

**TNS System Three  
158411**

ISBN 978 0 7559 6676 9 (Web only publication)  
ISSN 0950 2254

Domestic Abuse 2006/07: Post-Campaign Evaluation (*Extract*)

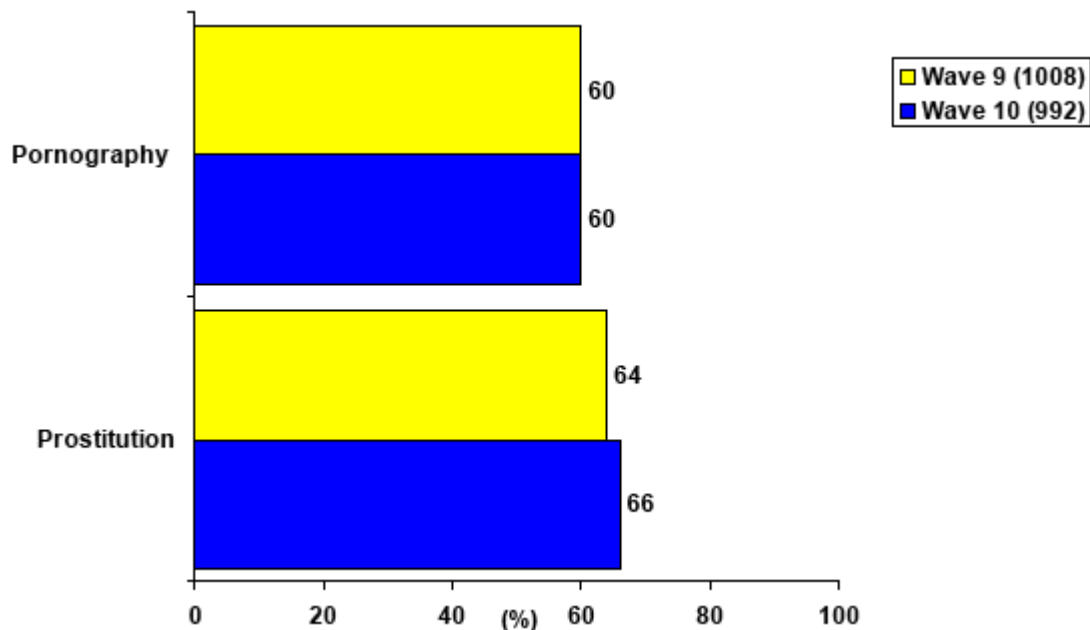
**CHAPTER TWO MAIN FINDINGS**

**Additional Questions**

2.40 An additional set of questions was added to the tracking questionnaire at Wave 9 to investigate perceptions of the public in relation to wider forms of violence against / exploitation of women, which were new secondary research aims in 2006. Due to the sensitive nature of these questions, respondents aged 16-17 were excluded.

2.41 The first measure asked all respondents 18+ whether they regarded prostitution or pornography as exploitation of women. The results are shown in Figure 2.6.

**Figure 2.6 - Whether regard pornography or prostitution is exploitation of women**  
Base: All respondents aged 18+ (992)

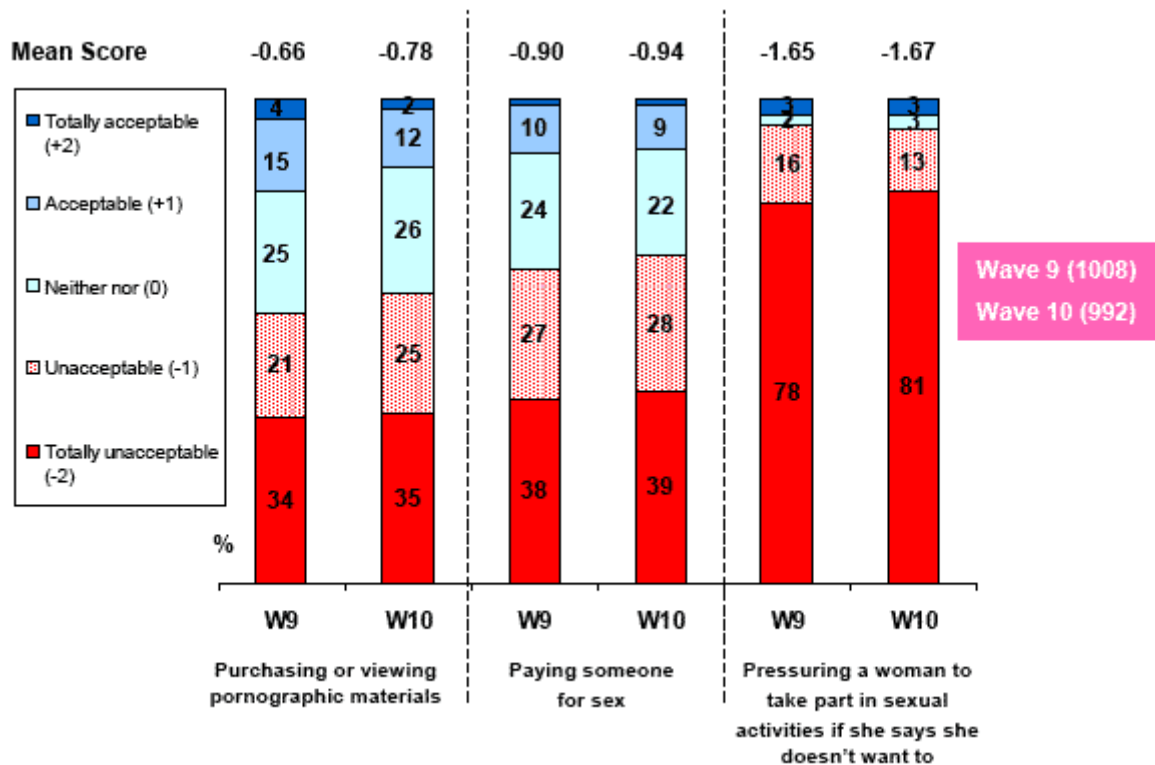


2.42 The majority of respondents thought that pornography (60%) and prostitution (66%) were exploitative. In each case, just under one in five were unsure, suggesting this is not a clear cut issue for some.

2.43 There were notable demographic differences in opinion towards pornography. As at Wave 9, females (67%) were significantly more likely to regard this as exploitative than men (52%) and those aged 35+ were significantly more likely to regard pornography as exploitative than those aged 18-34 (70% compared to 37%). Differences in opinion by demographics were less marked for prostitution, although men (with 63% agreeing that it was exploitative) were slightly more accepting of this than women (69% agreeing that it was exploitative).

2.44 The second measure concerned three actions that could be seen as exploitation or violence against women. All respondents aged 18+ were asked how acceptable or unacceptable they thought each action was. The results are shown in Figure 2.7.

**Figure 2.7 - Level of acceptability**  
Base: All respondents aged 18+ (992)



2.45 The majority of respondents thought the actions were unacceptable in each case, and there has been some change between Waves 9 and 10. There has been a significant shift in attitudes towards *purchasing or viewing pornographic materials* with the mean score indicating that this activity is becoming less acceptable.

2.46 *Pressuring a woman to take part in sexual activities if she says she doesn't want to* was the least accepted action, with more than four in five (81%) saying that this was totally unacceptable and a further 13% that it was unacceptable; the mean score <sup>7</sup> of -1.67 reflected this.

2.47 The remaining two actions included higher numbers of respondents who were either undecided or thought that these were acceptable. Thus whilst around two thirds (67%) said *paying someone for sex* was unacceptable, 22% were undecided, and 10% thought it was acceptable. The mean score for this activity was -0.94 - a marginal change from -0.90 at Wave 9.

2.48 Similarly, six in ten thought *purchasing or viewing pornographic materials* was unacceptable (60%), around a quarter (26%) were undecided and 14% thought it was acceptable. The mean score in this case of -0.78 made *purchasing or viewing pornographic materials* the most accepted of the three actions, however as the mean score was -0.66 at Wave 9 this indicates that it is becoming a less accepted activity. In relation to the stability of the previous measure on pornography as exploitation of women, it seems this is not correlated with perceived exploitation of women, but could be related to general publicity around the subject.

2.49 Demographic differences in opinion continue to exist for *purchasing or viewing pornographic materials*. Males (21%) were more likely than females (8%) to view this as acceptable, and similarly the younger age groups were also more likely to view this as acceptable (36% of those aged 18-24, and 21% of those aged 25-34).

2.50 The 45-54 age group were most likely to think that *paying someone for sex* was acceptable (17%).

2.51 A new question was added at Wave 10 to explore attitudes towards rape, and how responsible respondents felt a woman was for being raped in various circumstances. The results are shown in Figure 2.8.

**Figure 2.8 - Level of responsibility for rape by circumstance**

Base: All respondents aged 18+ (992)



2.52 A clear majority of respondents felt very strongly that women were not responsible for rape in any circumstances, with 68% feeling that a woman was not responsible *if she is flirting*, 73% not at all responsible *if she is drunk*, 74% not at all responsible *if she is dressed in revealing clothing* and 82% not at all responsible *if she is known to have had many sexual partners*. In each case, only 5% felt that a woman was totally or mostly responsible, and for the first three circumstances around one in five thought a woman was partly responsible for being raped.

2.53 Men were more likely than women to think a woman was in any way responsible for being raped (i.e. 30% as opposed to 25% if she is drunk, and 34% as opposed to 29% if she is flirting), and the younger age groups generally attributed less responsibility than the older age groups (see figure 2.9).

**Figure 2.9 - Level of responsibility for rape by age**  
 Base: All respondents aged 18+ (992)

