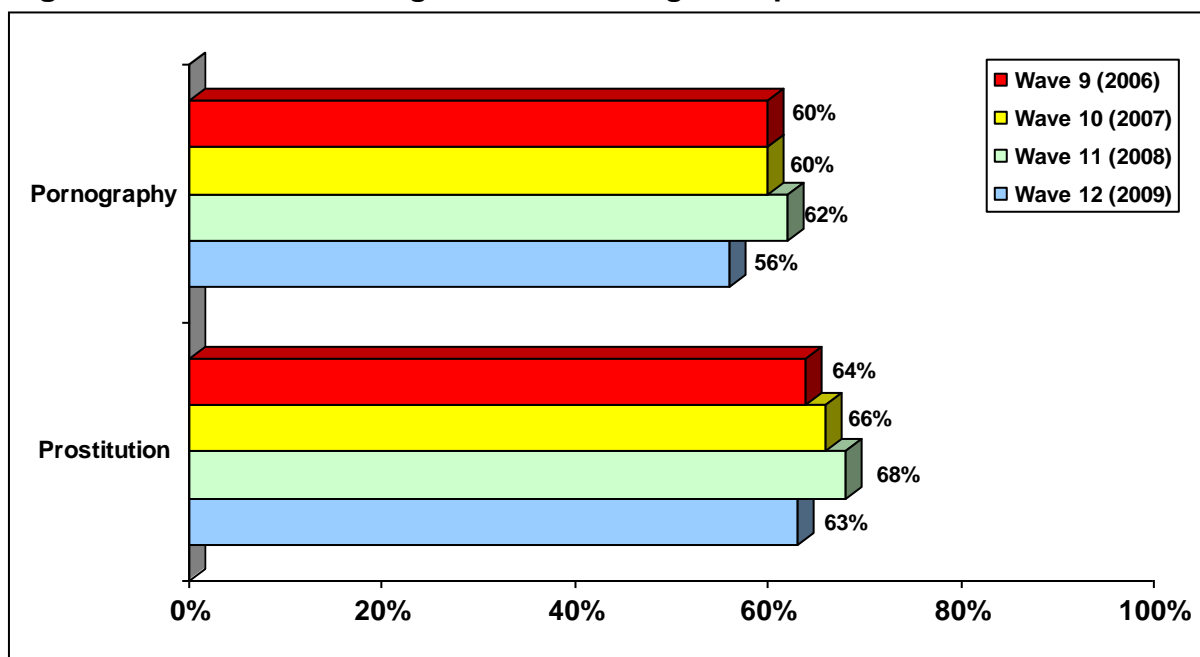
Source: **mruk** research, February 2009

- 3.45 For the majority of statements there are little changes in attitudes from previous waves.
- 3.46 However, there was a large drop in those agreeing about escaping from domestic abuse and making a new life for themselves and a correlating upturn in those believing such people just had to learn to live with it. This could be linked to other similar campaigns respondents may have been exposed to at the same time. The Barnados campaign, with one TV execution showing a female being repeatedly slapped – could be associated with not being able to escape domestic abuse.

Exploitation of Women

- 3.47 In 2006, additional questions were added to the annual evaluation to look at attitudes towards wider forms of violence against, and exploitation of, women. These questions were only asked of respondents 18yrs or over and self-completed. Responses are detailed in the charts below.

Figure 3.14: Those that regard the following as exploitation of women...



Base: All respondents

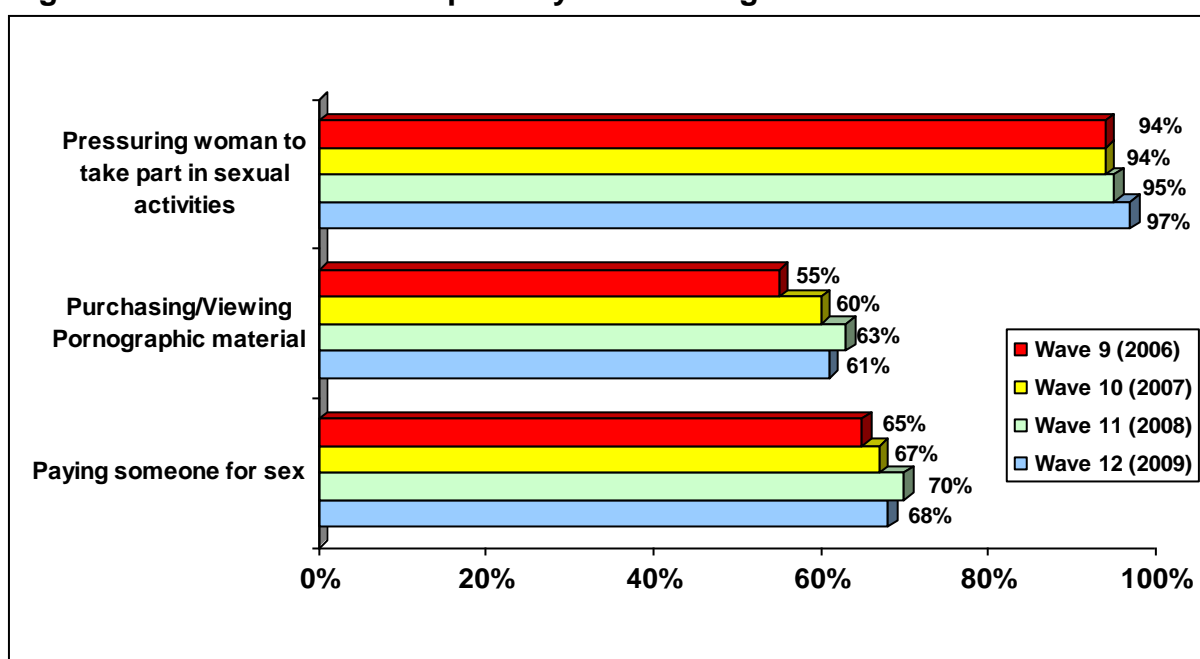
Source: mruk research, February 2009

- 3.48 The majority of respondents thought that pornography and prostitution were exploitative of women (56% and 63% respectively) with more respondents considering prostitution to be exploitative. There has been a slight drop from last Wave of those considering either activity to be exploitative.
- 3.49 Females (69%) were more likely than men (43%) to see pornography as exploitative, as were those over 65 (69%) and those in the AB social grouping (69%). Interestingly, agreement that pornography is exploitative decreases

with age group (65+ - 65%, 25-34 – 41%), with the exception of those aged 18-24, amongst whom agreement was 57%.

- 3.50 With prostitution, women were again more likely to see it more exploitative than men (75% and 50% respectively). Those over 65 were also more likely to agree (70%), as were those in the AB social grouping (69%).
- 3.51 Respondents were then asked to what extent they thought three actions, all of which could be perceived as exploitation or violence against women, were acceptable or unacceptable. Results are shown below.

Figure 3.14: Level of unacceptability of following activities...

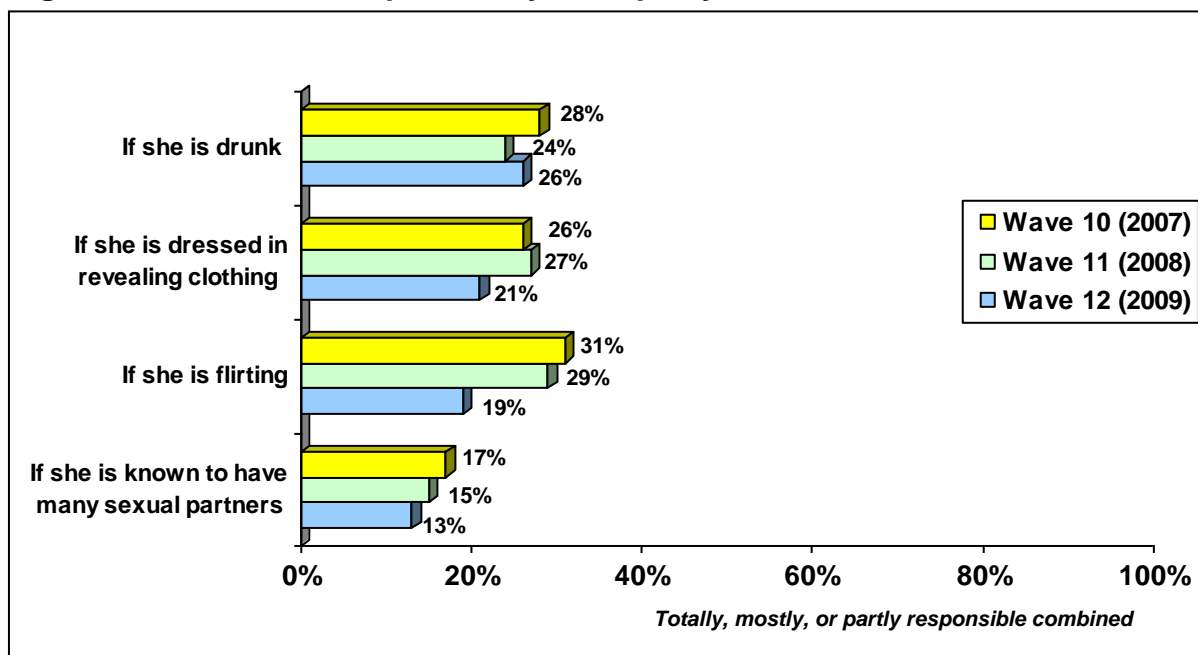


Base: All respondents
 Source: mruk research, February 2009

- 3.52 The majority (97%) of respondents thought that ‘pressuring a woman to take part in sexual activities if she doesn’t want to’ was either unacceptable or totally unacceptable, a slight increase on Wave 11.
- 3.53 Just over 6 in 10 (61%) respondents thought that ‘purchasing / viewing pornographic materials’ was either unacceptable or totally unacceptable, broadly consistent with the previous two Waves. However, a fifth (20%) of respondents was undecided, and approaching a fifth (18%) thought that it was acceptable. Men were more likely to think it was acceptable (27% to 10%).
- 3.54 ‘Paying someone for sex’ has stayed steady over the last four Waves with around two thirds of respondents thinking it was unacceptable or totally unacceptable, 68% at this Wave. Approaching a quarter (23%) of respondents was undecided on this, and 9% thought it acceptable.
- 3.55 A question on attitudes to rape and the level of responsibility of the victim in different circumstances was added to the questionnaire at Wave 10.

Responses are shown below with totally, mostly and partly responsible responses combined.

Figure 3.15: Level of responsibility for rape by circumstance



Base: All respondents

Source: mruk research, February 2009

3.56 As with previous waves, the majority of respondents do not believe that a woman is responsible for rape most circumstances.

3.57 Just over a quarter (26%) of respondents thought that a woman was partly, mostly or totally responsible for being raped 'if she is drunk'. Although a slight increase on Wave 11, this figure has remained relatively consistent over the last three Waves.

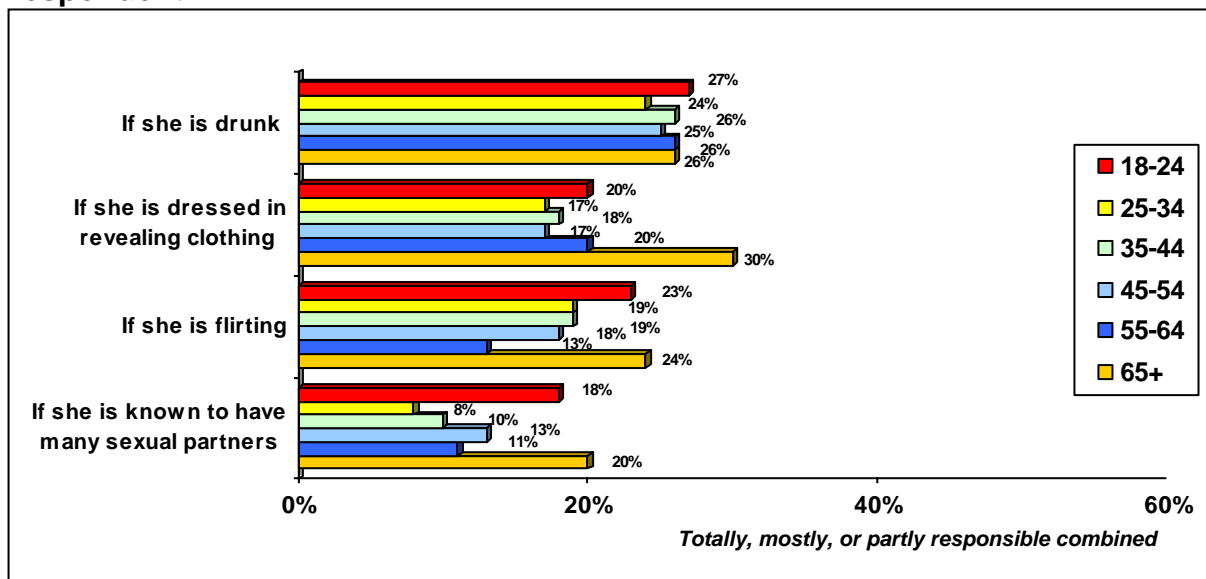
3.58 Around a fifth (21%) of respondents thought that a woman was partly, mostly or totally responsible for being raped 'if she is dressed in revealing clothing'. This figure has shown a slight decrease since Waves 10 and 11.

3.59 The number of respondents who thought that a woman was partly, mostly or totally responsible for being raped 'if she is flirting' has decreased since the question was introduced in Wave 10. This Wave just under a fifth (19%) thought this, down from 29% last Wave.

3.60 There has also been a decrease since Wave 10 of respondents who thought that a woman was partly, mostly or totally responsible for being raped 'if she is known to have many sexual partners', from 17% in Wave 10, to 13% this Wave. This softening in attitudes to could be due in part to the high profile recent 'this is not an invitation to rape me' campaign by Rape Crisis Scotland.

3.61 Differences in response by age group are highlighted in the graph below.

Figure 3.16: Extent to which woman is responsible for rape: - by age of respondent



Base: All respondents

Source: mruk research, February 2009

3.63 As in the previous two Waves, older respondents were more likely to think that women were in any way responsible for being raped, and similar to Wave 11, respondents aged 18-24yrs were also more likely to think women were in any way responsible for being raped.

4 CONCLUSIONS

- 4.1 The number of respondents who claim to have personally been a victim of domestic abuse or had close friends or relatives who had been a victim dropped this wave. This may have impacted upon the lower awareness levels for the campaign overall.
- 4.2 As with previous waves, domestic abuse is still perceived by the public to be associated with younger people and more prevalent amongst the working classes, and there has been a drop in those who see it as something that affects all of society, and not just particular groups.
- 4.3 The Emergency Services were perceived as the main service available to those experiencing domestic abuse – clearly abuse is still associated mainly with violence and requiring immediate emergency intervention. We would recommend that if a similar strategy is followed for the next campaign in 2009-2010 that this question requires respondents to indicate which Emergency Services they perceived as the main service – this would allow further understanding of whether the police or ambulance service were thought to be required.
- 4.4 Spontaneous recall of the campaign was lower than in previous Waves, due to a softer and more subtle campaign and a lower media spread than previously, and this may have impacted on cut through during the busy Christmas and New Year period. In addition the majority of those recalling the advert spontaneously could recall at least one element of the campaign correctly, indicating that the campaign did maintain a front of mind spot amongst those who saw it. Clearly an increase in media spend would have a direct positive effect on both these measures.
- 4.5 The main message – that there is help available – was clearly communicated through the execution. Furthermore nearly half of respondents thought that they would call the telephone number if necessary.
- 4.6 The majority of attitudes towards domestic abuse remain firmly held. It is likely that the '*I Soar*' campaign had played a role in sustaining them.

APPENDIX A
FEBRUARY 2009 OMNIBUS QUESTIONNAIRE

INTERVIEWER INSTRUCTION: THE RESPONDENT SHOULD ANSWER THE FOLLOWING QUESTIONS (Q – Q) THEMSELVES. THEY WILL THEN BE PROMPTED TO GIVE THE COMPUTER BACK TO YOU. YOU MAY HELP THEM USE THE COMPUTER BUT SHOULD NOT PROMPT THEM IN ANY WAY AS TO HOW TO ANSWER THE ACTUAL QUESTIONS.

Read out: I am now going to give you my computer for you to answer some questions yourself. There are instructions as to what you should do but if they are not clear I can assist you in using the computer.

NOW MOVE TO THE NEXT SCREEN AND GIVE THE RESPONDENT YOUR COMPUTER.

This section of the survey is being carried out as part of a major campaign on domestic abuse in Scotland. By domestic abuse we mean occasions where one partner in a relationship assaults the other, either physically, psychologically, verbally or sexually. If you are unsure of how to use the computer the interviewer can help you.

Your answers will be treated in confidence and not identified with you personally. They will be added to all the other replies we receive from around 1,000 people throughout the country to form a picture of the situation on domestic abuse within Scotland.

Now press the 'OK' button to move on to the first question.

Listed on the next few pages are a number of statements which have been made about domestic abuse – when one partner in a relationship assaults the other, either physically, psychologically, verbally or sexually.

*How much do you agree or disagree with each, from **YOUR** point of view. Even if you are not sure, we are still interested in your impressions. Please ask the interviewer to show you what to do if this is not clear, and please select an answer for each statement.*

Now click on 'OK' to move on to the first set of statements.

Q1 How much do you agree or disagree with the following statements....

ROUTE

		Agree Strongly	Agree Slightly	Neither / nor	Disagree Slightly	Disagree Strongly	
a.	Domestic abuse of one partner by the other is a common occurrence in Scotland	1	2	3	4	5	(1)
b.	Sometimes men can have a good reason for hitting their partner	1	2	3	4	5	(2)
c.	Domestic abuse in private between partners is nobody's business but their own	1	2	3	4	5	(3)
d.	It's ok to abuse your partner once in a while	1	2	3	4	5	(4)

Q2 How much do you agree or disagree with the following statements....

ROUTE

		Agree Strongly	Agree Slightly	Neither / nor	Disagree Slightly	Disagree Strongly	
a.	People who escape from domestic abuse can go on to make a new life for themselves afterwards	1	2	3	4	5	(5)
b.	Psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse	1	2	3	4	5	(6)
c.	Anybody who hits their partner should be treated with contempt	1	2	3	4	5	(7)
d.	It's okay to pressure your partner to take part in sexual activities if you're in a relationship, even if they don't want to	1	2	3	4	6	(8)

Q3 How much do you agree or disagree with the following statements....

ROUTE

		Agree Strongly	Agree Slightly	Neither / nor	Disagree Slightly	Disagree Strongly	
a.	Sometimes women can have a good reason for hitting their partner	1	2	3	4	5	(9)
b.	There are lots of places women in Scotland can go for help if they are assaulted by their partner	1	2	3	4	5	(10)
c.	If a women experiences domestic abuse but stays with her partner, it's her own fault if she experiences further abuse in future	1	2	3	4	5	(11)
d.	Anybody who abuses their partner should be treated with contempt	1	2	3	4	5	(12)

Q4 How much do you agree or disagree with the following statements....

ROUTE

		Agree Strongly	Agree Slightly	Neither / nor	Disagree Slightly	Disagree Strongly	
a.	It's okay to hit your partner once in a while	1	2	3	4	5	(13)
b.	Domestic abuse between adults doesn't really affect the children in the household	1	2	3	4	5	(14)
c.	People who suffer from domestic abuse just have to learn to live with it	1	2	3	4	5	(15)
d.	Sometimes men can have a good reason for abusing their partner	1	2	3	4	5	(16)

Q5 In which age group or groups do you think domestic abuse happens more often in Scotland? **PLEASE SELECT AS MANY OR AS FEW AS YOU THINK APPLY, THEN CLICK 'OK'**

ROUTE

Younger people 1 (17)
 Middle-aged people 1 (18)
 Older people 1 (19)
 Refused 1 (20)

GO TO Q6

Q6 In which social class or classes do you think domestic abuse happens more often in Scotland? **PLEASE SELECT AS MANY OR AS FEW AS YOU THINK APPLY, THEN CLICK 'OK'**

ROUTE

Upper classes 1 (21)
 Middle classes 1 (22)
 Working classes 1 (23)
 Refused 1 (24)

GO TO Q7

Q7 Do you have any close friends or relatives who have experienced domestic abuse?

ROUTE

(25)
 Yes 1
 No 2
 Refused 3

GO TO Q8

GO TO Q9

Q8 Were any children living in the household when domestic abuse occurred?

ROUTE

(26)
 Yes 1
 No 2
 Refused 3

Q9 Have you personally ever been the victim of domestic abuse?

ROUTE

(27)
 Yes 1
 No 2
 Refused 3

GO TO Q10

GO TO Q11

Q10 Were any children living in the household when domestic abuse occurred?

ROUTE

(28)
 Yes 1
 No 2
 Refused 3

Q11	Have you personally ever been responsible for domestic abuse against your partner?		ROUTE
		(29)	
	Yes	1	GO TO Q12
	No	2	
	Refused	3	GO TO Q13

Q12			.1.1.1.1.1.1.1	R O U T E
	Were any children living in the household when domestic abuse occurred?			
		(30)		
	Yes	1		
	No	2		
	Refused	3		

**THANK YOU FOR YOUR ASSISTANCE ON THIS IMPORTANT SECTION OF THE INTERVIEW.
NOW PLEASE HAND THE COMPUTER BACK TO THE INTERVIEWER.**

Q13	What services are you aware of that assist women who may be experiencing domestic abuse? DO NOT PROMPT. CODE ALL MENTIONS. PROBE FULLY		ROUTE
	Women's Aid	1 (31)	
	The Samaritans	1 (32)	
	GP / Doctor	1 (33)	
	NHS 24	1 (34)	
	Scottish Domestic Abuse Helpline	1 (35)	
	Victim Support	1 (36)	
	Citizens Advice	1 (37)	
	National Rape Crisis Helpline	1 (38)	
	Rape Crisis Scotland	1 (39)	
	Police / Ambulance / Emergency services	1 (40)	
	No / Don't know	1 (41)	
	Other (please specify)	(42) (43)	

Q14	Have you seen or heard any advertising or publicity on the subject of domestic abuse recently?		ROUTE
		(44)	
	Yes	1	GO TO Q15
	No	2	
	Don't know	3	GO TO Q17

Q15 Where did you see or hear this advertising or publicity? **DO NOT PROMPT. CODE ALL MENTIONS. PROBE FULLY** **ROUTE**

Advertising on TV	1	(45)
In programmes on TV	1	(46)
Advertising on radio	1	(47)
In programmes on radio	1	(48)
Advertising in newspapers	1	(49)
Articles in newspapers	1	(50)
Outdoor posters	1	(51)
Indoor posters	1	(52)
Online	1	(53)
Cinema	1	(54)
Don't know	1	(55)
Can't remember	1	(56)
Other (please state)		
<hr/>		(57) (58)
Other (please state)		
<hr/>		(59) (60)
Other (please state)		
<hr/>		(61) (62)

Q16 Please describe the advertising you saw on television on the subject of domestic abuse. What did it show and what did it say? **CODE ALL MENTIONS. PROBE FULLY** **ROUTE**

Feather floating	1	(63)
Someone reading a poem	1	(64)
A mobile phone on a table	1	(65)
Told you to call a number	1	(66)
Told you to visit a website	1	(67)
A woman talking about overcoming domestic abuse	1	(68)
Other (please specify)		
<hr/>		(69) (70)

Q17 I am now going to play you a TV ad
INTERVIEWER: Tap OK to play advert.

Have you seen this ad on television recently?		ROUTE
	(71)	
Yes	1	GO TO Q18
No	2	GO TO Q19
Don't know	3	

Q18 What do you think is the message of this ad? What is it saying to people? **DO NOT PROMPT. CODE ALL MENTIONS** **ROUTE**

There's a friendly ear to listen to you	1	(72)	
There's help available if you need it	1	(73)	
We're here to help if you want to talk	1	(74)	
Domestic abuse – there's no excuse	1	(75)	
You can start to make a positive change	1	(76)	GO TO Q17
Ring this number for help	1	(77)	
Visit this website for help	1	(78)	
Other (please specify)			
	(79)	(80)	

Q19 Which of these words or phrases do you associate with the advert? **READ OUT. CODE ALL MENTIONS** **ROUTE**

Informative	1	(81)	
Empowering	1	(82)	
Gives a sense of hope	1	(83)	
Not believable	1	(84)	
Didn't understand it	1	(85)	
Makes me feel emotional	1	(86)	
Useful	1	(87)	
Don't know what it's trying to say	1	(88)	
Didn't like poem	1	(89)	
Didn't like voiceover	1	(90)	
Really clear	1	(91)	
Beautiful	1	(92)	
Poetic	1	(93)	
Friendly	1	(94)	
Other (please specify)			
	(95)	(96)	

Q20 If you, or someone you know, was thought to be experiencing domestic abuse, how likely or unlikely would you be to: **ROUTE**

		Very Likely	Likely	Unlikely	Very Unlikely	Don't know	
a.	Call the telephone number	1	2	3	4	5	(97)
b.	Visit the website	1	2	3	4	5	(98)

Q21 I am now going to read out a series of statements and I'd like you to tell me how strongly you agree or disagree with each statement:

ROUTE

		Agree Strongly	Agree Slightly	Neither / nor	Disagree Slightly	Disagree Strongly	
a.	I believe there are enough services available to help women who may be experiencing domestic abuse	1	2	3	4	5	(99)
b.	I would likely talk to other family / friends first if I, or someone I knew was experiencing domestic abuse	1	2	3	4	5	(100)
c.	I believe there are enough services available to help men who may be experiencing domestic abuse	1	2	3	4	5	(101)

REMAINING QUESTIONS TO BE ASKED OF ALL AGED 18+ ONLY

Finally on this subject another couple of related questions which we would like you to answer on your own, as before....

HAND COMPUTER TO RESPONDENT

Q22 Do you regard either of the following as exploitation of women or not....Pornography **ROUTE**
 (102)
 Yes 1
 No 2
 Don't know 3

Q23 Do you regard either of the following as exploitation of women or not....Prostitution **ROUTE**
 (103)
 Yes 1
 No 2
 Don't know 3

Q24 How acceptable or unacceptable do you believe the following activities to be? **ROUTE**

		Totally Acceptable	Acceptable	Neither / nor	Unacceptable	Totally Unacceptable	
a.	Pressuring a woman to take part in sexual activities if she says she doesn't want to	1	2	3	4	5	(104)
b.	Purchasing or viewing pornographic materials	1	2	3	4	5	(105)
c.	Paying someone for sex	1	2	3	4	5	(106)

Yes

Q25 If a woman is raped, to what extent do you think she is responsible if she is....

ROUTE

		Totally Responsible	Mostly Responsible	Partly Responsible	Not Responsible at all	
a.	Drunk?	1	2	3	4	(107)
b.	Dressed in revealing clothing?	1	2	3	4	(108)
c.	Flirting?	1	2	3	4	(109)
d.	Known to have had many previous sexual partners	1	2	3	4	(110)
e.	Married to the perpetrator	1	2	3	4	(111)

THANK YOU FOR YOUR ASSISTANCE ON THIS IMPORTANT SECTION OF THE INTERVIEW.

NOW PLEASE HAND THE COMPUTER BACK TO THE INTERVIEWER

