



**Ipsos Reid**



## **Albertans' Perceptions of Family Violence and Bullying Survey 2014**

**Alberta Human Services**

### **Final Report**

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## EXECUTIVE SUMMARY

Ipsos Reid conducted a total of 900 telephone interviews with Albertans aged 16 years and older between January 8<sup>th</sup> and 21<sup>st</sup>, 2014. 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 2013 Population Estimates (based on Alberta Health Card data) provided by Alberta Human Services.

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

### Bullying Behaviours

**The majority of Albertans recognize a range of bullying behaviours among children and youth. While not yet top-of-mind, unaided awareness of cyberbullying continues to grow.**

- When asked to think about the types of behaviours that characterize bullying among children and youth, more than six-in-ten (62%) Albertans identify various forms of verbal abuse while 60% mention various physical behaviours. It is noteworthy that 35% specify criminal physical acts as opposed to 38% who describe physical bullying.
- Nearly three-in-ten (29%) mention cyberbullying while 28% cite social bullying.
- Mentions of cyberbullying have been steadily increasing since 2008 and are up 10 percentage points this year as compared to 2012. Changes in awareness of verbal bullying (down 10 percentage points) and social bullying (up 6 percentage points) are also seen this year, although this may in part be due to a change in how these categories are defined.

**Verbal bullying is the most recognized type of bullying among adults.**

- Just over one-half (53%) of Albertans identify verbal bullying as a type of bullying behaviour among adults.
- Very few (11%) think of cyberbullying when talking about adult bullying.

## Cyberbullying

**While not yet top-of-mind, most Albertans are nonetheless aware of the issue of cyberbullying. Furthermore, the majority think cyberbullying exists in their community.**

- On an aided basis, 86% of Albertans report being aware of the issue of cyberbullying. While aided awareness of cyberbullying has not significantly changed from 2012, it is up a significant 16 percentage points from 2010.
- Overall, 57% of Albertans think cyberbullying occurs 'a lot' or 'a fair bit' in their own community. These results are not significantly different from what was reported in 2012.

## Attitudes Regarding Bullying and Bullying Prevention

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

- The vast majority (91%) of Albertans agree that they 'have a personal responsibility to reduce bullying in their community'.
- Further, 89% agree that 'bullying prevention should be an urgent priority for their community' and 84% agree that 'bullying prevention should be an urgent priority at the provincial government level'.
- These results are not significantly different from 2012.

**Though a minority, it is concerning that nearly one-third (32%) of Albertans agree that 'bullying is just a normal part of growing up'.**

- Agreement with this statement has increased a significant 6 percentage points from 2012.
- Agreement is significantly higher among males than females (38% vs. 27%) and those who are between 16 and 34 years of age (40%, compared to a low of 27% among 35 to 54 year olds).

## FAMILY VIOLENCE

### Perceptions and Impacts

#### Albertans have a broad understanding of behaviours that constitute family violence.

- There is strong consensus among Albertans that 'having sex with a married partner when the person does not want to have sex' (92%), 'threatening to hurt a pet' (91%), 'taking an elderly or disabled relative's money, belongings or property without the person's knowledge and full consent' (90%), and 'failing to provide food, shelter, or medical attention to a family member' (89%) are types of family violence.
- Slightly lower levels of agreement are seen with respect to the following four behaviours, although the vast majority of Albertans still consider these to be a form of family violence: 'preventing women in the family from working outside the home' (80%), 'following an intimate partner around or parking close by and watching where they live or work' (79%), 'threatening to commit suicide if their boyfriend/girlfriend/spouse leaves them' (78%), and 'dis-owning a family member for showing their sexuality in public' (75%).
- Comparatively fewer Albertans think 'preventing an adult family member from knowing about or having access to family income or savings' (59%) is a form of family violence.
- These results are generally consistent with what was reported in 2012 (note that tracking data is not available for statements that were assessed for the first time in 2014). The one exception to this is attitudes towards preventing an adult family member from knowing about or having access to family income or savings – the percentage of Albertans that consider this to be a form of family violence has dropped 11 percentage points this year.

### Signs of Unhealthy and Healthy Relationships

#### Albertans recognize a range of factors that comprise both unhealthy and healthy relationships.

- When asked to describe signs of an unhealthy family relationship, nearly one-half (48%) of Albertans mention 'hurtful or abusive comments or violent actions'. Other types of behaviours are mentioned much less often, and include things such as 'changes in behaviour leading to relationship breakdown' (16%), 'try to restrict or control each other' (15%), 'children are neglected, humiliated, shamed, put down, made fun of, sexually abused, or exposed to family violence' (13%), and 'lack of respect' (11%).
- More than four-in-ten (41%) say 'open communication' is a quality of a healthy intimate partner relationship. Other qualities include 'support and encouragement' (30%), 'mutual respect' (27%), 'love' (25%), and 'trust' (22%).
- No tracking data is available for these questions as they were added to the survey in 2014. The information collected in 2014 will become the baseline for future surveys.

## Barriers to Helping in a Family Violence Situation

**The two biggest barriers to helping in a family violence situation are feeling it is a family matter/not their concern and being unsure of exactly what action to take.**

- More than three-quarters of Albertans say 'people feel that it is a family matter and not their concern' (77%) and 'people are unsure of exactly what action to take' (76%) are 'always' or 'often' barriers to helping in a family violence situation.
- Less prominent barriers include 'people are afraid of being harmed themselves' (66%), 'people are concerned that involving the authorities would make the situation worse' (64%), and 'people believe the situation to be an isolated incident' (60%). Still, the majority of Albertans think all five reasons are barriers to helping at least once in a while.
- These results are not significantly different from what was reported in 2012.

## Attitudes towards Family Violence

**Albertans believe abusive behaviours that start young often continue into adulthood, and see family violence prevention as an urgent priority at both the community and provincial government levels.**

- More than nine-in-ten (92%) Albertans agree that 'young people who are abusive to their partners while dating will carry this behaviour into their intimate partner relationships later in life'. No tracking data is available for this question as it is new to the survey in 2014.
- As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (91% agree) and provincial government (89%) levels, consistent with 2012.

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

- Less than one-half (43%) of Albertans agree that 'most women could leave an abusive relationship if they wanted to' (56% disagree).
- When it comes to men, however, more than six-in-ten (62%) Albertans agree that 'most men could leave an abusive relationship if they wanted to' (37% disagree).
- Again, these findings are consistent with what was seen in 2012.

**One-half of Albertans think family violence is a frequent occurrence in their own community.**

- Overall, 51% of Albertans think family violence exists 'a lot' or 'a fair bit' in their own community.
- While this is statistically unchanged from 2012, it does represent a stop to the downward trend in numbers seen over the past few years.

## RECALL OF INFORMATION ON BULLYING AND FAMILY VIOLENCE PREVENTION

**Nearly three-quarters of Albertans recall being exposed to bullying prevention information in the past 12 months.**

- Overall, 72% of Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months. Among these respondents, 70% say they are now better able to help in a bullying situation. These results are not significantly different from what was reported in 2012.
- Past 12 months recall about the prevention of family violence stands at 59% – notably lower than bullying prevention recall, but consistent with 2012 findings. Among these respondents, 69% agree they are now better able to help in a family violence situation (on par with bullying and also consistent with 2012).

**Less than one-half of Albertans recall hearing about a family violence info line or website in the past three months.**

- In total, 34% of Albertans recall reading, seeing, or hearing about a family violence info line in the past three months.
- Recall of a family violence website is slightly lower (24%).
- These findings are not significantly different from what was reported in 2012.

## SUMMARY OF SIGNIFICANT CHANGES FROM 2012

**For the most part, this year's results are consistent with what was seen in 2012. Notable exceptions to this are summarized below.**

- Unaided awareness of cyberbullying continues to grow, increasing a significant 10 percentage points this year to stand at 29% (up from 19% in 2012, 10% in 2010, and 7% in 2008).
- While aided awareness of cyberbullying this year (86%) is not significantly different from 2012 (83%), it is up a significant 16 percentage points from 2010 (70%).
- The belief that 'bullying is just a normal part of growing up' increased a significant 6 percentage points this year (32%) as compared to 2012 (26%).
- Significantly fewer Albertans this year recognize 'preventing an adult family member from knowing about or having access to family income or savings, even if they ask' as a form of family violence (59%, down 11 percentage points from 70% in 2012).
- While the percentage of Albertans that think family violence exists 'a lot' or 'a fair bit' in their own community has not significantly changed this year as compared to 2012, there has been a stop to the downward trend in numbers seen over the past few years.

## RECOMMENDATIONS FOR MOVING FORWARD

- Educate Albertans about the distinction between physical forms of bullying and physical criminal acts – many consider criminal acts to be types of bullying.
- Continue to educate Albertans 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 particularly important given that *Alberta's Strategy for Promoting Healthy Relationships and Preventing Bullying* identifies cyberbullying as an evolving and serious issue.
- 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 (between 16 and 34 years of age) 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 helping Albertans identify signs of unhealthy family relationships.
- Develop messaging aimed at breaking down key barriers to helping in a family violence situation.
- Maintain or increase efforts to increase awareness of the Family Violence Info Line and website as well as the Bullying Help Line and website. Further, continue tracking awareness of these bullying prevention resources.
- Given that analysis and tracking by Child and Family Services Authorities regions is important, increase the survey sample size to the degree possible given budgetary constraints.



## BACKGROUND AND METHODOLOGY

### Background and Objectives

Prevention of family violence and bullying continues to be a priority for the Government of Alberta. Indeed, in 2013 the Government of Alberta released *Family Violence Hurts Everyone: A Framework to End Family Violence in Alberta*. A new bullying prevention strategy is now in development.

Alberta has the second highest rate of self-reported spousal violence in the country, with more than 74,000 Albertans reporting physical or sexual abuse by a spouse or partner in the last five years. In 2010, Alberta had the fifth highest rate of police-reported intimate partner violence. Further, between 2000 and 2010 there were 121 deaths of intimate partner victims in Alberta<sup>1</sup>.

*Family Violence Hurts Everyone: A Framework to End Family Violence in Alberta* outlines the Government of Alberta's priorities over the next ten years. The focus is on: primary prevention; enhancing provincial policy, legislation and investments; applying a whole-government approach; engaging leadership from all sectors; improving client-centered service coordination; and engaging all Albertans to be active in ending family violence.

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 both Canadian children and adults. Within 38 countries surveyed for rates of bullying, Canada ranked 10th on the list with results exceeding 30% (in 11 year-old students bullied at school at least twice in the past couple of months). Additionally, a 2010 study funded by the Public Health Agency of Canada<sup>3</sup> found that of the 26,000 students surveyed, 75% reported being involved in bullying in some way, and of the 75%, 22% reported being a target of bullying; 12% reported bullying others; and 41% reported both bullying others and being a target of bullying. Further, among 80% to 90% of individuals who witness bullying behaviours, only 10% to 25% intervene. In the adult realm, studies suggest the range of bullying among workers in Canada is between 10% to 45% and it is estimated that 10% to 20% of older adults – including seniors who live at home or in communal settings – experience bullying behaviours from other adults<sup>2</sup>.

The new bullying prevention strategy will draw upon current research and effective practice, with a **focus on promoting healthy relationships** as a highly effective way to prevent and address bullying behaviours.

As part of its efforts to prevent family violence and bullying, the Government of Alberta conducted province-wide telephone surveys of Alberta residents aged 16 years or older in October 2005, January 2008, January 2010, and January 2012. The collected data tracks

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<sup>1</sup> <http://humanservices.alberta.ca/documents/family-violence-hurts-everyone.pdf>

<sup>2</sup> Alberta Human Services

information on public attitudes towards family violence and bullying and have been used to inform policy and program decisions including public awareness and education campaigns.

The 2008, 2010 and 2012 surveys also collected data for performance measures found in the Human Services' business plans and annual reports as well as Child and Family Services Authorities' business plans.

Alberta Human Services wished to again undertake this survey in January 2014. Key objectives of the 2014 survey administration included:

- Collecting data for the Ministry's performance measure to be reported in future business plans and annual reports;
- Collecting data for regional and cross-Ministry performance measures;
- Tracking changes in knowledge about family violence and bullying;
- Tracking changes in awareness about family violence and bullying resources and supports;
- Tracking the public's support for government involvement in family violence and bullying prevention;
- Comparing 2014 data to 2008, 2010, and 2012 findings, thus enabling Human Services to explore trends in public perceptions of family violence and bullying;
- Analyzing 2014 findings along various socio-demographic (e.g. age, gender, marital status, parental status, etc.) variables;
- Informing future directions for the public awareness and education campaigns as well as key messaging for Human 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 8<sup>th</sup> and 21<sup>st</sup>, 2014, Ipsos Reid conducted a total of 900 telephone interviews with Albertans aged 16 years and older (both landline and cell phone sample were used). This included a formal pilot test among 21 Albertans across the province on January 8<sup>th</sup>. After a review of the pilot test results (i.e. listening to interviews, reviewing interviewer feedback, and analyzing initial results), Human Services and Ipsos Reid agreed no changes were required to the questionnaire.

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 aged 16 years or older who most recently celebrated a birthday). The average interview length was 14 minutes.

Interviews were stratified by nine Child and Family Services Authorities (CFSAs) regions. Quotas were established to ensure a reliable sample size within each region. 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 2013 Population Estimates (based on Alberta Health Card data) provided by Alberta Human Services.

With a sample of 900, results are considered accurate to within  $\pm 3.2$  percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans 16 years or older 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 CFSAs, as well as the corresponding margins of error.

REGION	Number of interviews (n)	Maximum margin of error
Region 1 – Southwest Alberta	75	$\pm 11.4\%$
Region 2 – Southeast Alberta	75	$\pm 11.4\%$
Region 3 – Calgary and area	200	$\pm 6.9\%$
Region 4 – Central Alberta	75	$\pm 11.4\%$
Region 5 – East Central Alberta	75	$\pm 11.4\%$
Region 6 – Edmonton and area	175	$\pm 7.4\%$
Region 7 – North Central Alberta	75	$\pm 11.4\%$
Region 8 – Northwest Alberta	75	$\pm 11.4\%$
Region 9 – Northeast Alberta	75	$\pm 11.4\%$
<b>TOTAL</b>	<b>900</b>	<b><math>\pm 3.2\%</math></b>

Further details of the sample framework and calling protocol as well as call dispositions and response rates are included in Appendix B of 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 2012, 2010 and 2008 surveys. Further, significant differences – both year-to-year and by socio-demographic variables (e.g. incidence of children in household, gender, and age) – are highlighted throughout the report.

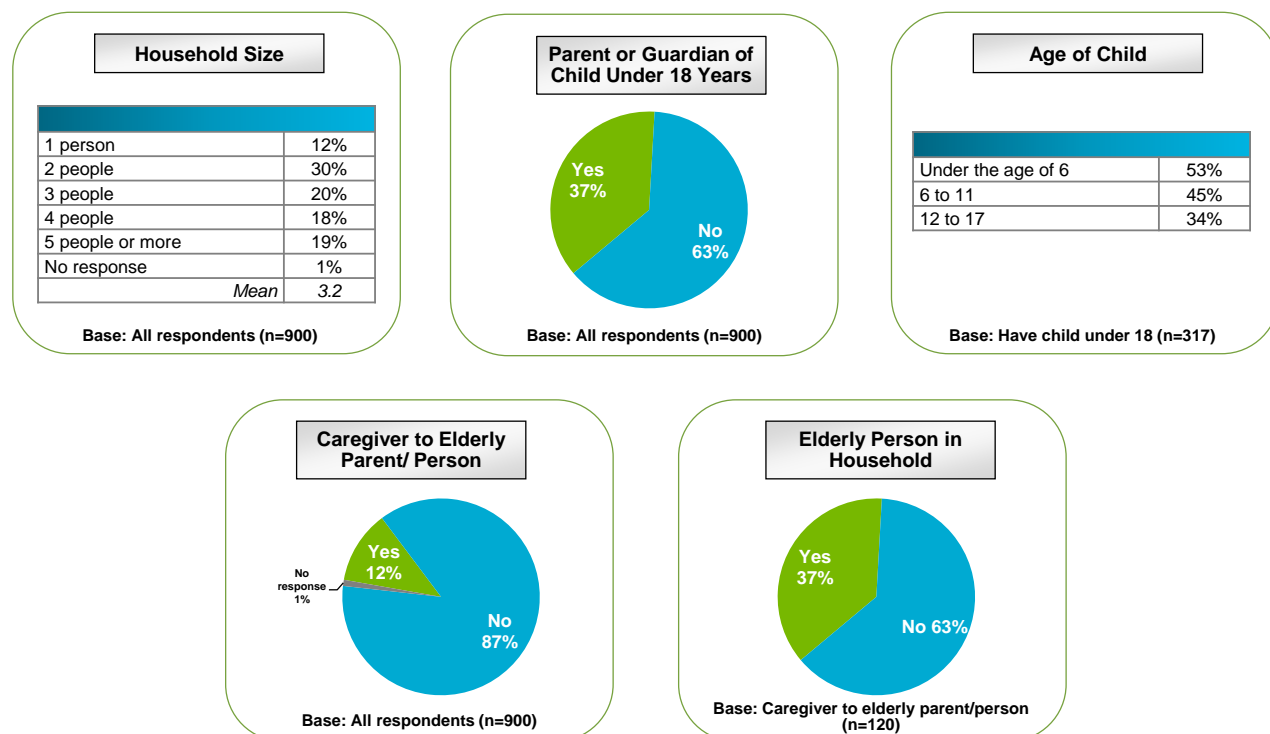
We refer to “significantly” different results when statistically meaningful differences occur. In simple terms, statistical significance means that two (or more) numbers are different from one another for reasons other than by chance. In statistical terms, it means that a null hypothesis is rejected 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  $\pm 3.2$  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.

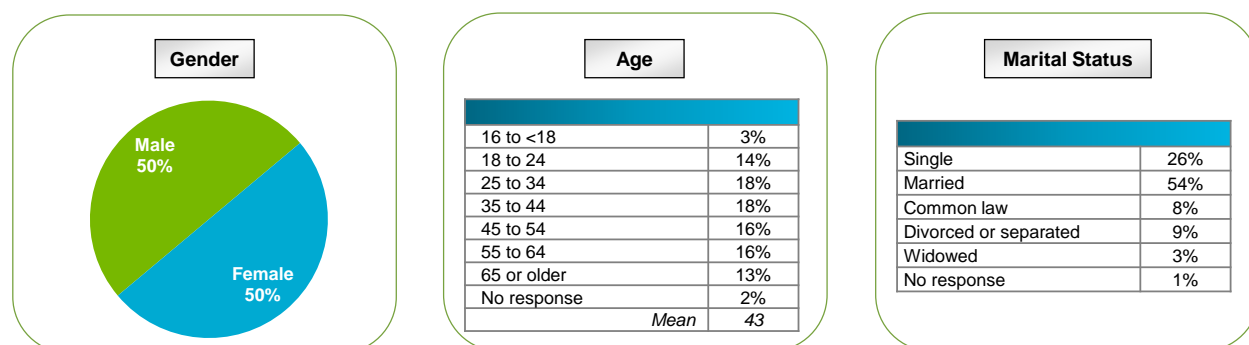
## Respondent Profile

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

### Household Makeup



### Demographics (All respondents: n=900)



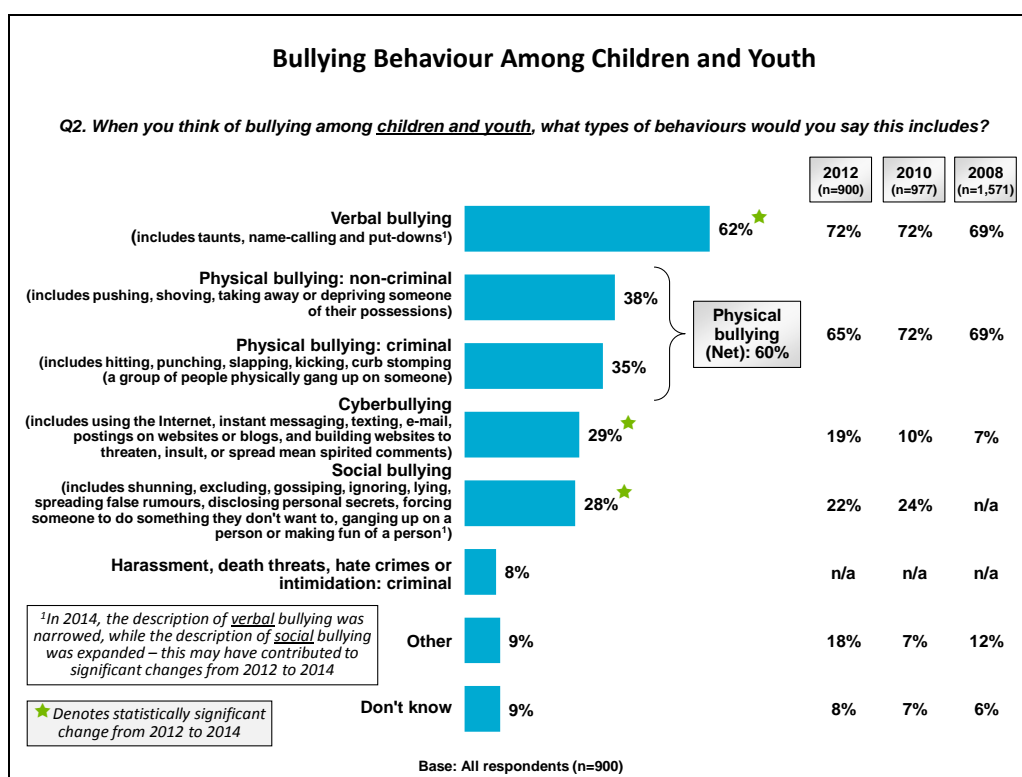
## BULLYING

### Bullying Behaviours

#### Bullying Behaviour among Children and Youth

Please note: The definition of verbal bully was changed from 'includes taunts, name-calling and put-downs, threats and intimidation' in 2012 to 'includes taunts, name-calling and put-downs' in 2014. The definition of social bullying was changed from 'includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, or disclosing personal secrets' in 2012 to 'includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, disclosing personal secrets, forcing someone to do something they don't want to, ganging up on a person or making fun of a person' in 2014.

Verbal and physical behaviours are the most recognized types of bullying among children and youth. While cyberbullying is not top-of-mind for most Albertans, mentions have increased significantly from two years ago.



When asked to think about the types of behaviours that characterize bullying among children and youth, six-in-ten (62%) Albertans identify various forms of verbal abuse. While this is down 10 percentage points from 2012, this may in part be due to a change in how verbal bullying was defined. A total of (60%) mention some form of physical bullying, though 35% specify criminal acts as opposed to the 38% who describe physical bullying.

Other types of bullying include cyberbullying (29%, up 10 percentage points) and social bullying (28%, up 6 percentage points, although this may in part be due to a change in the definition of social bullying). Analysis of year-over-year tracking data shows that mentions of cyberbullying have been steadily increasing since 2008.

**Females** are significantly *more likely* than males to mention the following forms of bullying:

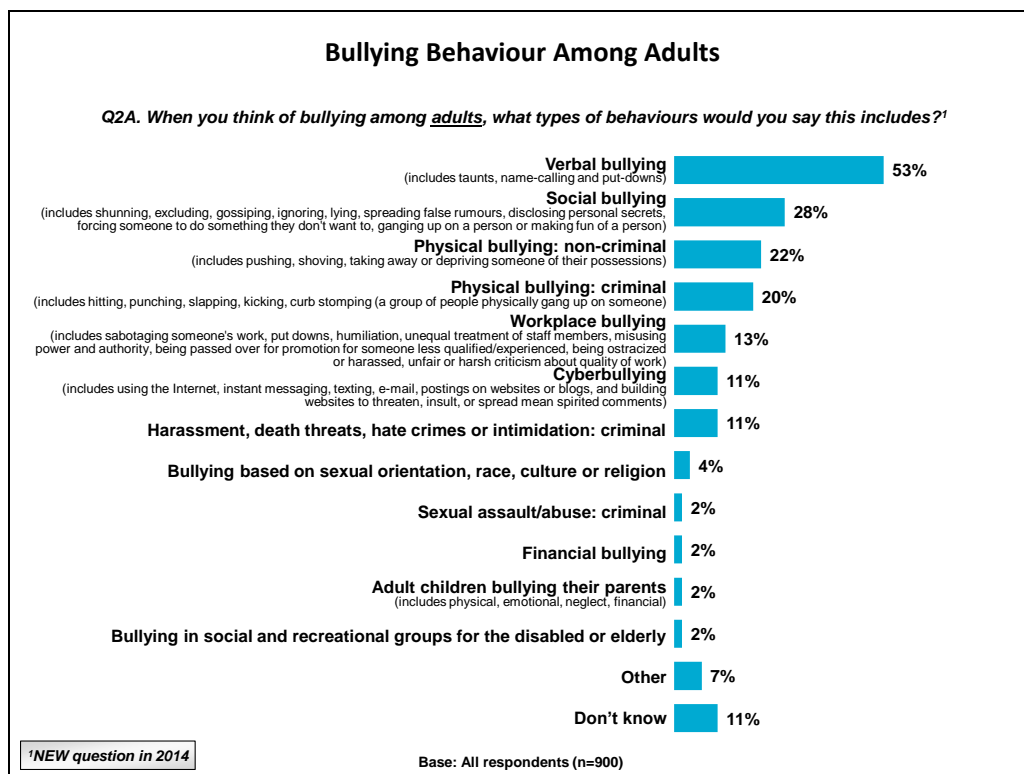
- Verbal bullying: 69% females vs. 55% males.
- Cyberbullying: 36% females vs. 22% males (mentions of cyberbullying are particularly high – 43% – among females between 16 and 34 years of age).
- Social bullying: 32% females vs. 23% males.

**Albertans with children under the age of 18** are significantly *more likely* than those without children to mention verbal bullying (70% vs. 58%). Mentions of verbal bullying are also *higher* among **married** Albertans (65%, compared to a low of 53% among single respondents).

## Bullying Behaviour among Adults

### Verbal bullying is the most recognized type of bullying among adults.

Just over one-half (53%) of Albertans identify verbal bullying as a type of bullying that occurs among adults. Other types of adult bullying are mentioned less often, and include social bullying (28%) and physical bullying (22%), while 20% mention criminal physical acts. This question was asked for the first time in 2014.



**Females** are significantly *more likely* than males to mention verbal bullying (64% vs. 42%) and social bullying (32% vs. 23%) as forms of bullying that occur among adults.

For the most part, the types of behaviours that characterize bullying among adults are consistent across all key age groups. Notable exceptions to this are listed below:

- Albertans aged **35 to 54 years** are *more likely* to mention cyberbullying (17%, compared to 8% of 16 to 34 year olds and 11% of those who are 55 years or older).
- Mentions of criminal harassment/death threats/hate crimes/intimidation are significantly *higher* among those who are **55 years or older** (15%, compared to a low of 9% among 35 to 54 year olds).

It is interesting that Albertans who are **not caregivers to an elderly person** are significantly *more likely* to mention verbal bullying as a form of bullying that occurs among adults (55%, compared to 40% of caregivers).

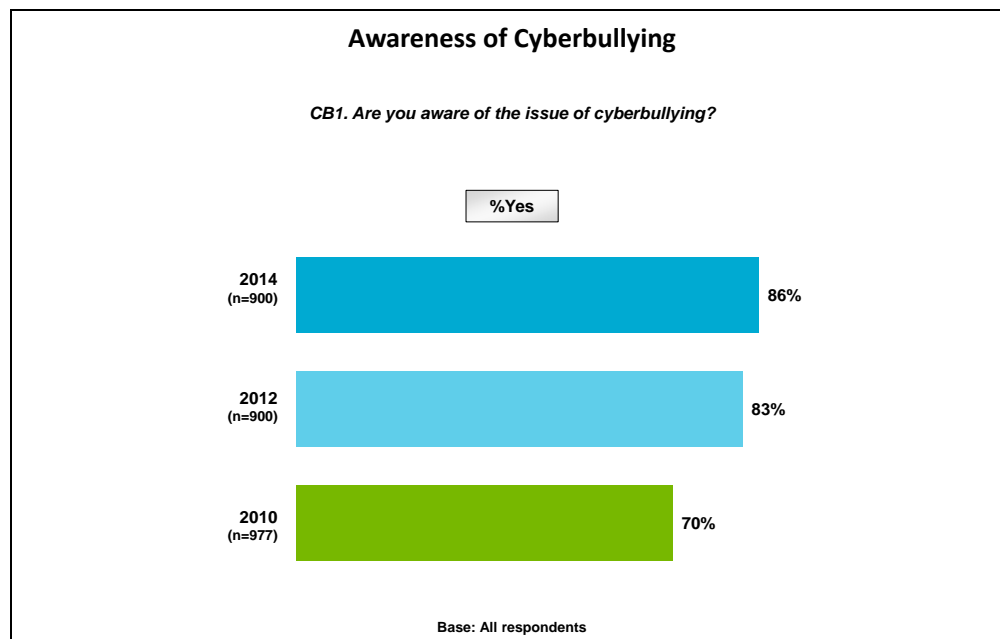


## Cyberbullying

### Awareness of Cyberbullying

#### Most Albertans are aware of the issue of cyberbullying.

While the majority of Albertans do not cite cyberbullying as a type of bullying behaviour on an unaided basis, 86% say they are aware of the issue when specifically asked. Awareness of cyberbullying has not significantly changed from 2012 but is up a significant 16 percentage points from 2010.



Awareness of the issue of cyberbullying is significantly *higher* among **females** (89%, compared to 83% of males), particularly females between 35 and 54 years of age (94%).

Albertans who are **not a caregiver to an elderly person** are also *more likely* to be aware of the issue of cyberbullying (87%, compared to 78% of caregivers).

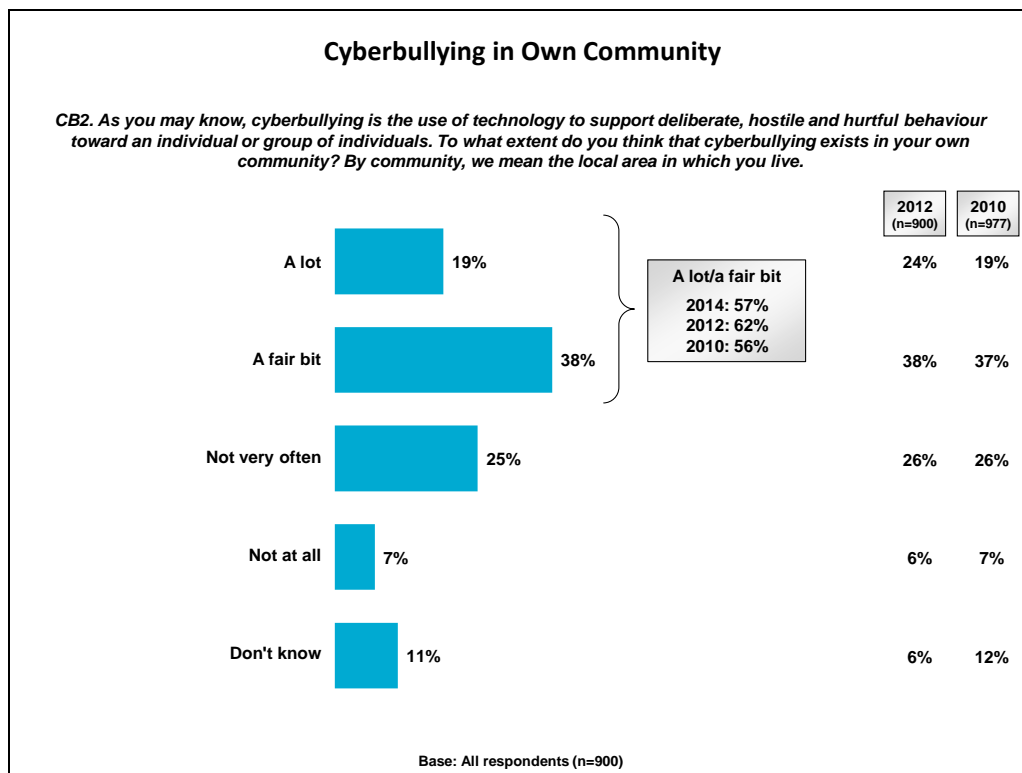
It is notable that there are no significant differences between Albertans who have a child under the age of 18 years and those who do not.

- This is particularly important given that *Alberta's Strategy for Promoting Healthy Relationships and Preventing Bullying* identifies cyberbullying as an evolving and serious issue.

## Cyberbullying in Local Communities

The majority of Albertans think cyberbullying exists in their community.

Overall, 57% of Albertans think that cyberbullying occurs 'a lot' or 'a fair bit' in their own community. Another 25% think cyberbullying exists 'not very often,' while just 7% think it exists 'not at all,' and 11% say they do not know. These results are not significantly different from what was reported in 2012.



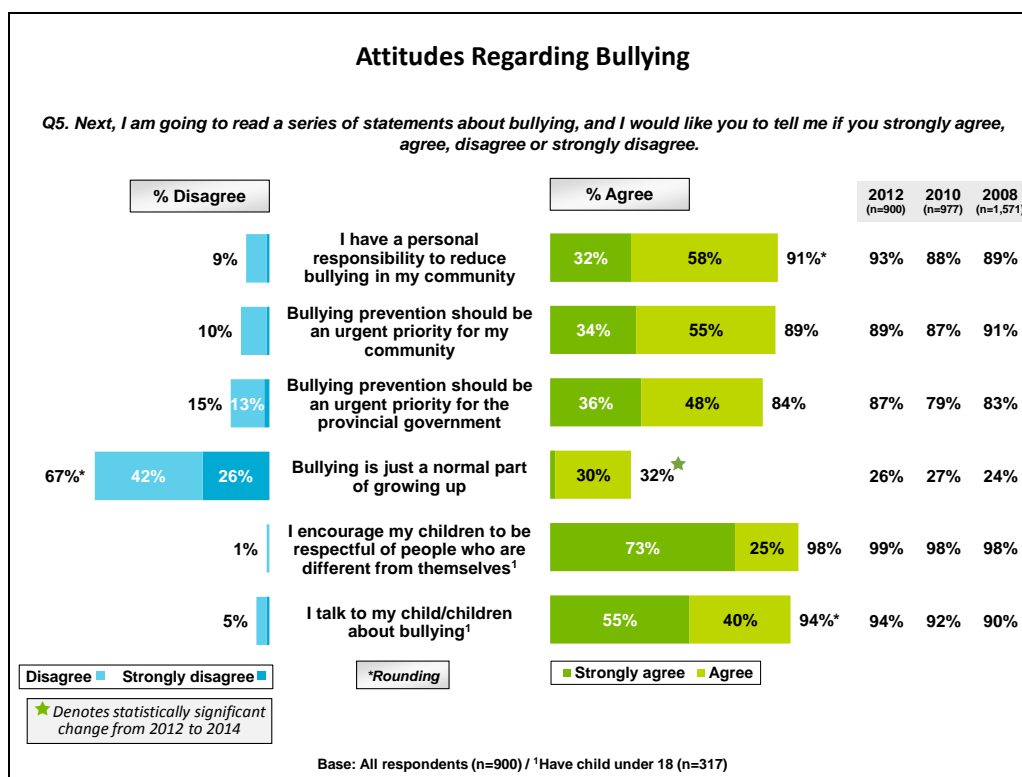
A significantly *higher* percentage of **females** than males (64% vs. 49%) say cyberbullying exists 'a lot' or 'a fair bit' in their local community. In fact, a large minority (40%) of males say cyberbullying happens 'not very often/not at all'.

Again, there are no significant differences between Albertans who have a child under the age of 18 years and those who do not.

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. Education is particularly important given that *Alberta's Strategy for Promoting Healthy Relationships and Preventing Bullying* identifies cyberbullying as an evolving and serious issue.

## Bullying Prevention

Albertans place high priority on the prevention of bullying at both the community and provincial government levels and, moreover, are willing to accept personal responsibility. However, the percentage that considers bullying to be a normal part of growing up has increased significantly from 2012.



The vast majority (91%) of Albertans agree that they 'have a personal responsibility to reduce bullying in their community'. Further, 89% agree that 'bullying prevention should be an urgent priority for their community' and 84% agree that 'bullying prevention should be an urgent priority at the provincial government level'. These results are not significantly different from what was reported in 2012.

Agreement with all three of the above statements is significantly *higher* among **females** than males. Specifically, 94% of females and 87% of males agree that they have a personal responsibility to reduce bullying in their community, 94% of females and 84% of males agree that bullying prevention should be an urgent priority for their community, and 88% of females and 81% of males agree that bullying prevention should be an urgent priority for the provincial government. Analysis by age also shows some significant differences in opinion, with **older respondents (55 years or older)** generally *less likely* to agree with these statements.

Though a minority, it is concerning that nearly one-third (32%) of Albertans agree that 'bullying is just a normal part of growing up'. Furthermore, agreement with this statement has increased

a significant 6 percentage points over the past two years. Agreement is significantly *higher* among **males** (38%, compared to 27% of females) and respondents between **16 and 34 years of age** (38%), compared to a low of 27% among 35 to 54 year olds). 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.

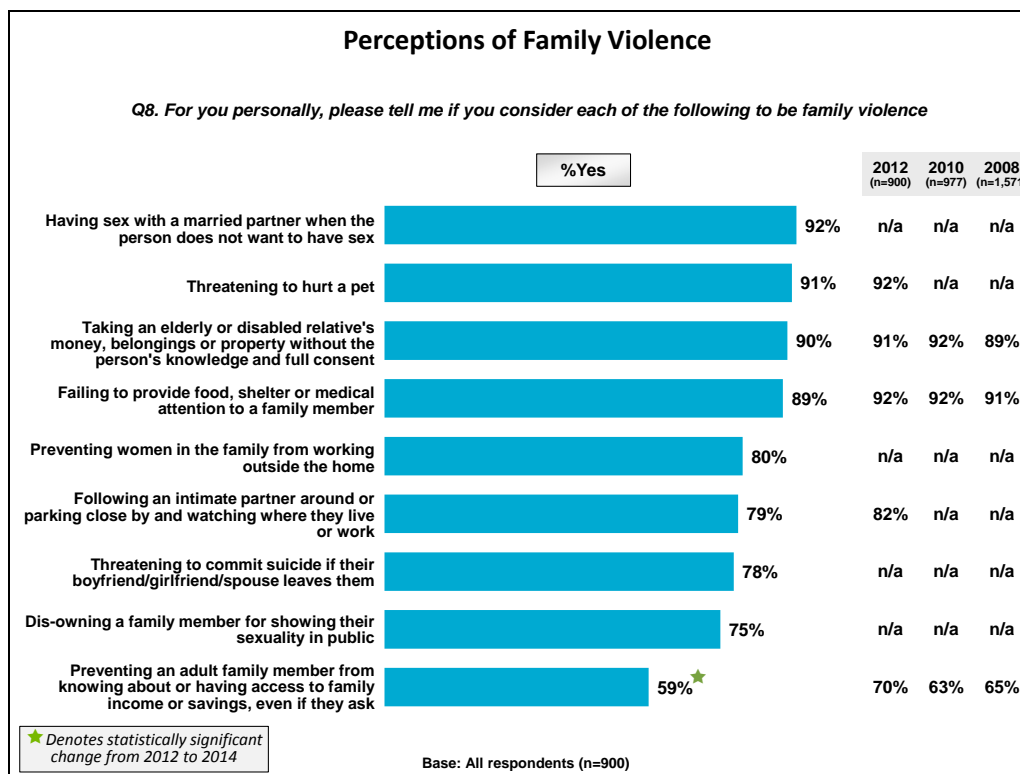
Virtually all parents (98%) say they 'encourage their children to be respectful of people who are different from themselves' and 94% maintain they 'talk to their children about bullying'. These results are unchanged from 2012 and are also consistent across all key demographic segments.

Further, a significantly *higher* percentage of **parents** than non-parents agree that they 'have a personal responsibility to reduce bullying' (95% vs. 88%), that 'bullying prevention should be an urgent priority for their community' (93% vs. 87%), and that 'bullying prevention should be an urgent priority for the provincial government' (89% vs. 82%). Conversely, parents are *less likely* to agree that 'bullying is just a normal part of growing up' (27% vs. 35% of non-parents).

## FAMILY VIOLENCE

### Perceptions of Family Violence

Albertans have a broad understanding of behaviours that constitute family violence. Perceptions of financial abuse (distinct from elder abuse) as a form of family violence have dropped significantly this year.



There is strong consensus among Albertans that 'having sex with a married partner when the person does not want to have sex' (92%), 'threatening to hurt a pet' (91%), 'taking an elderly or disabled relative's money, belongings or property without the person's knowledge and full consent' (90%), and 'failing to provide food, shelter or medical attention to a family member' (89%) are types of family violence.

Slightly lower levels of agreement are seen with respect to the following four behaviours, although the vast majority of Albertans still consider these to be a form of family violence: 'preventing women in the family from working outside the home' (80%), 'following an intimate partner around or parking close by and watching where they live or work' (79%), 'threatening to commit suicide if their boyfriend/girlfriend/spouse leaves them' (78%), and 'dis-owning a family member for showing their sexuality in public' (75%).

The one action that does not fall under the umbrella of family violence for a sizeable minority of

Albertans is 'preventing an adult family member from knowing about or having access to family income or savings, even if they ask' (59% say this is a form of family violence while 39% say it is not). This represents a significant 11 percentage point drop from 2012 (70%).

The Government of Alberta should continue to educate the public about various forms of family violence – particularly the less well recognized forms of family violence.

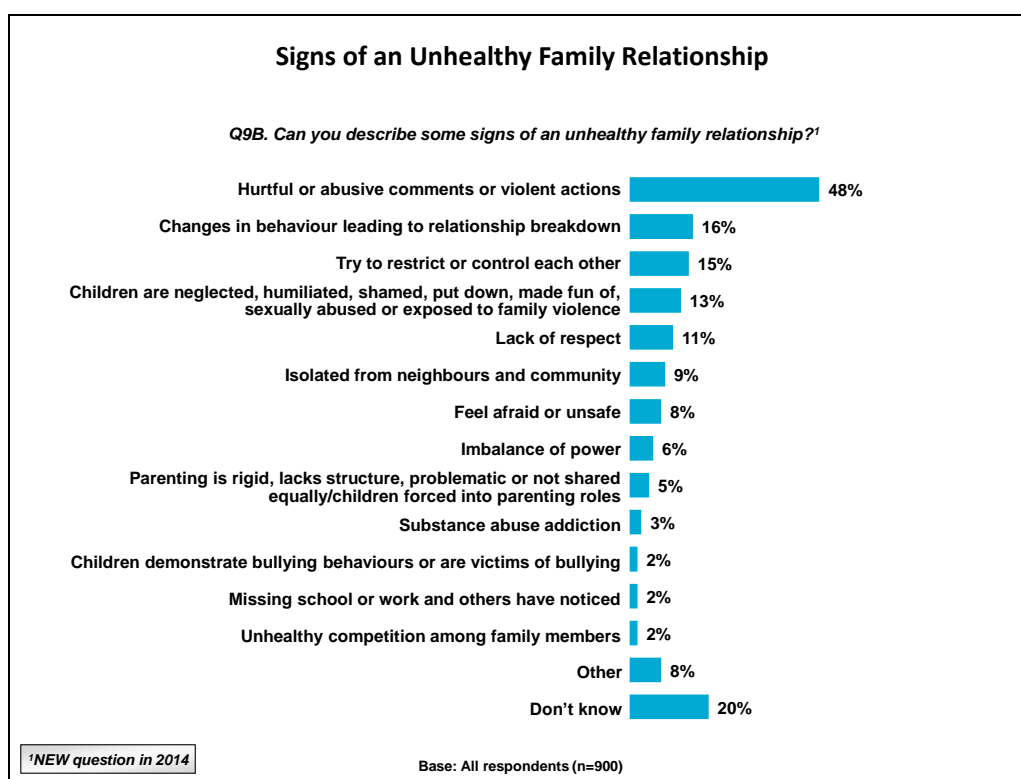
Demographically, a significantly *higher* percentage of **females** than males consider seven of the nine behaviours assessed to be family violence; the exceptions being having sex with a married partner when the person does not want to have sex and threatening to hurt a pet (no gender differences exist in these two instances).

Younger Albertans between **16 and 34 years of age** are significantly *more likely* than those who are 35 years or older to consider the following two behaviours to be forms of family violence: threatening to commit suicide if their partner leaves them (84% vs. 76% of 35 to 54 year olds and 74% of those who are 55 years or older) and disowning a family member for showing their sexuality in public (85% vs. 71% of 35 to 54 year olds and 68% of those who are 55 years or older).

## Signs of an Unhealthy Family Relationship

### Albertans point to hurtful comments and violent actions as sign of an unhealthy family relationship.

When asked to describe signs of an unhealthy family relationship, nearly one-half (48%) of Albertans mention 'hurtful or abusive comments or violent actions'. Other types of behaviours are mentioned much less often, and include things such as 'changes in behaviour leading to relationship breakdown' (16%), 'try to restrict or control each other' (15%), 'children are neglected, humiliated, shamed, put down, made fun of, sexually abused, or exposed to family violence' (13%), and 'lack of respect' (11%). This question was asked for the first time in 2014.



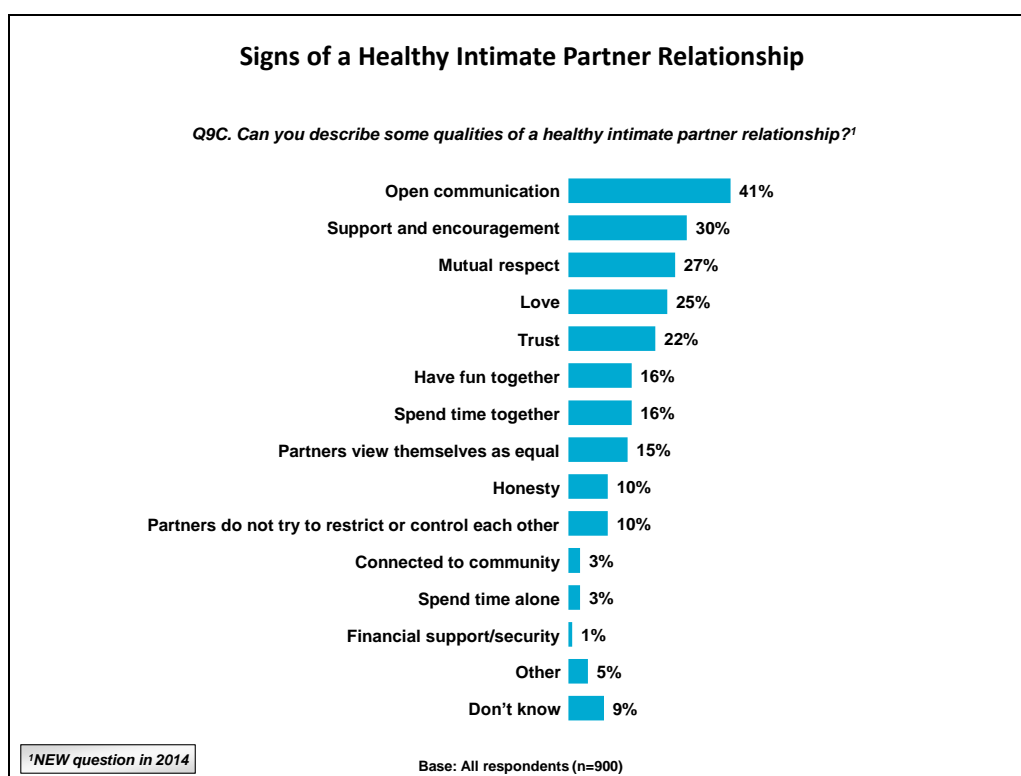
While females and males are equally likely to mention hurtful comments or actions as a sign of an unhealthy family relationship, **females** are significantly *more likely* to mention a range of other behaviours such as trying to restrict each other, neglecting children, lack of respect, community isolation, imbalance of power, and poor parenting.

**Parents** are significantly *more likely* than non-parents to mention neglecting, humiliating, or abusing children (17% vs. 11%). **Caregivers** are significantly *more likely* than non-caregivers to mention lack of respect (17% vs. 10%). Lack of respect is also *more likely* to be mentioned by **single** respondents (17%, compared to a low of 8% among those who are married). **Divorced or separated** respondents are significantly *more likely* to mention imbalance of power (14%, compared to 6% among single, common law, or married respondents).

## Signs of a Healthy Intimate Partner Relationship

Open communication is identified as the number one quality of healthy intimate partner relationships.

When asked to describe some qualities of a healthy intimate partner relationship, more than four-in-ten (41%) Albertans mention 'open communication'. Other qualities include 'support and encouragement' (30%), 'mutual respect' (27%), 'love' (25%), and 'trust' (22%). This question was also asked for the first time in 2014.



Mentions of open communication are significantly *higher* among **parents** (47% vs. 37% of non-parents).

While open communication tops the list of both genders, **females** are significantly *more likely* to mention a range of other qualities (support and encouragement, mutual respect, trust, partners view themselves as equal, and honesty) as signs of a healthy intimate partner relationship.

Albertans who are **35 years of age or older** place a *greater* emphasis on mutual respect (includes 34% of those who are 55 plus and 30% of 35 to 54 year olds vs. 20% of 16 to 34 year olds). Conversely, **16 to 34 year olds** are *more likely* to mention trust (30% vs. 16% of those who are 55 years or older and 17% of 35 to 54 year olds). Mentions of trust are also *higher* among **non-caregivers** (22% vs. 11% of caregivers) and single respondents (34% vs. 5% of widowed respondents, 14% of divorced/separated respondents, and 18% of common law/married

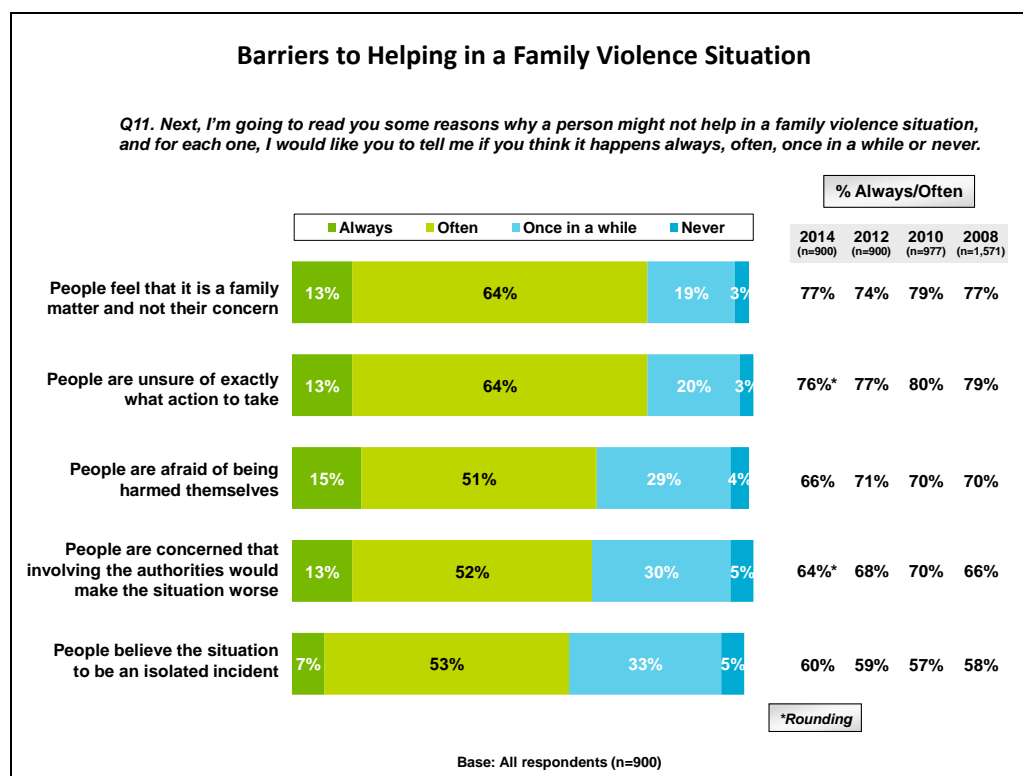


respondents).

## Barriers to Helping in a Family Violence Situation

**The two biggest barriers to helping in a family violence situation are feeling it is a family matter/not their concern and being unsure of exactly what action to take.**

Of the five reasons tested, the biggest barriers to helping in a family violence situation are 'people feel that it is a family matter and not their concern' (77% say this happens 'always' or 'often') and 'people are unsure of exactly what action to take' (76% 'always' or 'often'). Less prominent barriers include 'people are afraid of being harmed themselves' (66% 'always' or 'often'), 'people are concerned that involving the authorities would make the situation worse' (64% 'always' or 'often'), and 'people believe the situation to be an isolated incident' (60% 'always' or 'often'). Still, the majority of Albertans think all five reasons are barriers to helping at least once in a while. These percentages are not significantly different from what was reported in 2012.



Concern that involving the authorities would make it worse is significantly *more* of a barrier for **females** (70% 'always' or 'often' vs. 59% of males). This is also *more* of a barrier for respondents **under the age of 55 years** (69% of 16 to 34 year olds and 67% of 35 to 54 year olds vs. 56% of those who are 55 years or older). **Younger Albertans** are also *more likely* to agree people believe the situation to be an isolated incident (65% of 16 to 34 year olds and 64% of 35 to 54 year olds vs. 49% of those who are 55 years or older).

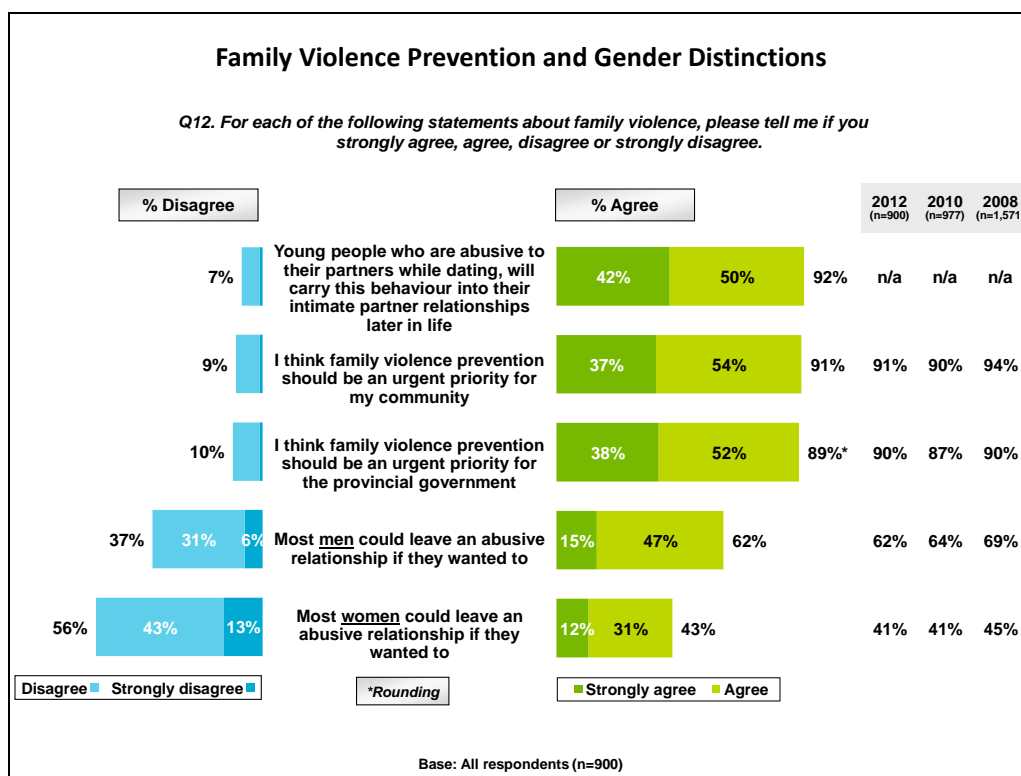
## Attitudes towards Family Violence

### Family Violence Prevention and Gender Distinctions

Albertans believe abusive behaviours that start in youth often continue into adulthood, and see family violence prevention as an urgent priority at both the community and provincial government levels.

More than nine-in-ten (92%) Albertans agree that 'young people who are abusive to their partners while dating will carry this behaviour into their intimate partner relationships later in life'. As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (91% agree) and provincial government (89% agree) levels, consistent with 2012.

A marked gender distinction exists regarding the perceived ability for men and women to leave an abusive relationship. While 62% of Albertans agree that 'most men could leave an abusive relationship if they wanted to', less than one-half (43%) agree that 'most women could leave an abusive relationship if they wanted to' (56% disagree with this statement). This finding is consistent with what was seen in 2012.



Agreement is significantly *higher* among **parents** than non-parents that family violence prevention should be an urgent priority at the provincial government (96% vs. 86%) and community (95% vs. 88%) levels. While **females** are significantly *more likely* than males to agree that family violence prevention should be an urgent priority for their community (94% vs. 87%), both genders place a similar emphasis on family violence prevention by the provincial government. However, agreement with this statement does vary by age, with Albertans **under the age of 55** years significantly *more likely* to say that family violence should be an urgent provincial government priority (92% vs. 82% of those who are 55 years or older).

When it comes to the perceived ability of men and women to leave an abusive relationship, agreement with both statements is significantly *higher* among **males** than females.

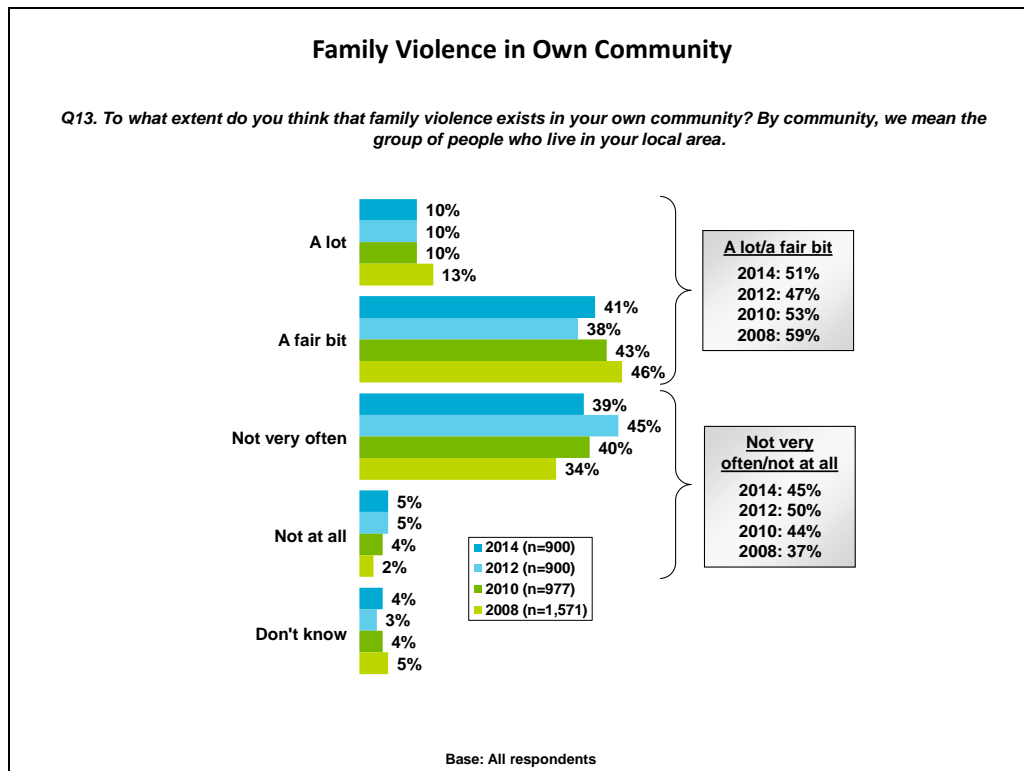
- 'Most men could leave an abusive relationship if they wanted to' (69% vs. 56%).
- 'Most women could leave an abusive relationship if they wanted to' (51% vs. 36%).

Younger Albertans between **16 and 34 years of age** are also *more likely* to agree that women can leave an abusive relationship if they wanted to (49% vs. a low of 37% among those who are aged 55 years or older).

## Family Violence in Local Communities

### One-half of Albertans think family violence is a frequent occurrence in their own community.

Overall, 51% of Albertans think family violence exists 'a lot' or 'a fair bit' in their own community. While this is statistically unchanged from 2012, it does represent a stop to the downward trend in numbers seen over the past few years. Conversely, 45% of Albertans this year think family violence exists 'not very often' or 'not at all' in their own community.



A significantly *higher* percentage of **females** than males think family violence exists 'a lot' or 'a fair bit' in their community (61% vs. 41%). In fact, the majority (55%) of males say family violence occurs 'not at all' or 'not very often'. This perception is *highest* among **males aged 16 to 34 years** (62%).

**Single** Albertans are also significantly *more likely* to say family violence exists 'not very often' or 'not at all' in their community (56%, compared to 34% of divorced/separated respondents, 38% of widowed respondents, and 42% of common law/married respondents).

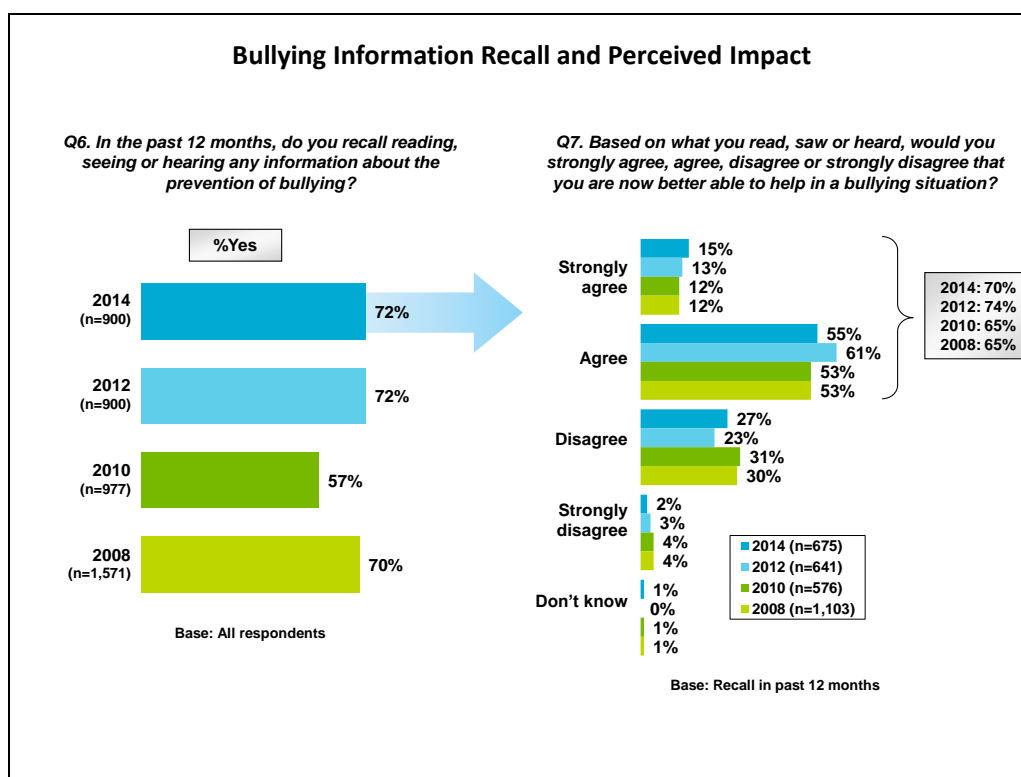
## RECALL OF BULLYING PREVENTION AND FAMILY VIOLENCE PREVENTION INFORMATION

### Bullying Information Recall and Perceived Impact

Nearly three-quarters of Albertans recall being exposed to bullying prevention information in the past 12 months.

In total, 72% of Albertans recall reading, seeing, or hearing information about the prevention of bullying in the past 12 months. Recall of bullying prevention information is unchanged from 2012.

Among Albertans who report having read, seen, or heard information about the prevention of bullying, 70% agree they are now better able to help in a bullying situation (also not significantly different from what was reported in 2012).



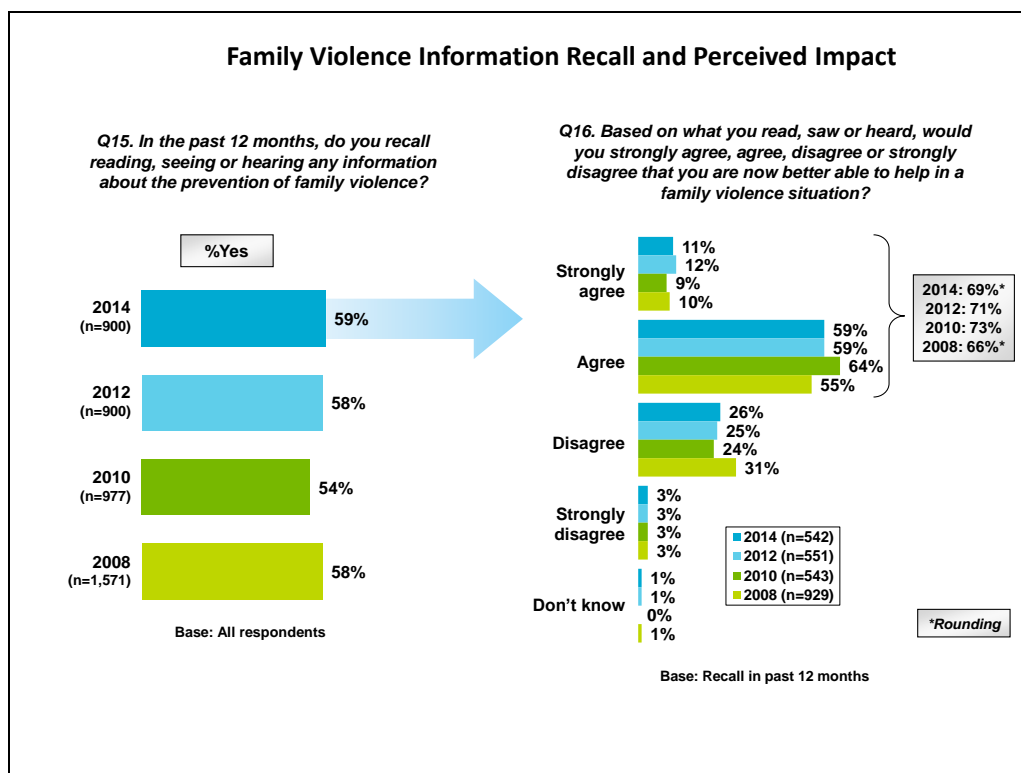
Demographically, **females** have a significantly *higher* recall of bullying prevention information than males (76% vs. 68%), as do Albertans aged **35 to 54** years (78% vs. a low of 65% among 16 to 34 year olds). **Parents** are also *more likely* to recall bullying prevention information (77% vs. 69% of non-parents).

When it comes to the impact of this information, **females** are significantly *more likely* than males to say they are now better able to help in a bullying situation (74% vs. 65%).

## Family Violence Information Recall and Perceived Impact

Past 12 months recall of information about the prevention of family violence stands at 59% – notably lower than bullying prevention recall (72%) but consistent with 2012 findings.

Among those who report reading, seeing, or hearing information about the prevention of family violence, 69% agree they are now better able to help in a family violence situation – on par with bullying and also consistent with 2012.



Past 12 months recall of information about the prevention of family violence is significantly *higher* among Albertans aged **35 years or older** (includes 66% of those who are 55 years or older and 62% of 35 to 54 year olds, compared to 50% of 16 to 34 year olds). Recall is also *higher* among **married** respondents (62%, compared to a low of 49% among single Albertans).

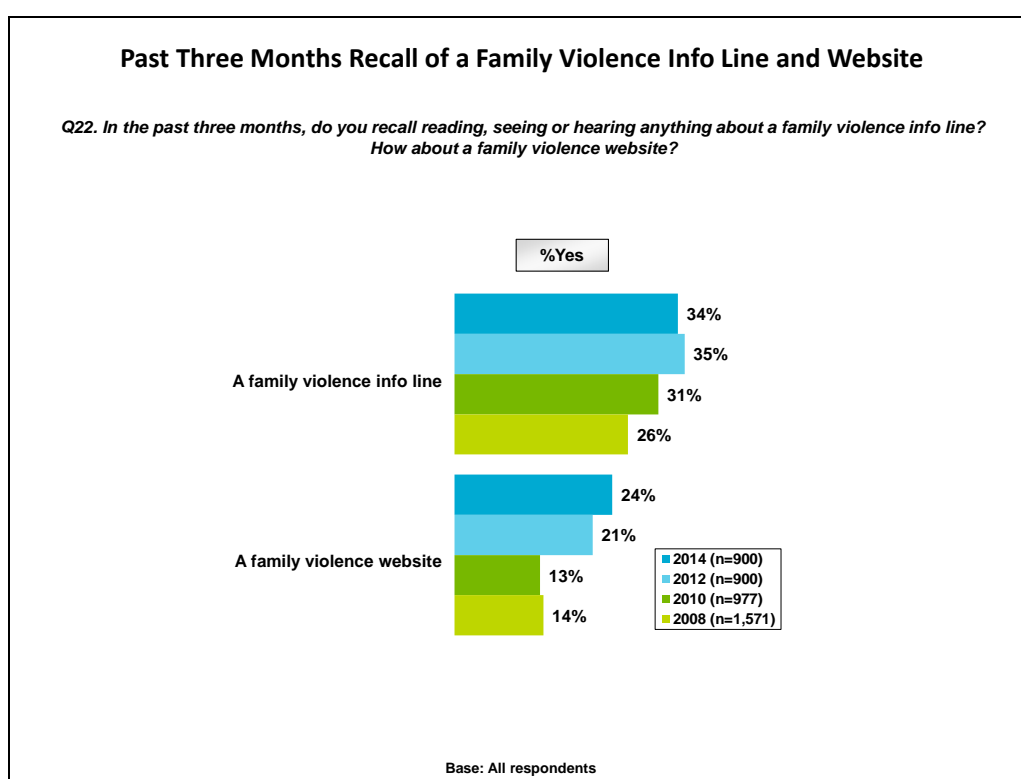
The impact of this information is consistent across all key demographic subgroups.

## Past Three Months Recall of a Family Violence Info Line and Website

**In the past three months, one-third of Albertans recall hearing about a family violence info line, while one-quarter recall hearing about a family violence website.**

Overall, 34% of Albertans recall reading, seeing, or hearing about a family violence info line in the past three months, statistically unchanged from 2012. Recall of a family violence website is slightly lower (24%), also statistically unchanged from 2012.

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



Moving forward, it may also be useful to measure recall of the Bullying Help Line as well as [bullyfreealberta.ca](http://bullyfreealberta.ca).

Recall of a family violence info line is consistent across all key demographic subgroups. Recall of a family violence website is significantly *higher* among **35 to 54 year olds** (26%, compared to a low of 18% among those who are aged 55 years or older).

## APPENDIX A: SURVEY QUESTIONNAIRE

### Albertans' Perceptions of Family Violence and Bullying Survey 2014 – FINAL Questionnaire – January 7, 2014

#### **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. Please be assured that all your responses are confidential.

*The personal information collected from this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act for the purpose of conducting research. If you have any questions about the collection of your information, please contact Deborah Hurford with the Prevention of Family Violence and Bullying at 780-415-1850 or toll-free at 310-0000.*

(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. Please be assured **none** of our questions ask about your **personal** experience.

1. 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 – criminal (*includes hitting, punching, slapping, kicking, curb stomping (a group of people physically gang up on someone)*)

Physical bullying – non-criminal (*includes pushing, shoving, taking away or depriving someone of their possessions*)

Sexual assault/abuse – criminal

Harassment, death threats, hate crimes or intimidation – criminal

Nonconsensual distribution of intimate photos – criminal

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

Social bullying (*includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, disclosing personal secrets, forcing someone to do something they don't want to, ganging up on a person or making fun of a person*)

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

Other **(Specify)**

DK/NS

2A. When you think about **bullying among adults**, what types of behaviours would you say this includes? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Physical bullying – criminal (*includes hitting, punching, slapping, kicking, curb stomping (a group of people physically gang up on someone)*)

Physical bullying – non-criminal (*includes pushing, shoving, taking away or depriving someone of their possessions*)

Sexual assault/abuse – criminal

Harassment, death threats, hate crimes or intimidation – criminal

Nonconsensual distribution of intimate photos – criminal

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

Social bullying (*includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, disclosing personal secrets, forcing someone to do something they don't want to, ganging up on a person or making fun of a person*)

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

Adult children bullying their parents (*includes physical, emotional, neglect, financial*)

Financial bullying

Workplace bullying (*includes sabotaging someone's work, put downs, , humiliation, unequal treatment of staff members, misusing power and authority, being passed over for promotion for someone less qualified/experienced, being ostracized or harassed, unfair or harsh criticism about quality of work*)

Bullying in care facilities for the disabled or elderly (*by residents, staff/caregivers or family/extended family*)

Bullying in social and recreational groups for the disabled or elderly

Bullying based on sexual orientation, race, culture or religion

Nonconsensual distribution of intimate photos between intimate partners or former intimate partners - criminal

Other (**Specify**)

DK/NS

## **2. DELETED**

### **3A. DELETED**

**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 toward 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

## **3. DELETED**

4. 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 respectful of people who are different from themselves **[INSERT ONLY IF 'YES' AT Q1]**

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

5. 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 NEXT SECTION]**

6. 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. DELETED**

**RM2. DELETED**

**[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]**

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

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

Threatening to hurt a pet

Following an intimate partner – for example, a boyfriend, girlfriend or spouse – around or parking close by and watching where they live or work

Having sex with a married partner when the person does not want to have sex

Dis-owning a family member for showing their sexuality in public

Preventing women in the family from working outside the home

Threatening to commit suicide if their boyfriend, girlfriend or spouse leaves them

Yes

No

DK/NS

9. DELETED

9A. DELETED

**9B. Can you describe some signs of an unhealthy family relationship? (DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Imbalance of power  
Try to restrict or control each other  
Lack of respect  
Parenting is rigid, lacks structure, problematic or not shared equally/Children forced into parenting roles  
Hurtful or abusive comments or violent actions  
Children are neglected, humiliated, shamed, put down, made fun of, sexually abused or exposed to family violence  
Unhealthy competition among family members  
Feel afraid or unsafe  
Isolated from neighbours and community  
Missing school or work and others have noticed  
Children demonstrate bullying behaviours or are victims of bullying  
Substance abuse addiction  
Signs of animal abuse  
Woman works outside the home  
Other **(Specify)**  
DK/NS

**9C. Can you describe some qualities of a healthy intimate partner relationship? (DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Open communication  
Honesty  
Trust  
Support and encouragement  
Love  
Partners view themselves as equal  
Mutual respect  
Partners do not try to restrict or control each other  
Spend time together  
Spend time alone  
Have fun together  
Connected to community  
Other **(Specify)**  
DK/NS

**10. DELETED**

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 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  
Most women could leave an abusive relationship if they wanted to  
Most men could leave an abusive relationship if they wanted to  
**[ALWAYS LAST]** Young people who are abusive to their partners while dating, will carry this behaviour into their intimate partner relationships later in life.

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. DELETED**

**RM3A. DELETED**

**RM4. DELETED**

**14. DELETED**

**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 1998]

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.** DELETED

**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. DELETED**

**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 Info Line: Toll-free, 24 hours a day at 310-1818 or online at [familyviolence.alberta.ca](http://familyviolence.alberta.ca)  
Bullying Help Line: 1-888-456-2323 or online at [bullyfreealberta.ca](http://bullyfreealberta.ca)  
Child abuse hotline: 1-800-387-KIDS (5437)

### **[INFORMATION FOR INTERVIEWERS]**

#### **IMPORTANCE OF SENSITIVITY:**

- Alberta has the second-highest rate of reported spousal assault in Canada, with 7.6 per cent of Albertans (8.5 per cent of women and 6.5 per cent of men) self-reporting they had experienced spousal violence in the past five years.
- 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 – Deborah Hurford is with the Prevention of Family Violence and Bullying at 780-415-1850. Deborah 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 Info Line: Toll-free, 24 hours a day at 310-1818 or online at [familyviolence.alberta.ca](http://familyviolence.alberta.ca)

Bullying Help Line: 1-888-456-2323 or online at [bullyfreealberta.ca](http://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

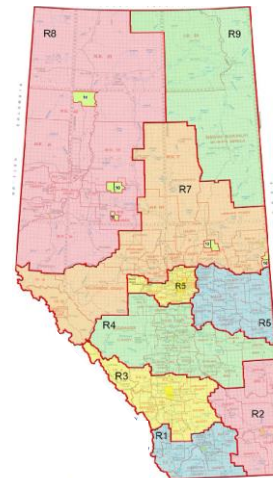
The target population for this telephone survey included all residents of Alberta aged 16 years and older. The most recent birthday method was used to choose the person to be interviewed within each household contacted.

### Sample Framework

Children and Youth Services provided Ipsos Reid with six-digit postal codes for each CFSA. A total of 900 computer-assisted telephone interviews were conducted among a stratified sample of Albertans age 16 years and older.

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



Both landline and cell phone sample were used. In order to ensure a random sample, all landline 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.

## 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.

<b>Completed interviews</b>	<b>900</b>
<b>Eligible, Non-Interview</b>	<b>7,641</b>
- Refusals (includes initial hang-ups, household refusals and refusals by a qualified respondent)	3,206
- Quota filled	11
- Not 16+	46
- Termination during interview (partial interview)	285
- Termination after being informed of child abuse disclosure (partial interview)	7
- Hard callbacks (specific time and date)	40
- Soft callbacks (callback – no time or date specified)	312
- Language barrier	72
- Deaf/Incapable/Illness	41
- Answering machine	3,621
<b>Unknown Eligibility</b>	<b>3,158</b>
- Busy	132
- No answer	3,026
<b>Not Eligible</b>	<b>11,533</b>
- Number out of order	9,520
- Faxmodem number	877
- Business number	1,129
- Cell phone number	7
<b>TOTAL</b>	<b>23,232</b>

## Household Level Cooperation Rate = 27%

$$\frac{\text{Completed interviews} + \text{Partial interviews}}{\text{Completed interviews} + \text{Partial interviews} + \text{Refusals} + \text{Language barrier}}$$

## Response Rate = 12%

$$\frac{\text{Completed interviews}}{\text{Completed interviews} + \text{Eligible, Non-Interview}}$$