



Ipsos Reid



**Alberta Children and Youth Services:
Albertans' Perceptions of Family Violence
and Bullying Survey 2010**

Final Report

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
BACKGROUND AND METHODOLOGY	8
BACKGROUND AND OBJECTIVES	8
METHODOLOGY.....	9
RESPONDENT PROFILE.....	11
BULLYING.....	12
BULLYING BEHAVIOURS.....	12
WARNING SIGNALS.....	13
CYBERBULLYING	14
BULLYING PREVENTION	16
COMMUNITY ENGAGEMENT AND CAPACITY: BULLYING.....	18
FAMILY VIOLENCE	20
PERCEPTIONS OF FAMILY VIOLENCE	20
IMPACTS OF FAMILY VIOLENCE	21
BARRIERS TO HELPING IN A FAMILY VIOLENCE SITUATION	22
ATTITUDES TOWARDS FAMILY VIOLENCE	24
RECOMMENDED RESOURCES FOR VICTIMS OF FAMILY VIOLENCE	27
COMMUNITY ENGAGEMENT AND CAPACITY: FAMILY VIOLENCE.....	28
RECALL OF BULLYING PREVENTION AND FAMILY VIOLENCE PREVENTION INFORMATION.....	30
BULLYING INFORMATION RECALL AND PERCEIVED IMPACT.....	30
FAMILY VIOLENCE INFORMATION RECALL AND PERCEIVED IMPACT.....	31
APPENDIX A: SURVEY QUESTIONNAIRE	
APPENDIX B: SAMPLING REPORT	

EXECUTIVE SUMMARY

Ipsos Reid conducted a total of 977 telephone interviews with Albertans aged 16 years and older between January 6th and February 16th, 2010. Data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual population of Albertans aged 16 years and older according to 2006 Canadian Census data.

Key research objectives included examining issues related to public understanding and awareness of bullying and family violence, assessing public support for government involvement in family violence and bullying prevention, collecting data for Ministry and regional performance measures and informing future directions for the public awareness and education campaigns in the prevention of family violence and bullying.

What follows is a summary of key research findings and recommendations.

BULLYING

Behaviours, Warning Signals and Prevention

The majority of Albertans recognize a wide range of bullying behaviours, are generally well-equipped to identify a young person being bullied and would take appropriate actions if they had a young person in their household being bullied.

- Verbal and physical behaviours among children and youth are the most recognized types of bullying; cyberbullying is not top-of-mind for most Albertans. When asked to think about the types of behaviours that characterize bullying among children and youth, seven-in-ten Albertans identify various forms of verbal abuse (72%) and physical behaviours (72%). Social bullying is mentioned by one-quarter (24%) of Albertans, while cyberbullying is cited by only one-in-ten (10%).
- On an aided basis, however, 70% of Albertans say they are aware of the issue of cyberbullying and more than half (56%) think that cyberbullying occurs 'a lot' or 'a fair bit' in their own community.
- Withdrawal is the most recognized warning signal of bullying, followed by avoidance of activities or school, and sadness; many other physical and psychological consequences are also identified.
- The majority of Albertans would take appropriate actions if they had a young person in their household who was being bullied by others. Five-in-ten (49%) respondents say they would talk to someone in charge of the environment where the bullying is taking place, 37% say they would talk to the parents of the person or people doing the bullying, 32% say they would try to talk to the young person being bullied to find out what is happening and 29% say they would call the police.

Attitudes Regarding Bullying and Bullying Prevention

Albertans place extremely high priority on the prevention of bullying at the community level and, moreover, are willing to accept personal responsibility.

- The vast majority of Albertans agree that they have a personal responsibility to reduce bullying in their community (88%) and that bullying prevention should be an urgent priority of their community (87%). Four-in-five (79%) also agree bullying prevention should be an urgent priority at the provincial government level.
- Though levels of agreement remain very high, 2010 does see **statistically significant decreases in the percentage of Albertans who think bullying prevention should be an urgent priority at both the community and provincial government levels** (each down 4 percentage points from 2008).

Though a minority, it is concerning that one-quarter of Albertans (27%) agree that bullying is just a normal part of growing up.

- Agreement is significantly higher among males and young Albertans aged 16 to 34 years – in fact, it increases to 46% among 16 to 34 year-old males.

Community Engagement and Capacity: Bullying

While awareness or engagement in community initiatives dealing with bullying is quite low overall (17%), the majority (61%) of Albertans feel that their community is able to help them or others with bullying issues.

FAMILY VIOLENCE

Perceptions and Impacts

Albertans have a broad understanding of behaviours that constitute family violence, are generally aware of the impacts of family violence and recognize the negative impacts on children.

- There is near universal acknowledgement among Albertans that sexual abuse (99%), physical abuse (97%), emotional abuse (96%) and withholding personal care (96%) are types of family violence. Verbal abuse, elder abuse, failing to provide necessities and needs, and threatening or harassment via the Internet are also understood as family violence by nine-in-ten or more Albertans. The one action that does not fall under the umbrella of family violence for many Albertans is preventing an adult family member from knowing about or having access to family income or savings – 33% maintain they do not consider it to be family violence.
- **2010 sees a significant increase in the percentage of Albertans who consider elder abuse to be family violence.** Misuse, loss or damage to an elderly person's income, savings or belongings is considered to be family violence by 93% of Albertans (vs. 90% in 2008), while taking an elderly person's money, belongings or property without the person's knowledge and consent is considered to be family violence by 92% of Albertans (vs. 89% in 2008).
- Negative psychological effects – including low self esteem or confidence and isolation or withdrawal – are the most frequently identified impacts of family violence.

- There is widespread agreement (98%) that children who see or hear family violence in their home are affected negatively, with 64% of Albertans saying they *strongly* agree. Over eight-in-ten (85%) also see a connection between family violence and bullying.

Family Violence Prevalence

In 2010, 53% of Albertans believe family violence occurs 'a lot' (10%) or 'a fair bit' (43%) in their own community – a significant 6 percentage point increase from 2008. Another 40% think it happens 'not very often' while just 4% think it does not happen at all.

- One should note that in 2010, community was defined as 'the group of people who live in your local area,' whereas in 2008, no definition was provided – this change may have contributed to the decrease in perceptions of the extent of family violence.

Attitudes Regarding the Prevention of Family Violence

Albertans clearly recognize family violence prevention as an urgent priority at both the community and provincial government levels, and accept personal responsibility. Prevention of family violence is considered to be a more urgent priority for the provincial government than bullying prevention, though both are deemed urgent priorities by most Albertans.

- There is strong consensus that family violence prevention should be an urgent priority at the community (90% agree) and provincial government (87% agree) levels. Just under nine-in-ten (86%) also agree that they have a personal responsibility to reduce family violence in their community.
- Though agreement remains very high, 2010 sees **significant decreases** from 2008 in the percentage of Albertans who think prevention of family violence should be an **urgent priority for their community** (down 4 percentage points) and an **urgent priority for the provincial government** (down 3 percentage points), as well a decrease in the percentage who accept **personal responsibility** (down 4 percentage points).

Attitudes Regarding Family Violence: Gender Distinctions

A marked gender distinction exists regarding the ability for men and women to leave an abusive relationship.

- Four-in-ten (41%) Albertans agree that most women could leave if they wanted to while 58% disagree. When it comes to men, however, more than six-in-ten (64%) agree that most men could leave an abusive relationship if they wanted to, while just 35% disagree. Though there are no statistically significant changes from 2008, directionally, the percentage of Albertans who think both women and men could leave an abusive relationship has declined.
- Although not as striking a difference, there is a higher level of comfort talking to a female friend about abuse than a male friend. Eighty-nine percent of Albertans agree they could talk to a female friend who is being abused by a family member while 79% agree they could talk to a male friend about their abuse.

Recommended Resources for Victims of Family Violence

The vast majority of Albertans are able to suggest information sources or support services for someone experiencing family violence, with police and community services the most frequently suggested channels.

- If someone experiencing family violence asked them where to get information or where to go for support one-half (48%) of Albertans would suggest the police while one-third (33%) would suggest community services. A wide variety of other resources are also suggested, though none by more than 15% of respondents.

Barriers to Helping in a Family Violence Situation

On an unaided basis, fear of retaliation, repercussions or getting hurt is the biggest barrier to not helping in a family violence situation, followed by not wanting to get involved.

- When asked to provide reasons why people do not always help when they are aware of a family violence situation, fear (46%) and not wanting to get involved (40%) are the most frequent responses, followed distantly by people seeing it as none of their business (15%) and not knowing how to help or are not aware of resources to help (14%).

When asked to assess five specific barriers, being unsure of exactly what action to take emerges as the strongest barrier – somewhat incongruent with top-of-mind responses.

- Of the five reasons tested, the two biggest barriers to helping in a family violence situation are being unsure of exactly what action to take (80% say this happens 'always' or 'often') and feeling that it is a family matter and not their concern (79% say this happens 'always' or 'often'). These are followed by people afraid of being harmed themselves (70% say this happens 'always' or 'often') and people being concerned that involving the authorities would make the situation worse (70% say this happens 'always' or 'often'). Believing the situation to be an isolated incident is a less prominent barrier (57% say this happens 'always' or 'often'). Still, virtually all Albertans think all five reasons are barriers to helping at least once in a while.

Community Engagement and Capacity: Family Violence

Similar to community initiatives dealing with bullying, awareness or engagement in community initiatives dealing with family violence is quite low (15%); however, the majority (67%) of Albertans feel that their community is able to help them or others with family violence issues.

RECALL OF INFORMATION ON BULLYING AND FAMILY VIOLENCE PREVENTION

Media exposure to the issues of bullying prevention and family violence prevention is moderate and the majority of Albertans exposed feel the information is useful.

- Six-in-ten (57%) Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months – **this represents a significant 13 percentage point decrease** from 2008 (70%). Recall is highest among women aged 35 to 54 years (73%).
- Among Albertans who report reading, seeing or hearing information about the prevention of bullying in the past 12 months, 65% agree they are now better able to help in a bullying situation (unchanged from 2008).
- Past 12 months recall about the prevention of family violence stands at 54% – on par with bullying prevention recall and consistent with 2008 levels (58%). Recall of information about the prevention of family violence is also highest among women aged 35 to 54 years (71%).
- Among Albertans who report reading, seeing or hearing information about the prevention of family violence in the past 12 months, 73% agree they are now better able to help in a family violence situation – **up a significant 7 percentage points** from 2008 (66%).

Awareness of the family violence information line sees a significant increase.

- In 2010, three-in-ten (31%) Albertans recall hearing about a family violence information line – a significant 5 percentage point increase from 2008 (26%).

SUMMARY OF SIGNIFICANT CHANGES FROM 2008

The percentage of Albertans who think bullying prevention and family violence prevention should be an urgent priority for their community and for the provincial government has decreased significantly from 2008 – it is important to note, however, that eight-in-ten or more Albertans continue to agree that these should be urgent priorities.

- The percentage of Albertans who agree that *bullying* prevention should be an urgent priority for the **provincial government** has decreased by 4 percentage points (79% 2010 vs. 83% 2008).
- The percentage of Albertans who agree that *bullying* prevention should be an urgent priority for their **community** has also decreased by 4 percentage points (87% 2010 vs. 91% 2008).
- The percentage of Albertans who agree that *family violence* prevention should be an urgent priority for the **provincial government** has decreased by 3 percentage points (87% 2010 vs. 90% 2008).
- The percentage of Albertans who agree that *family violence* prevention should be an urgent priority for their **community** has decreased by 4 percentage points (90% 2010 vs. 94% 2008).
- The percentage of Albertans who agree that they have a **personal responsibility** to reduce *family violence* in their community has also decreased by 4 percentage points (86% 2010 vs. 90% 2008).

The percentage of Albertans who consider elder abuse to be family violence has increased significantly.

- The percentage of Albertans who consider misuse, loss or damage to an elderly person's income, savings or belongings is up 3 percentage points (93% 2010 vs. 90% 2008).
- The percentage of Albertans who think taking an elderly person's money, belongings or property without the person's knowledge and full consent has also increased by 3 percentage points (92% 2010 vs. 89% 2008).

Significantly fewer Albertans think that family violence exists in their own community.

- Just over half (53%) of Albertans think family violence occurs 'a lot' or 'a fair bit' in their community – down 6 percentage points from 2008 (59%). One should note that in 2010, community was defined as 'the group of people who live in your local area,' whereas in 2008, no definition was provided. This change may have contributed to the decrease in perceptions of the extent of family violence at the community level.

Past 12 months recall of information about the prevention of bullying is down significantly.

- Six-in-ten (57%) Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months – a 13 percentage point decrease from 2008 (70%).

There is a significant increase in the perceived impact of information about the prevention of family violence.

- Among Albertans who report reading, seeing or hearing information about the prevention of family violence in the past 12 months, 73% agree they are now better able to help in a family violence situation – up 7 percentage points from 2008 (66%).

Awareness of the family violence information line sees a significant increase.

- In 2010, three-in-ten (31%) Albertans recall hearing about a family violence information line – a significant 5 percentage point increase from 2008 (26%).

RECOMMENDATIONS FOR MOVING FORWARD

- Continue to educate Albertans, particularly parents, about cyberbullying – what it is, and the negative impacts on youth. While Albertans are aware of cyberbullying, it is not top-of-mind; this is despite the fact that in an Alberta study, the percentage of cyberbullying noticed at schools significantly increased between 2007 and 2009. A higher proportion of children and youth in 2009, reported witnessing a person putting mean pictures/messages about someone on the Internet or email (11% increase from 2007), or spreading rumours over the Internet or email (8% increase from 2007).¹
- Continue to emphasize messaging that bullying is not a normal part of growing up – bullying is wrong. Target this messaging at males and younger Albertans in particular.
- Continue to educate the public about various forms of family violence – particularly financial abuse as it is the least recognized form of family violence.
- Develop messaging aimed at breaking down key barriers to helping in a family violence situation.
- Continue to educate Albertans about what actions to take and what specific resources exist given different family violence situations.
- Continue to encourage involvement in community initiatives dealing with bullying and family violence – instill a strong call to action among Albertans.
- Maintain or increase efforts to increase awareness of the Family Violence Information Line and Website.

¹ System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft report*. Unpublished questionnaire findings, Alberta Education, Edmonton.

BACKGROUND AND METHODOLOGY

BACKGROUND AND OBJECTIVES

Prevention of family violence and bullying continues to be a priority for the Government of Alberta. Alberta has the highest rate of reported spousal abuse (10% of women and 7% of men)² and the second highest rate of spousal homicide (5.8 homicides/million spouses) of the provinces in Canada.³ In fact, in 2007, Alberta had the second highest rate of police-reported spousal violence (249 incidents per 100,000 population) of all provinces.⁴ In addition to spousal abuse, child abuse and neglect, parent abuse by adolescents and abuse of older adults by caregivers, also remain serious problems in Alberta.

Bullying – a repeated pattern of unprovoked, aggressive behaviours by a person or group that are carried out to harm or control another person – is indeed an issue for Canadian children. A recent survey of Alberta children and youth found that 50% had been bullied in the past school year.⁵ Further, a 1997 study found bullying occurs once every seven minutes on the playground and once every 25 minutes in the classroom.⁶ As well, in a different Alberta study, one-in-four Grade 7 students reports being a victim of cyberbullying⁷. Bullying can have serious negative consequences, not only for those who are bullied, but for the bully as well (i.e., continued violence and aggression in adulthood).

The Alberta Roundtable on Family Violence and Bullying – a broad consultation process with over 3,000 Albertans – took place in 2004 to develop a comprehensive set of recommendations for action on family violence and bullying. Five key areas of action resulted from the Roundtable, one of which was “social change.” A key component of the “social change” area was to administer a public opinion survey to gauge Albertans’ perceptions of family violence and bullying.

Consequently, a province-wide telephone survey of 803 Alberta residents over the age of 16 years was administered in October 2005. A second administration was carried out in January 2008 with 1,571 Albertans aged 16 and older. The collected data serve as baseline information on public attitudes towards family violence and bullying and have been used to inform the current public awareness and education campaigns.

² *Measuring Violence Against Women: Statistical Trends 2006*. Commissioned by the Federal/Provincial/Territorial Ministries responsible for the Status of Women. Minister of Industry, 2006. <http://www.statcan.ca/english/research/85-570-XIE/85-570-XIE2006001.pdf>

³ Ogrodnik, L. (Ed.). (2008). *Family violence in Canada: A statistical profile 2008*. (Catalogue no. 85-224-X). Ottawa: Canadian Centre for Justice Statistics.

⁴ Statistics Canada (2009, October). *Family violence in Canada: A statistical profile 2009*. (Catalogue no. 85-224-X). Ottawa: Minister of Industry.

⁵ System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft report*. Unpublished questionnaire findings, Alberta Education, Edmonton.

⁶ O’Connell, P., Sedighdeilami, F., Pepler, D. J., Craig, W., Connolly, J., Atlas, R., Smith, C. & Charach, A. (1997). *Prevalence of bullying and victimization among Canadian elementary and middle school children*

⁷ Li, Q. (2007). New bottle but old wine: A research of cyberbullying in schools. *Computers in Human Behaviour*, 23(4), 1777-1791.

Alberta Children and Youth Services wished to again undertake this survey in January 2010. Key objectives of this third administration included:

- Collecting data for the Ministry's performance measures to be reported in future business plans;
- Collecting baseline data for regional performance measures;
- Tracking changes in knowledge about family violence and bullying;
- Tracking changes in awareness about family violence resources and supports;
- Tracking public support for government involvement in family violence and bullying prevention;
- Comparing 2010 data to January 2008 findings (and the October 2005 data, where possible), thus enabling Alberta Children and Youth Services to track initial trends in the public's perceptions;
- Analyzing 2010 findings along various socio-demographic (e.g., age, gender, education, etc.) variables;
- Informing future directions for the public awareness and education campaigns as well as key messaging for Alberta Children and Youth Services and its partnering ministries in the prevention of family violence and bullying; and,
- Informing future directions for the Cross-Ministry Strategy for the Prevention of Family Violence and Bullying.

METHODOLOGY

Between January 6th and February 16th, 2010, Ipsos Reid conducted a total of 977 telephone interviews with Albertans aged 16 and older. This included a formal pilot test among 20 Albertans across the province on January 6th, 2010. After a review of the pilot test results (i.e., listening to interviews, reviewing interviewer feedback and analyzing initial results), Alberta Children and Youth Services and Ipsos Reid agreed no changes were necessary to the questionnaire. Therefore, pilot test results are included in the overall data.

The average interview length was 17.3 minutes. The "birthday method" of selecting respondents was used in order to ensure randomness within households (i.e., asking to speak to the person in the household over the age of 16 who most recently celebrated a birthday).

Interviews were stratified by nine Child and Family Services Authorities (CFSA) regions. Quotas were established to ensure a reliable sample size within each region for regional analysis. The data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual Alberta population aged 16 years and older according to 2006 Canadian Census data.

With a sample of 977, results are considered accurate to within ± 3.2 percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans 16+ years been polled. The margin of error is larger within regions and for other sub-groupings of the survey population.

The table below summarizes the number of interviews conducted within each CFSA, as well as the corresponding margins of error.

REGION	Number of interviews (n)	Maximum margin of error
Region 1 – Southwest Alberta	75	±11.4%
Region 2 – Southeast Alberta	75	±11.4%
Region 3 – Calgary and area	200	±6.9%
Region 4 – Central Alberta	75	±11.4%
Region 5 – East Central Alberta	90	±10.4%
Region 6 – Edmonton and area	220	±6.7%
Region 7 – North Central Alberta	82	±10.9%
Region 8 – Northwest Alberta	80	±11.0%
Region 9 – Northeast Alberta	80	±11.0%
TOTAL	977	±3.2%

Further details of the sample framework and calling protocol as well as call dispositions and response rates are included in the Sampling Report section of the appendices in this report.

Data Analysis

Survey results are presented for the overall weighted sample of Albertans. By “Albertans” we mean residents of Alberta aged 16 years or older. Where possible, findings are also compared to results obtained in the 2008 and 2005 surveys. Further, significant differences – both year-to-year and by socio-demographic variables (i.e., incidence of children in household, gender, age, marital status, education and income) – are highlighted throughout the report.

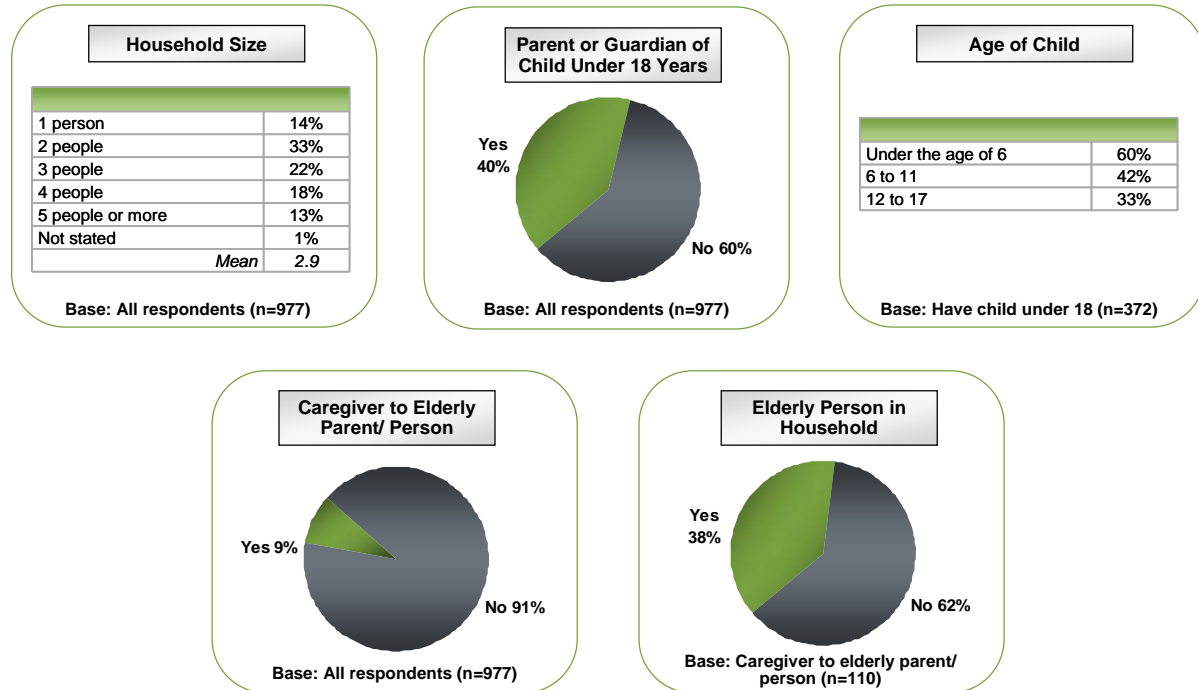
We refer to “significantly” different results when statistically meaningful differences occur. In simple terms, statistical significance means that two (or more) numbers are different from one another for reasons other than by chance. In statistical terms, it means that a null hypothesis is rejected and that the same result will occur, given similar circumstances, within a set of specified limits (19 times out of 20). Significance tests allow researchers to say, with a specified degree of certainty, that two numbers are different.

The simplest measure of significance is the confidence level given to a percentage in the survey. Most surveys contain a qualifying statement, such as, “*the results of this survey have a margin of error of ±3.2 percent, 19 times out of 20.*” This number reflects the window or spread of values expected across different survey samples. As well, we used propmean t-tests, which are t-tests run on column means and column proportions.

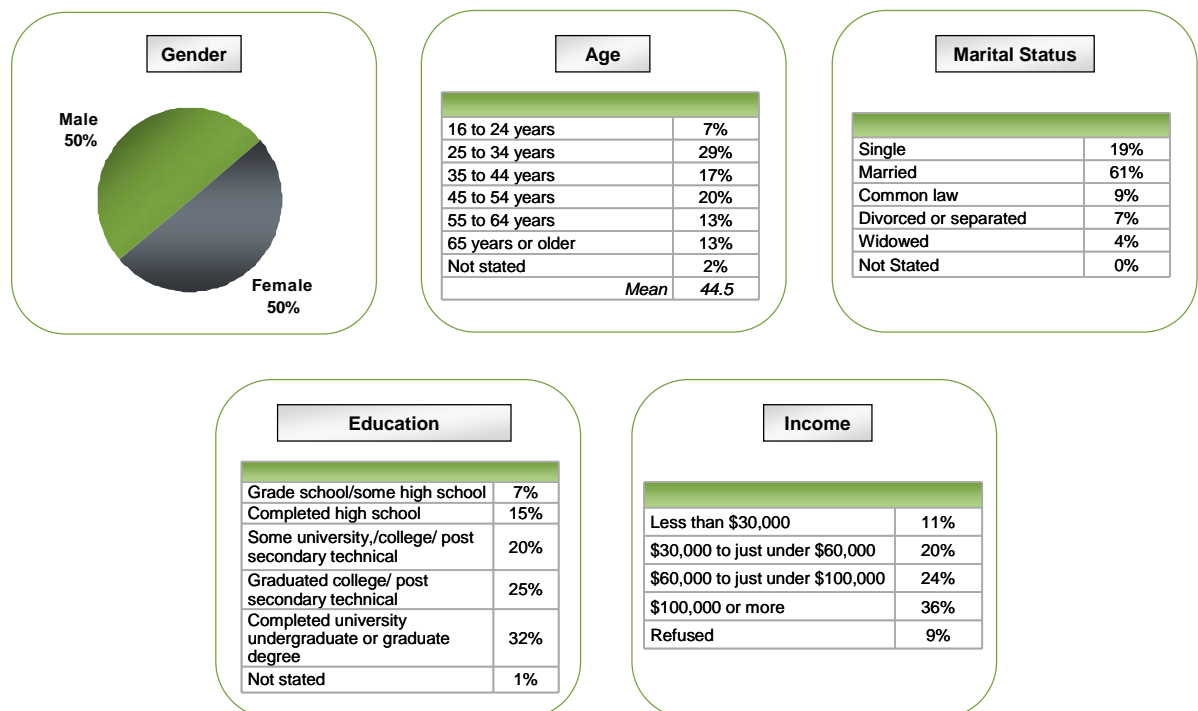
RESPONDENT PROFILE

The charts below show key socio-demographic variables by which the data were analyzed.

Household Makeup



Demographics (All respondents: n=977)



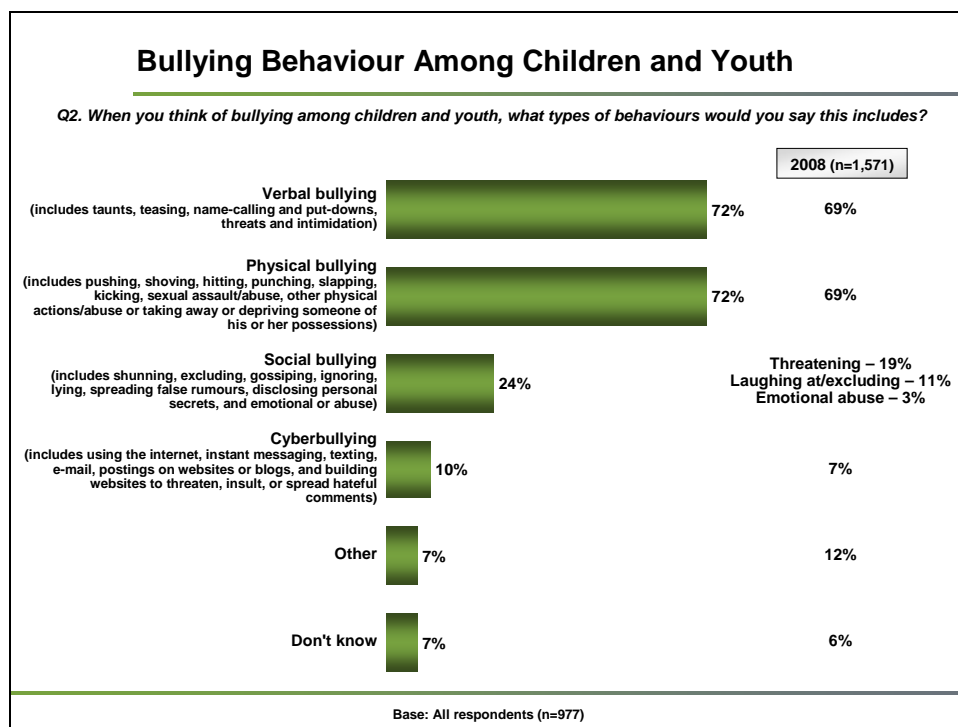
BULLYING

BULLYING BEHAVIOURS

Verbal and physical behaviours are the most recognized types of bullying among children and youth – cyberbullying is not top-of-mind for most Albertans.

When asked to think about the types of behaviours that characterize bullying among children and youth, seven-in-ten Albertans identify various forms of verbal abuse (72%) and physical behaviours (72%). Social bullying is mentioned by one-quarter (24%) of Albertans, while cyberbullying is cited by only one-in-ten (10%).

Findings are comparable to 2008 results. One should, however, be cautious in making direct year-to-year comparisons as there are differences in the categorization and coding of responses.



Mentions of social bullying are significantly *higher* among **females** than males (29% vs. 19%), while mentions of cyberbullying are significantly *higher* among **university educated** Albertans (17%) compared to those with less education (6%).

WARNING SIGNALS

Albertans are generally well equipped to identify a young person being bullied. Withdrawal is the most recognized warning signal, followed by avoidance of activities or school, and sadness; many other physical and psychological consequences are also identified.

When asked what warning signals might suggest a young person is being bullied by others, just under one-half (45%) of Albertans say withdrawal while another 32% cite avoidance of activities or school and 20% say sadness or depression. Being quiet (15%), an abnormal change in behaviours or habits (12%), loss of confidence or shyness (10%), feeling frightened (9%), and declines in performance (9%) are also notable mentions. It is noteworthy that substance abuse is not on the radar of Albertans as a warning sign of bullying.

The most frequent responses are consistent between 2010 and 2008. Again, however, one should be careful in making direct comparisons as differences may be due to the categorization and coding of responses.

Warning Signals			
Q3. What would you say are the warning signals that might suggest that a young person is being bullied by others?			
All respondents	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Wants to be alone/ withdrawal	45%	53%	39%
Reluctant/ avoids participating in activities/ avoids going to school	32%	38%	41%
Seems sad or depressed, or cries	20%	23%	26%
Quiet	15%	2%	-
Abnormal change in behaviour/habits	12%	4%	-
Loss of confidence/ shyness	10%	15%	32%
More fearful/ panic attacks/ anxious	9%	13%	20%
Grades at school/ performance in activities decline	9%	9%	7%
More aggressive	7%	11%	25%
Physical signs of an assault	6%	5%	-
Acting out	5%	1%	-
Not sleeping/ nightmares	4%	3%	5%
Not eating	4%	3%	4%
Avoid being alone/ stays around adults	4%	1%	-
Health complaints - stomach aches, headaches	3%	6%	6%
Avoids talking about bullying/ school	3%	1%	-
Disclosure	3%	-	-
Bullying/abusive to others	2%	2%	-
Other	7%	7%	2%
Don't know	8%	6%	12%

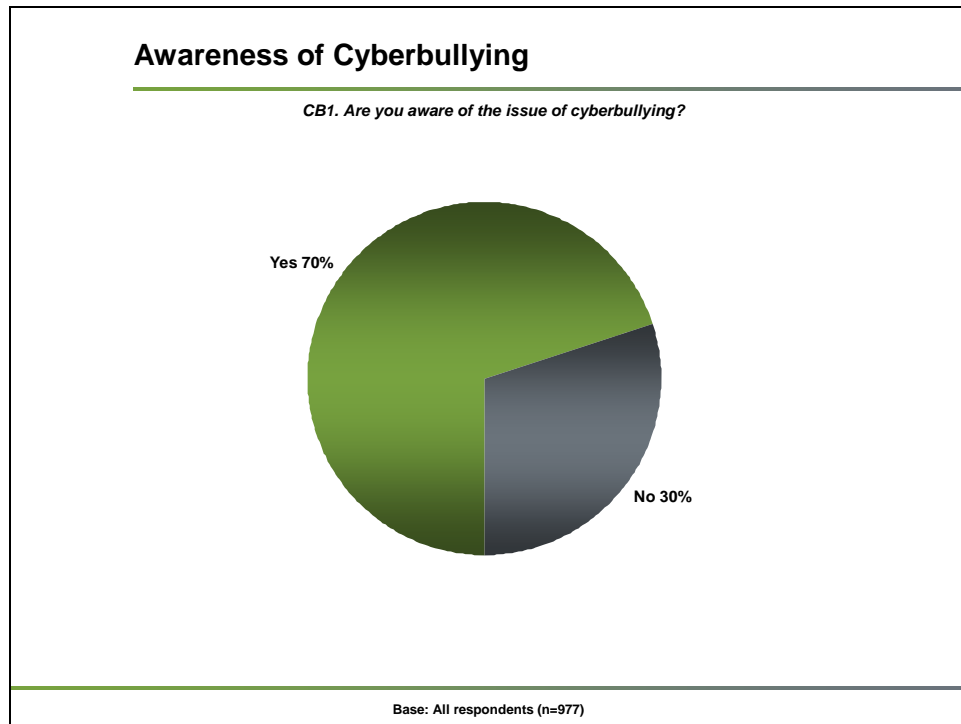
Note: Only mentions of 2% or more in 2010 are shown. Multiple mentions accepted.

CYBERBULLYING

Awareness of Cyberbullying

Seven-in-ten Albertans say they are aware of the issue of cyberbullying.

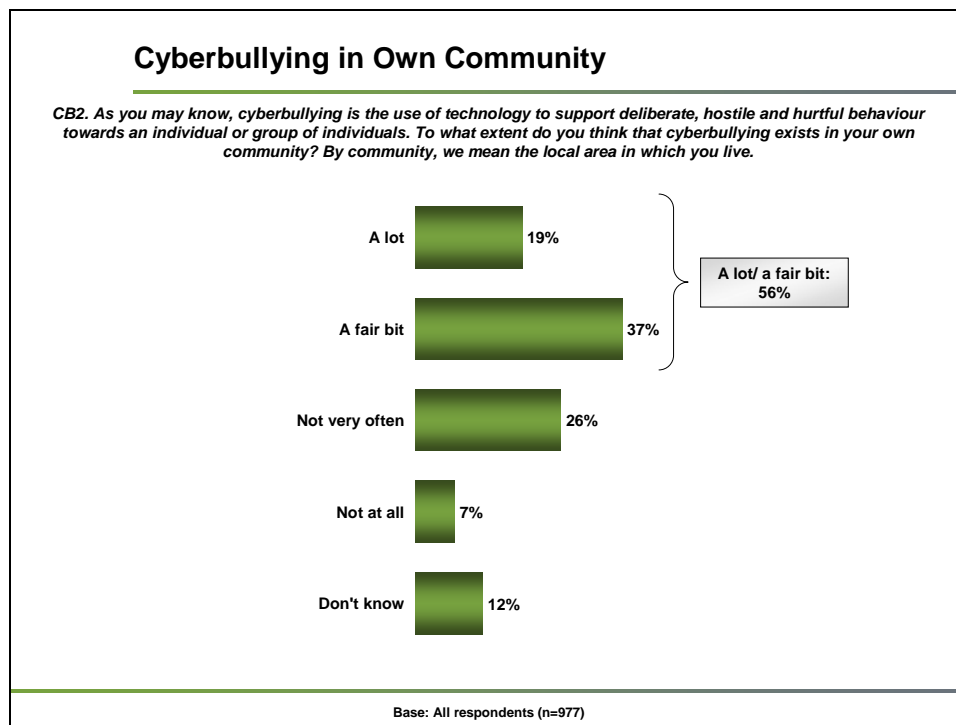
While only 10% of Albertans cite cyberbullying as a type of bullying behaviour on an unaided basis, when asked if they are aware of the issue, 70% say they are.



Awareness is significantly *higher* among Albertans with a **university degree** (77%) and some **post-secondary** education (71%) compared to those with high school or less education (58%).

Cyberbullying in Local Communities

More than half (56%) of Albertans think that cyberbullying occurs 'a lot' (19%) or 'a fair bit' (37%) in their own community. Another 26% of Albertans think it exists 'not very often,' while just 7% think it exists 'not at all' – 12% say they do not know.



A significantly *higher* percentage of **females** than males (61% vs. 50%) say cyberbullying exists 'a lot' or 'a fair bit' in their local community.

Although parents and non-parents are equally aware of the issue of cyberbullying (72% vs. 69%), a significantly *higher* percentage of **parents** than non-parents (39% vs. 29%) say that cyberbullying exists 'not very often' or 'not at all' in their local community. One should note, however, that this difference is largely a reflection of a significantly *higher* percentage of 'don't know' responses among **non-parents** than parents (15% vs. 8%) rather than non-parents thinking cyberbullying exists 'a lot' or 'a fair bit' in their local community (no significant difference: 57% non-parents vs. 53% parents).

It is important to continue to educate Albertans, particularly parents, about cyberbullying – what it is, and the negative impacts on youth. While Albertans are aware of cyberbullying, it is not top-of-mind; this is despite the fact that in an Alberta study, the percentage of cyberbullying noticed at schools significantly increased between 2007 and 2009. A higher proportion of children and youth in 2009, reported witnessing a person putting mean pictures/messages about someone on the Internet or email (11% increase from 2007), or spreading rumours over the Internet or email (8% increase from 2007).⁸

⁸ System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft*

BULLYING PREVENTION

Anticipated Actions to Assist a Bullying Victim

The majority of Albertans would take appropriate actions if they had a young person in their household who was being bullied by others.

Five-in-ten (49%) respondents say they would talk to someone in charge of the environment where the bullying is taking place, 37% say they would talk to the parents of the person or people doing the bullying, 32% say they would try to talk to the young person being bullied to find out what is happening, 29% say they would call the police and 17% say they would talk to the bully.

Taking into account cyberbullying (specifically mentioned in the question for the first time in 2010), 10% of Albertans say they would restrict or limit the young person's use of the computer or Internet.

While caution should be used in making direct year-to-year comparisons (as differences may be due to the categorization and coding of responses), mentions of talking to someone in charge of the environment are declining, while mentions of taking direct action by calling the police are increasing.

Anticipated Action if Young Person in Household Being Bullied			
<i>Q4. If you had a young person in your household who was being bullied by others, including cyberbullying, what steps would you take?¹</i>			
All respondents	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Talk to anyone in charge in the environment where the bullying is taking place	49%	70%	71%
Talk to the parents of the person or people doing the bullying	37%	42%	34%
Try and talk to them to find out what is happening	32%	34%	29%
Call the police/ RCMP	29%	17%	14%
Talk to the person or people doing the bullying	17%	17%	19%
Restrict/ limit their use of the computer or Internet	10%	-	-
Talk to them about a solution that they feel comfortable with	7%	11%	20%
Teach child how to deal with/act around bully	6%	1%	-
Speak to a counselor/ social worker/ services/agency	5%	2%	-
Move the child/remove child from situation	4%	2%	-
Talk to friends/ family	3%	1%	-
Encourage/teach child to confront bully/ to stick up for him/herself	2%	3%	6%
Boost child's confidence/ self-esteem	2%	1%	-
Find out more on bully/bullying incident (who/ where/ when/ why)	2%	1%	-
Talk to a leader or member of your spiritual community for ideas on how to deal with it	2%	1%	-
Be there to support/ listen to child	2%	1%	-
Other	6%	7%	2%
Don't know	6%	2%	8%

Note: Only mentions of 2% or more in 2010 are shown. Multiple mentions accepted.

¹2008: If you had a young person in your household who was being bullied by others what steps would you take?

report. Unpublished questionnaire findings, Alberta Education, Edmonton.

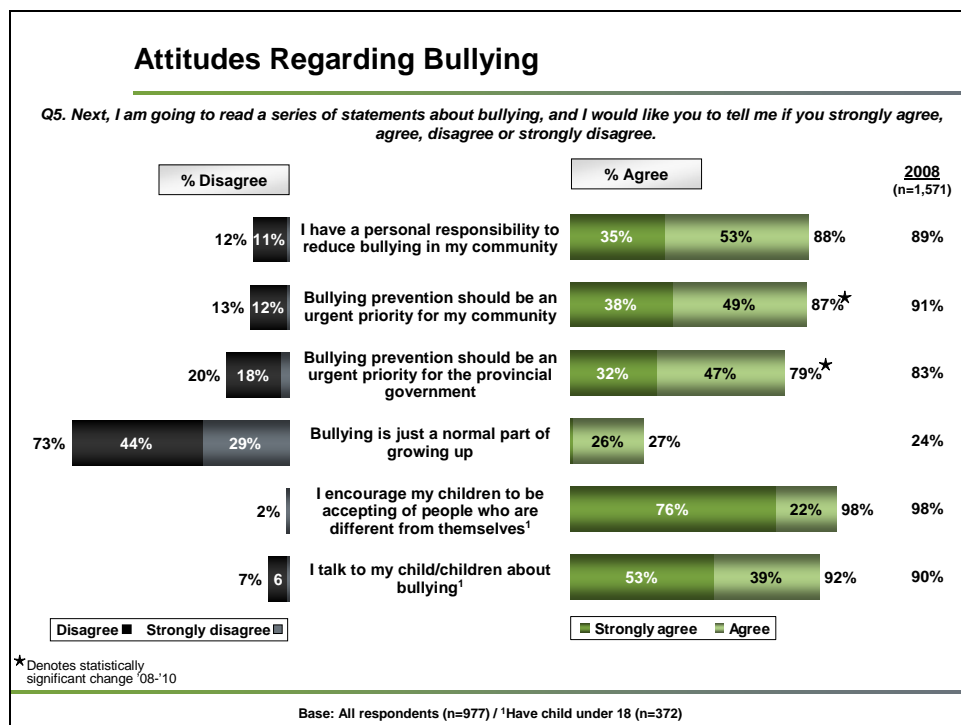
Attitudes Regarding Bullying and Bullying Prevention

Albertans place extremely high priority on the prevention of bullying at the community level and, moreover, are willing to accept personal responsibility.

The vast majority of Albertans agree that they have a personal responsibility to reduce bullying in their community (88%) and that bullying prevention should be an urgent priority for their community (87%). Four-in-five (79%) respondents also agree bullying prevention should be an urgent priority at the provincial government level.

Though levels of agreement remain very high, 2010 does see statistically significant decreases in the percentage of Albertans who think bullying prevention should be an urgent priority at both the community and provincial government levels (each down 4 percentage points from 2008).

Though a minority, it is concerning that one-quarter of Albertans (27%) agree that bullying is just a normal part of growing up.



Virtually all parents (98%) say they encourage their children to be accepting of people who are different from themselves, and 92% maintain they talk to their children about bullying. Further, a significantly *higher* percentage of **parents** than non-parents agree that they have a personal responsibility to reduce bullying (95% vs. 83%).

Agreement is also significantly *higher* among **females** than males that they have a personal responsibility to reduce bullying (92% vs. 83%), as is agreement that it should be a community priority (90% vs. 83%) and a provincial government priority (83% vs. 75%).

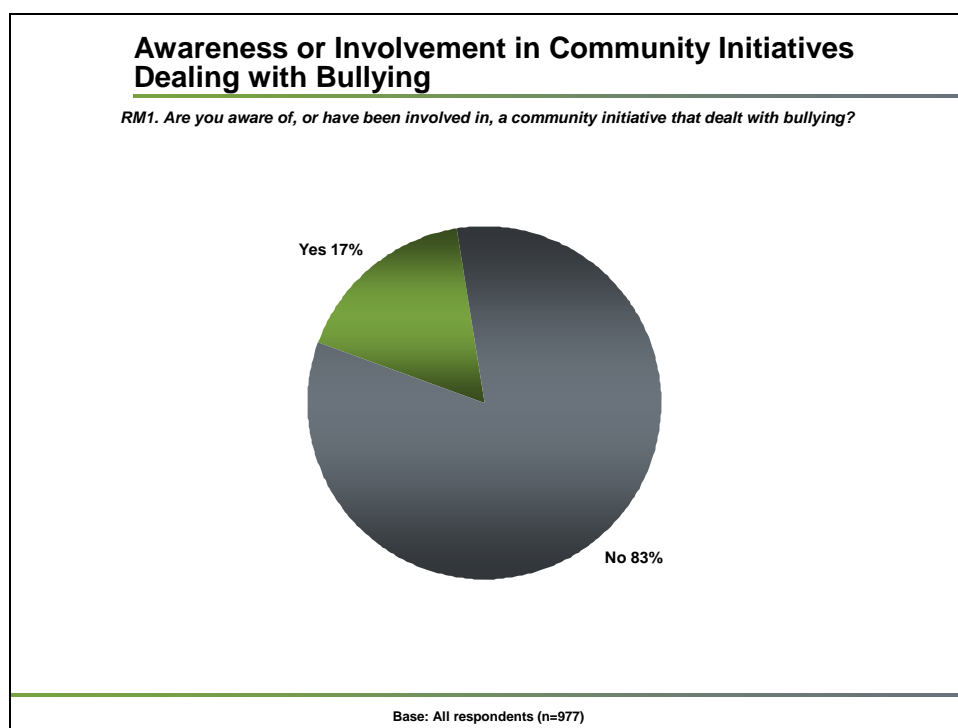
Agreement that bullying is just a normal part of growing up is significantly *higher* among **males** than females (36% vs. 18%) and Albertans aged **16 to 34** years (31%) and 55 years or older (29%) versus those aged 35 to 54 years (22%). In fact, agreement climbs to 46% among males aged 16 to 34 years. Conversely, agreement with the statement is significantly lower among parents than non-parents (20% vs. 32%) and those with a university degree (19%) compared to those with post-secondary (29%) or high school or less (34%) education.

The Government of Alberta should continue to emphasize messaging that bullying is not a normal part of growing up – bullying is wrong – targeting this messaging at males and younger Albertans in particular.

COMMUNITY ENGAGEMENT AND CAPACITY: BULLYING

Community Engagement in Bullying Initiatives

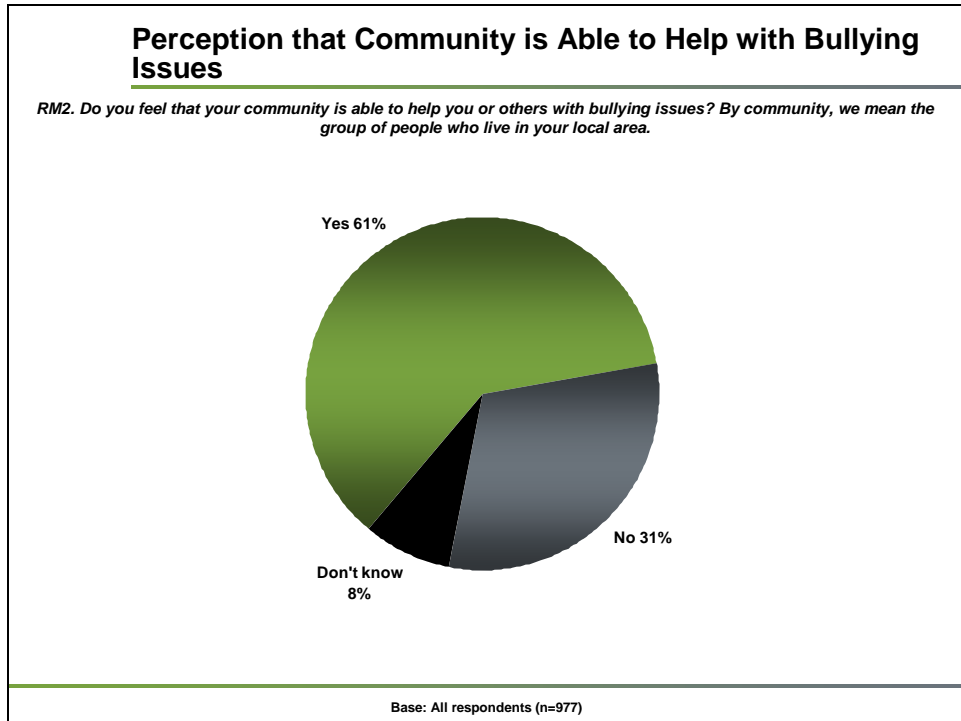
Awareness or engagement in community initiatives dealing with bullying is quite low overall at 17%.



Demographically, engagement is significantly *higher* among **females** than males (23% vs. 12%) and among Albertans with a **university degree** (22%) compared to their less educated counterparts (16%).

Perceptions of Community Capacity to Help with Bullying Issues

The majority (61%) of Albertans feel that their community is able to help them or others with bullying issues.



FAMILY VIOLENCE

PERCEPTIONS OF FAMILY VIOLENCE

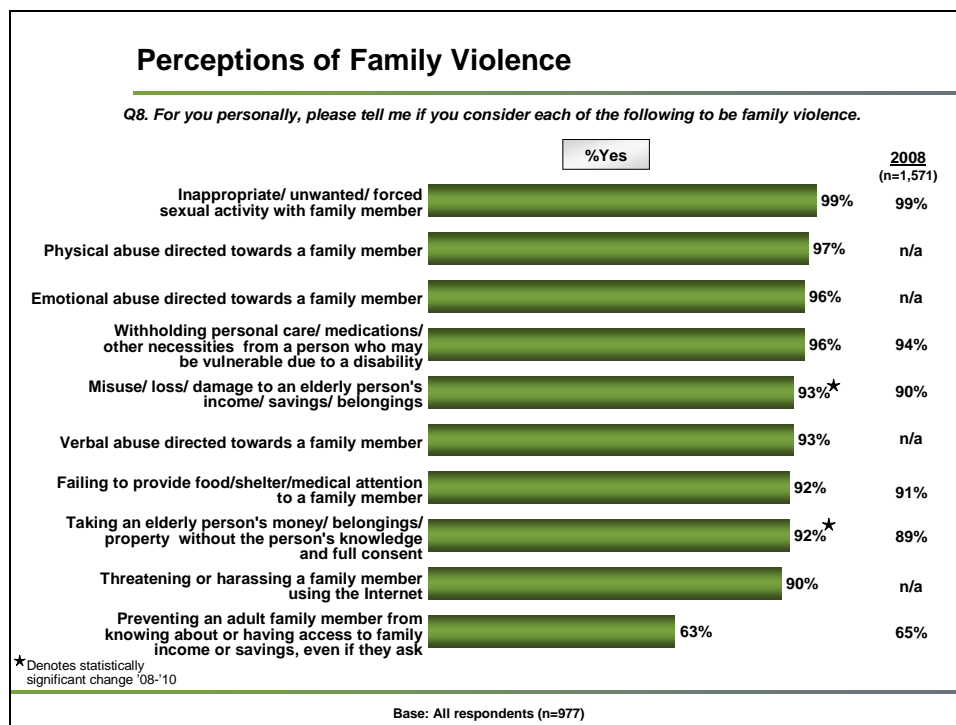
Albertans have a broad understanding of behaviours that constitute family violence – however, among 10 behaviours assessed, financial abuse (distinct from elder abuse) is by far the least recognized form of family violence.

There is near universal acknowledgement among Albertans that sexual abuse (99%), physical abuse (97%), emotional abuse (96%) and withholding personal care (96%) are types of family violence. Verbal abuse, elder abuse, failing to provide necessities and needs, and threatening or harassment via the Internet are also understood as family violence by nine-in-ten or more Albertans.

The one action that does not fall under the umbrella of family violence for many Albertans is preventing an adult family member from knowing about or having access to family income or savings – 33% maintain they do not consider it to be family violence.

2010 sees a significant increase in the percentage of Albertans who consider elder abuse to be family violence. Misuse, loss or damage to an elderly person's income, savings or belongings is considered to be family violence by 93% of Albertans (vs. 90% in 2008), while taking an elderly person's money, belongings or property without the person's knowledge and consent is considered to be family violence by 92% of Albertans (vs. 89% in 2008).

The Government of Alberta should continue to educate the public about various forms of family violence – particularly financial abuse as it is the least recognized form of family violence.



Demographically, a significantly higher percentage of females than males consider verbal abuse, taking an elderly person's possessions without full consent, threatening or harassing via the Internet and preventing access to family income or savings to be family violence.

IMPACTS OF FAMILY VIOLENCE

Negative psychological effects – including low self esteem or confidence and isolation or withdrawal – are the most frequently identified impacts of family violence.

When asked to identify the impacts of family violence on those who experience it directly, Albertans most commonly recognize negative psychological impacts (37%), low self-esteem or confidence (29%) and physical injury or pain (20%).

It is noteworthy that only 4% of Albertans identify alcohol or drug abuse as an impact of family violence.

These three most frequent responses are consistent with 2008. While mentions of aggressive behaviour have declined over the past five years (6% in 2010 vs. 15% in 2008 and 32% in 2005), direct comparisons should be made with caution due to differences in the categorization and coding of responses.

Perceived Impacts of Family Violence			
<i>Q9. What would you say are the impacts of family violence on those who experience it directly?</i>			
All respondents	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Negative psychological impacts	37%	36%	41%
Low self-esteem/ confidence	29%	37%	38%
Physical injury/ pain	20%	15%	15%
Isolation/ withdrawal	11%	13%	18%
Impacts all areas of life/ ruins life	11%	6%	-
Devastation/ trauma	9%	3%	-
Long lasting/ life long effect	7%	2%	-
Stress/ anxiety	7%	1%	-
Aggressive behaviour/ aggressive role model for children	6%	15%	32%
Continuation of cycle of violence	6%	6%	-
Disintegration of the family unit	5%	5%	5%
Mistrust	5%	3%	-
Suicide	5%	1%	-
Alcohol/ drug abuse	4%	2%	7%
Anger/ hatred	4%	1%	-
Financial effects	4%	1%	-
Poor/ limited development of children	3%	4%	5%
Poor health	3%	4%	3%
Lack of respect for violent family member	3%	3%	5%
Humiliation/ degradation	3%	2%	-
It's bad/ terrible/ wrong (general negative statements)	3%	1%	-
Youth crime/ bullying	2%	4%	4%
Poor school performance of children	2%	2%	8%
Other	11%	11%	12%
Don't know	10%	8%	6%

Note: Only mentions of 2% or more in 2010 are shown. Multiple mentions accepted.

BARRIERS TO HELPING IN A FAMILY VIOLENCE SITUATION

Top-of-Mind Perceptions

Albertans identify fear and simply not wanting to get involved as the biggest barriers to helping in a family violence situation.

When asked to provide reasons why people do not always help when they are aware of a family violence situation, respondents cited fear (46%) and not wanting to get involved (40%) most frequently, followed distantly by people seeing it as none of their business (15%) and not knowing how to help or are not aware of resources to help (14%).

The four most frequent responses are consistent with 2008.

Barriers to Helping in a Family Violence Situations			
<i>Q10. People don't always help when they are aware of a family violence situation. What would you say are some reasons why?</i>			
All respondents	2010 (n=977)	2008 (n=1,571)	2005 (n=603)
People are afraid/ intimidated/ fearful (of retaliation/ repercussions/ getting hurt)	46%	46%	46%
Do not want to get involved	40%	32%	32%
People see violence as none of their business	15%	17%	17%
People do not know how to help/ do not know of resources to help	14%	11%	11%
People may be in denial	9%	8%	8%
People are ashamed/ embarrassed	7%	8%	8%
Privacy (want to keep family affairs private/ want to keep abuse private)	6%	10%	10%
People may worry that they will make things worse	5%	6%	6%
People may be unsure if they have enough information to act	5%	4%	4%
People have become used to violence/ see it as normal	4%	7%	7%
People protect the abuser	3%	2%	2%
Ignorance/ lack of education	3%	-	-
Abused may deny help from anyone/may resent your interference	3%	2%	2%
Cultural differences/what is abuse to some may not be to others	3%	1%	1%
People may worry about being alienated from their families	2%	7%	7%
Afraid of involving authorities/ legal system	2%	4%	4%
People may worry that it will not change anything	2%	2%	2%
People don't want to damage their relationship with the parties involved	2%	-	-
Financial concerns/ cannot survive on their own	2%	1%	1%
Lack of self confidence/ low self esteem	2%	1%	1%
People find intervening to be stressful	1%	13%	13%
Other	15%	15%	15%
Don't know	3%	2%	2%

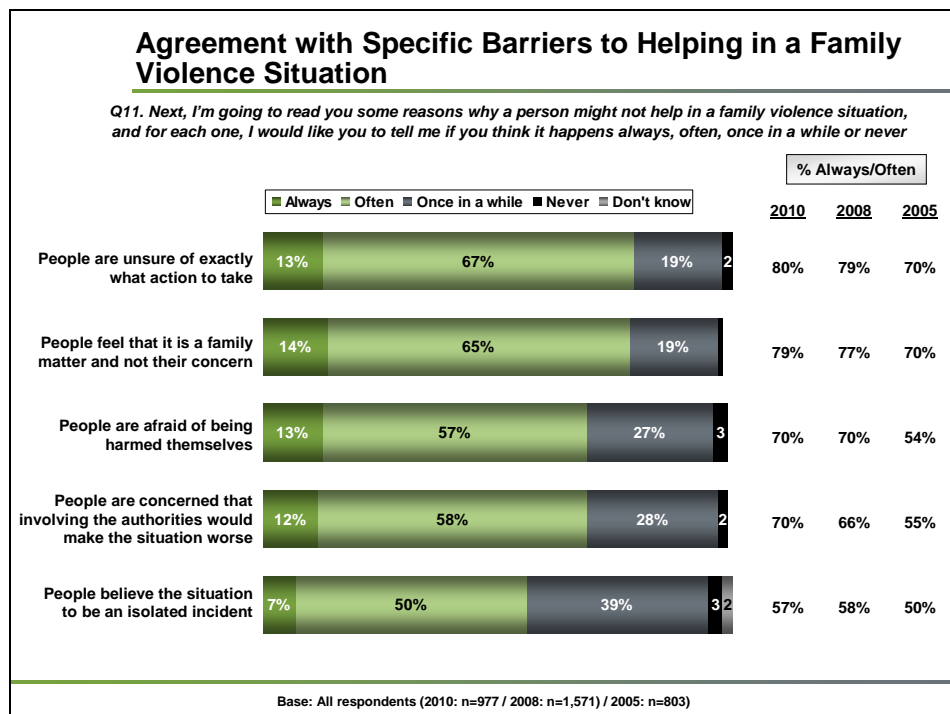
Note: Only mentions of 2% or more in 2010 are shown (1% shown if 2008 >5%). Multiple mentions accepted.

Assessment of Specific Barriers

When asked to assess five specific barriers, being unsure of exactly what action to take emerges as a strong barrier – somewhat incongruous with top-of-mind responses.

Of the five reasons tested, the two biggest barriers to helping in a family violence situation are being unsure of exactly what action to take (80% say this happens ‘always’ or ‘often’) and feeling that it is a family matter and not their concern (79% say this happens ‘always’ or ‘often’), while believing the situation to be an isolated incident is a less prominent barrier (57% say this happens ‘always’ or ‘often’). Still, virtually all Albertans think all five reasons are barriers to helping at least once in a while. There are no significant changes from 2008.

The government of Alberta should develop messaging aimed at breaking down key barriers to helping in a family violence situation.



A significantly *higher* percentage of **females** than males consider the following to be barriers: being unsure of exactly what action to take (84% vs. 75% ‘always’ or ‘often’), feeling that it is a family matter and not their concern (82% vs. 76% ‘always’ or ‘often’) and being concerned that involving the authorities would make the situation worse (75% vs. 65% ‘always’ or ‘often’).

Younger Albertans aged 16 to 34 years are also significantly *more likely* to think concern that involving the authorities would make the situation worse is a barrier (79% ‘always’ or ‘often’) compared to those aged 35 to 54 years (67%) and 55 years or older (64%).

Significantly *fewer* Albertans in the **\$100K** or higher household income bracket think people being afraid of being harmed themselves is a barrier (62% ‘always’ or ‘often’) compared to those in all other income brackets.

ATTITUDES TOWARDS FAMILY VIOLENCE

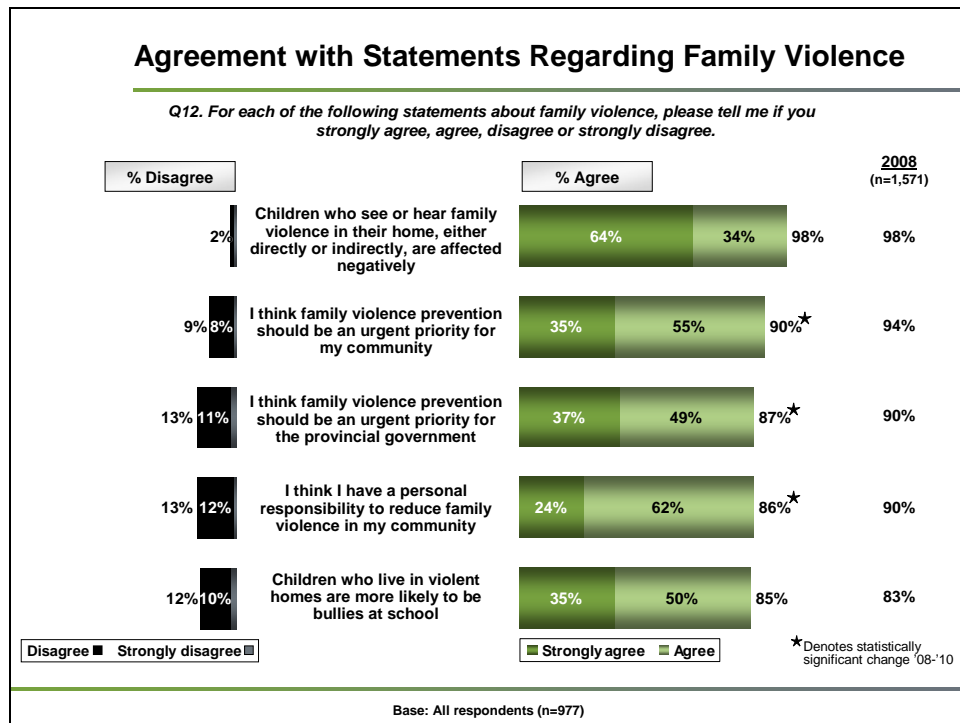
Effects of Family Violence on Children and the Need for Prevention

Albertans clearly recognize the negative impacts of family violence, see family violence prevention as an urgent priority at both the community and provincial government levels, and accept personal responsibility. Prevention of family violence is considered to be a more urgent priority for the provincial government than bullying prevention, though both are deemed urgent priorities by most Albertans.

There is near universal agreement (98%) that children who see or hear family violence in their home are affected negatively, with 64% of Albertans saying they *strongly* agree. Over eight-in-ten (85%) also see a connection between family violence and bullying.

As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (90% agree) and provincial government (87%) levels. Just under nine-in-ten (86%) Albertans also agree that they have a personal responsibility to reduce family violence in their own community.

Though agreement remains very high, 2010 sees significant decreases from 2008 in the percentage of Albertans who think prevention of family violence should be an urgent priority for their community (down 4 percentage points) and an urgent priority for the provincial government (down 3 percentage points), as well a decrease in the percentage who accept personal responsibility (down 4 percentage points).



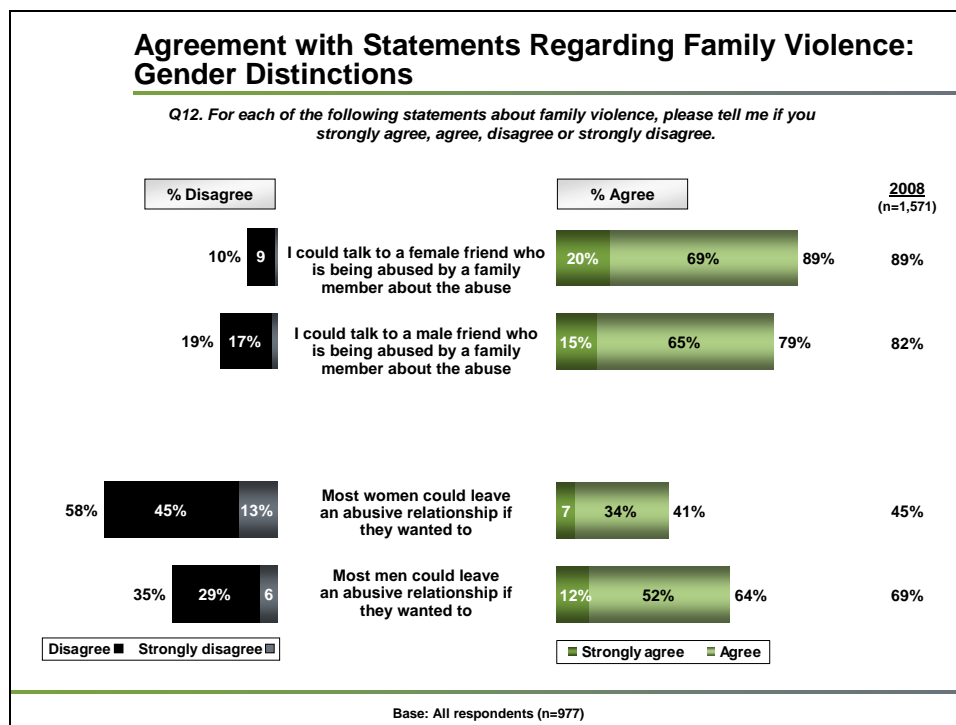
Agreement is significantly *higher* among **females** than males that family violence prevention should be an urgent priority at the community level (94% vs. 87%) and that they have a personal responsibility to reduce family violence (90% vs. 83%).

As with bullying reduction, a significantly *higher* percentage of **parents** say they have a personal responsibility to reduce family violence (90% vs. 84% non-parents).

Gender Distinctions

A marked gender distinction exists regarding the ability for men and women to leave an abusive relationship. Four-in-ten (41%) Albertans agree that most women could leave if they wanted to while 58% disagree. When it comes to men, however, more than six-in-ten (64%) agree that most men could leave an abusive relationship if they wanted to, while just 35% disagree. Though there are no statistically significant changes from 2008, directionally, the percentage of Albertans who think both women and men could leave an abusive relationship has declined.

Although not as striking a difference, there is a higher level of comfort talking to a female friend about abuse than a male friend. Eighty-nine percent of Albertans agree they could talk to a female friend who is being abused by a family member while 79% agree they could talk to a male friend about their abuse.



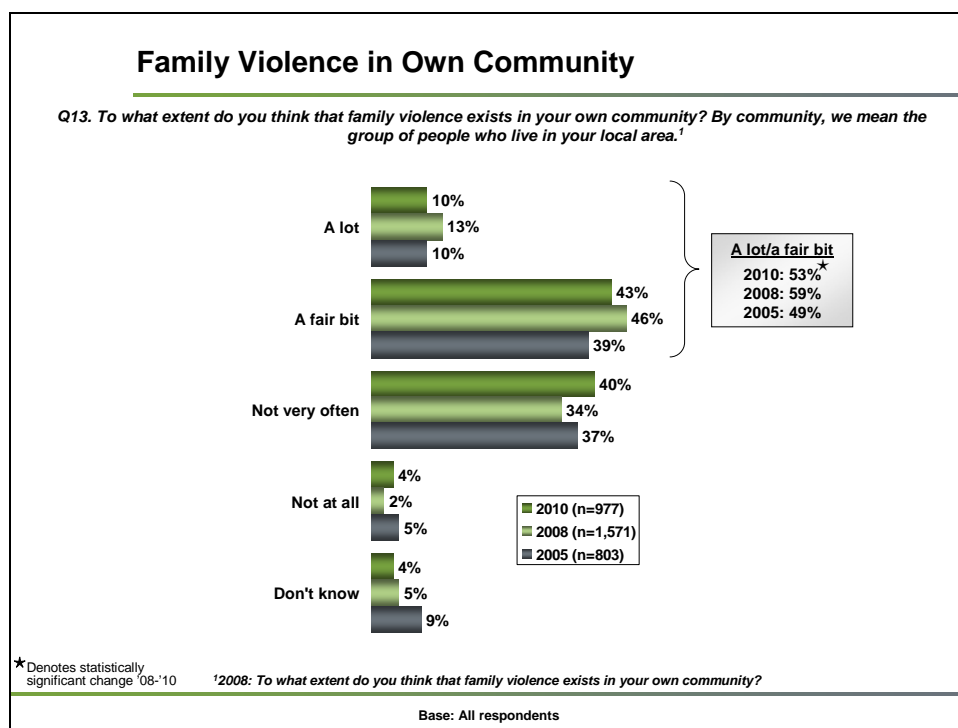
Demographically, agreement is significantly *higher* among **men** than women that most men could leave an abusive relationship if they wanted to (71% vs. 58%), that most women could leave an abusive relationship if they wanted to (50% vs. 33%) and that they could talk to a male friend being abused about the abuse (84% vs. 75%). Conversely, agreement is significantly *higher* among **women** that they could talk to a female friend being abused about the abuse (93% vs. 85%).

Agreement is also significantly *higher* among Albertans with **high school or less** education that most men could leave an abusive relationship if they wanted to (77% vs. 64% post-secondary education and 56% university degree), and that most women could leave an abusive relationship if they wanted to (57% vs. 39% post-secondary education and 33% university degree).

Family Violence in Local Communities

In 2010, 53% of Albertans believe family violence occurs ‘a lot’ (10%) or ‘a fair bit’ (43%) in their own community – a significant 6 percentage point decrease from 2008. Another 40% think it happens ‘not very often’ while just 4% think it does not happen at all.

One should note that in 2010, community was defined as ‘the group of people who live in your local area,’ whereas in 2008, no definition was provided. This change may have contributed to the decrease in perceptions of the extent of family violence.



A significantly *higher* percentage of **women** than men think family violence exists ‘a lot’ or ‘a fair bit’ in their community (62% vs. 43%).

RECOMMENDED RESOURCES FOR VICTIMS OF FAMILY VIOLENCE

The vast majority of Albertans are able to suggest information sources or support services for someone experiencing family violence, with police and community services the most frequently suggested channels.

If someone experiencing family violence asked them where to get information or where to go for support one-half (48%) of Albertans would suggest the police while one-third (33%) would suggest community services. A wide variety of other resources are also suggested, though none by more than 15% of respondents.

The two most frequently mentioned channels are unchanged from 2008.

The Government of Alberta should continue to educate Albertans about what actions to take and what specific resources exist given different family violence situations.

Suggested Channels for Information or Support Regarding Family Violence			
<i>Q14. If someone experiencing family violence asked you where to get information or where to go for support, what information sources or support services would you suggest?</i>			
All respondents	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Police/ RCMP	48%	49%	38%
Community services/ family centre/ support groups	33%	34%	43%
Leaders in spiritual communities	15%	12%	11%
Telephone help lines (includes 211 and 311)	14%	18%	-
Internet	13%	9%	6%
Women's services/ shelters	11%	2%	-
Shelter	10%	17%	11%
Physician/ health care provider	10%	13%	13%
Teachers/ educators/ school system/ coach	9%	8%	5%
Health care services/ hospitals	9%	2%	-
Their family/ friends	8%	9%	5%
Counselor/ counseling	8%	4%	-
Victim Services	6%	12%	5%
Alberta Children's Services Authority	6%	8%	7%
Phone book/ directory assistance	5%	5%	12%
Government	5%	2%	-
911	3%	3%	-
Employee assistance program	2%	2%	-
Other	11%	9%	-
Don't know	7%	6%	5%

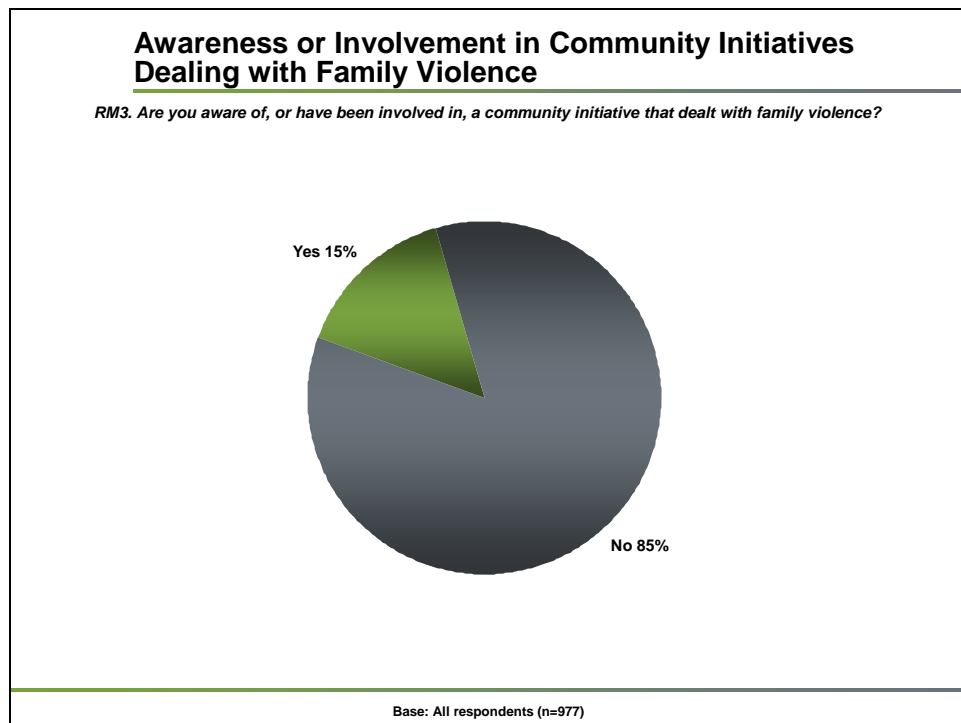
Note: Only mentions of 2% or more in 2010 are shown. Multiple mentions accepted.

COMMUNITY ENGAGEMENT AND CAPACITY: FAMILY VIOLENCE

Community Engagement in Family Violence Initiatives

Similar to community initiatives dealing with bullying, awareness or engagement in community initiatives dealing with family violence is quite low overall at 15%.

The government of Alberta should continue to encourage involvement in community initiatives dealing with bullying and family violence – instill a strong call to action among Albertans.

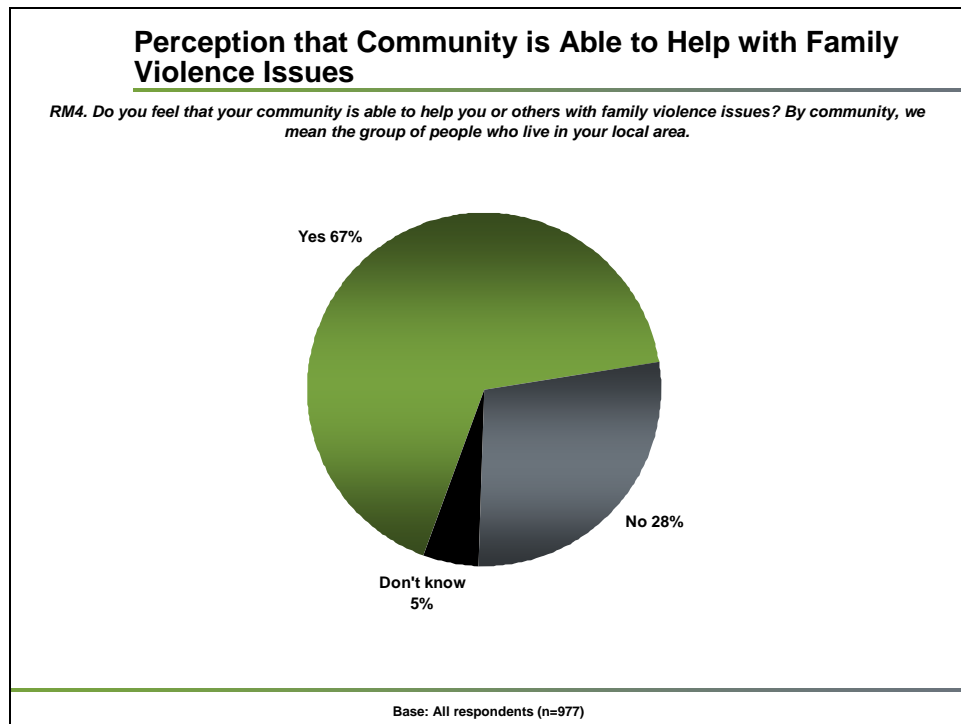


Demographically, engagement is significantly *higher* among **females** than males (19% vs. 10%) and those aged 35 to 54 years (19%) versus those aged 16 to 34 years (10%).

Perceptions of Community Capacity to Help with Family Violence Issues

The majority of Albertans feel that their community is able to help them or others with family violence issues.

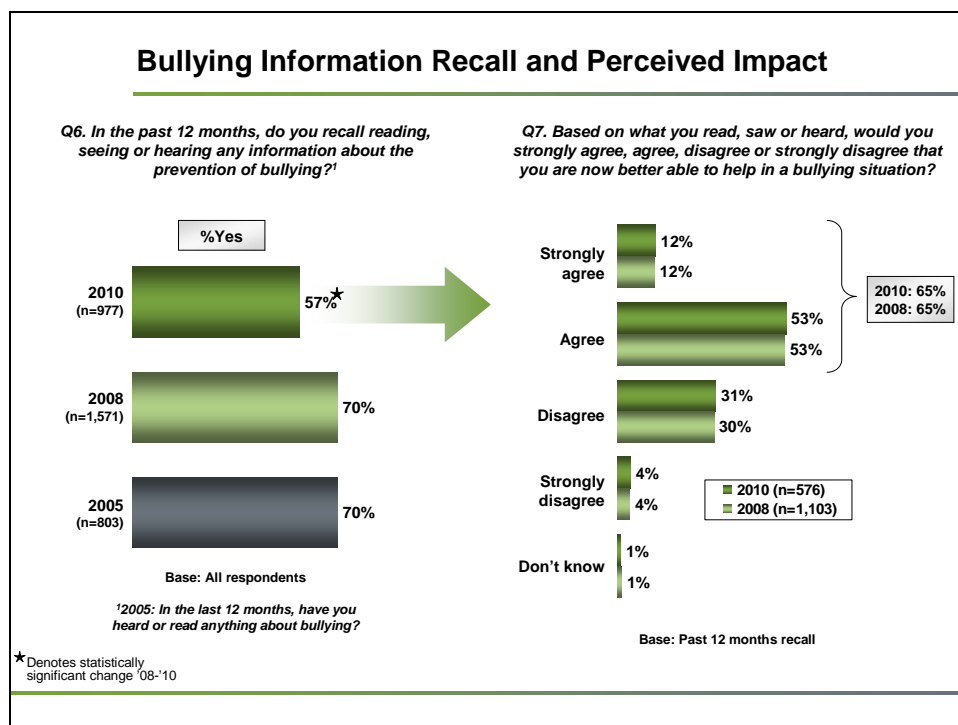
Two-thirds (67%) of Albertans feel their community has the capacity to help with family violence issues, slightly higher than the 61% who feel the same with regard to bullying issues.



RECALL OF BULLYING PREVENTION AND FAMILY VIOLENCE PREVENTION INFORMATION

BULLYING INFORMATION RECALL AND PERCEIVED IMPACT

Six-in-ten (57%) Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months – this represents a significant 13 percentage point decrease from 2008 (70%). However, among Albertans who report having read, seen or heard information about the prevention of bullying, two-thirds continue to agree they are now better able to help in a bullying situation – identical to 2008 findings.

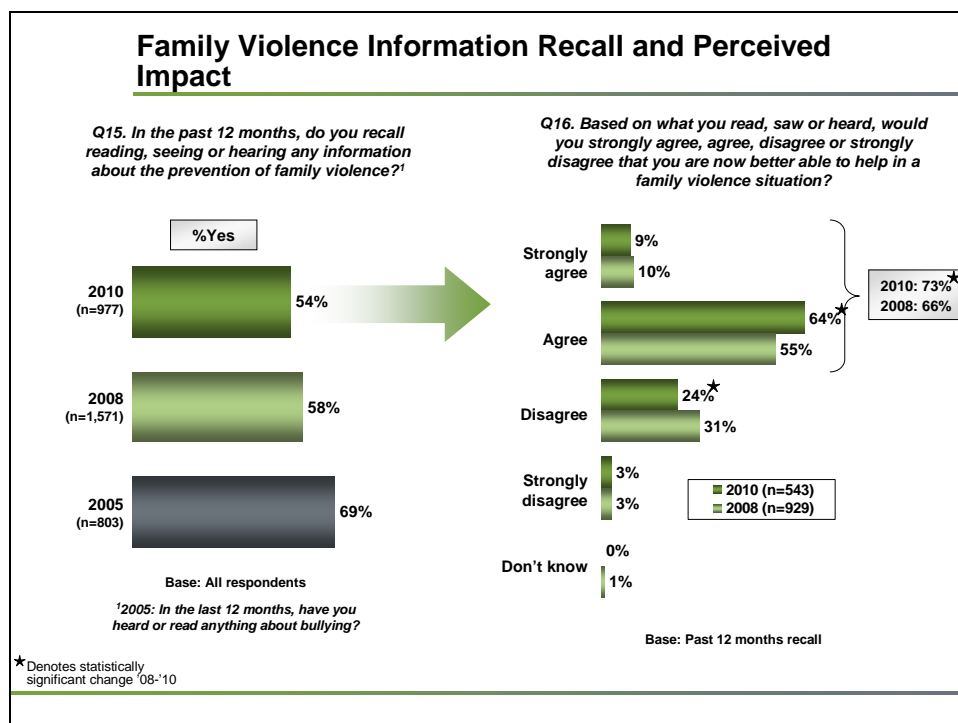


Demographically, Albertans aged **35 to 54** years have a *higher* recall of bullying prevention information (69%) than their counterparts aged 16 to 34 years (49%) and 55 years or older (53%). While there is no significant gender difference overall, the *highest* recall is among **women** aged **35 to 54** years (73%). Recall is also *higher* among **parents** than non-parents (63% vs. 53%), and recall **increases with education** (43% high school or less vs. 57% post-secondary education vs. 68% university degree).

Among those who report reading, seeing or hearing bullying prevention information in the past 12 months, there are no significant demographic differences with respect to the percentage who feel they are better able to help in a bullying situation.

FAMILY VIOLENCE INFORMATION RECALL AND PERCEIVED IMPACT

Past 12 months recall of information about the prevention of family violence stands at 54% – on par with bullying prevention recall (57%) and consistent with 2008 levels (58%). Among those who report reading, seeing or hearing information about the prevention of family violence, the percentage who agree they are now better able to help in a family violence situation is up a significant 7 percentage points from 2008 (73% vs. 66%).



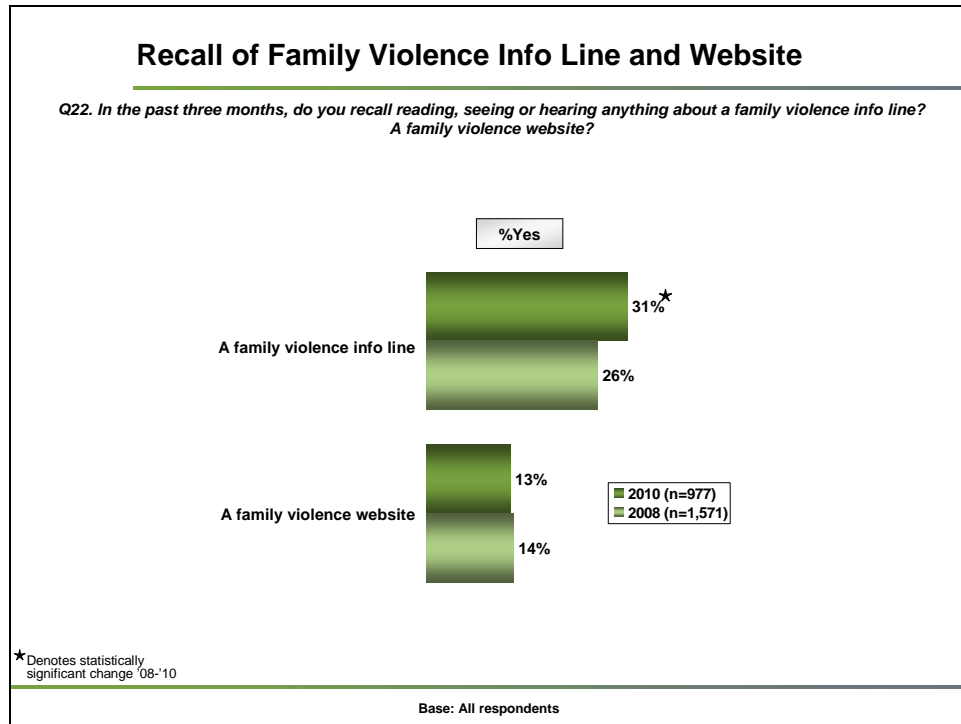
Past 12 months recall of information about the prevention of family violence is significantly *higher* among **women** than men (60% vs. 48%), as well as among Albertans aged **35 to 54** years (63%) compared to those aged 16 to 34 years (47%) and 55 years or older (52%). Recall is *highest* among **women** aged **35 to 54** years (71%).

Among those who report reading, seeing or hearing family violence prevention information in the past 12 months, there are no significant demographic differences with respect to the percentage who feel they are better able to help in a family violence situation.

Family Violence Information Line and Website Recall

In 2010, three-in-ten (31%) Albertans recall hearing about a family violence information line – a significant 5 percentage point increase from 2008. Recall of a family violence website is lower (13%) and remains consistent with 2008 levels.

The Government of Alberta should maintain or increase efforts to increase awareness of the Family Violence Information Line and Website.



Demographically, recall of a family violence information line is significantly *higher* among **women** than men (35% vs. 27%), and **parents** than non-parents (36% vs. 28%). Recall of a family violence website is significantly higher among Albertans aged 35 to 54 years (18%) compared to those aged 16 to 34 years and 55 years or older (both 11%).

APPENDIX A: SURVEY QUESTIONNAIRE

Albertans' Perceptions of Family Violence and Bullying Survey 2010 – FINAL Questionnaire – January 11, 2010

INTRODUCTION

Hello, my name is (FIRST NAME) and I'm calling from Ipsos Reid the national public opinion research company. Today we are conducting a survey on behalf of the government of Alberta about issues of importance to Albertans and we'd like to include your views. Let me assure you that I'm not trying to sell you anything and your responses are confidential.

(IF NECESSARY: This survey will take approximately 15 minutes to complete, depending on your answers)

S1. For this survey, we would like to speak to the person in your household who is 16 years of age or older, and who has had the most recent birthday. Would that be you?

Yes
No
DK/NS
Refused

[IF YES, CONTINUE]
[IF NO, ALLOW RESPONDENT TO SEEK THE HOUSEHOLD MEMBER WITH THE NEXT BIRTHDAY AND REINTRODUCE]
[IF DK/NS OR REF THANK & TERMINATE]

S3. RECORD GENDER (DO NOT ASK)

Male
Female

QUESTIONNAIRE

1. Are you the parent or guardian of a child under the age of 18?

Yes
No
DK/NS

[SECTION 1: BULLYING]

The first few questions deal with bullying.

2. When you think of bullying among children and youth, what types of behaviours would you say this includes? Anything else? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Physical bullying (includes pushing, shoving, hitting, punching, slapping, kicking, sexual assault/abuse and other physical actions/physical abuse or taking away or depriving someone of his or her possessions)

Verbal bullying (includes taunts, name-calling and put-downs, threats and intimidation)

Social bullying (includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, or disclosing personal secrets)

Cyberbullying (includes using the internet, instant messaging, texting, e-mail, postings on websites or blogs, and building websites to threaten, insult, or spread hateful comments)

Other **(Specify)**

DK/NS

3. What would you say are the warning signals that might suggest that a young person is being bullied by others? Anything else? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Health complaints - stomach aches, headaches

Not sleeping/nightmares

Not eating

Wants to be alone/withdrawal

Seems sad or depressed, or cries

More fearful/panic attacks/anxious

More aggressive

Reluctant/avoids participating in activities/going to school/skipping school/truancy

Grades at school/performance in activities decline

Loss of confidence/shyness

Physical signs of an assault (incl. bruises, torn clothes, etc.)

Abnormal change in behaviour/habits

Bullying/abusive to others

Quiet

Acting out

Avoids talking about bullying/school

Avoid being alone/stays around adults

Loss of personal belongings (incl. giving away lunch, money, etc.)

Substance abuse

Disclosure (incl. telling someone about the bullying)

Other **(Specify)**

DK/NS

CB1. Are you aware of the issue of cyberbullying?

Yes

No

DK/NS

CB2. As you may know, cyberbullying is the use of technology to support deliberate, hostile and hurtful behaviour towards an individual or group of individuals. To what extent do you think that cyberbullying exists in your own community? By community, we mean the local area in which you live. Would you say that it exists not at all, not very often, a fair bit, or a lot?

Not at all

Not very often

A fair bit

A lot

DK/NS

4. If you had a young person in your household who was being bullied by others, including cyberbullying, what steps would you take? Anything else? **(DO NOT READ LIST)**
[ACCEPT ALL RESPONSES]

Try and talk to them to find out what is happening

Talk to them about a solution that they feel comfortable with

Talk to anyone in charge in the environment where the bullying is taking place - e.g., school teacher, principal, or counsellor

Talk to the person or people doing the bullying

Talk to the parents of the person or people doing the bullying

Call the police/RCMP

Talk to your doctor or someone else in the health field to get ideas on how to deal with it

Talk to a leader or member of your spiritual community for ideas on how to deal with it (includes minister, priest, pastor, rabbi, etc.)

Go to a bookstore or the Internet to get information on bullying and what to do about it

Call the bullying telephone helpline

Encourage/teach child to confront bully/to stick up for him/herself

Speak to a counsellor/social worker/services/agency

Move the child/remove child from situation

Boost child's confidence/self-esteem

Find out more on bully/bullying incident (who/what/when/why)

Teach child how to deal with/act around bully

Be there to support/listen to child

Beat up/attack bully

Talk to friends family

Restrict/limit their use of the computer or Internet

Other **(Specify)**

DK/NS

5. Next, I am going to read a series of statements about bullying, and I would like you to tell me if you strongly agree, agree, disagree or strongly disagree. **[INSERT FIRST ITEM]** How about **[INSERT NEXT ITEM]**? **(REPEAT SCALE AS NECESSARY)**

[RANDOMIZE ORDER]

I think bullying prevention should be an urgent priority for my community

I think bullying prevention should be an urgent priority for the provincial government

I think I have a personal responsibility to reduce bullying in my community

Bullying is just a normal part of growing up

I talk to my child/children about bullying **[INSERT ONLY IF 'YES' AT Q1]**

I encourage my children to be accepting of people who are different from themselves **[INSERT ONLY IF 'YES' AT Q1]**

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

6. In the past 12 months, do you recall reading, seeing or hearing any information about the prevention of bullying?

Yes

No

DK/NS

[ASK Q7 IF YES IN Q6, ELSE SKIP TO RM1]

7. Based on what you read, saw or heard, would you strongly agree, agree, disagree or strongly disagree that you are now better able to help in a bullying situation?

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

RM1. Are you aware of, or have been involved in, a community initiative that dealt with bullying? (IF ASKED: EXAMPLES INCLUDE SCHOOL INITIATIVE, PREVENTION COMMITTEES, AWARENESS EVENTS, ETC.)

Yes

No

DK/NS

RM2. Do you feel that your community is able to help you or others with bullying issues? By community, we mean the group of people who live in your local area.

Yes

No

DK/NS

[SECTION 2: FAMILY VIOLENCE]

The next section of this survey is about Albertans' **perceptions** of family violence. Please be assured **none** of our questions ask about your **personal** experience or even if you have witnessed family violence. Before we begin, it's important that everyone we speak to knows that, although the survey is confidential, the law in Alberta requires anyone who hears about abuse of a child to report it to the authorities.

(DO NOT READ)

Continue

Respondent **volunteers** that they do not want to continue

[THANK AND TERMINATE IF RESPONDENT VOLUNTEERS THAT THEY DO NOT WANT TO CONTINUE, ELSE CONTINUE]

8. For you personally, please tell me if you consider each of the following to be family violence. Do you consider **[INSERT FIRST ITEM]** to be family violence? What about **[INSERT NEXT ITEM]**? **(IF NECESSARY: The scale is Yes or No)**

[RANDOMIZE ORDER]

Physical abuse directed towards a family member (IF ASKED: INCLUDES PUSHING, GRABBING, SHOVING, KICKING, BITING, HITTING, PUNCHING OR THREATENING A FAMILY MEMBER WITH A WEAPON, THROWING, SMASHING, HITTING OR KICKING ANOTHER FAMILY MEMBER'S THINGS)

Verbal abuse directed towards a family member (IF ASKED: INCLUDES YELLING OR SWEARING)

Emotional abuse directed towards a family member (IF ASKED: INCLUDES HURTING FAMILY PETS, HUMILIATION)

Inappropriate, unwanted or forced sexual activity with a family member

Preventing an adult family member from knowing about or having access to family income or savings, even if they ask

Failing to provide food, shelter or medical attention to a family member

Misuse, loss or damage to an elderly person's income, savings, or belongings

Taking an elderly person's money, belongings or property without the person's knowledge and full consent

Withholding personal care, medications, assistive aids, or other necessities from a person who may be vulnerable due to a disability

Threatening or harassing a family member using the internet – for example, by e-mail, texting or postings on websites or blogs

Yes

No

DK/NS

9. What would you say are the impacts of family violence on those who experience it directly? Anything else? (**DO NOT READ LIST**) [**ACCEPT ALL RESPONSES**]

Physical injury/pain
Low self-esteem/confidence
Isolation/withdrawal
Aggressive behaviour/role model for children
Negative psychological (depression, fear)
Poor/limited development of children
Youth crime/bullying
Poor school performance of children
Poor health
Alcohol/drug abuse
Lack of respect for violent family member
Disintegration of the family unit (ex divorce)
Bullying in the workplace/community
Continuation of cycle of violence
Impacts all areas of life/ruins life
Devastation/trauma
Mistrust
Humiliation/degradation
Long lasting/life long effect
Stress/anxiety
Suicide
Anger/hatred
Financial effects
Other (**Specify**)
DK/NS

10. People don't always help when they are aware of a family violence situation. What would you say are some reasons why?

[VERBATIM]

11. Next, I'm going to read you some reasons why a person might not help in a family violence situation, and for each one, I would like you to tell me if you think it happens always, often, once in a while or never

[RANDOMIZE]

Because people are afraid of being harmed themselves
Because people feel that it is a family matter and not their concern
Because people are unsure of exactly what action to take
Because people believe the situation to be an isolated incident
Because people are concerned that involving the authorities would make the situation worse

Always
Often
Once in a while
Never
DK/NS

12. For each of the following statements about family violence, please tell me if you strongly agree, agree, disagree or strongly disagree. **[INSERT FIRST ITEM]** How about **[INSERT NEXT ITEM]**? **(REPEAT SCALE AS NECESSARY)**

[RANDOMIZE]

I could talk to a male friend who is being abused by a family member about the abuse
I could talk to a female friend who is being abused by a family member about the abuse
Children who live in violent homes are more likely to be bullies at school
Children who see or hear family violence in their home, either directly or indirectly, are affected negatively
I think family violence prevention should be an urgent priority for my community
I think family violence prevention should be an urgent priority for the provincial government.
I think I have a personal responsibility to reduce family violence in my community
Most women could leave an abusive relationship if they wanted to
Most men could leave an abusive relationship if they wanted to

Strongly agree
Agree
Disagree
Strongly disagree
DK/NS

13. To what extent do you think that family violence exists in your own community? By community, we mean the local area in which you live. Would you say that it exists not at all, not very often, a fair bit, or a lot?

Not at all
Not very often
A fair bit
A lot
DK/NS

RM3. Are you aware of, or have been involved in, a community initiative that dealt with family violence? (IF ASKED: EXAMPLES INCLUDE SCHOOL INITIATIVE, PREVENTION COMMITTEES, AWARENESS EVENTS, ETC.)

Yes
No
DK/NS

RM4. Do you feel that your community is able to help you or others with family violence issues? By community, we mean the group of people who live in your local area.

Yes
No
DK/NS

As you may know, family violence is the abuse of power within relationships of family. It can include many forms of abuse including spouse abuse, elder abuse and neglect, child abuse and neglect, child sexual abuse, parent abuse, and witnessing abuse of others in the family.

14. If someone experiencing family violence asked you where to get information or where to go for support, what information sources or support services would you suggest? Anything else? (**DO NOT READ LIST**) [**ACCEPT ALL RESPONSES**]

Telephone help lines (includes 211)
Their family/friends
Shelter
Police/RCMP
911
Alberta Children's Services Authority
Community services/family centre/support groups
Employee assistance program
Physician/health care provider
Internet
Leaders in spiritual communities (includes minister, priest, pastor, rabbi, etc.)
Victim Services
Teachers/educators/school system/coach
Phone book/directory assistance
Counselor/counselling
Government
Health care services/hospitals
Women's services/shelters
Other (**Specify**)
DK/NS

15. In the past 12 months, do you recall reading, seeing or hearing any information about the prevention of family violence?

Yes
No
DK/NS

[ASK Q16 IF YES IN Q15, ELSE SKIP TO Q22]

16. Based on what you read, saw or heard, would you say you strongly agree, agree, disagree or strongly disagree that you are now better able to help in a family violence situation?

Strongly agree
Agree
Disagree
Strongly disagree
DK/NS

22. In the past three months, do you recall reading, seeing or hearing anything about **[INSERT FIRST ITEM]**? What about **[INSERT SECOND ITEM]**?

[RANDOMIZE]

A family violence info line
A family violence website

Yes
No
DK/NS

[SECTION 3: DEMOGRAPHICS]

Finally, I just have a few questions to ask for our statistical calculations. Please be assured, all information will be kept completely confidential.

23. In what year were you born?

RECORD NUMBER [RANGE: 1900 TO 1994]

REFUSED

24. How many people, including yourself, live in your household?

RECORD NUMBER [RANGE 1 – 20]

REFUSED

[ASK Q25 IF 'YES' IN Q1]

25. Do you have any children **[INSERT FIRST ITEM]**? What about **[INSERT NEXT ITEM]**?

Under the age of 6

6 to 11

12 to 17

Yes

No

REFUSED

CG1. Are you a caregiver to an elderly parent or other elderly person?

Yes

No

REFUSED

[ASK CG2 IF YES IN CG1, ELSE SKIP TO Q26]

CG2. Does this elderly person live with you in your household?

Yes

No

REFUSED

26. What is the highest level of schooling that you have completed? **(READ LIST)**

Grade school or some high school

Completed high school

Some university, college or post secondary technical school

Graduated college or post secondary technical

University undergraduate degree or graduate degree

REFUSED (DO NOT READ)

27. What is your current marital status? (READ LIST)

Single (never been married)
Common law
Married
Divorced or separated
Widowed
REFUSED (DO NOT READ)

28. Which of the following categories best describes your total annual income for all members of your household, before taxes? Please stop me when I reach your category. (READ LIST)

Less than \$30,000
\$30,000 to just under \$60,000
\$60,000 to just under \$100,000
\$100,000 or more
REFUSED (DO NOT READ)

29. Finally, in order to know how to classify your responses, can you please provide me with your postal code? (IF NECESSARY: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

RECORD

Thank you for completing our survey about Family Violence and Bullying.

There are a number of resources available regarding family violence, bullying prevention and child abuse. These include toll-free telephone numbers and websites. Would you like me to give you any of this information?

Yes
No
DK/NS

[IF NO OR DK/NS: Thank you again for taking part in our survey]
[IF YES, GIVE REQUESTED INFORMATION, THEN THANK AGAIN]

Family Violence Help Line: Toll-free, 24 hours a day at 310-1818 or online at www.familyviolence.alberta.ca

Bullying Help Line: 1-888-456-2323 or online at www.bullyfreealberta.ca

Child abuse hotline: 1-800-387-KIDS (5437)

[INFORMATION FOR INTERVIEWERS]

IMPORTANCE OF SENSITIVITY:

- Alberta has the highest rate of spousal violence and the second highest rate of spousal homicide of all provinces in Canada.
- Similarly, Alberta had the second highest rate of police-reported spousal violence (249 per 100,000 population) of all provinces and territories.
- In addition to spousal abuse, child abuse and neglect, parent abuse by adolescents and abuse of older adults by caregivers, also remain serious problems in Alberta.
- Approximately one-in-ten Canadian children have bullied others.
- A recent survey of Alberta children and youth found that 49% had been bullied in the past school year.
- THESE ARE VERY SENSITIVE ISSUES
- AS AN INTERVIEWER, YOU **WILL** SPEAK WITH PEOPLE WHO HAVE EXPERIENCED / ARE EXPERIENCING FAMILY VIOLENCE AND PARENTS WHO HAVE A CHILD BEING BULLIED
- YOU **MAY** EXPERIENCE A DISCLOSURE OF CHILD ABUSE – IT IS CRITICAL YOU KNOW WHAT TO DO

WHO IS SPONSORING THIS RESEARCH: This study is being conducted by Ipsos Reid on behalf of the Government of Alberta.

WHAT IS THE PURPOSE: The purpose of the survey is to look at Albertan's attitudes toward the issues of family violence and bullying. This information will assist the provincial government to understand public opinion about this issue and to more effectively respond to and communicate on the issue of family violence.

ANONYMITY:

Information collected through the survey will be analyzed and reported at an aggregate level only. No information collected through the survey will be release that could identify survey respondents individually.

Your telephone number was randomly selected from listings of telephone numbers from across Alberta.

CONTACTS:

If asked for a contact at Government of Alberta – Carri Boulton is with the Prevention of Family Violence and Bullying at 780-422-5916. Carri Boulton can be reached toll-free at 310-0000.

If asked for a contact at Ipsos Reid – Sheela Das at Ipsos Reid is the project manager. You can contact her at 403-294-7382

FOR ASSISTANCE:

Family Violence Help Line: Toll-free, 24 hours a day at 310-1818 or online at www.familyviolence.alberta.ca

Bullying Help Line: 1-888-456-2323 or online at www.bullyfreealberta.ca

Child abuse hotline: 1-800-387-KIDS (5437)

IF YOU SUSPECT SOMEONE IS REPORTING FAMILY VIOLENCE REGARDING A CHILD: It's really important for you to know that if anyone were to report specific cases of family violence involving a child to us, we may be legally required to report this to either the police or the local Child and Family Services Authority.

IF YOU HAVE REASON TO BELIEVE A CHILD IS BEING PHYSICALLY OR SEXUALLY ABUSED, CALL THE CALGARY AREA CHILD INTERVENTION SERVICES INTAKE LINE AT (403) 297-2995. THIS LINE IS AVAILABLE 24 HOURS A DAY, SEVEN DAYS A WEEK.

What is child abuse?

Child abuse is any act of maltreatment of a child by a parent or guardian that results in injury or harm. There are four main types of abuse:

1) Physical abuse: Physical abuse is any act by the parent or guardian which results in trauma or injury to any part of a child's body. It is the most visible form of child abuse, and can happen once or many times. These injuries are often the result of unreasonable, severe corporal punishment of a child.

2) Sexual abuse: Sexual Abuse is the inappropriate exposure or subjection of a child to sexual contact, activity or behaviour by a parent or guardian.

Sexual abuse can include:

- “non-touching” activities (e.g. obscene phone calls/conversations, indecent exposure or exhibitionism, masturbation in front of a child, deliberate exposure to others engaged in sexual activities, exposure to any forms of pornographic material)
- “sexual touching” activities (e.g. fondling a child, making a child touch an adult's genital area, or sexual intercourse)
- “sexual exploitation” (e.g. engaging a child for prostitution, using a child in pornography or luring a child via the Internet for sexual purposes). In Alberta, children and youth under the age of 18 who are involved in prostitution are considered to be victims of sexual abuse, and have legislation to protect them.

3) Neglect: Neglect is failing to provide age appropriate basic care such as food, clothing, shelter, love and affection, medical and dental care, education, and protection from harm. If the parent or guardian cannot or will not provide these things to a child, it is neglect.

4) Emotional injury: Emotional abuse is an attack on the child's self-concept and self-worth. It is a pattern of ongoing behaviour by the parent or guardian that seriously interferes with the healthy development or the mental or emotional functioning of the child. Emotional abuse often happens along with other forms of abuse, such as neglect or physical abuse

APPENDIX B: SAMPLING REPORT

Target Population

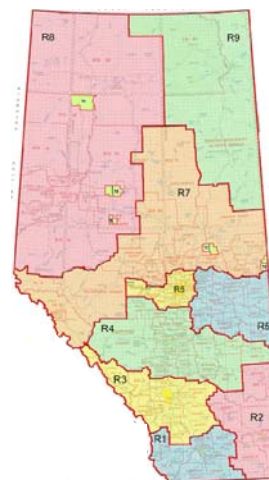
The target population for this telephone survey included all residents of Alberta aged 16 years and older. The most recent birthday method was used to choose the person to be interviewed within each household contacted.

Sample Framework

Children and Youth Services provided Ipsos Reid with six-digit postal codes for each CFSA. A total of 1,104 computer-assisted telephone interviews were conducted among a stratified sample of Albertans age 16 years and older. Of these, 127 interviews were excluded from the final data due to non-representative sampling in several regions. This was due to the omission of a significant number of postal codes in the initial postal code file. This oversight was corrected for, and the final data are representative of each CFSA as well as Alberta overall.

The sample was stratified by nine Child and Family Services Authorities (CFSA) regions.

- Region 1 – Southwest Alberta
- Region 2 – Southeast Alberta
- Region 3 – Calgary and area
- Region 4 – Central Alberta
- Region 5 – East Central Alberta
- Region 6 – Edmonton and area
- Region 7 – North Central Alberta
- Region 8 – Northwest Alberta
- Region 9 – Northeast Alberta



In order to ensure a random sample, all interviews were conducted via **random digit dialing** (RDD). RDD ensures that all interviewees are selected completely randomly, that is, all Alberta households have an equal chance of being contacted to complete the survey.

The RDD methodology used provides the most effective random digit sample available. With this protocol, a sample is drawn with a sample size equal to the number of completed interviews. For each sample element, or seed, 11 to 20 replacement numbers are generated within the same area code and exchange. Each exchange and working block has a probability of selection equal to its share of listed telephone households.

Calling Protocol

For each record, up to seven callbacks were attempted to the sampled household and person selected by next birthday. Callbacks were rotated over weekdays (5pm to 8:30pm) and weekends (11am to 4pm on Saturdays and 12pm to 7pm on Sundays).

Call Disposition

The final call disposition is provided in the table below. One should note that Ipsos Reid errs on the side of being very broad in what we code a refusal – initial hang-ups, a hang-up during the introduction and a refusal by a non-qualified household member are all considered refusals. A more stringent definition will yield fewer refusals.

Completed interviews	1,104
Eligible, Non-Interview	8,613
- Refusals (includes initial hang-ups, household refusals and refusals by a qualified respondent)	3,677
- DQ at S1 [No one 16+]	14
- Quota filled	10
- Termination during interview (partial interview)	378
- Termination after being informed of child abuse disclosure (partial interview)	14
- Hard callbacks (specific time and date)	58
- Soft callbacks (callback – no time or date specified)	698
- Language barrier	92
- Deaf/Incapable/Illness	42
- Answering machine	3,630
Unknown Eligibility	4,384
- Busy	135
- No answer	4,249
Not Eligible	11,057
- Number out of order	7,426
- Faxmodem number	1,777
- Business number	1,838
- Cell phone number	16
TOTAL	25,158

Household Level Cooperation Rate = 28%

Completed interviews + Partial interviews
Completed interviews + Partial interviews + Refusals + Language barrier

Response Rate = 11.4%

Completed interviews
Completed interviews + Eligible, Non-Interview