ACWS contracted Leger Marketing to understand where Alberta men stand when it comes to violence against women, specifically ...

- How Alberta men view equity between men and women
- Perceptions of domestic violence
- Perceptions and attitudes towards violence against women
- What role men can and do play in reducing and preventing this violence
The survey was completed via telephone between February 6 and 27, 2012.

A sample of 1000 males, 18 years of age or older, living in Alberta were surveyed.

A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20.

Weighting applied to the data file was based on population estimates for Alberta (July 1, 2010), provided by Statistics Canada.
DETAILED ANALYSIS OF RESULTS
UNDERSTANDING GENDER EQUITY

- To understand attitudes towards domestic violence, it is helpful to understand attitudes towards women and their roles in general.

- We create a Gender Equity Score by measuring men’s agreement or disagreement that...
  1. On the whole, men make better political leaders than women.
  2. When jobs are scarce, men should have more right to a job than women.
  3. A university education is more important for a boy than a girl.
  4. A woman has to have children in order to be successful.
  5. It’s okay for a woman to have a child as a single parent and NOT want a stable relationship with a man.
  6. Discrimination against women is no longer a problem in the workplace in Alberta.
  7. Men should take control in a relationship and be head of the household.
  8. Women prefer a man to be in charge of the relationship.
UNDERSATNDING GENDER EQUITY

From the preceding, we generate a “score”
How well do men in Alberta do...?

Gender Equity Score

34%  48%  18%
Low   Medium   High
UNDERLYING ATTITUDES ABOUT DOMESTIC VIOLENCE

**DISAGREE**

- **6%** Domestic violence can happen in any family, regardless of cultural background or economic situation

- **8%** In domestic situations where one partner is physically violent toward the other, the violent person should leave the family home

- **43%** Most women could leave a violent relationship if they really wanted to

- **69%** In some situations, domestic violence should not be a criminal offence

- **80%** Domestic violence is a private matter to be handled in the family

**AGREE**

- **93%**

- **87%**

- **52%**

- **25%**

- **16%**

Disagree

Agree
UNDERLYING ATTITUDES ABOUT DOMESTIC VIOLENCE

Disagree

78%
Domestic violence can be excused if, afterwards, the violent person genuinely regrets what they have done

84%
Domestic violence is not as serious if it results from people getting so angry that they temporarily lose control

90%
It's a parent's duty to stay in a violent relationship in order to keep the family together

90%
Domestic violence is not as serious if the victim or the offender are heavily affected by alcohol

Agree

16%

13%

8%

8%
WHEN ARE UNHEALTHY BEHAVIORS DOMESTIC VIOLENCE?

<table>
<thead>
<tr>
<th>NEVER</th>
<th>SOMETIMES</th>
<th>ALWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>8%</td>
<td>88%</td>
</tr>
<tr>
<td>3%</td>
<td>13%</td>
<td>84%</td>
</tr>
<tr>
<td>5%</td>
<td>13%</td>
<td>82%</td>
</tr>
<tr>
<td>5%</td>
<td>22%</td>
<td>73%</td>
</tr>
<tr>
<td>7%</td>
<td>39%</td>
<td>54%</td>
</tr>
<tr>
<td>7%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>9%</td>
<td>68%</td>
<td>22%</td>
</tr>
</tbody>
</table>

- Control through threats to family members
- Pushing to cause harm or fear
- Forcing partner to have sex
- Controlling partner’s social life
- A parent slapping a child’s face
- Withholding money
- Yelling at a partner

NEVER

- 4%
- 3%
- 5%
- 7%
- 9%

SOMETIMES

- 8%
- 13%
- 13%
- 22%
- 39%
- 39%
- 68%

ALWAYS

- 88%
- 84%
- 82%
- 73%
- 54%
- 53%
- 22%
## What is Not Acceptable Behavior Towards Women?

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Physically Assault</th>
<th>Yell</th>
</tr>
</thead>
<tbody>
<tr>
<td>She refuses to have sex</td>
<td>96%</td>
<td>86%</td>
</tr>
<tr>
<td>She doesn’t keep up with the domestic chores</td>
<td>95%</td>
<td>76%</td>
</tr>
<tr>
<td>Makes him look stupid or insults him in front of his friends</td>
<td>95%</td>
<td>64%</td>
</tr>
<tr>
<td>She argues or refuses to obey him</td>
<td>94%</td>
<td>70%</td>
</tr>
<tr>
<td>She does something to make him angry</td>
<td>92%</td>
<td>52%</td>
</tr>
<tr>
<td>She admits to having sex with another man</td>
<td>91%</td>
<td>37%</td>
</tr>
</tbody>
</table>

- **Never acceptable to physically assault**
- **Never acceptable to yell**
HOW DO MEN FEEL ABOUT SEXUAL ASSAULT?

**DISAGREE**

- 39% A woman should claim rape if she was pressured to have sex with a man while both were drunk
- 40% Women rarely make false claims of being raped
- 52% If a woman wears provocative clothing, she's putting herself at risk for rape
- 78% Women often say "no" when they mean "yes"

**AGREE**

- 45%
- 42%
- 40%
- 14%
Compared to 5 years ago, are men and boys...

- 54% claim violence against women and girls impacts the women they care about.
- 91% would likely intervene if they knew someone in a violent relationship.
- 21% have witnessed abusive or harassing behavior in public and most did get involved.
- 95% of men feel that violence against women and girls is a concern to them.
- 99% agree that “men can personally make a difference in promoting healthy, respectful, non-violent relationships.”
IMPORTANCE OF SPEAKING OUT TO MAKE CHANGE

Fathers should educate their sons about healthy, equal relationships and respecting women

Fathers should educate their daughters about their right to healthy, equal relationships

Men and boys should speak out against violence against women

Men and boys should be involved in education and awareness programs to end violence against women

Male political leaders, CEOs, faith leaders, and celebrities should speak out about violence against women

Athletes should speak out against violence against women

Governments should do more to support programs and campaigns to engage men and boys in ending violence against women

IMPORTANCE (OUT OF 10)

9.5
9.5
9.0
8.4
8.3
8.0
7.7
AVENUES TO BRING THE MESSAGE

EFFECTIVENESS (OUT OF 10)

<table>
<thead>
<tr>
<th>Avenue</th>
<th>Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools</td>
<td>8.2</td>
</tr>
<tr>
<td>Doctor's office or health clinic</td>
<td>7.8</td>
</tr>
<tr>
<td>Educational campaigns</td>
<td>7.7</td>
</tr>
<tr>
<td>Faith groups</td>
<td>7.4</td>
</tr>
<tr>
<td>Community or Friendship centres / Community organizations and/or events</td>
<td>7.2</td>
</tr>
<tr>
<td>Community leaders</td>
<td>6.8</td>
</tr>
<tr>
<td>Media (TV, newspapers, radio)</td>
<td>6.7</td>
</tr>
<tr>
<td>Workplace or union</td>
<td>6.3</td>
</tr>
<tr>
<td>Sports organizations</td>
<td>6.0</td>
</tr>
<tr>
<td>Corporate advertising</td>
<td>5.5</td>
</tr>
</tbody>
</table>