

Newfoundland and Labrador Statistics Agency

# Preventing Male Violence Against Women

—— Post-evaluation Survey Report ——



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October 2009

The Newfoundland & Labrador Statistics Agency ([www.stats.gov.nl.ca/](http://www.stats.gov.nl.ca/)) is the central point within Government for the collection, management and distribution of economic, social, demographic and fiscal data relating to Newfoundland and Labrador. All surveys are conducted under the authority of the Statistics Agency Act, legislation ([www.assembly.nl.ca/legislation/sr/statutes/s24.htm](http://www.assembly.nl.ca/legislation/sr/statutes/s24.htm)) introduced in 1977 that requires the information you provide be kept confidential.

The Newfoundland & Labrador Statistics Agency is the official statistical focal point for Statistics Canada ([www.statcan.gc.ca/](http://www.statcan.gc.ca/)). The Agency acts as our Government's official representative on statistical issues and communicates the needs of the Province to Statistics Canada through participation in regular federal-provincial-territorial meetings.





## Preventing Male Violence Against Women

### Post-evaluation Survey Report

#### Table of Contents

<b>Executive Summary .....</b>	<b>1</b>
<b>1.0 Highlights from the PMVAW Post-Evaluation Survey .....</b>	<b>2</b>
<b>2.0 Target Population .....</b>	<b>3</b>
<b>3.0 Survey Frame .....</b>	<b>4</b>
<b>4.0 Sample Design .....</b>	<b>4</b>
<b>5.0 Questionnaire Design .....</b>	<b>4</b>
<b>6.0 Data Collection .....</b>	<b>5</b>
6.1 Interviewer Preparation .....	5
6.2 Data Collection Process .....	6
6.3 Quality Control .....	6
6.4 Quality Assurance Monitoring.....	6
6.5 Interviewer Bias.....	7
6.6 Data Capture.....	7
<b>7.0 Cleaning and Editing Questionnaires .....</b>	<b>7</b>
<b>8.0 Coding .....</b>	<b>7</b>
<b>9.0 Respondent Errors.....</b>	<b>8</b>
<b>10.0 Response Rates .....</b>	<b>8</b>
<b>11.0 Processing Errors .....</b>	<b>9</b>
<b>12.0 Areas/Adjustments for Improvement .....</b>	<b>9</b>
<b>Appendix A: Glossary of Terms .....</b>	<b>10</b>
<b>Appendix B: Preventing Male Violence Against Women Survey, October 2009 .....</b>	<b>16</b>
Section A: Gauging Public Awareness .....	16
Section B: Attitudes Toward Violence/Abuse Against Women .....	19
Section C: Demographics .....	24
<b>Appendix C: Data Tables.....</b>	<b>26</b>
Section A: Final Tables .....	26
Section B: Final Tables by Gender .....	38
Section C: Final Tables by Gender by Age.....	50
Section D: Final Tables by Marital Status .....	52
Section E: Final Tables by Education .....	54
Section F: Final Tables by Household Income .....	55



## Executive Summary

The *Preventing Male Violence Against Women* (hereafter PMVAW) Post-Evaluation Survey was conducted with a random sampling of selected individuals, age 18 years of age or older, from across Newfoundland and Labrador. The purpose of the PMVAW Survey was to gauge public awareness of the current slogan *Reach out Take Action Against Violence* and various other public awareness campaigns such as *Outrage Newfoundland/ Violence Against Youth*, *Violence Against Older Adults*, and *Duty to Report Child Abuse* initiated by the Women's Policy Office (hereafter WPO). The survey also seeks to assess the public's knowledge of the various types of male violence that can occur, in which situations it most often occurs, and if the general public know where and how to access information or services. The results of this survey will provide the WPO with necessary feedback as to how effective their current public awareness campaigns have been and how knowledgeable the public is regarding existing information and services available to victims of violence.

The Survey was carried out by the Newfoundland and Labrador Statistics Agency (hereafter NLSA) on behalf of the WPO. Data collection took place 15-21 October, 2009. The survey was conducted under the *Statistics Agency Act* which ensures the confidentiality and privacy of all respondents. A total of 401 surveys were completed for a response rate of 40.1%.

The PMVAW Survey was administered via interviewer-assisted telephone interviews. All data collection was conducted at the NLSA data collection facility.

This report is a record of all the procedures involved with the administration of the PMVAW Survey. Highlights of the survey results are presented in this document along with a set of summary tables.

## Project Partners

The PMVAW Survey was administered by the Newfoundland and Labrador Statistics Agency, Department of Finance on behalf of the Women's Policy Office, Executive Council.

**Newfoundland and Labrador Statistics Agency:** is the central point within the Government of Newfoundland and Labrador for the collection, management and

distribution of economic, social, demographic and fiscal information relating to the province. The Agency is governed by the *Statistics Agency Act*, legislation that was introduced in 1977. The NLSA is the Statistical Focal point for Statistics Canada (STC) and our Government's official representative to STC on statistical issues and communicates the statistical needs of the province through participation in regular Federal-Provincial-Territorial meetings.

**The Women's Policy Office:** is the lead department of the Violence Prevention Initiative (VPI), a six-year project commissioned by the Government of Newfoundland and Labrador focusing on the prevention of violence against vulnerable populations within the province. According to the WPO, women continue to make up the majority of victims of violence, and a key focus of the VPI includes ensuring that services and support exist for women leaving abusive situations.

A key concept of the VPI is that prevention and early intervention is often successful in combating violence against vulnerable populations. As such, consultations with community groups resulted in strong support for a multi-tiered, multi-messaged public awareness campaign to increase awareness about issues related to violence and violence prevention.

## 1.0 Highlights from the PMVAW Post-Evaluation Survey

- More than half (64.8%) of respondents indicated that they were aware of the slogan "Reach out. Take Action Against Violence." The majority (75%) indicated that they became aware of this slogan through television.
- Less than half (35.4%) of respondents indicated that they were aware of the "OutrageNL/Violence Against Youth" awareness campaign. Of those who were familiar with the campaign, most (70.4%) reported becoming aware of it through television.
- The majority (78.8%) of respondents indicated that they were aware of the "Violence Against Older Adults" awareness campaign. More than half (84.8%) of respondents reported learning of this campaign through television.
- More than half (58.6%) of respondents reported they were aware of the "Duty to Report Child Abuse" campaign. The majority of respondents (57%) became familiar with this campaign through television.



- A majority of respondents (52.9%) indicated they were familiar with the “Preventing Male Violence Against Women” campaign, in particular, the “I Will Show Him How to Respect Women” awareness campaign. Nearly all (91%) became familiar with this campaign through television.
- Nearly all (87.8%) respondents reported that physical violence came to mind when thinking about violent or abusive acts committed by men against women.
- A high proportion of respondents (80.8%) believed that it is within domestic or dating situations that violent acts committed by men against women are most likely to occur.
- Approximately 1 in 3 (35.2%) respondents felt that all of society is responsible for combating and eliminating male violence against women. A higher percentage also said that men are more responsible than women in combating and eliminating this type of violence (23.2% and 15.7%, respectively).
- Approximately two-thirds (66.8%) of respondents felt that increased education and awareness or stricter penalties for offenders would be the most effective means to combat and eliminate male violence against women.
- Approximately 3 in 10 (30.2%) respondents reported that they would send individuals to the RNC / RCMP for information on the prevention of male violence against women.
- More than half (69.3%) of respondents listed shelters/transition houses or women’s centres as services they were aware of to help victims of male violence against women.

## 2.0 Target Population

The target population for the survey was randomly selected from all permanent residents of Newfoundland and Labrador. The selected individual was 18 years of age or older living in private dwellings during the interviewing period which started on October 15, 2009 and ended on October 21, 2009. Due to operational and time constraints our survey excluded those residents living in collective dwellings.

### 3.0 Survey Frame

The survey frame used has been developed by the NLSA for Newfoundland and Labrador and consists of all private dwellings in the province. The frame is constructed from a variety of administrative data sources containing information on dwellings (counts, location and contact information) in the province and undergoes continuous updating to ensure information is current. Statistics Canada 2006 Census results on private dwellings for Newfoundland and Labrador is used as the benchmark in guiding the development of this frame.

### 4.0 Sample Design

The survey was conducted using a Simple Random Sample (SRS) stratified by geography to ensure an even distribution by population. A sample of 1,000 privately occupied dwellings was selected across the province for the PMVAW Survey. The survey was designed to achieve a confidence level of 95% and had assumed a response rate of 40% where  $n=400/.4 = 1,000$  units sampled.

- Firstly, the listing of all private dwellings was subdivided by Rural Secretariat Regions (RSR) in Newfoundland and Labrador.
- Secondly, the 1,000 private occupied dwellings, or the Primary Sampling units (PSUs) sampled were chosen in proportion to the size of each RSR to ensure that the distribution of the sample was proportional to population distribution for the province.
- Thirdly, one individual, or the secondary sampling units (SSUs) was chosen from each household randomly and further subdivided by male and female to ensure even and equal distribution by gender.

### 5.0 Questionnaire Design

It is essential that survey questions are worded carefully to avoid introducing additional bias. If questions are misleading or confusing the responses may be distorted. Several meetings took place with the WPO in order for NLSA staff to fully understand the intent of the survey. The questionnaire was programmed into the NLSA's computer assisted telephone interviewing (CATI) system. Through testing and feedback sessions with the survey unit team and the WPO, the NLSA ensured the questions were appropriate

to meet the data requirements of the study. All skip patterns and screen configurations were thoroughly tested. The questionnaire was originally estimated to be between 10-12 minutes in length, but the average survey actually took only 7 minutes to complete.

Due to the sensitivity of the subject matter, careful attention was given to wording and context and very little difficulty was encountered by Interviewers.

## **6.0 Data Collection**

The PMVAW Survey was an interviewer-assisted telephone survey and was administered 15-21 October, 2009. All data capture was conducted at the NLSA data collection facility. Participation in the survey was voluntary. If the chosen individual was not available call-backs were scheduled when the respondent was available.

Interviewing began Wednesday 15 October at 5:00 p.m. Day shifts were between 10:00 a.m. and 4:00 p.m. and evening shifts were 5:00 p.m. – 10:00 p.m.; Saturdays 11:00 a.m. - 6:00 p.m. and Sundays 12:00 p.m. – 6:00 p.m.

### **6.1 Interviewer Preparation**

In addition to the training materials already in place, NLSA staff created an Interviewer Handbook to train interviewers for the PMVAW Survey. This handbook is a detailed document outlining the intent and purpose of the survey; a description of the partners; the questionnaire; detailed briefing notes for each question, a Q/A Section explaining the most common questions respondents ask Interviewers; a detailed terminology list complete with definitions for words used in the survey, and a detailed listing of information and resource contacts in the event that any respondent asked for this information.

Interviewer preparation for the PMVAW Survey began with two separate training sessions. Training sessions were comprehensive and included an overview of telephone interviewing skills and specifically the background and objective of the PMVAW Survey. Through a combination of methods that included a power point presentation, a Q/A session and practical exercises including practice on the NLSA system in test mode that included calling each other, interviewers were trained to complete the PMVAW Survey. During these testing sessions additional wording, flow, and skip patterns were tweaked to ensure they were logical and correct.

## **6.2 Data Collection Process**

If a respondent was unable to complete a survey when contacted the opportunity to schedule the interview for a more convenient time was provided. A minimum of ten attempts were made to contact each household in the sample.

If a telephone number consistently rang ‘no answer’ during evening calling, additional attempts were made during other times of the day to make contact.

Answering machine messages were left. NLSA interviewers were trained in refusal avoidance techniques to reduce the chances of a respondent refusing to participate. If a household refused to participate the interviewer explained the importance of participating in the survey. If this was not successful a senior interviewer would call back to try and complete the interview. Interviewers were trained in addressing respondents’ specific concerns so as to increase their likelihood of participating.

## **6.3 Quality Control**

Stringent quality control standards were a high priority throughout the data collection stage for the PMVAW Survey. The Interviewers assigned to this project were sworn-in under the *Statistics Agency Act* (Section 3) and underwent training to ensure the consistency, accuracy and validity of all responses collected.

## **6.4 Quality Assurance Monitoring**

Quality assurance monitoring was conducted throughout the data collection process. Interviewers were debriefed daily to discuss any problems or issues encountered and provided with feedback regarding their performance where required. Monitoring staff made an effort to listen to each Interviewer in the field throughout a given shift, and Interviewers that experienced quality issues were monitored more frequently. In general, there were very few quality issues, and Interviewers were given a great deal of guidance in how to answer respondent’s questions while still remaining objective.

Difficult respondents, problems with the comprehension of questions and difficulty in obtaining responses were discussed daily and adjustments were made to the collection procedures as deemed necessary. Overall interviewers conducted the survey in a professional and consistent manner.

## 6.5 Interviewer Bias

An interviewer can influence how a respondent answers the survey questions. This may occur when the Interviewer is too friendly or prompts the respondent. To prevent this, Interviewers were trained to remain neutral throughout the survey and to follow the script to ensure that questions were presented to all respondents in a similar manner. In addition, Interviewers were provided with feedback on their progress and performance throughout the duration of this project to ensure the consistency, accuracy and validity of all responses.

## 6.6 Data Capture

Responses to all telephone interviews for the PMVAW Survey were entered directly into the CATI system by the Interviewers in real-time, reducing processing time and transcription errors.

## 7.0 Cleaning and Editing Questionnaires

The PMVAW Survey consisted of mostly pre-selected codes, which made it somewhat easier for Interviewers to simply select an answer once it was given. In the case of Q10, an open-ended opinion question, answers were recorded verbatim by the Interviewers. Once a call had ended, Interviewers then edited the question and made any necessary changes (i.e.: clarify their short-hand responses). Much emphasis was placed on quality control and Interviewer training to safeguard against potential errors.

## 8.0 Coding

Over the six-day data collection period, open-ended questions were extracted on a daily basis and reviewed. Responses were recoded after the collection period ended. Most responses fit into existing outcome codes for the questions, and very few new codes were created.

In the case of Q7 new codes were created. The Data Coders noticed there was a discrete discrepancy between the intended purpose of the question and the answers provided by respondents. The structure of the question and the associated pre-codes suggested changes in the current method of dealing with male violence against women to achieve some *future* result. For example, **increased** education and awareness, **stricter** penalties for offenders, and **more** and **improved** access to services. Yet, the responses indicated

a preferred *current* method for combating and eliminating such violence, such as awareness and education, charging and jailing abusers, and counselling.

In cases where the response maintained a relative degree of resemblance to a pre-code, it was assigned to that code. New codes were created in instances where there were a significant number of similar responses, despite the fact that these responses did not answer the question in the exact manner desired. For example, “reporting the abuse/escape the relationship” was a common response for which a new code was created, despite the fact that it really is not a step to combat violence in the manner intended in the question. Codes that did not bare resemblance to a pre-code or for which no new code was created were left as: **97.00 – Other**.

## 9.0 Respondent Errors

Respondents can also provide incorrect answers. Faulty recollections, tendencies to exaggerate or underplay events, and inclinations to give answers that appear more ‘socially desirable’ are several reasons why a respondent may provide a false answer. There is no reason to believe that respondents to the PMVAW Survey did not answer correctly or truthfully.

## 10.0 Response Rates

The response and non-response rates for the PMVAW Survey were calculated and are given below using the following definitions.

$$\text{Survey Response Rate} = \frac{\text{\# of completed surveys}}{\text{Total Units on Survey Frame}} = \frac{401}{1000} = 40.1\%$$

$$\text{Survey Non-Response Rate} = \frac{\text{Total Units on Survey Frame} - \text{\# of completed surveys}}{\text{Total Units on Survey Frame}} = \frac{1000-401}{1000} = 59.9\%$$

$$\text{Survey Response Rate (Male)} = \frac{\text{\# of completed surveys (male)}}{\text{Total males on Survey Frame}} = \frac{159}{487} = 33\%$$

$$\text{Survey Response Rate (Female)} = \frac{\text{\# of completed surveys (female)}}{\text{Total females on Survey Frame}} = \frac{242}{513} = 47\%$$

Table 1: Sample vs. Respondents (Total)		
	Sample	Respondents (Total)
Male	48.7%	39.0%
Female	51.3%	61.0%

## 11.0 Processing Errors

Processing errors can emerge during the preparation of the final data files. For example, errors can occur while data are being coded or edited. During the PMVAW Survey, these activities were closely monitored and checked to ensure that additional errors were not introduced. As the final data set was being prepared, random checks were made to ensure that the data was of the highest quality.

## 12.0 Areas/Adjustments for Improvement

The introduction of the survey was too long and it resulted in losing respondents before the interviewers even got to the questions. A reduction in the amount of information in the introduction of the survey to incorporate only what is necessary and required. This was addressed part way through the initial survey and adjusted producing a favourable result.

Interviewers expressed concern that respondents did not appear to understand the wording in Q5B and rarely gave an answer that matched the pre-coded selections. The original question was worded as follows:

In which situations do you believe these acts are most likely to occur?

- Family/Domestic
- Dating
- Workplace
- Cyber/Internet
- Other (Please specify)
- Don't Know
- Refused

Since all of the scenarios listed indicate a relationship, we reworded the question to read “In which situations or relationships do you believe these acts are most likely to occur?” to correct the problem.

## Appendix A

### Glossary of Terms

**The definitions in this glossary are provided within the context of the Violence Prevention Initiative conducted by the Women's Policy Office.**

**Abuse** *Abuse: A pattern of behaviour intended to establish and maintain control dominance over family, household members, intimate partners, colleagues or groups.*

**Advertising** *A form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.*

**Bullying** *Bullying occurs when one person or a group of people try to control another to dominate and get their way. Bullying can be physical, emotional or sexual harassment. It causes fear and prevents the person from doing what they want, or forces them to do things they didn't choose. Bullying can happen when you are a child, teenager, or adult, and it crosses all racial, religious, gender, social and economic backgrounds.*

**Combat** *To vigorously oppose with the intent to lessen the occurrences of violent acts towards women by men.*

**Community Organizations** *Not-for-profit, civil society organizations that operate at the community level. Examples include Family Resource Centres, Community Youth Networks, Boys and Girls Clubs, etc.*

**Confidentiality** *Protecting the confidentiality of a respondent means that information about an individual will not be made available to anyone outside the immediate survey project and results will be presented in aggregate form only.*

**Criminal Harassment** *Criminal harassment is often called stalking, and causes you to fear for your safety. Common forms of criminal harassment are when someone follows you, calls you at home, at a friend's house or at your workplace, or watches you.*

**Cultural Abuse** *When you are harmed as a result of practices condoned by their culture, religion or tradition, including female circumcision, rape-marriage and sexual slavery. Honor crimes against women are tolerated in many parts of the world; women are maimed or killed for falling in love with the wrong person, seeking divorce, committing adultery or even for being raped.*



**CyberViolence** *Occurs when a person is bullied, harassed and/or abused through means of technology such as instant messaging, chat rooms, text messaging, digital cameras, web cams, websites and blogs. Posting nasty messages or pictures, spreading rumors, or tricking people into revealing information about themselves and forwarding it to others are all ways to abuse, embarrass and intimidate people.*

**Dating Violence** *Dating violence can happen on a first date or with a regular partner at anytime within a relationship. It often occurs when a dating partner feels jealous, has been drinking, or when one partner says no to sex.*

**Financial Abuse** *When someone destroys your personal property, forces you to work, forbids you to have money, refuses to let you work or takes money needed to care for the family.*

**Eliminate** *To eradicate or end all occurrences of violent acts towards women by men.*

**Emotional Abuse** *When someone says or does something to make you feel stupid or worthless name calling, blaming all of the problems in your relationship on you, humiliating or belittling you in front of others.*

**EAP** *Employee Assistance Program*

**Family** *A group of people affiliated by a common ancestry, affinity or co-residence.*

**Family Violence** *Some people abuse members of their own family. Violence in families can occur when people are married or living together. It can be kids bullying their parents/guardians or siblings, or it might be parents/guardians abusing the kids. It might also be parents/guardians being abusive to each other. When children are exposed to family violence they can become sad, angry, afraid, depressed, or feel guilty and helpless to do anything about the abuse.*

**Gender Equality** *Is the goal of the equality of the genders or the sexes.*

**Gender Inequality** *Refers to the obvious or hidden disparity between individuals due to gender.*

**Government** *Provincial and federal government agencies and departments including the education and court system.*

**Health and Community Services** *The Department of Health and Community Services ensures that the people of Newfoundland and Labrador have access to services and programs enabling individuals, families and communities to achieve optimal health.*

**Health Professionals** Professional people employed and providing service in the health and medical field. Examples include doctors, nurses and social workers.

**Information** Verbal or written material providing information on the prevention of male violence against women.

**Internet Violence** See Cyber Violence.

**Main Reason** Primary or most important reason.

**Majority** A subset that is more than half of the total amount.

**Male** Male human, regardless of age.

**Media** The usage of radio, television, newspapers, and/or magazines, to reach or influence people widely.

**Neglect** When someone has the responsibility to provide care or assistance for you but does not. This can include not paying the bills or not providing medication, shelter, food or clean clothing.

**Newfoundland and Labrador Statistics Agency (NLSA)** The NLSA is the central point within Government for the collection, management and distribution of economic, social, demographic and fiscal data relating to Newfoundland and Labrador. The Agency is governed by legislation introduced in 1977. The NLSA is the official Statistical Focal Point for Statistics Canada.

**Offender** A man who has inflicted any type of violent or abusive act towards a woman.

**Physical Abuse** When someone uses a part of their body or an object to control your actions; pushing, shoving, pinning or holding a person down, slapping, kicking, assault with a weapon; the extreme is murder.

**Prevention** To stop all violent and/or abusive acts against women by men.

**Privacy** It is the ability of an individual or group to keep their lives and personal affairs out of public view, or to control the flow of information about them. Privacy is the ability of an individual or organization to reveal oneself selectively. Privacy is sometimes related to anonymity although it is often most highly valued by people who are publicly known. Privacy can be seen as

*an aspect of security — one in which trade-offs between the interests of one group and another can become particularly clear.*

**Public Awareness Campaign** *An organized, systematic effort through various communications media to alert the general population of a given area to anything of significant interest or concern.*

**Published Materials** *Written materials printed for providing information to the general public, for example newspapers, magazines and brochures.*

**Psychological Abuse** *When someone uses threats and causes fear in you to gain control. Examples include threatening harm to you, your children or your family if you leave, or when an individual threatens to harm themselves.*

**RCMP** *Royal Canadian Mounted Police*

**Reach Out. Take Action Against Violence** *A project of the Violence Prevention Initiative, Government of Newfoundland and Labrador.*

**Respondent** *The person being interviewed.*

**RNC** *Royal Newfoundland Constabulary*

**Safe Home** *Temporary accommodations in communities where transition houses do not exist. A safe home may be a rental apartment, private home or hotel unit.*

**Second-Stage Housing** *Help women who have left abusive relationships make long-term plans for independent living. Women and their children usually stay in a second-stage house for 9-12 months.*

**Services** *Any place, organization or person a woman who is a victim of male violence and /or abuse can access for help.*

**Sexual Abuse** *When someone forces you to take part in sexual activity when you do not want to, touches you in a sexual manner against your will, or forces you to perform sexual acts that you find degrading or painful.*

**Slogan** *A memorable motto or phrase used as a repetitive expression of an idea or purpose.*

**Society** *All members of the community combined, for example individuals, government, media.*

**Spiritual Abuse** *When someone tries to prevent you from practicing your religious or spiritual beliefs, making fun of your beliefs, forcing you to raise your children in another religion or spiritual choice, and using these beliefs to control you.*

**Spiritual/Faith-Based Groups** *Faith-based organizations play an active role in serving members of their faith and supporting their communities. Regardless of their cause, these organizations strive to create stewardship, not just through financial support but also through volunteer work and other community involvement.*

**Statistics Agency Act** *Legislation introduced in 1977 that enables the NLSA to collect, manage and disseminate economic, social, demographic and fiscal data relating to Newfoundland and Labrador. All employees of the NLSA are sworn in under the act and once done so have a legal obligation to ensure the confidentiality of all information at all times.*

**Transition House** *Provides temporary housing in a safe, secure environment for women and their children leaving abusive relationships. Women and their children usually stay in a transition house for less than a month.*

**Verbal Abuse** *When someone uses language, whether spoken or written, to cause you harm. Criticism, cursing, name calling, insults, recalling your past mistakes, expressing negative expectations, yelling, and expressing distrust are all are forms of verbal abuse.*

**Victim** *A woman who has been abused in any form by a man.*

**Violence** *Is when someone does or says something to hurt or have control over another person. Violence is a desire to hurt, threaten, or frighten someone else on purpose. It is usually repeated over time and takes many forms.*

**Violence Prevention Initiative (VPI)** *The VPI of the Government of Newfoundland and Labrador reflects government's commitment to addressing the problem of violence in this province. The Initiative is a six year, multi-departmental, government-community partnership to find long-term solutions to the problem of violence against those most at risk in our society - women, children, seniors, persons with disabilities and other vulnerable people who are victims of violence because of their race, ethnicity, sexual orientation or economic status.*

**Woman** *Female human, regardless of age.*

**Women's Organizations** *Organizations which primarily serve women. Generally, they are not-for profit, civil society organizations that operate at the community level, such as Women's Centre's. However, they may also be provincial in scope, such as the Multicultural Women's Organization of NL, or even have a provincially legislated mandate, such as the Provincial Advisory Council on the Status of Women.*

**Women's Policy Office (WPO)** *The WPO is the central agency within the Government of Newfoundland and Labrador which coordinates the development of programs and policies for the benefit of women in the province.*

**Women's Shelter** *A place of temporary refuge and support for women escaping violent situations, such as rape, and domestic violence.*

**Workplace** *A person's place of employment.*

**Workplace Violence** *Any form of harassment, violence or abuse of any nature experienced in your place of work by a superior, co-worker or subordinate.*

## Appendix B

### Preventing Male Violence Against Women Survey

#### October 2009

The Newfoundland and Labrador Statistics Agency is conducting a survey on behalf of the Women's Policy Office. The purpose of this survey is to gauge public awareness of violence prevention campaigns, public awareness of types of violence and abuse, and available resources for victims.

Although participation in this survey is voluntary, your co-operation is important to ensure that the information collected is as accurate as possible.

The survey will only take 6-8 minutes and your answers will be kept strictly confidential as required by the *Statistics Agency Act*.

### Section A: Gauging Public Awareness

1A. Are you aware of the slogan *Reach out. Take Action Against Violence*?

☐ Yes

☐ No      ➤ Go to Question 2A

1B. Through which types of media did you become familiar with this slogan?

PLEASE SELECT ALL THAT APPLY

☐ Television

☐ Radio

☐ Internet

☐ Published materials (newspapers, magazines, brochures)

☐ Other (Please specify): \_\_\_\_\_

☐ Don't Know

2A. Are you aware of the *OutrageNL/Violence Against Youth awareness campaign*?

☐ Yes

☐ No      ➤ Go to Question 3A

2B. Through which types of media did you become familiar with this campaign?

PLEASE SELECT ALL THAT APPLY

- ☐ Television
- ☐ Posters
- ☐ Radio
- ☐ Brochures
- ☐ Website
- ☐ Newspaper
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know

3A. Are you aware of the *Violence Against Older Adults* awareness campaign?

- ☐ Yes
- ☐ No      ➤ Go to Question 4A

3B. Through which types of media did you become familiar with this campaign?

PLEASE SELECT ALL THAT APPLY

- ☐ Television
- ☐ Posters
- ☐ Radio
- ☐ Brochures
- ☐ Website
- ☐ Newspaper
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know

4A. Are you familiar with the *Duty to Report Child Abuse* awareness campaign?

- ☐ Yes
- ☐ No      ➤ Go to Question 5A

**4B. Through which types of media did you become familiar with this campaign?**

PLEASE SELECT ALL THAT APPLY

- ☐ Television
- ☐ Posters
- ☐ Radio
- ☐ Brochures
- ☐ Website
- ☐ Newspaper
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know

**5A. Are you familiar with the *Preventing Male Violence Against Women* campaign, in particular, the *I Will Show Him How to Respect Women* awareness campaign?**

- ☐ Yes
- ☐ No      ➡ Go to Question 6A

**5B. Through which types of media did you become familiar with this campaign?**

PLEASE SELECT ALL THAT APPLY

- ☐ Television
- ☐ Posters
- ☐ Radio
- ☐ Brochures
- ☐ Website
- ☐ Newspaper
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know



## Section B: Attitudes Toward Violence/Abuse Against Women

- 6A. When you think of violent and/or abusive acts committed by men against women, what types of violence and/or abuse come to mind?

PLEASE SELECT ALL THAT APPLY

*NOTE: LIST NOT TO BE READ BY INTERVIEWER*

- ☐ Physical
- ☐ Sexual (including sexual harassment and incest)
- ☐ Psychological (including stalking)
- ☐ Emotional
- ☐ Economic/Financial
- ☐ Neglect
- ☐ Spiritual
- ☐ Cultural
- ☐ Verbal
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know
- ☐ Refused

- 6B. In which situations do you believe these acts are most likely to occur?

PLEASE SELECT ALL THAT APPLY.

*NOTE: LIST NOT TO BE READ BY INTERVIEWER*

- ☐ Family/Domestic
- ☐ Dating
- ☐ Workplace
- ☐ Cyber/Internet
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know
- ☐ Refused

7. In your opinion, who should be responsible for combating and eliminating male Violence and/or abuse against women?

PLEASE SELECT ALL THAT APPLY.

*NOTE: LIST NOT TO BE READ BY INTERVIEWER*

- ☐ Justice System (including: court system, sentencing, legal aid)
- ☐ Government (including: policies, programs and legislation)
- ☐ Police (RNC/RCMP)
- ☐ Health Professionals (including doctors, counsellors, social workers)
- ☐ Community Organizations
- ☐ Women's Organizations (including: transition houses, shelters, Provincial Advisory Council on the Status of Women)
- ☐ Spiritual/faith—based groups (i.e. Salvation Army)
- ☐ Media (newspapers, radio, television)
- ☐ Family/friends (of victim and offender)
- ☐ All of society (collectively)
- ☐ Women
- ☐ Men
- ☐ Offender
- ☐ Victim
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know
- ☐ Refused

8. In your opinion, what steps would be most effective to combat and eliminate male violence and/or abuse against women?

PLEASE SELECT ALL THAT APPLY.

*NOTE: LIST NOT TO BE READ BY INTERVIEWER*

- ☐ Increased education and awareness (through schools, government programs)
- ☐ Stricter penalties for offenders
- ☐ Measures to improve gender equality (close salary gap)
- ☐ Elimination of social stigma associated with such abuse
- ☐ More services for victims
- ☐ Improved access to services
- ☐ Media
- ☐ Treatment centres for offenders (i.e.: John Howard Society)
- ☐ Other (Please specify): \_\_\_\_\_
- ☐ Don't Know
- ☐ Refused

9. Where you would send someone for information on the prevention of male violence and/or abuse against women?

RESOURCE

- ☐ a. RNC/RCMP
- ☐ b. Sexual Assault Crisis and Prevention Centre
- ☐ c. Shelters/Transition Houses
- ☐ d. Women's Centres
- ☐ e. Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)
- ☐ f. Hospital
- ☐ g. Family doctor/medical clinic
- ☐ h. Public Health Nursing
- ☐ i. Mental Health Services/Crisis Line
- ☐ j. Faith-based groups (i.e.: church)
- ☐ k. Lawyer/legal services
- ☐ l. Victims Services
- ☐ m. Government (including HRLE, HCS, NLHC, VPI, HRC)
- ☐ n. Regional Coordinating Committees
- ☐ o. Family/friends/co-workers
- ☐ p. School (including post secondary institutions)
- ☐ q. Phone book/yellow pages
- ☐ r. Workplace
- ☐ s. Internet
- ☐ t. Other
- ☐ u. Don't Know
- ☐ v. Refused

**10. What services are you aware of that help victims of male violence and/or abuse against women?**

**RESOURCE**

- ☐ a. RNC/RCMP
- ☐ b. Sexual Assault Crisis and Prevention Centre
- ☐ c. Shelters/Transition Houses
- ☐ d. Women's Centres
- ☐ e. Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)
- ☐ f. Hospital
- ☐ g. Family doctor/medical clinic
- ☐ h. Public Health Nursing
- ☐ i. Mental Health Services/Crisis Line
- ☐ j. Faith-based groups (i.e.: church)
- ☐ k. Lawyer/legal services
- ☐ l. Victims Services
- ☐ m. Government (including HRLE, HCS, NLHC, VPI, HRC)
- ☐ n. Regional Coordinating Committees
- ☐ o. Family/friends/co-workers
- ☐ p. School (including post secondary institutions)
- ☐ q. Phone book/yellow pages
- ☐ r. Workplace
- ☐ s. Internet
- ☐ t. Other
- ☐ u. Don't Know
- ☐ v. Refused

**11. What can you do to end male violence/abuse against women?**

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- ☐ Don't Know
- ☐ Refuse

## Section C: Demographics

12. Please indicate your Gender
- ☐ Male
  - ☐ Female
13. Which category best describes your age?
- ☐ 18-24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45-54
  - ☐ 55 +
14. What is the highest level of education you have completed?
- ☐ Less than high school
  - ☐ High school diploma
  - ☐ Some University
  - ☐ Undergraduate Degree
  - ☐ Graduate Degree
  - ☐ Medical Degree
  - ☐ Some College/Trade School
  - ☐ College/Trade School diploma
  - ☐ Other post secondary
  - ☐ Don't Know
  - ☐ Refused
15. What is your current marital status?
- ☐ Single
  - ☐ Married
  - ☐ Separated
  - ☐ Divorced
  - ☐ Common law
  - ☐ Widowed
  - ☐ Don't Know
  - ☐ Refused

16. Which of the following categories best describes your total household income (before taxes)?

- ☐ Under \$25,000
- ☐ \$25,001 – \$35,000
- ☐ \$35,001 – \$45,000
- ☐ \$45,001 – \$55,000
- ☐ \$55,001 – \$75,000
- ☐ \$75,001 – \$100,000
- ☐ Over \$100,000
- ☐ Don't Know
- ☐ Refused

Thank you for your co-operation. Please be assured that your responses will be kept strictly confidential as outlined in the *Statistics Agency Act*.

# Appendix C

## Data Tables

Women's Policy Office (Post Ad Campaign)  
Preventing Male Violence Against Women Survey 2009

### Section A: Final Tables

#### T 1. 1a. Are you aware of the slogan Reach out. Take Action Against Violence?

	Total Surveys
Yes	64.8%
No	35.2%
<b>Total</b>	<b>100.0%</b>

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

#### T 2. 1b. Through which types of media did you become familiar with this slogan?

	Total Surveys
Television	75.0%
Radio	22.3%
Internet	...
Published materials (newspapers, magazines, brochures)	19.2%
Other (Please specify):	5.0%
Don't Know	5.0%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

#### T 3. 1b. (Other) ) Through which types of media did you become familiar with this slogan?

	Total Surveys
Word of Mouth	23.1%
Work/School/Community organizations	61.5%
Other	15.4%
<b>Total</b>	<b>100.0%</b>

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009



**τ 4. 2a. Are you aware of the OutrageNL/Violence Against Youth awareness campaign?**

	Total Surveys
Yes	35.4%
No	64.6%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**τ 5. 2b. Through which types of media did you become familiar with this campaign?**

	Total Surveys
Television	70.4%
Posters	5.6%
Radio	23.2%
Brochures	...
Website	...
Newspaper	14.1%
Other (Please specify):	7.0%
Don't Know	7.0%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**τ 6. 2b. (Other) Through which types of media did you become familiar with this campaign?**

	Total Surveys
Word of Mouth	40.0%
Work/School/Community organizations	60.0%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 7. 3a. Are you aware of the Violence Against Older Adults awareness campaign?**

	Total Surveys
Yes	78.8%
No	21.2%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 8. 3b. Through which types of media did you become familiar with this campaign?**

	Total Surveys
Television	84.8%
Posters	5.4%
Radio	11.7%
Brochures	...
Website	...
Newspaper	7.3%
Other (Please specify):	6.3%
Don't Know	...

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 2, 2009

**T 9. 3b. (Other) Through which types of media did you become familiar with this campaign?**

	Total Surveys
Word of Mouth	30.0%
Work/School/Community organizations	70.0%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**τ 10. 4a. Are you aware of the Duty to Report Child Abuse awareness campaign?**

	Total Surveys
Yes	58.6%
No	41.4%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**τ 11. 4b. Through which types of media did you become familiar with this campaign?**

	Total Surveys
Television	57.0%
Posters	...
Radio	20.4%
Brochures	...
Website	...
Newspaper	9.4%
Other (Please specify):	23.8%
Don't Know	10.6%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 2, 2009

**τ 12. 4b. (Other) Through which types of media did you become familiar with this campaign?**

	Total Surveys
Other	25.0%
Word of Mouth	14.3%
Work/School/Community organizations	60.7%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 13. 5a. Are you familiar with the Preventing Male Violence Against Women campaign, in particular, the I Will Show Him How to Respect Women awareness campaign?**

	Total Surveys
Yes	52.9%
No	47.1%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 14. 5b. Through which types of media did you become familiar with this campaign?**

	Total Surveys
Television	91.0%
Posters	...
Radio	8.5%
Brochures	...
Website	...
Newspaper	7.5%
Other (Please specify):	...
Don't Know	...

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 2, 2009

**T 15. 5b. (Other) Through which types of media did you become familiar with this campaign?**

	Total Surveys
Other	50.0%
Word of Mouth	50.0%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 16. 6a. When you think of violent and/or abusive acts committed by men against women, what types of violence and/or abuse come to mind?**

	Total Surveys
Physical	87.8%
Sexual (including sexual harassment and incest)	22.4%
Psychological (including stalking)	14.5%
Emotional	27.2%
Economic/Financial	...
Neglect	...
Verbal	30.7%
Other (Please specify)	...
Don't Know	...

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 2, 2009

**T 17. 6b. In which situations or relationships do you believe these acts are most likely to occur?**

	Total Surveys
Family/Domestic	67.8%
Dating	13.0%
Workplace	...
Cyber/Internet	...
Other (please specify)	28.4%
Don't Know	12.2%

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 2, 2009

**T 18. 7. In your opinion, who should be responsible for combating and eliminating male violence and/or abuse against women?**

	Total Surveys
Justice System (including: court system, sentencing, and legal aid)	10.0%
Government (including: policies, programs, and legislation)	14.0%
Police (RNC/RCMP)	13.7%
Health Professionals (including: doctors, counselors, and social workers)	...
Community Organizations	...
Women's Organizations (including: transition houses, shelters, Provincial Advisory Council on the Status of Women)	...
Spiritual/Faith based groups (i.e. Salvation Army)	...
Media (newspapers, radio, television)	...
Family/friends (of victim and offender)	5.5%
All of society (collectively)	35.2%
Women	15.7%
Men	23.2%
Offender	7.7%
Victim	5.7%
Other (Please specify)	...
Don't Know	5.5%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 19. 7. (Other) In your opinion, who should be responsible for combating and eliminating male violence and/or abuse against women?**

	Total Surveys
Parents/Educators	71.4%
Other	28.6%
<b>Total</b>	<b>100.0%</b>

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 20. 8. In your opinion, what steps would be most effective to combat and eliminate male violence and/or abuse against women?**

	Total Surveys
Increased education and awareness (through schools, government programs)	39.4%
Stricter penalties for offenders	27.4%
Measures to improve gender equality (close salary gap)	...
Elimination of social stigma associated with such abuse	...
More services for victims	7.7%
Improved access to services	...
Media	7.0%
Treatment centres for offenders (i.e. John Howard Society)	6.2%
Other (Please specify)	17.0%
Don't Know	15.2%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 21. 8. (Other) In your opinion, what steps would be most effective to combat and eliminate male violence and/or abuse against women?**

	Total Surveys
Report abuse/Escape relationship	60.3%
Other	39.7%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 22. 9. Where would you send someone for information on the prevention of male violence and/or abuse against women?**

	Total Surveys
RNC/RCMP	30.2%
Sexual Assault Crisis and Prevention Centre	...
Shelters/Transition Houses	20.0%
Women's Centres	17.2%
Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)	7.5%
Hospital	6.0%
Family doctor/medical clinic	8.0%
Public Health Nursing	...
Mental Health Services/Crisis Line	...
Faith-based groups (i.e. church)	...
Lawyer/legal services	...
Victims Services	...
Government (including HRLE, HCS, NLHC,VPI, HRC)	17.7%
Regional Coordinating Committees	...
Family/friends/co-workers	...
School (including post secondary institutions)	...
Phone book/yellow pages	...
Workplace	...
Internet	11.5%
Other (Please specify):	...
Don't Know	18.2%
Totals may exceed 100% due to multiple responses.	
Final Results Compiled by the NLSA on November 2, 2009	

**T 23. 9. (Other) Where would you send someone for information on the prevention of male violence and/or abuse against women?**

	Total Surveys
Counselors	42.9%
Other	57.1%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009



**T 24. 10. What services are you aware of that help victims of male violence and/or abuse against women?**

	Total Surveys
RNC/RCMP	15.7%
Sexual Assault Crisis and Prevention Centre	...
Shelters/Transition Houses	47.9%
Women's Centres	21.4%
Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)	5.0%
Hospital	...
Family doctor/medical clinic	...
Public Health Nursing	...
Mental Health Services/Crisis Line	...
Faith-based groups (i.e. church)	...
Lawyer/legal services	...
Victims Services	...
Government (including HRLE, HCS, NLHC,VPI, HRC)	9.7%
Regional Coordinating Committees	...
Family/friends/co-workers	...
School (including post secondary institutions)	...
Phone book/yellow pages	...
Workplace	...
Internet	...
Other (Please specify):	...
Don't Know	25.7%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 25. 10. (Other) What services are you aware of that help victims of male violence and/or abuse against women?**

	Total Surveys
Counselors	62.5%
Other	37.5%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 26. 11. (Other) What can you do to end male violence/abuse against women?**

	Total Surveys
Increase education and awareness	13.5%
Offer aid to victims	47.1%
Set personal example	30.1%
Very little/nothing	...
Other	...
Don't Know	...
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 27. 12. Please indicate your gender.**

	Total Surveys
Male	39.7%
Female	60.3%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 28. 13. Which category best describes your age?**

	Total Surveys
18-34	16.7%
35-44	18.5%
45-54	25.2%
55 +	39.7%
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 29. 14. What is the highest level of education you have completed?**

	Total Surveys
Less than high school	19.0%
High school diploma	22.4%
Some University	...
Undergraduate Degree	12.0%
Graduate Degree	11.2%
Medical Degree	...
Some College/Trade School	7.2%
College/Trade School diploma	22.2%
Other post secondary (Please specify):	...
Don't Know	...
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 30. 15. What is your current marital status?**

	Total Surveys
Single	14.5%
Married	68.1%
Separated	...
Divorced	...
Common law	6.7%
Widowed	...
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 31. 16. Which of the following best describes your total household income (before taxes)?**

	Total Surveys
Under \$25,000	17.0%
\$25,001 - \$35,000	14.0%
\$35,001 - \$45,000	12.5%
\$45,001 - \$55,000	8.5%
\$55,001 - \$75,000	15.5%
\$75,001 - \$100,000	8.5%
Over \$100,000	14.0%
Don't Know	...
Refused	...
<b>Total</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

... SUPPRESSED DUE TO CONFIDENTIALITY OR DATA QUALITY (<5%)

**Women's Policy Office (Post Ad Campaign)  
Preventing Male Violence Against Women Survey 2009**

**Section B: Final Tables by Gender**

**T 32. 1a. Are you aware of the slogan Reach out. Take Action Against Violence?**

	Male	Female
Yes	57.9%	69.4%
No	42.1%	30.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 33. 1b. Through which types of media did you become familiar with this slogan?**

	Male	Female
Television	78.3%	73.2%
Radio	26.1%	20.2%
Internet	...	...
Published materials (newspapers, magazines, brochures)	20.7%	18.5%
Other (Please specify):	...	6.0%
Don't Know	...	6.5%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 34. 1b. (Other) Through which types of media did you become familiar with this slogan?**

	Male	Female
Word of Mouth	...	30.0%
Work/School/Community organizations	100.0%	50.0%
Other	...	20.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 35. 2a. Are you aware of the OutrageNL/Violence Against Youth awareness campaign?**

	Male	Female
Yes	34.6%	36.0%
No	65.4%	64.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 36. 2b. Through which types of media did you become familiar with this campaign?**

	Male	Female
Television	74.5%	67.8%
Posters	...	9.2%
Radio	29.1%	19.5%
Brochures	...	5.7%
Website	...	...
Newspaper	14.5%	13.8%
Other (Please specify):	9.1%	5.7%
Don't Know	...	...

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 37. 2b. (Other) Through which types of media did you become familiar with this campaign?**

	Male	Female
Word of Mouth	20.0%	60.0%
Work/School/Community organizations	80.0%	40.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey (Post-Ad Campaign)*, 2009  
Compiled by NLSA on November 2, 2009

**T 38. 3a. Are you aware of the Violence Against Older Adults awareness campaign?**

	Male	Female
Yes	73.6%	82.2%
No	26.4%	17.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey (Post-Ad Campaign)*, 2009  
Compiled by NLSA on November 2, 2009

**T 39. 3b. Through which types of media did you become familiar with this campaign?**

	Male	Female
Television	82.9%	85.9%
Posters	...	6.5%
Radio	17.9%	8.0%
Brochures	...	...
Website	...	...
Newspaper	5.1%	8.5%
Other (Please specify):	5.1%	7.0%
Don't Know	...	...

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 40. 3b. (Other) Through which types of media did you become familiar with this campaign?**

	Male	Female
Word of Mouth	16.7%	35.7%
Work/School/Community organizations	83.3%	64.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 41. 4a. Are you aware of the Duty to Report Child Abuse awareness campaign?**

	Male	Female
Yes	54.1%	61.6%
No	45.9%	38.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 42. 4b. Through which types of media did you become familiar with this campaign?**

	Male	Female
Television	65.1%	52.3%
Posters	...	6.0%
Radio	23.3%	18.8%
Brochures	...	...
Website	...	...
Newspaper	14.0%	6.7%
Other (Please specify):	15.1%	28.9%
Don't Know	7.0%	12.8%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 43. 4b. (Other) Through which types of media did you become familiar with this campaign?**

	Male	Female
Other	38.5%	20.9%
Word of Mouth	15.4%	14.0%
Work/School/Community organizations	46.2%	65.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 44. 5a. Are you familiar with the Preventing Male Violence Against Women campaign, in particular, the I Will Show Him How to Respect Women awareness campaign?**

	Male	Female
Yes	49.1%	55.4%
No	50.9%	44.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009



**T 45. 5b. Through which types of media did you become familiar with this campaign?**

	Male	Female
Television	96.2%	88.1%
Posters	...	...
Radio	12.8%	6.0%
Brochures	...	...
Website	...	...
Newspaper	10.3%	6.0%
Other (Please specify):	...	...
Don't Know	...	...

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 46. 5b. (Other) Through which types of media did you become familiar with this campaign?**

	Male	Female
Other	50.0%	50.0%
Word of Mouth	50.0%	50.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 47. 6a. When you think of violent and/or abusive acts committed by men against women, what types of violence and/or abuse come to mind?**

	Male	Female
Physical	84.3%	90.1%
Sexual (including sexual harassment and incest)	24.5%	21.1%
Psychological (including stalking)	15.7%	13.6%
Emotional	22.6%	30.2%
Economic/Financial	...	...
Neglect	...	...
Verbal	27.7%	32.6%
Other (Please specify)	...	...
Don't Know	6.3%	...

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 48. 6b. In which situations or relationships do you believe these acts are most likely to occur?**

	Male	Female
Family/Domestic	70.4%	66.1%
Dating	13.2%	12.8%
Workplace	5.0%	...
Cyber/Internet	...	...
Other (please specify)	23.9%	31.4%
Don't Know	13.8%	11.2%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 49. 7. In your opinion, who should be responsible for combating and eliminating male violence and/or abuse against women?**

	Male	Female
Justice System (including: court system, sentencing, and legal aid)	11.9%	8.7%
Government (including: policies, programs, and legislation)	13.2%	14.5%
Police (RNC/RCMP)	13.2%	14.0%
Health Professionals (including: doctors, counselors, and social workers)	...	...
Community Organizations	...	...
Women's Organizations (including: transition houses, shelters, Provincial Advisory Council on the Status of Women)	...	...
Spiritual/Faith based groups (i.e. Salvation Army)	...	...
Media (newspapers, radio, television)	...	...
Family/friends (of victim and offender)	5.7%	5.4%
All of society (collectively)	35.8%	34.7%
Women	12.6%	17.8%
Men	32.7%	16.9%
Offender	12.6%	...
Victim	...	7.0%
Other (Please specify)	...	...
Don't Know	...	7.0%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 50. 7. (Other) In your opinion, who should be responsible for combating and eliminating male violence and/or abuse against women?**

	Male	Female
Parents/Educators	100.0%	60.0%
Other	...	40.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 51. 8. In your opinion, what steps would be most effective to combat and eliminate male violence and/or abuse against women?**

	Male	Female
Increased education and awareness (through schools, government programs)	39.6%	39.3%
Stricter penalties for offenders	32.1%	24.4%
Measures to improve gender equality (close salary gap)	...	...
Elimination of social stigma associated with such abuse	...	...
More services for victims	...	9.9%
Improved access to services	...	...
Media	7.5%	6.6%
Treatment centres for offenders (i.e. John Howard Society)	5.7%	6.6%
Other (Please specify)	20.1%	14.9%
Don't Know	12.6%	16.9%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 52. 8. (Other) In your opinion, what steps would be most effective to combat and eliminate male violence and/or abuse against women?**

	Male	Female
Report abuse/Escape relationship	43.8%	75.0%
Other	56.3%	25.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 53. 9. Where would you send someone for information on the prevention of male violence and/or abuse against women?**

	Male	Female
RNC/RCMP	27.0%	32.2%
Sexual Assault Crisis and Prevention Centre	...	...
Shelters/Transition Houses	13.2%	24.4%
Women's Centres	13.8%	19.4%
Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)	8.8%	6.6%
Hospital	5.0%	6.6%
Family doctor/medical clinic	...	11.6%
Public Health Nursing	...	...
Mental Health Services/Crisis Line	...	...
Faith-based groups (i.e. church)	6.9%	...
Lawyer/legal services	...	...
Victims Services	...	...
Government (including HRLE, HCS, NLHC, VPI, HRC)	19.5%	16.5%
Regional Coordinating Committees	...	...
Family/friends/co-workers	...	...
School (including post secondary institutions)	...	...
Phone book/yellow pages	...	...
Workplace	...	...
Internet	10.1%	12.4%
Other (Please specify):	...	...
Don't Know	27.0%	12.4%

Totals may exceed 100% due to multiple responses.

Final Results Compiled by the NLSA on November 2, 2009

**T 54. 9. (Other) Where would you send someone for information on the prevention of male violence and/or abuse against women?**

	Male	Female
Counselors	20.0%	55.6%
Other	80.0%	44.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009

Compiled by NLSA on November 2, 2009

**T 55. 10. What services are you aware of that help victims of male violence and/or abuse against women?**

	Male	Female
RNC/RCMP	13.8%	16.9%
Sexual Assault Crisis and Prevention Centre	...	...
Shelters/Transition Houses	38.4%	54.1%
Women's Centres	20.1%	22.3%
Community Groups (Senior's Resource Centre, Citizen's Crime Prevention Association, Transition House Association)	5.0%	5.0%
Hospital	...	5.8%
Family doctor/medical clinic	...	...
Public Health Nursing	...	...
Mental Health Services/Crisis Line	...	5.0%
Faith-based groups (i.e. church)	...	...
Lawyer/legal services	...	...
Victims Services	...	...
Government (including HRLE, HCS, NLHC, VPI, HRC)	7.5%	11.2%
Regional Coordinating Committees	...	...
Family/friends/co-workers	...	...
School (including post secondary institutions)	...	...
Phone book/yellow pages	...	...
Workplace	...	...
Internet	...	...
Other (Please specify):	...	...
Don't Know	34.0%	20.2%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 2, 2009

**T 56. 10. (Other) What services are you aware of that help victims of male violence and/or abuse against women?**

	Male	Female
Counselors	75.0%	50.0%
Other	25.0%	50.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 2, 2009

**T 57. 11. (Other) What can you do to end male violence/abuse against women?**

	Male	Female
Increase education and awareness	14.7%	12.6%
Offer aid to victims	40.4%	51.5%
Set personal example	35.3%	26.7%
Very little/nothing	...	...
Other	5.1%	...
Don't Know	...	...
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 58. 13. Which category best describes your age?**

	Male	Female
18-34	13.8%	18.6%
35-44	22.0%	16.1%
45-54	22.0%	27.3%
55 +	42.1%	38.0%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

**T 59. 14. What is the highest level of education you have completed?**

	Male	Female
Less than high school	17.0%	20.2%
High school diploma	25.2%	20.7%
Some University	5.7%	...
Undergraduate Degree	10.1%	13.2%
Graduate Degree	13.2%	9.9%
Medical Degree	...	...
Some College/Trade School	6.9%	7.4%
College/Trade School diploma	20.8%	23.1%
Other post secondary (Please specify):	...	...
Don't Know	...	...
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

τ 60. **15. What is your current marital status?**

	Male	Female
Single	16.4%	13.2%
Married	68.6%	67.8%
Separated	...	...
Divorced	...	...
Common law	5.7%	7.4%
Widowed	...	6.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

τ 61. **16. Which of the following best describes your total household income (before taxes)?**

	Male	Female
Under \$25,000	14.5%	18.6%
\$25,001 - \$35,000	15.7%	12.8%
\$35,001 - \$45,000	8.8%	14.9%
\$45,001 - \$55,000	8.8%	8.3%
\$55,001 - \$75,000	18.9%	13.2%
\$75,001 - \$100,000	9.4%	7.9%
Over \$100,000	15.7%	12.8%
Don't Know	...	5.0%
Refused	...	6.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
 Compiled by NLSA on November 2, 2009

... SUPPRESSED DUE TO CONFIDENTIALITY OR DATA QUALITY (<5%)

**Women's Policy Office (Post Ad Campaign)  
Preventing Male Violence Against Women Survey 2009**

**Section C: Final Tables by Gender by Age**

**T 62. 1a. Are you aware of the slogan Reach out. Take Action Against Violence?**

Age Group		Gender		
		Male	Female	Total
18-24	Yes	40.0%	75.0%	64.7%
	No	60.0%	25.0%	35.3%
25-34	Yes	58.8%	54.5%	56.0%
	No	41.2%	45.5%	44.0%
35-44	Yes	48.6%	71.8%	60.8%
	No	51.4%	28.2%	39.2%
45-54	Yes	60.0%	74.2%	69.3%
	No	40.0%	25.8%	30.7%
55 +	Yes	62.7%	69.6%	66.7%
	No	37.3%	30.4%	33.3%

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 25, 2009

**T 63. 2a. Are you aware of the OutrageNL/Violence Against Youth awareness campaign?**

Age Group		Gender		
		Male	Female	Total
18-24	Yes	20.0%	33.3%	29.4%
	No	80.0%	66.7%	70.6%
25-34	Yes	29.4%	45.5%	40.0%
	No	70.6%	54.5%	60.0%
35-44	Yes	34.3%	30.8%	32.4%
	No	65.7%	69.2%	67.6%
45-54	Yes	25.7%	31.8%	29.7%
	No	74.3%	68.2%	70.3%
55 +	Yes	41.8%	38.0%	39.6%
	No	58.2%	62.0%	60.4%

Source: Preventing Male Violence Against Women Survey (Post-Ad Campaign), 2009  
Compiled by NLSA on November 25, 2009



**T 64. 3a. Are you aware of the Violence Against Older Adults awareness campaign?**

Age Group		Gender		
		Male	Female	Total
18-24	Yes	60.0%	75.0%	70.6%
	No	40.0%	25.0%	29.4%
25-34	Yes	58.8%	63.6%	62.0%
	No	41.2%	36.4%	38.0%
35-44	Yes	71.4%	84.6%	78.4%
	No	28.6%	15.4%	21.6%
45-54	Yes	74.3%	78.8%	77.2%
	No	25.7%	21.2%	22.8%
55 +	Yes	79.1%	91.3%	86.2%
	No	20.9%	8.7%	13.8%

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 25, 2009

**T 65. 5a. Are you familiar with the Preventing Male Violence Against Women campaign, in particular, the I Will Show Him How to Respect Women awareness campaign?**

Age Group		Gender		
		Male	Female	Total
18-24	Yes	40.0%	58.3%	52.9%
	No	60.0%	41.7%	47.1%
25-34	Yes	35.3%	54.5%	48.0%
	No	64.7%	45.5%	52.0%
35-44	Yes	48.6%	51.3%	50.0%
	No	51.4%	48.7%	50.0%
45-54	Yes	40.0%	56.1%	50.5%
	No	60.0%	43.9%	49.5%
55 +	Yes	58.2%	56.5%	57.2%
	No	41.8%	43.5%	42.8%

Source: *Preventing Male Violence Against Women Survey* (Post-Ad Campaign), 2009  
Compiled by NLSA on November 25, 2009

**Women's Policy Office (Post Ad Campaign)**  
**Preventing Male Violence Against Women Survey 2009**

**Section D: Final Tables by Marital Status**

**T 66. 6a. When you think of violent and/or abusive acts committed by men against women, what types of violence and/or abuse come to mind**

	Single	Married	Separated	Divorced	Common law	Widowed
Physical	93.1%	87.2%	90.9%	85.7%	92.6%	72.2%
Sexual (including sexual harassment and incest)	20.7%	21.2%	45.5%	28.6%	25.9%	22.2%
Psychological (including stalking)	12.1%	13.9%	18.2%	28.6%	22.2%	5.6%
Emotional	34.5%	24.2%	18.2%	50.0%	37.0%	22.2%
Economic/Financial	6.9%	...	...	...	7.4%	...
Neglect	...	...	...	...	...	5.6%
Verbal	34.5%	32.6%	45.5%	7.1%	22.2%	11.1%
Other (Please specify)	...	...	9.1%	7.1%	7.4%	...
Don't Know	...	...	9.1%	7.1%	...	16.7%

Totals may exceed 100% due to multiple responses.

Final Results Compiled by the NLSA on November 25, 2009

**T 67. 6b. In which situations or relationships do you believe these acts are most likely to occur?**

	Single	Married	Separated	Divorced	Common law	Widowed
Family/Domestic	70.7%	69.2%	63.6%	71.4%	66.7%	38.9%
Dating	19.0%	12.5%	18.2%	7.1%	11.1%	5.6%
Workplace	...	...	...	7.1%	...	...
Cyber/Internet	...	...	...	...	...	...
Other (please specify)	24.1%	28.2%	27.3%	28.6%	29.6%	44.4%
Don't Know	12.1%	11.7%	9.1%	...	18.5%	22.2%

Totals may exceed 100% due to multiple responses.

Final Results Compiled by the NLSA on November 25, 2009

**T 68. 7. In your opinion, who should be responsible for combating and eliminating male violence and/or abuse against women?**

	Single	Married	Separated	Divorced	Common law	Widowed
Justice System (including: court system, sentencing, etc.)	8.6%	11.0%	18.2%	...	7.4%	5.6%
Government (including: policies, programs, and legislation)	8.6%	15.8%	...	...	11.1%	27.8%
Police (RNC/RCMP)	13.8%	15.0%	18.2%	...	...	16.7%
Health Professionals (including: doctors, counsellors, etc.)	...	...	...	...	...	...
Community Organizations	...	...	...	...	...	5.6%
Women's Organizations (transition houses, shelters, etc.)	...	...	...	...	...	5.6%
Spiritual/Faith based groups (i.e. Salvation Army)	...	...	...	...	...	5.6%
Media (newspapers, radio, television)	...	...	...	...	...	...
Family/friends (of victim and offender)	8.6%	...	...	7.1%	14.8%	...
All of society (collectively)	36.2%	35.2%	36.4%	57.1%	33.3%	16.7%
Women	17.2%	15.8%	9.1%	21.4%	18.5%	5.6%
Men	20.7%	21.6%	45.5%	21.4%	40.7%	16.7%
Offender	6.9%	7.7%	9.1%	14.3%	...	11.1%
Victim	5.2%	6.2%	...	...	...	11.1%
Other (Please specify)	...	...	...	7.1%	...	...
Don't Know	...	5.1%	...	...	...	27.8%

Totals may exceed 100% due to multiple responses.  
Final Results Compiled by the NLSA on November 25, 2009

Women's Policy Office (Post Ad Campaign)  
Preventing Male Violence Against Women Survey 2009

**Section E: Final Tables by Education**

T 69. 6b. In which types of relationships do you believe these acts are most likely to occur?

	Less than high school	High school diploma	Some University	Undergraduate Degree	Graduate Degree	Medical Degree	Some College/ Trade School	College/ Trade School diploma	Other post secondary (Please specify)
Family/Domestic	56.6%	60.0%	66.7%	87.5%	82.2%	66.7%	79.3%	65.2%	50.0%
Dating	10.5%	13.3%	5.6%	14.6%	15.6%	...	17.2%	13.5%	...
Workplace	...	...	5.6%	...	6.7%	...	...	...	...
Cyber/Internet	...	...	...	...	...	...	...	...	...
Other (please specify)	31.6%	28.9%	33.3%	22.9%	28.9%	...	17.2%	30.3%	50.0%
Don't Know	25.0%	15.6%	5.6%	...	...	33.3%	6.9%	11.2%	...

Totals may exceed 100% due to multiple responses. Final Results Compiled by the NLSA on November 25, 2009

Women's Policy Office (Post Ad Campaign)  
Preventing Male Violence Against Women Survey 2009

**Section F: Final Tables by Household Income**

**70. 6b. In which types of relationships do you believe these acts are most likely to occur?**

	Under \$25,000	\$25,001 - \$35,000	\$35,001 - \$45,000	\$45,001 - \$55,000	\$55,001 - \$75,000	\$75,001 - \$100,000	Over \$100,000	Don't Know	Refused
Family/Domestic	64.7%	71.4%	54.0%	73.5%	82.3%	73.5%	78.6%	31.6%	45.5%
Dating	13.2%	8.9%	8.0%	23.5%	9.7%	17.6%	17.9%	5.3%	13.6%
Workplace	...	...	...	...	...	8.8%	...	5.3%	...
Cyber/Internet	...	...	...	...	...	...	...	...	...
Other (please specify)	27.9%	21.4%	40.0%	26.5%	19.4%	38.2%	21.4%	42.1%	40.9%
Don't know	19.1%	16.1%	16.0%	8.8%	...	...	5.4%	36.8%	18.2%

Totals may exceed 100% due to multiple responses. tFinal Results Compiled by the NLSA on November 25, 2009

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Newfoundland and Labrador Statistics Agency

**Preventing Male Violence Against Women**

————— Post-evaluation Survey Report —————