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**Attitudinal Survey on Violence Against Women**

**Detailed Report**

Prepared for the Province of New Brunswick  
Executive Council Office  
Women's Issues Branch

July 14, 2009

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## Executive summary

The following provides an overview of the results of the **2009 Attitudinal Survey on Violence Against Women** conducted by Harris/Decima Research Inc. on behalf of the Government of New Brunswick's Executive Council Office. The results are based on a telephone survey conducted between March 17 - 31, 2009, with a random and proportionate sample of 594 adults in New Brunswick (n=483 general population, n=111 Aboriginals).

The objectives of the survey were as follows:

1. to measure public concern over various forms of violence, including violence against women, child abuse, elder abuse, violence against persons with disabilities, and dating violence;
2. to provide insight into the public's attitudes regarding the causes of violence against women;
3. to gauge women's awareness of services available to victims of abuse;
4. to determine public perceptions of the effectiveness of prevention and intervention strategies; and
5. to measure, where possible and meaningful, attitudinal shifts since 2002 of the effectiveness of education and prevention strategies implemented by the government and community partners.

### ***Concerns about violence***

Crime, violence, and safety are not top-of-mind concerns for the public. In fact, they appear to be less of an issue than in 2002. In the shadow of an economic recession, it is not surprising that the economy itself (28 per cent), jobs/unemployment (17 per cent), and health care (13 per cent) are what New Brunswickers are most concerned about. Among Aboriginals, however, anxieties about jobs/unemployment are by and large quite strong (23 per cent).

The public reports high levels of concern about each of child abuse (91 per cent), elder abuse (89 per cent), and violence against women (86 per cent). In 2002, a gap was observed between men and women on these measures. This gap has been filled, as there are currently no significant attitudinal differences between the genders. Women, however, are twice as likely as men (15 per cent versus eight per cent, respectively) to perceive an increase in the amount of violence against women.

Although one-half of the public reports being concerned about their own and their family's safety (53 per cent), this sentiment is more pronounced among Aboriginals (75 per cent).

### ***Public perceptions of violence against women***

Consistent with findings from 2002, top-of-mind awareness of physical abuse remains quite strong (64 per cent). Rounding out the top three types are: verbal abuse (26 per cent) and psychological abuse (22 per cent). When prompted with specific forms of abuse, emotional/psychological is the only one cited more frequently by women (50 per cent) than by men (39 per cent).

Overall, the public perceives that a woman's partner is generally the most common perpetrator of her abuse (59 per cent current partner, 22 per cent previous partner). While in 2002 respondents were more likely to believe that women closer in age to themselves were most often the victims of violence, this age impact is no longer as pronounced. Two-thirds (68 per cent) believe that younger women (18-34) are most often victimized. Furthermore, belief remains quite strong in the prevalence of violence against women in low income families (68 per cent) and from cultures with traditional views (58 per cent).

Consistent with findings from 2002, New Brunswickers' awareness levels of prenatal violence remain relatively low. Additionally, there are still considerable variations in what types of violence the public perceives as crimes. A husband forcing his wife to have sex against her will, however, remains widely viewed as a crime (73 per cent).

The current research indicates that uncertainty in the prevalence of violence against Aboriginal women is on the decline (23 per cent in 2009 versus 29 per cent in 2002). Additionally, one-half of the public (51 per cent) believes that Aboriginal women are more likely to be victims of abuse. This sentiment is held equally by the general population and Aboriginals alike.

### ***General attitudes toward women***

In addition to measuring public perceptions of violence against women, the survey also explored some general attitudes toward women and the role of women in society. The public continues to hold high levels of agreement that a woman has a right to express her opinion even if she disagrees with her partner (92 per cent strongly agree) and that couples should share equally in household chores if they are both working outside the home (84 per cent strongly agree). Compared to 2002, the public is now more in agreement that it is acceptable for women to work outside the home even if the family does not need the money (79 per cent strongly agree versus 71 per cent in 2002) and that women do not need permission from their partner in order to visit relatives or friends (80 per cent strongly disagree that a woman needs permission versus 74 per cent in 2002).

Overall, traditional views towards women appear to be softening as the majority of New Brunswickers believe women have the right to express their opinion even if it differs from her partner's (92 per cent), that couples should share equally in household chores (84 per cent), and that it's acceptable for a woman to work outside the home even if the money isn't needed (79 per cent).

Older respondents, however, maintain more traditional attitudes and values surrounding the role of women. Aboriginals' views tend to be more in line with older New Brunswickers than with the general population. Specifically:

- fewer strongly disagree that violence is a private matter;
- more strongly disagree that it is acceptable for a woman to work outside the home when the money is not needed;
- more strongly believe that a woman must obey her partner; and
- more strongly believe that a woman needs her partner's permission to see her friends/family.

Of note, no significant differences were observed between men's and women's overall agreement level with any of the attitudinal statements examined.

### ***Causes of violence against women***

Overall, almost one-in-five respondents (17 per cent) admit to not knowing what causes violence against women. Nonetheless, the personality or behaviour of the abuser is generally perceived to be the root cause. Stress, addiction/substance abuse and family history of violence, as well as feelings of jealousy, possessiveness, and being controlling, are also perceived to be causes of violence against women. Although the public generally disagrees that a woman provokes violence by nagging or criticizing her partner, men are more likely than women to believe that a woman's nagging or criticizing can provoke such behaviour (34 per cent versus 23 per cent, respectively).

The views of Aboriginals differ only on two measures when compared with the general population: that stress can cause violence against women (14 per cent versus 25 per cent, respectively) and that low education levels are a contributing factor (one per cent versus seven per cent, respectively).

Violence against women is seen more as a recurring problem or pattern than as an isolated incident within a relationship. In fact, nine-in-10 (91 per cent) believe this to be the case.

### ***Awareness of services***

The public is most aware of health and social services as a source of assistance and information (31 per cent) to women and women with children who are abused. Men are twice as unlikely as women to be able to name a source (28 per cent don't know versus 13 per cent, respectively). When women were specifically asked if they knew where to turn to if they were ever victimized, the police/RCMP were most widely cited (39 per cent).

***Prevention and intervention***

The view in the province remains that more public education is required to address the problem of violence against women. Educating youth is also cited as a preventive strategy. Other suggestions include the implementation of stricter laws or penalties, and providing counselling services.

Nearly all individuals believe all forms of violence against women should be reported (97 per cent agree) and that they would call the police were they to witness a violent incident involving a woman (96 per cent agree). In line with 2002's findings, two-thirds (68 per cent) of the public say they would personally intervene if they witnessed violence at a friend's or neighbour's home.

The detailed findings from the study can be found on the following pages.

## Introduction

Harris/Decima is pleased to provide the following report to the Government of New Brunswick's Executive Council Office. This report summarizes the results of the **2009 Attitudinal Survey on Violence Against Women** designed to serve as a follow-up to the 2002 study baseline. The objective of this year's research is to measure the effectiveness of the range of actions taken by government and community partners in changing attitudes toward violence against women.

We look forward to continuing to develop our relationship with the Government of New Brunswick so that we can assist in future efforts that over time track changes in public attitudes and values toward the issue of violence against women.

## Background and study objectives

A 2006 Statistics Canada report shows the rate of violence against women (spousal or otherwise) has declined since 1993<sup>1</sup>. Although this finding points to a positive shift in Canada, the issue of violence against women requires further research to better understand the attitudes that underlie it.

In 2002, the Government of New Brunswick's Executive Council Office commissioned Decima Research Inc. (now Harris/Decima) to conduct a study of attitudes toward issues of violence against women. This initiative focused on New Brunswick adults and assessed:

1. measures of public concern about various forms of violence (including violence against women, child abuse, elder abuse, violence against persons with disabilities, and dating violence);
2. the public's attitudes regarding the causes of violence against women;
3. women's awareness of services available to victims of abuse; and
4. the public's perceptions of the effectiveness of prevention and intervention strategies.

This research is compared to the 2002 survey results which can help the Executive Council Office to analyze the changes in attitudes towards violence against women as a result of the initiatives and strategies undertaken by the government and community partners.

Recently, the Executive Council Office expressed interest in a research initiative that will provide it with a current read on these important measures. This course of action is a prudent one given the Statistics Canada report that indicates, "*While tracking societal attitudes on violence against women remains an important task, few jurisdictions have updated these surveys since 2002.*"<sup>2</sup> The opportunity exists for the Executive Council Office of New Brunswick to not only arm itself with more contemporary findings, but to potentially lead the way for other jurisdictions to follow suit.

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<sup>1</sup> Statistics Canada, Violence Against Women Survey, 1993; General Social Survey, 1993, 2004.

<sup>2</sup> Statistics Canada, Measuring Violence Against Women: Statistical Trends 2006



The 2002 research revealed that “the public is generally not well informed of the risk faced by certain segments of the population.” However, national data reveal, for instance, that violence against Aboriginal women (spousal and non-spousal violence, and spousal homicide) is more prevalent, as is the severity of the violence experienced<sup>3</sup>. This gap between the public’s perception and the reality of the situation speaks to a need for advancement in awareness levels and education on this important subject.

## Methodology

### Research approach

The research approach involved conducting a telephone survey with a random and proportionate sample of 594 adults in New Brunswick. This includes a boost of n=100 Aboriginal adults (for a total of n=111 Aboriginal adults in the sample). Given the revealed prevalence of violence against Aboriginal women, Harris/Decima recommended this particular boost to ensure that the Aboriginal voice could be heard by the Executive Council.

Conducting the interviews by telephone offered a number of distinct advantages. First, it allowed us to develop a sampling plan that ensured reliability in the findings. Quotas could be set by gender, region and other demographic variables so that the results could validly be analyzed at that level of detail. Second, the data could be collected, analyzed and reported on within the time frame available. Lastly, this methodology is consistent with the 2002 approach. This consistency allows us to trend data (where it is possible and/or meaningful to do).

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<sup>3</sup> Statistics Canada, Measuring Violence Against Women: Statistical Trends 2006

## Research methodology

### Project initiation

At the initiation of the project, the project lead met by telephone with members of the client team to review the study objectives, discuss the design of the survey instrument, and finalize other project parameters, including such items as interviewer selection, training, the sample design, and the Aboriginal boost to the sample.

### Interviewer selection and recruitment

The following provides an overview of some of the central challenges we addressed in 2002.

There are a number of factors that affect respondent honesty when self-reporting behaviour and attitudes, including:

- mode of data collection;
- characteristics of the interviewer;
- interviewer/respondent interaction;
- socio-demographic characteristics of the respondent;
- presence of third parties; and
- extent of the perceived threat from answering questions honestly.

The gender of the interviewer does have an impact when surveying respondents about gender issues such as equality in the workplace. More honest reporting is generally found when the characteristics of the interviewers, such as their race, gender, and age, are similar to those of the respondent. In order to minimize any effects due to the gender of the interviewer, we assigned male interviewers to survey male respondents and female interviewers to survey female respondents. In order to achieve this gender assignment, the sample frame was divided into two sub-samples, with male interviewers screening only for male household members, and terminating calls if no male resided in the household, and vice versa. In keeping with the success of this approach, we'll employ the same tactic in 2009.

Clearly, the respondents' unbiased reporting of their attitudes and values surrounding violence against women will also depend on the interaction between the interviewer and the respondent. Taking on the primary role of documenting the responses, our interviewers maintain an unbiased neutral attitude and tone regardless of the responses. This approach will facilitate more honest reporting. Honest reporting is also enhanced when respondents have confidence in interviewers' assurances of confidentiality. Both of these essential elements were reinforced in the interviewer training session in 2002, and will be emphasized in the 2009 training.

The survey design must also take into account the impact that respondents' detection of the presence of third parties will have on the accuracy of information reported in the survey. This

can suppress their candid expression. To ensure the highest accuracy in reporting, all efforts will be made to ensure that no third parties are either present or able to overhear the survey. Respondent misreporting of any behaviour or attitude is generally associated with the extent of perceived question threat, especially when the individual is from a cultural or religious group where the reported behaviour or attitude is seen as unacceptable. Again, compelling assurances of strict confidentiality are essential to ensure candidly honest answers to the survey questions.

The following was implemented to ensure more honest reporting:

- stressing that participation in the study is voluntary;
- providing persuasive assurances of confidentiality;
- assigning male interviewers to survey male respondents, and female interviewers to survey female respondents, where possible;
- encouraging respondents to voice their views throughout the course of the interview;
- providing respondents with assurances that there are no right or wrong answers;
- ensuring that interviewers convey to respondents that all answers are acceptable;
- implementing practices to ensure that no third parties are present during the course of the interview, or are able to overhear the interview; and
- providing respondents with the survey registration number and telephone number for contacting the Marketing Research and Intelligence Association (MRIA) to receive a confirmation about the nature of the study and its anonymity.

### **Interviewer training**

A detailed training session was undertaken with all interviewers selected, including the supervisor who was assigned to monitor the interviewing team. During the training session, the techniques required to minimize the under-reporting of abuse were covered, in addition to the following topics:

- an explanation of the survey objectives;
- an explanation of the sensitivities associated with the study;
- specific techniques designed to encourage honest reporting, including techniques for developing rapport, instilling trust in the respondent, and assuring him or her of confidentiality;
- a review of the survey design, including termination points, skip patterns, and question wording;
- a question and answer session;
- pre-test of the survey instrument; and
- a debriefing to discuss any problems and obtain feedback from the interviewers on the survey instrument.

Key Decima project team members also attended the training session.

Appendix A contains the details of this training.

## Sample design

In conjunction with the client authority, Harris/Decima developed a suitable sampling plan for conducting the survey with a representative sample of New Brunswickers (18 and older).

For this study, we set quotas by regions of the province in order to ensure that results can be analyzed on a regional basis. The 15 separate census divisions were combined into separate regions as follows:

1. East - Albert County, Westmorland County, Kent County
2. South - Charlotte County, Kings County, Saint John County
3. Central - Carleton County, York County, Sunbury County, Queens County
4. North-Central - Northumberland County, Victoria County
5. North - Restigouche County, Gloucester County, Madawaska County

We also established a 50:50 gender quota within each of the regions. The quota system, therefore, was as follows:

Region	Males	Females	Total
General population			
East	45	45	<b>90</b>
South	45	45	<b>90</b>
Central	45	45	<b>90</b>
North-Central	45	45	<b>90</b>
North	45	45	<b>90</b>
Aboriginal boost	50	50	<b>100</b>
<b>Total</b>	<b>275</b>	<b>275</b>	<b>550</b>

Once the sample frame was established, half of the sample was allocated to the male interviewers who interviewed males in the household, while the other half of the sample was allocated to the female interviewers who surveyed only female respondents.

Using the 2006 Canadian census, the data were weighted by gender and region to ensure that findings are properly reflected onto the population distribution of New Brunswick.

The number of completions and margins of error by region were as follows.

Region	Population (based on 2006 census)		Sample size		Margin of error	
	General population	Aboriginal boost	General population	Aboriginal boost	General population	Aboriginal boost
East	183,835	4,520	87	21	10.5	21.4
South	163,555	1,800	92	3	10.2	56.6
Central	149,505	3,925	125	29	8.8	18.2
North-Central	63,970	4,290	91	36	10.3	16.3
North	141,125	3,100	88	22	10.4	20.9
<b>Overall</b>	<b>701,990</b>	<b>17,635</b>	<b>483</b>	<b>111</b>	<b>4.5</b>	<b>9.3</b>

Harris/Decima used the Canada Survey Sample (CSS) for generating sufficient random New Brunswick residential sample. CSS is a selection engine designed to generate a random sample of telephone numbers to be dialed. The CSS maintains a comprehensive list of all populated exchanges across Canada, and is updated on a regular basis. Harris/Decima regularly updates the database used, and is currently using the most recent version (version 2009 1.0).

## Survey instrument

The project lead, a senior Harris/Decima researcher, finalized the survey questionnaire in close consultation with the client project team. Harris/Decima reviewed the information requests provided by the client team in light of the research objectives, providing expert input regarding the overall structure and ordering of questions, appropriate scales, and choice of language, as well as the most effective approach for structuring the questions and formatting the survey itself. The final 2002 survey instrument was used as the foundation of the 2009 study – relatively minor changes were deemed necessary to this document.

Prior to pre-testing, the survey was translated into French by Harris/Decima's in-house translator.

The survey was fielded in both English and French. Following the pre-test, several questions were deleted, as the survey length exceeded the project parameters. The final survey length was approximately 17 minutes.

Appendix B contains a final copy of each the English and French surveys.

## Data collection

All telephone interviewing was conducted at Harris/Decima's centrally monitored phone bank in Ottawa. Survey questionnaires were completed using VOXCO's "Interviewer" Computer Assisted Telephone Interviewing (CATI) stations.

A dedicated project supervisor monitored all interviewing on an ongoing basis, randomly checking responses and listening in on interviews.

The survey was fielded between March 17 - 31, 2009. A mixture of daytime, evening, and weekend interviewer shifts were scheduled. Due to the nature of the interviews themselves, no interviewing shifts were scheduled on Sundays.

## Data tabulation and analysis

The 2009 Attitudinal Survey on Violence Against Women was pre-coded to facilitate data entry. For those open-ended and other specific questions where coding and collapsing was required, the code list was developed and reviewed by Harris/Decima staff prior to being finalized. The 2002 code lists were used (where possible) to ensure consistency in the wording employed.

## Detailed findings

### Section A: Concern about violence

#### Top issue concerns

Currently in an economic recession, it is perhaps not surprising that New Brunswickers cite the economy as the most important issue in the province. Nearly three-in-10 (28 per cent) mention that the economy is the issue in New Brunswick that concerns them, personally, the most. This is up only slightly from 2002 (26 per cent). This concern is echoed in jobs/unemployment being the next issue of concern (17 per cent), which is in line with 2002 findings (16 per cent). Rounding out the top-five most important concerns are: health care (13 per cent versus 24 per cent in 2002), education (four per cent versus two per cent in 2002), and taxes (four per cent versus two per cent in 2002).

Among Aboriginals, however, jobs/unemployment is the most important issue (23 per cent), distantly followed by the economy and healthcare (10 per cent each).

The extent to which crime/violence is considered an important issue has diminished since 2002. Only one per cent of New Brunswickers who were interviewed cite this particular issue, down notably from seven per cent.

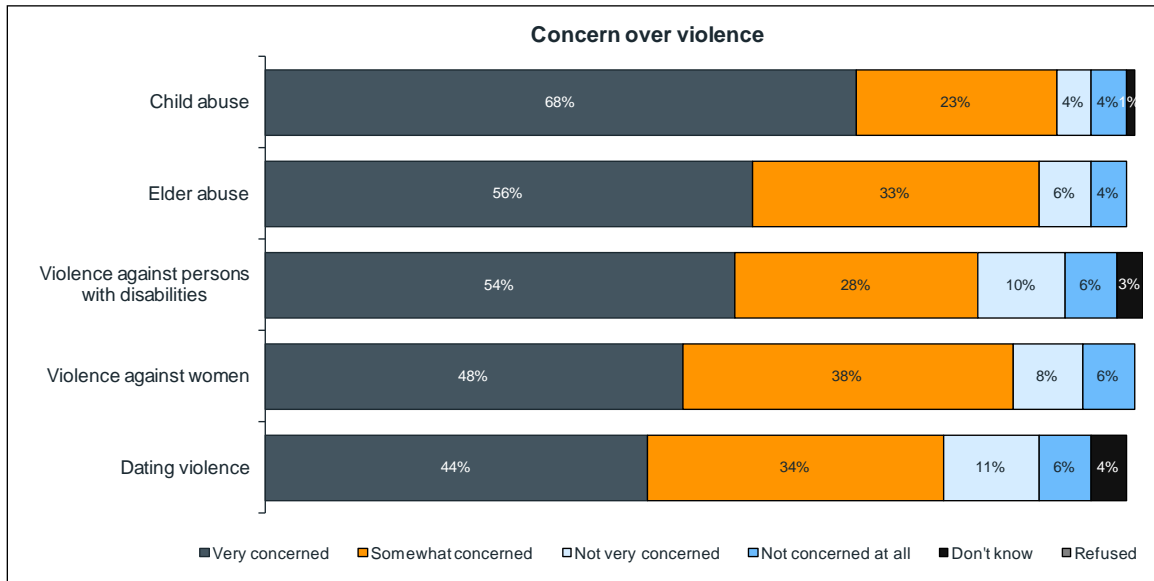
<b>Top issue concern (2009)</b>	<b>%</b>
Economy	28
Jobs/unemployment	17
Health care	13
Education	4
Taxes	4
Environment	3
Government/politics (general)	2
Road conditions/repairs	2
Poverty/homelessness	1
Crime/violence	1
Road/car safety	1
Safety (general)	1
Drug/alcohol abuse	1
Budget/deficit/fiscal responsibility	1
Animal rights/abuse	1
Seniors' issues (health, care, housing)	1
Cost of living	1
Child/youth safety	1

*Results <1% are not shown*

## Concerns about violence

While top-of-mind concern surrounding violence remains considerably lower than that of the economy, jobs/unemployment, and health care, the majority of people in New Brunswick remain concerned about different forms of violence.

When asked directly, eight-in-10 or more indicated greater prevalence in being either very or somewhat concerned about child abuse, elder abuse, and violence against women.



### *Concern about child abuse (in total, 91 per cent very/somewhat concerned)*

There are no gender differences on this measure. Aboriginal respondents, however, have a greater propensity to be very concerned with this issue as compared to the general population (81 per cent versus 68 per cent, respectively).

### *Concern about elder abuse (in total, 89 per cent very/somewhat concerned)*

Additionally, Aboriginals are also more likely to be very concerned with this issue (72 per cent) as compared to the general population (56 per cent). This may be a reflection of the Aboriginal culture and the importance bestowed upon older members of their communities.

### *Concern about violence against women (in total, 86 per cent very/somewhat concerned)*

There are no gender differences on this measure. Men and women are equally concerned about violence against women. Aboriginals, however, have a greater propensity than the general population for being very concerned with this issue (72 per cent versus 48 per cent, respectively). This may be in response to recognizing that violence against Aboriginal women (spousal and non-spousal violence, and spousal homicide) is more prevalent, as is the severity of the violence experienced<sup>4</sup>.

<sup>4</sup> Statistics Canada, Measuring Violence Against Women: Statistical Trends 2006



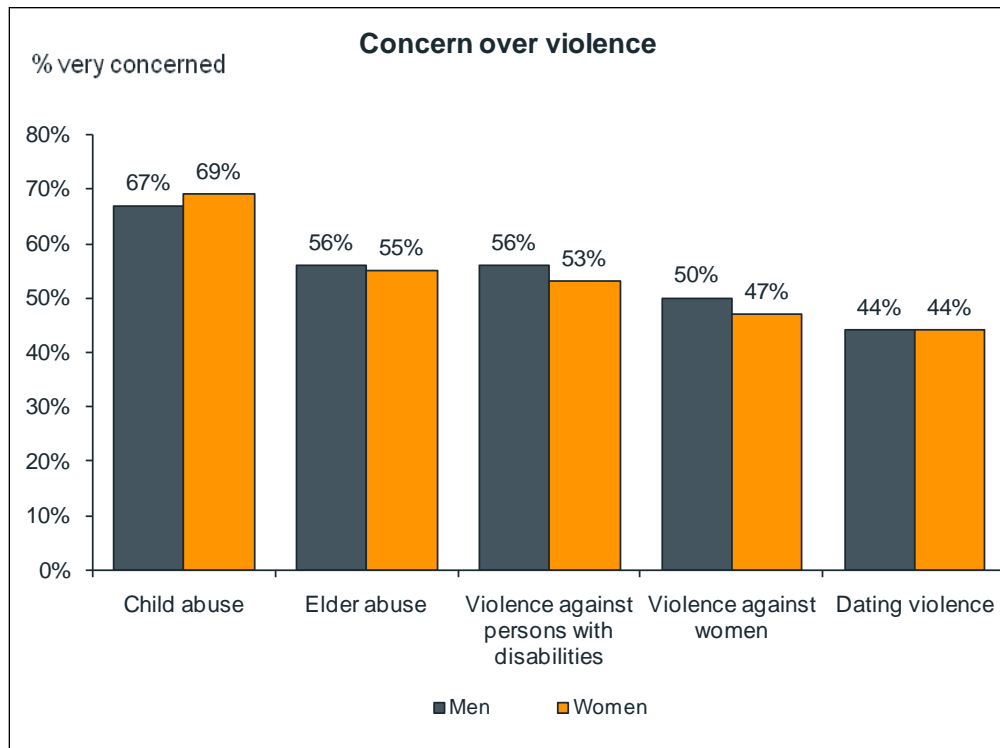
*Concern about violence against persons with disabilities (in total, 82 per cent very/somewhat concerned)*

Of note, there are no differences on this measure between respondents who are persons with a disability and those who are not.

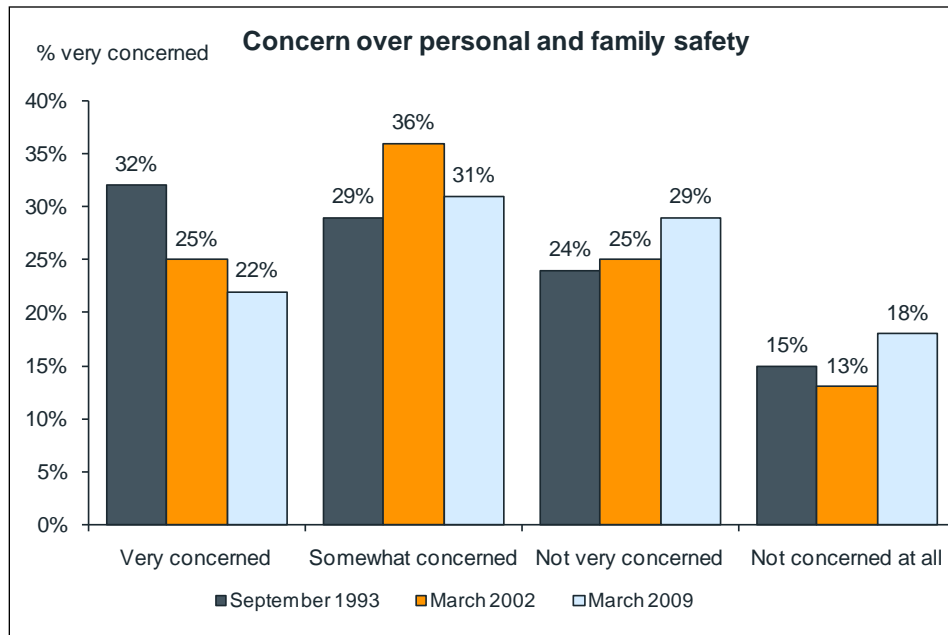
*Concern about dating violence (in total, 79 per cent very/somewhat concerned)*

There are no gender differences on this measure. Men and women are equally concerned about dating violence. However, there is greater likelihood of being concerned about this among those in lower-income households (\$20,000-\$40,000) as compared to those in higher income households (\$80,000+) (50 per cent versus 34 per cent, respectively).

Previously, we observed women being generally more concerned than men about all of the types of violence examined in the survey. The current data, however, reveal no significant attitudinal gaps between the genders.



Additional findings reveal that one-half of those surveyed (53 per cent) are either very or somewhat concerned about their own and their family’s safety (down from 62 per cent in 2002). This concern is more pronounced among Aboriginals (75 per cent) than in the general population (53 per cent) – especially at the “very concerned” level (52 per cent versus 22 per cent, respectively). Men are more likely than women (21 per cent versus 14 per cent, respectively) to say they are not at all concerned about their own and their family’s safety. Although men and women are equally concerned about the occurrence of different forms of violence, when it comes to safety issues directly affecting them, men are still feeling more secure than women.



In 2002, we learned that residents of north-central New Brunswick were more concerned about their personal safety and the safety of their families than were people from other parts of New Brunswick. Close to 40 per cent of New Brunswickers from this area reported being very concerned about their personal and family safety as compared to 25 per cent of New Brunswickers overall. Now, this level of concern has shifted to southern New Brunswick (31 per cent) – specifically as compared to the northern (15 per cent) and central (17 per cent) regions.

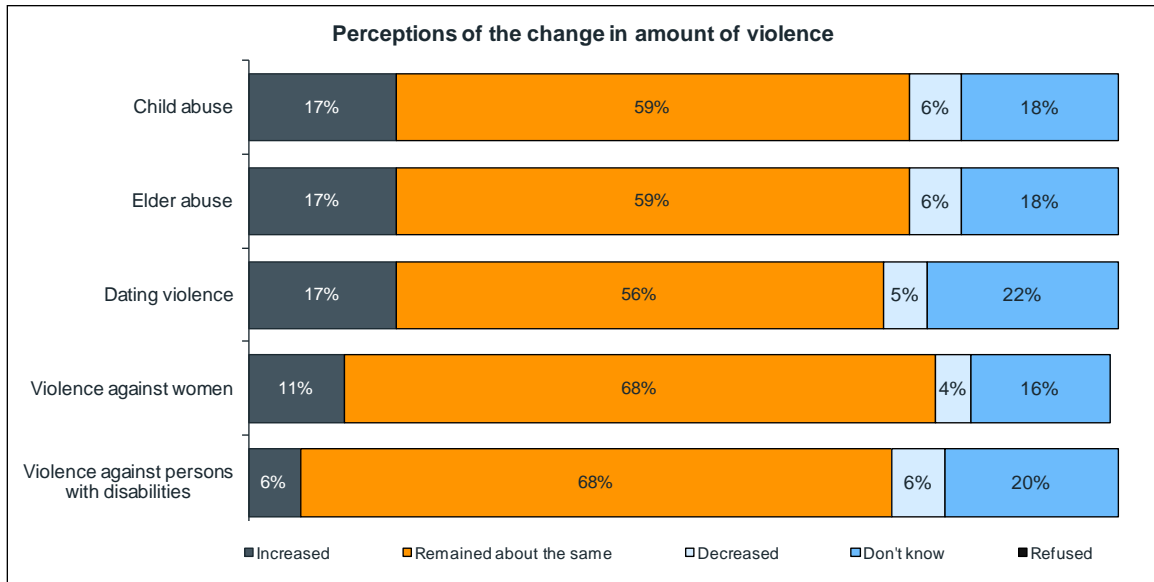
## Prevalence of violence

One-in-10 residents of New Brunswick (11 per cent) indicates that the amount of violence against women has increased during the past 2-3 years in the area where he or she currently lives. This sentiment is nearly twice as strong among women (15 per cent) than it is among men (eight per cent). It's also more prevalent in urban New Brunswick (17 per cent) than in rural areas (seven per cent). Residents of north central (79 per cent) and northern (80 per cent) New Brunswick, however, are most likely to have observed no change in the amount of violence against women.

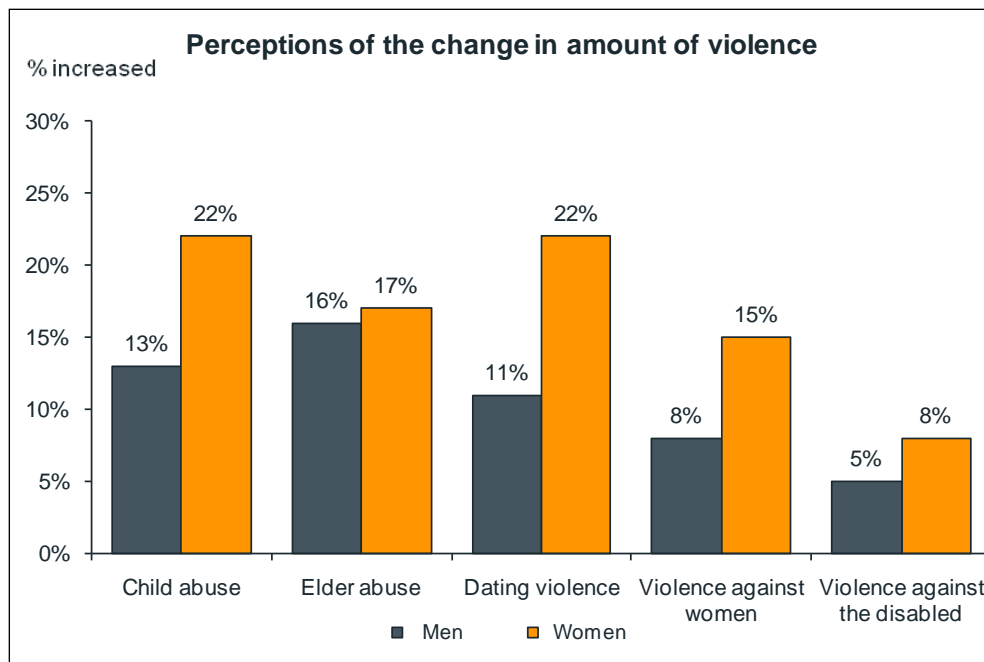
New Brunswickers perceive increases in the following forms of violence:

- child abuse (in total, 17 per cent);
- elder abuse (in total, 17 per cent);
- dating violence (in total, 17 per cent);
- violence against women (in total, 11 per cent); and
- violence against persons with disabilities (in total, six per cent).

The majority of people in New Brunswick, however, appear to believe that the amount of violence has remained the same over the past two-to-three years. Unfortunately, decreases are only cited by four-to-six per cent of New Brunswickers.



Women are twice as likely as men to cite an increase in the occurrence of child abuse (22 per cent versus 13 per cent, respectively) and dating violence (22 per cent versus 11 per cent, respectively).



There are no notable differences on these measures between Aboriginals and the general population of New Brunswick.

## Section B: Public perceptions of violence against women

### Prevalence of types of violence

When asked what types of violence come to mind when they think about violence against women, the most common response that New Brunswickers provided was physical abuse – mentioned by roughly two-thirds of those surveyed. This is in line with results obtained in 2002. Verbal abuse (26 per cent) and psychological abuse (22 per cent) complete the top three mentions.

Types of violence against women (2009)	Per cent of mentions (unaided)
Physical abuse	64
Verbal abuse	26
Psychological abuse	22
Sexual assault	17
Domestic abuse	16
Emotional abuse	13
Rape	11
Date rape	3
Dating violence	3

*Results <3% are not shown*

Women are more likely than men to cite dating violence (five per cent versus <one per cent, respectively) and sexual harassment (four per cent versus one per cent, respectively). Domestic violence, however, is more commonly cited by those living in urban areas (22 per cent) than rural (12 per cent). Regionally, the following differences are also observed.

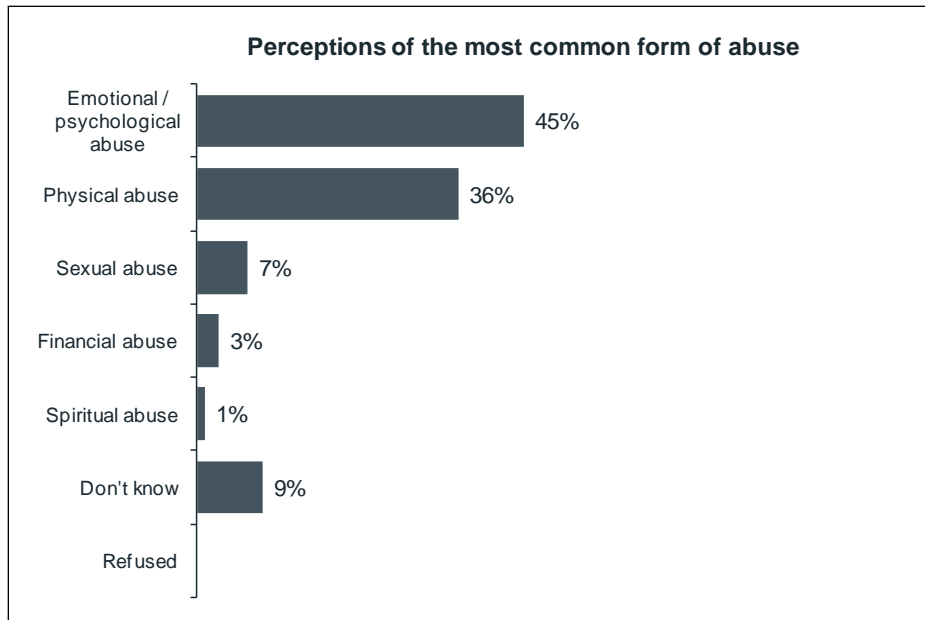
Types of violence against women (2009)	Per cent of mentions (unaided)				
	East (A)	South (B)	Central (C)	North central (D)	North (E)
<i>Only those with significant regional differences are listed in this table.</i>					
Physical abuse	70 <sup>C</sup>	65	54	67	64
Psychological abuse	27 <sup>B</sup>	14	19	18	30 <sup>B</sup>
Sexual assault	14	21 <sup>D</sup>	21 <sup>D</sup>	9	19 <sup>D</sup>
Domestic abuse	15 <sup>E</sup>	16 <sup>E</sup>	25 <sup>DE</sup>	13	6
Emotional abuse	15	14	10	21 <sup>CE</sup>	8
Rape	6	14 <sup>A</sup>	13 <sup>A</sup>	8	13

*Superscript letters indicate a statistically significant difference with results in the corresponding column.*

There are no notable differences between Aboriginals and the general population on these measures.

When New Brunswickers were asked on an aided basis (reading out each type of abuse) which form of violence against women was the most common, emotional and psychological abuse was perceived to be a more common form of violence against women than physical abuse. This is in line with results garnered in 2002. Between the two waves of research, however, we observe some slight shifts in perception, specifically:

perception of emotional/psychological abuse went up to 45 per cent from 40 per cent;  
 perception of physical abuse went up to 36 per cent from 32 per cent;  
 perception of sexual abuse went down to seven per cent from 11 per cent; and  
 perception of financial abuse went down to three per cent from seven per cent.



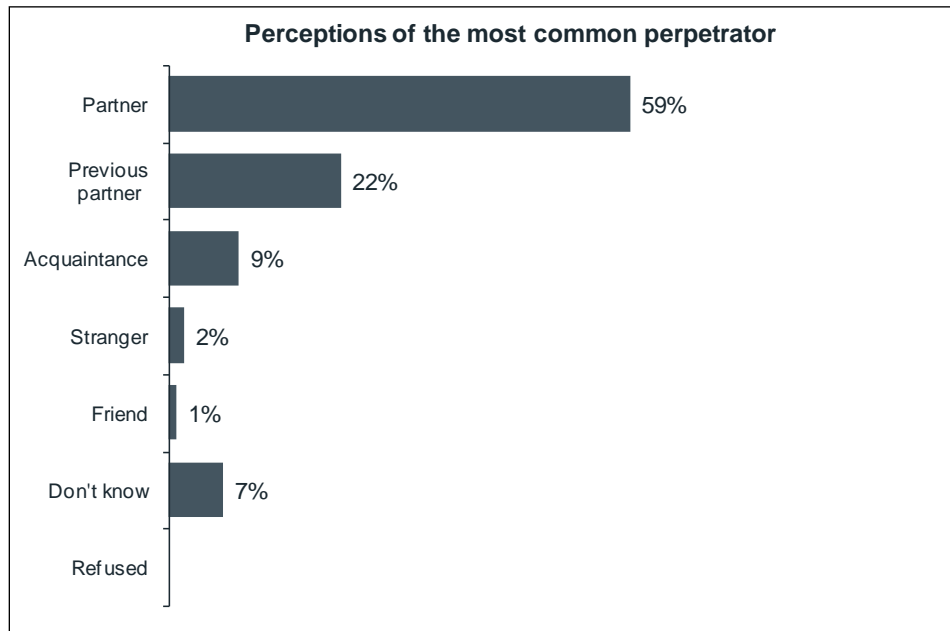
At first glance, these shifts may be explained as a reflection of an additional form of abuse added to the 2009 survey: spiritual abuse. However, it should be noted that only one per cent of respondents selected this form of abuse from the list provided to them.

Emotional/psychological abuse is the only form of abuse cited more frequently by women (50 per cent) than by men (39 per cent). It is, however, least often mentioned by older (65+ ) New Brunswickers (30 per cent) than by those who are 25-64 (45-63 per cent). Again, we observed a regional difference among those who live in urban New Brunswick (54 per cent) than rural (39 per cent). This form of abuse is also cited by more adults who live in the central region (53 per cent) than in the north (38 per cent) or south (40 per cent) regions. Lastly, emotional/psychological abuse is mentioned by more adults in the general population (45 per cent) than in the Aboriginal population (29 per cent).

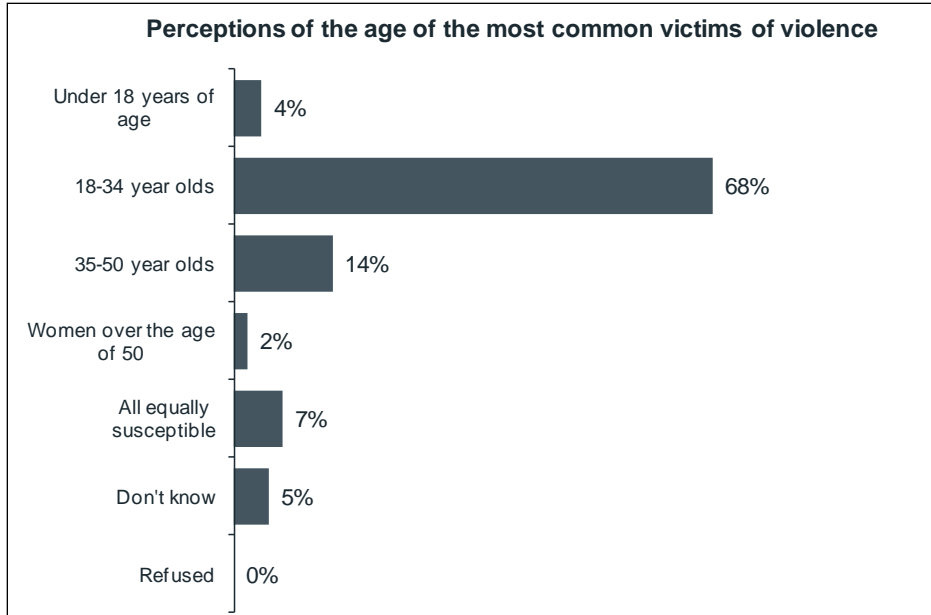
## Perceptions of perpetrators and victims

A woman's partner (59 per cent current partner, 22 per cent previous partner) is generally perceived as perpetrating the most acts of violence against women. A difference between perceptions of these perpetrators is that individuals in the higher household income brackets are more likely to cite a current partner, while those in lowest income bracket cite a previous partner. This finding is consistent with the fact that the data also reveal more prevalence of divorce among those with a household income of less than \$20,000.

There are no significant differences on these measures between Aboriginals and the general population.

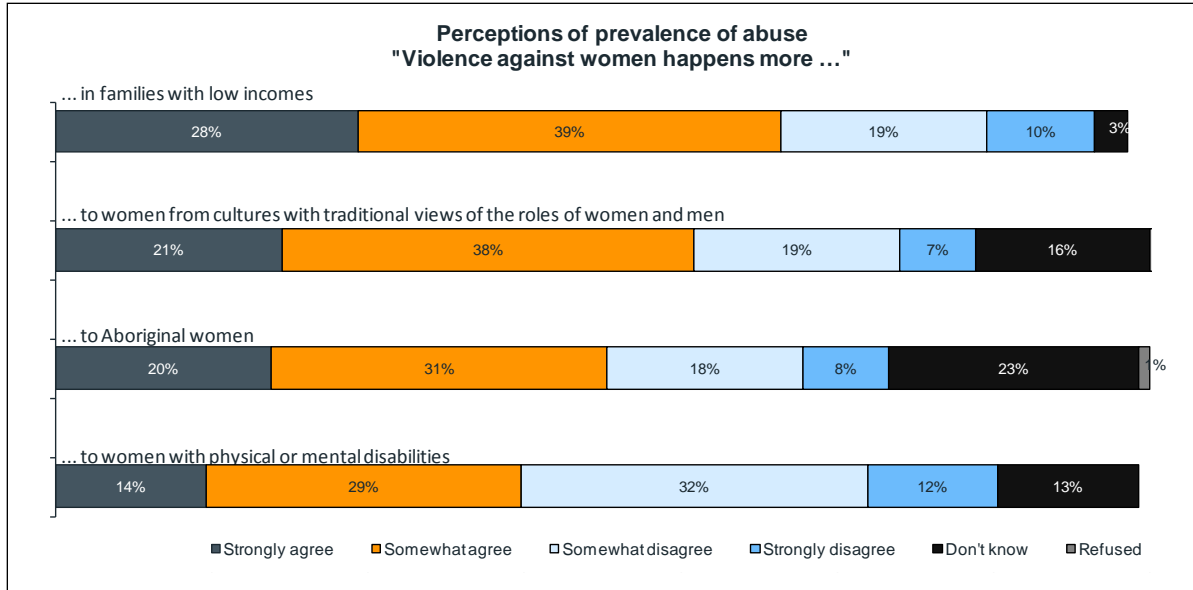


Consistent with findings from 2002, the majority of people surveyed (68 per cent) believe that 18-34-year-old women are most often the victims of violence. In 2002, respondents were more likely to believe that women closer to themselves in age were most often the victims of violence. For example, younger people were more likely to believe that women either under 18 or 18-34-year-olds were most often victims, while older people were more likely to believe that women aged 35-50, or women over the age of 50, were most often victims. This year, this age impact isn't as pronounced.



The majority of New Brunswickers believe that violence against women is more prevalent in families with low incomes (68 per cent), and that violence against women happens more to women from cultures with traditional views of the roles of women and men (58 per cent). Additionally, men are more likely than women to believe in the prevalence of violence in low-income families (73 per cent versus 63 per cent, respectively).

A shift has occurred since 2002 in perceptions of the prevalence of abuse against Aboriginal women. While the previous wave of research revealed that 29 per cent were undecided on this measure, current research reveals this proportion is on the decline (now 23 per cent). One-in-two New Brunswick adults (51 per cent) believes that violence against women happens more to Aboriginal women. Of note, there are no significant differences on this measure between Aboriginals and the general population.



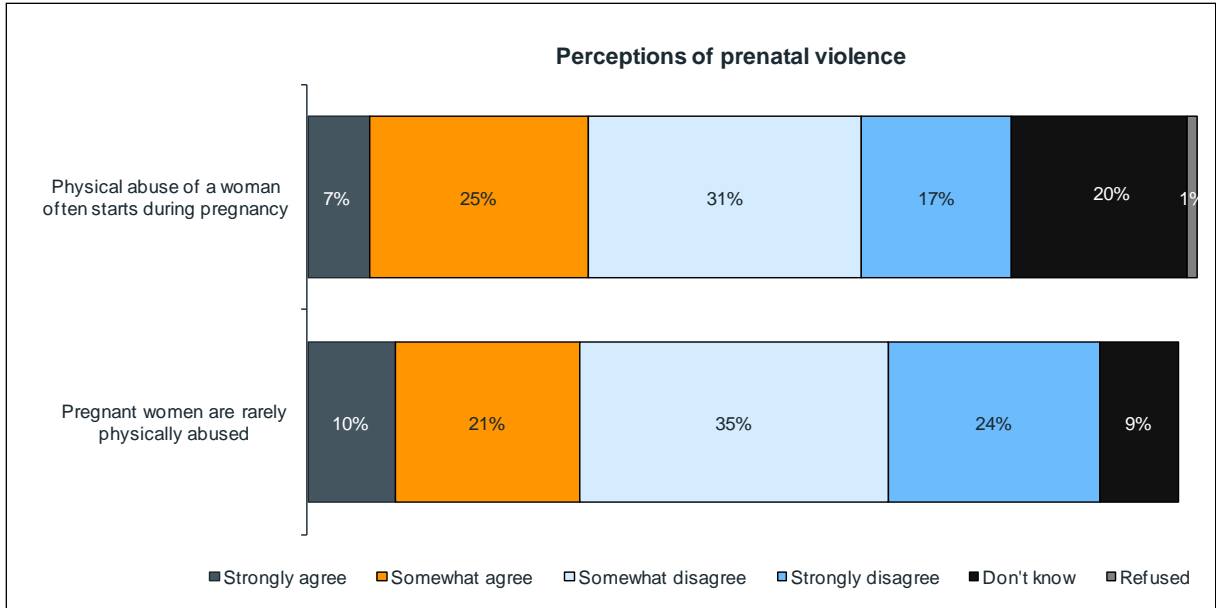
How do members of the general public within these groups perceive the prevalence of violence against women? Generally speaking, members within these groups are more likely than others to believe that violence against women is more prevalent among the group to which they belong.

### Perceptions of prenatal violence

Consistent with findings from 2002, the general public in New Brunswick appears to have relatively low awareness levels regarding prenatal violence. In total, 20 per cent of adults surveyed remain undecided about whether physical abuse of a woman often starts during pregnancy. In addition, one-half (48 per cent) do not believe that this is the case. A shift in men’s awareness levels, however, is noted since 2002. Then, men had lower awareness levels than women on this measure. Now, there are no significant differences between the genders’ belief that physical abuse often starts during pregnancy.

While the majority (59 per cent) continues to disagree that pregnant women are rarely abused – a quarter of women surveyed (24 per cent) and 40 per cent of men believe that prenatal violence is rare.

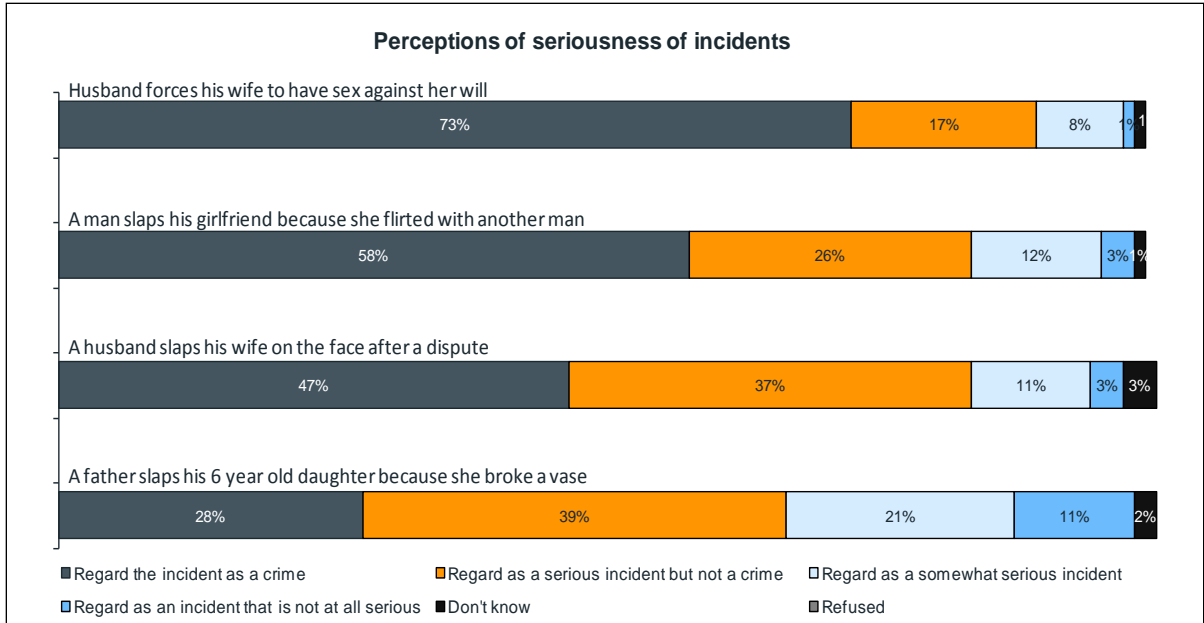




The only notable difference between the Aboriginal group and the general population is their agreement levels with the concept that physical abuse of a woman often starts during pregnancy. Aboriginals are more likely to agree with this statement (47 per cent) than is the general population (31 per cent).

### Perceptions of violence against women as a crime

There remain considerable variations in the public's perception of what types of violence or situations constitute crimes. Up from 65 per cent in 2002, three-quarters of those surveyed (73 per cent) believe it is a crime for a husband to force his wife to have sex with him against her will. Six-in-10 (58 per cent, up from 52 per cent) regard it as a crime for a 20-year-old man to slap his girlfriend around because she flirted with another man in a public place. If a husband were to slap his wife on the face after a dispute that was started when the wife complained that he doesn't make enough money for the household – 47 per cent (up from 41 per cent) would see this as a crime, and 37 per cent (consistent with 38 per cent) as a serious incident, but not a crime. The least serious of the four scenarios was perceived to be a father slapping his six-year-old daughter on the face because she broke a vase she was forbidden to touch. Over one-quarter (28 per cent) of all those surveyed (up from 21 per cent) would consider the latter situation a crime, while four-in-10 (39 per cent) would consider this a serious incident, but not a crime.



*Husband forces his wife to have sex against her will*

Older New Brunswickers (65+) are least likely to consider this scenario as a crime (51 per cent versus 68-91 per cent). French New Brunswickers are also less likely to consider this a crime (52 per cent versus 79 per cent English), as are those who live in rural areas (68 per cent versus 80 per cent urban). Agreement levels between men and women, as well as Aboriginals and the general population, are consistent on this measure.

*A man slaps his girlfriend because she flirted with another man*

Again, older New Brunswickers (65+) are least likely to consider this scenario as a crime (43 per cent versus 59-90 per cent) as are francophones (26 per cent versus 67 per cent anglophones) and residents of the north region (30 per cent versus 57-70 per cent). Agreement levels between the genders, as well as between Aboriginals and the general population, remain consistent on this measure.

*A husband slaps his wife on the face after a dispute*

Consistent with the previous scenarios, older New Brunswickers (65+ -- 26 per cent), francophones (37 per cent), those in rural areas (43 per cent), and those living in northern New Brunswick (29 per cent) are least likely to consider this scenario a crime. There are no notable differences between men and women, or between Aboriginals and the general population.

*A father slaps his six-year-old daughter because she broke a vase*

Men are less likely than women (23 per cent versus 32 per cent, respectively) to consider this scenario as a crime. Again, French-speaking New Brunswickers are also less likely to consider this as a crime (17 per cent versus 31 per cent English-speaking). Regional differences on this measure are only noted between the east (32 per cent) and the north (18 per cent). Aboriginals and the general population have similar views regarding this scenario being a crime.

## General attitudes toward women

In addition to testing public attitudes towards perceptions of violence, the survey covered a number of statements regarding general public attitudes toward women, as well as the relationship between men and women.

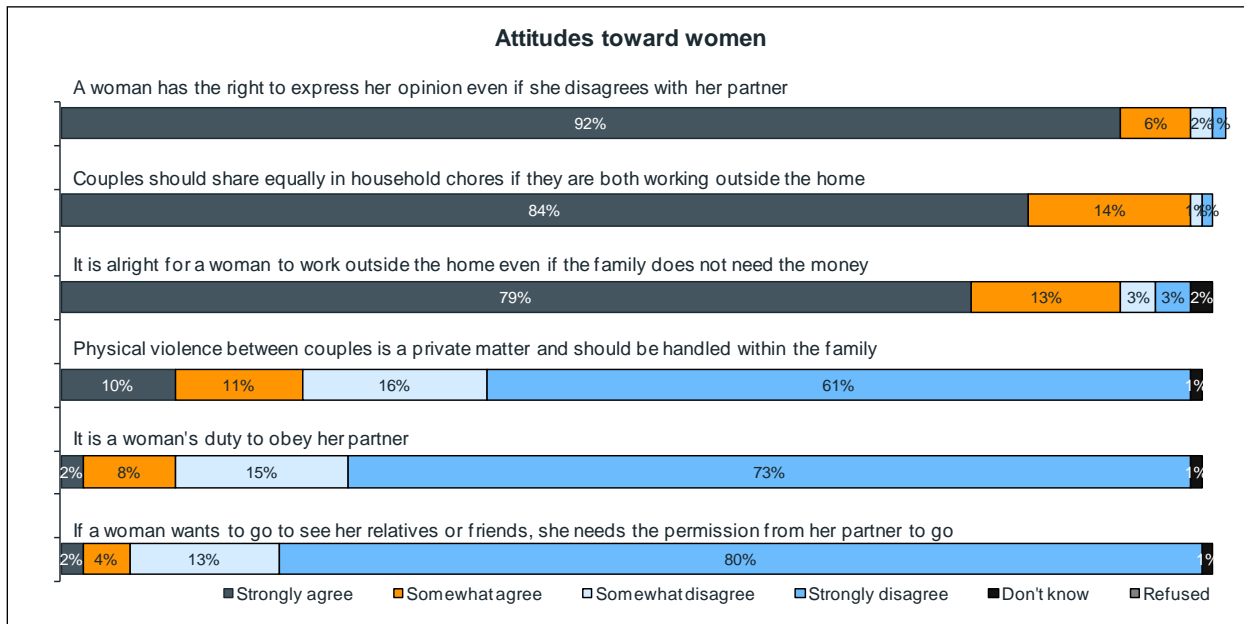
The public continues to hold high levels of agreement that a women has a right to express her opinion even if she disagrees with her partner (92 per cent strongly agree) and that couples should share equally in household chores if they are both working outside the home (84 per cent strongly agree). Fewer respondents believe that it is acceptable for women to work outside the home even if the family does not need the money; nonetheless eight-in-10 (79 per cent) strongly agree with the statement.

The majority of New Brunswickers strongly disagree with each of the following statements:

If a woman wants to go see her friends and relatives, she needs permission (in total, 80 per cent);

It is a woman’s duty to obey her partner (in total, 73 per cent); and

Physical violence between couples is a private matter (in total, 61 per cent).

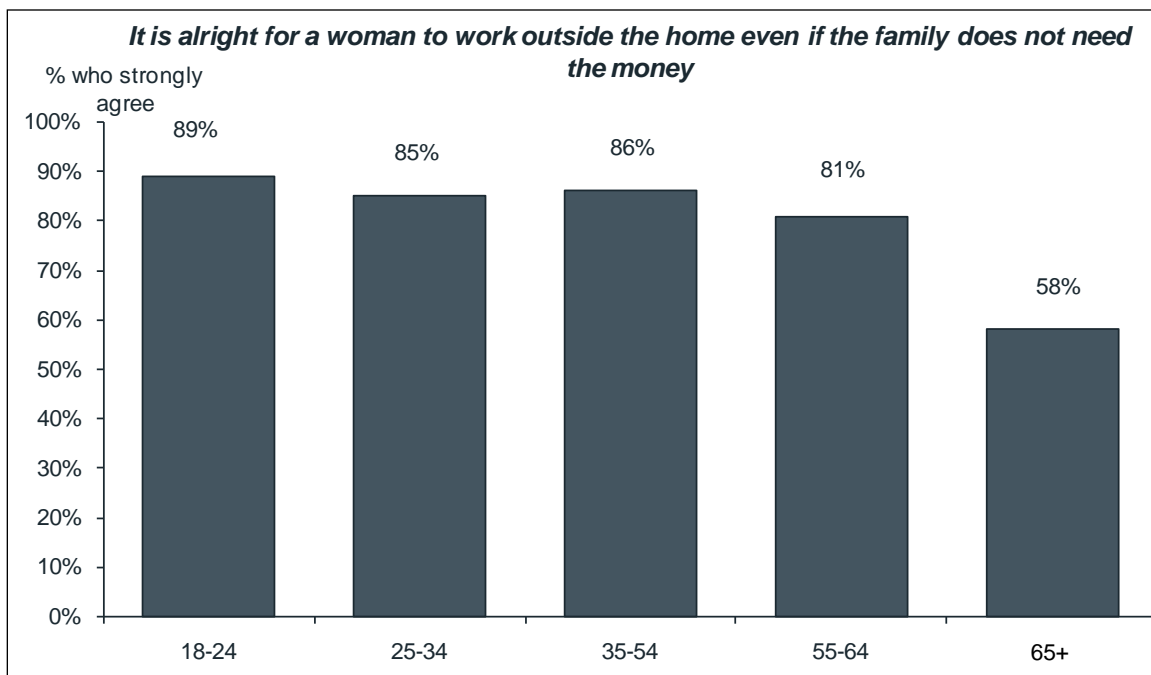


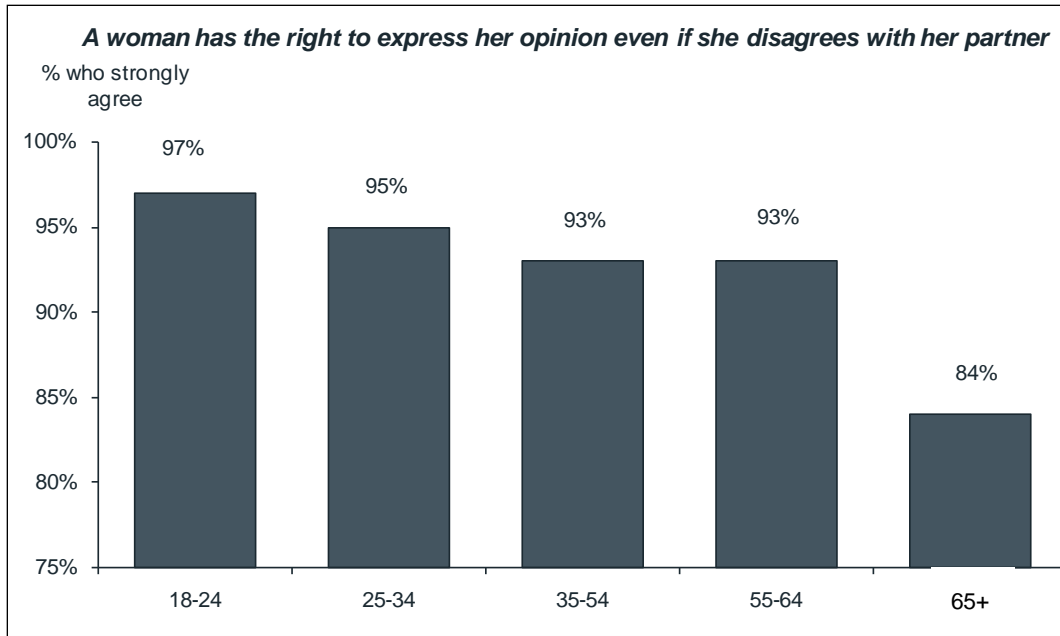
Significant demographic variations were observed relating to many of the attitudes examined, particularly by age. In general, older respondents maintain more traditional attitudes and values surrounding the role of women.

The following differences emerge between Aboriginals and the general population:

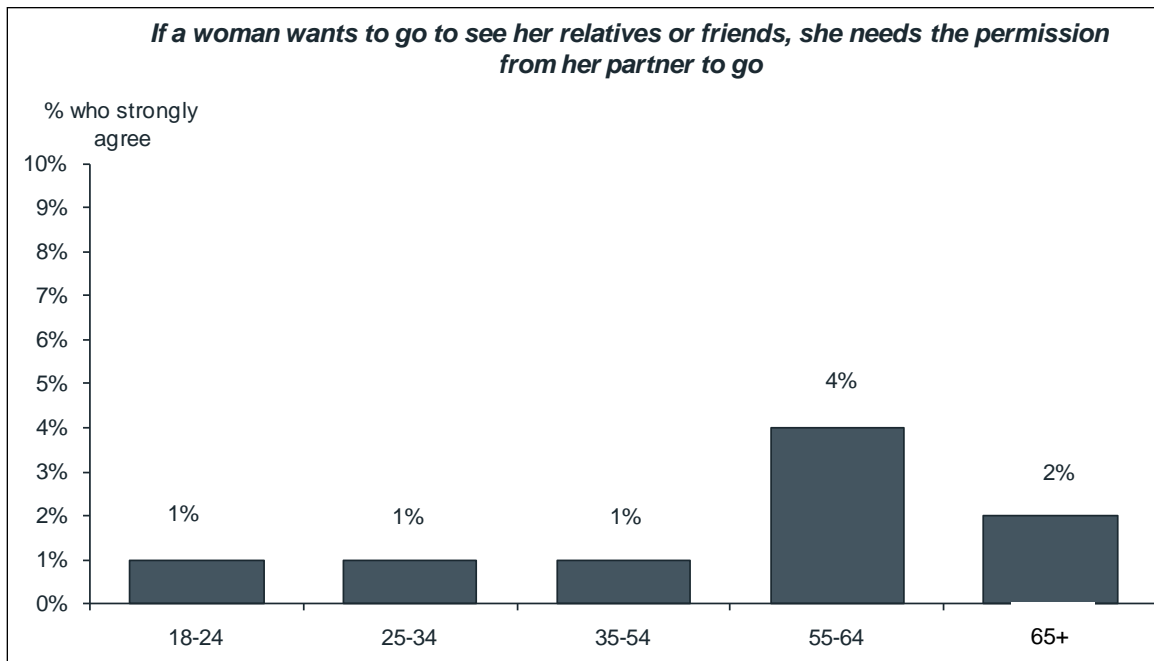
- fewer Aboriginals (48 per cent) strongly disagree that physical violence between couples is a private matter (versus 61 per cent of the general population);
- more Aboriginals (11 per cent) strongly disagree that it is acceptable for a woman to work outside the home even if the family does not need the money (versus three per cent of the general population);
- more Aboriginals (12 per cent) strongly believe that it is a woman’s duty to obey her partner (versus two per cent of the general population); and
- more Aboriginals (nine per cent) strongly believe that if a woman wants to see her relatives or friends, she needs the permission from her partner to go (versus two per cent of the general population).

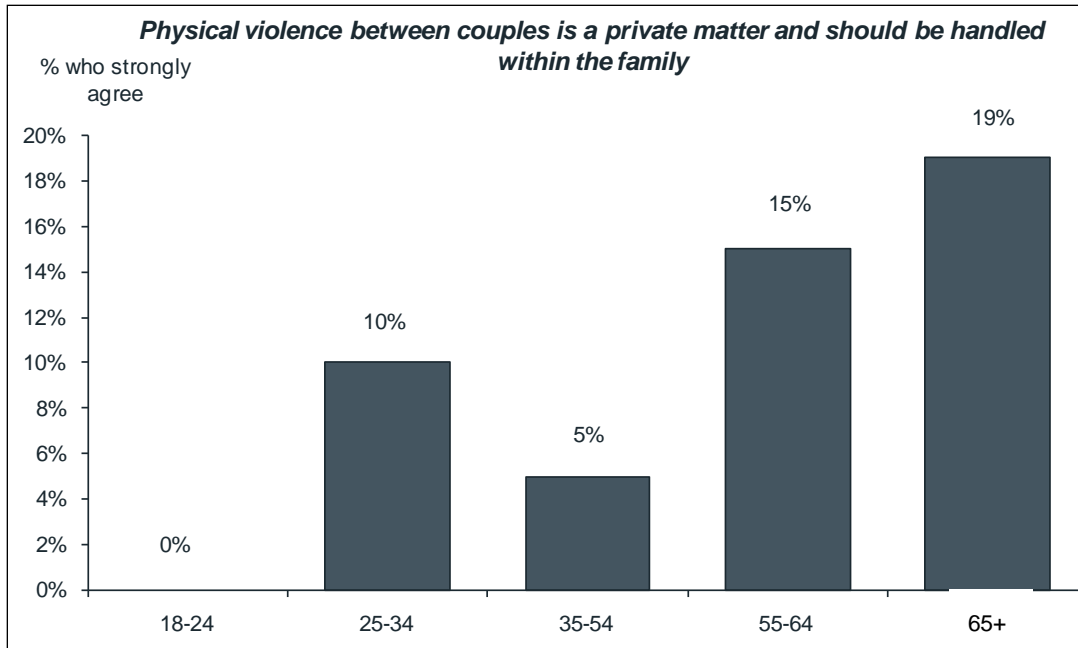
Attitudes toward the role of working women are quite different among the various age segments surveyed. In fact, there is a direct correlation between age and attitudes about women working for pay outside the home. The older the individuals, the less likely they are to believe that it is acceptable for women to work outside the home if it is not required from a financial perspective.



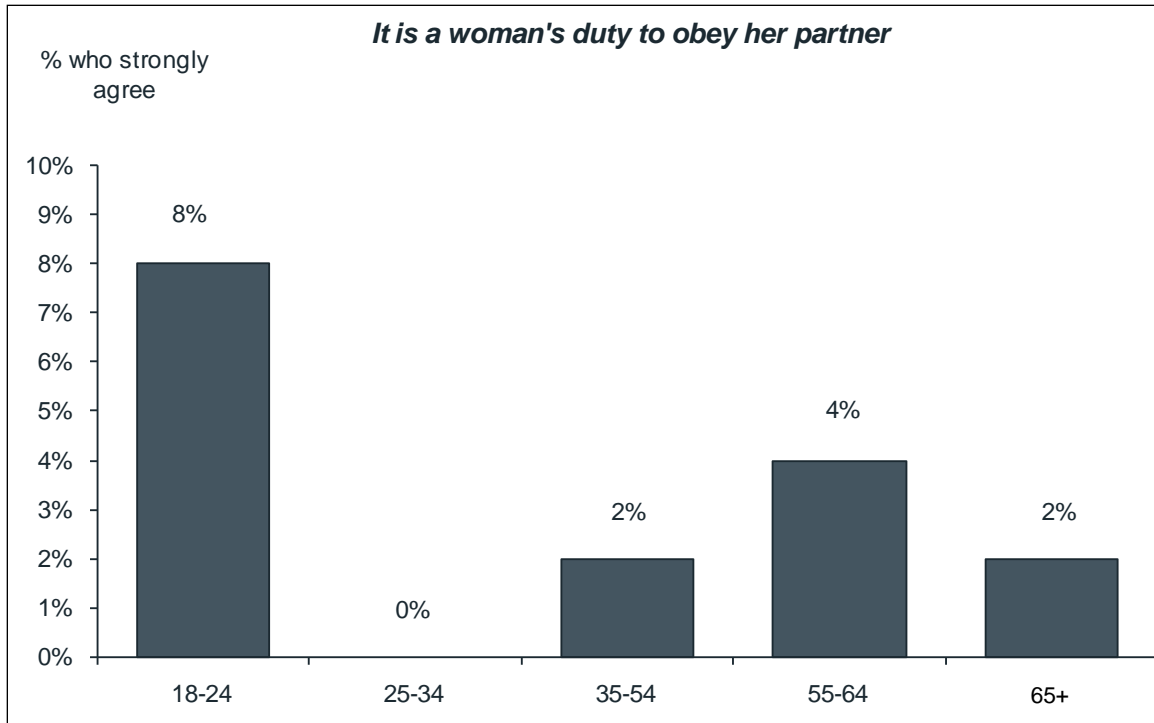


The same pattern is observed with respect to public attitudes toward women requiring permission from their partner to visit friends and relatives. The younger the individuals, the more likely they are to disagree that women need permission from their partner to visit others.

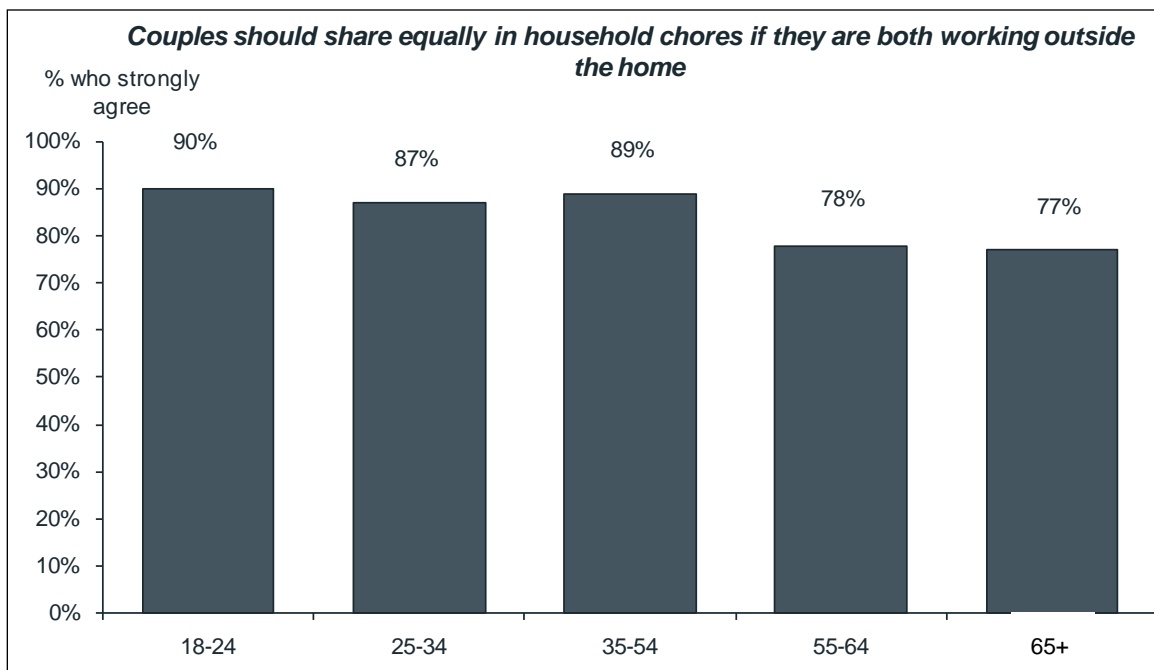




Among seniors (65 and over) the attitude that domestic violence should be handled within the family is even more prevalent, with 35 per cent believing that it should be handled in this manner. However, this has declined significantly from 62 per cent in 2002.



Overall, the notion that a woman's duty is to obey her partner is not one with which New Brunswickers agree. However, more men (14 per cent) than women (eight per cent) believe this proposition, as do older respondents.



Regardless of age, New Brunswickers agree that couples should share in household chores. This may reflect a belief in the presence of a true partnership within the home.

Regionally, a couple of significant variations were also observed; however, no broad pattern emerges. These differences are as follows:

- respondents from northern New Brunswick are most likely to believe that physical violence between couples is a private matter (38 per cent);
- respondents from north-central New Brunswick (13 per cent) are more likely to believe that a woman needs permission to see friends/family than are residents of eastern and southern New Brunswick (four per cent each); and
- in rural areas, agreement levels with physical violence being a private matter (26 per cent) and a woman's duty is to obey her partner (13 per cent) are higher than in urban areas (15 per cent and seven per cent, respectively).

Additionally, those in the lower income brackets (with less than \$40,000 per year in household income), and those with less than a high school education, hold the most traditional views of women.

For example, 44 per cent of those with a household income of less than \$20,000, and 31 per cent with a household income of between \$20,000 to just under \$60,000, believe that physical violence is a private matter, while only 11-18 per cent of higher income households agree with this proposition. Further, while one-in-five lower-household-income respondents (20 per cent <\$20,000, 19 per cent \$20,000 to <\$40,000) believe that a woman's duty is to obey her husband, only five-to-eight per cent of those with a higher household income agree with this view.

Respondents with less than a high school education are more than twice as likely to believe physical violence between couples is a private matter (53 per cent versus nine-to-24 per cent), it's a woman's duty to obey her partner (21 per cent versus three-to-19 per cent), and a woman needs permission to see her friends/family (16 per cent versus three-to-11 per cent).

Interestingly, no significant differences were observed between the overall agreement levels of men and women on any of the attitudinal statements examined. However, when examining the highest end of the scale, we observe the following:

- women are more likely to strongly agree that women have a right to express their own opinion (95 per cent versus 87 per cent men);
- women are more likely to strongly disagree that violence between couples is a private matter (66 per cent versus 55 per cent men);
- women are more likely to agree that working outside the home is acceptable for a woman, even if the family does not need the money (84 per cent versus 75 per cent of men).



## Section C: Causes of violence against women

Public perceptions as to the causes of violence against women are quite diverse. While nearly one-in-five (17 per cent) admits to not knowing what causes this behaviour, one-quarter cite reasons related to an individual's personality (26 per cent) or stress (24 per cent). Addictions and substance abuse (18 per cent) complete the top three volunteered causes.

<b>Cause (2009)</b>	<b>Per cent of mentions (unaided)</b>
Personality and behaviour	26
Stress	24
Addictions/substance abuse	18
Family history	11
Jealous/possessive/controlling traits in men	11
Relationship or marital issues	8
Low education level	7
Ignorance	6
Family issues	6
Mental health issues	5
Power issues/men seeking power	4
Anger management issues	4
Communication breakdown/misunderstandings	4
Socialization/upbringing	3
Parenting	3
Don't know	17

*Results <3% are not shown*

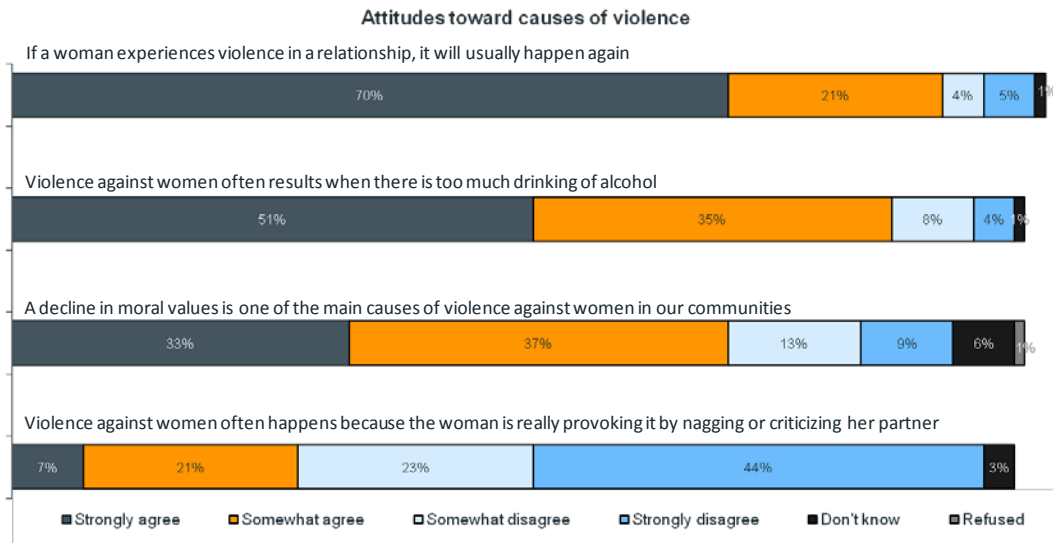
Women are more likely than men to mention personality/behaviour issues (31 per cent versus 21 per cent, respectively), low education level (10 per cent versus four per cent, respectively), power issues/men seeking power (six per cent versus two per cent, respectively), anger management issues (five per cent versus two per cent, respectively), parenting (four per cent versus one per cent, respectively), and ethnic background (three versus one per cent, respectively). Conversely, men are more likely than women to admit to not knowing the cause of such violence (21 per cent versus 13 per cent, respectively).

The views of Aboriginals and the general population differ only on two measures: that the causes of violence against women stem from stress (14 per cent versus 25 per cent, respectively) and low education level (one per cent versus seven per cent, respectively).

Nine-in-10 New Brunswickers (91 per cent, up only slightly from 87 per cent) believe that if a woman experiences violence once in a relationship, it will usually happen again. Unlike what was observed in 2002, the views of men and women do not differ on this measure. Overall, Aboriginals and the general population have relatively consistent agreement levels with this proposition.

One-in-two adults surveyed (51 per cent) strongly believe that violence against women often stems from drinking too much alcohol. This sentiment is stronger among older New Brunswickers (69 per cent 55-64 years old; 64 per cent 65+ years old versus 29-45 per cent). This may be a reflection of their life experiences – they have undoubtedly seen, lived through, and learned more than younger New Brunswickers. Men and women equally agree with this statement, as do Aboriginals versus the general population.

Men (34 per cent) are more likely than women (23 per cent) to believe that a woman provokes violence through nagging or criticizing her partner. The same holds true among older respondents (35 per cent 55-64 years old; 53 per cent 65+ years old versus 11-22 per cent). This speaks to an Old World view on a cause of violence against women. It is noted that younger New Brunswickers generally don't feel this way.

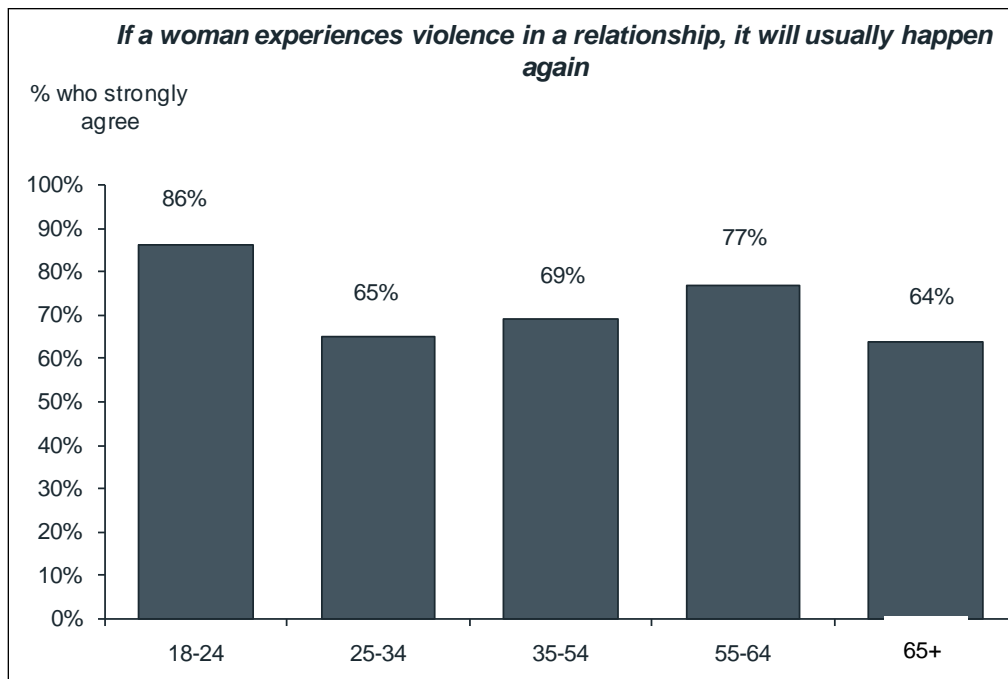


Certain demographic variations were observed relating to many of the causes of violence against women, particularly by region.

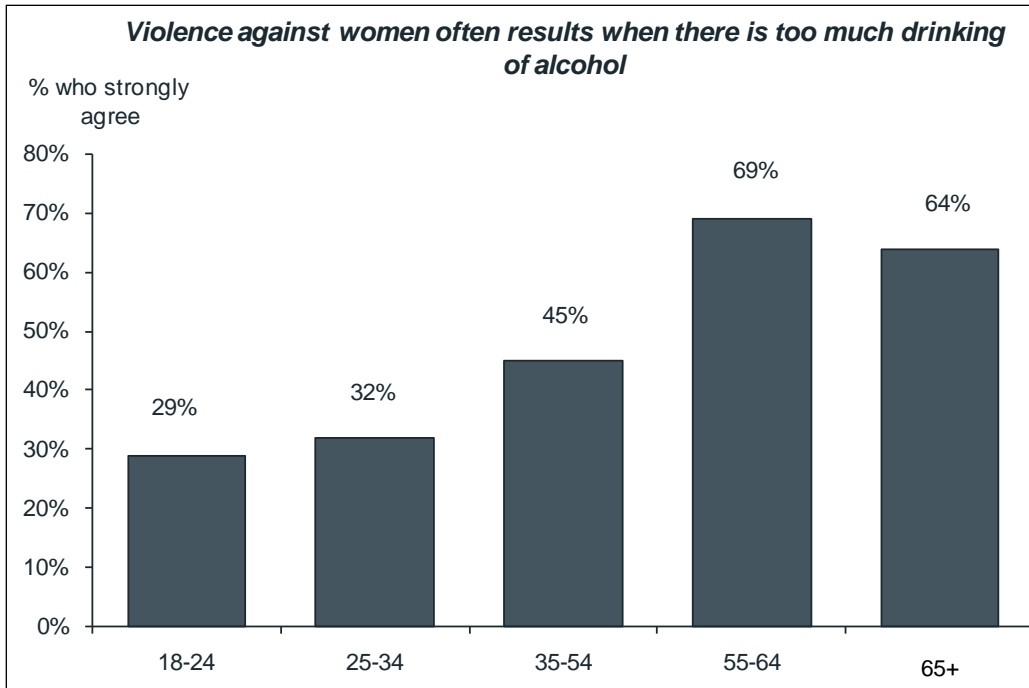
French New Brunswickers are more likely than their English counterparts to agree that if violence is experienced once, it will happen again (95 per cent versus 76 per cent, respectively) and that violence against women is often a result of too much alcohol (91 per cent versus 72 per cent, respectively). This latter belief is also more widely held in urban areas (91 per cent) than in rural ones (84 per cent).

Across the specific regions examined, those in northern New Brunswick are least likely to believe that violence in a relationship will repeat itself (79 per cent versus 92-96 per cent). They are also less likely than respondents from southern New Brunswick to agree that violence against women results from too much drinking (82 per cent versus 92 per cent, respectively).

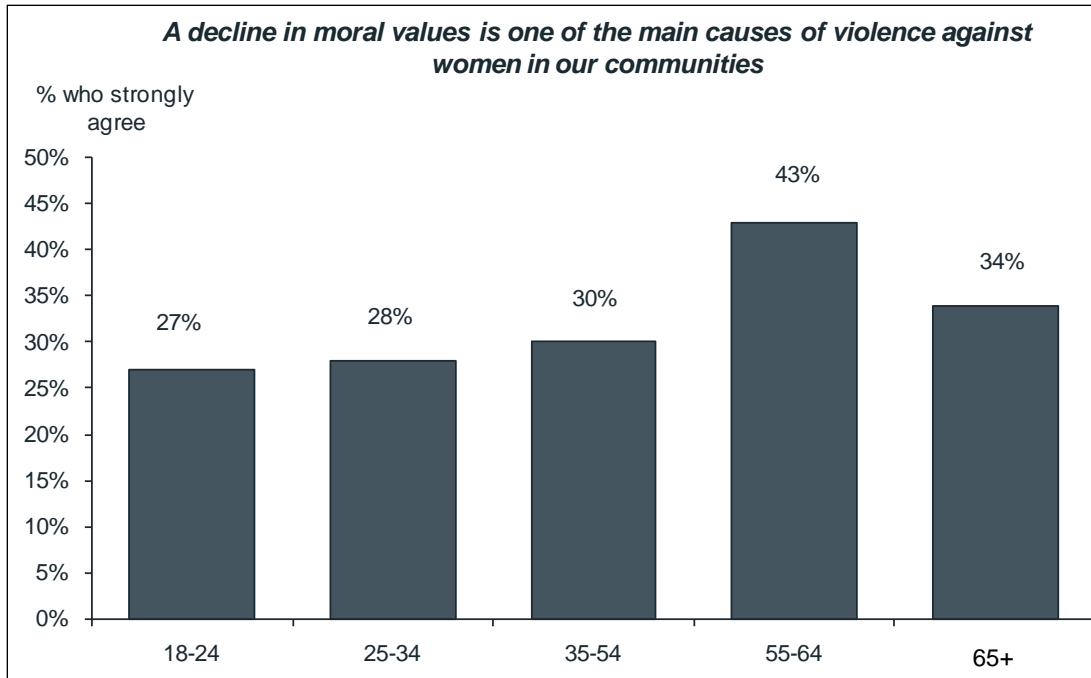
The belief that violence against women often happens because the woman provokes it is more widely held in north central New Brunswick (39 per cent) than in either the east or central regions (24 per cent each). This view is also more widely held among men (34 per cent) than women (23 per cent), as well as among older New Brunswickers as compared to younger ones. Lastly, Aboriginals are more likely than the general population to also believe in the reoccurring nature of violence in a relationship (47 per cent versus 28 per cent).



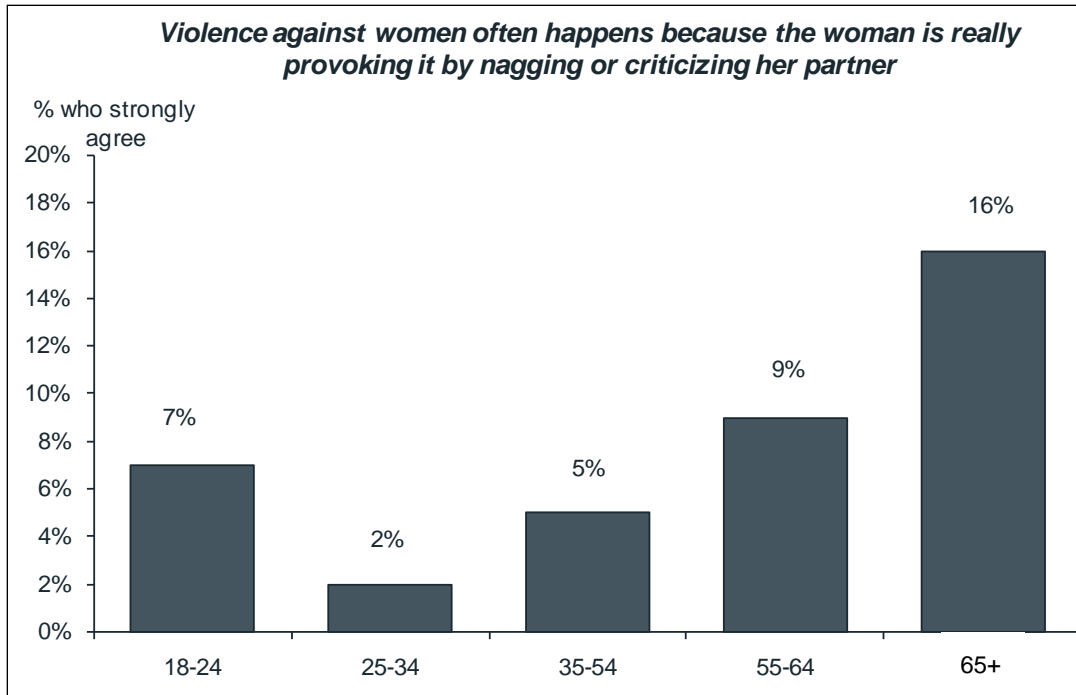
Awareness of the precedence violence sets in a relationship is strongest among 18-24 year-olds (86 per cent strongly agree) and 55-64 year-olds (77 per cent strongly agree) as compared to those who are 65 or older (64 per cent strongly agree).



Older New Brunswickers are by far more likely to believe that too much alcohol can result in violence against women. When compared to those between the ages of 18-24, respondents aged 65+ are more than twice as likely to strongly agree with this proposition.



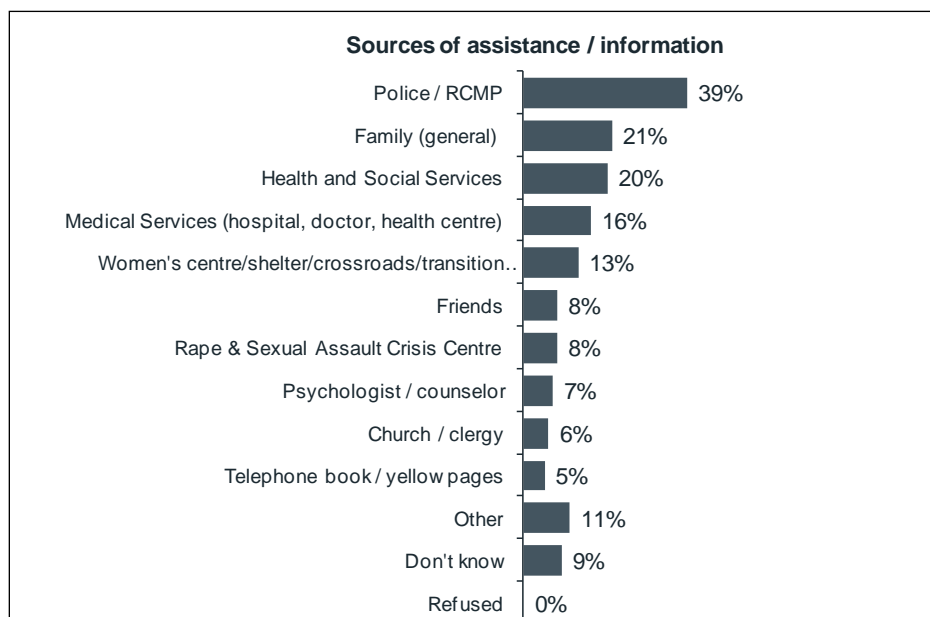
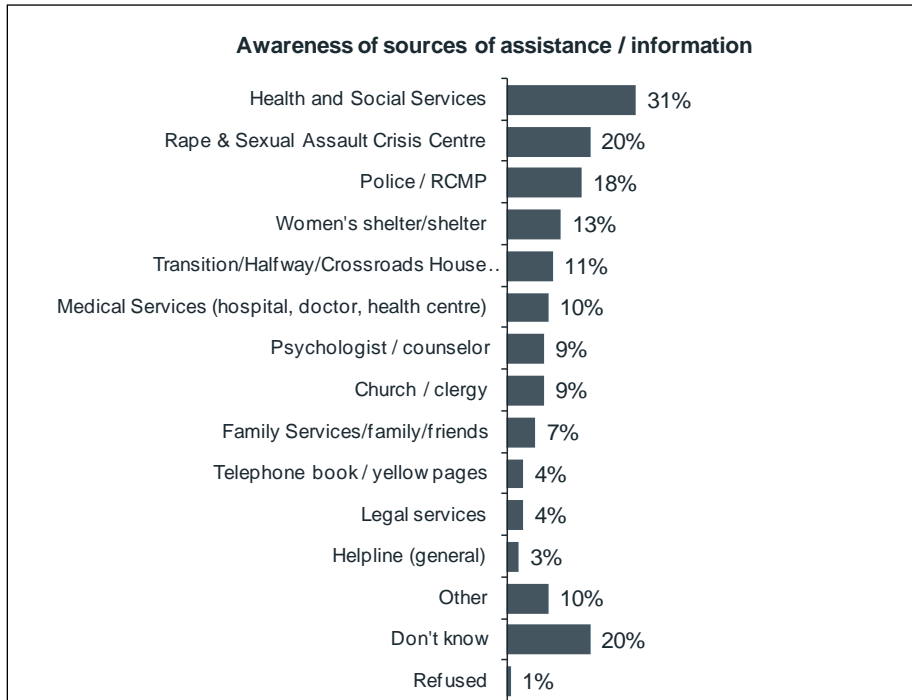
Seven-in-10 New Brunswickers believe that violence against women is caused by a decline in moral values. Those between the ages of 55-64 are significantly more likely to strongly believe in this sentiment than those between the ages of 25-34 and 35-54.



Although a sense that women are at least partially responsible for the violence that they experience still exists, this sentiment has lessened notably since 2002. Nonetheless, some of the same age differences remain.

## Section D: Awareness of services

Health and social services are more widely cited by the public as sources of assistance and information (31 per cent) to women and women with children who are abused. However, when women were specifically asked where they would go for such assistance and information, four-in-10 (39 per cent) cited the police/RCMP. Men are twice as unlikely as women to be able to name a source (28 per cent don't know versus 13 per cent, respectively).



## Section E: Prevention and intervention

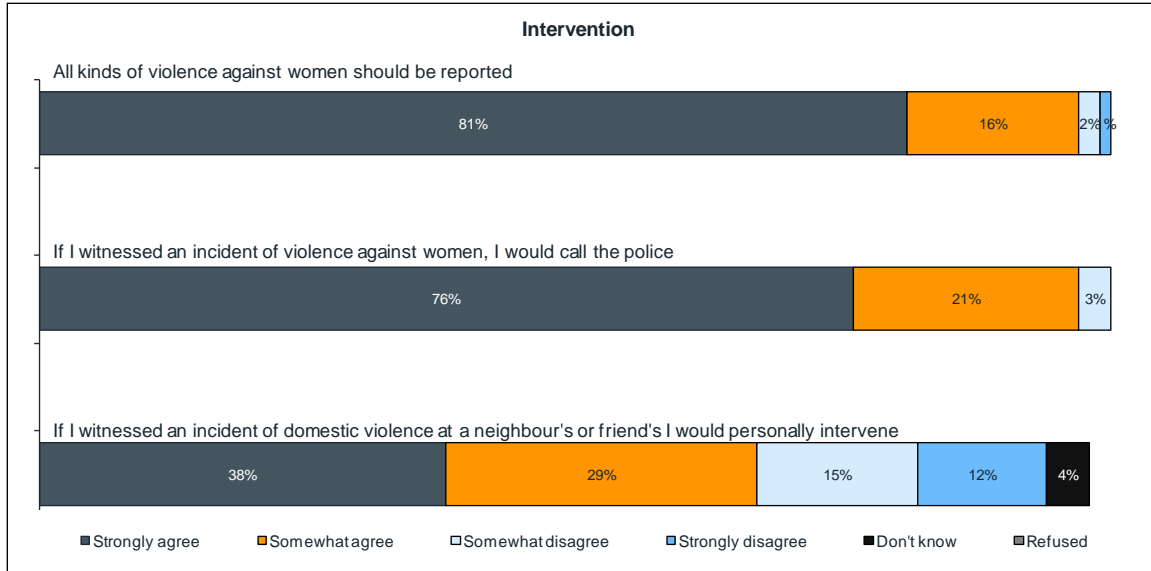
The public was asked what they thought could be done to help prevent violence against women in the province. Overwhelmingly, New Brunswickers continue to believe that more public education is required. Almost four-in-10 suggest public education, while one-in-five specifies educating youth. Suggestions brought forth by men and women are consistent. Between Aboriginals and the general population, the only point of difference lies in significantly fewer Aboriginals thinking that public education could help curb violence against women (20 per cent versus 37 per cent, respectively).

<b>Prevention strategy (2009)</b>	<b>Per cent of mentions (unaided)</b>
Public education	37
Education of youth	20
Stricter laws/penalties	14
Counselling services	9
More awareness of family violence	5
More information available/advertisements	5
Victim services	5
Workshops/programs/more shelters	4
Improved standards of living/employment	4
Communication/open conversation	3
Help/educate abuser/anger management	3

*Results <3% are not shown*

The implementation of stricter laws and penalties completes the top three prevention strategies.





There's a clear indication that the public believes that all kinds of violence against women should be reported. Nearly all (97 per cent) agree that this should be the case. In fact, no differences are observed between the genders – a shift from the results in 2002. Furthermore, Aboriginals view this in the same way as the general population.

Consistent with the fact that the public believes that all kinds of violence against women should be reported, an overwhelming 96 per cent indicate that they would call the police if they witnessed an incident of violence against a woman. This behaviour is strongest among those aged 25-34. However, the public remains less likely to say that they would personally intervene if they witnessed domestic violence at a neighbour's or a friend's. Nonetheless, 68 per cent still indicate that they would. Least likely to do this are New Brunswickers aged 65+ (36 per cent), which may reflect their more traditional beliefs that such incidents are private matters.

## Conclusions

Overshadowed by the economic recession, crime, violence, and safety are not top-of-mind concerns for the public. Issues such as the economy itself (28 per cent), jobs/unemployment (17 per cent), and health care (13 per cent) are most widely cited by New Brunswickers. Nonetheless, the public reports high levels of concern with most types of abuse, most predominant being concerns about child abuse (91 per cent), elder abuse (89 per cent), and violence against women (86 per cent). Men and women are equally concerned over such issues.

New Brunswickers remain aware of physical abuse (64 per cent top-of-mind) while women are more likely than men to identify emotional/psychological abuse (50 per cent versus 39 per cent, respectively) among a list provided. Although levels of awareness of prenatal abuse remain relatively low, the public perceives a woman's partner as the most common perpetrator of her abuse (59 per cent current partner, 22 per cent previous partner).

A decline is observed in the uncertainty of the prevalence of violence against Aboriginal women (23 per cent in 2009 versus 29 per cent in 2002), even though one-half (51 per cent) of the public believes that Aboriginal women are more likely to be in an abusive situation.

Compared to 2002, the public agrees more strongly that it is acceptable for a woman to work outside the home even if the family does not need the money (79 per cent strongly agree versus 71 per cent in 2002). Overall, it appears that more traditional views toward the role of women are softening. However, older respondents still maintain such views – as do Aboriginals.

Although one-in-five respondents do not know what causes violence against women, the abuser's personality/behaviour is generally perceived to be the root cause. The public generally disagrees that a woman provokes violence by nagging or criticizing her partner; however, more men than women believe that this behaviour can lead to abuse (34 per cent versus 23 per cent, respectively).

The public is most aware of health and social services as sources of assistance and information; however, men are twice as unlikely as women to be able to name a source of assistance/information (28 per cent don't know versus 13 per cent, respectively). Public education is, by far, the most widely cited preventive strategy to curb violence against women.

Nearly all individuals believe that all forms of violence against women should be reported (97 per cent); however, only 68 per cent are willing to personally intervene if they were to witness such an occurrence.

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# Appendix A:

Training agenda

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## Appendix A:

### Training presentation

#### Name of Project: New Brunswick Violence Against Women Project Briefing Information

<b>WIP #:</b> <b>MRIA:</b>	<b>Study #:CD10403</b>
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### PROJECT BACKGROUND

In 2001, the government of New Brunswick established the Minister's Working Group on Violence Against Women.

The mandate of the working group is to develop recommendations on how to help alleviate the problem of violence against women in the province.

#### Purpose

*To establish a baseline from which to measure the effectiveness of the education and prevention strategy over time as evidenced by changes in public attitudes and values.*

VIOLENCE AGAINST WOMEN IS ANY PHYSICAL, SEXUAL, EMOTIONAL, PSYCHOLOGICAL, FINANCIAL OR SPIRITUAL ABUSE OF WOMEN THAT OCCURS IN THE HOME, THE WORKPLACE, OR IN THE COMMUNITY AT LARGE.

#### **Woman abuse**

Woman abuse causes the loss of safety, dignity and control experienced by women who are either the direct victims of physical, psychological, verbal, financial and/or sexual assault/violence, or who are subjected to threats of such by their boyfriends, husbands, live-in lovers, ex-husbands or ex-lovers (including same sex partners), or their children or stepchildren. Woman abuse is not necessarily a single physical attack or threat. It is a pattern of behaviour meant to exert power and control over the woman. The longer that abuse continues, the more devastating it becomes and the more serious is the injury to the woman.

Abuse takes shape in many ways. The following is a list of some examples of harm done to women:

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### Physical assault

- Physical abuse refers to various types of physical assault, including slapping, kicking, punching, burning, choking, stabbing and/or shooting, such as:
- slapping or biting a woman, or pulling her hair;
- abusing her loved ones;
- “caring” for her in an abusive way. This can include things such as giving her too much medication or keeping her confined; and
- using a weapon or other objects to threaten, hurt or kill her.

### Sexual assault

- Sexual abuse includes unwanted or forcible sexual touching, activity, such as:
- sexual actions or touching in any way that she doesn’t want;
- forcing or pressuring her into sexual acts;
- forcing her to be a prostitute;
- not letting her have information and education about sexuality;
- forcing her to get pregnant, have an abortion, or have surgery to prevent pregnancy; and
- infecting her with HIV or other sexually transmitted diseases.

### Psychological/emotional abuse

Psychological abuse is a means of controlling women by threatening them, the people who are dear to them, or their property. It can take various forms, such as harassment, threats of suicide, verbal attacks that humiliate them or make them feel insecure, constant criticism, unfair accusations, isolation from friends, or forcible participation in degrading acts. Research shows that emotional abuse is a strong risk factor for future physical abuse. Threats of violence are included in the definition of assault in the Criminal Code.

### Threats

- Threatening to take the children away from her.
- Threatening to put her in an institution.
- Threatening to tell her friends, family and her employer devastating lies about her.
- Threatening to commit suicide.
- Threatening to withdraw immigration sponsorship, or have her deported.
- Threatening to harm pets.
- Stalking or harassing her.

### Control

- Controlling her time, what she does, how she dresses and wears her hair.
- Putting limits on whom she can visit or talk to on the phone.
- Isolating her by keeping her away from friends and relatives.
- Not respecting her privacy.
- Destroying her property.
- Denying sex, affection or personal care.

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### Verbal abuse

- Putting her down and calling her names.
- Describing her as stupid, crazy or irrational.
- Accusing her of cheating.
- Humiliating her.
- Attacking her self-esteem in other ways.

### Neglect and isolation

- Not letting a woman see a doctor or dentist.
- Taking away communication/mobility devices, such as hearing aids, wheelchair or guide dog.
- Locking a woman in the house without a phone.
- Not allowing her to work or take courses to prepare her for employment.

### Economic abuse or exploitation

- Economic abuse implies that the male partner maintains control of the family finances, deciding without regard for the other person how the money is to be spent or saved, thereby reducing the woman to complete dependence to meet her personal needs. This type of abuse occurs at all socioeconomic levels. Examples are:
  - controlling how she spends her money, where she works and what property she buys;
  - spending all family income, including her money or savings;
  - using her credit cards without permission; destroying her credit rating; and
  - forcing her to turn over her benefit payments/paycheques to the abuser.

### Spiritual abuse

- Putting down or attacking a woman's spiritual beliefs.
- Not allowing her to attend the church, synagogue or temple of her choice.
- Forcing her to join or stay in a cult.

### **Effects of violence**

- Fear for themselves and their children.
- Emotional problems.
- Medical problems.
- Job loss.
- Drop in income.
- Loss of social, family ties.

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**Myths and explanations**

- Only certain women are raped, assaulted.
- A healthy woman can resist rape.
- “Real” rapes are committed by strangers.
- Alcohol causes men to be violent.
- Women “ask for it.”
- If it were serious, women would leave.

**Consequences of myths**

- Violence considered part of normal male/female relations.
- Difficult to obtain help.
- Difficult to leave violent relationships.
- Violence is minimized by family and community.
- Violence remains hidden.
- Victims don’t get support.

**Causal factors for violence**

- Poverty, unemployment, alcohol abuse linked, but not causes.
- Attitudes about the rightness of violence to assert male authority.
- Sexual jealousy.
- Supported by religious or cultural beliefs.

**Ethical considerations**

- Safety of respondents.
- Emotional trauma.

**Safety considerations**

- Survey topic not disclosed immediately.
- Interviews must be done in private.
- Respondents must be given control over participation.

**Emotional trauma**

- Be empathetic, supportive, but DO NOT counsel.

- Refer to local support agencies.

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## **GENERAL INFORMATION**

### **Questionnaire:**

- Concern over violence.
- Public perceptions of violence against women.
- Causes of violence against women.
- Impact of violence against women.
- Awareness of services.
- Prevention and intervention.

### **PROJECT SPECIAL INSTRUCTIONS**

- Maintain an unbiased neutral attitude and tone, regardless of the responses.
- Stress that participation in the study is voluntary.
- Provide persuasive assurances of confidentiality.
- Assign male interviewers to survey male respondents and female interviewers to survey female respondents.
- Encourage respondents to voice their views throughout the course of the interview.
- Provide respondents with assurances that there are no right or wrong answers.
- Ensure that interviewers convey to respondents that all answers are acceptable.
- Implement practices to ensure that no third parties are present during the course of the interview or are able to overhear the interview.
- Provide respondents with the survey registration number and telephone number for contacting the Marketing Research and Intelligence Association (MRIA) to receive a confirmation about the nature of the study and its anonymity.
- Have a non-judgmental and empathetic attitude.



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# Appendix B:

## Survey instruments

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## Attitudinal Survey on Violence Against Women Final Survey

### INTRODUCTION

A1. Good morning/afternoon/evening, my name is \_\_\_\_\_ and I am calling from Harris/Decima. We are conducting a survey for the Province of New Brunswick about community safety. May I ask you some questions?

A2. In order to determine which person in your household I must interview, I would like to know how many <males/females> there are in your household? **(YOU MUST INCLUDE RESPONDENT AND ANY CHILDREN. NOTE THAT A HOUSEHOLD IS DEFINED AS PERSONS SHARING THE SAME ADDRESS AND USING THE SAME KITCHEN)**

\_\_\_\_\_ Number of persons in household

0 None

<THANK AND SCREEN OUT>

98 Don't know/Cannot remember

<THANK AND SCREEN OUT>

99 Refused/No answer

<THANK AND SCREEN OUT>

*If only one person, continue with question A5. Else continue with question A3.*

A3. How many of these are aged 18 or over?

\_\_\_\_\_ Number of persons aged 18 or over

0 None

<THANK AND SCREEN OUT>

98 Don't know/Can't remember

<THANK AND SCREEN OUT>

99 Refused/No answer

<THANK AND SCREEN OUT>

A4. Could I now interview the <MALE/FEMALE> person in your household aged 18 or over whose birthday is next?

**(IF SELECTED RESPONDENT IS DIFFERENT FROM THE FIRST PERSON CONTACTED IN THE HOUSEHOLD)** Good morning/afternoon/evening, my name is \_\_\_\_\_ and I am calling from Harris/Decima. We are conducting a survey for the Province of New Brunswick about community safety. May I ask you some questions?

A5. I am going to ask you some questions about community safety. You don't have to answer any question you don't want to. All of your answers will be treated as strictly confidential, and none of the survey results will be reported in a way that can be traced back to you. Your participation is voluntary, but very important if the survey results are to be accurate.

It is important that you are alone when answering the questions so that you can have peace to think your responses through thoroughly. Can we talk undisturbed now or would you prefer that I call back some other time when there will be more peace for you to talk?

**IF YES, CONTINUE INTERVIEW**

**IF NO, RESCHEDULE INTERVIEW**

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Gender

- Male .....1
- Female.....2

To begin, please tell us a little bit about yourself. These questions will help us classify your responses with those of others like you. We will not use this information to identify you in any way.

1. Could you indicate in which of the following age categories you belong?

- 18 to 20.....1
- 21 to 24.....2
- 25 to 34.....3
- 35 to 44.....4
- 45 to 54.....5
- 55 to 64.....6
- Over 64.....7
- Refused .....99

2. Are you...

- |                                    | Yes | No | Refused |
|------------------------------------|-----|----|---------|
| a) A member of a visible minority? |     |    |         |
| b) A person with a disability?     |     |    |         |
| c) An Aboriginal person?           |     |    |         |

**Track Aboriginal group for boost**

**SECTION A: CONCERN OVER VIOLENCE**

3. What is the most important issue in New Brunswick today? In other words, which issue is the one that concerns you personally the most?

**DO NOT READ LIST**

- Health care
- Education
- Taxes
- Jobs / unemployment
- Environment
- Economy
- Poverty / homelessness
- Immigration
- Crime / violence
  - Family violence
  - Violence against women
- Other (specify) \_\_\_\_\_
- Don't know

---

Refused

4. In general, how concerned are you about your own and your family's safety: very concerned, somewhat concerned, not very concerned, or not concerned at all?

Very concerned .....	4
Somewhat concerned.....	3
Not very concerned .....	2
Not concerned at all.....	1
Don't know .....	98
Refused .....	99

5. In the place where you live now, would you say that the amount of violent crime has increased, decreased, or remained about the same in the last two-to-three years?

Increased.....	3
Decreased .....	1
Remained about the same .....	2
Don't know .....	98
Refused .....	99

6. In general, how concerned are you about each of the following kinds of violence? Would you say you are very concerned, somewhat concerned, not very concerned or not concerned at all about....

- a) Violence against women
- b) Child abuse
- c) Elder abuse
- d) Violence against the disabled
- e) Dating violence

7. In the place where you live now, has the amount of each of the following types of violence increased, decreased, or remained about the same in the last two-to-three years? How about the amount of....

- a) Violence against women
- b) Child abuse
- c) Elder abuse
- d) Violence against the disabled
- e) Dating violence

**SECTION B: PUBLIC PERCEPTIONS OF VIOLENCE AGAINST WOMEN**

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8. When you think of violence against women, what types of violence come to mind?

**DO NOT READ LIST**

- Rape
- Sexual assault
- Physical abuse
- Domestic abuse
- Emotional abuse
- Psychological abuse
- Verbal abuse
- Sexual harassment
- Workplace violence
- Date rape
- Dating violence
- Other (specify) \_\_\_\_\_
- Don't know
- Refused

9. In your opinion, are most acts of violence against women committed by a stranger, an acquaintance, a friend, a partner such as a husband or boyfriend, or a previous partner such as an ex-husband or ex-boyfriend?

Stranger .....	1
Acquaintance .....	2
Friend.....	3
Partner (HUSBAND, BOYFRIEND, COMMON LAW PARTNER) .....	4
Previous partner (EX-HUSBAND, EX-BOYFRIEND).....	5
Don't know .....	98
Refused .....	99

10. Which of the following do you think is the most common form of violence against women in New Brunswick: physical abuse, sexual abuse, emotional or psychological abuse, financial abuse, or spiritual abuse?

Please note that by virtue of adding an additional response item, there's a significant potential to obtain smaller percentages at the original response categories.

Physical abuse .....	1
Sexual abuse .....	2
Emotional / psychological abuse .....	3
Financial abuse .....	4
Spiritual abuse .....	5
Don't know .....	98
Refused .....	99

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11. In your opinion, women of what age are most often the victims of violence? Would you say women under 18, 18-34, 35-50, or women over 50?

Under 18 .....	1
18-34 .....	2
35-50 .....	3
Women over 50 .....	4
All equally susceptible ( <b>VOLUNTEERED</b> ) .....	5
Don't know .....	98
Refused .....	99

12. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

- a) Violence against women happens more in families with low incomes.
- b) Violence against women happens more to Aboriginal women.
- c) Violence against women happens more to women from cultures with traditional views of the roles of women and men.
- d) Violence against women happens more to women with physical or mental disabilities.
- e) Pregnant women are rarely physically abused.
- f) Physical abuse of a woman often starts during pregnancy.

13. I'm going to read you a series of situations that might occur, and I would like you to tell me how you would regard each incident. Would you regard the incident as a crime, as a serious incident but not a crime, as a somewhat serious incident, or as an incident that is not at all serious.

- a) A father slaps his six-year-old daughter on the face because she has broken a vase, even though she was forbidden to touch it.
- b) A 20-year-old man slaps his girlfriend around because she flirted with another man in a public place.
- c) A husband forces his wife to have sex with him against her will.
- d) A 40-year-old husband slaps his wife on the face after a dispute that was started by the wife by complaining once again that he doesn't make enough money for the household.

14. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

- a) A woman has the right to express her opinion even if she disagrees with her partner.
- b) Physical violence between couples is a private matter and should be handled within the family.
- c) It is all right for a woman to work outside the home even if the family does not need the money.
- d) Couples should share equally in household chores if they are both working outside the home.
- e) It is a woman's duty to obey her partner.
- f) If a woman wants to go to see her relatives or friends, she needs the permission from her partner.

## **SECTION C: CAUSES OF VIOLENCE AGAINST WOMEN**

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15. What do you think causes violence against women?

**DO NOT READ LIST**

Addictions / substance abuse  
    Alcohol abuse / drinking  
    Drug abuse / using drugs  
    Gambling  
Stress  
    Financial stress  
    Employment-related stress  
Personality / behaviour  
    Attitudes  
    Loss/lack of values  
Relationship / marital issues  
    Infidelity  
Family issues  
    Family lifestyle  
Parenting  
    Young/single parents  
Family history  
    Heredity  
    Family history of violence  
Low education level  
Ignorance  
Mental health issues  
Media violence  
Lack of awareness of services / where to seek help  
Other (specify) \_\_\_\_\_  
Don't know  
Refused

16. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

- a) If a woman experiences violence in a relationship, it will usually happen again.
- b) Violence against women often results when there is too much drinking of alcohol.
- c) A decline in moral values is one of the main causes of violence against women in our communities.
- d) Violence against women often happens because the woman is really provoking it by nagging or criticizing her partner.

---

**SECTION D: AWARENESS OF SERVICES**

15a. What services do you know are available to women and women with children who are or may be abused?

**DO NOT READ LIST**

- Police / RCMP
- Health and social services
- Medical services (hospital, doctor, health centre)
- Rape and sexual assault crisis centre
- Telephone book / Yellow Pages
- Church / clergy
- Psychologist / counsellor
- Legal services
- Other (specify) \_\_\_\_\_
- Don't know
- Refused

***For women only:***

17. If you ever became a victim of violence, where would you go for assistance or information?

**DO NOT READ LIST**

- Police / RCMP
- Health and Social Services
- Medical services (hospital, doctor, health centre)
- Rape and sexual assault crisis centre
- Telephone book / Yellow Pages
- Church / clergy
- Psychologist / counsellor
- Legal services
- Other (specify) \_\_\_\_\_
- Don't know
- Refused



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**SECTION E: PREVENTION & INTERVENTION**

18. In your opinion, what could be done to help prevent violence against women in New Brunswick?

**DO NOT READ LIST**

- Public education
- Education of youth
- Victim services
- Counselling services
- Improved standard of living/employment
- Stricter laws/penalties
- Other (specify) \_\_\_\_\_
- Don't know
- Refused

19. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements?

- a) All kinds of violence against women should be reported.
- b) If I witnessed an incident of violence against women, I would call the police.
- c) If I witnessed an incident of domestic violence at a neighbour's or friend's I would personally intervene.

**SECTION F: DEMOGRAPHICS**

I just have a few final questions that will help us analyze the results.

20. What is the highest level of schooling you have attained?

- Less than Grade 9 ..... 1
- Some high school ..... 2
- Completed high school ..... 3
- Some college, technical school ..... 4
- Completed college, technical school ..... 5
- Some university ..... 6
- Completed university ..... 7
- Graduate degree (masters, Ph.) ..... 8
- Refused ..... 99

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21. What is your marital status? Are you...

Single (never married).....	1
Married.....	2
Separated .....	3
Divorced.....	4
Widowed .....	5
Living common law .....	6
Refused .....	99

22. Which of the following categories best reflects the total household income before taxes -- that is. the total income earned by all those living in your home? Is it...

Less than \$20,000 .....	1
Between \$20,000 and \$40,000 .....	2
Between \$40,000 and \$60,000 .....	3
Between \$60,000 and \$80,000 .....	4
Between \$80,000 and \$100,000 .....	5
More than \$100,000 .....	6
Refused .....	99

23. Which of the following best describes you? Are you...

Working for pay (FULL TIME - 35 hours or more per week).....	1
Working for pay (PART TIME - fewer than 35 hours per week) .....	2
Not employed at the present time .....	3
Not able to work.....	4
A student.....	5
A homemaker .....	6
Retired .....	7
Refused .....	99

24. Which of the following best describes the neighborhood where you currently live?

A city with a population of 100,000 or more .....	1
A suburb of a city that has a population of 100,000 or more .....	2
A city or town (or associated suburb) with a population of 30,000 to 99,999 .....	3
A town or village with a population of 10,000 to 29,999 .....	4
A rural town with a population of less than 10,000 .....	5
A rural area such as a farm or cottage.....	6
Don't know .....	98
Refused .....	99

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25. In what country were you born?

Canada .....	1
USA.....	2
Algeria.....	3
Antigua.....	4
Argentina .....	5
Australia.....	6
Austria.....	7
Bangladesh.....	8
Barbados .....	9
Belgium.....	10
Bermuda .....	11
Bosnia-Herzegovina .....	12
Brazil.....	13
Bulgaria.....	14
C I S.....	15
Chile.....	16
China .....	17
Colombia.....	18
Costa Rica .....	19
Cote D'Ivoire .....	20
Croatia .....	21
Cuba .....	22
Czech Republic .....	23
Denmark .....	24
Dominican Republic.....	25
Ecuador .....	26
Egypt.....	27
El Salvador .....	28
Ethiopia.....	29
Finland.....	30
France.....	31
Germany .....	32
Ghana .....	33
Greece .....	34
Grenada.....	35
Guatemala .....	36
Guyana .....	37
Haiti.....	38
Hong Kong.....	39
Hungary .....	40
India .....	41
Indonesia .....	42
Iran.....	43
Ireland.....	44

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Israel .....	45
Italy .....	46
Jamaica .....	47
Japan .....	48
Jordan .....	49
Kenya.....	50
Korea Rep. (South).....	51
Kuwait .....	52
Lebanon.....	53
Macedonia .....	54
Malaysia.....	55
Malta .....	56
Mexico .....	57
Morocco .....	58
Netherlands .....	59
New Zealand.....	60
Nigeria .....	61
Niue.....	62
Norway.....	63
Pakistan .....	64
Peru .....	65
Philippines .....	66
Poland.....	67
Portugal .....	68
Romania .....	69
Saudi Arabia .....	70
Singapore .....	71
Slovenia .....	72
South Africa .....	73
Spain.....	74
Sri Lanka.....	75
St. Lucia.....	76
St. Vincent .....	77
Sweden.....	78
Switzerland .....	79
Syria.....	80
Taiwan .....	81
Thailand.....	82
Trinidad and Tobago .....	83
Tunisia .....	84
Turkey.....	85
Ukraine .....	86
United Arab Emirates .....	87
United Kingdom .....	88
Uruguay .....	89
Venezuela.....	90

Vietnam.....	91
Yugoslavia).....	92
OTHER (SPECIFY).....	96
Don't know.....	98
Refused.....	99

**IF ANSWER TO QUESTION 25 IS NOT CANADA ASK Q26; OTHERWISE SKIP TO Q27**

26. How long have you been living in Canada?

Less than a year.....	1
1-2 years.....	2
3-5 years.....	3
6-10 years.....	4
More than 10 years.....	5
Don't know.....	98
Refused.....	99

**RECORD**

27. Language of interview

English.....	1
French.....	2

These were all the questions I had. I'd like to thank you very much for taking the time to speak with me today. Your time and input are greatly appreciated.

Geographic region

East.....	1
South.....	2
North central.....	3
North.....	4
Central.....	5

28. Census division / County

Saint John County.....	1
Charlotte County.....	2
Sunbury County.....	3
Queens County.....	4
Kings County.....	5
Albert County.....	6
Westmorland County.....	7
Kent County.....	8

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Northumberland County .....	9
York County .....	10
Carleton County .....	11
Victoria County .....	12
Madawaska County .....	13
Restigouche County .....	14
Gloucester County .....	15