Californians' Views on
Gender, Sexism, and Domestic Violence
Survey Findings | September 2017
blue (6) of california foundation

The Blue Shield of California Foundation sponsored this survey of adult Californians to understand their views on sexism, inequality, and domestic violence. The survey also looked at actions Californians are willing to take when faced with domestic violence in their own lives as well as broader political actions they might take on this issue.

## Background.

PerryUndem conducted the survey and analysis.

## Methods.

PerryUndem, a non-partisan research firm, conducted the focus groups and survey for this study. For more information about PerryUndem, go to http://perryundem.com/.

## Phase 1: Eight Focus Groups

We started the project with eight focus groups with diverse Californians conducted April 24-27, 2017. The goal of these focus groups was to gain insight into the role of culture, tradition, race, and ethnicity in the issue of domestic violence. Focus groups were conducted in Fremont and Los Angeles with AfricanAmerican, Chinese (in Cantonese), Korean (in Korean), Muslim, Native American, and Latina (in Spanish) women ages 1844. Groups were also held with African-American and Latino (in Spanish) men ages 18-44. The focus groups helped to inform the survey questionnaire.

## Phase 2: Statewide Survey

After the focus groups, we conducted a statewide survey of 1,045 California adults, including an oversample of 404 Latinos. This was a 15minute survey and was conducted July 15-25, 2017. The survey was conducted in both English and Spanish. The margin of sampling error: +/3.8 percentage points for the full sample.

The survey was fielded using KnowledgePanel, which is the largest probability-based online panel that is representative of the adult US population (55,000 active members strong). Their recruitment process uses an addressed-based sampling (ABS) methodology from the Delivery Sequence File of the USPS - a database with coverage of delivery points in the US. Participants in
the KnowledgePanel are provided internet and a web-enabled device for completing surveys if they do not otherwise have access. For more information on the KnowledgePanel, see:
http://www.gfk.com/fileadmin/user upload/dyna content/US/docume nts/GfK KnowledgePanel Overview.pdf

## Summary.

## The State of Equality.

Californians say there is still inequality for women. Two-thirds (64\%) say full equality for women in work, politics, and society has not been achieved, and most ( $75 \%$ ) say men are in more positions of power than women. More say it is better to be a man ( $68 \%$ good time) than a woman ( $53 \%$ good time).

In their personal relationships, most Californians feel more equality. A majority ( $75 \%$ ) feel their romantic partner accepts them as an equal all or most of the time. Latinas, however, are less likely to feel this - three in ten say they are not accepted as an equal most of the time.

However, Californians are split on who has more power and control in relationships between men and women. While $51 \%$ say there is a healthy balance, $48 \%$ feel either the man ( $38 \%$ ) or woman ( $10 \%$ ) has more power.

Many men feel pressured to be more masculine and to hide their emotions. While two-thirds (64\%) of Californians agree men can be as emotional and open as women, many think our culture pressures men to be more "masculine." When men are asked whether they personally feel pressure, roughly four in ten say they feel pressured to be aggressively competitive, hide their feelings, and be more physically strong.

Californians also feel it is a bad time to be a person of color or an immigrant right now. While more than three fourths feel it is a "good time" to be a white man ( $76 \%$ ), they are much less likely to feel it is a good time to be an immigrant (man/woman 26\%); Latino (man $37 \%$, woman: $38 \%$ ); black (man $39 \%$, woman $41 \%$ ); Native American (man $45 \%$, woman $44 \%$ ); or Asian (man $54 \%$, woman $52 \%$ ). About a third think it is becoming more acceptable to treat minorities with less respect ( $33 \%$ people of color, $37 \%$ immigrants, 31\% women, 39\% Muslim, 36\% LGBT).

Latinos, in particular, feel less accepted these days. Latino Californians are more likely to feel they are not accepted as an equal/valuable member of society - only 17\% say "definitely yes" to feeling like an equal/valuable member of society compared to $32 \%$ of white respondents. They are also less likely to call the police in an emergency ( $56 \%$ "very likely" vs. $77 \%$ white respondents).

Californians see domestic violence as a serious, widespread problem. They define the issue broadly and $88 \%$ see it as serious problem. Eight in ten ( $84 \%$ ) say that verbal and emotional abuse constitute domestic violence. Women are more likely than men to believe that a partner being mentally controlling ( $86 \%$ vs. $74 \%$ ) or financially controlling ( $72 \%$ vs. $57 \%$ ) is domestic violence. Across the board, women are more likely to accept broader categories for non-physical domestic violence than men.

## Most Californians are personally touched by domestic

 violence. More than half ( $58 \%$ ) say they have either been a victim or an abuser or have a friend/family member who is. One-quarter ( $23 \%$ ) have been a victim ( $11 \%$ of men vs. $34 \%$ of women). Only $5 \%$ say they've been an abuser, though an additional $4 \%$ say they're not sure if they have. But $30 \%$ say they know a family member or friend who has been an abuser.Most will act to stop domestic violence when they know the person. Nine in ten (95\%) say they would take some sort of action if they saw abuse of a friend and $92 \%$ would act if they knew a friend (male or female) was an abuser. Most are willing to take actions that involve listening to the victim or encouraging her/him to get help. However, only $26 \%$ would definitely call the police if they witnessed a male friend or family member being violent towards a partner.

When asked generally about intervening in a domestic violence dispute, concerns about personal safety and not knowing what to do to stop many from acting. More than half ( $53 \%$ ) would worry about their personal safety if they acted and $71 \%$ would want to help but aren't sure what they should do. In addition, $45 \%$ of Californians think domestic violence is a matter that should be handled by the family. This is higher for Latino men vs. white men ( $60 \%$ vs. $38 \%$ ).

## if Political Action + Domestic Violence.

Most Californians support more investment to stop domestic violence. A large majority ( $80 \%$ ) support government funding for domestic violence prevention. Latinos and low income Californians are more likely to support this investment as are Democrats, but more than half of Republicans ( $58 \%$ ) also support increased funding to address domestic violence.

The best reason to take political action is because domestic violence often leads to murder. The top two reasons to get involved in the issue: " $75 \%$ of women who are killed in domestic violence homicides are murdered when they attempt to leave or after they have left an abusive relationship" ( $82 \%$ say this is a convincing reason to get involved) and " 3 women a day are murdered by someone they dated or married" (79\% convincing reason to get involved).

Almost two-thirds of Californians are willing to take political action on this issue. The top actions Californians would take include paying more attention to the news as it relates to domestic violence ( $48 \%$ definitely/probably), talking with a friend or family member ( $46 \%$ ), and learning more about the issue ( $44 \%$ ). In addition, some are willing to donate to a domestic violence organization ( $27 \%$ ), share information on social media ( $25 \%$ ), contact an elected official ( $23 \%$ ), attend a march ( $21 \%$ ), or organize a discussion group ( $15 \%$ ).

Lack of knowledge about the issue and how to act are barriers to political action. Forty-four percent of Californians say they want more information before taking action to address domestic violence. What they want to know before acting: the best ways to help a victim (64\%), how to teach kids what a healthy relationship looks like ( $64 \%$ ), how to help boys avoid becoming an abuser ( $62 \%$ ), and a list of the most effective actions ( $62 \%$ ).

## Detailed Findings.

The State of Equality.

## Californians feel gender equality has not been achieved in society.

Nearly two-thirds (64\%) of Californians think that full equality for women in work, life, and politics has not been achieved. Republicans are among the least likely to say this, but still half say there is not full equality. Three fourths ( $75 \%$ ) say there are more men in positions of power - majorities across all demographics believe this, including Republicans.
Q. Who do you think has more positions of
power in our society?

## More say it is a better time to be a man than a woman.



## In personal relationships they are finding more equality, but still an imbalance.



## They think women are gaining equality in relationships...

Q. When women gain more control in society, does that mean men lose control?
Q. Do you agree or disagree: Women are gaining equality in relationships.

| 71\% agree |  | 21\% disagree |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Strongly agree $17 \%$ | Somewhat agree $54 \%$ | Not sure 6\% | Somewhat disagree 16\% | Strongly <br> disagree $5 \%$ |
| Total ( $71 \%$ agree) |  |  |  |  |
| White (80\%) |  |  |  |  |
| Latino (63\%) |  |  |  |  |
| Men (71\%) |  |  |  |  |
| Women (71\%) |  |  |  |  |
| Latino men (60\%) |  |  |  |  |
| Latina women (66\%) |  |  |  |  |
| 18 to 29 year olds (63\%) |  |  |  |  |
| 30 to 44 (65\%) |  |  |  |  |
| 45 to 59 (75\%) |  |  |  |  |
| 60+ (81\%) |  |  |  |  |


.without men losing power or control in society.
Q. Do you agree or disagree: Men have lost some control and power in the home.

## Californians are split on men's respect and power in the home.

When asked about men losing respect and power in the home and feminists' goals, Californians are split - about half say they agree with each measure. Men, in particular Latino men, are more likely to say they agree than women.

| Total (54\% agree) | 54\% agree |  | $37 \%$ disagree or not sure |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Women (53\%) | Strongly | Somewhat |  | Somewhat | Strongly |
| Latino men (57\%) | agree | Agree | 8\% | disagree | disagree |
| Latina women (59\%) | 12\% |  |  |  |  |

Do you agree or disagree:
Feminists want to have more power than men.

Q. Do you agree or disagree:

Men are no longer respected as much as they once were.

| Total (54\% agree) | $44 \%$ agree |  | 48\% disagree or not sure |  |
| ---: | :---: | :---: | :---: | :---: |
| Men (52\%) |  |  | Somewhat | Strongly |
| Women (35\%) | Strongly | Somewhat | Not sure | Disagree |
| Latino men (55\%) | Agree | Agree | $8 \%$ | $30 \%$ |

## While two-thirds agree men can be as emotional and open as women...

Q. Do you think our culture pressures men to... \% YES


## Many men feel pressured to be more masculine.

California men are less likely to report feeling pressured to act a certain way than society expects - except when it comes to protecting women. Still, a sizable proportion, about four in ten, feel pressured to be aggressively competitive, hide their feelings, and be more physically strong. Almost half of Latino men (45\%) say they feel pressured to dominate others.
\% YES

$\qquad$ with less respect?

## In terms of other issues of equality, about one-third of Californians thinks it is currently more acceptable to treat minorities with less respect.

There is a big divide by party - about half of Democrats say treating each of these groups with less respect has become more acceptable, while fewer than a quarter of Republicans believe so. See the table on next slide to understand some of the divides on this question.


| Q. Compared to a few years ago, do you think <br> it more or less acceptable in our society to treat <br> \% with less respect? <br> \% more acceptable |
| :--- |
| People of color (Black, Latino, <br> Asian/Pacific Islander, etc.) Total Dems Inds Reps |
| Immigrants |
| Women |
| Muslims |

Q. Considering everything, do you think it is a good time or a bad time to be a $\qquad$ in America?

$$
\|_{\|}^{\circ} \operatorname{lin} \operatorname{Hood} \mathrm{Bad}
$$

## Many feel it is a bad time to be a person of color or an immigrant right now.

While Californians are more likely to say it is a better time to be a man than a woman, there is little difference when asked about gender in the context of race or immigrant status.

Those more likely to say it is a bad time to be a minority man or woman are Latinos, Democrats, respondents who believe domestic violence is a serious problem in their community, and friends/family members of domestic violence victims.

Latina?
38\%


Latino?


61\%

Black woman?

Black man?
39\%


Asian woman?
52\%

$44 \%$

Native American woman?


54\%

Native American man?


53\%


Immigrant man?


White woman?

White man?

| $\square \square$ Latina women | $\square$ White women |
| :---: | :---: |
| Feel men have more control <br> in relationships | $50 \%$ |
|  | $35 \%$ |

## Latinos + Equality.

Latino respondents generally are less likely than white respondents to perceive positive developments towards gender equality. Latinas are less likely to say their partner accepts them as a full equal always or most of the time - nearly one-third ( $31 \%$ ) say their partner sometimes, rarely, or never accepts them as a full equal. Latinas are also less likely to feel there is a healthy balance of power and control in relationships between a man and a woman. Half (50\%) say men generally have more control (compared to $35 \%$ of white women who say the same). Latino men and women are also less likely to agree women are gaining equality - one in four Latinas (23\%) and three in ten Latino men (30\%) disagree with the statement "women are gaining equality in relationships."

Latinos also see more pressures for men to act a certain way and feel men cannot be as open and emotional as women. Half ( $51 \%$ ) of Latinas agree that men can be as open and emotional as women (compared to $64 \%$ of total and $72 \%$ of white women). Latino men are also more likely to say they think society pressures men to dominate/be in charge of others ( $57 \% \mathrm{vs} 45 \$.$% of$ white men) and are more likely to say they themselves feel pressured ( $45 \% \mathrm{vs} .32 \%$ of white men).

Latinos are more vulnerable in society. Latinos are more likely than white respondents to say it is a bad time to be a minority or an immigrant in the US. They are less likely to feel they are accepted as an equal/valuable member of society - just 17\% say "definitely yes" compared to $32 \%$ of white respondents.




■ Latinos ■ Whites


## Domestic Violence.

| 88\% |  |
| :---: | :---: |
| Say serious problem |  |
| $\begin{gathered} \text { Very serious } \\ 51 \% \end{gathered}$ | Total (51\% very) |
|  | White (43\%) |
|  | Latino (66\%) |
|  | Women (57\%) |
|  | Men (44\%) |
|  | Latino men (57\%) |
|  | Latina women (75\%) |
|  | Democrats (62\%) |
|  | Republicans (36\%) |
|  | Have taken action (61\%) |
| Somewhat serious$37 \%$ | Total (37\% somewhat) |
|  | White (44\%) |
|  | Latino (24\%) |
|  | Women (33\%) |
|  | Men (41\%) |
|  | Latino men (31\%) |
|  | Latina women (17\%) |
|  | Democrats (33\%) |
|  | Republicans (46\%) |
| Not too/not at all 11\% | Have taken action (33\%) |

Californians define domestic violence as being both family and partner violence.

Total (77\% both)
White ( $83 \%$ )
Latino ( $69 \%$ )
Democrats (74\%)
Republicans ( $77 \%$ )

## They recognize that domestic violence is more than just physical abuse.

Q. Do you also consider these as part of a definition of domestic violence?


## Difference by gender and race.

Q. Do you also consider these as part of a definition of domestic violence?
\% YES


Physical abuse of one romantic partner over another


88\%


Verbal assault of one romantic partner over another

$88 \%$


Emotional abuse of one romantic partner over another



Mental control of one romantic partner over another



Blackmail involving taking Blackmail of immigration away children of one romantic partner over another

status of one romantic partner over another



Financial control of resources of one romantic partner over another

## More than half of Californians are personally touched by domestic violence. Women are more affected than men.



```
Q. WOMEN: Has there ever Q. MEN: Has there ever been a time when
been a time when your
                                    partner... N = 517
                                    N=47
\% MEN SAYING YES
Q. WOMEN: Has there ever Q. MEN: Has there ever been a time when been a time when your you...
\(N=517\)
```

There are gender differences when it comes to reporting sexual coercion and controlling partners.
$12 \%$
Insisted on sex when [your partner/you] did not want to
$6 \%$
Told [your partner/you] who they could or could not hang out with
$15 \% \quad 11 \%$ Told [your partner/you] what to wear

Insisted [your partner/you] have oral or anal sex
$\square$
9\%
Made [your partner/you] have sex without a condom
$3 \%$ Used threats to make [your partner/you] have oral or anal sex

Nearly one in four women say they have felt physically

## More experiences with

 coercion, feeling unsafe.

No
$57 \%$ of men who say they have been the victim of sexual aggression by a partner also say they are a victim of domestic violence.*
*small sample size

$\square$ Women Men
Have you ever been the victim of sexual aggression or coercion by an intimate or sexual partner?
unsafe - ten points higher than men expect.
Q. MARRIED/DATING WOMEN: Has there ever been a moment when you felt physically unsafe at any point in your marriage/relationship because of something your partner did or said?

$$
N=493
$$


Q. MARRIED/DATING MEN: Do you think there has ever been a momen
in your marriage/relationship when your partner felt physically unsafe because of something you did or said?

$$
N=468
$$



[^0]Q. If you found out a close female/male friend was a victim in a violent relationship, would you do any of these things? Select any that apply. Be realistic - it is okay if you would not.

## Almost all feel comfortable acting when they know the victim.



| Q. If you found out a close female/male friend was a victim in a violent relationship, would you do any of these things? | Female friend |  |  |  |  | Male friend |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Latino | Know victim | Men | Women | Total | Latino | Know victim | Men | Women |
| Yes to any | 95 | 94 | 98 | 93 | 97 | 94 | 94 | 97 | 93 | 96 |
| Talk to her/him | 80 | 72 | 88 | 76 | 85 | 75 | 65 | 83 | 72 | 77 |
| Be there to listen | 76 | 61 | 82 | 72 | 80 | 76 | 62 | 81 | 73 | 79 |
| Ask her/him to get counseling | 59 | 54 | 66 | 52 | 66 | 54 | 57 | 63 | 49 | 59 |
| Try to find her/him help in your community | 53 | 48 | 58 | 49 | 57 | 50 | 44 | 57 | 47 | 52 |
| Invite her/him to stay at your house | 50 | 35 | 56 | 47 | 54 | 42 | 31 | 46 | 40 | 43 |
| Call the police | 42 | 45 | 44 | 45 | 39 | 32 | 35 | 32 | 31 | 33 |
| Talk to other friends about it | 22 | 17 | 25 | 24 | 20 | 21 | 16 | 24 | 21 | 22 |
| Talk to her/his abuser | 16 | 15 | 18 | 23 | 9 | 18 | 17 | 21 | 22 | 13 |
| Something else | 5 | 4 | 5 | 4 | 5 | 3 | 2 | 4 | 3 | 3 |
| None of these things | 4 | 5 | 2 | 6 | 1 | 5 | 5 | 3 | 5 | 2 |

Q. If you found out a close male/female friend were being abusive to his partner, would you do any of these things? Select any that apply. Be realistic - it is okay if you would not.

## They also feel comfortable acting when they know the abuser.



| Q. If you found out a close male/female friend were being abusive to his partner, would you do any of these things? Select any that apply. Be realistic - it is okay if you would not. | Female friend |  |  |  |  | Male friend |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Latino | Know victim | Male | Female | Total | Latino | Know victim | Male | Female |
| Yes to any | 91 | 90 | 95 | 88 | 95 | 92 | 92 | 96 | 91 | 94 |
| Ask him/her about it | 61 | 52 | 65 | 60 | 63 | 56 | 46 | 59 | 60 | 54 |
| Try to help him/her | 59 | 58 | 67 | 57 | 61 | 59 | 60 | 66 | 63 | 56 |
| Try to help the partner/victim | 54 | 50 | 62 | 52 | 56 | 60 | 53 | 67 | 55 | 65 |
| Call the police | 30 | 31 | 31 | 30 | 29 | 33 | 34 | 34 | 31 | 34 |
| Talk to other friends about it | 24 | 19 | 26 | 22 | 26 | 25 | 17 | 27 | 25 | 25 |
| Something else | 4 | 2 | 5 | 3 | 5 | 5 | 4 | 6 | 4 | 5 |
| None of these things | 8 | 8 | 5 | 11 | 5 | 6 | 6 | 3 | 8 | 5 |

Q. Do you agree or disagree: If I do anything about domestic violence, it can get the victim into trouble with their abusive

Some are uncertain of the most effective
actions to take and are worried about personal safety if they act.

Q. Do you agree or disagree: When all is said and done, a woman will return to her abuser and so there is no point for me to speak up and step in during a domestic dispute.

Q. Do you agree or disagree: I consider myself a leader and feel it is my responsibility to step in if I see something
Q. Do you agree or disagree: My safety is important to me. If I intervene in a domestic violence dispute, I am putting myself at risk. It is best I keep myself safe for my family members.

| Strongly <br> agree | Somewhat agree <br> $12 \%$ | Somewhat <br> disagree <br> $32 \%$ | Strongly disagree <br> $10 \%$ |
| :---: | :---: | :---: | :---: |
| $54 \%$ agree |  |  | $10 \%$ |

happening.

...but they do not feel content to be a bystander.

## Consistent across subgroups.

| Q. Do you agree or disagree with the following statements: | Total |  | Latino |  | Know victim |  | Men |  | Women |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Agree | Disagree | Agree | Disagree | Agree | Disagree | Agree | Disagree | Agree | Disagree |
| I want to help if someone is experiencing domestic violence, but l'm not sure of the best way to do so. | 71 | 27 | 74 | 22 | 74 | 26 | 70 | 29 | 72 | 26 |
| My safety is important to me. If I intervene in a domestic violence dispute, I am putting myself at risk. It is best I keep myself safe for my family members. | 54 | 45 | 56 | 42 | 52 | 47 | 53 | 46 | 53 | 44 |
| I consider myself a leader and feel it is my responsibility to step in if I see something happening. | 57 | 41 | 60 | 38 | 63 | 37 | 59 | 40 | 57 | 42 |
| When all is said and done, a woman will return to her abuser and so there is no point for me to speak up and step in during a domestic dispute. | 33 | 66 | 42 | 55 | 33 | 67 | 33 | 66 | 32 | 66 |
| If I do anything about domestic violence, it can get the victim into trouble with their abusive partner, their family, or their community. It is best I keep myself out of the situation. | 37 | 60 | 45 | 55 | 37 | 62 | 36 | 62 | 38 | 59 |

Q. Do you agree or disagree: In my family, we believe issues are best dealt with by those who are involved. It is the couple's business to fix whatever issue they have and not my duty to intervene.


## Immigration worries, family concerns, or societal norms are also not deterrents for most to take action.

Q. Do you agree or disagree: If I do or say anything, it could endanger a person's immigration status, and that would be worse.


35\% agree
63\% disagree
Q. Do you agree or disagree: Domestic violence has become normal in my community.

| ongomewhat agree <br> gree $17 \%$ | Somewhat disagree 43\% | Strongly disagree 34\% |
| :---: | :---: | :---: |
| 21\% agree |  | 77\% disagree |

## Latinos more likely to feel intervening is not their place.

| Q. Do you agree or disagree with the following statements: | Total |  | Latino |  | Know victim |  | Men |  | Women |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Agree | Disagree | Agree | Disagree | Agree | Disagree | Agree | Disagree | Agree | Disagree |
| If I do or say anything, it could endanger a person's immigration status, and that would be worse. | 35 | 63 | 44 | 54 | 35 | 65 | 33 | 66 | 37 | 61 |
| In my family, we believe issues are best dealt with by those who are involved. It is the couple's business to fix whatever issue they have and not my duty to intervene. | 45 | 52 | 53 | 44 | 43 | 56 | 47 | 51 | 43 | 54 |
| Domestic violence has become normal in my community. | 21 | 77 | 32 | 67 | 27 | 73 | 20 | 79 | 23 | 75 |

## Most say they would call the police in an emergency or violent situation. Latinos are less likely.

Q. If you needed help in an emergency, would you be likely or unlikely to call the police?

Q. Let's say you witnessed a male/female family member or friend being violent to his partner. Would you call the police?


## Latinos + Domestic Violence.

Two-thirds (66\%) of Latinos - and three-fourths of Latinas (75\%) - see domestic violence as a "very" serious issue in their society (compared to $43 \%$ of white respondents). They accept a broad definition of domestic violence and recognize it as more than just physical abuse.

They are also more likely to know someone affected by domestic violence. Nearly two-thirds of Latinas (65\%) say they have a friend or family member who is a victim and nearly one-third (32\%) have been a victim themselves.

Latinos are ready to act if they see domestic violence in their lives $-94 \%$ say they would take at least one action if they found out a male or female friend or family member was a victim.

There are some barriers to intervening as well, especially among Latino men. Latino men are more likely to feel:

- Domestic violence is a private family issue ( $60 \%$ agree vs. $45 \%$ of total and $45 \%$ of Latinas);
- Calling the police might just make matters worse ( $41 \%$ agree vs. $30 \%$ of total and $35 \%$ of Latinas); and
- Intervening could endanger the victim's immigration status (46\% agree vs. $35 \%$ of total and $42 \%$ of Latinas).

Political Action on Domestic Violence.

## Eight in ten Californians support more government investment in preventing domestic violence.


Q. Would you support or oppose more government funding for domestic violence prevention?
Q. Would you do any of these things on the issue of domestic violence, or not? Be realistic, it is okay if you would not do any of these things.


## Nearly two-thirds would take action on this issue.

Women (65\%)
Would take at
least one action
Men (60\%)
White (52\%)
Latino (75\%)
Latina women (78\%)
White women (53\%)
Latino men (73\%)
White men (51\%)

Top actions they would take include paying more attention to the news ( $48 \%$ definitely/probably), talking with a friend or family member about the issue ( $47 \%$ ), and learning more ( $44 \%$ ).

Fewer are willing to take more overt political actions. Still, close to one quarter are willing to donate to a domestic violence organization ( $27 \%$ ), share information on social media ( $25 \%$ ), contact their official ( $23 \%$ ) and attend a march ( $21 \%$ ).
$75 \%$ of women who are killed in domestic violence homicides are murdered when they attempt to leave or after they have left an abusive relationship.

## The best reason to act: because domestic violence often leads to murder

Q. Below are some facts about domestic violence in the United States. For each one, rate how convincing a reason it is to get involved in domestic violence prevention. Is it a very convincing reason to get involved in domestic violence prevention, somewhat convincing reason, not too convincing a reason, or not convincing at all?

- Very convincing
- Somewhat convincing
- Not very convincing
- Not convincing at all
- DK/REF

55\%
$27 \%$
82\% convincing

3 women a day are murdered by someone they dated or married.

```
51%
```

1 in 4 women and 1 in 7 men are estimated to become victims of severe physical violence by an intimate partner in their lifetime.

$44 \%$ of mass shootings between 2008 and 2013 involved intimate partners.
$40 \% \quad 35 \% \quad 16 \% \quad 5 \% 3 \%$

Women ages 20 to 24 are at the greatest risk of experiencing nonfatal intimate partner violence.


68\%

## Lack of knowledge is a barrier to action.

Q. Do you feel you know enough about the issue of domestic violence to take action right now, or would you want more information? (Taking action could mean learning more, talking to friends or family, paying attention to what your elected officials say or do on this issue, etc.).

|  | 44\% |  |
| :---: | :---: | :---: |
| 40\% |  | Total (44\% want more info) |
|  |  | Latino (52\%) |
|  |  | 30 to 44 years old (51\%) |
|  |  | 18 to 29 years old (49\%) |
| Total (40\% know enough) |  |  |
| White (46\%) |  | 14\% |
| 45 to 59 years old (46\%) |  |  |
| $60+$ years old (45\%) |  |  |
| College + (45\%) |  |  |
| I know enough to take action | I want more information before taking action | e I would never take action on this issue |

## Information they want before taking action.



## Latinos + Activism.

Latino Californians support government funding for domestic violence prevention ( $86 \% \mathrm{vs}$. $75 \%$ of white respondents).

They are also primed for action, but want more information about what actions they should take. More than half ( $52 \%$ ) say they need more information before taking action (compared to $38 \%$ of white respondents) while one-third ( $33 \%$ ) feel they know enough already to act (compared to $46 \%$ of whites). This is consistent across genders.

What they want to know:

- How to help boys respect and value girls as equal (70\%)
- Best ways to help a friend or family member in a violent relationship (69\%)
- How to teach kids what health relationships look like (68\%)
- How to help boys avoid growing up to be violent/controlling (68\%)

Latinos are also more likely to say they want to hear the current laws around domestic violence ( $64 \%$ vs. $48 \%$ of white respondents).

- Latinos Whites

- 


[^0]:    Total (13\% yes)
    White (12\%)
    Latino (16\%)
    Income <\$50K (21\%)
    Income $>\$ 50 \mathrm{~K}$ ( $10 \%$ )

