

ACWS





Men's Attitudes and Behaviours Toward Violence Against Women

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We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

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Jean-Marc Léger President

Jean. Marchegin

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RESEARCH METHODS

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INSTRUMENT

- 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.

QUALITY CONTROL

Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.









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THE GENDER EQUITY SCORE

• Eighty-two per cent received a *medium* or *low* Gender Equity Score (GES): 48% received a *medium* GES, while three out of every ten respondents (34%) received a *low* GES. Eighteen per cent received a *high* GES.

| The | Gender | Fauity | Score |
|------|--------|--------|-------|
| 1110 | Condo | Equity | 00010 |

| | % of respondents who fall into this category | Mean score for this category | | |
|----------------|--|------------------------------|--|--|
| Low (<75) | 34% | 62.0 | | |
| Medium (75-90) | 48% | 82.7 | | |
| High (>90) | 18% | 95.6 | | |

18% of those surveyed received a high Gender Equity Score.

FORMS OF DOMESTIC VIOLENCE

- Most men would always consider these three situations to be forms of domestic violence:
 - one partner trying to scare or control the other by threatening to hurt other family members,
 - one partner pushing the other to cause harm or fear, and
 - one partner forcing the other to have sex.
- Most would always consider someone controlling their partner's social life as a form of domestic violence as well.
- Other situations tested weren't as clear cut, such as one partner yelling at the other.





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While about half believe most women could leave a violent relationship if they really wanted to, many disagree.

While the vast majority believes it's never acceptable for a man to physically assault his wife, there appear to be circumstances where at least a third believe it's at least sometimes acceptable for a man to yell at his wife.

OPINIONS OF DOMESTIC VIOLENCE

- The vast majority disagrees that a parent should stay in a violent relationship in order to keep the family together. The vast majority also disagrees that domestic violence is a private matter that should be handled in the family, or that it should be considered less serious if:
 - it results from people getting so angry that they lose control, or if
 - the victim and/or the offender are heavily affected by alcohol.
- While about half believe most women could leave a violent relationship if they really wanted to, four-in-ten disagree.
- Two-in-ten agree that, in some situations, domestic violence should not be considered a criminal offence.

ATTITUDES AND BELIEFS TOWARD VIOLENCE AGAINST WOMEN

- Virtually all respondents agree that violence against women is a concern to them.
- Over half (54%) agree that violence against women / girls impacted the women in their lives who they care about a
 percentage that jumps to:
 - 67% among those who've witnessed a man using abusive or harassing behaviour towards a women in a social environment within the past year, and
 - 66% among those with a high school education or less.
- While the vast majority believes it's never acceptable for a man to physically assault his wife under any circumstances, there do appear to be circumstances where at least a third believe it's at least sometimes acceptable for a man to yell at his wife.





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In the past year, 21% have witnessed a man using abusive or harassing behaviour towards a woman in a social environment.

INTERVENTION

- If a family member or close friend was currently a victim of domestic violence, 91% indicate that they'd likely intervene in some way.
- In the past year, 21% have witnessed a man using abusive or harassing behaviour towards a woman in a social environment. Seven-in-ten of these respondents checked the victim to see if she needed help, and six-in-ten said or did something to challenge the other man's behaviour. One-in-ten reported the incident to police.

SEXUAL ASSAULT AND RAPE

- While many men (45%) agree that a woman should claim rape if she was pressured to have sex with a man while they were both drunk, nearly as many (39%) disagree.
- Four-in-ten believe that if a woman wears provocative clothing, she's putting herself at risk for rape. Half disagree.
- Most men do not believe that women often say "no" when they actually mean "yes."
- Men are split in terms of whether or not women rarely make false claims of being raped: 42% agree, while 40% disagree.





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99% believe that men can personally make a difference in promoting healthy, respectful, non-violent relationships.

GETTING INVOLVED

- Roughly six-in-ten believe that, compared to five years ago, men and boys are actually more aware about the problem of violence against women.
- Virtually every respondent (99%) believes that men can personally make a difference in promoting healthy, respectful, non-violent relationships.
- It is especially important for fathers to (a) educate their sons about healthy, equal relationships and respecting women, and (b) educate their daughters about their right to healthy, equal relationships. It is also especially important that men and boys speak out against violence against women.
- According to respondents, schools, doctors' offices or health clinics, educational campaigns, faith groups, and community centres / events are among the best places where men and boys could receive information about (a) ending violence against women and (b) the role they can play.













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THE GENDER EQUITY SCORE

SOURCE

The Gender Equity Score was adapted from the National Survey on Community Attitudes to Violence Against Women (University of Victoria, Australia, 2009).

INSTRUMENT

The following statements describe attitudes that different people have. There are no right or wrong answers, only opinions. For each statement please choose whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree:

- 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 to be successful
- 5. It's OK for a woman to have a child as a single parent and not want a stable relationship with a man (reversed scored)
- 6. Discrimination against women is no longer a problem in the workplace in Alberta
- 7. Men should take control in relationships and be the head of the household
- 8. Women prefer a man to be in charge of the relationship





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THE GENDER EQUITY SCORE

SCORE CALCULATION

| | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8 |
|-------------------|----|----|----|----|----|----|----|----|
| Strongly Agree | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 |
| Agree | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Neither | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Disagree | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 |
| Strongly Disagree | 5 | 5 | 5 | 5 | 1 | 5 | 5 | 5 |

The scores for the 8 statements listed above are summed to give the respondent a score out of 40. The score is then multiplied by 2.5 to give the respondent a score out of 100. The score out of 100 is then converted into categories of high gender equity score (>90), medium (75-90) or low (<75).





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THE GENDER EQUITY SCORE

Half of those surveyed received a *medium* GES.

Eighty-two per cent of the men surveyed received a *medium* or *low* Gender Equity Score (GES): 48% received a *medium* GES, while three out of every ten respondents (34%) received a *low* GES – especially those who were <u>not</u> born in Canada (47%).

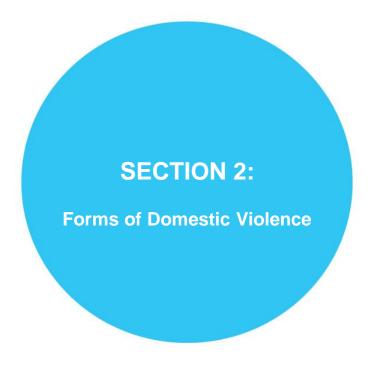
Eighteen per cent received a high GES, particularly:

- men concerned about violence against women (18% vs. 8% among those who are not),
- married or common-law men (19%), and
- university-educated men (25%).

In fact, the likelihood of receiving a high GES is positively correlated with one's education level.











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FORMS OF DOMESTIC VIOLENCE

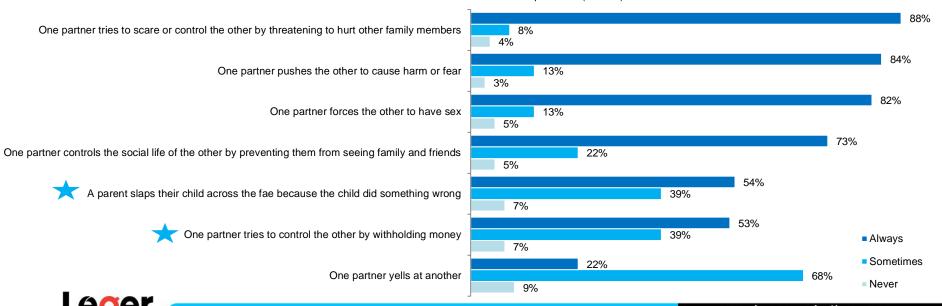
One partner yelling at another isn't always considered a form of domestic violence. Most men (i.e. 80%+) would *always* consider the follow three situations to be forms of domestic violence:

- one partner trying to scare or control the other by threatening to hurt other family members,
- one partner pushing the other to cause harm or fear, and
- one partner forcing the other to have sex.

Most (73%) would *always* consider someone controlling their partner's social life as a form of domestic violence as well – especially those with a high GES (85%).

2. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence . . .

Bases: All respondents (n=1000).



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= The likelihood of categorizing these statements as always a form of domestic violence steadily increases along with GESs.



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FORMS OF DOMESTIC VIOLENCE

One partner yelling at another isn't always considered a form of domestic violence. The other situations aren't as clear cut:

- While 54% believe slapping a child across the face is always a form of domestic violence, many (45%) indicate that it's not always, if ever, the case.
- While 53% believe one partner withholding money from the other is *always* a form of domestic violence, many (47%) indicate that that's not always, if ever, the case.

One partner yelling at the other isn't *always* a form of domestic violence either, according to respondents.

Respondents with a high GES are much more likely to indicate that each situation is *always* a form of domestic violence, relative to those with a low GES.



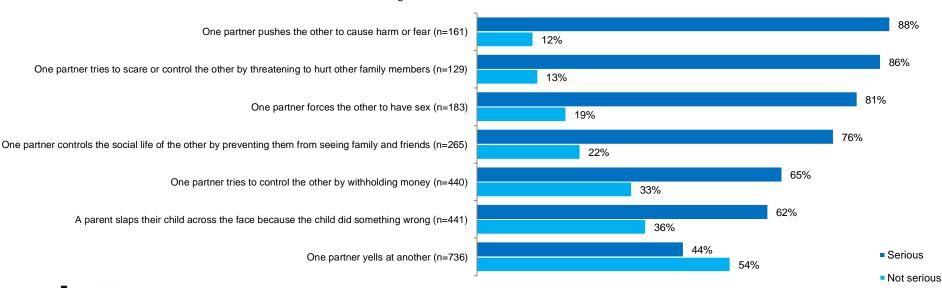


FORMS OF DOMESTIC VIOLENCE

Respondents who indicated that a given situation wasn't *always* a form of domestic violence still view most of these situations as serious ones. One partner yelling at another is the only situation where over half (54%) indicated that it was <u>not</u> a serious situation.

3. How serious is each one of these situations?

Bases: Those who believe a given situation is either *sometimes* or *never* a form of domestic violence.











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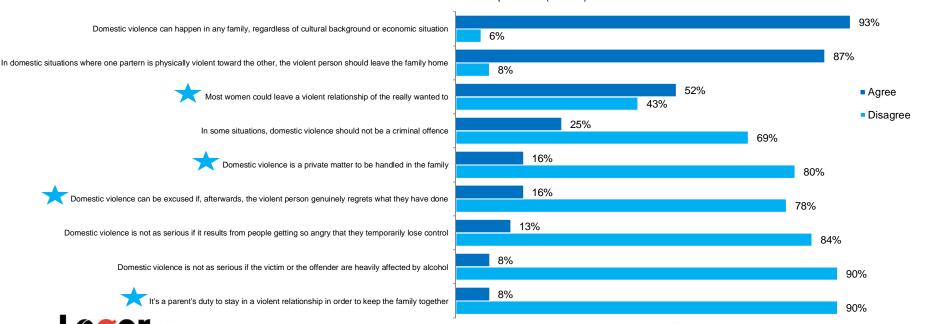
OPINIONS OF DOMESTIC VIOLENCE

25% agree that, in some situations, domestic violence should not be considered a criminal offence.

The vast majority (90%) disagrees that a parent should stay in a violent relationship in order to keep the family together. The vast majority (80%+) also disagrees that domestic violence is a private matter that should be handled in the family, or that it should be considered less serious if:

- it results from people getting so angry that they lose control, or if
- the victim and/or the offender are heavily affected by alcohol.

4. Please tell me if you . . . Bases: All respondents (n=1000).



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*

= Agreement with these statements steadily decreases as one's GES increases.



25% agree that, in some situations, domestic violence should not be

considered a criminal offence.

DETAILED ANALYSIS OF RESULTS

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OPINIONS OF DOMESTIC VIOLENCE

person genuinely regrets what they have done.

While about half (52%) believe most women could leave a violent relationship if they really wanted to, many (43%) disagree.

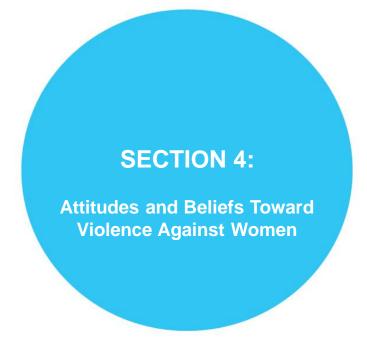
Nine-in-ten agree that (a) domestic violence can happen in any family, regardless of its cultural background or economic situation (93%), and that (b) in domestically violent situations, the violent person should leave the family home (87%).

Most (78%) do not believe domestic violence should be excused if, afterward, the violent

Two-in-ten (25%) agree that, in some situations, domestic violence should not be considered a criminal offence.



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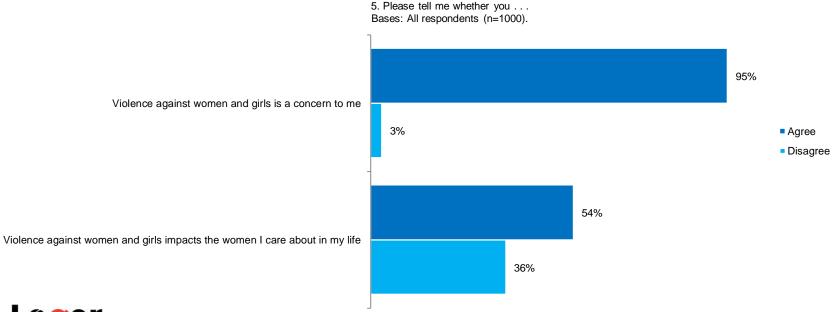
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ATTITUDES AND BELIEFS TOWARD VIOLENCE AGAINST WOMEN

95% agree that violence against women is a concern to them.

Virtually all respondents (95%) agree that violence against women is a concern to them. This is especially true among those with a high GES (98%).

Over half (54%) agree that violence against women / girls impacted the women in their lives who they care about. The percentage jumps to 67% among those who've witnessed a man using abusive or harassing behaviour towards a women in a social environment within the past year, and jumps to 66% among those with a high school education or less.







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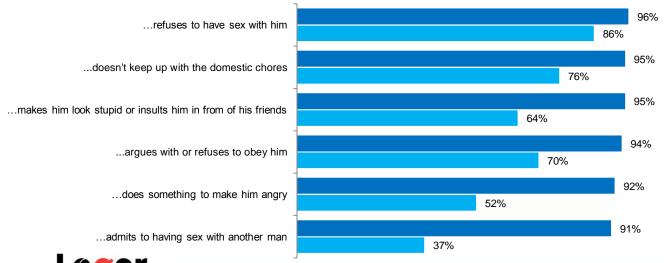
ATTITUDES AND BELIEFS TOWARD VIOLENCE AGAINST WOMEN

It's never acceptable for a man to physically assault his wife under any circumstance.

While the vast majority believes it's never acceptable for a man to **physically assault** his wife under any circumstance, there are certain situations where at least a third believe it's at least sometimes acceptable for a man to **yell** at his wife, such as if she . . .

- admits to having sex with another man (62%),
- does something to make him angry (47%), or if she
- makes him look stupid or insults him in front of his friends (35%).

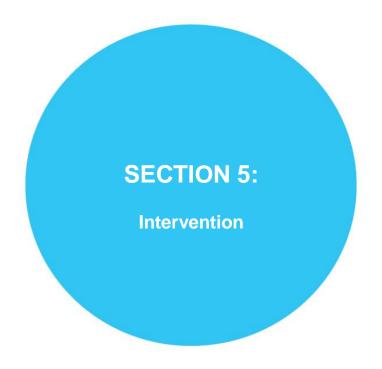
6. Some believe that it is acceptable, under certain circumstances, to yell at or physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this? How about if she. . . Bases: All respondents



- Never acceptable to physically assault
- Never acceptable to yell

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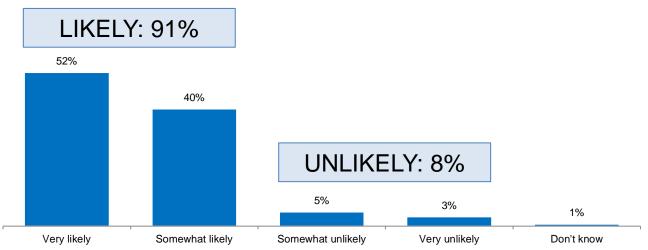


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INTERVENTION

If a family member or close friend was currently a victim of domestic violence, the vast majority (91%) indicates that they'd likely intervene in some way. This is especially true among those with a high GES (96%) and those under the age of 55 (94%).

7. Now imagine that you became aware that a family member / close friend of yours was currently a victim of domestic violence. How likely would you be to intervene IN ANY WAY AT ALL? Base: All respondents (n=1000).







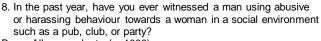
30

INTERVENTION

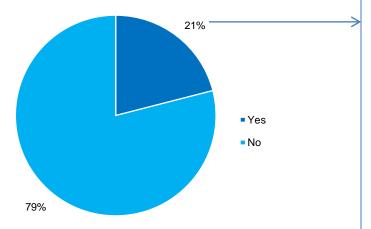
In the past year, two-in-ten (21%) have witnessed a man using abusive or harassing behaviour towards a woman in a social environment. This is especially true among younger men 18-34 years of age (32%).

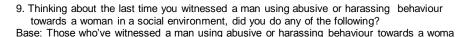
Only 9% reported the incident to police.

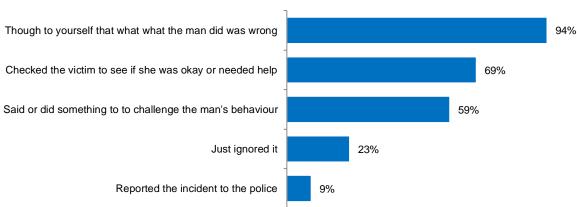
The last time they witnessed this type of behaviour, nine-in-ten (94%) believed what the other man had done was wrong, with roughly six-in-ten (59%) actually intervening and seven-in-ten (69%) checking to see if the victim needed help. Roughly a quarter (23%) ignored the incident. Only one-in-ten (9%) reported the incident to police.



Base: All respondents (n=1000).

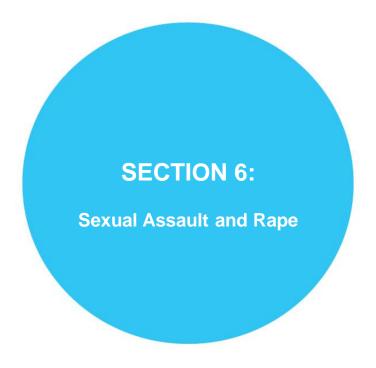








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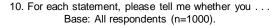
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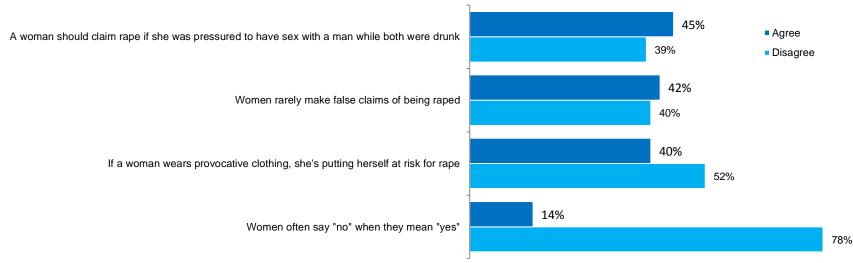
SEXUAL ASSAULT AND RAPE

40% believe that if a woman wears provocative clothing, she's putting herself at risk for rape.

While many men (45%) agree that a woman should claim rape if she was pressured to have sex with a man while they were both drunk, nearly as many (39%) disagree. Men with a high GES are statistically more likely to agree with the statement than those with a medium or low score (59% vs. 42% and 41%, respectively).

Four-in-ten (40%) believe that if a woman wears provocative clothing, she's putting herself at risk for rape. Over half (52%) disagree, however. In fact, as GE scores increase, the tendency to agree with this statement steadily decreases.









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SEXUAL ASSAULT AND RAPE

40% believe that if a woman wears provocative clothing, she's putting herself at risk for rape.

Most men (78%) do <u>not</u> believe that women often say "no" when they actually mean "yes." Though the tendency to agree with this statement steadily increases along with one's GES, men 55 years of age or older are much more likely to agree than men under the age of 55 (21% vs. 11%).

Men appear split in terms of whether or not women rarely make false claims of being raped: 42% agree, while 40% disagree.









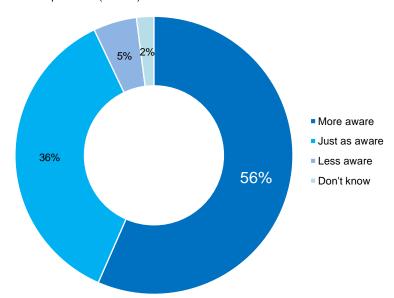
35

GETTING INVOLVED

Compared to five years ago, men and boys are actually *more aware* about the problem of violence against women.

Roughly six-in-ten (56%) believe that, compared to five years ago, men and boys are actually *more aware* about the problem of violence against women. This is especially true among those who've indicated that violence against women is a concern to them (57% vs. 33% among those who disagree with that statement).

12. Compared to 5 years ago, do you think men and boys are more aware, less aware, or just as aware about the problem of violence against women? Base: All respondents (n=1000).





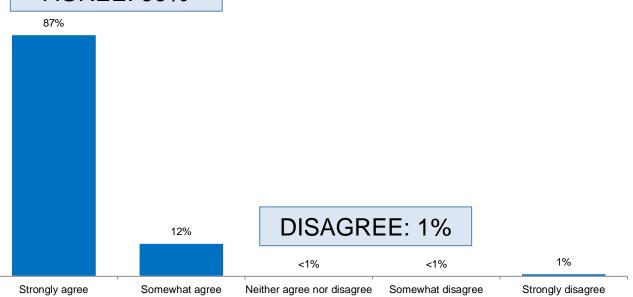


GETTING INVOLVED

Virtually every respondent (99%) believes that men can personally make a difference in promoting healthy, respectful, non-violent relationships.

13. Please tell me whether you agree or disagree that: "Men can personally make a difference in promoting healthy, respectful, non-violent relationships." Base: All respondents (n=1000).

AGREE: 99%





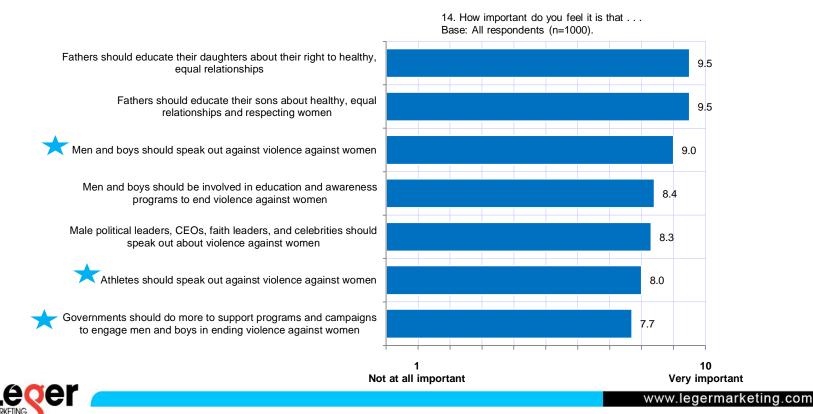


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GETTING INVOLVED

It is especially important that men and boys speak out against violence against women.

It is especially important for fathers to (a) educate their sons about healthy, equal relationships and respecting women, and (b) educate their daughters about their right to healthy, equal relationships. It is also especially important that men and boys speak out against violence against women.



= These average importance scores rise steadily along with GE scores.



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GETTING INVOLVED

Men and boys should be involved in education and awareness programs aimed at ending violence against women. Male political leaders, CEOs, faith leaders, celebrities, and athletes speak out about violence against women as well.

Governments should do more to support programs / campaigns aimed at engaging men and boys in ending violence against women.

Regionally, residents of Edmonton and Calgary tend to place more importance on men and boys speaking out against violence against women than residents from other regions (9.2 and 9.2, respectively vs. 8.8 for Central Alberta, 8.5 in the North-West, and 8.4 in the North East).

Respondents with a high GES tend to give higher ratings for each statement, relative to those with a low GES.

It is especially important that men and boys speak out against violence against women.

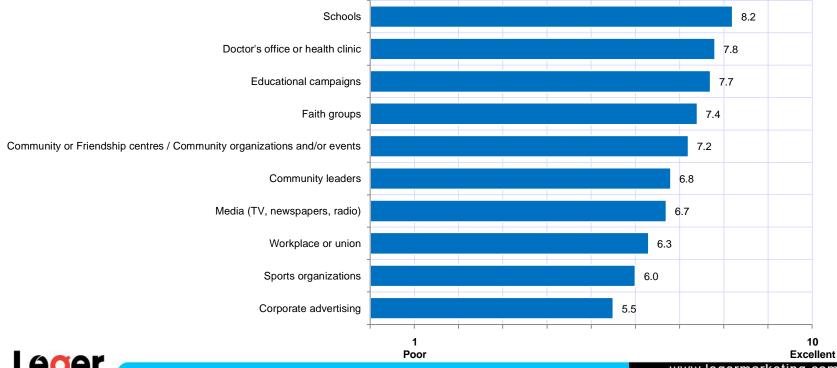




GETTING INVOLVED

Schools are among the best places where men and boys could receive information.

According to respondents, schools, doctors' offices or health clinics, educational campaigns, faith groups, and community centres / events are among the best places where men and boys could receive information about (a) ending violence against women and (b) the role they can play from. Corporate advertising is viewed as the least effective avenue.





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11a. Where should men and boys receive information about ending violence against women and the role they can play? Base: All respondents (n=1000).



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GETTING INVOLVED

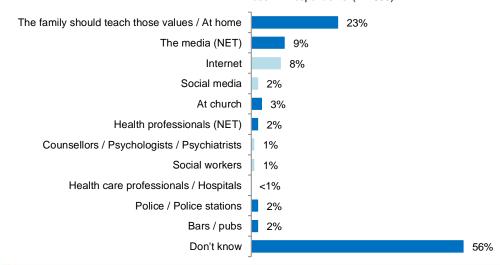
When asked if there were any other places where men and boys should receive this type of information, most (56%) were unsure, particularly those 18-34 years of age (64%).

"The family should be teaching this at home."

Two-in-ten (23%) indicated that the family should be teaching this at home – a response that steadily increases in frequency with age – followed distantly by the media (9%), mentions of which steadily decrease in frequency as age increases.

Regionally, residents of Edmonton and Calgary (13% each) were much more likely to mention the media than residents from any other region.

11b. Do you know of any other places where men and boys should receive information about ending violence against women and the role they can play? Base: All respondents (n=1000).





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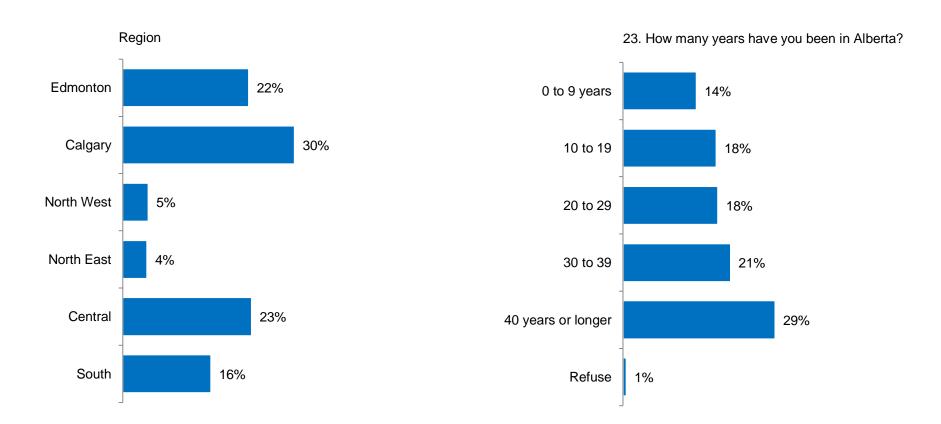
Note: Places mentioned by one per cent of the respondents or less are not listed above.







OF RESPONDENTS

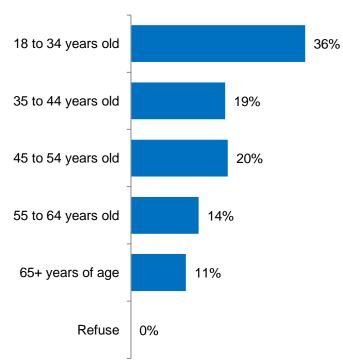






13

Which of the following age groups best represents your age?

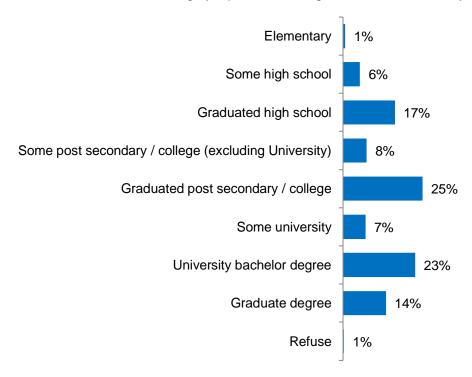






4.4

16. Which category represents the highest level of education you have completed?

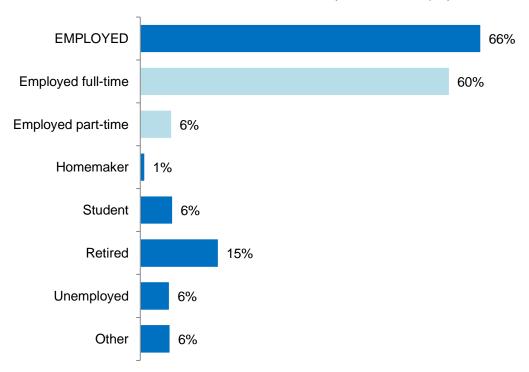






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17. Which of these best describes your current employment situation?

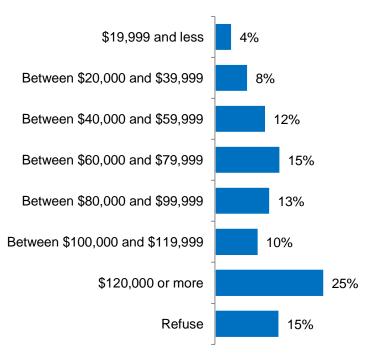






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18. Among the following categories, which one best reflects the total INCOME, before taxes, of all the members of your household, is it...

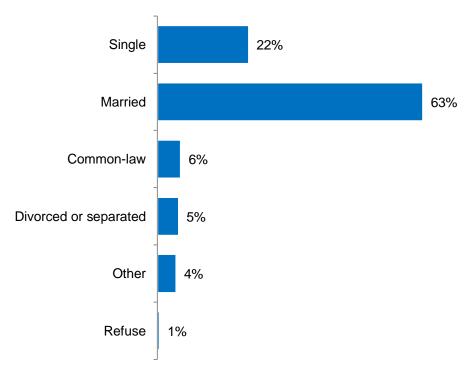






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19. What is your relationship status?



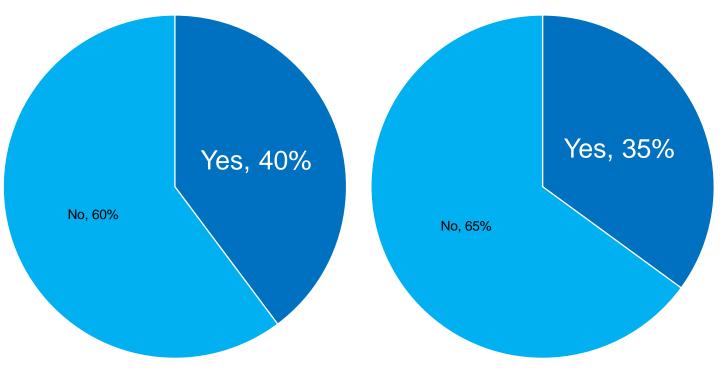




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20A. Do you have children under the age of 18?



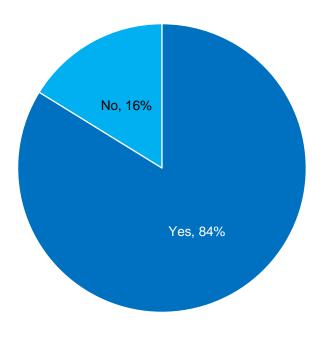


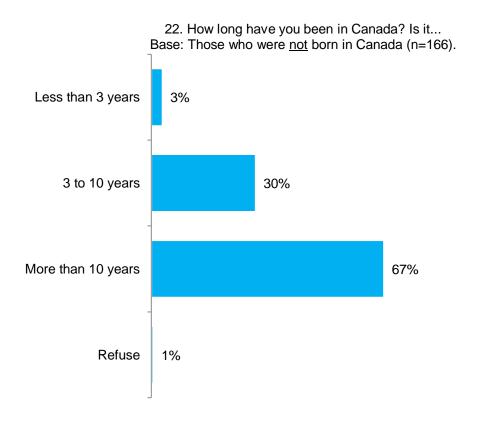




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21. Were you born in Canada? Base: All respondents (n=1000).



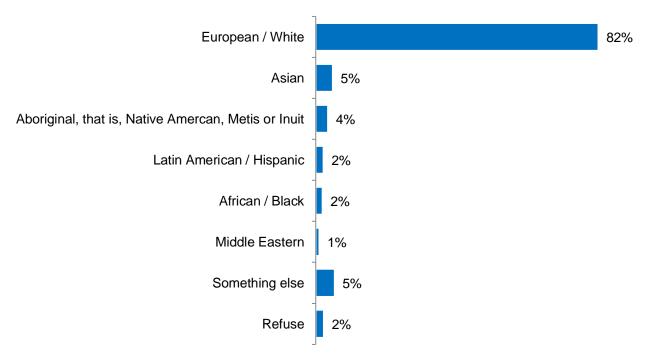






ΕO

24. Please tell me which of the following racial or cultural groups you identify with... you may belong to more than one...











.....

1. Gender Equity Scores

| | | | REGION | | | | | | | |
|----------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Low (< 75) | 34% | 35% | 32% | 29% | 48% | 34% | 36% | | | |
| Medium (75-90) | 48% | 47% | 46% | 58% | 38% | 53% | 48% | | | |
| High (> 90) | 18% | 19% | 22% | 13% | 15% | 13% | 16% | | | |
| MEAN | 77.9 | 77.5 | 79.4 | 77.1 | 75.5 | 77.6 | 76.9 | | | |





2A. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

One partner pushes the other to cause harm or fear

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 84% | 79% | 89% | 86% | 86% | 84% | 83% | | | |
| Sometimes | 13% | 17% | 9% | 8% | 11% | 13% | 15% | | | |
| Never | 3% | 4% | 1% | 7% | 2% | 3% | 2% | | | |





2B. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

One partner forces the other to have sex

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 82% | 78% | 84% | 73% | 77% | 82% | 85% | | | |
| Sometimes | 13% | 15% | 13% | 10% | 15% | 12% | 13% | | | |
| Never | 5% | 6% | 2% | 16% | 6% | 6% | 2% | | | |





2C. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

One partner tries to scare or control the other by threatening to hurt other family members

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 88% | 85% | 91% | 82% | 89% | 83% | 92% | | | |
| Sometimes | 8% | 10% | 8% | 4% | 5% | 11% | 6% | | | |
| Never | 4% | 5% | 1% | 15% | 5% | 6% | 2% | | | |





2D. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

A parent slaps their child across the face because the child did something wrong

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 54% | 55% | 54% | 51% | 58% | 55% | 52% | | | |
| Sometimes | 39% | 34% | 41% | 45% | 29% | 38% | 44% | | | |
| Never | 7% | 9% | 5% | 4% | 13% | 7% | 4% | | | |





2E. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

One partner yells at the other

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 22% | 21% | 21% | 29% | 19% | 24% | 22% | | | |
| Sometimes | 68% | 71% | 68% | 61% | 74% | 65% | 71% | | | |
| Never | 9% | 6% | 9% | 10% | 7% | 12% | 7% | | | |





2F. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence...

One partner controls the social life of the other by preventing them from seeing family and friends

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 73% | 65% | 78% | 72% | 60% | 72% | 76% | | | |
| Sometimes | 22% | 28% | 19% | 20% | 32% | 19% | 21% | | | |
| Never | 5% | 6% | 2% | 8% | 7% | 9% | 2% | | | |





2G. I will now describe a number of different situations to you. For each one, I'll ask you if it is a form of domestic violence..

One partner tries to control the other by withholding money

| | | | REGION | | | | | | | |
|-----------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always | 53% | 50% | 55% | 51% | 29% | 57% | 55% | | | |
| Sometimes | 39% | 39% | 40% | 33% | 65% | 35% | 41% | | | |
| Never | 7% | 11% | 5% | 16% | 5% | 9% | 4% | | | |





3A. How serious is each one of these situations...

One partner pushes the other to cause harm or fear

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT SERIOUS | 12% | 20% | 4% | 23% | 11% | 6% | 13% | | | |
| Not at all serious | 5% | 5% | 2% | 23% | - | - | 12% | | | |
| Not that serious | 7% | 16% | 3% | - | 11% | 6% | 1% | | | |
| SERIOUS | 88% | 79% | 96% | 77% | 89% | 94% | 87% | | | |
| Quite serious | 42% | 37% | 41% | 36% | 42% | 35% | 62% | | | |
| Very serious | 46% | 42% | 55% | 41% | 48% | 59% | 25% | | | |





3B. How serious is each one of these situations...

One partner forces the other to have sex

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT SERIOUS | 19% | 20% | 13% | 17% | 11% | 30% | 14% | | | |
| Not at all serious | 5% | 2% | 6% | 13% | - | 2% | 9% | | | |
| Not that serious | 14% | 18% | 8% | 4% | 11% | 27% | 5% | | | |
| SERIOUS | 81% | 81% | 87% | 83% | 90% | 68% | 86% | | | |
| Quite serious | 48% | 43% | 65% | 64% | 47% | 29% | 51% | | | |
| Very serious | 33% | 38% | 22% | 19% | 43% | 39% | 35% | | | |





3C. How serious is each one of these situations...

One partner tries to scare or control the other by threatening to hurt other family members

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT SERIOUS | 13% | 10% | 4% | 18% | 25% | 17% | 21% | | | |
| Not at all serious | 4% | 3% | - | 18% | - | - | 17% | | | |
| Not that serious | 10% | 8% | 4% | - | 25% | 17% | 4% | | | |
| SERIOUS | 86% | 90% | 97% | 82% | 75% | 83% | 70% | | | |
| Quite serious | 25% | 31% | 20% | 44% | 15% | 17% | 37% | | | |
| Very serious | 61% | 59% | 76% | 38% | 61% | 66% | 33% | | | |





3D. How serious is each one of these situations...

A parent slaps their child across the face because the child did something wrong

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT SERIOUS | 36% | 44% | 28% | 44% | 28% | 44% | 27% | | | |
| Not at all serious | 7% | 7% | 6% | 14% | 7% | 7% | 5% | | | |
| Not that serious | 29% | 37% | 22% | 30% | 20% | 38% | 22% | | | |
| SERIOUS | 62% | 53% | 70% | 54% | 72% | 56% | 70% | | | |
| Quite serious | 46% | 36% | 54% | 52% | 45% | 35% | 59% | | | |
| Very serious | 16% | 17% | 16% | 2% | 27% | 21% | 11% | | | |





3E. How serious is each one of these situations...

One partner yells at the other

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| NOT SERIOUS | 54% | 53% | 55% | 50% | 42% | 53% | 59% | |
| Not at all serious | 6% | 6% | 5% | 8% | 5% | 8% | 7% | |
| Not that serious | 48% | 47% | 51% | 43% | 37% | 45% | 52% | |
| SERIOUS | 44% | 46% | 42% | 45% | 57% | 43% | 40% | |
| Quite serious | 37% | 38% | 37% | 36% | 46% | 35% | 38% | |
| Very serious | 6% | 9% | 5% | 9% | 11% | 8% | 2% | |





3F. How serious is each one of these situations...

One partner controls the social life of the other by preventing them from seeing family and friends

| | | REGION | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| NOT SERIOUS | 22% | 14% | 23% | 23% | 11% | 26% | 30% |
| Not at all serious | 2% | - | - | 12% | 2% | 1% | 6% |
| Not that serious | 20% | 14% | 23% | 12% | 9% | 25% | 25% |
| SERIOUS | 76% | 85% | 75% | 77% | 88% | 67% | 70% |
| Quite serious | 46% | 48% | 40% | 52% | 49% | 45% | 50% |
| Very serious | 30% | 37% | 35% | 25% | 40% | 23% | 20% |





3G. How serious is each one of these situations...

One partner tries to control the other by withholding money

| | TOTAL | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | | Edmonton | Calgary | North West | North East | Central | South | | |
| NOT SERIOUS | 33% | 31% | 29% | 26% | 23% | 32% | 49% | | |
| Not at all serious | 3% | 3% | 2% | 7% | 3% | 5% | 3% | | |
| Not that serious | 29% | 28% | 27% | 19% | 20% | 27% | 46% | | |
| SERIOUS | 65% | 69% | 69% | 74% | 77% | 64% | 48% | | |
| Quite serious | 47% | 51% | 54% | 62% | 50% | 44% | 28% | | |
| Very serious | 18% | 18% | 15% | 12% | 27% | 20% | 20% | | |





4A. In some situations, domestic violence should not be a criminal offence

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 69% | 69% | 69% | 85% | 78% | 67% | 68% | |
| Strongly disagree | 47% | 46% | 50% | 34% | 53% | 46% | 43% | |
| Somewhat disagree | 23% | 23% | 19% | 51% | 25% | 21% | 25% | |
| Neither agree nor disagree | 5% | 4% | 6% | 2% | 2% | 4% | 6% | |
| AGREE | 25% | 27% | 25% | 13% | 19% | 27% | 25% | |
| Somewhat agree | 19% | 21% | 20% | 12% | 14% | 20% | 18% | |
| Strongly agree | 6% | 7% | 5% | 1% | 5% | 8% | 6% | |





4B. Domestic violence can happen in any family, regardless of cultural background or economic situation

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 6% | 7% | 9% | 2% | 11% | 3% | 4% | |
| Strongly disagree | 3% | 3% | 4% | 1% | 4% | 3% | 1% | |
| Somewhat disagree | 3% | 4% | 5% | 1% | 7% | - | 3% | |
| Neither agree nor disagree | 1% | - | 1% | 8% | 10% | - | 1% | |
| AGREE | 93% | 93% | 90% | 90% | 79% | 97% | 95% | |
| Somewhat agree | 14% | 15% | 14% | 20% | 12% | 14% | 15% | |
| Strongly agree | 78% | 78% | 76% | 70% | 68% | 84% | 81% | |





4C. Domestic violence is a private matter to be handled in the family

| | | REGION | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| DISAGREE | 80% | 79% | 80% | 70% | 73% | 78% | 85% |
| Strongly disagree | 55% | 55% | 60% | 39% | 53% | 55% | 49% |
| Somewhat disagree | 25% | 24% | 20% | 31% | 20% | 24% | 37% |
| Neither agree nor disagree | 4% | 1% | 4% | 4% | 11% | 5% | 3% |
| AGREE | 16% | 18% | 15% | 26% | 16% | 15% | 10% |
| Somewhat agree | 12% | 13% | 9% | 26% | 6% | 14% | 9% |
| Strongly agree | 4% | 5% | 6% | - | 10% | 1% | 1% |





4D. Domestic violence is not as serious if it results from people getting so angry that they temporarily lose control

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 84% | 82% | 86% | 86% | 78% | 84% | 84% | |
| Strongly disagree | 65% | 62% | 67% | 78% | 53% | 67% | 60% | |
| Somewhat disagree | 19% | 21% | 19% | 8% | 26% | 17% | 24% | |
| Neither agree nor disagree | 2% | 4% | 1% | 3% | 11% | 1% | 4% | |
| AGREE | 13% | 14% | 12% | 11% | 11% | 14% | 12% | |
| Somewhat agree | 8% | 11% | 7% | 6% | 3% | 8% | 11% | |
| Strongly agree | 5% | 3% | 6% | 5% | 8% | 6% | 2% | |





4E. Domestic violence is not as serious if the victim or the offender are heavily affected by alcohol

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 90% | 88% | 91% | 96% | 79% | 91% | 90% | |
| Strongly disagree | 79% | 74% | 83% | 86% | 60% | 84% | 78% | |
| Somewhat disagree | 11% | 14% | 8% | 9% | 18% | 8% | 12% | |
| Neither agree nor disagree | 1% | 2% | 2% | - | - | 1% | 0% | |
| AGREE | 8% | 10% | 7% | 4% | 21% | 7% | 9% | |
| Somewhat agree | 4% | 5% | 3% | - | 13% | 1% | 7% | |
| Strongly agree | 4% | 5% | 4% | 4% | 7% | 6% | 2% | |





4F. Most women could leave a violent relationship if they really wanted to

| | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| DISAGREE | 43% | 42% | 48% | 44% | 25% | 35% | 48% | | |
| Strongly disagree | 16% | 13% | 20% | 21% | 8% | 14% | 15% | | |
| Somewhat disagree | 27% | 29% | 28% | 23% | 17% | 21% | 34% | | |
| Neither agree nor disagree | 4% | 6% | 6% | 3% | 3% | 3% | 2% | | |
| AGREE | 52% | 52% | 44% | 50% | 72% | 60% | 49% | | |
| Somewhat agree | 30% | 29% | 29% | 31% | 39% | 32% | 27% | | |
| Strongly agree | 22% | 23% | 14% | 19% | 33% | 28% | 22% | | |





4G. In domestic situations where one partner is physically violent towards the other, the violent person should leave the family home

| | | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| DISAGREE | 8% | 9% | 8% | 2% | 7% | 9% | 6% | | | |
| Strongly disagree | 2% | 1% | 2% | 1% | 4% | 4% | 0% | | | |
| Somewhat disagree | 6% | 9% | 6% | 1% | 3% | 5% | 6% | | | |
| Neither agree nor disagree | 4% | 5% | 4% | 2% | 3% | 4% | 3% | | | |
| AGREE | 87% | 85% | 87% | 96% | 90% | 85% | 89% | | | |
| Somewhat agree | 27% | 27% | 29% | 35% | 29% | 24% | 25% | | | |
| Strongly agree | 60% | 58% | 58% | 60% | 61% | 61% | 65% | | | |





4H. Domestic violence can be excused if, afterwards, the violent person genuinely regrets what they have done

| | | | | REG | ION | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| DISAGREE | 78% | 75% | 81% | 98% | 68% | 75% | 81% |
| Strongly disagree | 57% | 48% | 62% | 74% | 45% | 56% | 59% |
| Somewhat disagree | 22% | 26% | 19% | 24% | 23% | 20% | 22% |
| Neither agree nor disagree | 4% | 4% | 4% | - | 15% | 3% | 3% |
| AGREE | 16% | 20% | 15% | 2% | 17% | 17% | 16% |
| Somewhat agree | 12% | 15% | 12% | - | 10% | 12% | 14% |
| Strongly agree | 4% | 4% | 3% | 2% | 7% | 5% | 2% |





4l. It's a parent's duty to stay in a violent relationship in order to keep the family together

| | | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| DISAGREE | 90% | 87% | 92% | 85% | 76% | 95% | 90% | | | |
| Strongly disagree | 74% | 66% | 81% | 62% | 62% | 79% | 72% | | | |
| Somewhat disagree | 16% | 22% | 11% | 23% | 14% | 15% | 19% | | | |
| Neither agree nor disagree | 2% | 2% | 1% | - | 10% | 0% | 4% | | | |
| AGREE | 8% | 11% | 6% | 15% | 14% | 5% | 6% | | | |
| Somewhat agree | 5% | 6% | 3% | 15% | 6% | 4% | 4% | | | |
| Strongly agree | 3% | 5% | 3% | - | 8% | 1% | 2% | | | |





5A. Violence against women and girls is a concern to me.

| | | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| DISAGREE | 3% | 4% | 3% | - | 1% | 5% | - | | | |
| Strongly disagree | 1% | 2% | 1% | - | 1% | 2% | - | | | |
| Somewhat disagree | 2% | 2% | 2% | - | - | 4% | - | | | |
| Neither agree nor disagree | 1% | 1% | 1% | - | 0% | 1% | 2% | | | |
| AGREE | 95% | 94% | 96% | 100% | 99% | 93% | 98% | | | |
| Somewhat agree | 22% | 24% | 18% | 21% | 21% | 28% | 21% | | | |
| Strongly agree | 73% | 70% | 78% | 79% | 77% | 65% | 78% | | | |





5B. Violence against women and girls impacts the women I care about in my life (mother, grandmother, sister, female friends).

| | | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| DISAGREE | 36% | 29% | 39% | 24% | 39% | 38% | 40% | | | |
| Strongly disagree | 25% | 19% | 26% | 22% | 17% | 28% | 29% | | | |
| Somewhat disagree | 11% | 10% | 12% | 3% | 21% | 10% | 11% | | | |
| Neither agree nor disagree | 7% | 4% | 8% | 16% | 2% | 6% | 9% | | | |
| AGREE | 54% | 63% | 51% | 60% | 57% | 52% | 50% | | | |
| Somewhat agree | 20% | 22% | 20% | 22% | 12% | 19% | 20% | | | |
| Strongly agree | 35% | 42% | 31% | 38% | 46% | 33% | 30% | | | |





6A1. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Argues with or refuses to obey him

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 1% | 2% | 1% | - | - | 0% | 1% | | | |
| Sometimes acceptable | 27% | 24% | 31% | 29% | 32% | 25% | 27% | | | |
| Never acceptable | 70% | 71% | 67% | 68% | 66% | 72% | 71% | | | |





6A2. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Doesn't keep up with the domestic chores

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 1% | 3% | 0% | - | 2% | 0% | 2% | | | |
| Sometimes acceptable | 22% | 30% | 20% | 8% | 14% | 21% | 24% | | | |
| Never acceptable | 76% | 66% | 79% | 89% | 84% | 78% | 74% | | | |





6A3. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Refuses to have sex with him

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 1% | 3% | 0% | 3% | 1% | 1% | 1% | | | |
| Sometimes acceptable | 12% | 13% | 10% | 15% | 9% | 13% | 14% | | | |
| Never acceptable | 86% | 83% | 89% | 78% | 90% | 85% | 86% | | | |





6A4. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Admits to having sex with another man

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 23% | 27% | 20% | 33% | 28% | 20% | 24% | | | |
| Sometimes acceptable | 39% | 42% | 40% | 23% | 27% | 38% | 41% | | | |
| Never acceptable | 37% | 30% | 40% | 36% | 44% | 41% | 34% | | | |





6A5. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Makes him look stupid or insults him in front of his friends

| | TOTAL | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 3% | 7% | 1% | 1% | 4% | 2% | 1% | | | |
| Sometimes acceptable | 33% | 37% | 30% | 37% | 23% | 33% | 32% | | | |
| Never acceptable | 64% | 55% | 69% | 59% | 73% | 65% | 66% | | | |





6A6. Some believe that it is acceptable under certain circumstances, to yell at their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Does something to make him angry

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 2% | 5% | - | - | 1% | 1% | 3% | | | |
| Sometimes acceptable | 45% | 49% | 46% | 42% | 33% | 46% | 39% | | | |
| Never acceptable | 52% | 46% | 53% | 52% | 65% | 52% | 56% | | | |





6B1. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Argues with or refuses to obey him

| | | | REGION | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Sometimes acceptable | 5% | 5% | 4% | 3% | 10% | 10% | 0% | | |
| Never acceptable | 94% | 96% | 96% | 93% | 80% | 90% | 100% | | |





6B2. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Doesn't keep up with the domestic chores

| | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Always acceptable | 0% | - | - | - | - | 0% | 1% | | |
| Sometimes acceptable | 4% | 5% | 3% | 2% | 2% | 6% | 2% | | |
| Never acceptable | 95% | 95% | 96% | 95% | 89% | 93% | 97% | | |





6B3. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Refuses to have sex with him

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 0% | 0% | - | - | - | 0% | 1% | | | |
| Sometimes acceptable | 4% | 5% | 4% | 3% | 2% | 3% | 3% | | | |
| Never acceptable | 96% | 95% | 96% | 93% | 88% | 97% | 96% | | | |





6B4. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Admits to having sex with another man

| | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Always acceptable | 2% | 1% | 1% | 3% | 2% | 3% | 2% | | |
| Sometimes acceptable | 6% | 7% | 5% | 6% | 2% | 7% | 4% | | |
| Never acceptable | 91% | 92% | 93% | 87% | 86% | 89% | 94% | | |





6B5. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Makes him look stupid or insults him in front of his friends

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 0% | 1% | 0% | - | - | 0% | - | | | |
| Sometimes acceptable | 4% | 3% | 3% | 7% | 9% | 5% | 3% | | | |
| Never acceptable | 95% | 96% | 96% | 90% | 81% | 94% | 97% | | | |





6B6. Some believe that it is acceptable under certain circumstances, to physically assault their wife, partner or girlfriend. In which of the following do you think a man has a right to do this:

If she... Does something to make him angry

| | | | REGION | | | | | | | |
|----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| Always acceptable | 1% | 1% | - | - | - | 1% | 1% | | | |
| Sometimes acceptable | 7% | 5% | 7% | 6% | 11% | 10% | 4% | | | |
| Never acceptable | 92% | 94% | 93% | 91% | 79% | 90% | 96% | | | |





7. Now imagine that you became aware that a family member or close friend of yours was currently a victim of domestic violence.

How likely would you be to intervene IN ANY WAY AT ALL?

| | | | REGION | | | | | | | |
|-------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| UNLIKELY | 8% | 7% | 9% | 6% | 4% | 11% | 6% | | | |
| Very unlikely | 3% | 3% | 4% | 3% | 2% | 4% | 2% | | | |
| Somewhat unlikely | 5% | 5% | 5% | 3% | 2% | 7% | 4% | | | |
| LIKELY | 91% | 93% | 90% | 90% | 93% | 89% | 94% | | | |
| Somewhat likely | 40% | 41% | 35% | 48% | 29% | 38% | 48% | | | |
| Very likely | 52% | 51% | 55% | 42% | 63% | 51% | 46% | | | |





8. In the past year, have you ever witnessed a man using abusive or harassing behaviour towards a woman in a social environment such as a pub, club, or party?

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 21% | 28% | 22% | 9% | 25% | 18% | 16% | | |
| No | 79% | 72% | 78% | 91% | 75% | 82% | 84% | | |





9A. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following...?

Thought to yourself that what the man did was wrong

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 94% | 87% | 98% | 88% | 96% | 96% | 100% | | |
| No | 2% | 4% | 1% | 12% | 4% | 4% | - | | |





9B. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following...?

Said or did something to challenge the man's behaviour

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 59% | 61% | 56% | 48% | 73% | 62% | 56% | | |
| No | 38% | 34% | 44% | 52% | 27% | 30% | 44% | | |





9C. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following...?

Checked with the victim to see if she was okay or needed help

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 69% | 68% | 64% | 59% | 89% | 67% | 77% | | |
| No | 30% | 27% | 36% | 41% | 9% | 33% | 23% | | |





9D. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following...?

Reported the incident to the police

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 9% | 9% | 10% | - | 19% | 9% | 2% | | |
| No | 90% | 85% | 90% | 100% | 82% | 91% | 98% | | |





9E. Thinking about the last time you witnessed a man using abusive or harassing behaviour towards a woman in a social environment, did you do any of the following...?

Just ignored it

| | | | REGION | | | | | | |
|-----|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| Yes | 23% | 22% | 28% | 23% | 41% | 8% | 28% | | |
| No | 76% | 73% | 72% | 77% | 59% | 92% | 72% | | |





10A. Women rarely make false claims of being raped

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 40% | 44% | 35% | 33% | 47% | 40% | 39% | |
| Strongly disagree | 12% | 15% | 11% | 9% | 15% | 11% | 14% | |
| Somewhat disagree | 27% | 29% | 25% | 24% | 33% | 30% | 26% | |
| Neither agree nor disagree | 14% | 11% | 15% | 22% | 10% | 14% | 13% | |
| AGREE | 42% | 40% | 44% | 45% | 30% | 42% | 41% | |
| Somewhat agree | 26% | 25% | 24% | 35% | 22% | 30% | 26% | |
| Strongly agree | 15% | 15% | 20% | 10% | 8% | 12% | 14% | |





10B. If a woman wears provocative clothing, she's putting herself at risk for rape

| | | | | REG | ION | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| DISAGREE | 52% | 50% | 59% | 55% | 39% | 50% | 45% |
| Strongly disagree | 36% | 33% | 42% | 35% | 25% | 37% | 31% |
| Somewhat disagree | 16% | 18% | 17% | 21% | 15% | 12% | 14% |
| Neither agree nor disagree | 8% | 7% | 7% | 2% | 6% | 10% | 7% |
| AGREE | 40% | 42% | 33% | 43% | 44% | 40% | 47% |
| Somewhat agree | 32% | 37% | 27% | 32% | 27% | 31% | 35% |
| Strongly agree | 8% | 5% | 7% | 11% | 16% | 9% | 12% |





10C. Women often say 'no' when they mean 'yes'

| | | REGION | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| DISAGREE | 78% | 78% | 84% | 61% | 70% | 75% | 77% | |
| Strongly disagree | 60% | 58% | 63% | 52% | 51% | 63% | 58% | |
| Somewhat disagree | 18% | 19% | 21% | 9% | 19% | 13% | 19% | |
| Neither agree nor disagree | 6% | 7% | 4% | 13% | 6% | 6% | 8% | |
| AGREE | 14% | 14% | 11% | 26% | 13% | 17% | 11% | |
| Somewhat agree | 12% | 12% | 10% | 23% | 10% | 15% | 8% | |
| Strongly agree | 2% | 2% | 1% | 3% | 3% | 3% | 3% | |





10D. A woman should claim rape if she was pressured to have sex with a man while both were drunk

| | | | | REG | ION | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| DISAGREE | 39% | 43% | 38% | 31% | 29% | 37% | 45% |
| Strongly disagree | 15% | 18% | 14% | 9% | 18% | 15% | 12% |
| Somewhat disagree | 24% | 25% | 24% | 22% | 11% | 22% | 33% |
| Neither agree nor disagree | 13% | 12% | 15% | 21% | 12% | 11% | 10% |
| AGREE | 45% | 41% | 46% | 44% | 45% | 48% | 42% |
| Somewhat agree | 26% | 25% | 22% | 38% | 32% | 30% | 21% |
| Strongly agree | 19% | 16% | 24% | 7% | 14% | 18% | 21% |





11A. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information. Schools

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 3% | 4% | 3% | 4% | 1% | 1% | 5% | |
| EXCELLENT (8,9,10) | 69% | 71% | 73% | 66% | 59% | 69% | 63% | |
| MEAN | 8.2 | 8.2 | 8.3 | 8.1 | 8 | 8.4 | 7.8 | |





11B. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Community or Friendship centres, Community organizations or events

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 7% | 7% | 7% | 8% | 14% | 4% | 9% | |
| EXCELLENT (8,9,10) | 49% | 53% | 48% | 42% | 55% | 48% | 49% | |
| MEAN | 7.2 | 7.4 | 7.2 | 6.8 | 7.3 | 7.4 | 6.8 | |





11C. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Educational campaigns

REGION TOTAL North North **Edmonton** Calgary Central South West **East** POOR (1,2,3) 5% 5% 2% 2% 6% 14% EXCELLENT (8,9,10) 62% 68% 67% 46% 54% 58% 54% MEAN 7.7 7.9 8 7.7 7.8 7.6 7.1





11D. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Media (TV, newspapers, radio)

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 14% | 16% | 14% | 11% | 12% | 10% | 16% | |
| EXCELLENT (8,9,10) | 43% | 42% | 49% | 37% | 42% | 39% | 39% | |
| MEAN | 6.7 | 6.6 | 7 | 6.6 | 6.7 | 6.7 | 6.3 | |





11E. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Doctor's office or health clinic

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 6% | 7% | 7% | 3% | 2% | 5% | 7% | |
| EXCELLENT (8,9,10) | 64% | 62% | 70% | 48% | 67% | 67% | 55% | |
| MEAN | 7.8 | 7.7 | 8 | 7.4 | 8 | 8 | 7.5 | |





11F. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information. Sports organizations

| | TOTAL | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | | Edmonton | Calgary | North West | North East | Central | South | | |
| POOR (1,2,3) | 20% | 20% | 15% | 12% | 17% | 27% | 24% | | |
| EXCELLENT (8,9,10) | 31% | 32% | 32% | 21% | 36% | 36% | 20% | | |
| MEAN | 6 | 5.9 | 6.2 | 6.1 | 6.3 | 6.1 | 5.4 | | |





11G. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

At their workplace, or through their union

| | TOTAL | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 17% | 19% | 15% | 11% | 10% | 18% | 19% | |
| EXCELLENT (8,9,10) | 37% | 37% | 38% | 35% | 32% | 41% | 30% | |
| MEAN | 6.3 | 6.3 | 6.4 | 6.5 | 6.2 | 6.5 | 5.8 | |





11H. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Faith groups

| | | REGION | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| POOR (1,2,3) | 7% | 12% | 4% | 8% | 3% | 5% | 11% | |
| EXCELLENT (8,9,10) | 53% | 58% | 55% | 49% | 57% | 52% | 44% | |
| MEAN | 7.4 | 7.3 | 7.5 | 6.9 | 7.7 | 7.5 | 6.9 | |





11I. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Through community leaders

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| POOR (1,2,3) | 10% | 9% | 8% | 10% | 6% | 12% | 14% | | | |
| EXCELLENT (8,9,10) | 43% | 46% | 46% | 37% | 41% | 40% | 42% | | | |
| MEAN | 6.8 | 6.9 | 7 | 6.5 | 7 | 6.6 | 6.6 | | | |





11J. Where should men and boys receive information about ending violence against women and the role they can play? Rate each of the following options on a scale of 1 to 10, where 1=poor and 10=excellent place to receive this information.

Through corporate advertising

| | | | REGION | | | | | | | |
|--------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| POOR (1,2,3) | 24% | 24% | 21% | 13% | 18% | 25% | 33% | | | |
| EXCELLENT (8,9,10) | 23% | 24% | 23% | 27% | 34% | 25% | 15% | | | |
| MEAN | 5.5 | 5.5 | 5.6 | 6 | 6.2 | 5.6 | 4.9 | | | |





11O. Do you know of any other places where should men and boys receive information about ending violence against women and the role they can play?

| | | | | REG | ION | | |
|--|-------|----------|---------|---------------|---------------|---------|-------|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South |
| The family should teach those values / At home | 23% | 23% | 21% | 24% | 9% | 22% | 31% |
| The Media (NET) | 9% | 13% | 13% | 3% | 5% | 5% | 4% |
| Internet | 8% | 10% | 12% | 3% | 4% | 5% | 2% |
| Social media | 2% | 2% | 1% | - | 1% | 1% | 3% |
| At church | 3% | 3% | 3% | 11% | 0% | 2% | 3% |
| Health Professionals (NET) | 2% | 2% | 4% | 5% | 4% | 1% | 1% |
| Counselors / Psychologists / Psychiatrists | 1% | 0% | 3% | 5% | 3% | 0% | - |
| Social workers | 1% | 1% | 1% | - | 0% | 1% | 1% |
| Healthcare professionals / Hospitals | 0% | 1% | 1% | - | 1% | - | - |
| Police / Police stations | 2% | 3% | 4% | 1% | 4% | 1% | 1% |
| Bars / Pubs | 2% | 3% | 1% | - | - | 1% | 3% |
| Don't know | 56% | 49% | 53% | 50% | 75% | 64% | 55% |

Note: Places mentioned by one per cent of the respondents or less are not listed above.





12. Compared to 5 years ago, do you think men and boys are more aware, less aware, or just as aware about the problem of violence against women?

| | | REGION | | | | | | |
|---------------|-------|----------|---------|---------------|---------------|---------|-------|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | |
| More aware | 56% | 58% | 61% | 50% | 43% | 53% | 53% | |
| Just as aware | 36% | 34% | 32% | 51% | 50% | 37% | 39% | |
| Less aware | 5% | 5% | 5% | - | 5% | 6% | 7% | |





13. Men can personally make a difference in promoting healthy, respectful, non-violent relationships

| | | | REGION | | | | | | | |
|----------------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| DISAGREE | 1% | 0% | 2% | - | 0% | 2% | - | | | |
| Strongly disagree | 1% | 0% | 1% | - | - | 1% | - | | | |
| Somewhat disagree | 0% | - | 1% | - | 0% | 1% | - | | | |
| Neither agree nor disagree | 0% | 1% | 1% | - | 1% | - | - | | | |
| AGREE | 99% | 99% | 98% | 100% | 99% | 98% | 100% | | | |
| Somewhat agree | 12% | 11% | 11% | 11% | 19% | 12% | 14% | | | |
| Strongly agree | 87% | 89% | 87% | 89% | 79% | 85% | 86% | | | |





14A. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that...

Men and boys should speak out against violence against women

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 1% | 0% | 0% | - | 12% | 2% | 2% | | | |
| IMPORTANT (8,9,10) | 84% | 89% | 87% | 79% | 80% | 79% | 81% | | | |
| MEAN | 9 | 9.2 | 9.2 | 8.5 | 8.4 | 8.8 | 8.7 | | | |





14B. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that...

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

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 3% | 3% | 3% | 8% | 1% | 2% | 8% | | | |
| IMPORTANT (8,9,10) | 75% | 81% | 77% | 66% | 77% | 74% | 68% | | | |
| MEAN | 8.4 | 8.7 | 8.5 | 7.6 | 8.8 | 8.5 | 8 | | | |





14C. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that... Fathers should educate their sons about healthy, equal relationships and respecting women

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 0% | - | 0% | - | - | 0% | 1% | | | |
| IMPORTANT (8,9,10) | 94% | 95% | 97% | 100% | 87% | 95% | 89% | | | |
| MEAN | 9.5 | 9.6 | 9.6 | 9.6 | 9.2 | 9.6 | 9.3 | | | |





14D. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that... Fathers should educate their daughters about their right to healthy, equal relationships

| | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | |
| NOT IMPORTANT (1,2,3) | 1% | - | 0% | - | 1% | - | 3% | | |
| IMPORTANT (8,9,10) | 93% | 94% | 96% | 87% | 87% | 93% | 93% | | |
| MEAN | 9.5 | 9.6 | 9.7 | 9.2 | 9.1 | 9.6 | 9.3 | | |





14E. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that...

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

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 4% | 2% | 3% | - | 1% | 8% | 6% | | | |
| IMPORTANT (8,9,10) | 72% | 78% | 74% | 78% | 70% | 65% | 68% | | | |
| MEAN | 8.3 | 8.6 | 8.4 | 8.6 | 8.5 | 7.9 | 8 | | | |





14F. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that...

Athletes should speak out about violence against women

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 6% | 6% | 5% | 8% | 3% | 7% | 9% | | | |
| IMPORTANT (8,9,10) | 68% | 69% | 69% | 74% | 67% | 68% | 66% | | | |
| MEAN | 8 | 8 | 8 | 8.2 | 8.4 | 8.1 | 7.7 | | | |





14G. On a scale of 1 to 10, where 1 is not at all important and 10 is very important, how important is it that...

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

| | | | REGION | | | | | | | |
|-----------------------|-------|----------|---------|---------------|---------------|---------|-------|--|--|--|
| | TOTAL | Edmonton | Calgary | North West | North East | Central | South | | | |
| NOT IMPORTANT (1,2,3) | 8% | 4% | 9% | 8% | 1% | 11% | 10% | | | |
| IMPORTANT (8,9,10) | 64% | 67% | 62% | 70% | 80% | 64% | 60% | | | |
| MEAN | 7.7 | 8 | 7.8 | 7.9 | 8.5 | 7.6 | 7.4 | | | |



