

Californians' Attitudes on Domestic Violence

Poll Findings

blue  of california
foundation

Blue Shield of California Foundation is an Independent Licensee of the Blue Shield Association

survey methodology



N=900 Adults in California age 18 or older

Fielding conducted October 24–28, 2012

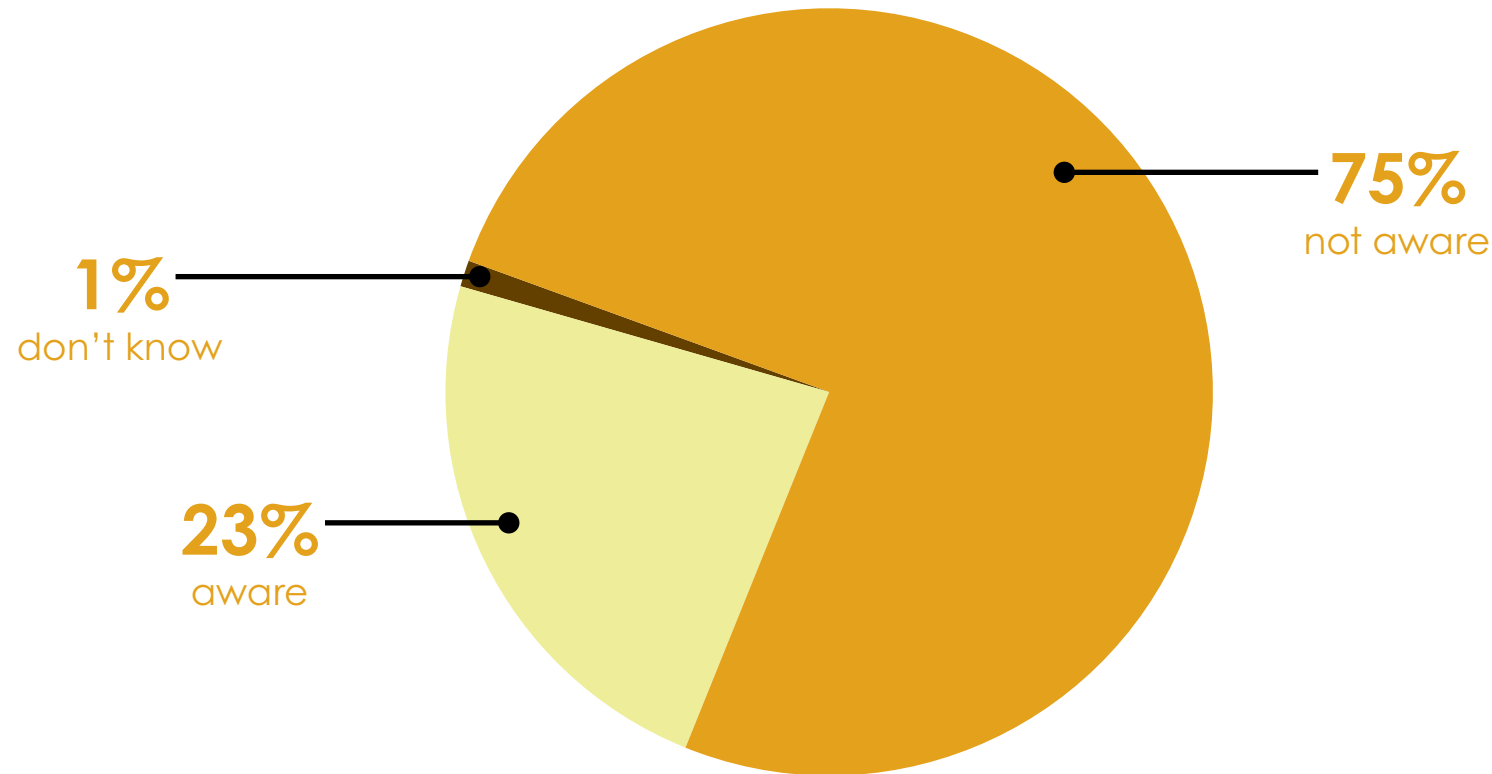
Random Digit Dialing (RDD) using live telephone interviewers calling both landlines and cell phones

Surveys conducted in both English and Spanish

Overall Margin of Error is $\pm 3.27\%$

key findings

just under a quarter of adults are aware October is domestic violence awareness month



Q: Before you took this survey, were you aware that October is Domestic Violence Awareness Month? Please be as honest with me as possible.

domestic violence is personal for Californians

1 in 5

have been victims



nearly half

know a family member



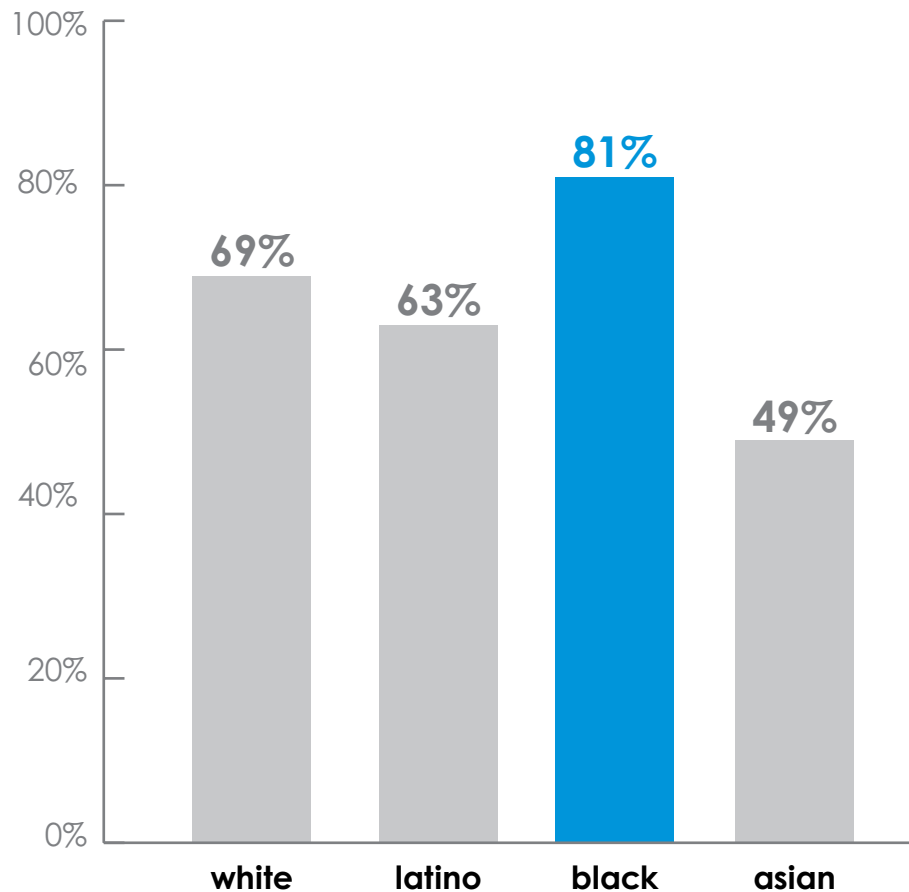
more than half

know a friend



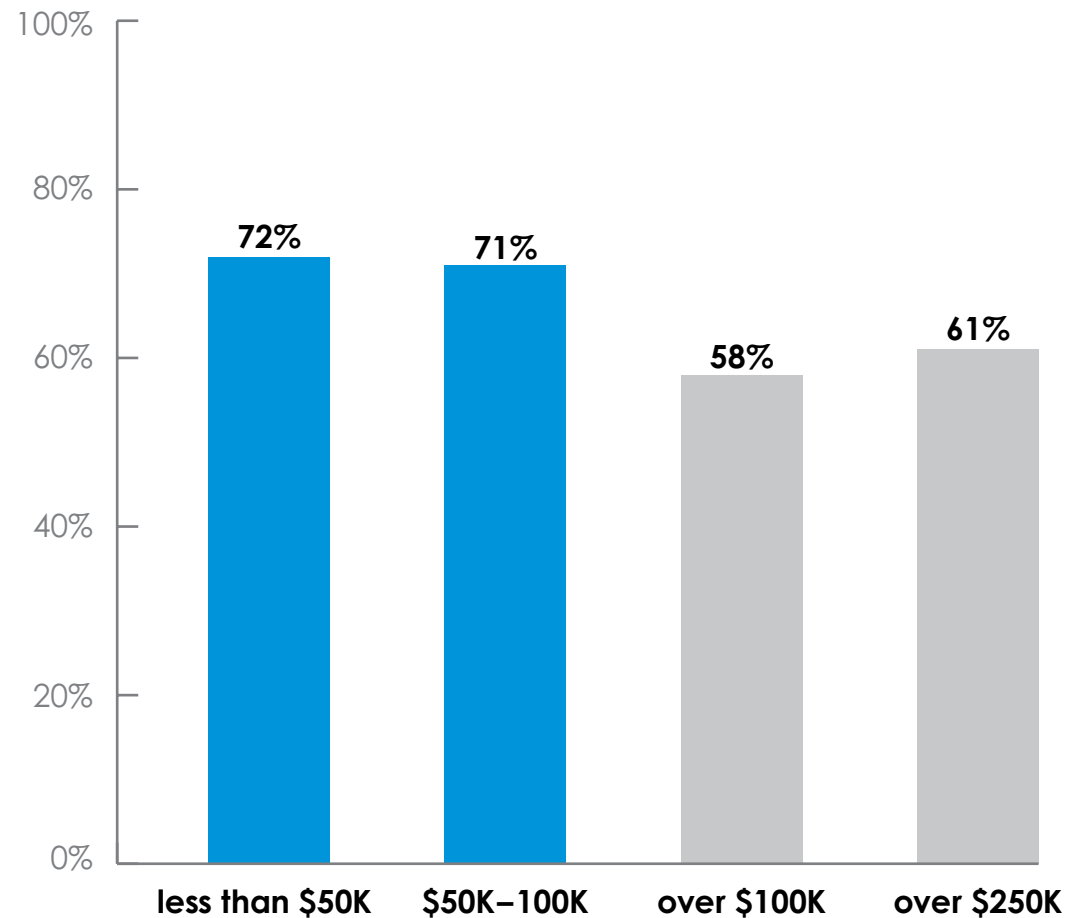
Q: As far as you know, have any of the following been a victim of domestic violence in their lifetime?

more African Americans know victims of domestic violence



Q: As far as you know, have any of the following been a victim of domestic violence in their lifetime?

more lower- and middle-income adults know victims of domestic violence



Q: As far as you know, have any of the following been a victim of domestic violence in their lifetime?

two beliefs about domestic violence stand out

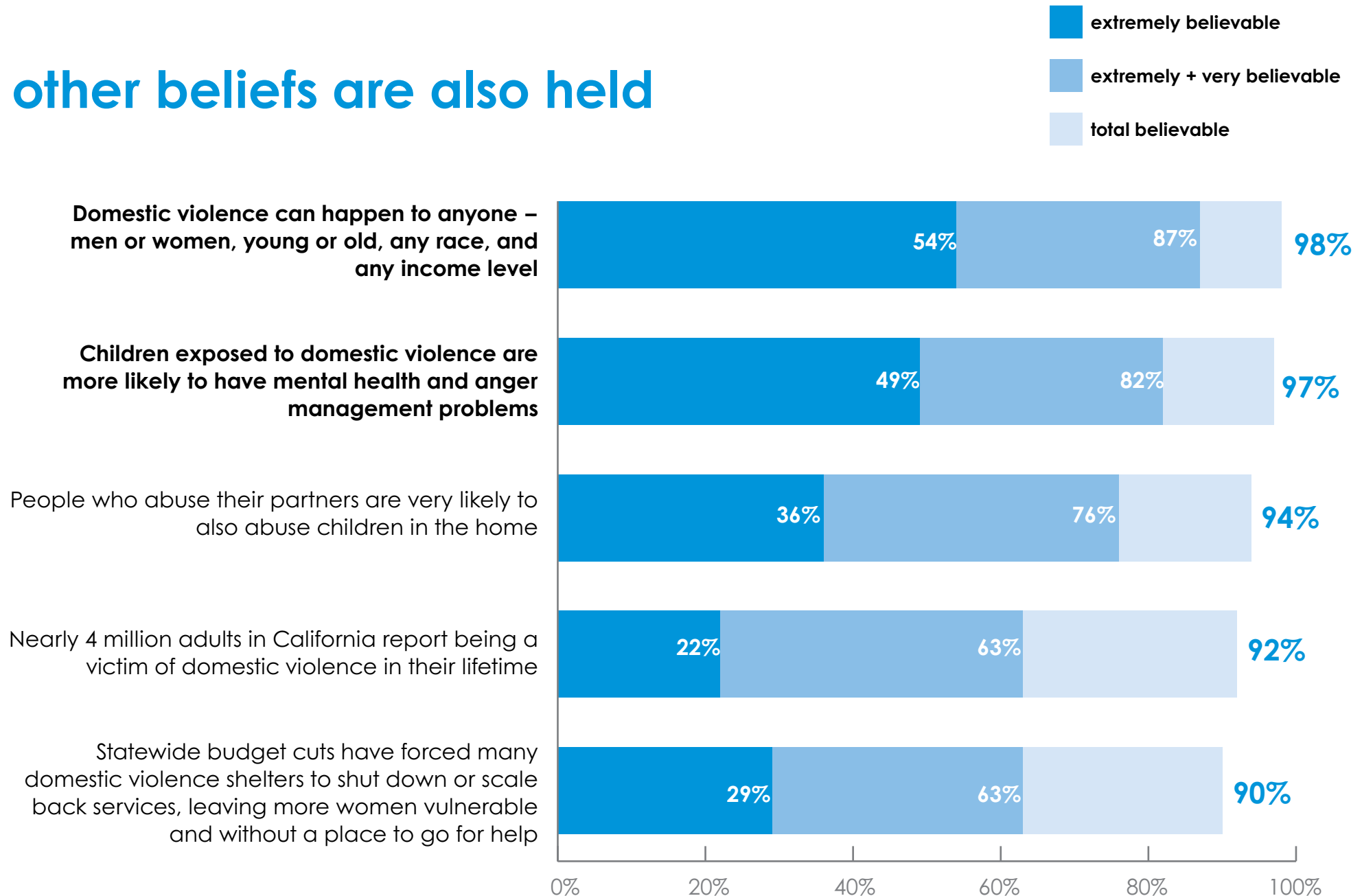


Domestic violence can happen to anyone – men or women, young or old, any race, and any income level



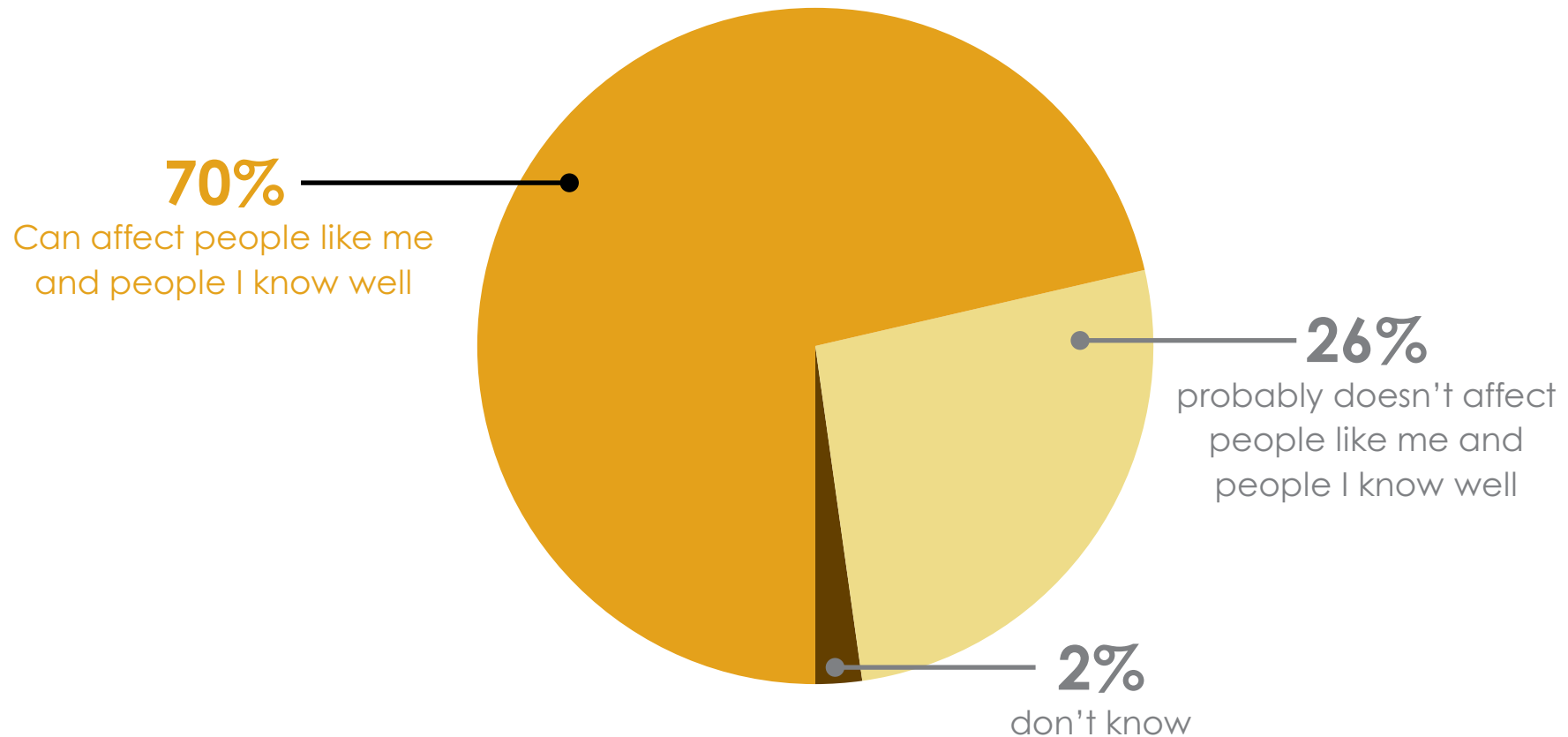
Children exposed to domestic violence are more likely to have mental health and anger management problems

other beliefs are also held



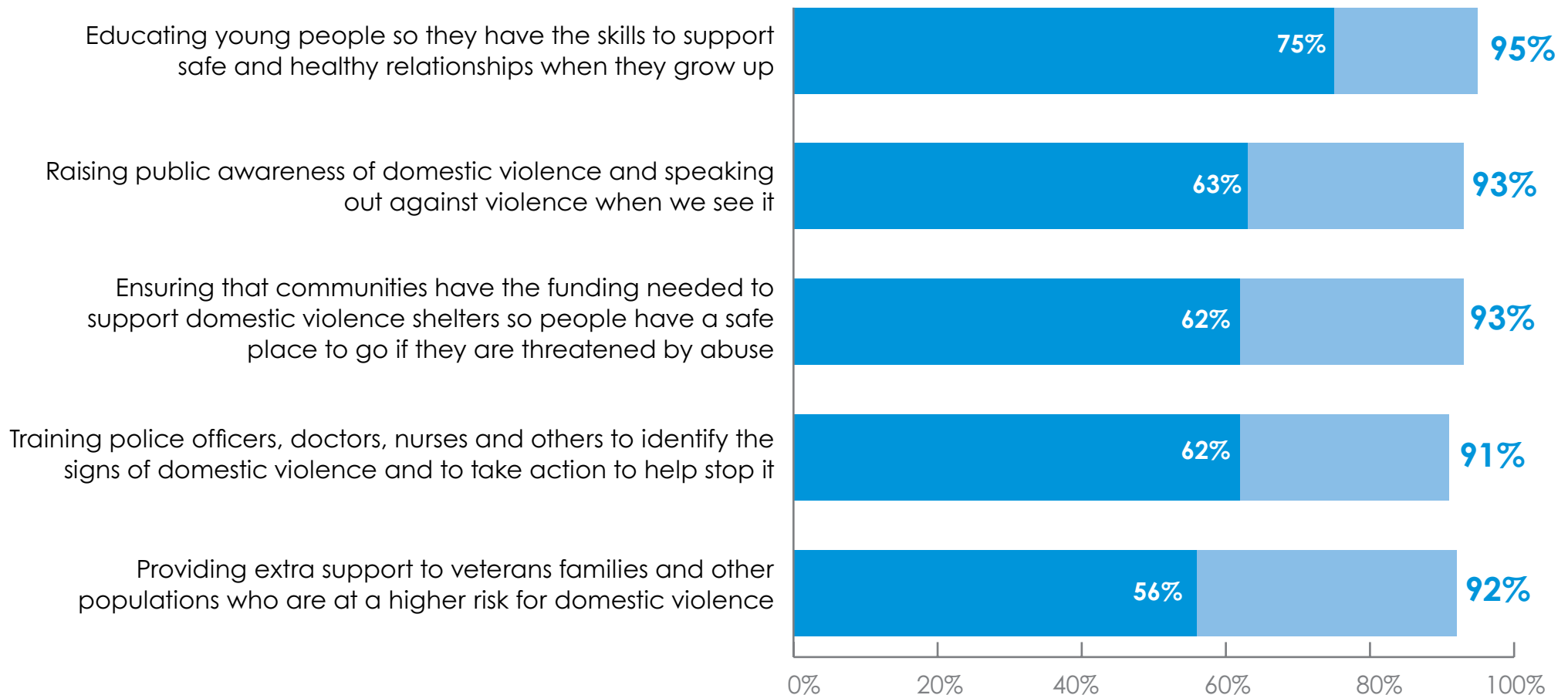
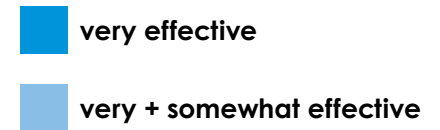
Q: Now, I'm going to read you some statements about domestic violence. Please tell me how believable you find each statement – extremely believable, very believable, somewhat believable or not at all believable.

an overwhelming majority think domestic violence can happen to them



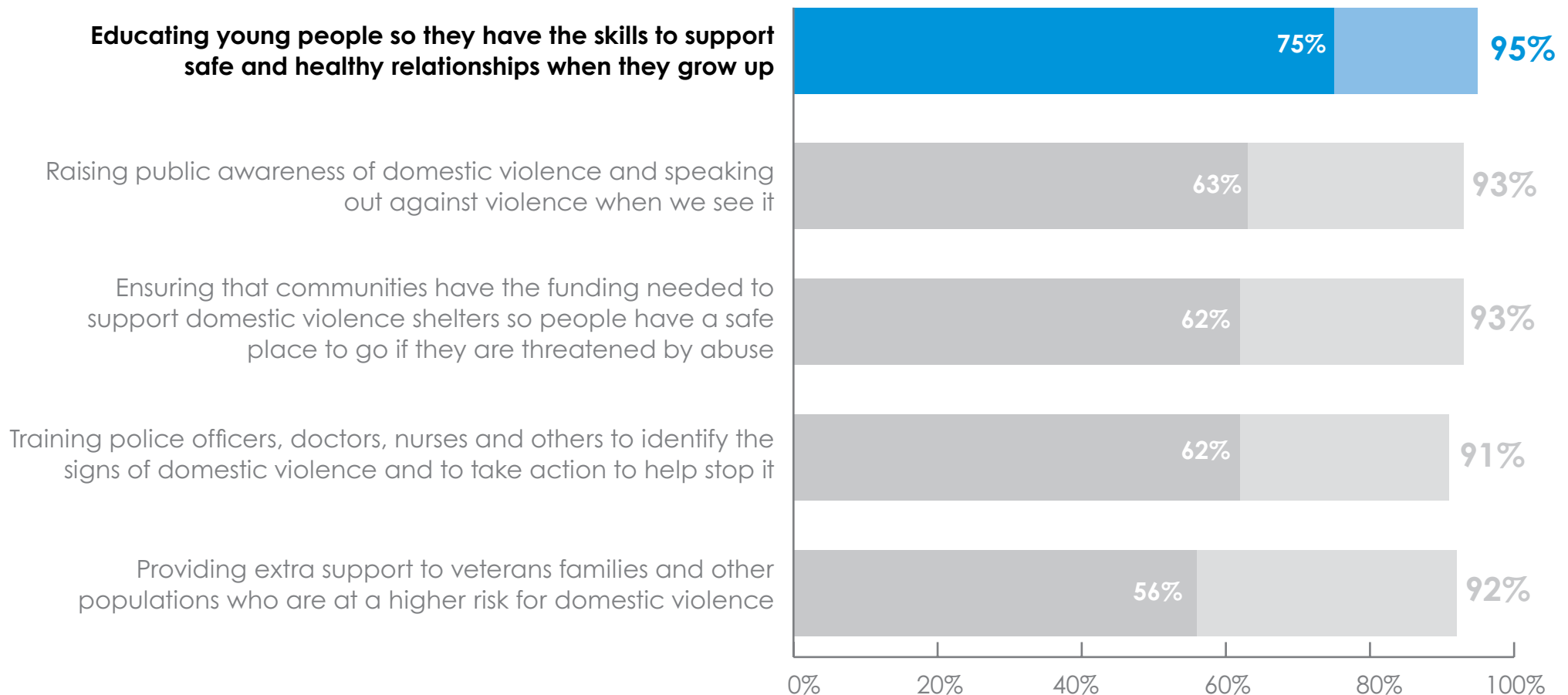
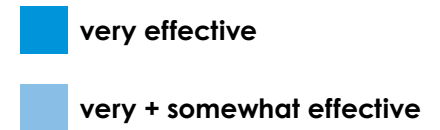
Q: In thinking about domestic violence, would you say it is an issue that typically:

community services, outreach and training are seen as highly effective in reducing violence



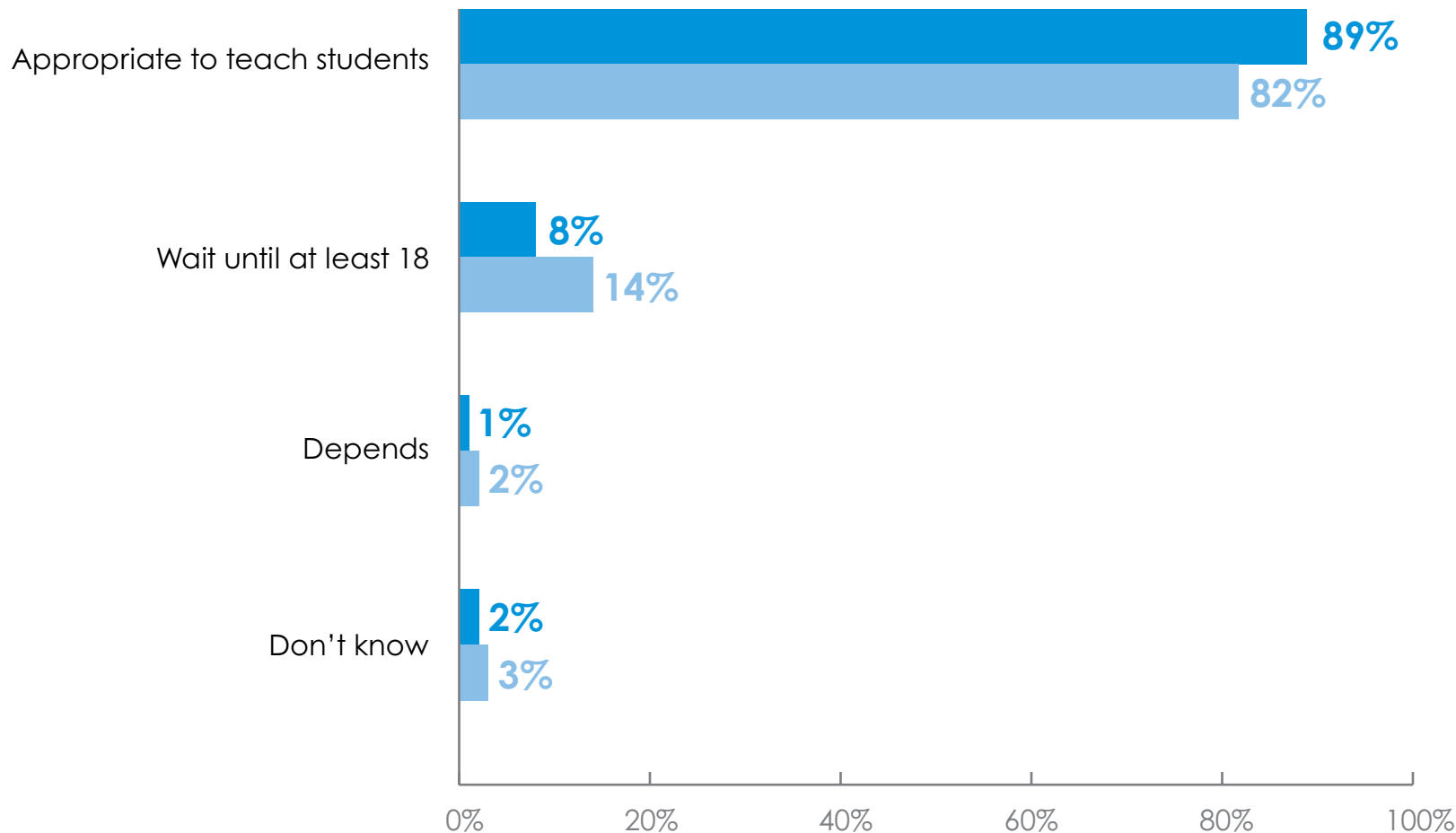
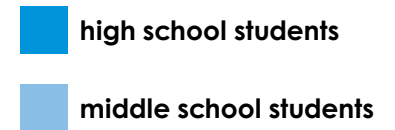
Q: Now I am going to read you some proposed solutions for reducing domestic violence. Please tell me how effective you think each solution would be in reducing domestic violence – very effective, somewhat effective, not too effective, or not at all effective.

youth education is seen as the most effective solution



Q: Now I am going to read you some proposed solutions for reducing domestic violence. Please tell me how effective you think each solution would be in reducing domestic violence – very effective, somewhat effective, not too effective, or not at all effective.

...and nearly all Californians support educating youth in schools



Q: Some people have proposed teaching students in (high school/middle school) about healthy relationships to raise awareness of the issue of relationship violence or dating abuse to try to prevent it in the future. Do you think it is appropriate to teach (high school/middle school) students about domestic violence, or do you feel they are too young for this subject and that we should not expose them to it until they are at least 18?

children and safety are top priorities

mean score

(SAFE HOMES) All of our children should grow up experiencing safety in their homes and respect in relationships

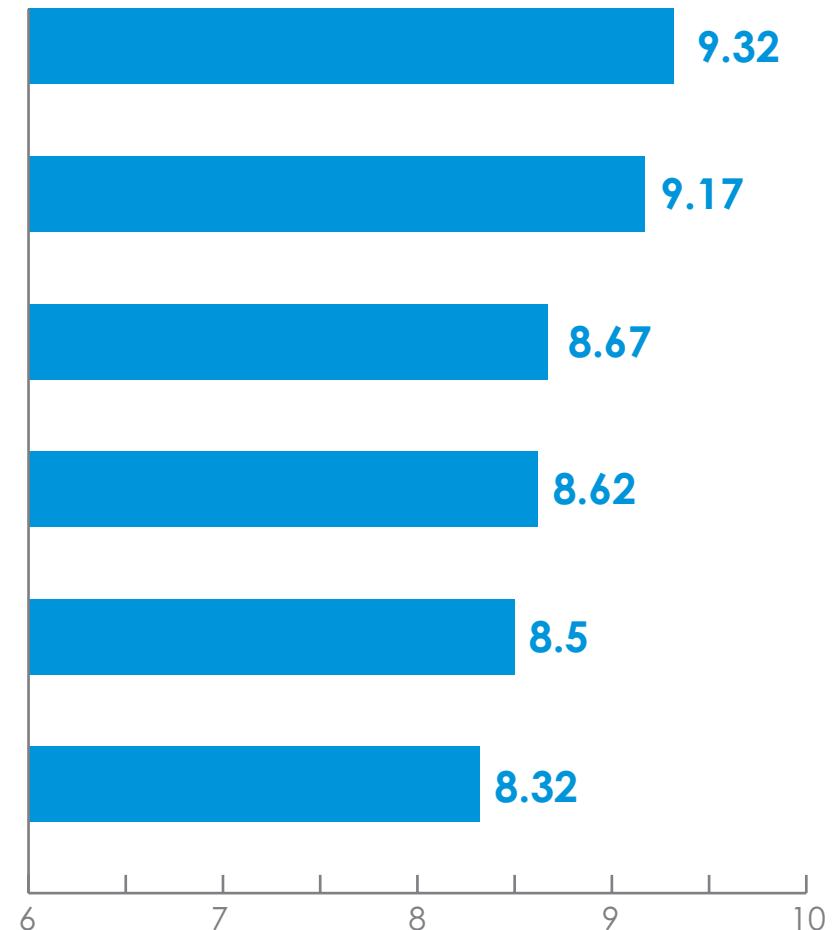
(FREE OF VIOLENCE) Everyone has the right to live free of violence in their homes

(BREAK DV CYCLE) We all have a responsibility to help break the cycle of domestic violence by saying it is not acceptable, and that it needs to stop

(OVERCOME SILENCE) Too many victims of domestic violence are afraid to come forward and seek help. We have to overcome the silence, shame, and fear of domestic violence to help those in need and stop future abuse

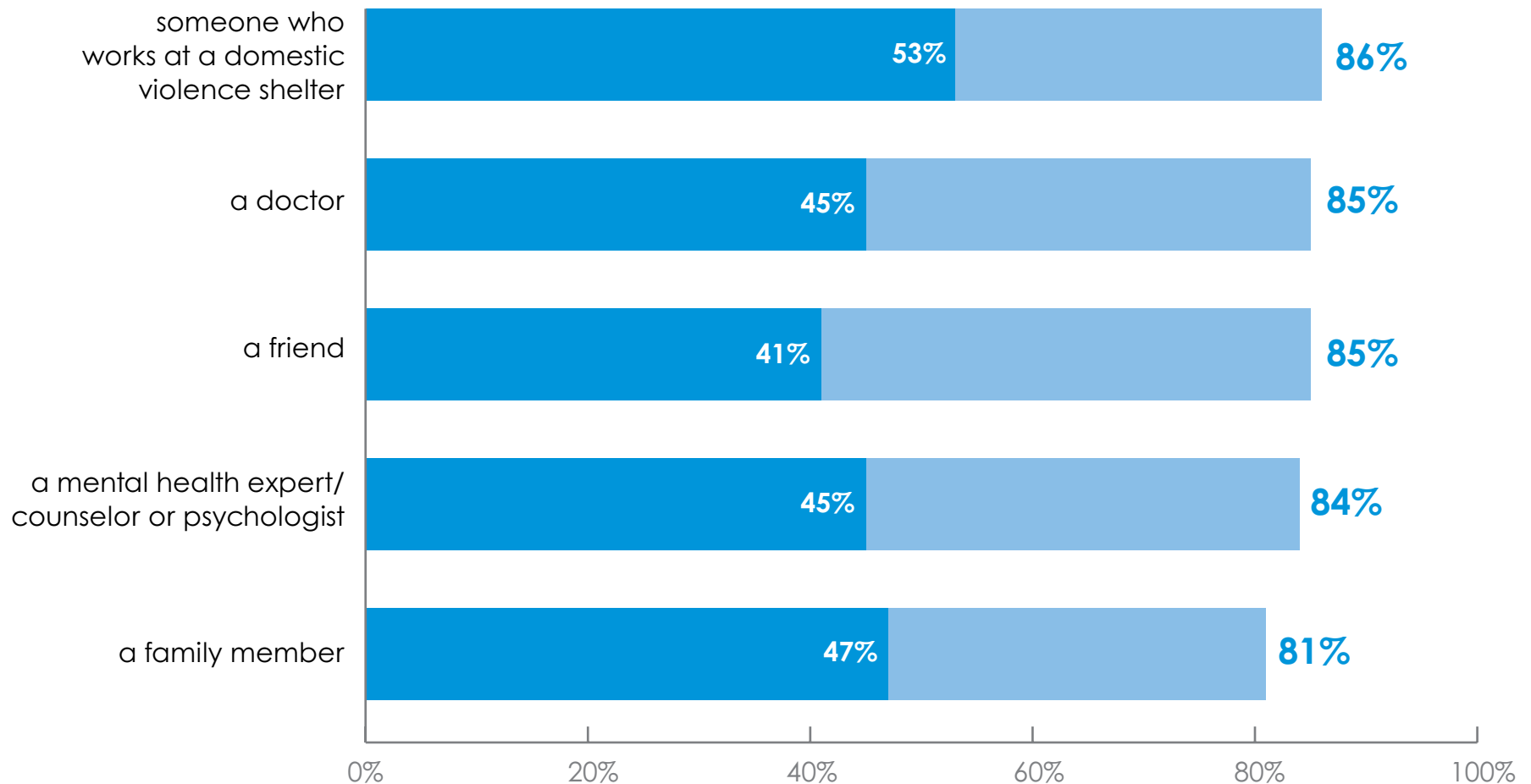
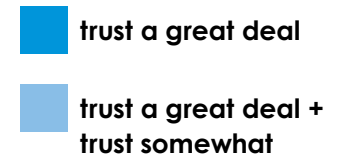
(HEALTHY COMMUNITIES) We have to focus on building healthy relationships, families and communities

(PREVENTION) We need to do more to prevent domestic violence before it begins, address it early on if it occurs, and avoid it from escalating



Q: There have been statements made to raise awareness and stop domestic violence. I am going to read some statements, and on a scale from ZERO to TEN, please tell me how convincing each statement is as a way to stop domestic violence through raising awareness, with a TEN meaning the statement is a very convincing reason and a ZERO meaning it is not convincing at all. You can use any number from ZERO to TEN.

victims trust health and shelter professionals, friends most



Q: Now I am going to read you a list of different types of people who could help a domestic violence victim. If you were a victim, or knew someone who was, please tell me whether you would trust that person a great deal, somewhat, only a little, or not at all.

thank you

[learn more about this poll](#)

email questions to blueshieldcafoundation@gmail.com

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