

Human Services: 2016 Albertans' Perceptions of Family Violence and Bullying Survey

Final Report

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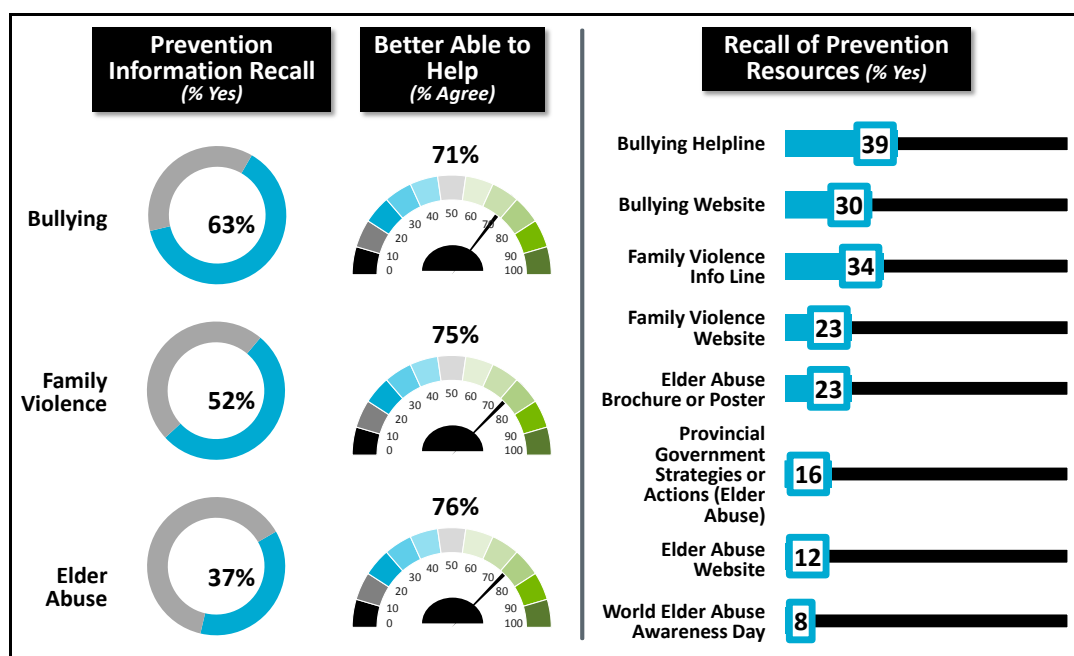
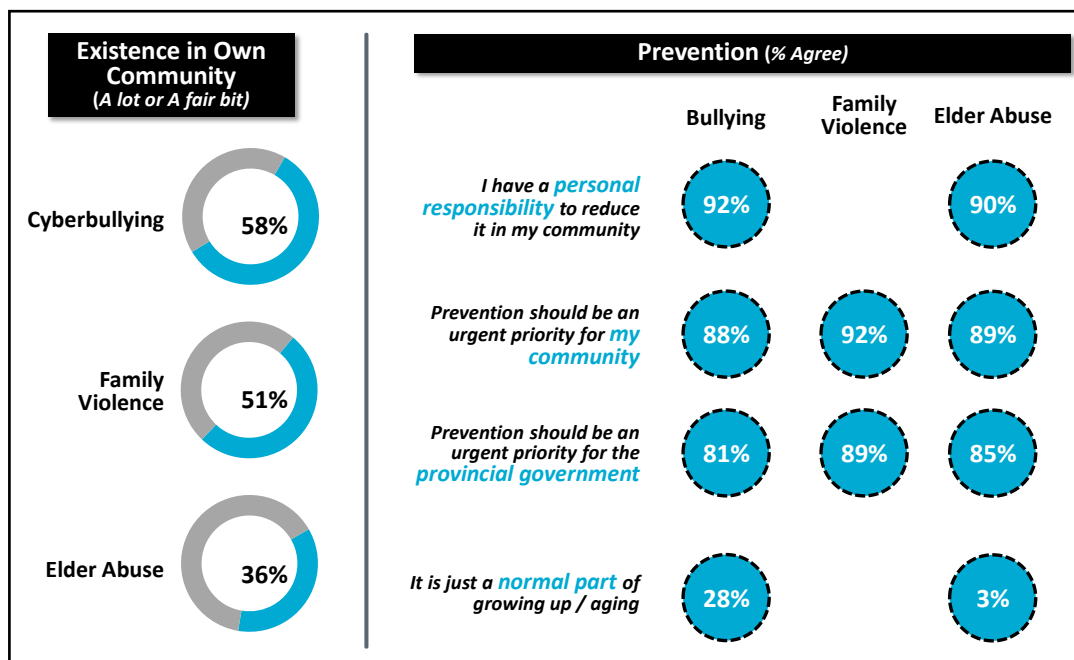
EXECUTIVE SUMMARY

Ipsos conducted a total of 900 telephone interviews with Albertans aged 16 years and older between January 29th and February 11th, 2016. 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 2011 Federal Census data.

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

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

Highlights



Key Findings

BULLYING

Bullying Behaviours

The majority of Albertans recognize a range of bullying behaviours among children and youth.

- When asked to think about the types of behaviours that characterize bullying among children and youth, nearly two-thirds (65%) of Albertans identify various forms of verbal abuse while 62% mention various physical behaviours. It is noteworthy that 40% specify criminal physical acts as opposed to 38% who describe physical bullying.
- Nearly three-in-ten (29%) mention cyberbullying while 27% cite social bullying.
- Perceptions of bullying among children and youth this year have not significantly changed from 2014.

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

- Overall, 57% of Albertans identify verbal bullying as a type of bullying behaviour among adults, on par with 2014.
- Very few (14%) think of cyberbullying when talking about adult bullying.
- Mentions of harassment, death threats, hate crimes, or intimidation have increased significantly (up 4 percentage points) this year as compared to 2014.

Cyberbullying

While not yet top-of-mind, most Albertans are nonetheless aware of the issue of cyberbullying. Aided awareness has increased significantly from 2014. Furthermore, the majority continue to think cyberbullying exists in their community.

- On an aided basis, 92% of Albertans report being aware of the issue of cyberbullying, up a significant 6 percentage points from 2014.
- Overall, 58% of Albertans think cyberbullying occurs 'a lot' or 'a fair bit' in their own community, on par with 2014.

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 (92%) of Albertans agree that they 'have a personal responsibility to reduce bullying in their community'.
- Further, 88% agree that 'bullying prevention should be an urgent priority for their community' and 81% agree that 'bullying prevention should be an urgent priority for the provincial government'.
- These results are not significantly different from 2014.

Though a minority, it is concerning that nearly three-in-ten (28%) Albertans agree that 'bullying is just a normal part of growing up'.

- Agreement has not significantly changed from 2014.
- Agreement is significantly higher among males (36% vs. 20% of females) and those living in North Central (46%, compared to 20% in Edmonton, 27% in Calgary, 29% in the South).

All (100%) parents agree that they 'encourage their children to be respectful of people who are different from themselves', up significantly from 2014.

- Agreement with this statement has increased a significant 2 percentage points from 2014.
- Further, 96% of parents agree that they 'talk to their children about bullying' (unchanged from 2014).

FAMILY VIOLENCE

Perceptions and Impacts

Albertans have a broad understanding of behaviours that constitute family violence. Attitudes towards dis-owning a family member for showing their sexuality in public 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' (94%), 'threatening to hurt a pet' (91%), 'taking a disabled relative's money, belongings or property without the person's knowledge and full consent' (89%), and 'failing to provide food, shelter, or medical attention to a family member' (88%) are types of family violence.
- Slightly lower levels of agreement are seen with respect to the following five behaviours, although the majority of Albertans still characterize these as family violence: 'threatening to commit suicide if their boyfriend/girlfriend/spouse leaves them' (80%), 'following an intimate partner around or parking close by and watching where they live or work' (78%), 'preventing women in the family from working outside the home' (77%), 'dis-owning a family member for showing their sexuality in public' (69%), and 'preventing an adult family member from knowing about or having access to family income or savings, even if they ask' (60%).
- These results are generally consistent with 2014. The one exception to this is regarding attitudes towards dis-owning a family member for showing their sexuality in public – the percentage of Albertans that consider this to be a form of family violence has dropped a significant 6 percentage points this year.

Signs of Unhealthy Family Relationships

Albertans recognize a range of factors that comprise unhealthy family relationships.

- When asked to describe signs of an unhealthy family relationship, six-in-ten (60%) Albertans mention 'hurtful or abusive comments or violent actions'.
- Other types of behaviours are mentioned much less often, and include things such as 'children are neglected, humiliated, shamed, put down, made fun of, sexually abused, or exposed to family violence' (16%), 'try to restrict or control each other' (13%), and 'feel afraid or unsafe' (10%).
- Results are not directly comparable to 2014 due to changes in the response list.

Barriers to Helping in a Family Violence Situation

Albertans point to a number of different reasons why someone might not help in a family violence situation. Concern over escalating the situation by involving the authorities has increased significantly since 2014.

- At least seven-in-ten Albertans say the following are 'always' or 'often' barriers to people helping in a family violence situation: 'people are unsure of exactly what action to take' (76%), 'people feel that it is a family matter and not their concern' (73%), 'people are afraid of being harmed themselves' (70%), and 'people are concerned that involving the authorities would make the situation worse' (70%).
- Concern over escalating the situation by involving the authorities has increased significantly since 2014 (up 6 percentage points).
- Relatively fewer (although still the majority) say 'people believe the situation to be an isolated incident' (58%) is 'always' or 'often' a barrier to helping in a family violence situation, on par with 2014.

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'.
- As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (92% agree) and provincial government (89%) levels.
- Attitudes towards family violence have not significantly changed since 2014.

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

- Less than one-half (42%) of Albertans agree that 'most women could leave an abusive relationship if they wanted to' (57% disagree).
- When it comes to men, however, more than six-in-ten (64%) Albertans agree that 'most men could leave an abusive relationship if they wanted to' (36% disagree).
- Again, these findings are consistent with 2014.

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.
- Perceptions of family violence in local communities are on par with 2014.

ELDER ABUSE

The section on Elder Abuse was added to the survey in 2016.

Elder Abuse Behaviours

Emotional, financial, and physical abuse are the most recognized types of elder abuse.

- When asked to think about the types of behaviours that characterize elder abuse, Albertans are most likely to mention emotional/psychological abuse (60%) and financial abuse (60%) as well as physical abuse (57%).
- A large minority (46%) also mention neglect.

Perceptions of Elder Abuse

The vast majority of Albertans consider all six behaviours assessed to constitute elder abuse.

- Virtually all (99%) Albertans consider 'a caregiver hitting or shoving a senior' to be a type of elder abuse.
- There is also strong consensus that the following behaviours are forms of elder abuse: 'a caregiver making unwanted sexually suggestive comments to their elderly client' (97%), 'a husband or wife isolating their senior spouse from friends or activities' (97%), 'a wife or husband humiliating or ridiculing their spouse who is a senior' (95%), 'a trusted person taking a senior's medication without him or her knowing' (94%), and 'a daughter or son taking household items from their elderly parent without his or her consent' (93%).

More than one-third of Albertans think elder abuse is a frequent occurrence in their community.

- Overall, 36% of Albertans think elder abuse exists 'a lot' or 'a fair bit' in their own community, markedly lower than what is reported for cyberbullying and family violence.

Elder Abuse Prevention

Albertans believe they have a personal responsibility to reduce elder abuse, and see elder abuse prevention as an urgent priority at both the community and provincial government levels.

- The vast majority (90%) of Albertans agree that they 'have a personal responsibility to reduce elder abuse in their community'.
- Further, 89% agree that 'elder abuse prevention should be an urgent priority for their community' and 85% agree that 'elder abuse prevention should be an urgent priority for the provincial government'.

Very few Albertans agree that 'elder abuse is just a normal part of aging'.

- Only 3% of Albertans agree with this statement; the vast majority (97%) disagrees that 'elder abuse is just a normal part of aging'.

Albertans are most likely to turn to the police for help in an elder abuse situation.

- Nearly two-thirds (65%) of Albertans say they might ask the police for help in an elder abuse situation.
- All other potential elder abuse resources are mentioned much less often, and include other family members (28%), social workers (15%), and doctors/medical professionals (12%).

The Internet is the most popular source of elder abuse information or services.

- When looking for information or services to help in an elder abuse situation, nearly half (45%) of Albertans say they would look on the Internet while another two-in-ten (19%) say they would conduct a Google/Internet search.
- In total, 20% say they would consult a government resource, including Alberta Seniors/Government of Alberta (10%), government website (4%), Health Link Alberta (4%), government (local, provincial, federal) (3%), and Alberta Health/Alberta Health Services (2%).

RECALL OF INFORMATION ON BULLYING, FAMILY VIOLENCE AND ELDER ABUSE PREVENTION

Bullying

More than six-in-ten Albertans recall being exposed to bullying prevention information in the past 12 months, down significantly from 2014.

- Overall, 63% of Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months.
- Recall of bullying prevention information has dropped a significant 9 percentage points from 2014.
- Among those able to recall bullying prevention information, 71% say they are now better able to help in a bullying situation, on par with 2014.

In the past three months, four-in-ten Albertans recall reading, seeing, or hearing about a bullying helpline. Three-in-ten recall a bullying website.

- Four-in-ten (39%) Albertans recall reading, seeing, or hearing about a bullying helpline in the past three months.
- Recall of a bullying website is slightly lower (30%).
- This question was not asked in previous years.

Family Violence

Just over one-half recall being exposed to information about the prevention of family violence in the past 12 months, down significantly from 2014.

- Past 12 months recall about the prevention of family violence information stands at 52% – notably lower than bullying prevention recall and also down significantly from 2014 (down 7 percentage points).
- Among those able to recall information about the prevention of family violence, 75% say they are now better able to help in a family violence situation (on par with bullying and also consistent with 2014).

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

- 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 (23%).
- These findings are not significantly different from 2014.

Elder Abuse

More than one-third of Albertans recall being exposed to information about elder abuse in the past 12 months.

- Overall, 37% of Albertans recall reading, seeing, or hearing information about the prevention of elder abuse in the past 12 months, notably lower than both bullying prevention and family violence prevention information.
- Among these respondents, 76% say they are now better able to help in an elder abuse situation.

In the past three months, one-quarter recall reading, seeing, or hearing about an elder abuse brochure or poster. Recall of other elder abuse prevention resources is lower.

- Overall, 23% of Albertans recall reading, seeing, or hearing about an elder abuse brochure or poster in the past three months.
- Albertans are less likely to recall information about provincial government strategies or actions (16%), an elder abuse website (12%), and World Elder Abuse Awareness Day (8%).

SUMMARY OF SIGNIFICANT CHANGES FROM 2014

For the most part, this year's results are consistent with what was seen in 2014. Notable exceptions to this are summarized below.

- Aided awareness of cyberbullying has grown over the past two years, increasing a significant 6 percentage points this year to stand at 92% (up from 86% in 2014).
- The percentage of parents that say they 'encourage their children to be respectful of people who are different from themselves' has increased a significant 2 percentage points this year (100%) as compared to 2014 (98%).
- Significantly fewer Albertans this year recognize 'dis-owning a family member for showing their sexuality in public' as a form of family violence (69%, down 6 percentage points from 75% in 2014).
- There has been a significant increase in the percentage of Albertans who say 'people are concerned that involving the authorities would make the situation worse' as a barrier to helping in a family violence situation (70%, up 6 percentage points from 64% in 2014).
- Recall of bullying prevention information is down a significant 9 percentage points this year (63%, compared to 72% in 2014).
- Similarly, there has also been a significant 7 percentage point decrease in recall of family violence prevention information (52%, down from 59% in 2014).

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 (especially older males) as well as those living in the North Central Region 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.
- Educate Albertans about elder abuse and the resources available to help in elder abuse situations.
- Explore why prevention information recall has dropped and, if necessary, modify or increase public awareness and education campaigns. Further, continue tracking recall of these campaigns.
- Maintain or increase efforts to increase awareness of prevention resources for bullying, family violence, and elder abuse.

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*; and in 2015, *Alberta's Plan for Promoting Healthy Relationships and Preventing Bullying*.

Family violence – the abuse of power within relationships of family, trust or dependency that endangers the survival, security or well-being of another person – hurts everyone, and continues to be an important issue in Alberta. 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 Alberta¹.

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 – repeated and hostile or demeaning behavior intended to cause harm, fear or distress, including psychological harm or harm to a person's reputation – is indeed an issue for both Canadian children and adults. In a 2009-2010 World Health Organization survey, of the 38 countries surveyed for rates of bullying, Canadian youth ranked poorly, between 20th and 21st. Additionally, a 2010 study funded by the Public Health Agency of Canada 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 bullying². 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 adults³.

Alberta's Plan for Promoting Healthy Relationships and Preventing Bullying takes a comprehensive approach to promoting healthy relationships across the lifespan. The plan identifies bullying as an unhealthy behavior that not only affects children and youth, but people

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

² <http://humanservices.alberta.ca/documents/promoting-healthy-relationships-and-preventing-bullying.pdf>

³ Alberta Human Services

of all ages and in multiple environments (e.g. home, school, work, community, sports and leisure). The plan identifies five strategic priorities as well as six outcomes by which progress will be measured every two years. Among the key outcomes are: Albertans develop and maintain healthy relationships; the incidences of bullying behaviours and cyberbullying are reduced; and, Albertans will know how to take appropriate action when they see, experience or engage in bullying behaviours, including cyberbullying.

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 2005, 2008, 2010, 2012 and 2014. The collected data tracks 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, 2012 and 2014 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 2016. Key objectives of the 2016 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;
- Assessing knowledge about elder abuse, awareness about resources and supports, and support for government involvement in elder abuse prevention;
- 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, bullying and elder abuse; and,
- Informing future directions for the Cross-Ministry Strategy for the Prevention of Family Violence, Bullying and Elder Abuse.

Methodology

Between January 29th and February 11th, 2016, Ipsos 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 25 Albertans across the province on January 29th. After a review of the pilot test results (i.e. listening to interviews, reviewing interviewer feedback, and analyzing initial results), Human Services and Ipsos agreed no changes were required to the questionnaire. The average interview length was just over 17 minutes.

Interviews were stratified by seven Human Services Service Delivery 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 2011 Federal Census data.

With a sample of 900, 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 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 region, as well as the corresponding margins of error.

REGION	Number of interviews (n)	Maximum margin of error
North West Region	100	$\pm 9.8\%$
North East Region	100	$\pm 9.8\%$
North Central Region	100	$\pm 9.8\%$
Edmonton Region	200	$\pm 6.9\%$
Central Region	100	$\pm 9.8\%$
Calgary Region	200	$\pm 6.9\%$
South Region	100	$\pm 9.8\%$
TOTAL	900	$\pm 3.2\%$

Further details of the sample framework as well as call dispositions and response rates are included in Appendix B of this report.

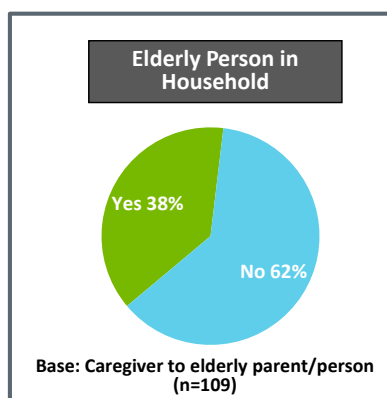
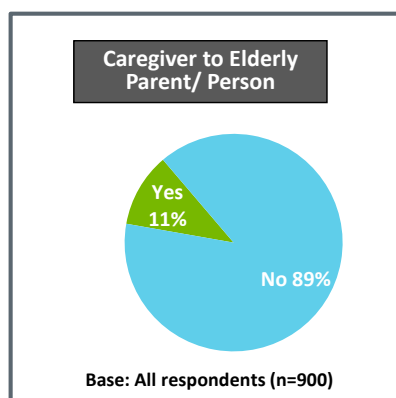
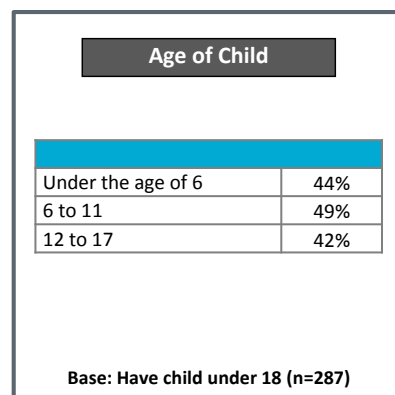
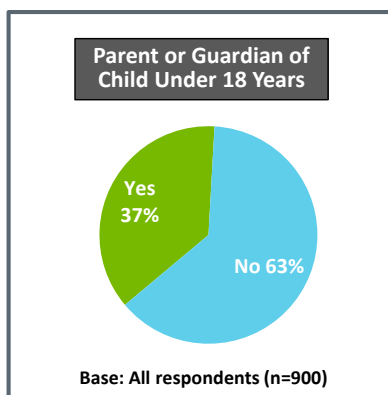
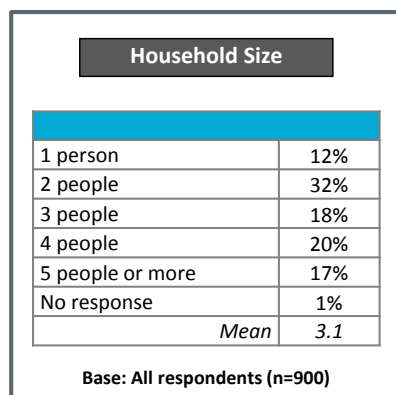
Data Analysis

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 2014, 2012, 2010 and 2008 surveys. Further, significant differences – both year-to-year and by socio-demographic variables (e.g. region, gender, and age) – are highlighted throughout the report.

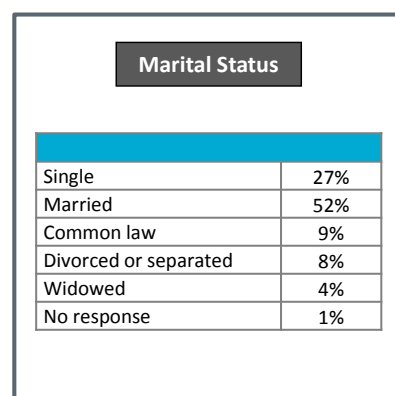
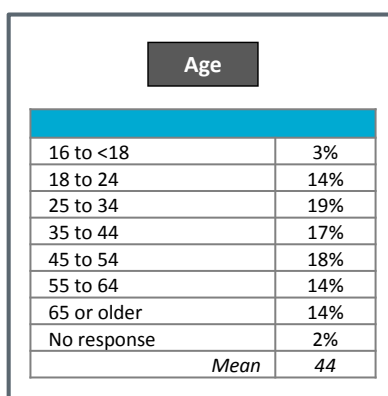
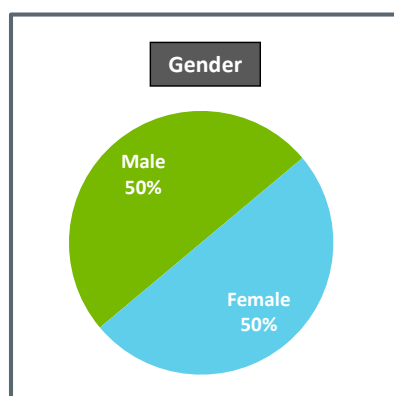
Respondent Profile

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

Household Makeup



Demographics (All respondents: n=900)



BULLYING

Bullying Behaviours

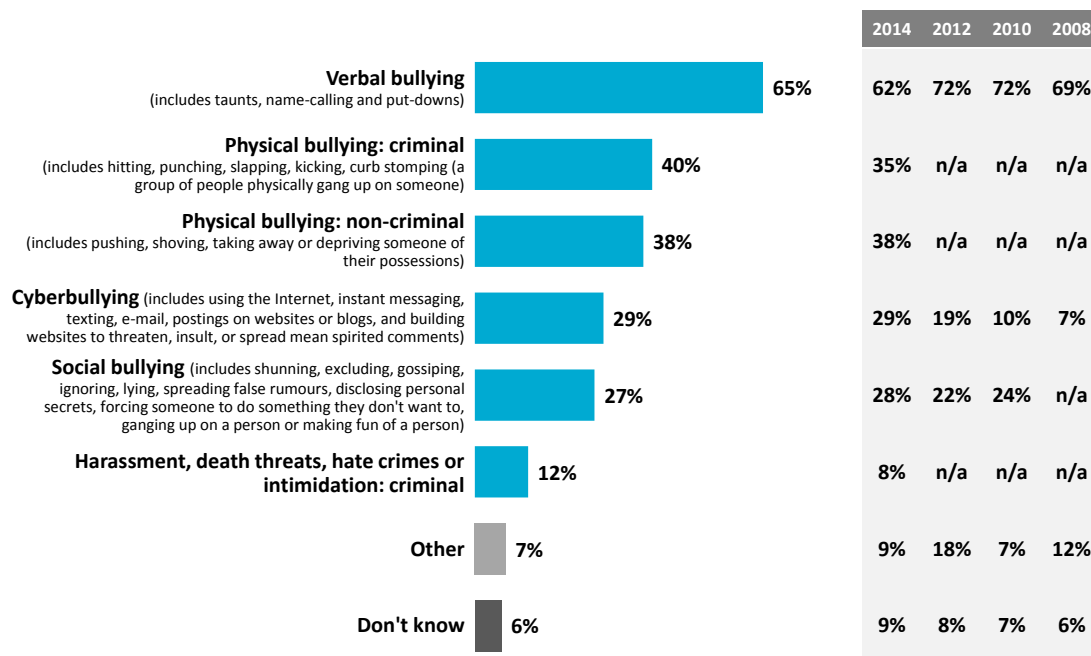
Bullying Behaviour among Children and Youth

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.

When asked to think about the types of behaviours that characterize bullying among children and youth, nearly two-thirds (65%) of Albertans identify various forms of verbal abuse. Physical bullying is also frequently mentioned with 40% specifying criminal acts and 38% describing non-criminal physical bullying. Other types of bullying mentioned include cyberbullying (29%) and social bullying (27%). Perceptions of bullying behaviour among children and youth this year have not significantly changed from 2014.

Bullying Behaviour among Children and Youth



Q2. When you think of bullying among children and youth, what types of behaviours would you say this includes? Base: All respondents (n=900)

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

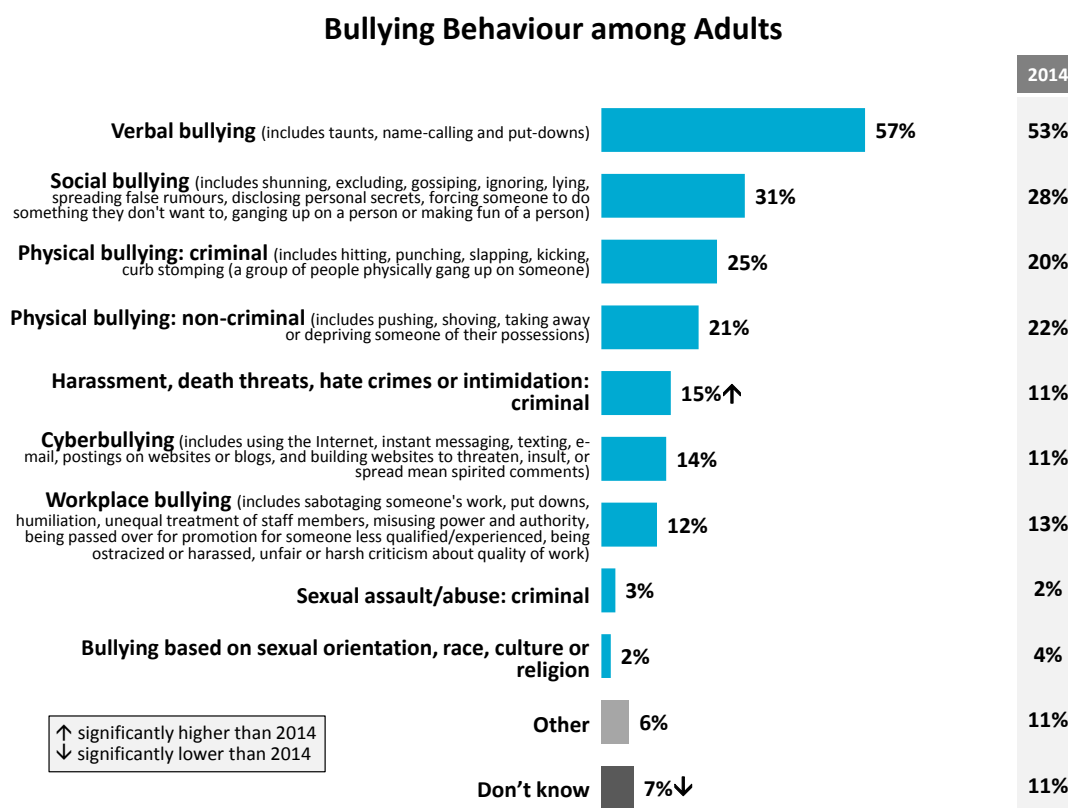
- Verbal bullying: 70% females vs. 60% males.
- Cyberbullying: 34% females vs. 23% males (mentions of cyberbullying are particularly high – 42% – among females between 16 and 34 years of age).
- Social bullying: 31% females vs. 24% males.

Mentions of non-criminal physical bullying are significantly *higher* among **older** Albertans (43% of 55+ years, compared to a low of 31% among 16 to 34 years) as well as those living in the **North West** and **Edmonton** (47% and 44% respectively, compared to lows of 30% in Central and 33% in Calgary). Meanwhile, mentions of cyberbullying are *higher* among those who are **35 to 54 years** (33%, compared to a low of 24% among 55+ years).

Bullying Behaviour among Adults

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

Overall, 57% of Albertans identify verbal bullying as a type of bullying that occurs among adults, on par with 2014. Other types of adult bullying are mentioned less often and include social bullying (31%), physical bullying (21%), cyberbullying (14%), and workplace bullying (12%). Another 25% mention criminal physical acts and 15% mention harassment, death threats, hate crimes or intimidation (up a significant 4 percentage points from 2014). It is also of note that there has been a significant 4 percentage point drop in the percentage saying 'don't know'.



Q2A. When you think of bullying among adults, what types of behaviours would you say this includes? Base: All respondents (n=900)

Females are significantly *more likely* than males to mention harassment, death threats, hate crimes, or intimidation (19% vs. 12%). Mentions are particularly high (25%) among females aged 35 to 54 years.

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+ years** are *more likely* to mention non-criminal physical bullying (includes 22% of 35 to 54 years, 26% of 55+ years vs. 14% of 16 to 34 years).
- Mentions of cyberbullying are significantly *higher* among those who are **35 to 54 years**

of age (20% vs. 12% of 55+ years, 12% of 16 to 34 years). Mentions are particularly high (25%) among females aged 35 to 54 years.

There are some significant regional differences in the types of behaviours that characterize bullying among adults, including:

- Those living in the **North East** are *more likely* to mention verbal bullying (69%, compared to lows of 50% among those in the South and 52% among those in North Central).
- Mentions of social bullying are *higher* among those living in the **South** and **Calgary** (42% and 38% respectively, compared to lows of 18% in the North West, 20% in Central and 26% in Edmonton).
- Mentions of harassment, death threats, hate crimes, or intimidation are *higher* among those living in the **North East, Edmonton, and Calgary** (21%, 20% and 16% respectively, compared to lows of 4% in North Central, 6% in the South.)

Albertans who are **divorced/separated** are *more likely* to mention social bullying (52% vs. 22% of widowed, 29% of single and 29% of married/common law respondents).

Cyberbullying

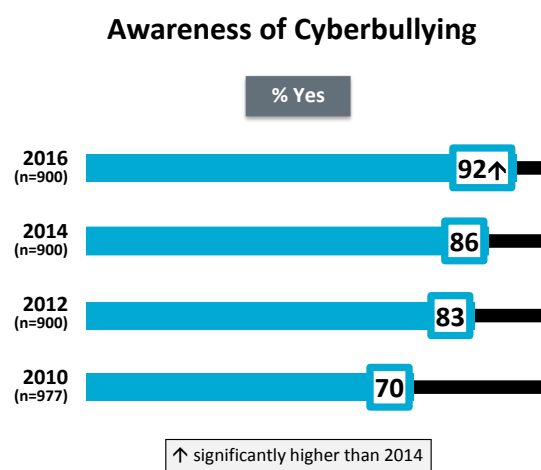
Awareness of Cyberbullying

Awareness of cyberbullying has grown over the past two years.

While the majority of Albertans do not cite cyberbullying as a type of bullying behaviour on an unaided basis, 92% say they are aware of the issue when specifically asked. Awareness of cyberbullying is up a significant 6 percentage points from 2014.

Awareness of cyberbullying is significantly *higher* among those who are **under 55 years of age** (includes 96% of 16 to 34 years and 92% of 35 to 54 years vs. 86% of 55+ years) and those living in **Edmonton** (94%, compared to a low of 85% among those in North Central).

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.

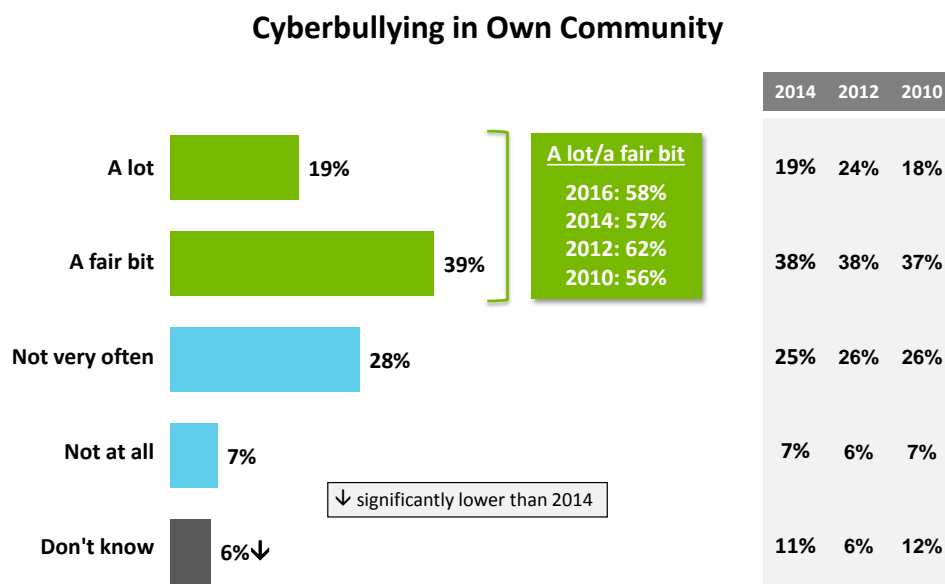


CB1. Are you aware of the issue of cyberbullying? Base: All respondents

Cyberbullying in Local Communities

The majority of Albertans think cyberbullying exists in their community.

Overall, 58% of Albertans think that cyberbullying occurs 'a lot' or 'a fair bit' in their own community. Another 28% think cyberbullying exists 'not very often,' while just 7% think it exists 'not at all'. The percentage saying 'don't know' has dropped a significant 5 percentage points this year as compared to 2014.



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. Base: All respondents (n=900)

Demographic segments that are significantly *more likely* to say cyberbullying exists 'a lot' or 'a fair bit' in their local community include:

- **Females** (68% vs. 48% of males);
- Albertans between **35 to 54 years** of age (61%, compared to a low of 52% among 55+ years); and,
- Those living in the **North East** (75%, compared to lows of 50% in North Central, 52% in Central and 56% in Calgary).

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.

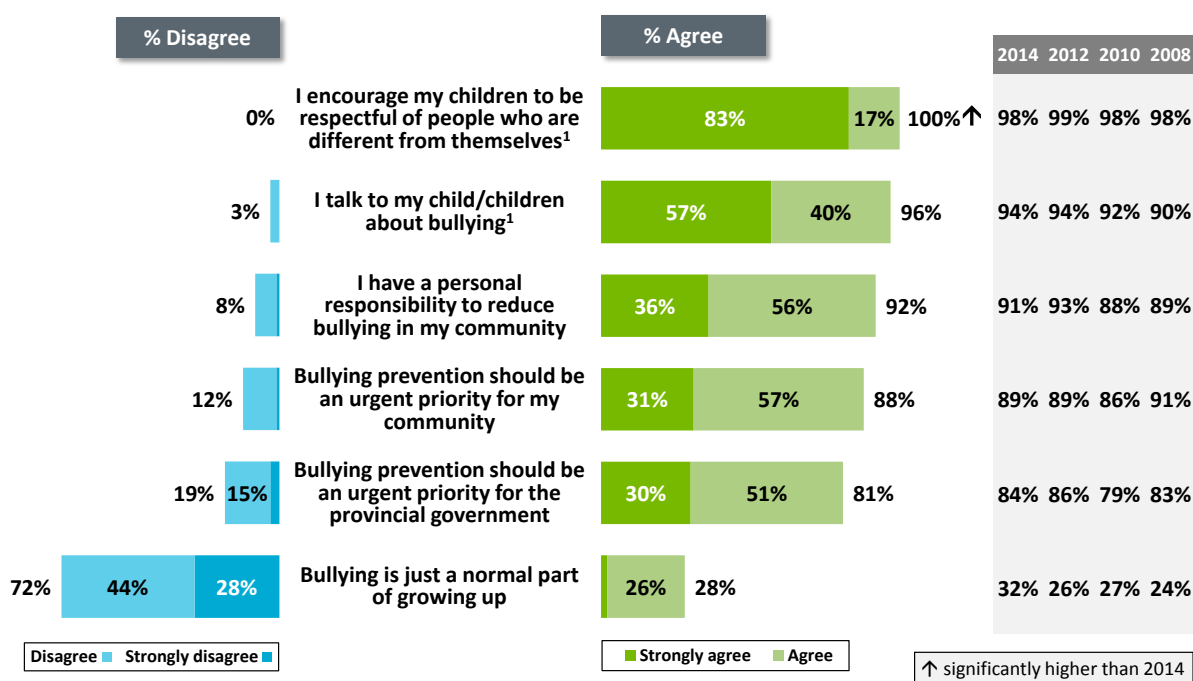
Bullying Prevention

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. The percentage of parents who say they encourage respect among their children is now universal.

All (100%) parents say they 'encourage their children to be respectful of people who are different from themselves' (up a significant 2 percentage points from 2014) and 96% maintain they 'talk to their children about bullying'.

The vast majority (92%) of Albertans agree that they 'have a personal responsibility to reduce bullying in their community'. Further, 88% agree that 'bullying prevention should be an urgent priority for their community' and 81% agree that 'bullying prevention should be an urgent priority for the provincial government'. These results are not significantly different from 2014.

Attitudes Regarding Bullying



Q5. 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. Base: All respondents (n=900) / ¹Have child under 18 (n=287)

Females are significantly *more likely* than males to agree that bullying prevention should be an *urgent priority for the provincial government* (86% vs. 76%). Meanwhile, Albertans between **16 to 34 years** of age are *more likely* to agree that bullying prevention should be an *urgent priority for their community* (92%, compared to a low of 84% among 55+ years), while those who are **35 to 54 years** of age are *more likely* to agree that they have a *personal responsibility* to reduce bullying in their community (95%, compared to a low of 89% among 55+ years).

Though a minority, it is concerning that nearly three-in-ten (28%) Albertans agree that *bullying is just a normal part of growing up*. Agreement is significantly *higher* among **males** (36%, compared to 20% of females), particularly among males aged 35 years or older (40% vs. 29% 16 to 34). Agreement is also significantly *higher* among those living in **North Central** (46%, compared to lows of 20% in Edmonton, 27% in Calgary and 29% in the South). 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 older males and those living in North Central in particular.

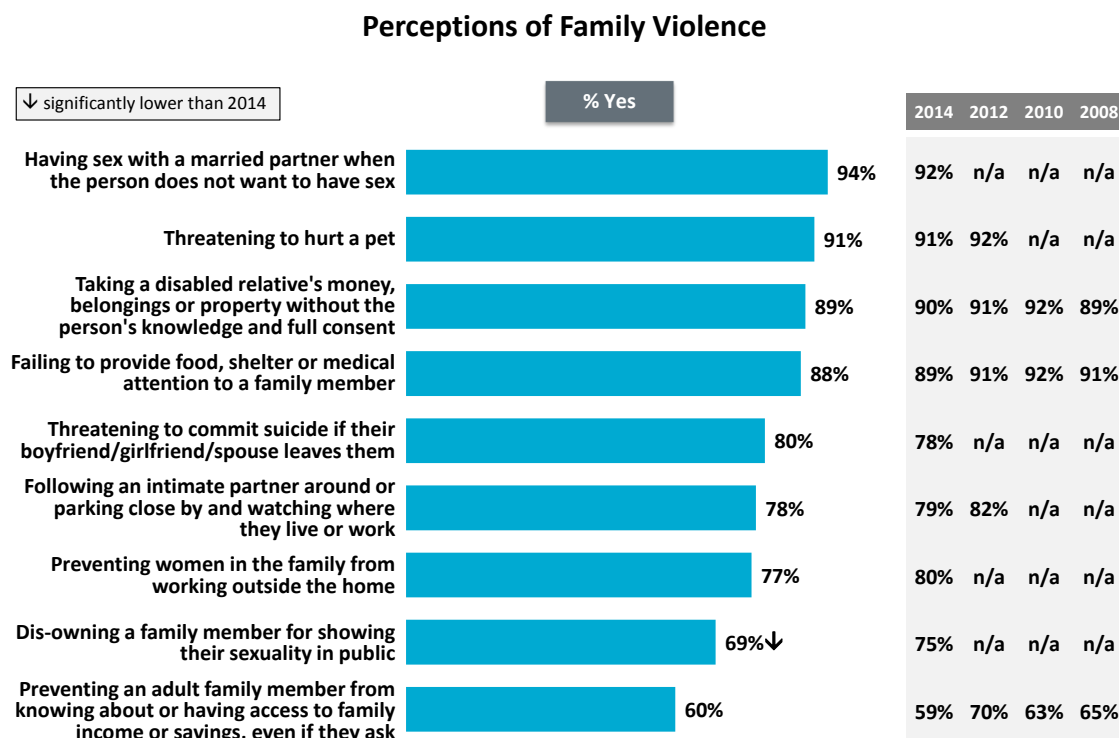
FAMILY VIOLENCE

Perceptions of Family Violence

Albertans have a broad understanding of behaviours that constitute family violence. Attitudes towards dis-owning a family member for showing their sexuality in public 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' (94%), 'threatening to hurt a pet' (91%), 'taking a disabled relative's money, belongings or property without the person's knowledge and full consent' (89%), and 'failing to provide food, shelter or medical attention to a family member' (88%) are types of family violence.

Slightly lower levels of agreement are seen with respect to the following five behaviours, although the majority of Albertans still characterize these as family violence: 'threatening to commit suicide if their boyfriend/girlfriend/spouse leaves them' (80%), 'following an intimate partner around or parking close by and watching where they live or work' (78%), 'preventing women in the family from working outside the home' (77%), 'dis-owning a family member for showing their sexuality in public' (69%, down 6 percentage points this year as compared to 2014), and 'preventing an adult family member from knowing about or having access to family income or savings, even if they ask' (60%).



Q8. For you personally, please tell me if you consider each of the following to be family violence. Base: All respondents (n=900)

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

Demographically, a significantly *higher* percentage of **females** than males consider six 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, preventing women in the family from working outside the home, and dis-owning a family member for showing their sexuality in public (no gender differences exist in these three instances).

Analysis by age reveals a number of significant differences, including:

- Albertans between **35 to 54 years** are *less likely* to agree that *taking a disabled relative's money, belongings, or property without their knowledge or consent* is a form of family violence (83%, compared to 92% of both 16 to 34 years and 55+ years).
- **Older** Albertans are *more likely* to agree that *failing to provide for a family member* is a form of family violence (94% of 55+ years, compared to 86% of 35 to 54 years and 87% of 16 to 34 years).
- **Younger** Albertans are *more likely* to agree that the following are forms of family violence: *threatening to commit suicide* (85% of 16 to 34 years, compared to a low of 76% among 55+ years), *preventing women from working outside the home* (85% of 16 to 34 years, compared to 72% of 35 to 54 years and 75% of 55+ years), and *disowning a family member for showing their sexuality in public* (80% of 16 to 34 years, compared to 62% of 35 to 54 years and 65% of 55+ years).

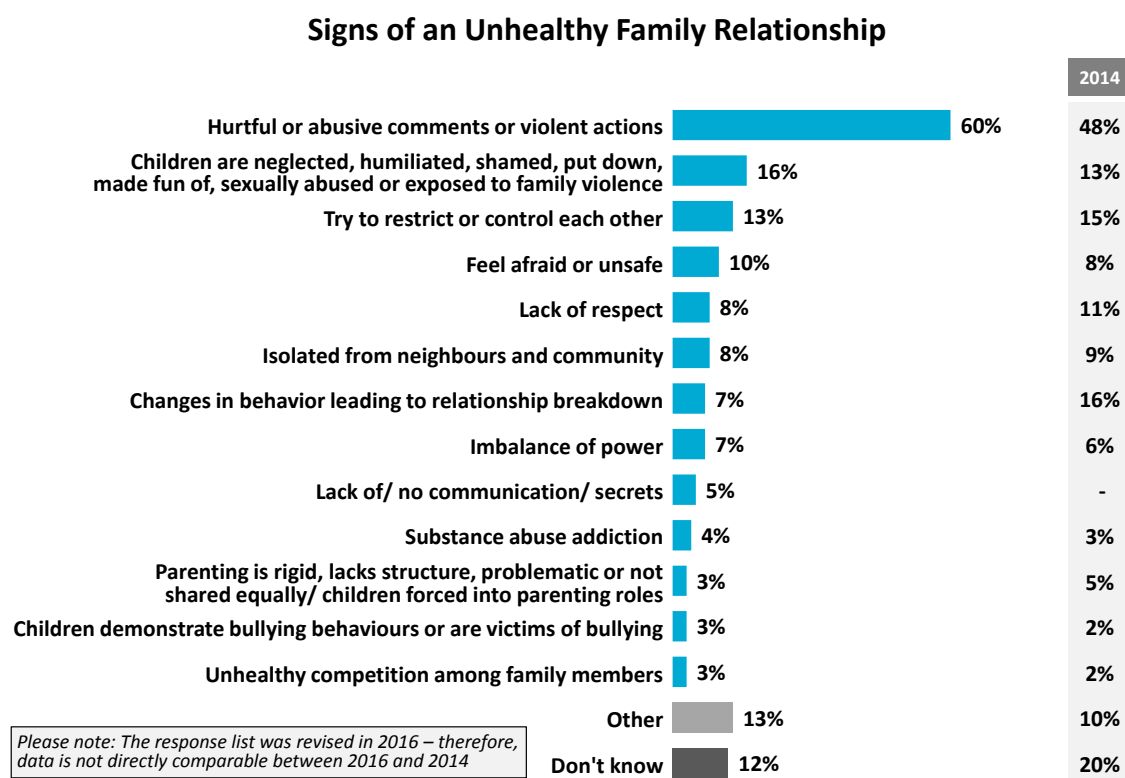
There are also some significant regional differences, including:

- Those living in **North Central** and **Calgary** are *more likely* to agree that *taking a disabled relative's money, belongings or property without the person's knowledge and full consent* is a form of family violence (93%, 91% respectively vs. a low of 81% in the North East).
- Those living in **Central** are *more likely* to agree that *following an intimate partner around or parking close by and watching where they live or work* is a form of family violence (85% vs. a low of 73% in Calgary).
- Those living in the **North West** are *more likely* to agree that *dis-owning a family member for showing their sexuality in public* is a form of family violence (79% vs. lows of 61% in the South, 64% in the North East and 66% in Edmonton).

Signs of an Unhealthy Family Relationship

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

When asked to describe signs of an unhealthy family relationship, six-in-ten (60%) Albertans mention 'hurtful or abusive comments or violent actions'. Other types of behaviours are mentioned much less often, and include things such as 'children are neglected, humiliated, shamed, put down, made fun of, sexually abused, or exposed to family violence' (16%), 'try to restrict or control each other' (13%), and 'feel afraid or unsafe' (10%). Results are not directly comparable to 2014 due to changes in the response list.



Q9B. Can you describe some signs of an unhealthy family relationship? Base: All respondents (n=900)

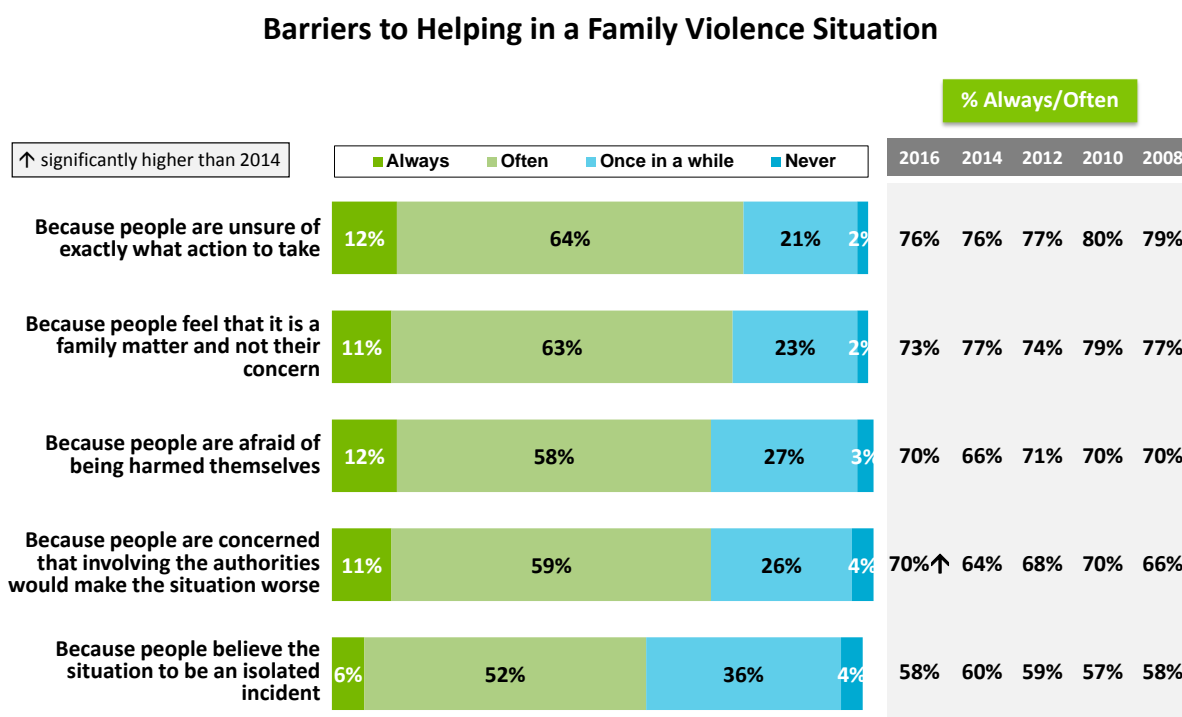
While females and males are equally likely to mention *hurtful comments or actions* as a sign of an unhealthy family relationship, **females** are significantly *more likely* to mention a range of other behaviours such as *neglecting children* (19% vs. 12% of males), *trying to restrict each other* (16% vs. 10%), *feeling afraid or unsafe* (13% vs. 6%), *community isolation* (10% vs. 5%), and *imbalance of power* (10% vs. 5%).

Barriers to Helping in a Family Violence Situation

Albertans point to a number of different reasons why someone might not help in a family violence situation. Concern over escalating the situation by involving the authorities has increased significantly since 2014.

Of the five reasons tested, the biggest barriers to helping in a family violence situation are 'people are unsure of exactly what action to take' (76% say this happens 'always' or 'often'), 'people feel that it is a family matter and not their concern' (73%), 'people are afraid of being harmed themselves' (70%), and 'people are concerned that involving the authorities would make the situation worse' (70%, up a significant 6 percentage points from 2014).

Relatively fewer (although still the majority) say 'people believe the situation to be an isolated incident' (58% 'always' or 'often').



Q11. 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. Base: All respondents (n=900)

Females are significantly *more likely* than males to say *people are unsure of exactly what action to take* (82% 'always' or 'often' vs. 70% of males).

Younger Albertans are significantly *more likely* to say the following are barriers: *concerned that involving the authorities would make it worse* (78% of 16 to 34 years say 'always' or 'often' vs. 67% of 35 to 54 years and 66% of 55+ years), *afraid of being harmed themselves* (77% of 16 to 34 years vs. 65% of 35 to 54 years and 66% of 55+ years), and *people believe the situation to be an isolated incident* (66% of 16 to 34 years vs. 52% of 35 to 54 years and 55% of 55+ years). The

perception that the situation is *an isolated incident* is also *higher* in the **South** (69%, compared to lows of 52% in the North West and 54% in Calgary).

The belief *that people are concerned that involving the authorities would make the situation worse* is *more* prevalent among **single** and **common law** Albertans (both 79% vs. 51% of widowed and 66% of married respondents). **Single** Albertans are also *more likely* to say people are *afraid of being harmed themselves* (78% vs. 47% of widowed and 64% of married respondents).

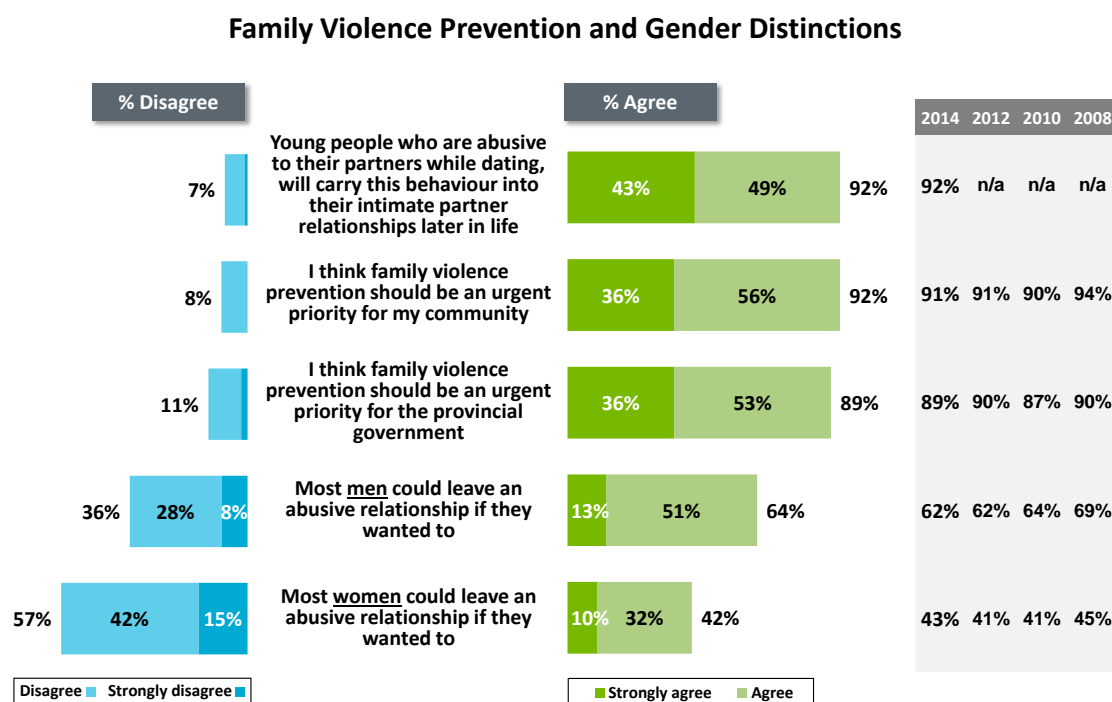
Attitudes towards Family Violence

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 (92% agree) and provincial government (89% agree) levels, consistent with 2014.

A marked gender distinction exists regarding the perceived ability for men and women to leave an abusive relationship. While 64% of Albertans agree that 'most men could leave an abusive relationship if they wanted to', less than one-half (42%) agree that 'most women could leave an abusive relationship if they wanted to' (57% disagree with this statement). This finding is also consistent with 2014.



Q12. For each of the following statements about family violence, please tell me if you strongly agree, agree, disagree or strongly disagree. Base: All respondents (n=900)

Females are significantly *more likely* than males to agree that *family violence prevention should be an urgent priority* for both their *community* (94% vs. 89%) and the *provincial government* (92% vs. 85%). **Younger** Albertans are also *more likely* to agree that family violence prevention should be an *urgent priority for their provincial government* (92% of 16 to 34 years vs. a low of 85% among 55+ years) as are those living in the **South** and the **North East** (95% and 93% respectively vs. a low of 81% in the North West).

Albertans **35 years** of age **or older** are *more likely* to agree that *young people who are abusive to their partners while dating will carry this behavior into their intimate partner relationships later in life* (includes 94% of 35-54 years and 95% of 55+ years vs. 87% of 16-34 years).

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.

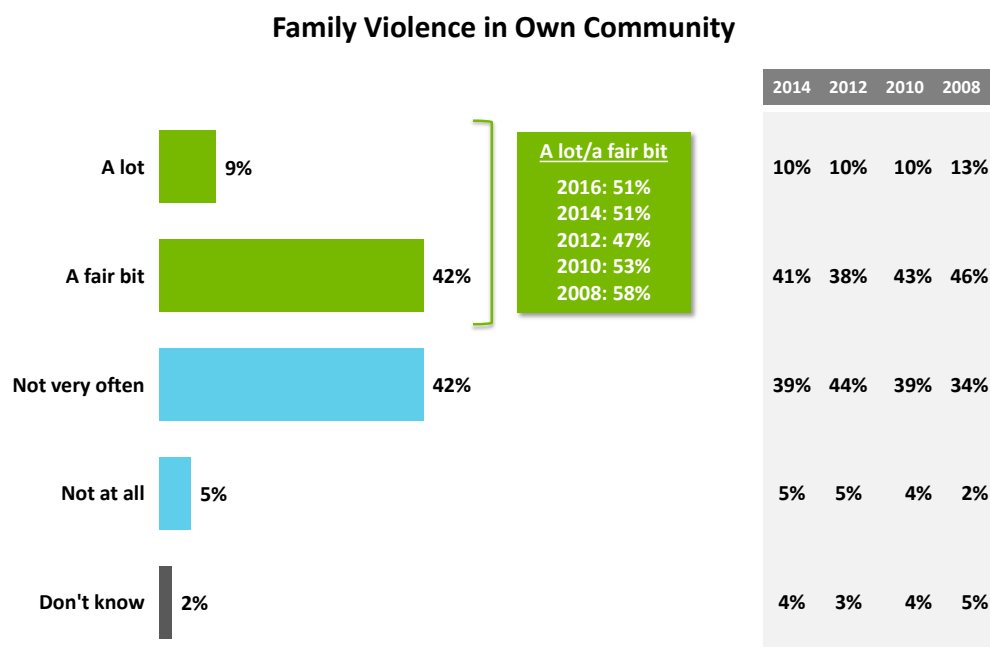
- *Most men could leave an abusive relationship if they wanted to* (71% vs. 56%).
 - *Most women could leave an abusive relationship if they wanted to* (53% vs. 31%).
- Agreement with this statement is also *higher* among **younger** Albertans (51% of 16 to 34 years vs. 39% of 35 to 54 years and 35% of 55+ years), those living in **North Central** (53% vs. 40% in Calgary), and **single** or **common law** respondents (both 51%, compared to 36% of married respondents).

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, unchanged from 2014.

Conversely, 47% of Albertans this year think family violence exists 'not very often' or 'not at all' in their own community.



Q13. To what extent do you think that family violence exists in your own community? By community, we mean the group of people who live in your local area. Base: All respondents (n=900)

Demographic segments who are *more likely* to think family violence exists 'a lot' or 'a fair bit' in their community include:

- **Females** (57% vs. 44% of males);
- Those living in the **North East** (71% vs. 46% in Calgary, 50% in Edmonton, 52% in North Central, and 52% in Central); and,
- Those who are **divorced/separated** (69%, compared to 28% of widowed, 48% of single and 51% of married/common law respondents).

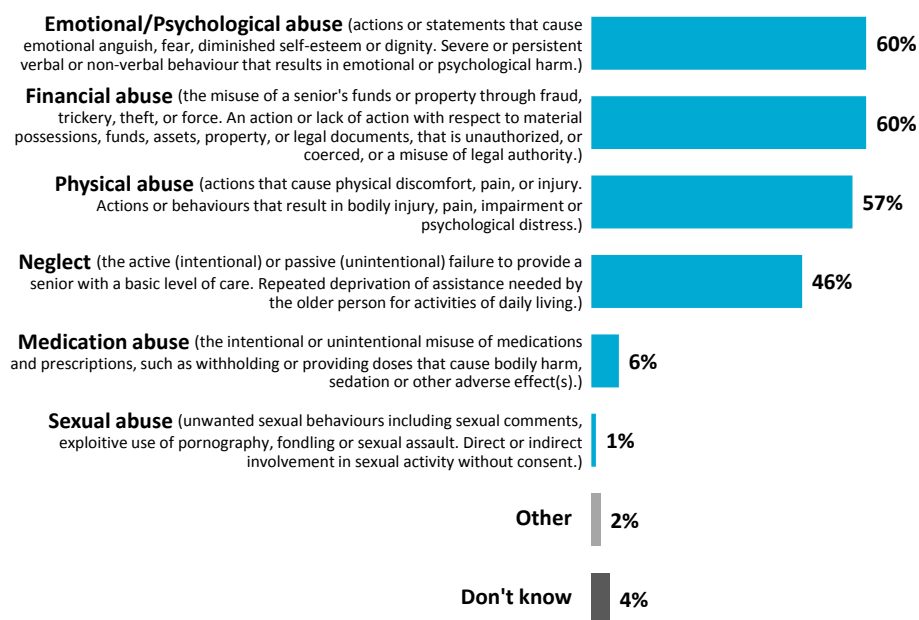
ELDER ABUSE

The section on Elder Abuse was asked for the first time in 2016.

Emotional, financial, and physical abuse are the most recognized types of elder abuse. A large minority also mention neglect.

When asked to think about the types of behaviours that characterize elder abuse, Albertans are most likely to mention emotional/psychological abuse (60%) and financial abuse (60%) as well as physical abuse (57%). Another 46% of Albertans mention neglect.

Elder Abuse Behaviours



EA1. When you think of elder abuse, what types of behaviours would you say this includes? Base: All respondents (n=900)

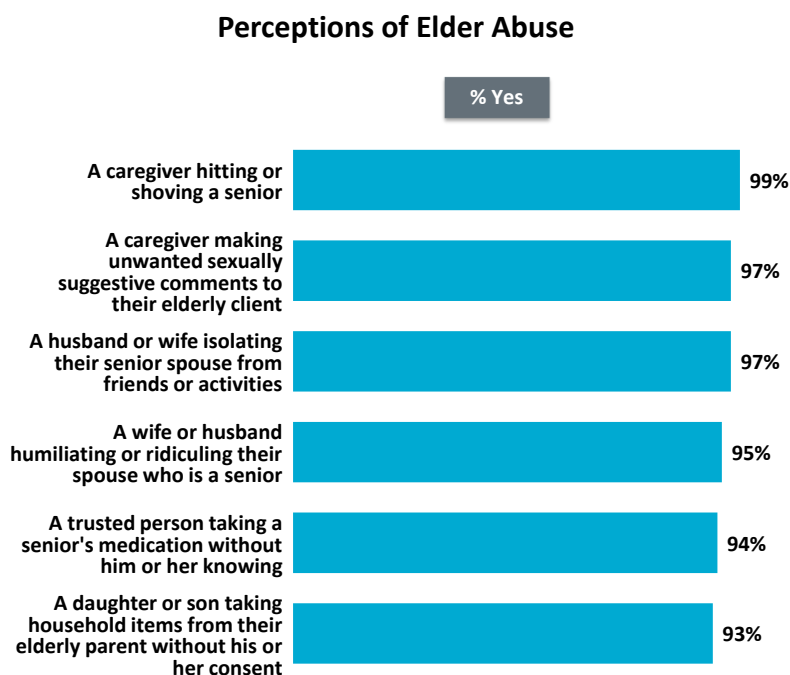
Analysis by age shows a number of significant differences, including:

- Albertans between **35 and 64 years** are *more likely* to mention emotional abuse (includes 66% of 35 to 49 years and 67% of 50 to 64 years, compared to 54% of 16 to 34 years and 55% of 65+ years) and physical abuse (includes 61% of 35 to 49 years and 64% of 50-64 years, compared to a low of 48% among 16 to 34 years).
- Albertans between **50 and 64 years** are *more likely* to mention financial abuse (67%, compared to a low of 54% among 16 to 34 years) and neglect (53%, compared to a low of 41% among 16 to 34 years).

Perceptions of Elder Abuse

The vast majority of Albertans consider all six behaviours assessed to constitute elder abuse.

Virtually all (99%) Albertans consider 'a caregiver hitting or shoving a senior' to be a type of elder abuse. There is also strong consensus that the following behaviours are forms of elder abuse: 'a caregiver making unwanted sexually suggestive comments to their elderly client' (97%), 'a husband or wife isolating their senior spouse from friends or activities' (97%), 'a wife or husband humiliating or ridiculing their spouse who is a senior' (95%), 'a trusted person taking a senior's medication without him or her knowing' (94%), and 'a daughter or son taking household items from their elderly parent without his or her consent' (93%). Perceptions of elder abuse are largely consistent across key demographic segments.



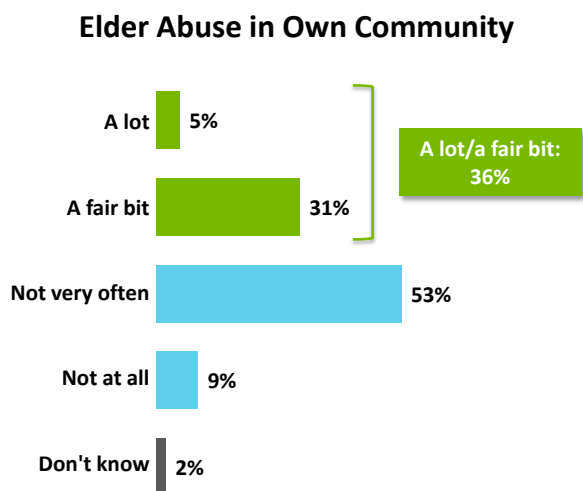
EA2. Please tell me if you consider each of the following to be elder abuse. Base: All respondents (n=900)

Elder Abuse in Own Community

More than one-third of Albertans think elder abuse is a frequent occurrence in their community.

Overall, 36% of Albertans think elder abuse exists 'a lot' or 'a fair bit' in their own community, markedly lower than what is reported for cyberbullying and family violence. Most (62%) Albertans think elder abuse exists 'not very often' or 'not at all' in their own community.

Albertans who are significantly *more likely* to think elder abuse exists 'a lot' or 'a fair bit' in their community include those who are **35 to 64 years** of age (42%, compared to a low of 28% among 16 to 34 years), and those living in the **South** (48%, compared to a low of 33% in Edmonton).



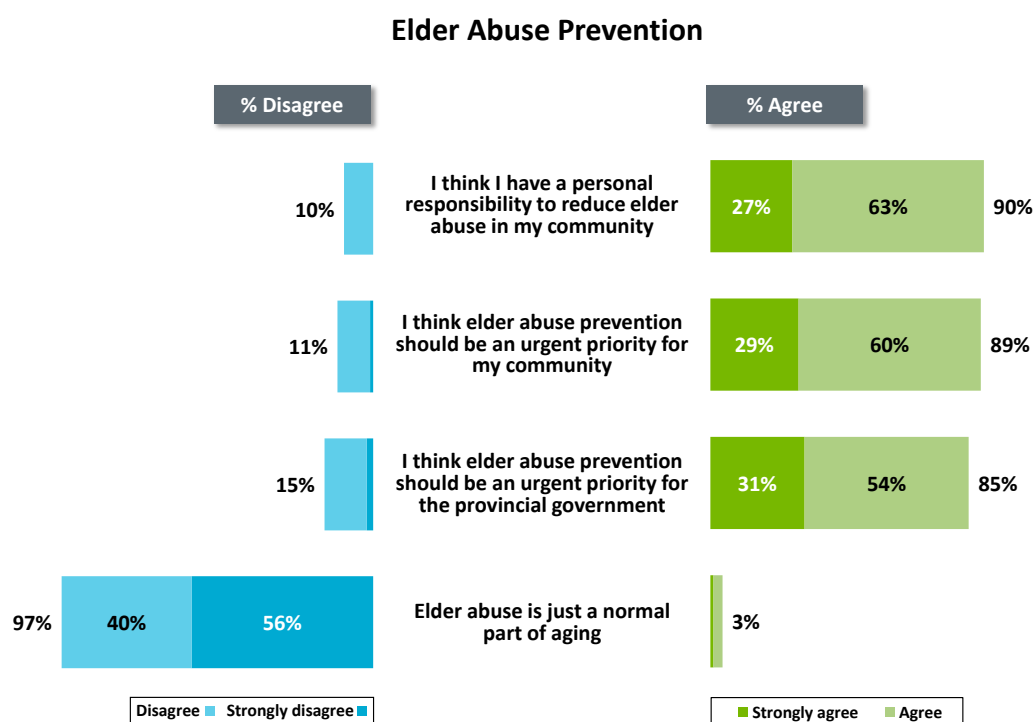
EA3. As you may know, elder abuse refers to any action or inaction by self or others within a trusting relationship that jeopardizes the health or well-being of any older adult. To what extent do you think elder abuse exists in your community? By community, we mean the local area in which you live. Base: All respondents (n=900)

Elder Abuse Prevention

Albertans believe they have a personal responsibility to reduce elder abuse, and see elder abuse prevention as an urgent priority at both the community and provincial government levels.

Nine-in-ten (90%) Albertans agree that they 'have a personal responsibility to reduce elder abuse in their community'. Most also agree that elder abuse prevention should be an urgent priority at both the community (89% agree) and provincial government (85% agree) levels.

Very few (3%) Albertans agree that 'elder abuse is just a normal part of aging'; the vast majority (97%) disagrees with this statement.



EA4. For each of the following statements about elder abuse, please tell me if you strongly agree, agree, disagree or strongly disagree. Base: All respondents (n=900)

Females are significantly *more likely* than males to agree that elder abuse prevention should be an *urgent priority at both the community* (92% vs. 85%) and *provincial* (89% vs. 82%) level.

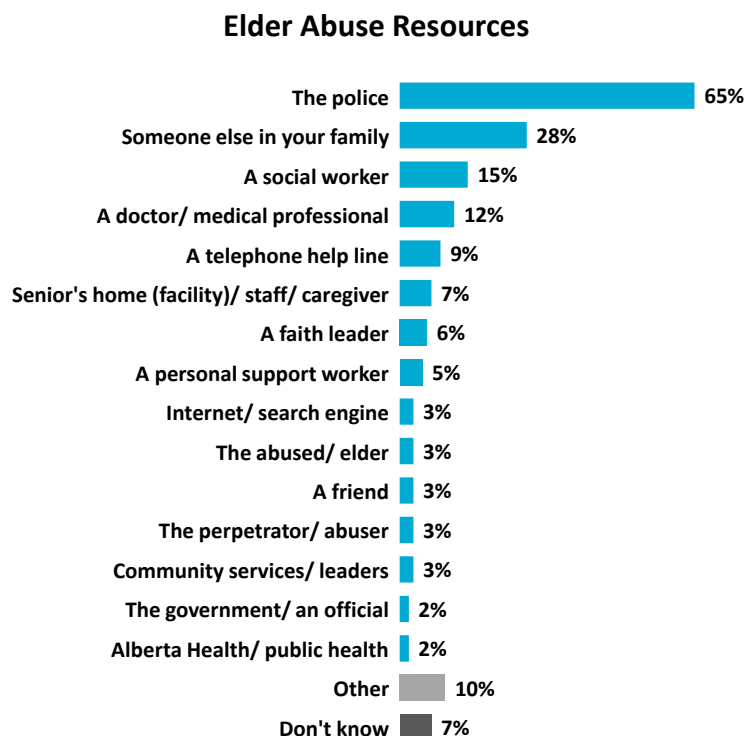
Regionally, residents of **Edmonton** are significantly *more likely* to agree that elder abuse prevention should be an *urgent priority for their community* (92% vs. 83% in the North East and 84% in North Central). Those living in the **South** are *more likely* to agree that they have a *personal responsibility* to reduce elder abuse (94% vs. a low of 83% in the North East).

Perceptions of elder abuse prevention are consistent across key age groups.

Elder Abuse Resources

Albertans are most likely to turn to the police for help in an elder abuse situation.

When asked who they might talk to for help in an elder abuse situation, nearly two-thirds (65%) of Albertans mention the police. All other potential elder abuse resources are mentioned much less often, and include other family members (28%), social workers (15%), and doctors/medical professionals (12%).



EA5. If you wanted to help in an elder abuse situation, who might you talk to? Base: All respondents (n=900)

Analysis by age reveals a number of significant differences, including:

- Those between **35 and 49 years** are *more likely* to say they would *talk to the police* (68%, compared to a low of 56% among 65+ years).
- Conversely, **younger Albertans** are *more likely* to say they would *talk to other family members* (37% of 16 to 34 years vs. 26% of 35 to 49 years, 21% of 50 to 64 years and 20% of 65+ years).

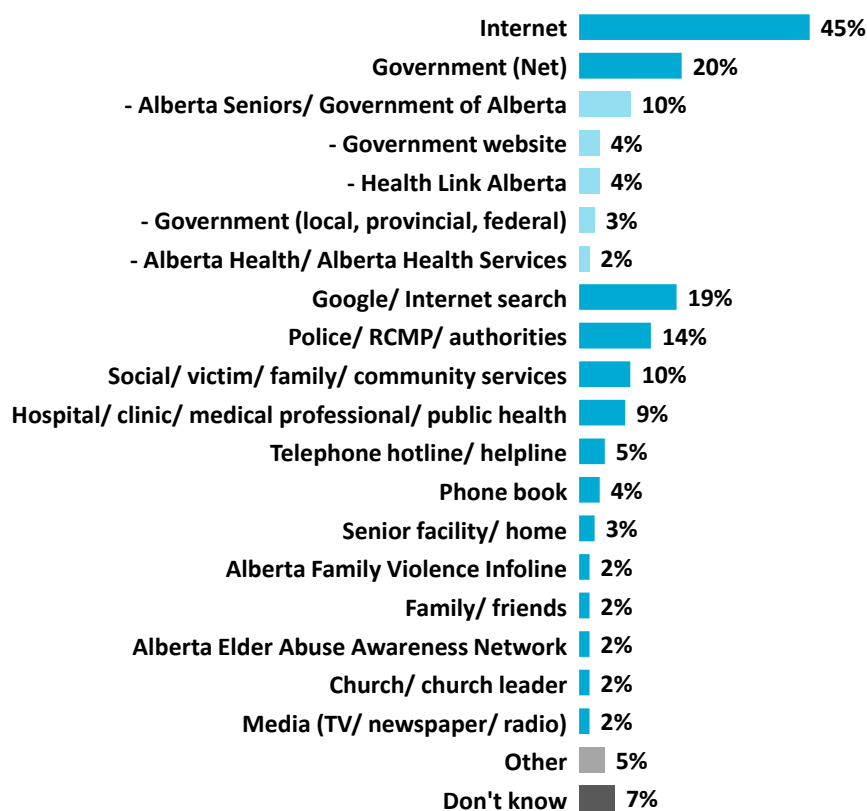
Elder Abuse Information or Services

The Internet is the most popular source of elder abuse information or services. Two-in-ten Albertans would turn to the Government.

When looking for information or services to help in an elder abuse situation, nearly half (45%) of Albertans say they would look on the Internet while another two-in-ten (19%) say they would conduct a Google/Internet search.

In total, 20% mention consulting a government resource, including Alberta Seniors/Government of Alberta (10%), government website (4%), Health Link Alberta (4%), government (local, provincial, federal) (3%), and Alberta Health/Alberta Health Services (2%).

Elder Abuse Information or Services



EA6. Where might you look for information or services to help in an elder abuse situation? Base: All respondents (n=900)

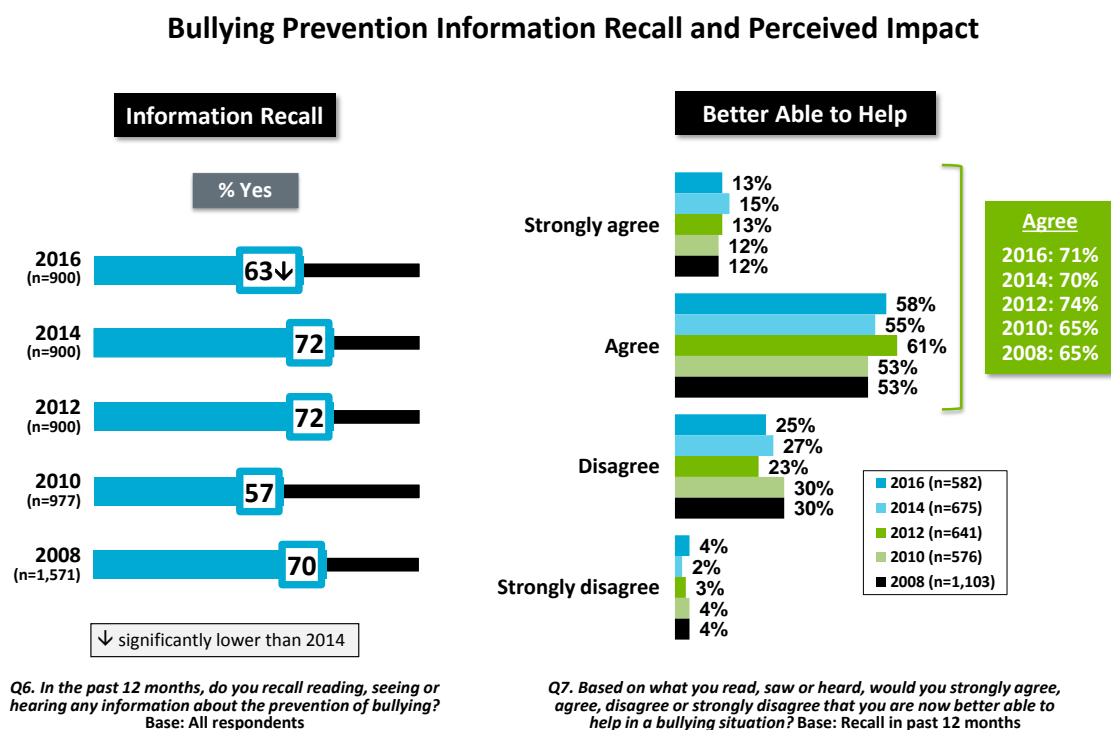
As might be expected, Albertans **under the age of 50 years** are *more likely* to mention the Internet and Google, while those aged **50 or older** are *more likely* to mention social/victim/family/community services. Also, those **under the age of 35 years** are *less likely* to consult the Government.

RECALL OF BULLYING, FAMILY VIOLENCE AND ELDER ABUSE PREVENTION INFORMATION

Bullying Information Recall and Perceived Impact

More than six-in-ten Albertans recall being exposed to bullying prevention information in the past 12 months, down significantly from 2014. In total, 63% of Albertans recall reading, seeing, or hearing information about the prevention of bullying in the past 12 months. Recall of bullying prevention information has dropped a significant 9 percentage points from 2014.

Among those who report having read, seen, or heard information about the prevention of bullying, 71% agree they are now better able to help in a bullying situation (not significantly different from 2014).



Demographically, recall of bullying prevention information is significantly *higher* among:

- **Females** (67% vs. 59% of males);
- Those aged **35 to 54 years** (71% vs. 56% of 16 to 34 years and 61% of 55+ years);
- Those living in the **South** (73% vs. a low of 56% in Central); and,
- **Parents** (72% vs. 58% of non-parents).

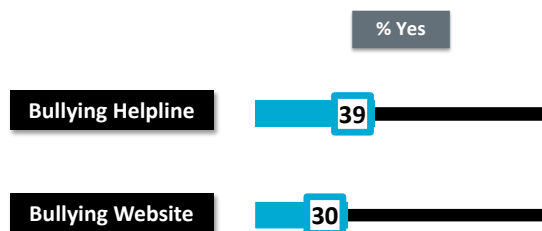
When it comes to the impact of this information, **females** are significantly *more likely* than males to say they are now better able to help in a bullying situation (76% vs. 64%).

Past Three Months Recall of a Bullying Helpline and Website

In the past three months, four-in-ten Albertans recall reading, seeing, or hearing about a bullying helpline. Three-in-ten recall a bullying website.

Overall, 39% of Albertans say they recall reading, seeing, or hearing about a bullying helpline in the past three months. Recall of a bullying website is slightly lower (30%). This question was not asked in previous years.

Recall of Bullying Prevention Resources



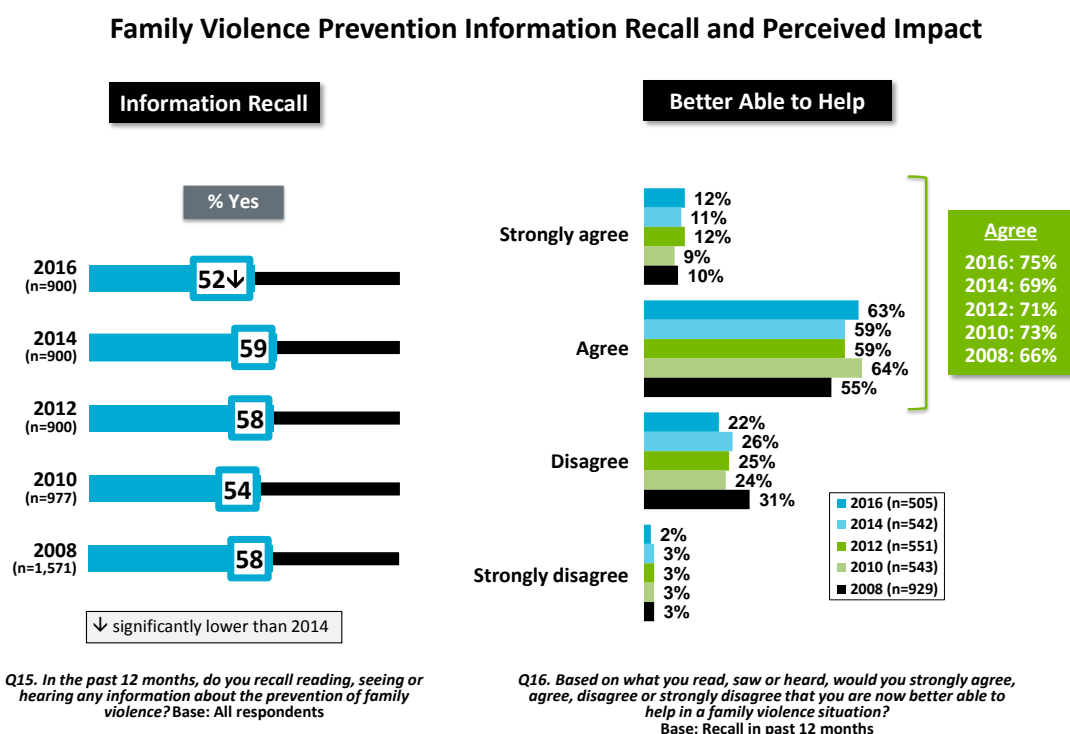
7A. In the past three months, do you recall reading, seeing or hearing anything about...?
Base: All respondents (n=900)

Recall of a bullying helpline is *higher* among those living in **Edmonton** (45%, compared to 29% in the South and 31% in Central).

Family Violence Information Recall and Perceived Impact

Just over one-half recall being exposed to information about the prevention of family violence in the past 12 months, down significantly from 2014. Overall, 52% of Albertans say they recall reading, seeing, or hearing any information about the prevention of family violence. Family violence information recall is down a significant 7 percentage points from 2014.

Among those who report reading, seeing, or hearing information about the prevention of family violence, 75% agree they are now better able to help in a family violence situation, on par with 2014.



Past 12 months recall of information about the prevention of family violence is significantly *higher* among:

- Albertans aged **35+ years** (includes 63% of 55+ years and 55% of 35 to 54 years, compared to 41% of 16 to 34 years);
- Those living in the **South** (72%, compared to 48% in Calgary, 49% in Edmonton, 49% in Central and 54% in the North East);
- **Caregivers** (64%, compared to 50% of non-caregivers); and,
- **Divorced/separated** or **married** respondents (61% and 59% respectively, compared to a low of 37% among single Albertans).

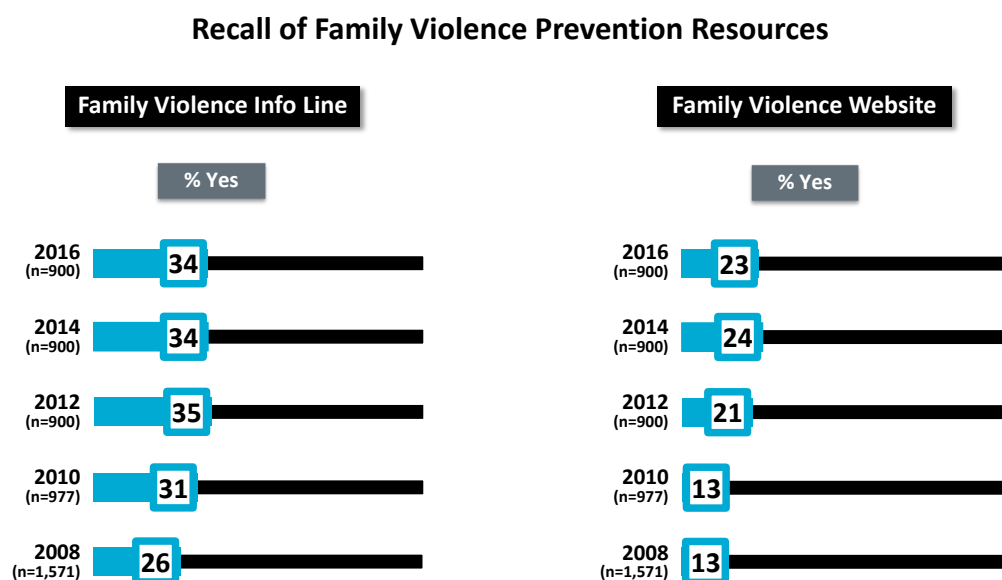
This information has had the *greatest* impact on those living in the **North West, Edmonton, South, and Calgary** (80%, 77%, 77% and 74% respectively, compared to a low of 59% in North Central).

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

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

Overall, 34% of Albertans say they recall reading, seeing, or hearing about a family violence info line in the past three months, statistically unchanged from 2014. Recall of a family violence website is slightly lower (23%), also statistically unchanged from 2014.

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



Q22. In the past three months, do you recall reading, seeing or hearing anything about a family violence info line?
How about a family violence website? Base: All respondents

Recall of a family violence website is significantly *higher* among those who are **divorced/separated** (36%, compared to 21% of married/common law respondents).

Elder Abuse Information Recall and Perceived Impact

More than one-third of Albertans recall being exposed to information about elder abuse in the past 12 months.

Overall, 37% of Albertans say they recall reading, seeing, or hearing information about the prevention of elder abuse in the past 12 months, notably lower than both bullying prevention and family violence prevention information.

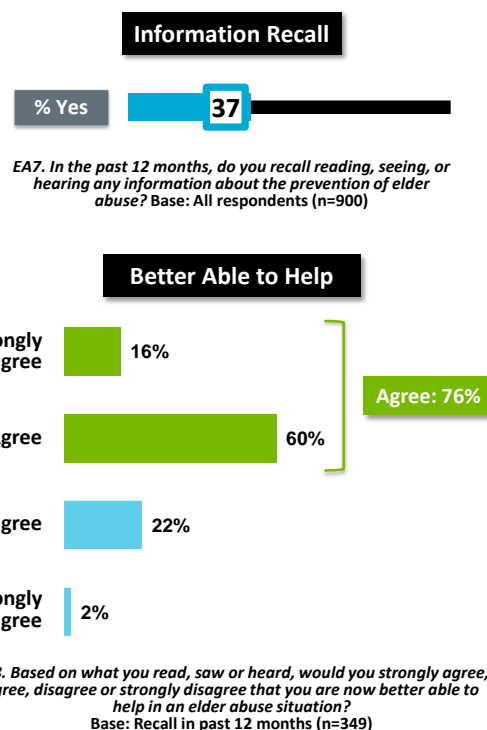
Among those who report reading, seeing, or hearing information about the prevention of elder abuse, 76% agree they are now better able to help in an elder abuse situation.

Demographically, respondents who are significantly *more likely* to recall elder abuse information include:

- **Older** Albertans (51% of 55+ years, compared to 31% of 35 to 54 years and 30% of 16 to 34 years) – recall is particularly high among females aged 55+ years (56%);
- **Caregivers** (49% vs. 35% of non-caregivers); and,
- Those who are **married/common law** (40% vs. 28% of single respondents).

Older Albertans are also *more likely* to agree they are better able to help in an elder abuse situation because of this information (85%, compared to a low of 64% among 16 to 34 years), as are those living in the **South** (87%, compared to 67% in North Central) and **caregivers** (94% vs. 73% of non-caregivers).

Elder Abuse Prevention Information Recall and Perceived Impact



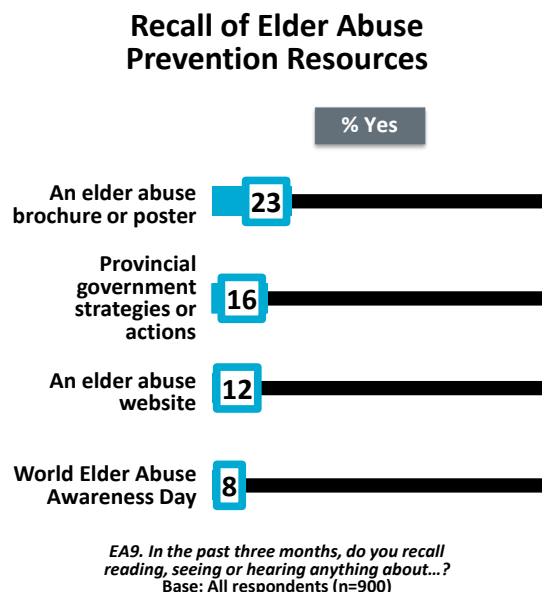
Past Three Months Recall of Elder Abuse Resources

In the past three months, one-quarter recall reading, seeing, or hearing about an elder abuse brochure or poster. Recall of other elder abuse prevention resources is lower.

Overall, 23% of Albertans say they recall reading, seeing, or hearing about an elder abuse brochure or poster in the past three months. Albertans are less likely to recall information about provincial government strategies or actions (16%), an elder abuse website (12%), and World Elder Abuse Awareness Day (8%).

Older Albertans are *more likely* to recall elder abuse brochures or posters (31% vs. 18% of 35 to 54 years and 22% of 16 to 34 years) and provincial government strategies or actions (25% vs. 12% of 35 to 54 years and 14% of 16 to 34 years).

Caregivers are significantly *more likely* than non-caregivers to recall a brochure or poster (37% vs. 21%) as well as World Elder Abuse Awareness Day (15% vs. 7%).



APPENDIX A: SURVEY QUESTIONNAIRE

2016 Albertans' Perceptions of Family Violence and Bullying Survey

– FINAL: January 29, 2016 –

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 Wendy Joy with Human Services at 780-644-4743 or toll-free at 310-0000.

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

[LANDLINE SAMPLE]

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

Yes

No

IF YES, CONTINUE

IF NO, ALLOW RESPONDENT TO SEEK THE YOUNGEST HOUSEHOLD MEMBER AND REINTRODUCE

IF NOT AVAILABLE OR IF YOUNGEST MEMBER NOT INTERESTED, CAN SPEAK WITH MEMBER 16+ WITH THE LAST BIRTHDAY OR ANYONE IN THE HH WHO IS AVAILABLE/INTERESTED

[CELL PHONE SAMPLE]

CELL_S1. Are you 16 years of age or older?

Yes **[CONTINUE]**

No, not qualified / available **[THANK & TERMINATE]**

[CELL PHONE SAMPLE]

CELL_S2. Do you live in...? (READ LIST UNTIL RESPONSE GIVEN)

Edmonton or a surrounding community such as Sherwood Park, Spruce Grove, St. Albert, Stony Plain, Fort Saskatchewan, Leduc or Beaumont

Calgary or a surrounding community such as Airdrie, Chestermere, Cochrane or Langdon

Medicine Hat

Lethbridge

Red Deer

Grande Prairie

Fort McMurray

Another place in Alberta

(DO NOT READ) Do not live in Alberta

[THANK & TERMINATE IF DO NOT LIVE IN ALBERTA OR DK/REF]

[CONTINUE WITH CELL_S3 IF ANOTHER PLACE IN ALBERTA]

[ALL OTHERS, ASSIGN QUOTA AND SKIP TO Q1]

CELL_S3. Could you please provide me with the first three characters of your postal code? (IF NECESSARY: This information will only be used to determine which region of Alberta you live in)

RECORD FSA [LETTER NUMBER LETTER FORMAT]

[THANK & TERMINATE IF DK/REF]

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

[SECTION 1: BULLYING]

The first few questions deal with bullying. Please be assured **none** of our questions ask about your **personal** experience.

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 – 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)**

2A. When you think about **bullying among adults, what types of behaviours would you say this includes? (DO NOT READ LIST) (PROBE ONCE AND MOVE ON) [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**)

3. DELETED

3A. DELETED

CB1. Are you aware of the issue of cyberbullying?

Yes

No

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

4. DELETED

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

Strongly agree

Agree

Disagree

Strongly disagree

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

Yes

No

[ASK Q7 IF YES IN Q6, ELSE SKIP TO Q7A] [*PERFORMANCE MEASURE*]

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

7A. In the past three months, do you recall reading, seeing or hearing anything about **[INSERT FIRST ITEM]**? What about **[INSERT SECOND ITEM]**?

[RANDOMIZE]

A bullying helpline

A bullying website

Yes

No

[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 a 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

9. DELETED

9A. DELETED

9BX. Can you describe some signs of an unhealthy family relationship? (DO NOT READ LIST) (ACCEPT DON'T KNOW AS INITIAL RESPONSE) (DO NOT PROBE FOR ADDITIONAL RESPONSES) [ACCEPT ALL RESPONSES]

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

9C. DELETED

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

- 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

- 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

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

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

- 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

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

[SECTION 3: ELDER ABUSE]

The next section of this survey is about **perceptions** of elder abuse. As with the previous sections, please be assured **none** of our questions ask about your **personal** experience.

EA1. When you think of **elder abuse**, what types of behaviours would you say this includes? Anything else? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Emotional/Psychological abuse – actions or statements that cause emotional anguish, fear, diminished self-esteem or dignity. Severe or persistent verbal or non-verbal behaviour that results in emotional or psychological harm.

Financial abuse – the misuse of a senior's funds or property through fraud, trickery, theft, or force. An action or lack of action with respect to material possessions, funds, assets, property, or legal documents, that is unauthorized, or coerced, or a misuse of legal authority.

Medication abuse – the intentional or unintentional misuse of medications and prescriptions, such as withholding or providing doses that cause bodily harm, sedation or other adverse effect(s).

Physical abuse – actions that cause physical discomfort, pain, or injury. Actions or behaviours that result in bodily injury, pain, impairment or psychological distress.

Sexual abuse – unwanted sexual behaviours including sexual comments, exploitive use of pornography, fondling or sexual assault. Direct or indirect involvement in sexual activity without consent.

Neglect – the active (intentional) or passive (unintentional) failure to provide a senior with a basic level of care. Repeated deprivation of assistance needed by the older person for activities of daily living.

Other **(Specify)**

EA2. Please tell me if you consider each of the following to be *elder abuse*. [INSERT FIRST ITEM]
How about [INSERT NEXT ITEM]? (IF NECESSARY: The scale is Yes or No)

[RANDOMIZE ORDER]

A trusted person taking a senior's medication without him or her knowing
A wife or husband humiliating or ridiculing their spouse who is a senior
A caregiver hitting or shoving a senior
A daughter or son taking household items from their elderly parent without his or her consent
A husband or wife isolating their senior spouse from friends or activities
A caregiver making unwanted sexually suggestive comments to their elderly client

Yes

No

EA3. As you may know, elder abuse refers to any action or inaction by self or others within a trusting relationship that jeopardizes the health or well-being of any older adult. To what extent do you think elder abuse exists in your 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

EA4. For each of the following statements about elder abuse, 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 elder abuse prevention should be an urgent priority for my community
I think elder abuse prevention should be an urgent priority for the provincial government
I think I have a personal responsibility to reduce elder abuse in my community
Elder abuse is just a normal part of aging

Strongly agree

Agree

Disagree

Strongly disagree

EA5. If you wanted to help in an elder abuse situation, who might you talk to? **(DO NOT READ LIST) (PROBE ONCE THEN MOVE ALONG) [ACCEPT ALL RESPONSES]**

Someone else in your family
A friend
A doctor/ medical professional
The police
A social worker
A personal support worker
A faith leader
A telephone help line
Other sources of assistance (specify)

EA6. Where might you look for information or services to help in an elder abuse situation? **(DO NOT READ LIST) (PROBE ONCE THEN MOVE ALONG) [ACCEPT ALL RESPONSES]**

Alberta Family Violence Infoline
Healthlink Alberta
Alberta Seniors/ Government of Alberta
Alberta Elder Abuse Awareness Network
Google/ Internet search
Internet (unspecified)
Other places (specify)

EA7. In the past 12 months, do you recall reading, seeing, or hearing any information about the prevention of elder abuse?

Yes
No

[ASK EA8 IF YES AT EA7, ELSE SKIP TO EA9]

EA8. 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 an elder abuse situation?

Strongly agree
Agree
Disagree
Strongly disagree

EA9. In the past three months, do you recall reading, seeing or hearing anything about **[INSERT FIRST ITEM]**? What about **[INSERT SECOND ITEM]**?

[RANDOMIZE]

An elder abuse website

An elder abuse brochure or poster

World Elder Abuse Awareness Day

Provincial government strategies or actions regarding elder abuse awareness and prevention

Yes

No

[SECTION 4: 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 2000]

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 Q27]

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

[IF ASKED CELL_S3, SKIP TO CLOSE, ELSE CONTINUE WITH Q29]

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

RECORD FSA [LETTER NUMBER LETTER]

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

Bullying Help Line: 1-888-456-2323 or online at alberta.ca/bullying

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 – Wendy Joy is with the Prevention of Family Violence and Homeless Supports Division at 780- 644-4743. Wendy 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 587-952-4874.

FOR ASSISTANCE:

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

Bullying Help Line: 1-888-456-2323 or online at alberta.ca/bullying

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



Call Disposition

The final call disposition is provided in the table below. One should note that Ipsos 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	900
Eligible, Non-Interview	6,927
- Refusals (includes initial hang-ups, household refusals and refusals by a qualified respondent)	3,141
- Quota filled	8
- Not 16+	53
- Do not live in Alberta	14
- Termination during interview (partial interview)	310
- Termination at family violence consent (partial interview)	4
- Hard callbacks (specific time and date)	29
- Soft callbacks (callback – no time or date specified)	313
- Language barrier	68
- Deaf/Incapable/Illness	33
- Answering machine	2,954
Unknown Eligibility	2,508
- Busy	308
- No answer	2,200
Not Eligible	15,805
- Number out of order	13,866
- Faxmodem number	759
- Business number	1,177
- Cell phone number	3
TOTAL	26,140

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 = 13%

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