



SCOTTISH EXECUTIVE

Domestic Abuse – Wave 9 Post Campaign Evaluation

Office of Chief Researcher



Domestic Abuse Post-Advertising Research
Wave 9 – 2006

TNS System Three
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CONTENTS

CHAPTER ONE	BACKGROUND AND METHOD.....	1
CHAPTER TWO	MAIN FINDINGS	4
	EXPERIENCE OF DOMESTIC ABUSE.....	4
	SECTORS OF SOCIETY WHERE DOMESTIC ABUSE IS MORE COMMON.....	6
	AWARENESS OF ADVERTISING OR PUBLICITY RECENTLY ON DOMESTIC ABUSE.....	7
	REACH OF CURRENT CAMPAIGN	10
	ATTITUDES TOWARDS DOMESTIC ABUSE.....	12
	ADDITIONAL QUESTIONS	13
CHAPTER THREE	CONCLUSIONS.....	17
APPENDIX 1	ADDITIONAL TABLES.....	18
APPENDIX 2	QUESTIONNAIRE	19

EXECUTIVE SUMMARY

Background

- Since 1998 a Government-led communications campaign has been run to address the issue of domestic abuse in Scotland. The main objective of the campaign is to reinforce public opposition to, and condemnation of, domestic abuse as totally unacceptable behaviour.
- The Office of Chief Researcher commissioned TNS System Three to conduct research to monitor the awareness and effectiveness of the campaign. TNS System Three has been conducting this research since the inception of the communications campaign.
- The TNS System Three omnibus, Scottish Opinion Survey (SOS), was used as the vehicle for data collection. Across Scotland, 1032 adults aged 16 and above were interviewed at this latest (9th) wave, over the period 26th January to 1st February 2006.

Main findings

- The level of reported experience of domestic abuse across the sample increased at this latest wave. When asked whether they had any experience of domestic abuse¹, 39% of respondents claimed to have had any experience (compared to 36% at Wave 8). However this marked a return to levels similar to the previous year (38% at Wave 7).
- The level of respondents perceiving domestic abuse as affecting **all** age groups has fallen at the latest wave (43%) after steadily increasing over recent waves (47% Wave 7, 48% Wave 8). The level of those perceiving domestic abuse as affecting **all** social classes has also continued to drop back (67% Wave 7, 64% Wave 8, 61% Wave 9).
- Spontaneous awareness of advertising for domestic abuse was high at this 9th wave (78%), exceeding levels found at the previous three waves (72-76%).
- TV continued to dominate the media recalled spontaneously, at 91%. Radio advertising (12%) showed a continued increase in spontaneous recall at Wave 9, building on levels found at Wave 7 (5%) and Wave 8 (8%), reflecting its role as the main secondary medium for the campaign.
- The recall of detail from the latest TV advert, *Reminder*, was not high: just a quarter of respondents (25%) could recall any detail from the advert. There remained relatively high levels of residual recall for previous campaign executions such as *Doll's House* (13%), the advert shown in 2003/2004.

¹ Respondents were asked this on three levels: a) whether they know any close friends or relatives who have been victims of domestic abuse, b) whether they personally have ever been the victim, c) whether they have been responsible for abuse of partner.

- When prompted with the TV advert at the latest wave, the level of reach² was 69%, equal to levels found at Wave 6 (69%) and Wave 7 (70%). It was, however, significantly higher than the level found at the previous wave (47%)³.
- Respondents were shown the *Reminder* TV advert and asked what the main message was. Almost half of respondents (46%) mentioned mental / psychological abuse, specifically *domestic abuse is not just physical, it can be verbal / mental / psychological* (24%). A fifth (21%) thought that the main message was *no excuse - zero tolerance*, whilst an eighth (13%) mentioned *help is available*.
- Respondents were played the *Elizabeth* radio advert from the latest campaign: 35% claimed to have heard it.
- The total campaign reach⁴ for all media combined was 78% (TV or radio).
- Attitudinally, the relatively strong views in relation to domestic abuse seen in previous waves have been maintained. The most significant movement at the present wave was the decrease in the number agreeing that *sometimes women can have a good reason for hitting their partner*, which fell from 26% at Wave 8 to 18% at Wave 9. There is also some evidence to suggest that respondents who had seen campaign advertising held stronger attitudes on the subject of domestic abuse than those who had not.

² The term *reach* refers to the number claiming to have seen an advert when they are prompted with it.

³ The 2004 Domestic Abuse campaign only used Channel 4 and Channel 5 to show TV advertising, whereas the current and previous campaigns used ITV in addition to Channels 4 & 5. The more limited television coverage used in 2004 meant a lower level of reach for the TV advertising at Wave 8.

⁴ Total campaign reach in this instance is the combined figure of those claiming to have seen a TV ad or heard a radio ad when prompted.

CHAPTER ONE BACKGROUND AND METHOD

1.1 Since 1998 a Government-led communications campaign has been run to address the issue of domestic abuse in Scotland. Through an on-going programme of advertising and other publicity measures, the objective of this campaign is to reinforce public opposition to, and condemnation of, domestic abuse as totally unacceptable behaviour.

1.2 In December 2005, the Scottish Executive Office of Chief Researcher (OCR) commissioned TNS System Three to conduct research to monitor awareness and effectiveness of the campaign. TNS System Three has been tracking the domestic abuse campaign since its launch in 1998.

1.3 As with the previous waves of research, the TNS System Three CAPI (Computer Assisted Personal Interviewing) omnibus, Scottish Opinion Survey (SOS), was used to collect quantitative data. For sensitive questions relating to attitudes and experience of domestic abuse, respondents entered their views on a self-completion basis directly on to the hand-held computer. This approach is seen to be more anonymous and confidential and hence can lead to a more honest response. The questions relating to advertising were then asked by the interviewers.

1.4 This document contains the latest findings from the research (Wave 9), conducted following the 2005 campaign activity (Phase 8).

1.5 Phase 8 of the campaign started on 26th December 2005 and ran until the week commencing 23rd January 2006. The campaign consisted of TV and radio, augmented by a small amount of editorial coverage in the press. The TV advert '*Reminder*' and the radio advert '*Elizabeth*' were newly developed by the Newhaven advertising agency in 2005 to shift the focus of public awareness to psychological aspects of domestic abuse, and the effect of domestic abuse on children.

1.6 The tracking questionnaire used for the survey was updated in response to the new TV and radio executions created for the campaign. One important change was the definition of domestic abuse given in the introduction to the survey: the latest wave used a broader definition - "*By domestic abuse we mean occasions where one partner in a relationship assaults the other, either physically, psychologically, verbally or sexually.*"

1.7 In addition, the tracking questionnaire was augmented at the latest wave to address new secondary research aims, namely investigating the perceptions of the public in relation to wider forms of violence against, and exploitation of, women. Due to the sensitive nature of these questions respondents aged 16-17 were excluded. The tracking questionnaire which includes these additional questions is appended.

1.8 At the latest wave the TV advert was shown on Scottish, Grampian and Border TV stations, alongside Channel 4 and Channel 5, as previous domestic abuse campaigns have been. An exception to this was Phase 7 of the campaign in 2004, which ran on Channel 4

and Channel 5 only. This should be taken into account when assessing the performance of the current campaign (Wave 9 of the research) relative to the previous wave.

1.9 For this latest wave, a sample of 1032 adults aged 16 and over was interviewed in-home in 42 sampling points throughout Scotland over the period 26th January – 1st February 2006. To ensure that the sample was representative of Scotland’s adult population in terms of age, sex and socio-economic group (SEG)⁵, it was weighted to match population estimates from the National Readership Survey (NRS) of January – December 2004. The sample profile, both unweighted and weighted, is shown in Table 1.1.

1.10 Weighting is often used in surveys to adjust data so that the people interviewed are a truly representative sample of the population, or to correct any slight under/over representations that can occur during sampling. In this case, to allow the results of each stage to be directly comparable and to remove any possibility that the variation in profile was influencing any changes in findings, the sample was weighted by demographics to match NRS estimations of Scotland’s population profile (see above).

Table 1.1 - Sample profile

Base: 1032 (%)

		Unweighted	Weighted
SEX:	Male	43	48
	Female	57	52
AGE	16 – 24	13	15
	25 – 34	14	17
	35 – 44	21	18
	45 – 54	17	18
	55 – 64	14	14
	65+	21	19
SEG:	AB	16	20
	C1	25	28
	C2	22	21
	DE	36	31

⁵ The standard six social grades, commonly used in research, are based on the current or previous occupation of the chief income earner in the household. AB includes higher and intermediate managerial, administrative and professional occupations, C1 includes supervisory or clerical, and junior managerial, administrative or professional occupations, C2 includes skilled manual workers whilst DE includes semi and unskilled occupations, state pensioners and the long-term unemployed.

Notes on report

1.11 This report presents the findings for the sample as a whole. Sub-groups of the sample, such as different age groups, social classes, geographical regions⁶ and sex are separated out in the data tabulations.

1.12 The main findings are summarised in the next chapter. Where applicable, results are compared to previous waves of research.

1.13 Throughout the report, the figures referred to are weighted figures. Where significant results are referred to within the report, these are significant at the 95% confidence level or above. All other differences noted are not statistically significant.

1.14 Where “*” appears in the report and data tables, this represents a percentage greater than zero but less than 0.5%. Within the tables in the report, the term ‘N’ refers to the unweighted base sample size.

⁶ Geographic regions are defined by the constituencies in which interviews were conducted. Each constituency is then assigned into one of 4 broad geographic areas: north, south, east or west.

CHAPTER TWO MAIN FINDINGS

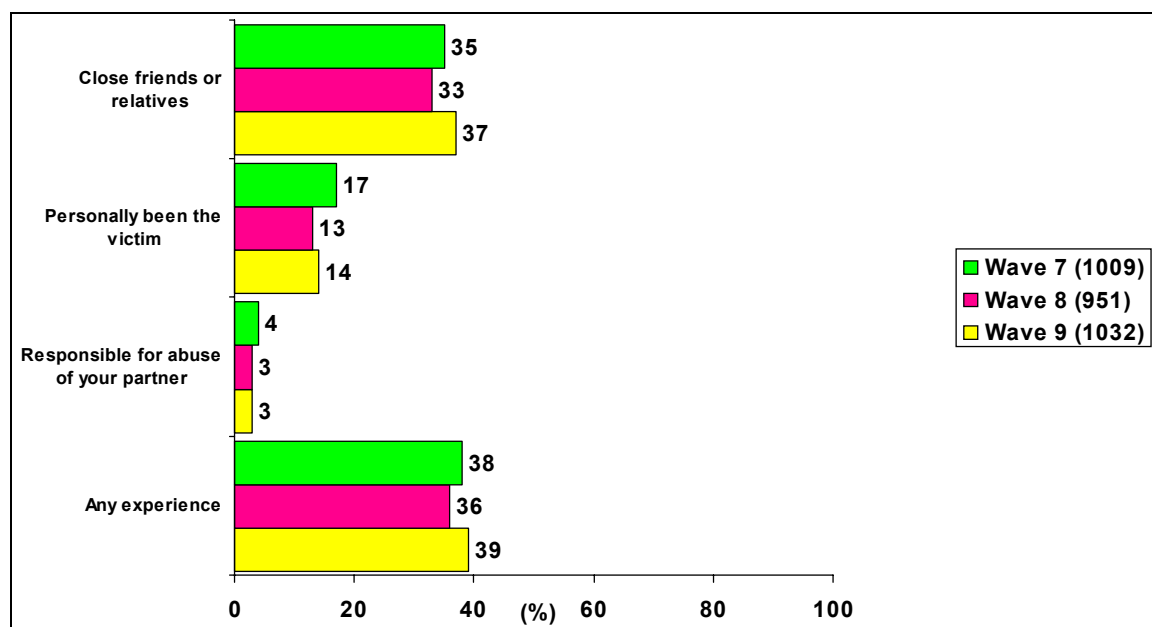
2.1 The main findings from the research are summarised below. Reference is made to the two previous waves of research as appropriate. Wave 7 was conducted in February 2004 and Wave 8 in February 2005.

Experience of domestic abuse

2.2 In addition to exploring attitudes, questions in the self-completion section of the interview sought to establish the extent of personal experience of domestic abuse within the sample, either as perpetrator, victim, or friend or relative of a victim. Findings are shown in Figure 2.1:

Figure 2.1 – Experience of domestic abuse

Bases: Wave 7 – 1009; Wave 8 – 951; Wave 9 - 1032



2.3 The level of experience of **any**⁷ type of domestic abuse rose at Wave 9: 39% had experience of **any** type of abuse, compared to 36% at Wave 8 and 38% at Wave 7. This increase reflects a change in the number of respondents claiming to know close friends or relatives who have been victims of domestic abuse (37% at Wave 9, compared to 33% at Wave 8 and 35% at Wave 7). The broadened definition of domestic abuse, which emphasises its non-physical forms (see paragraph 1.6), may have influenced the level of

⁷ The 'any' figure is comprised of anyone who claimed to a) know any close friends or relatives who were victims of domestic abuse, b) have personally ever been the victim, c) have been responsible for abuse of partner.

abuse reported at Wave 9, with some respondents perhaps more inclined to answer in the affirmative due to this.

2.4 Experience of domestic abuse on each level within demographic sub-groups was as shown in Table 2.1. Figures are shown as row percentages – that is, the percentage in each sub-group with the relevant experience of domestic abuse at the more recent waves.

Table 2.1 – Experience of domestic abuse by demographics

Bases: Wave 7 – 1009; Wave 8 – 951; Wave 9 - 1032

		Friends/relatives			Self victim			Self responsible		
		Wave 7	Wave 8	Wave 9	Wave 7	Wave 8	Wave 9	Wave 7	Wave 8	Wave 9
SEX:	Male	27	27	29	9	7	8	4	2	4
	Female	42	38	44	24	19	20	4	3	3
AGE:	16 – 24	38	35	39	15	6	15	4	1	2
	25 – 34	44	41	55	25	17	16	5	5	3
	35 – 44	40	43	48	18	16	20	5	3	4
	45 – 54	38	39	40	21	20	20	4	3	3
	55 – 64	31	20	28	15	13	9	5	3	5
	65+	17	15	15	6	7	5	2	-	3
SEG:	AB	25	30	32	8	11	9	1	1	3
	C1	35	30	36	16	12	13	3	2	2
	C2	32	32	37	15	11	15	4	2	4
	DE	43	37	41	24	18	19	7	4	4

2.5 Smaller base sizes within sub-groups increase the scope for movements in percentages between waves, and this should be taken into account in comparing results within age and SEG in particular. Therefore, attention should focus on patterns rather than absolute percentages. The main points are as follows:

- Females continued to be aware of, and subject to, domestic abuse to a greater level than males at this latest wave. The level of both males (29%) and females (44%) claiming that friends or relatives had been victims of domestic abuse however increased at Wave 9. For women this reversed the decline in those claiming to have friends or relatives who were victims in the last wave (42% at Wave 7, 38% at Wave 8).
- Those most likely to have family or friends who had been victims of domestic abuse were females, and also those within social classes C2DE and those aged 25-44.
- Similarly females, those within the C2DE social classes and those aged 35-54 were most likely to have personally been victims of domestic abuse.

2.6 Reflecting the change of focus in the new ‘Elizabeth’ advert which featured the impact of domestic abuse on children within the household, a new question was inserted at Wave 9 looking into whether children were living in the household when domestic abuse

occurred. Only those who had been victims or had perpetrated abuse were asked this question. Results show that children were present in two-thirds of cases (68%) overall. Those respondents who personally had been the victim of domestic abuse were only *marginally* more likely to report the presence of children than those who said they had been responsible for domestic abuse (68% compared to 64%).

Sectors of society where domestic abuse is more common

2.7 To establish whether domestic abuse is associated with any particular sectors of the population in public perception, respondents were asked to identify, in general terms, the age groups and social classes in which they thought domestic abuse happens most often. The results are shown in the tables that follow, with an additional score for those who mentioned all age groups or all social classes in each case. Results are also shown in relation to sex, as well as for the total sample.

Table 2.2 – Age groups in which domestic abuse happens more often

Base: All respondents

	Total			Male			Female		
	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)
Younger people	78	76	75	73	72	68	84	79	81
Middle aged people	84	83	80	81	82	78	86	84	81
Older people	51	52	48	43	44	37	58	59	58
All age groups	47	48	43	38	40	32	55	55	53
Don't know/not stated	1	2	2	2	2	3	1	2	2
N (Unweighted):	1009	951	1032	454	432	442	555	519	590

2.8 One of the key aims of previous Domestic Abuse campaigns was to challenge pre-conceptions about what types of people experience domestic abuse. The evaluations of the campaigns have continued to monitor these attitudes. The number of respondents saying that domestic abuse is something that affects people from all age groups has fallen by 5 percentage points since Wave 8 to 43% at the latest wave. In addition the perceived incidence of abuse for each age group has fallen individually at Wave 9. Overall, domestic abuse remains an issue which is not seen to affect older people: just 48% of respondents cited older people, down from 52% at Wave 8.

2.9 Looking at differences by gender, it is male rather than female respondents who have had a larger change in opinion regarding domestic abuse being frequent in **all** age groups. Less than 1 in 3 (32%) males at Wave 9 said this, down from 40% at Wave 8. Female respondents in contrast had just a 2 percentage point fall at Wave 9 (53%) compared to Wave 8 (55%).

2.10 Perceptions of the frequency of domestic abuse in relation to socio-economic grouping are shown in Table 2.3.

Table 2.3 – Social classes in which domestic abuse happens more often

Base: All respondents

	Total			Male			Female		
	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)	Wave 7 (%)	Wave 8 (%)	Wave 9 (%)
Upper classes	69	66	64	63	60	54	75	73	72
Middle classes	81	79	76	77	74	68	85	84	82
Working classes	93	93	89	93	93	89	94	93	91
All classes coded	67	64	61	60	57	51	73	71	70
Don't know/not stated	1	2	3	1	2	3	1	1	2
N (Unweighted):	1009	951	1032	454	432	442	555	519	590

2.11 Whilst over three-fifths of respondents continued to perceive domestic as something that affects **all** classes (61%), this has fallen steadily since Wave 7 (67%) and Wave 8 (64%). Domestic abuse is however, still perceived by a majority of respondents (89%) to be most prevalent in the working classes.

2.12 Looking at the responses by gender it is again male respondents who have had a larger change in opinion regarding domestic abuse being frequent in **all** classes, compared to females. Just over half of males (51%) at Wave 9 mentioned all classes, down from 57% at Wave 8, a fall of 6 percentage points. Female respondents in contrast had just a 1 percentage point fall at Wave 9 (70%) compared to Wave 8 (71%).

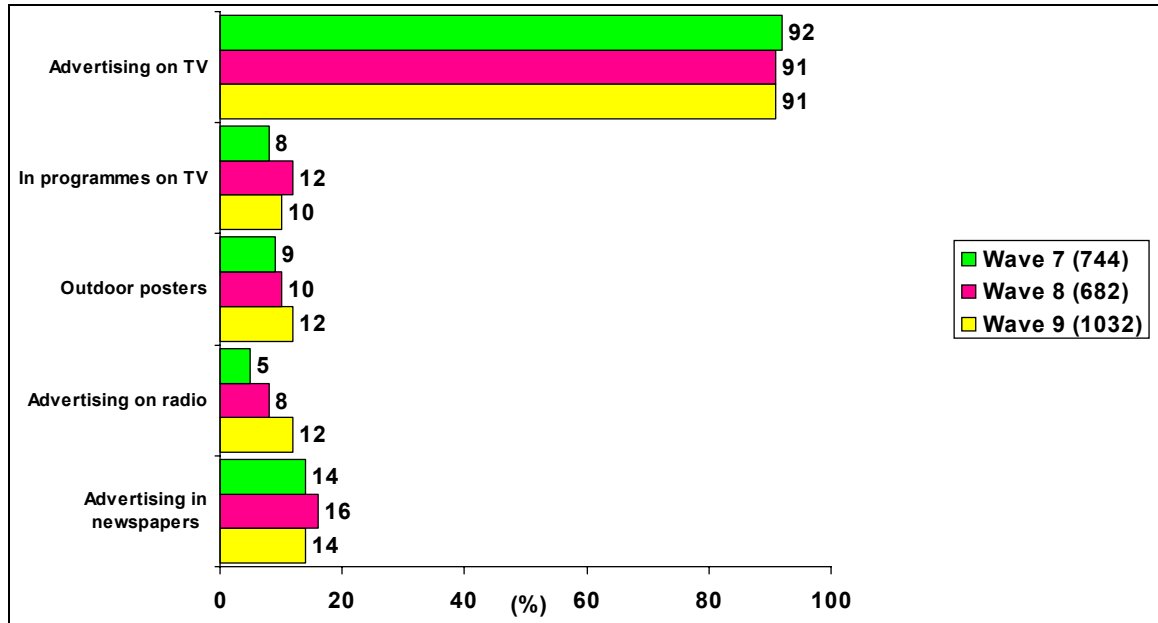
Awareness of advertising or publicity recently on domestic abuse

2.13 The profile achieved by the domestic abuse campaign activity has continued to remain high over recent years. Since the first post-campaign research was undertaken in April 1999, claimed spontaneous awareness of advertising or publicity on this subject has been high, in the 72-76% range. The figure for claimed spontaneous awareness at the latest wave - 78% - exceeded this, suggesting that domestic abuse advertising was an even more salient issue for respondents at Wave 9.

2.14 The main sources of advertising seen or heard amongst those who were aware of advertising or publicity are shown in Figure 2.2.

Figure 2.2 – Where seen or heard advertising or publicity on domestic abuse

Base: Seen or heard advertising or publicity



2.15 Television, as has been seen at previous waves, continued to be the main source of advertising recalled (91%). TNS System Three’s experience has shown repeatedly that television dominates public recall as the main perceived source of advertising, due to its impact and the high public profile of the medium⁸.

2.16 The key movement at this latest wave was recorded for advertising on radio, the main secondary medium used in the latest domestic abuse campaign. Advertising on radio increased from 5% at Wave 7 to 8% at Wave 8 to 12% at the present wave - a consistent build in prominence over the three years reflecting its role in the campaign media schedule.

Content recall from television advertising

2.17 Respondents who said they had seen advertising on the subject of domestic abuse on television were asked to describe what they had seen. The main details recalled are shown in Table 2.4, whilst full details can be found within the appended data tabulations.

⁸ Respondents who recall seeing or hearing advertising can have difficulty in recalling exactly *where* they saw or heard it. As TV has the highest impact of all media it is often ‘top-of-mind’ for respondents. Thus when respondents are asked to identify where they saw or heard advertising television is generally the automatic point of reference for many.

Table 2.4 - Details recalled from television advertising

Base: All seen television advertising on domestic abuse recently

	Wave 9 (%)
Any details – Reminder	25
- Woman shopping / buying different things e.g. dress / meat	11
- Her partner’s voice comes into her head always criticising her	10
- Mental rather than physical abuse	8
Any details – Doll’s House	13
Any details – Behind Closed Doors	4
Story Details – Bruised Face ad	8
Story details – Coming Home advert	7
No excuse for domestic violence	6
Shows parents arguing / fighting in front of children	4
Help is available/places to go	4
Woman being abused	3
Don’t know	16
N (Unweighted):	720

2.18 One in four (25%) of those who recalled having seen a TV advert about domestic abuse could recall *Reminder* specifically. Aspects respondents recalled included a *woman shopping / buying different things e.g. dress / meat* (11%), *her partner’s voice comes into her head always criticising her* (10%), and *mental rather than physical abuse* (8%). Arguably, some of the mentions such as *women being abused*, and *help is available/places to go* may be references to this advert, but as they are more generic mentions, they have not been deemed to be specific to *Reminder* within this analysis.

2.19 The advert which ran prior to Wave 9, *Behind Closed Doors*, was mentioned by 4% at this wave, showing a small residual awareness. *Doll’s House*, which ran at Wave 6, was mentioned by 13% at this latest wave, demonstrating strong residual awareness that remains for this advert. *Coming Home* and *Bruised Face*, two adverts which ran prior to *Doll’s House*, continued to be mentioned by around one in eight respondents (7% and 8% respectively), demonstrating how memorable these adverts were when they launched the domestic abuse campaign initially.

2.20 Overall, the level of content recall for *Reminder* was not particularly high compared to some other executions following initial exposure. For example *Doll’s House* achieved 51% content recall at Wave 6 within similar levels of TV ad awareness. This may be due to a variety of factors however, including the relative weight of exposure and the ‘clutter’ of previous ads against which it is competing.

2.21 There were some notable differences in content recall relating to the *Reminder* execution by gender. Females had considerably better content recall levels than males, with 30% recalling any details compared to just 19% of males. This may reflect the stronger female orientation of the execution. Respondents who had personally been the victim of domestic abuse did not have higher recall than the total sample (26% compared to 25%).

Reach of current campaign

2.22 Prior to Wave 9, a photo-prompt of key frames from the TV advert was shown to respondents and they were asked whether they had seen it on TV recently, giving a measure known as 'reach'. Given the importance of radio within the campaign at Wave 8, multimedia CAPI was used to play the 2 radio adverts in full then. At the present wave, both the TV advert (*Reminder*) and the radio advert (*Elizabeth*) were played in full to respondents.

2.23 The level of TV reach was back up to the level seen at Wave 7, having fallen significantly at Wave 8 (the advert not appearing on the main ITV channels for that phase of the campaign). Specifically, the level at the latest wave was 69%, compared to 70% at Wave 7 and 47% at Wave 8. The trend of females being more likely to have seen the advert than males noted at previous waves continued at Wave 9. With almost 4 in 5 females (77%) claiming to have seen the advert compared to 3 in 5 males (61%) however, this disparity was larger than has been seen previously. The female orientation of the execution at the present wave may have influenced recall by gender. Those respondents who had personally been the victim of domestic abuse were also more likely than the total sample to recall having seen the advert (76%).

2.24 All those who recalled having seen *Reminder* were asked what the main message of the advert was. The results are shown in Table 2.5.

Table 2.5 - Main message recalled from Reminder

Base: All seen Reminder TV advert

	Wave 9 (%)
Mental / psychological / emotional abuse	46
- Domestic abuse is not just physical it can be verbal / mental / psychological	24
- Mental abuse is as bad / worse than physical abuse	8
- Man undermining the woman's confidence	7
- She's being emotionally / mentally abused	6
No excuse – Zero tolerance	21
- Shouldn't be tolerated	12
- No excuse/unacceptable	10
Help is available	13
- Help is available/places to go	9
- Report it/tell someone about it	4
Making people aware of domestic abuse	3
Don't know	5
N (Unweighted):	728

2.25 Of those who claimed to have seen the advert, almost half (46%) recognised that the advert sought to communicate *mental / psychological / emotional* aspects of abuse. Specifically respondents mentioned that *domestic abuse is not just physical it can be verbal / mental / psychological* (24%) or that *mental abuse is as bad / worse than physical abuse* (8%). Other respondents fed back the vignette used in the advert, describing a *man undermining the woman's confidence* (7%), and a woman *being emotionally / mentally abused* (6%).

2.26 Just over a fifth of respondents (21%) took out that the message was *no excuse – zero tolerance*, whilst a further 13% mentioned *help is available* - both intended communication points for the advert. Some 3% mentioned *making people aware of domestic abuse*. Very few people who claimed to have seen the advert described a message which could not be attributed to the messages of the domestic abuse campaign.

2.27 When respondents were played the *Elizabeth* radio advert used in the latest campaign, 35% claimed to have heard it before. This level of reach compares well with the levels of reach found for the radio adverts *Waiting* (33%) and *Little Things* (31%) used at Wave 8. There was only a small gender difference for the level of reach at Wave 9, with females (37%) slightly more likely than males (32%) to have heard the advert. Those who had personally been victims of domestic abuse were slightly more likely to have heard the advert (41%) than the total sample.

2.28 Combining the reach figures for TV and radio gives a total reach figure for the campaign as a whole. At this wave the campaign achieved total reach of 78%, which compares favourably to other social campaigns monitored by TNS. With TV reach so high (69%) people at this wave were more likely to have seen/heard both the TV and radio advertising. This is in contrast to the previous wave where a higher proportion of people had seen/heard either the radio or the TV advertising.

2.29 Continuing previously noted differences by gender, females were significantly more likely to have seen or heard campaign advertising (84%) than males (72%). Those who had personally been victims of domestic abuse were also more likely to have seen or heard campaign advertising (88%) than the total sample (78%).

Attitudes towards domestic abuse

2.30 The ongoing communications campaign focuses the public's attention on the issue of domestic abuse as unacceptable. Part of the evaluation of the campaign therefore investigated respondents' attitudes to domestic abuse. Respondents were asked to indicate the strength of their agreement or disagreement with a series of attitude statements relating to domestic abuse. A five point scale of Agree strongly (+2) to Disagree strongly (-2) was used for rating purposes, with the figures in brackets denoting the range of values ascribed to ratings in calculating mean scores. Table 2.6 appended presents a summary of the statements used, percentage ratings recorded on each and also the relative mean scores for the total sample, as well as for males and females separately at each wave.

2.31 As was seen at previous waves, those who were aware of having seen the advertising campaign held more forthright attitudes on the subject of domestic abuse, compared to those who had not seen any advertising. This indicates that the advertising campaign is contributing to these views. Some of the key findings are shown in the following paragraphs, with the remainder shown within the appended data tabulations.

2.32 One of the most significant movements at this latest wave was those agreeing that *sometimes women have a good reason for hitting their partner* which **fell** from 26% at Wave 8, to 18% at Wave 9. Indeed, this was largely driven by the number disagreeing *strongly* with this statement which rose 7 percentage points at Wave 9 to 60%. Those who had seen campaign advertising were **more** likely to disagree with the statement (76%) compared to those who had not (67%), suggesting a *campaign effect*⁹.

2.33 The statement *domestic abuse between adults doesn't really affect children in the household in the long term* which has been used for the previous 8 waves of research was updated at Wave 9, so that there was no reference to a time frame (*domestic abuse between adults doesn't really affect children in the household*). Levels of agreement did not change a great deal; 6% agreed with the statement at Wave 9 compared to 8% at Wave 8. There was however a shift in the number of respondents disagreeing strongly with the statement, which was up 4 percentage points from 85% at Wave 8 to 89% at the present wave. This movement

⁹ A *campaign effect* is a situation where respondents who have seen campaign advertising are more likely to agree with statements relating to campaign communication objectives *than those who have not*.

in the strength of opinion suggests that dropping reference to the ‘long term’ may have influenced responses to the statement. Disagreement for those respondents who had heard the *Elizabeth* radio ad, which focused on the impact of domestic abuse on a child, was marginally stronger than for the total sample (91% disagreeing strongly compared to 89% for the total sample). This difference was not large enough however to attribute a campaign effect. Assessing the pattern of response for this statement at future waves will allow firmer conclusions to be drawn about how rewording has influenced agreement.

2.34 The statement *mental abuse where one partner threatens the other with his or her behaviour is just as bad as actual physical abuse* was also updated at Wave 9 to reflect the latest TV execution *Reminder* as follows: *psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse*. Agreement at Wave 9 did not change despite this update however: at 92% agreement was comparable with levels found over the previous 3 years at Wave 8 (93%), Wave 7 (92%), and Wave 6 (93%). There appears to be strong agreement for this measure in spite of the wording change, suggesting that the *zero tolerance* message was salient for respondents when giving their responses over the past 4 waves.

2.35 The previous wave saw a significant fall in those agreeing that *domestic abuse of one partner by the other is a common occurrence in Scotland*, from 74% at Wave 7, to 67% at Wave 8. At Wave 9 this downward movement was reversed, with the level of agreement rising 2 percentage points to 69%. It is likely that the increased TV reach at the latest wave will have contributed to this change. Respondents who had not seen the TV advert at this wave were significantly less likely to agree with the statement (54%) than those who had seen the advert (75%), suggesting the advertising was acting to maintain the profile of the issue within the public arena.

2.36 A new statement was inserted at Wave 9 - *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*. This statement was added to give a baseline figure of attitudes towards sexual abuse, to allow comparison should this become a focus of domestic abuse campaigns in the future. The vast majority of respondents (89%) disagreed with this, including 81% who disagreed strongly. The fact that even a small minority of respondents (7%) agreed that sexual coercion was acceptable, including 6% who agreed strongly, perhaps should be of concern given the remit of the domestic abuse campaign.

2.37 Endorsement levels of the remaining statements remained fairly constant over recent waves.

Additional questions

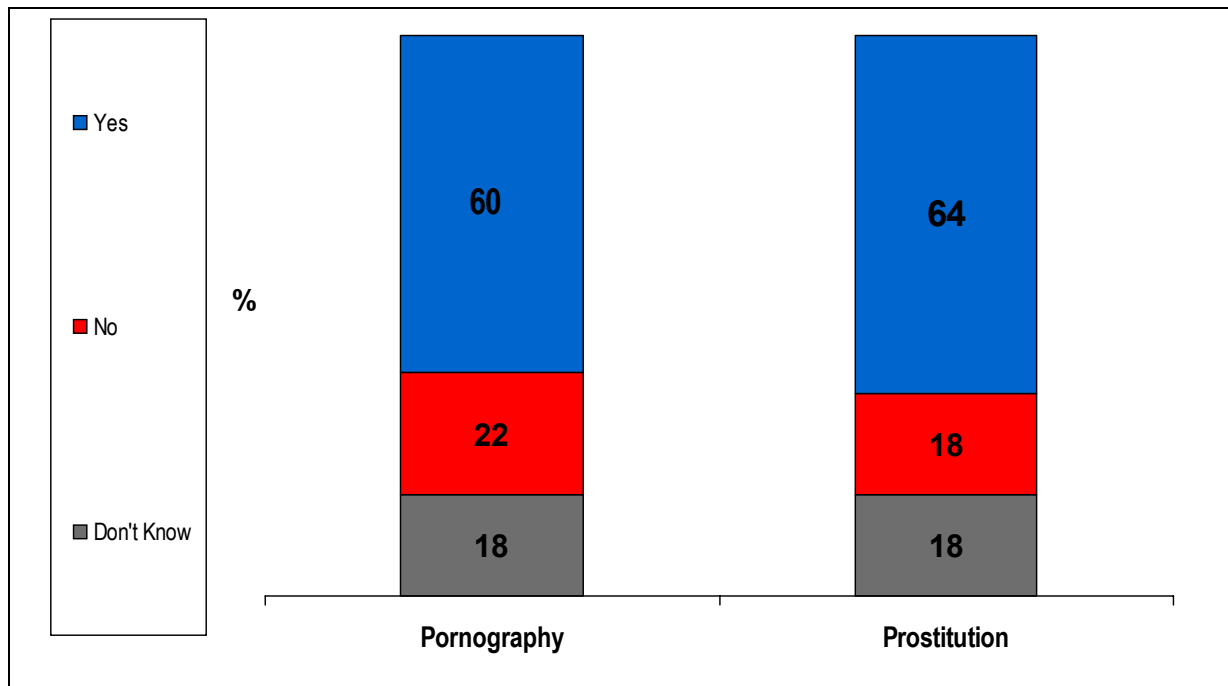
2.38 An additional set of questions was added to the tracking questionnaire at Wave 9 to investigate perceptions of the public in relation to wider forms of violence against and exploitation of women, which were new secondary research aims for 2006. The data from these questions will provide baseline attitudinal figures. This will, again, allow comparison should wider forms of violence against women become a focus of domestic abuse

campaigns in the future. Due to the sensitive nature of these questions, respondents aged 16-17 were excluded.

2.39 The first measure asked all respondents 18+ whether they regarded prostitution or pornography as exploitation of women. The results are shown in Figure 2.3.

Figure 2.3 - Whether regard pornography or prostitution as exploitation of women

Base: All respondents aged 18+ (1008)



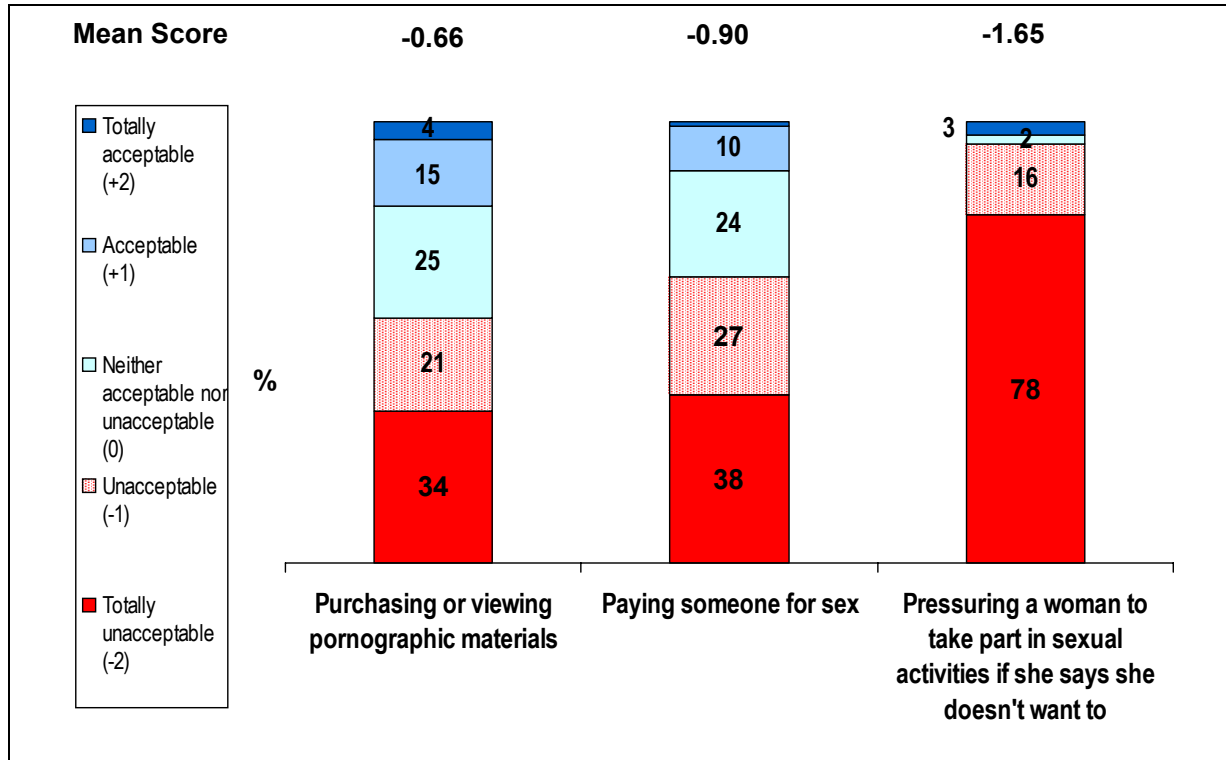
2.40 The majority of respondents thought that pornography (60%) and prostitution (64%) were exploitative; of the remainder approximately a fifth disagreed (22% and 18% respectively saying that each was not exploitative) and a further fifth were unsure (18% in each case saying they didn't know). The proportion stating 'don't know' in each case was not insignificant, suggesting that this was not a clear-cut issue for many respondents.

2.41 There were notable differences in opinion towards pornography by demographics. Females (68%) were significantly more likely to regard this as exploitative than men (52%). Similarly, those aged 35+ were significantly more likely to regard this as exploitative than those aged 18-34 (74% compared to 41%). Differences in opinion by demographics were less marked for prostitution, although men (with 61% agreeing that it was exploitative) were more accepting of this than women (67%).

2.42 The second measure concerned three activities that could be seen as violence against women. All respondents aged 18+ were asked how acceptable or unacceptable they thought each activity was. The results are shown in Figure 2.4.

Figure 2.4 - Level of acceptability

Base: All respondents aged 18+ (1008)



2.43 The majority of respondents thought the activities were unacceptable in each case. *Pressuring a woman to take part in sexual activities if she says she doesn't want to* was the least acceptable activity, with almost 4 in 5 (78%) saying that this was totally unacceptable and a further 16% that it was unacceptable; the mean score¹⁰ of -1.65 reflected this. Only a small minority were unsure (2%) whilst 3% thought this was totally acceptable.

2.44 The remaining two activities included larger numbers who were either undecided or thought that these were acceptable. Thus whilst two thirds (65%) said *paying someone for sex* was unacceptable, almost a quarter were undecided (24%), and around 1 in 10 thought it **was** acceptable. The mean score for this activity was -0.90. Similarly over half thought *purchasing or viewing pornographic materials* was unacceptable (55%), a quarter (25%) were undecided and almost a fifth (19%) thought it was acceptable. The mean score in this case of -0.66 made *purchasing or viewing pornographic materials* the most accepted of the three activities.

2.45 Pronounced demographic differences in opinion existed for *purchasing or viewing pornographic materials*. Overall almost 1 in 5 (19%) said that they thought it was acceptable. This level of acceptance however rose to almost 1 in 3 (32%) for those aged 18-

¹⁰ Mean scores are calculated by assigning numerical values to respondents' answers - in this case ranging from +2 for *Totally Acceptable* to -2 for *Totally Unacceptable* - multiplying the values by the frequency for that response, adding the derived values then dividing the total by the number of respondents answering the question. Mean scores enable an easy comparison of the strength of respondents' views within sub-groups on attitude statements.

34 and for single respondents (29%), and to 1 in 4 for males (25%). The variations in opinion by age – with young people being more likely to view these activities as ‘acceptable’ may have implications for future campaign strategy. Demographic differences were less pronounced for the other activities.

CHAPTER THREE CONCLUSIONS

3.1 After falling at Wave 8, at this latest wave TV advertising awareness was back up to the levels seen at Waves 6 & 7. The TV advertising was shown on the main ITV channels alongside Channel 4 and Channel 5 at Wave 9, as it had been prior to Wave 8, which will have influenced awareness levels.

3.2 Content recall for the new TV execution *Reminder* was not as high as recall for some previous new executions used for the domestic abuse campaign. *Reminder* was specifically targeted at females rather than males which may have contributed to this. Despite lower spontaneous recall, the advert communicated well, with the main messages taken from the advert closely matching the campaign's communication objectives.

3.3 Radio also contributed to the overall campaign reach: the add-on effect of this secondary medium resulted in a total campaign reach of 78% at this latest wave. This is one of the highest levels of total campaign reach recorded for a domestic abuse campaign, and compares favourably to other social advertising campaigns monitored by TNS.

3.4 There was a notable disparity for overall campaign reach by gender: females were significantly more likely to have seen or heard campaign advertising (84%) than males (72%). As suggested the stronger female orientation of the *Reminder* TV execution is likely to have influenced recall levels.

3.5 Existing high levels of agreement and disagreement were maintained on the battery of attitude statements used to monitor opinions towards the issue. Attitudes amongst those who had seen or heard the campaign were generally stronger on a number of statements relevant to domestic abuse – confirming the role of the campaign in reinforcing public disapproval of the issue.

3.6 Measures looking into perceptions of the wider forms of violence / exploitation of women showed that there was broad agreement rather than consensus that pornography and prostitution were unacceptable.

APPENDIX 1 ADDITIONAL TABLES

Table 2.6 – Attitudes towards domestic abuse

Base	Wave 7 – 1009 (%)			Wave 8 – 951 (%)			Wave 9 – 1032 (%)			Mean scores								
	Agree strongly (+2)	Agree slightly (+1)	Neither agree nor disagree (0)	Disagree slightly (-1)	Disagree strongly (-2)	All	Male	Female										
a)	Domestic abuse of one partner by another is a common occurrence in Scotland									Wave 7	43	31	18	5	2	+1.03	+0.81	+1.22
										Wave 8	37	30	21	7	4	+0.89	+0.67	+1.09
										Wave 9	33	37	20	7	3	+0.89	+0.62	+1.14
b)	Domestic abuse in private between partners is nobody's business but their own									Wave 7	4	6	7	17	66	-1.34	-1.29	-1.39
										Wave 8	6	8	8	15	63	-1.23	-1.12	-1.32
										Wave 9	5	6	7	15	67	-1.32	-1.31	-1.33
c)	There are lots of places women in Scotland can go for help if they are assaulted by their partner									Wave 7	20	27	32	15	7	+0.39	+0.36	+0.41
										Wave 8	22	28	33	12	5	+0.49	+0.39	+0.57
										Wave 9	20	30	34	11	5	+0.50	+0.42	+0.57
d)	Domestic abuse between adults doesn't really affect Children in the household									Wave 7	6	1	1	9	83	-1.62	-1.60	-1.64
										Wave 8	6	2	2	5	85	-1.62	-1.61	-1.63
										Wave 9	5	1	1	3	89	-1.71	-1.64	-1.77
e)	Psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse									Wave 7	75	17	3	2	3	+1.60	+1.48	+1.70
										Wave 8	80	13	3	1	2	+1.68	+1.61	+1.74
										Wave 9	79	13	3	2	3	+1.64	+1.56	+1.71
f)	Sometimes men can have a good reason for hitting their partner									Wave 7	2	7	5	11	75	-1.50	-1.50	-1.50
										Wave 8	2	7	4	9	78	-1.53	-1.51	-1.56
										Wave 9	2	5	5	8	80	-1.58	-1.58	-1.58
g)	Sometimes women can have a good reason for hitting their partner									Wave 7	7	15	7	17	54	-0.96	-0.89	-1.03
										Wave 8	9	17	8	13	53	-0.85	-0.75	-0.91
										Wave 9	6	12	9	13	60	-1.09	-1.00	-1.17
h)	It's okay to hit your partner once in a while									Wave 7	1	2	4	10	83	-1.72	-1.71	-1.72
										Wave 8	2	2	2	8	86	-1.75	-1.76	-1.75
										Wave 9	2	1	4	7	86	-1.75	-1.75	-1.76
i)	Anybody who hits their partner should be treated with Contempt									Wave 7	71	15	8	3	3	+1.46	+1.45	+1.48
										Wave 8	68	16	9	3	5	+1.39	+1.38	+1.40
										Wave 9	66	17	8	4	4	+1.36	+1.37	+1.35
j)	People who escape from domestic abuse at home can go on to make a new life for themselves afterwards									Wave 7	59	29	7	4	2	+1.39	+1.23	+1.55
										Wave 8	61	27	7	3	1	+1.45	+1.40	+1.50
										Wave 9	58	28	9	3	2	+1.36	+1.26	+1.46

APPENDIX 2 QUESTIONNAIRE

Info1

SECTION A

INTERVIEWER:

THE RESPONDENT SHOULD ANSWER A.1 - A.6 THEMSELVES. THEY WILL THEN BE PROMPTED TO GIVE THE COMPUTER BACK TO YOU. YOU MAY HELP THEM TO 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.

[Section A - Intro]

Info1

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.

Please answer each question by pressing on the circle or square beside your answer. The interviewer can help you if you are not sure.

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 1000 people throughout the country to form a picture of the situation on domestic abuse within Scotland.

Now press the ""Next"" arrow to move on to the first question.

[A1 - intro]

Info1

A.1

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 ""Next"" to move to the first set of statements.

[A1a - grid]

Info1

A.1 (continued)

Grid1

	Agree strongly [1]	Agree slightly [2]	Neither agree nor disagree [3]	Disagree slightly [4]	Disagree strongly [5]
Domestic abuse of one partner by the other is a common occurrence in Scotland [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sometimes men can have a good reason for hitting their partner [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Domestic abuse in private between partners is nobody's business but their own [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[A1b - grid]

Info1

A.1 (continued)

Grid1

	Agree strongly [1]	Agree slightly [2]	Neither agree nor disagree [3]	Disagree slightly [4]	Disagree strongly [5]
People who escape from domestic abuse at home can go on to make a new life for themselves afterwards [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Anybody who hits their partner should be treated with contempt [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[A1c - grid]

Info1

A.1 (continued)

Grid1

	Agree strongly [1]	Agree slightly [2]	Neither agree nor disagree [3]	Disagree slightly [4]	Disagree strongly [5]
Sometimes women can have a good reason for hitting their partner [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are lots of places women in Scotland can go for help if they are assaulted by their partner [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's okay to hit your partner once in a while [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[A1d - grid]

Info1 A.1 (continued)					
Grid1					
	Agree strongly [1]	Agree slightly [2]	Neither agree nor disagree [3]	Disagree slightly [4]	Disagree strongly [5]
Domestic abuse between adults doesn't really affect the children in the household [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who suffer from domestic abuse just have to learn to live with it [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[A2 - age group for domestic abuse]

Info1 A.2	
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.	
Multi1	
<input type="checkbox"/>	Younger people [1]
<input type="checkbox"/>	Middle-aged people [2]
<input type="checkbox"/>	Older people [3]

[A3 - class for domestic abuse]

Info1

A.3

In which social class or classes do you think domestic abuse happens more often in Scotland? Again, please select as many or as few as you think apply.

Multi1

- Upper classes [1]
- Middle classes [2]
- Working classes [3]

[A4 - know any victims]

Info1

A.4

Do you have any close friends or relatives who you know have been a victim of domestic abuse?

Single1

- Yes [1]
- No [2]

[A5 - personal victim]

Info1

A.5

Have you personally ever been the victim of domestic abuse?

Single1

- Yes [1]
- No [2]

[A6 - personally responsible]

Info1

A.6

Have you personally ever been responsible for domestic abuse against your partner?

Single1

- Yes [1]
- No [2]

A.6b ASK IF YES AT EITHER A.5 OR A.6

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

Yes

No

[Computer return]

Info1

Thank you for your assistance on this important section of the interview.
Now please hand the computer back to the interviewer.

[A7 - seen advertising]

Info1

A.7

Have you seen or heard any advertising or publicity on the subject of domestic abuse recently?

Single1

- Yes [1]
- No [2]
- (Don't know) [3]

- **Continue If [A7 - seen advertising] = '1' Else Goto Form [A10 - Whether have seen ad] On Page 28**

[A8 - Where saw advertising]

Info1

A.8

Where did you see or hear this advertising or publicity?

PROBE FULLY : Anywhere else?

Multi1

- Advertising on TV [1]
- In programmes on TV [2]
- Advertising on radio [3]
- In programmes on radio [4]
- Advertising in newspapers [5]
- Articles in newspapers [6]
- Outdoor posters (including bus shelters) [7]
- Indoor posters (washrooms etc.) [8]
- Cinema [9]
- Other1 (SPECIFY) [10]
- Other2 (SPECIFY) [11]
- Other3 (SPECIFY) [12]
- (Can't remember where) [13]

- **Continue If '1'** In [A8 - Where saw advertising].[Multi1] **Else Goto Form** [A10 - Whether have seen ad] **On Page 28**

[A9 - Description of advertising]

Info1

A.9

Please describe the advertising you saw on television on the subject of domestic abuse. What did it show and what did it say?

PROBE

OpenText1

 :



[A10 - Whether have seen ad]

Info1

A.10

I am now going to play you a TV ad. AD TO BE PLAYED ON SCREEN

Have you seen this ad on television recently?

PROBE

Single1

- Yes [1]
- No [2]
- (Don't know) [3]

- **Continue If** [A10 - Whether have seen ad] = '1' **Else Goto** Label 1 **On Page 20**

[A11 - Message of ad]

Info1

A.11

What do you think is the message of this ad? What is it saying to people?

PROBE

OpenText1



Label 1

I would now like you to listen to a radio advert.

A.12 Have you heard this advert on the radio recently?

- 1 Yes
- 2 No
- 3 Don't know

Additional questions for Domestic Abuse survey (134771)

TO BE ASKED OF THOSE 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

B.1 Do you regard either of the following as exploitation of women or not?

- i) Pornography Yes; No; Don't know
- ii) Prostitution Yes; No; Don't know

B.2 How acceptable or unacceptable do you believe the following activities to be?

- i) Pressuring a woman to take part in sexual activities if she says she doesn't want to
- ii) Purchasing or viewing pornographic materials
- iii) Paying someone for sex

Scale: Totally acceptable; Acceptable; Neither acceptable nor unacceptable; Unacceptable; Totally unacceptable

END OF SECTION

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