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Date, 2013

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**New Research: Most Californians Think Domestic Abuse Can Happen to Them**

***3 out of 5 adults say a friend or family member has been a victim of domestic violence***

**(Location), (Date), 2013** – Blue Shield of California Foundation has released a groundbreaking survey of Californians that reveals their attitudes about domestic violence. A strong majority believe domestic violence can happen to anyone – women, men, young or old, any race and income level – and that children exposed to such violence are at-risk for severe emotional problems. This is consistent with research studies on victims of domestic violence.

(If you have any local data to add that relates to the problem, you can add it here, e.g. local reported rate of domestic abuse, arrests, program successes, recent funding cuts, data on children, etc.)

The poll, conducted by Tulchin Research for the Blue Shield of California Foundation, surveyed 900 adults statewide on their beliefs and attitudes about domestic violence during Domestic Violence Awareness Month (October). This is the first known survey to explore *attitudes and opinions* of all Californians related to domestic violence and potential solutions.

Highlights from the poll include the following:

* 70 percent of Californians see domestic violence as an issue that affects “people like me” and “people I know well.”
* 66 percent report having a friend or family member who has been a victim of domestic violence.
* An overwhelming majority (97 percent) believe that children exposed to domestic violence are more likely to have mental health and anger management problems.
* Respondents rated educating young people as the most effective solution for reducing domestic violence, followed by ensuring our communities have adequate funding for domestic violence shelters (93%) and raising public awareness (93%).
* In terms of when to introduce domestic violence education to young people, more than 80 percent support teaching middle and high school students about healthy relationships to raise awareness on relationship violence or dating abuse.

“I was surprised at the large number of Californians who have been personally affected by domestic violence. That appears to be driving their strong belief that domestic violence is something that could happen to anyone and their overwhelming opinion that programs for reducing domestic violence are effective,” said Ben Tulchin, President and Founder of Tulchin Research.

“It is particularly impressive to find such unanimity in our polarized political environment, as Californians of all ages, gender, ethnicities, and ideologies agree that domestic violence is a problem that can affect them,” added Tulchin.

The great interest in prevention strategies and programs that educate students about healthy relationships also tracks closely with respondents’ perception that children’s exposure to domestic violence causes serious emotional problems and violence later in life.

“(Your location/city/region) residents fundamentally believe that everyone has the right to live free of violence,” said (your name, title). “Because people understand the deep and lasting impact of domestic abuse on our families and communities, there is a strong belief that this type of violence must be stopped and prevented.”

For more details from the polling, see [here](file:///C:\Documents%20and%20Settings\Melissa%20Daar\Local%20Settings\Temp\8j6u1cdy.tmp\insert%20link%20here).

About the survey: *From October 24 – 28, 2012, Tulchin Research conducted a random-digit-dial telephone survey among 900 adults in California at least 18 years of age or older using live, professional interviewers and conducting surveys in both English and Spanish and calling both landlines and cell phones. The margin of error for this survey is +/- 3.27 percentage points.*

**ABOUT BLUE SHIELD OF CALIFORNIA FOUNDATION**

Blue Shield of California Foundation is one of the state’s largest and most trusted grantmaking organizations. Our mission is to improve the lives of all Californians, particularly underserved populations, by making health care accessible, effective, and affordable, and by ending domestic violence. For more information visit: [www.blueshieldcafoundation.org](http://www.blueshieldcafoundation.org).

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