



SCOTTISH EXECUTIVE

Domestic Abuse 2006/07: Post-Campaign Evaluation

Office of Chief Researcher



DOMESTIC ABUSE WAVE 10 – 2006/07 POST CAMPAIGN EVALUATION

Campaign overview

- Since 1998, government-led annual advertising campaigns have been conducted to strengthen the view that domestic abuse is totally unacceptable, using the strapline ‘Domestic Abuse: there’s no excuse’.
- The main objective of the latest phase of the campaign was to raise awareness of the impact of psychological domestic abuse, to communicate the harm that domestic abuse causes and promote the national domestic abuse helpline and web address.
- The target audience for the campaign was the adult population of Scotland.
- This research follows the ninth phase of advertising which took place between 26 December 2006 and 14 January 2007. This latest phase comprised a three week television campaign using the 30 second commercial *Reminders* which launched in 2005/06, and a four week radio campaign, using *Elizabeth* and *Listener*.
- This research project has been conducted to track awareness of the advertising and assess attitudes towards domestic abuse.
- 2006/07 experienced a reduced media spend year on year.

Highlights

- Wave 10 recorded the highest level of combined campaign reach on domestic abuse to date – 79% compared to 78% in wave 9, 72% in wave 8, 70% in wave 7 and 76% in wave 6. (Combined reach being the total figure of those claiming to have seen the TV ad and heard the radio advert.)
- Individually, the level of TV reach was 67% (69% at wave 9) and radio performed particularly well scoring a combined reach of 47% (45% in wave 9). This is a combined figure for the two radio ads aired, *Elizabeth* and *Listener*.
- Spontaneous awareness of the campaign has dropped since wave 9 – 70% compared to 78%. Nineteen per cent of those who recalled having seen an advert on the issue of domestic abuse could describe specific aspects of *Reminders*. This compares to 25% at the previous wave. This can partly be attributed to the decrease in campaign duration (3 weeks compared to 5 weeks) and partly due to the decrease in media budget. It may also be a reflection of how the campaign performed; prompted recall of the TV ad was relatively high (67%), which indicates that the campaign was reaching people but perhaps was not having a long-term residual effect.
- Attitudinally there has been little change over the last two waves of research with the public continuing to agree that domestic abuse is unacceptable. The role of the advertising in this instance has helped to reinforce and maintain these beliefs. Taking

this further, those people who were aware of having seen the advertising held stronger attitudes on the subject of domestic abuse compared to those who had not seen any advertising.

- The main message of the campaign (that psychological abuse is as bad as physical abuse) has been one of the strongest and most consistently held beliefs over time. However, the research also shows that there has been a slight softening of attitudes on some measures that are not emphasised in the campaign (mainly around getting help for, and living after abuse).

Implications

- With recognition that there has been no improvement in content recall of the TV commercial from the previous year, it seems likely that an increased media spend behind the campaign would be beneficial. This would allow a more sustained media approach.
- Research suggests that there is a slight softening in attitudes on some measures that are not emphasised in the current campaign, specifically in relation to *where women in Scotland can go if they are assaulted by their partner* and also that *people who escape can go on to make a new life for themselves*. There is potential therefore to increase signposting to the helpline and make more use of the website.

**DOMESTIC ABUSE 2006/07:
POST-CAMPAIGN EVALUATION**

TNS System Three
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Scottish Executive Research
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EXECUTIVE SUMMARY

- 1 Since 1998, government-led yearly advertising campaigns have been conducted to strengthen the view that domestic abuse is totally unacceptable, using the message '*Domestic Abuse: there's no excuse*'. The most recent advertising activity was launched on 26th December 2006 and consisted of TV and radio adverts. The main objectives of the campaign were to raise awareness of the impact of domestic abuse, to communicate the harm that domestic abuse causes, and to publicise the helpline phone number and web address.
2. In 2007, as in each year previously, research has been conducted by TNS System Three using the Scottish Opinion Survey (SOS) to track awareness of the advertising and attitudes towards domestic abuse. Fieldwork took place after the advertising campaign, between 25th January and 1st February 2007 and 1,008 interviews were achieved in 42 constituencies throughout Scotland. This sample was representative of the adult population of Scotland both demographically and geographically. The SOS was conducted using Computer Aided Personal Interviewing (CAPI), allowing respondents to complete sensitive sections of the questionnaire (i.e. attitudes to and experience of domestic abuse) confidentially.
3. The proportion of respondents who had had *any* experience of domestic abuse remained fairly stable over the last four waves (with minor fluctuation), currently standing at 40% at Wave 10. This mostly comprised people who had close friends or relatives who had been the victim of domestic abuse (36% at Wave 10), and to a lesser extent people who had personally been the victim of domestic abuse (15% at Wave 10) and those who had been responsible for domestic abuse (3% at Wave 10). Results show that children were present in two thirds of cases (66%) at Wave 10.
4. Respondents were asked to identify the age groups and social classes in which they thought domestic abuse happened most often. Over time, the trend is towards fewer people seeing no barriers in respect of age and class. The number of respondents saying that domestic abuse was something that affected people from all age groups has fallen by six percentage points since Wave 8 to 42% at the latest wave. Although six in ten (60%) respondents felt that domestic abuse affected people from all social classes, this measure has also fallen over the last three waves, as have mentions for each class individually.
5. More than seven in ten respondents claimed to be spontaneously aware of advertising or publicity about domestic abuse over the last four waves. However, the high level of 78% at Wave 9 has not been achieved at Wave 10 – where 70% spontaneous awareness was recorded. Although television continued to be the main source of advertising recalled, the percentage dropped considerably to 59% at Wave 10 from 71% at Wave 9. This could be attributed to a lower spend on TV advertising and an underperformance in audience delivery within this. However this was unlikely to be the full explanation, as subsequent advert recognition remained consistently high. Levels of recall of other sources remain fairly consistent across the last waves.
6. Just under one in five (19%) of those who recalled having recently seen a TV advert about domestic abuse could describe specific aspects of the *Reminder* advert – a decrease in recall from 25% at Wave 9. Consistent with this, the number of mentions of the key themes dropped by several percentage points since Wave 9. Overall, the level of content recall for *Reminder* was not particularly high compared to some other executions following initial

exposure. However, the adverts which ran prior to *Reminder* continued to maintain some residual awareness, demonstrating how memorable they were.

7. When prompted with *Reminder*, the level of TV reach was 67% - only marginally lower than the level seen at Wave 9 (69%). When respondents were played the *Elizabeth* and *Listener* radio adverts, 36% claimed to have heard each before (in combination a total reach of 47%). Combining the reach figures for TV and radio gives a total reach of 79%, which is one percentage point higher than at Wave 9 and compares favourably to other social campaigns monitored by TNS System Three. Generally, the intended communication points for the TV advert were successfully communicated. Almost half (49%) of respondents who had seen the advert before recognised that it sought to communicate *mental / psychological / emotional* aspects of abuse.

8. The ongoing communications campaign focuses public attention on the issue of domestic abuse as unacceptable and a series of attitude statements are used to monitor public perceptions in this respect. Attitudes on this topic tend to be quite firmly held, which allows little opportunity for further strengthening. The role of the campaign is as much one of reinforcement and maintenance than of stimulating change. Against this background, the latest findings indicate no significant change in attitude between the two recent waves. The public continued to agree that domestic abuse and violent abuse in particular are unacceptable. The main message of this campaign (that psychological abuse is as bad as physical abuse) has been one of the strongest and most consistently held beliefs over time. There does however appear to be some softening of attitudes on some measures that are not emphasised in the current campaign (mainly around getting help for, and living after, abuse). As was seen at previous waves, those who were aware of having seen the advertising campaign held stronger 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 maintaining these views.

9. However, the theme and communication of the current execution may not be new or strong enough to remain front-of-mind. The campaign has had little effect on the already high level of condemnation of mental abuse, and it proved less memorable than campaigns featuring physical abuse.

10. 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/exploitation of women. Due to the sensitive nature of these questions, respondents aged 16-17 were excluded. It is important to note that these questions were not linked to the Domestic Abuse campaign.

11. The majority of respondents thought that pornography (60%) and prostitution (66%) were exploitative although, in each case, just under one in five were unsure, suggesting this is not a clear cut issue. There were notable demographic differences in opinion towards pornography. Females (67%) were more likely to regard this as exploitative than men (52%) and those aged 35+ were significantly more likely to regard pornography as exploitative than those aged 18-34 (70% compared to 37%). Differences in opinion by demographics were less marked for prostitution.

12. The second measure concerned three actions that could be seen as exploitation or violence against women (*Paying someone for sex, purchasing or viewing pornographic materials, and pressuring a woman to take part in sexual activities if she says she doesn't*

want to). The majority of respondents thought the actions were unacceptable in each case, and *pressuring a woman to take part in sexual activities if she says she doesn't want to* was the least accepted action. There has been a significant shift in attitudes towards *purchasing or viewing pornographic materials* with the mean score indicating that this activity is becoming less acceptable.

13. A new question was added at Wave 10 to explore attitudes towards rape, and how responsible respondents felt a woman was for being raped in various circumstances. Respondents felt very strongly that women were not responsible for rape in any circumstances, with 68% feeling that a woman was not at all responsible *if she is flirting*, 73% not at all responsible *if she is drunk*, 74% not at all responsible *if she is dressed in revealing clothing* and 82% not at all responsible *if she is known to have had many sexual partners*.

CHAPTER ONE

BACKGROUND AND METHOD

1.1 Since 1998, government-led advertising campaigns have been conducted to strengthen the view that domestic abuse is totally unacceptable. Since this time, yearly advertising campaigns have been conducted to communicate the general message, '*Domestic Abuse: there's no excuse*'.

1.2 The most recent advertising campaign was launched on 26th December 2006 and consisted of one TV and two radio adverts. This campaign focused on the same issues as the previous campaign run over the same period in 2005/6; psychological abuse and the effects of domestic abuse on children. The target audience for this campaign was the adult population of Scotland as a whole.

1.3 The main objectives of the campaign were to raise awareness of the impact of domestic abuse, to communicate the harm that domestic abuse causes, and to publicise the helpline phone number and web address.

1.4 Following each of the previous nine waves of advertising activity, research has been conducted by TNS System Three. This research has tracked awareness of the advertising and attitudes towards, and perceptions of, domestic abuse.

1.5 The primary aim of this wave of research was to evaluate the impact of the latest phase of the campaign amongst the population as a whole in order to assess attitudes towards domestic abuse, ascertain perceptions of domestic abuse victims in terms of age and class, and to establish spontaneous and prompted awareness of the TV and radio ads.

1.6 In order to survey a representative sample of the Scottish adult population, this research utilised the Scottish Opinion Survey (SOS), the same methodology used for all previous waves of the domestic abuse evaluation campaign. Fieldwork took place after the advertising campaign, between 25th January and 1st February 2007.

1.7 The SOS is a monthly omnibus survey conducted amongst a sample of around 1,000 adults in Scotland. For this wave, 1,008 interviews were achieved. This sample was representative of the adult population in terms of sex, age, employment status and socio-economic group (SEG)¹. The sample covered 42 constituencies throughout Scotland, with sampling points selected to be representative in terms of geographical location and party of current Member of the Scottish Parliament. The SOS uses a quota sampling methodology and interviewers use a 'random route' technique within each sampling point to select addresses. Only one interview per household is permitted. Furthermore, the achieved sample is weighted at each wave to ensure that it represents Scotland's population and is consistent between waves. Table 1.1 outlines the composition of the sample for the SOS in January 2007.

¹ 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. ABC1 includes professional, managerial and non-manual occupations, while C2DE includes manual and unskilled occupations and the long-term unemployed.

Table 1.1 - Sample profile
Base: All respondents (1008)

		Unweighted (1008) %	Weighted² (1008) %
SEX:	Male	44	48
	Female	56	52
AGE:	16-24	14	15
	25-34	18	17
	35-44	21	18
	45-54	13	18
	55-64	13	14
	65+	21	19
SEG:	AB	18	20
	C1	28	28
	C2	19	21
	DE	36	31

1.8 The SOS is conducted using Computer Aided Personal Interviewing (CAPI), allowing respondents to complete sensitive sections of the questionnaire (i.e. attitudes to and experience of domestic abuse) confidentially on a self-administered basis. The respondents type their answers straight onto the laptop computer, meaning no verbal or visual evidence of their views is available to the interviewer. This level of perceived confidentiality results in a more complete and accurate measure of true public opinion.

1.9 The CAPI methodology also allows the interviewer to play TV and radio adverts in full, thus ensuring that a reliable measure of advertising awareness is obtained.

1.10 A copy of the questionnaire used in the survey is appended.

1.11 Significant results³ are referred to in the text where appropriate.

² Weighting is the process by which data are adjusted to reflect the known population profile. This is to counter any effects of differential refusal rates, interviewers falling short on particular quotas, or to correct for any over-sampling of minority populations. A 'weight' is the percent assigned to a particular criterion. If this is not carried out then the results will not properly reflect the views of the population being considered.

³ A significance test uses statistical tests to determine whether the observed difference between findings could occur by chance in the populations from which the samples were selected. If findings are significant, the differences could not occur by chance.

CHAPTER TWO MAIN FINDINGS

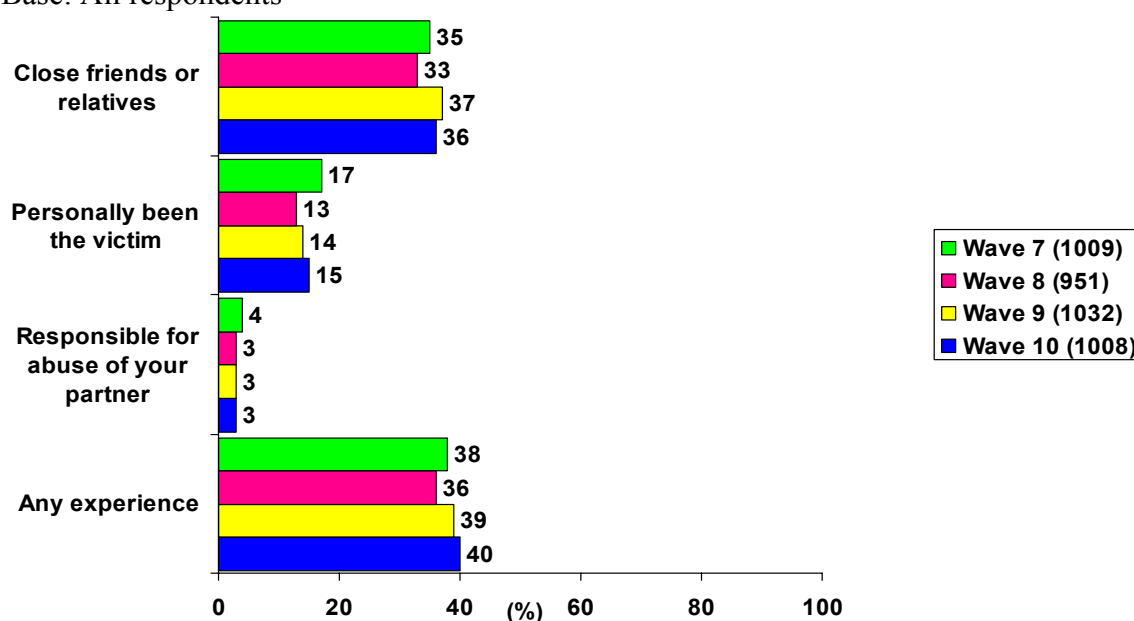
2.1 The main findings are summarised below. Reference is made to previous waves of research as appropriate. For reference, Wave 7 was conducted in February 2004, Wave 8 in February 2005 and Wave 9 in January 2006.

Experience of domestic abuse

2.2 Respondents were asked about their personal experience of domestic abuse, via a self completion part of the questionnaire. They were asked to indicate whether they personally, or their close friends or relatives, had ever been the victim of domestic abuse. Additionally, they were also asked whether they had ever personally been responsible for domestic abuse against their partner. Results are shown in figure 2.1 below.

Figure 2.1: Experience of domestic abuse

Base: All respondents



2.3 The proportion of respondents who had had *any* experience of domestic abuse has remained fairly stable over the last four waves, albeit with some fluctuation at Wave 8, currently standing at 40% at Wave 10. This mostly comprised people who had close friends or relatives who had been the victim of domestic abuse (36% at Wave 10), and to a lesser extent people who had personally been the victim of domestic abuse (15% at Wave 10) and those who had been responsible for domestic abuse (3% at Wave 10).

2.4 The definition of domestic abuse was broadened to encompass its non-physical forms at Wave 9, which may have been a contributing factor in the slight rise in abuse recorded after Wave 8.

2.5 It should be noted that higher scores do not necessarily represent an increase in behaviour, but could be a greater willingness to acknowledge such behaviour as domestic abuse.

Table 2.1: Experience of domestic abuse by demographics

Base: All respondents (Wave 8 – 951; Wave 9 – 1032; Wave 10 – 1008)

		Friends/relatives			Self victim			Self responsible		
		W 8	W 9	W 10	W 8	W 9	W 10	W 8	W 9	W 10
SEX:	Male	27	29	29	7	8	8	2	4	3
	Female	38	44	43	19	20	23	3	3	3
AGE:	16 – 24	35	39	39	6	15	10	1	2	2
	25 – 34	41	55	51	17	16	22	5	3	6
	35 – 44	43	48	44	16	20	22	3	4	5
	45 – 54	39	40	43	20	20	18	3	3	1
	55 – 64	20	28	33	13	9	16	3	5	4
	65+	15	15	15	7	5	6	-	3	2
SEG:	AB	30	32	26	11	9	6	1	3	3
	C1	30	36	34	12	13	14	2	2	3
	C2	32	37	35	11	15	14	2	4	3
	DE	37	41	49	18	19	25	4	4	4

2.6 In analysing experience of domestic abuse demographically, 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 outlined below:

2.7 Females, those within the DE social grades, and those aged 25-44 were most likely to have personally been victims of domestic abuse or have friends or family members who were victims of domestic abuse.

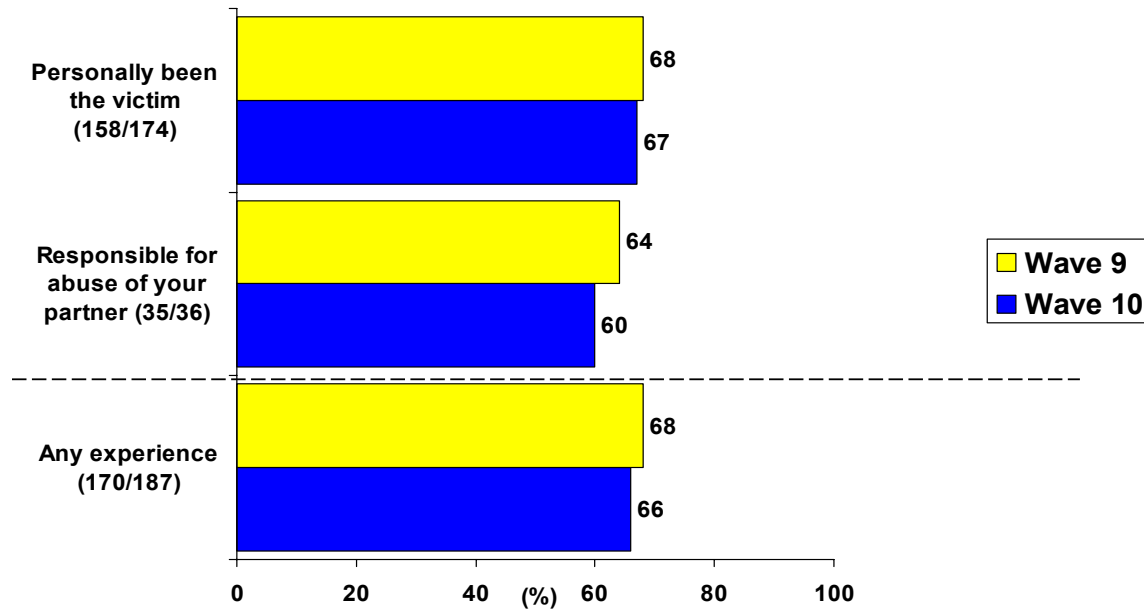
2.8 Females and males, and those from each social grade, were generally equally likely to have been responsible for domestic abuse against their partner. Those aged 25-44 were more likely than any other age groups to be responsible for domestic abuse against their partner (although but note small base size).

2.9 Although figures recorded for domestic abuse of self as victim tend to have risen slightly in most demographic groups over the last three waves, within SEG levels have fallen for social grade AB and risen for social grades C1C2DE.

2.10 As the *Elizabeth* advert featured the impact of domestic abuse on children within the household, a new question was inserted at Wave 9 exploring whether children were living in the household when domestic abuse occurred. Only those who had been victims or had been responsible for abuse were asked this question. The results are shown in figure 2.2

Figure 2.2: Whether children were in the household when domestic abuse occurred

Base: Victims or those responsible for domestic abuse



2.11 Results show that children were present in two thirds of cases (66%) at Wave 10. Those respondents who personally had been the victim of domestic abuse were slightly more likely to report the presence of children than those who said they had been responsible for domestic abuse (67% compared to 60%).

Sectors of society where abuse is most common

2.12 To establish whether domestic abuse is perceived by the public as associated with any particular sectors of the population, 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		
	W 8 (%)	W 9 (%)	W 10 (%)	W 8 (%)	W 9 (%)	W 10 (%)	W 8 (%)	W 9 (%)	W 10 (%)
Younger people	76	75	72	72	68	67	79	81	76
Middle aged people	83	80	79	82	78	77	84	81	81
Older people	52	48	47	44	37	40	59	58	53
All age groups	48	43	42	40	32	34	55	53	49
Don't know/not stated	2	2	2	2	3	2	2	2	2
N (Unweighted):	951	1032	1008	432	442	447	519	590	561

2.13 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 six percentage points since Wave 8 to 42% at the latest wave, as a result of fewer mentions of younger or middle aged people. In addition the perceived incidence of abuse for each age group has fallen individually over the last three waves. Overall, domestic abuse remains an issue which, in comparison to the other age groups, is not considered to affect older people as only 47% of respondents cited this age group, down from 52% at Wave 8.

2.14 The proportion of both males and females saying that domestic abuse affects all age groups has fallen by six percentage points over the last three waves. Women were still more likely to associate domestic abuse with all age groups, although the level has declined at the latest wave, whereas the figure for men mentioning all age groups has risen slightly since Wave 9.

2.15 Perceptions of the frequency of domestic abuse in relation to SEG are shown in Table 2.3.

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

Base: All respondents

	Total			Male			Female		
	W 8 (%)	W 9 (%)	W 10 (%)	W 8 (%)	W 9 (%)	W 10 (%)	W 8 (%)	W 9 (%)	W 10 (%)
Upper classes	66	64	63	60	54	56	73	72	70
Middle classes	79	76	76	74	68	68	84	82	84
Working classes	93	89	87	93	89	89	93	91	86
All classes coded	64	61	60	57	51	52	71	70	67
Don't know/not stated	2	3	2	2	3	2	1	2	2
N (Unweighted):	951	1032	1008	432	442	447	519	590	561

2.16 Although six in ten (60%) respondents felt that domestic abuse affects people from all social classes, this measure has fallen over the last three waves, as have mentions for each class individually. Females were significantly more likely than males to believe that domestic abuse affects people from all social classes (67% versus 52%), although again the slight decline at Wave 10 occurred amongst women. Domestic abuse is still perceived by a majority of respondents (87%) to be most prevalent amongst the working classes.

2.17 Overall, the trend is towards fewer people seeing no barriers in respect of age and class in the incidence of domestic abuse.

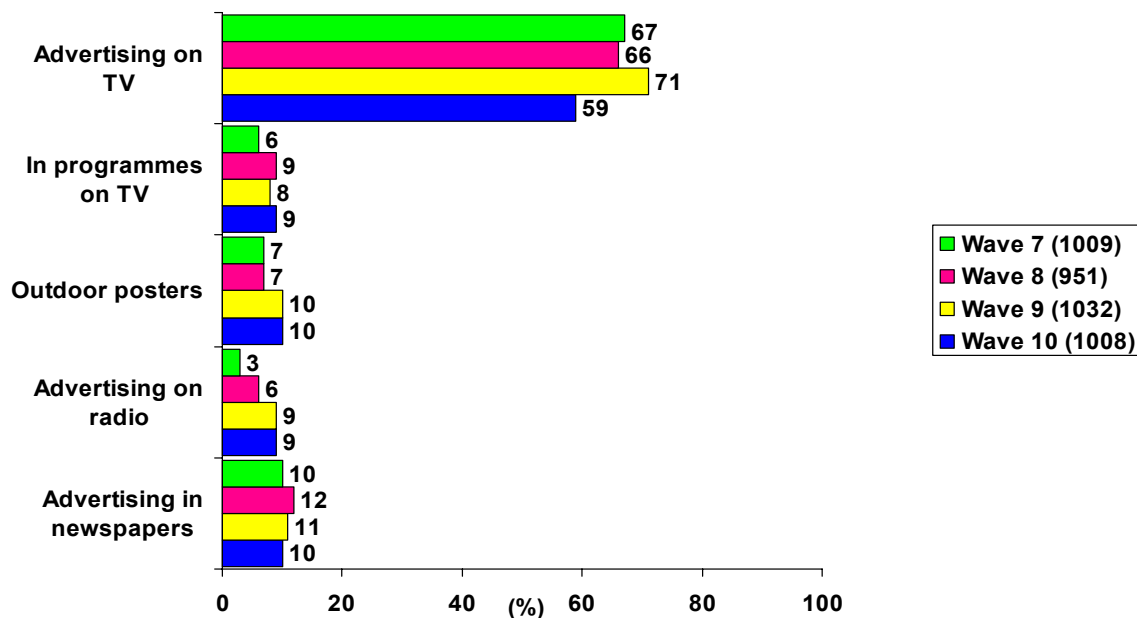
Awareness of advertising or publicity about domestic abuse

2.18 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. However, the high of 78% at Wave 9 has not been achieved at Wave 10 – where 70% spontaneous awareness was recorded. Indeed, the latest figure was lower than the level of 72% recorded at Wave 8 when TV advertising was limited to Channels 4 and 5. It is worth noting that the level of awareness was slightly lower for women (68%) than for men (71%).

2.19 Those claiming to be aware of advertising and publicity about domestic abuse were asked where they had seen or heard this. In the chart below, figures have been re-percentageged on the total sample in each case to provide a more meaningful comparison of the impact of the different media across waves.

Figure 2.3: Sources of spontaneous advertising awareness

Base: All respondents



2.20 Although television continued to be the main source of advertising recalled⁴, the proportion of those citing this medium dropped considerably to 59% at Wave 10. This could be attributed to a lower spend on TV advertising and an underperformance in audience delivery within this. However this is unlikely to be the full explanation, as advert recognition remained consistent (see 2.28 below), and there may be an issue in how the advert itself was performing.

2.21 Levels of recall of programmes on TV, outdoor posters, radio and advertising in newspapers remained fairly consistent across the most recent waves.

Content recall from television advertising

2.22 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.

Table 2.4 - Details recalled from television advertising

Base: All seen television advertising on domestic abuse recently

	Wave 9 (%)	Wave 10 (%)
Any details – Reminder	25	19
- Woman shopping / buying different things e.g. dress / meat	11	4
- Her partner’s voice comes into her head always criticising her	10	5
- Mental rather than physical abuse	8	4
Any details – Doll’s House	13	8
Any details – Behind Closed Doors	4	2
Story Details – Bruised Face ad	8	8
Story details – Coming Home advert	7	6
No excuse for domestic violence	6	6
Shows parents arguing / fighting in front of children	4	3
Help is available/places to go	4	2
Don’t know	16	21
N (Unweighted):	720	608

2.23 Just under one in five (19%) of those who recalled having seen a TV advert about domestic abuse could describe specific aspects of the *Reminder* advert – a decrease in recall from 25% at Wave 9. Specific aspects described included a *woman shopping / buying different things e.g. dress / meat* (4%), *her partner’s voice comes into her head always criticising her* (5%), and *mental rather than physical abuse* (4%). Consistent with lower recall overall, the number of mentions of these key themes has dropped by several percentage points since Wave 9.

⁴ 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.

2.24 The adverts which ran prior to *Reminder* continue to maintain some residual awareness, demonstrating how memorable these adverts were. *Doll's House* was mentioned by 8% at the latest wave, along with *Coming Home* by 6%, and *Bruised Face* by 8%. *Behind Closed Doors* was mentioned by 2% at this wave, showing a small residual awareness.

2.25 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.

2.26 The specific details of the *Reminder* execution were recalled by females (23%) slightly more than males (16%). Respondents who had personally been the victim of domestic abuse had higher recall than the total sample on this occasion (27% compared to 19%) although at Wave 9 there was little difference in response (26% compared to 25%).

Reach of current campaign

2.27 Prior to Wave 9, a photo-prompt of frames from the TV advert was shown to respondents as stimulus and they were asked whether they had seen it on TV recently. Multimedia CAPI was used to play radio adverts at Wave 8, and radio and TV adverts at Wave 9. At the present wave, both the TV advert (*Reminder*) and the radio adverts (*Elizabeth* and *Listener*) were played in full to respondents.

2.28 The level of TV reach⁵ was 67% - two percentage points lower than the level seen at Wave 9. This relatively high reach coupled with lower spontaneous awareness indicates that the advert has been seen but is less frequently front-of-mind. The trend of females being more likely to have seen the advert than males noted at previous waves continued at Wave 10, with almost three quarters of females (73%) claiming to have seen the advert compared to just over three in five males (61%). 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 (79%).

2.29 Respondents who recognised having seen the advert before were asked what the main message of the advert was. The results are shown in Table 2.5.

⁵ Reach is the figure of those claiming to have seen or heard the advertising when prompted with the advert in full. The total reach of an advertising campaign combines prompted recall of any of the adverts.

Table 2.5 - Main message taken from Reminder

Base: All seen Reminder TV advert

	Wave 9 (%)	Wave 10 (%)
Mental / psychological / emotional abuse	46	49
- Domestic abuse is not just physical, can be verbal/mental/ psychological	24	26
- Mental abuse is as bad / worse than physical abuse	8	14
- Man undermining the woman's confidence	7	3
- She's being emotionally / mentally abused	6	1
No excuse – Zero tolerance	21	26
- Shouldn't be tolerated	12	15
- No excuse/unacceptable	10	9
Help is available/places to go	9	10
Report it/tell someone about it	4	3
Making people aware of domestic abuse	3	2
Don't know	5	6
N (Unweighted):	720	682

2.30 Almost half (49%) of respondents thought that the advert sought to communicate *mental / psychological / emotional* aspects of abuse – a slight rise from 46% at the previous wave. Specifically respondents mentioned that *domestic abuse is not just physical, it can be verbal / mental / psychological* (26%) or that *mental abuse is as bad / worse than physical abuse* (14% - a rise of six percentage points since Wave 9). At this wave, fewer respondents described the narrative of the advert - a *man undermining the woman's confidence* (3%), and a woman *being emotionally / mentally abused* (1%). Just over a quarter of respondents (26%) felt that the message was *no excuse – zero tolerance*, whilst a further 10% mentioned *help is available*.

2.31 Generally, the intended communication points for the TV advert were successfully communicated.

2.32 When respondents were played the *Elizabeth* and *Listener* radio adverts used in the latest campaign, 36% claimed to have heard each before (in combination a total reach of 47%). This level of reach compares favourably with the levels of reach found for the radio adverts *Waiting* (33%) and *Little Things* (31%) played at Wave 8 when the total reach of radio was 45%. There was a small gender difference for the level of reach at Wave 10 - males (49%) slightly more likely than females (45%) to have heard one of the adverts. Those who had personally been responsible for domestic abuse (57%), knew victims of domestic abuse (54%) or had personally been victims of domestic abuse (49%) were slightly more likely to have heard the adverts than the total sample.

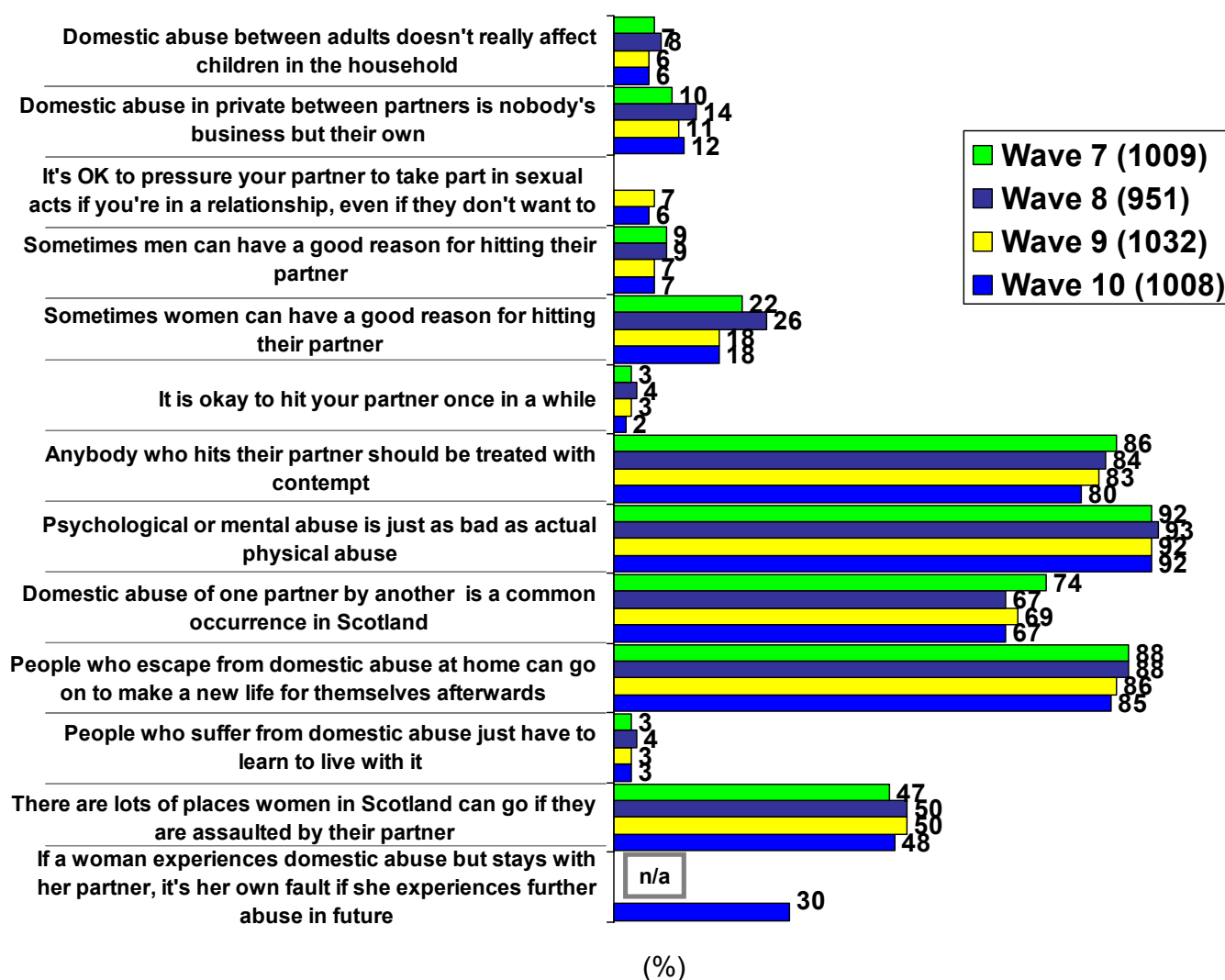
2.33 Combining the reach figures for TV and radio gives a total reach for the campaign as a whole. At this wave the campaign achieved total reach of 79%, which is one percentage point higher than at Wave 9 and compares favourably to other social campaigns monitored by TNS System Three. However, as explored previously, exposure to the advertising does not necessarily correlate with impact and retention of the message.

Attitudes towards domestic abuse

2.34 The ongoing communications campaign focuses public 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, using a five point scale of agree strongly to disagree strongly for rating purposes⁶. Figure 2.4 and 2.5 present a summary of levels of agreement with each statement among the total sample.

Figure 2.4: Attitudes towards Domestic abuse

Base: All respondents



2.35 This graph indicates no significant change in attitude between the two waves, and the public continue to agree that domestic abuse is unacceptable. As attitudes in relation to domestic abuse tend to be firmly held, this leads to little significant change year on year. The role of advertising in this case is to maintain these beliefs.

⁶ Mean scores are calculated by assigning numerical values to respondents' answers - in this case ranging from +2 for *Agree Strongly* to -2 for *Disagree Strongly* - 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.

2.36 Although not significant, there appears to be a slight softening of attitudes on some measures, for example *people who escape from domestic abuse at home can go on to make a new life for themselves afterwards* and *there are lots of places women in Scotland can go for help if they are assaulted by their partner* – perhaps because these are not emphasised in the current campaign. Equally, the measure, *anybody who hits their partner should be treated with contempt* has fallen by six percentage points over the last four waves.

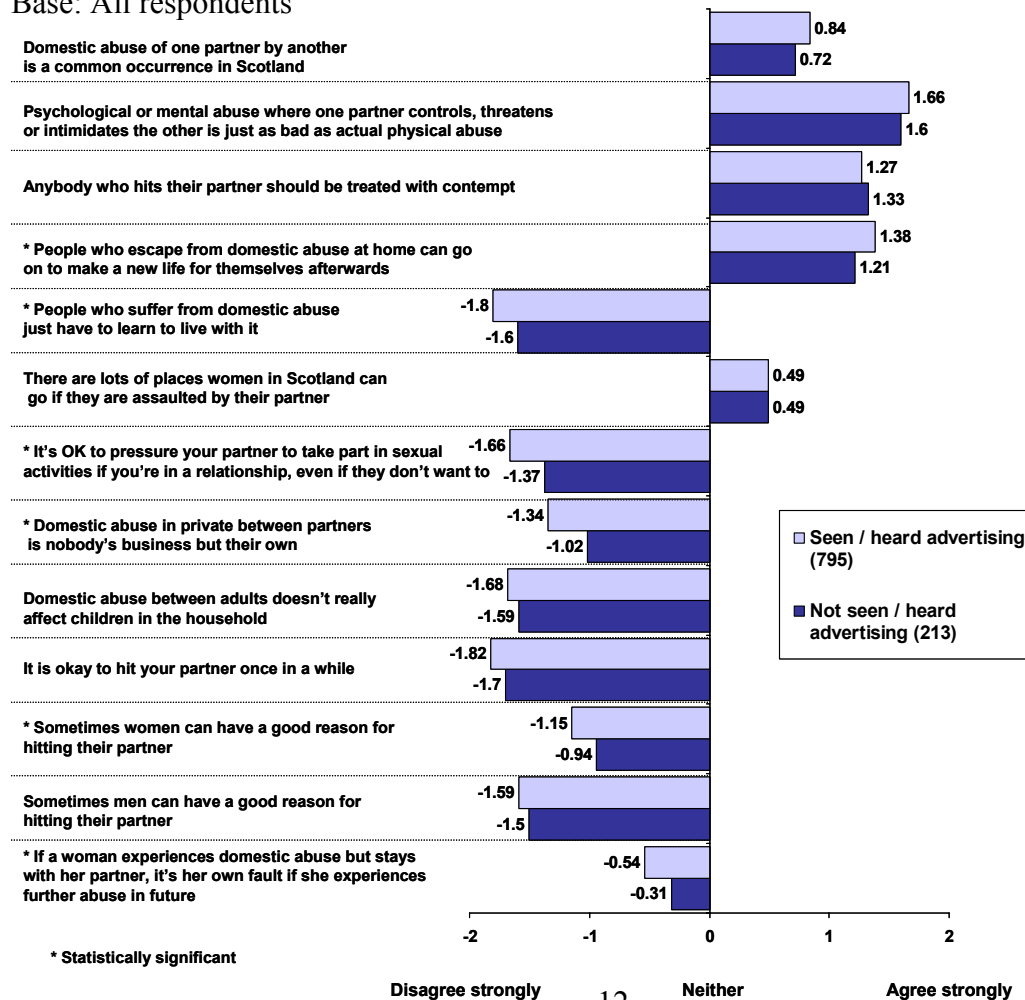
2.37 *Psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse* – the main message of this campaign - is one of the strongest and most consistently held beliefs overall, which indicates that this message is not ‘new’ to respondents.

2.38 Since Wave 9, the strength of agreement that *sometimes women can have a good reason for hitting their partner* has fallen from 26% to 18%, indicating that any violence is becoming increasingly unacceptable. However, the idea that *sometimes men can have a good reason for hitting their partner* is even less accepted (only 7% agreeing).

2.39 As was seen at previous waves, those who were aware of having seen the advertising campaign held stronger 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. For example, those who have seen/heard advertising are less likely to agree that *it is ok to hit your partner once in a while* (-1.82 versus -1.7) and *people who suffer from domestic abuse just have to learn to live with it* (-1.8 versus -1.6). (See figure 2.5)

Figure 2.5: Attitudes towards Domestic abuse (2)

Base: All respondents



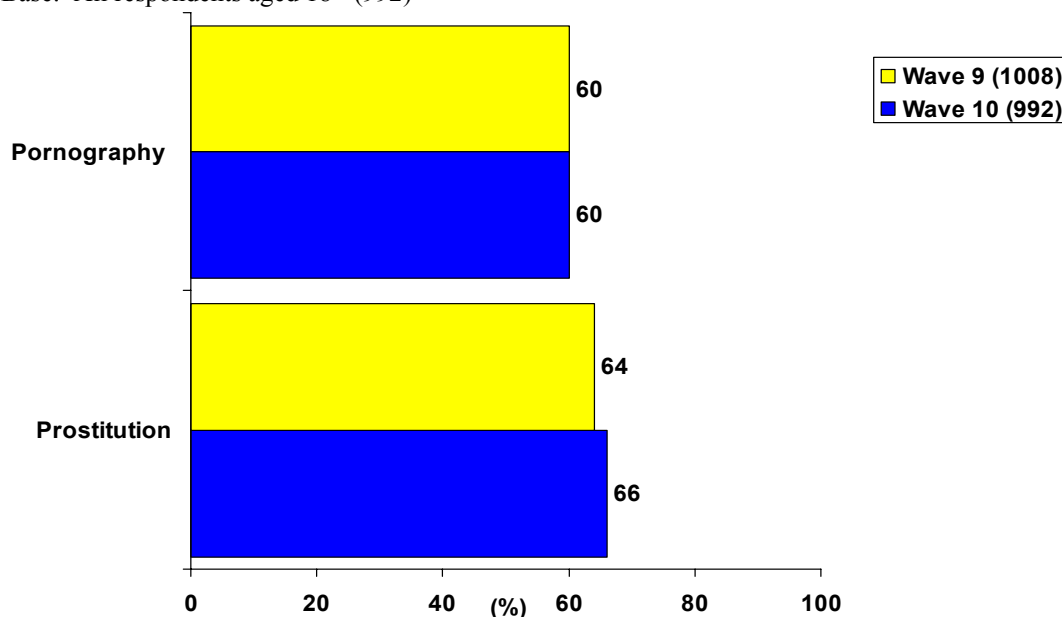
Additional Questions

2.40 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 / exploitation of women, which were new secondary research aims in 2006. Due to the sensitive nature of these questions, respondents aged 16-17 were excluded.

2.41 The first measure asked all respondents 18+ whether they regarded prostitution or pornography as exploitation of women. The results are shown in Figure 2.6.

Figure 2.6 - Whether regard pornography or prostitution is exploitation of women

Base: All respondents aged 18+ (992)



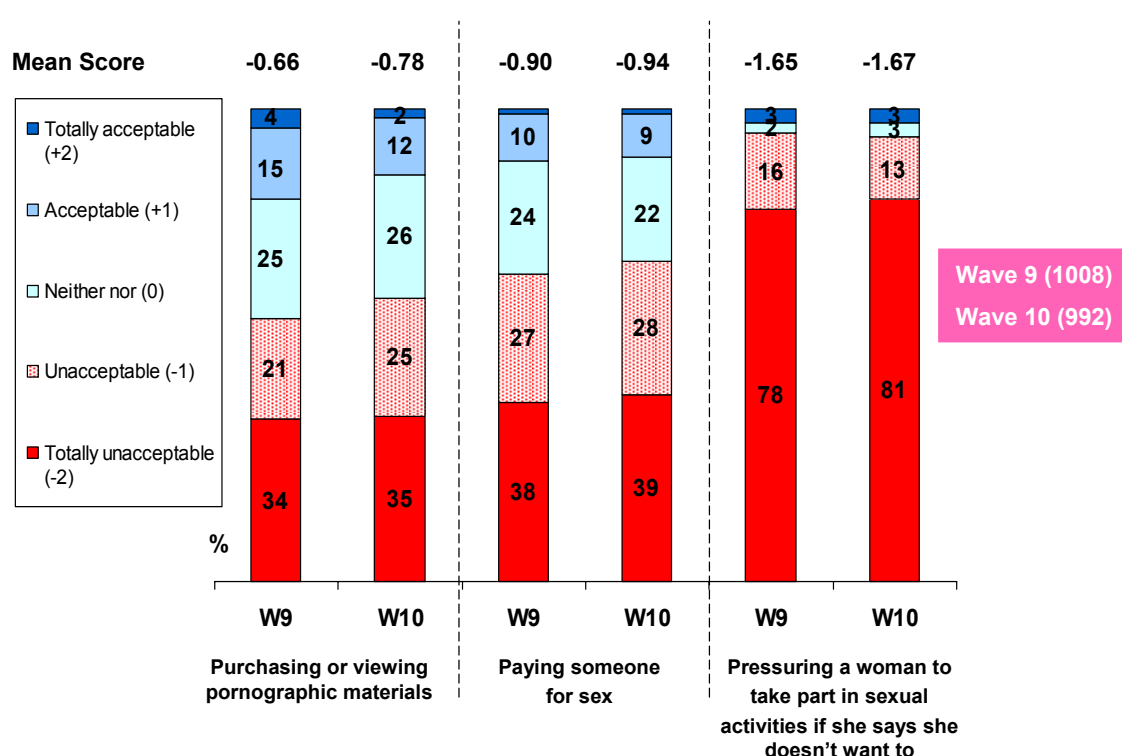
2.42 The majority of respondents thought that pornography (60%) and prostitution (66%) were exploitative. In each case, just under one in five were unsure, suggesting this is not a clear cut issue for some.

2.43 There were notable demographic differences in opinion towards pornography. As at Wave 9, females (67%) were significantly more likely to regard this as exploitative than men (52%) and those aged 35+ were significantly more likely to regard pornography as exploitative than those aged 18-34 (70% compared to 37%). Differences in opinion by demographics were less marked for prostitution, although men (with 63% agreeing that it was exploitative) were slightly more accepting of this than women (69% agreeing that it was exploitative).

2.44 The second measure concerned three actions that could be seen as exploitation or violence against women. All respondents aged 18+ were asked how acceptable or unacceptable they thought each action was. The results are shown in Figure 2.7.

Figure 2.7 - Level of acceptability

Base: All respondents aged 18+ (992)



2.45 The majority of respondents thought the actions were unacceptable in each case, and there has been some change between Waves 9 and 10. There has been a significant shift in attitudes towards *purchasing or viewing pornographic materials* with the mean score indicating that this activity is becoming less acceptable.

2.46 *Pressuring a woman to take part in sexual activities if she says she doesn't want to* was the least accepted action, with more than four in five (81%) saying that this was totally unacceptable and a further 13% that it was unacceptable; the mean score⁷ of -1.67 reflected this.

2.47 The remaining two actions included higher numbers of respondents who were either undecided or thought that these were acceptable. Thus whilst around two thirds (67%) said *paying someone for sex* was unacceptable, 22% were undecided, and 10% thought it was acceptable. The mean score for this activity was -0.94 – a marginal change from -0.90 at Wave 9.

2.48 Similarly, six in ten thought *purchasing or viewing pornographic materials* was unacceptable (60%), around a quarter (26%) were undecided and 14% thought it was acceptable. The mean score in this case of -0.78 made *purchasing or viewing pornographic materials* the most accepted of the three actions, however as the mean score was -0.66 at Wave 9 this indicates that it is becoming a less accepted activity. In relation to the stability

⁷ 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.

of the previous measure on pornography as exploitation of women, it seems this is not correlated with perceived exploitation of women, but could be related to general publicity around the subject.

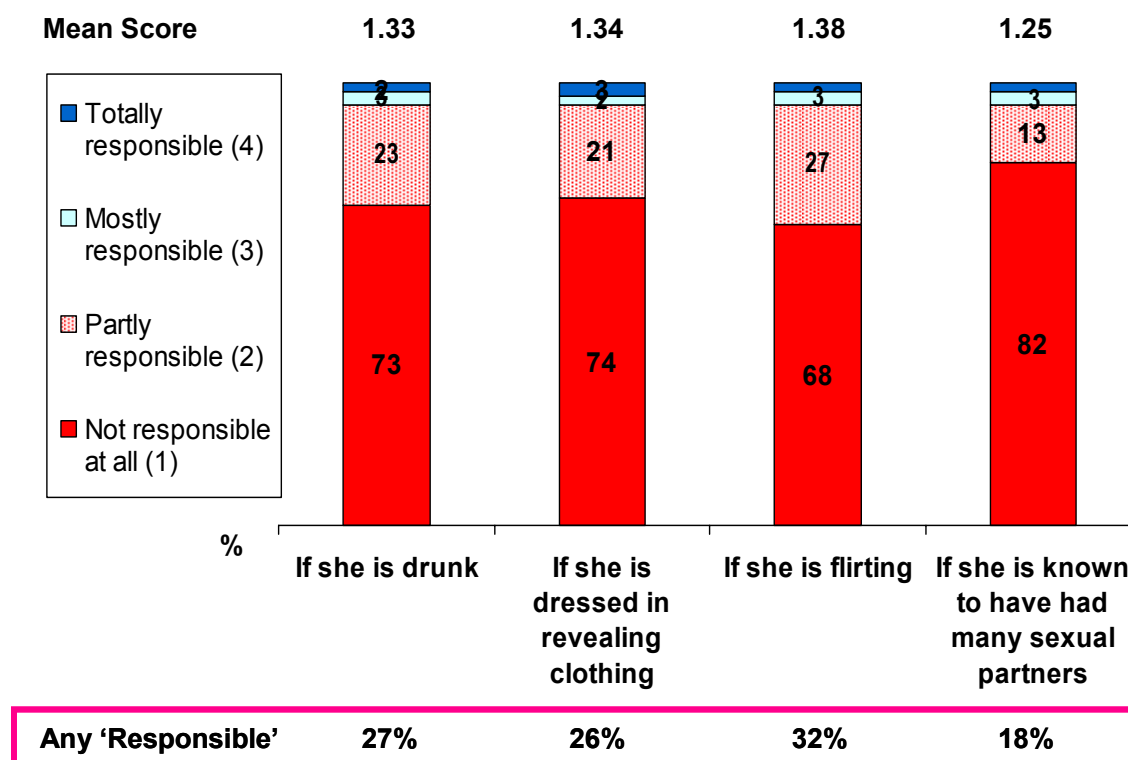
2.49 Demographic differences in opinion continue to exist for *purchasing or viewing pornographic materials*. Males (21%) were more likely than females (8%) to view this as acceptable, and similarly the younger age groups were also more likely to view this as acceptable (36% of those aged 18-24, and 21% of those aged 25-34).

2.50 The 45-54 age group were most likely to think that *paying someone for sex* was acceptable (17%).

2.51 A new question was added at Wave 10 to explore attitudes towards rape, and how responsible respondents felt a woman was for being raped in various circumstances. The results are shown in Figure 2.8.

Figure 2.8 - Level of responsibility for rape by circumstance

Base: All respondents aged 18+ (992)

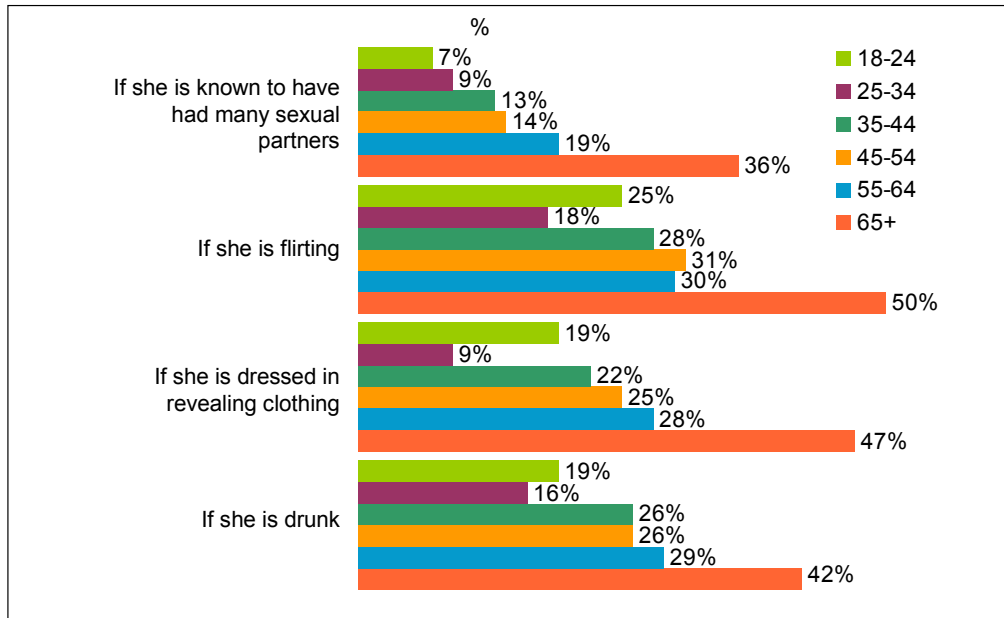


2.52 A clear majority of respondents felt very strongly that women were not responsible for rape in any circumstances, with 68% feeling that a woman was not responsible *if she is flirting*, 73% not at all responsible *if she is drunk*, 74% not at all responsible *if she is dressed in revealing clothing* and 82% not at all responsible *if she is known to have had many sexual partners*. In each case, only 5% felt that a woman was totally or mostly responsible, and for the first three circumstances around one in five thought a woman was partly responsible for being raped.

2.53 Men were more likely than women to think a woman was in any way responsible for being raped (i.e. 30% as opposed to 25% if she is drunk, and 34% as opposed to 29% if she is flirting), and the younger age groups generally attributed less responsibility than the older age groups (see figure 2.9).

Figure 2.9 - Level of responsibility for rape by age

Base: All respondents aged 18+ (992)



CHAPTER THREE CONCLUSIONS

3.1 The results of the domestic abuse campaign evaluation were mixed in relation to advertising performance.

3.2 Most positively, this wave of the research recorded the highest campaign reach on domestic abuse to date (79%), strong recognition of the TV advert (67%) and particularly high recognition of the radio adverts (47%). The message take-out for the TV advert was strongly focused on mental abuse, in line with the strategic aims.

3.3 However, this wave recorded significantly lower spontaneous awareness of advertising. Television was generally less prominent as a source of awareness and identifiable cut-through of the *Reminder* advert was weak compared to Wave 9.

3.4 This could have been affected by the relatively low weight and thus reduced effectiveness of TV activity during this wave. The level of prompted recognition was still good but this could include some residual recall from Wave 9.

3.5 Equally, the theme and communication of the current execution may not be new or strong enough to remain front-of-mind. The campaign has had little effect on the already high level of condemnation of mental abuse, and it proved less memorable than campaigns featuring physical abuse.

3.6 More generally, attitudes in relation to domestic abuse tend to be relatively firmly held, which limits the opportunity for significant movement in the latest findings. However, the domestic abuse campaign plays an important role in sustaining these attitudes, as reflected in stronger views among those aware of the advertising.

3.7 Yet there are indications of a slight softening of attitudes on some measures such as domestic abuse as a common occurrence, the possibility of making a new life after domestic abuse, and the effect of domestic abuse on children, perhaps reflecting changes in campaign strategy.

3.8 These findings are not a cause for concern at this stage, but are worth noting and monitoring in the future.

APPENDIX 1 QUESTIONNAIRE

Question 101

Domestic abuse of one partner by the other is a common occurrence in Scotland

Sometimes men can have a good reason for hitting their partner

Domestic abuse in private between partners is nobody's business but their own

- 1 Agree strongly
- 2 Agree slightly
- 3 Neither agree nor disagree
- 4 Disagree slightly
- 5 Disagree strongly

Question 102

People who escape from domestic abuse at home can go on to make a new life for themselves afterwards

Psychological or mental abuse where one partner controls, threatens or intimidates the other is just as bad as actual physical abuse

Anybody who hits their partner should be treated with contempt

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 Agree strongly
- 2 Agree slightly
- 3 Neither agree nor disagree
- 4 Disagree slightly
- 5 Disagree strongly

Question 103

Sometimes women can have a good reason for hitting their partner

There are lots of places women in Scotland can go for help if they are assaulted by their partner

If a woman experiences domestic abuse but stays with her partner, it's her own fault if she experiences further abuse in future.

- 1 Agree strongly
- 2 Agree slightly
- 3 Neither agree nor disagree
- 4 Disagree slightly
- 5 Disagree strongly

Question 104

It's okay to hit your partner once in a while

Domestic abuse between adults doesn't really affect the children in the household

People who suffer from domestic abuse just have to learn to live with it

- 1 Agree strongly
- 2 Agree slightly
- 3 Neither agree nor disagree
- 4 Disagree slightly
- 5 Disagree strongly

Question 201

Multiple answers allowed
User defined button : 9 "REFUSED"
1112L10

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, then click 'OK'.

- 1 Younger people
- 2 Middle-aged people
- 3 Older people

Question 301

Multiple answers allowed
User defined button : 9 "REFUSED"
1122L10

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, then click 'OK'.

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

Question 401

User defined button : 9 "REFUSED"
1132L1

A.4 Do you have any close friends or relatives who you know have been a victim of domestic abuse?

- 1 Yes
- 2 No

Question 501

User defined button : 9 "REFUSED"
1133L1

A.5 Have you personally ever been the victim of domestic abuse?

- 1 Yes
- 2 No

Question 601

User defined button : 9 "REFUSED"
1134L1

A.6 Have you personally ever been responsible for domestic abuse against your partner?

- 1 Yes
- 2 No

Question 602

User defined button : 9 "REFUSED"
Question only asked, if [Q501 , 1 or Q601 , 1]
1501L1

A.6b Were any children living in the household when the domestic abuse occurred?

- 1 Yes
- 2 No

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

Question 701

User defined button : 3 "DK"
1135L1

A.7 Have you seen or heard any advertising or publicity on the subject of domestic abuse recently?

- 1 Yes
- 2 No

Question 801

Multiple answers allowed
Open ended answer is written as a bitmap
User defined button : 98 "DK"
User defined button : 95 "Can't remember where"
Question only asked, if [Q701 , 1]
1136L100

MULTI

A.8 Where did you see or hear this advertising or publicity?
PROBE FULLY : Anywhere else?

- 1 Advertising on TV
- 2 In programmes on TV
- 3 Advertising on radio
- 4 In programmes on radio
- 5 Advertising in newspapers
- 6 Articles in newspapers
- 7 Outdoor posters (including bus shelters)
- 8 Indoor posters (washrooms etc.)
- 9 Cinema
- 10 Other1
- 11 Other2
- 12 Other3

Question 901

Multiple answers allowed
Open ended answer is written as a bitmap
Question only asked, if [Q801 , 1]
1236L100

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

A.10 I am now going to play you a TV ad.

Question 10

User defined button : 3 "DK"
1502L1

Have you seen this ad on television recently?

- 1 Yes
- 2 No

Question 11

Multiple answers allowed
Open ended answer is written as a bitmap
1503L100

A.11 What do you think is the message of this ad? What is it saying to people?
PROBE

A.12 I would now like you to listen to a radio advert.

INTERVIEWER Tap OK to play advert

Question 12

User defined button : 9 "DK"
1603L1

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

- 1 Yes
- 2 No

A.13 I would now like you to listen to another radio advert.

INTERVIEWER Tap OK to play advert

Question 13

User defined button : 9 "DK"
1603L1

A.13 Have you heard this advert on the radio recently?

- 1 Yes
- 2 No

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

Question 1_1

Question only asked, if [1 or RAN 1]

1101L1

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

...i) Pornography

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

Question 1_2

Question only asked, if [1 or RAN 1]

1102L1

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

...ii) Prostitution

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

Question 2_1

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

- 1 Totally acceptable
- 2 Acceptable
- 3 Neither acceptable nor unacceptable
- 4 Unacceptable
- 5 Totally unacceptable

Question 2_2

Question only asked, if [1 or RAN 1]

1112L1

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

...ii) Purchasing or viewing pornographic materials

- 1 Totally acceptable
- 2 Acceptable
- 3 Neither acceptable nor unacceptable
- 4 Unacceptable
- 5 Totally unacceptable

Question 2_3

Question only asked, if [1 or RAN 1]

1113L1

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

...iii) Paying someone for sex

- 1 Totally acceptable
- 2 Acceptable
- 3 Neither acceptable nor unacceptable
- 4 Unacceptable
- 5 Totally unacceptable

*B.3 If a woman is raped, to what extent do you think she is responsible if she is.....
...i) drunk?*

- 1 Totally responsible*
- 2 Mostly responsible*
- 3 Partly responsible*
- 4 Not responsible at all*

*B.3 If a woman is raped, to what extent do you think she is responsible if she is.....
...ii) dressed in revealing clothing?*

- 1 Totally responsible*
- 2 Mostly responsible*
- 3 Partly responsible*
- 4 Not responsible at all*

*B.3 If a woman is raped, to what extent do you think she is responsible if she is.....
...iii) flirting?*

- 1 Totally responsible*
- 2 Mostly responsible*
- 3 Partly responsible*
- 4 Not responsible at all*

*B.3 If a woman is raped, to what extent do you think she is responsible if she is.....
...iv) known to have had many previous sexual partners?*

- 1 Totally responsible*
- 2 Mostly responsible*
- 3 Partly responsible*
- 4 Not responsible at all*

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

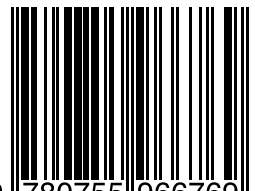
End of questionnaire

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