

THE NO MÁS STUDY:
Domestic Violence and Sexual Assault in the Latin@ Community
Commissioned by the Avon Foundation for Women
for Casa de Esperanza: National Latin@ Network and NO MORE

METHODOLOGY

- Lake Research Partners designed and administered a telephone survey that was conducted January 27th – February 10th, 2015. The survey reached a total of 800 Latin@s nationwide, ages 18 years and older, including oversamples of 100 recent immigrants (in the last five years) and 100 Latin@s ages 18 to 30 years old. The oversamples were weighed down into the base to reflect their proportion of the population.
- 30% of the interviews were conducted in Spanish. Telephone numbers for this nationally representative survey were drawn using randomized Latin@ surname sample and were screened as Latin@. Latin@ surname sampling is an accepted standard for interviewing Latin@s, and published academic research and Census reports indicate 90 to 95% of all Latin@s in the United States have a Spanish-surname.
- The data for the base sample was weighted slightly by gender, region, age, and education to reflect the attributes of the actual population. The data for the recent immigrant and under 30 oversamples were weighted slightly by gender.
- The margin of error for the total sample is +/-3.5%. The margin of error is higher for sub-groups depending on their size.

LIMITATIONS

- The survey sample was designed to ensure adult Latin@s had an equally likely chance of getting into the survey. The survey included cell phones and interviews were conducted in Spanish and English.
- Although great efforts were made to obtain a representative sample of Latin@s within the United States, it cannot be guaranteed that all sub-populations of Latin@s are represented (e.g., Latinos who only speak indigenous languages, Latin@s without access to a phone).
- Participation is voluntary and respondents in the sample were able to decline participation.
- Respondents were allowed to give “don’t know” as a response.
- Only those who were available for interviews from January 27th – February 10th, 2015 are included.
- In survey research, it cannot always be guaranteed that each individual is interpreting the item in the same way; however; definitions were provided

for clarity and the survey instrument was scripted so the items were delivered the same way to all participants.

KEY NO MÁS SURVEY FINDINGS

DOMESTIC VIOLENCE AND SEXUAL ASSAULT ARE VERY TROUBLING REALITIES IN THE U.S. LATIN@¹ COMMUNITY.

- More than half of the Latin@s (56%) in the U.S. know a victim of domestic violence.
 - Nearly two-thirds of Latina women (62%) know a domestic violence victim
 - Nearly half of Latino men (49%) know a domestic violence victim
- One in four Latin@s (28%) knows someone who was a victim of sexual assault.
 - More than a third of Latina women (35%) know a victim of sexual assault
 - One in five Latino men (21%) knows a victim of sexual assault
- These problems are already impacting the next generation.
 - Nearly half of Latin@s under 30 years old (49%) know a victim of domestic violence
 - 44% of Latin@s under 25 years old know a victim of domestic violence
 - One in four Latin@s under 30 years old knows a victim of sexual assault
 - 27% of Latin@s under 25 years old know a victim of sexual assault
- In the U.S. Latin@ community, domestic violence and sexual assault are serious issues affecting families and friends. Of those who knew a victim, the majority reported that the victim was a family member or friend.

WHILE THERE IS A SIGNIFICANT LEVEL OF AWARENESS OF DOMESTIC VIOLENCE AND SEXUAL ASSAULT IN THE U.S. LATIN@ COMMUNITY, LATIN@S BELIEVE THAT DOMESTIC VIOLENCE AND SEXUAL ASSAULT ARE BIGGER PROBLEMS IN THE U.S. AT LARGE THAN IN THEIR OWN COMMUNITY.

¹ Casa de Esperanza uses “@” in place of the masculine “o” when referring to people or things that are gender neutral or both masculine and feminine. This usage reflects our commitment to gender inclusion and recognizes the important contributions of both men and women.

- Three-quarters rate domestic violence and sexual assault as a problem in the United States at large, while 55% rate it as a problem in the Latin@ community.
- An overwhelming majority of the Latin@ community believes *drugs and alcohol abuse* are the leading cause for domestic violence and sexual assault in the United States, followed by lack of good parenting and education in the home.
- *Lack of respect for the opposite sex* was seen as a bigger driver of domestic violence and sexual assault than *traditional gender roles*.
 - However, Latin@s are more likely to see traditional male gender roles as a cause of domestic violence and sexual assault within the U.S. Latin@ community than they are to see it as a cause within the United States as a whole.

LATIN@S BELIEVE FEAR IS A MAJOR BARRIER TO SEEKING HELP AND FEAR OF DEPORTATION IS THE TOP REASON LATIN@ VICTIMS MAY NOT COME FORWARD.

- Fear is preventing victims from coming forward to seek help.
 - 41% of Latin@s believe the primary reason Latin@ victims may not come forward is fear of deportation
 - 39% of Latin@s say the primary reason Latin@ victims may not come forward is fear of more violence for themselves and their family
 - 39% of Latin@s say the primary reason Latin@ victims may not come forward is fear of children being taken away

LATIN@S HAVE ALREADY BEGUN TO ADDRESS THESE ISSUES.

- Nearly two-thirds of Latin@s (61%) who knew a victim of domestic violence, say that they intervened and did something for the victim. Men and women responded similarly.
- Similarly, 60% of Latin@s who knew a victim of sexual assault say they intervened and did something for the victim.
 - 56% of men
 - 62% of women
- 57% of Latin@s report talking about domestic violence and sexual assault with their friends.
 - 53% of men
 - 60% of women
 - Middle-aged Latin@s are more likely than younger Latin@s and those over 65 to have talked about these issues with their friends
- More than half of Latin@ parents (54%) say they have talked about the issues of domestic violence and sexual assault with their children.

- Latina mothers (55%) and Latino fathers (52%) have these conversations in near equal numbers.

IMMIGRATION STATUS MAKES A DIFFERENCE.

- Latin@s who immigrated during the 1980s* report knowing victims of domestic violence and sexual assault at significantly higher rates. *Note: small sample size.
 - 68% of those who immigrated during the 1980s know a domestic violence victim, while 41% of recent immigrants know a victim
 - 41% of those who immigrated during the 1980s know a victim of sexual assault, while only 9% of recent immigrants know a victim
- However, recent Latin@ immigrants, who immigrated from 2009 to the present day, are more likely to see both issues as a bigger problem compared to U.S.-born Latin@s.
- Also 59% of Latin@ immigrants report talking about domestic violence and sexual assault with their children, while only 32% of US-born Latin@s report talking to their children about these issues.

THE LATIN@ COMMUNITY IS READY AND WILLING TO GET INVOLVED.

- There is a solid willingness in the Latin@ community to get involved to address domestic violence and sexual assault.
 - Nearly two-thirds of all Latin@s (60%) are willing to get involved in efforts to address domestic violence and sexual assault.
 - 83% are willing to talk to their children and the children in their lives about healthy relationships
 - 79% are willing to speak up or educate if they saw a boy behaving in a disrespectful way to a girl, and vice versa
 - 78% are willing to share information in conversation with family, friends, or neighbors
 - 70% are willing to provide support to a survivor
- More than half of Latin@s (58%) say that having more people talk about domestic violence and sexual assault would make it easier to step in and help.
- More than a third of Latin@s (35%) say nothing would stop them from stepping in to help a domestic violence or sexual assault victim they knew.



NO MORE STUDY

In 2013, Avon Foundation for Women commissioned and funded the NO MORE Study, conducted by GfK Public Affairs and Corporate Communications, to research domestic violence and sexual assault among teens, ages 15-17, and adults 18 and older, in an effort to further support the Foundation's mission of educating people to reduce sexual assault and domestic violence.

METHODOLOGY

- GfK Public Affairs and Corporate Communications Group conducted interviews with a total of 1,307 respondents, 15 years of age and older. The study was conducted using the KnowledgePanel, a large-scale online panel based on a representative random sample of the U.S. population.
- Equal numbers of men and women were interviewed in each quota group.
- The data was weighted to the population it represents. The margin of error for this study was +/-3.2 percentage points.
- Interviewing took place February 21 through February 27, 2013.

KEY SIMILARITIES AND DIFFERENCES BETWEEN THE U.S. LATIN@ COMMUNITY AND THE U.S. POPULATION AT LARGE

LATIN@S REPORT SIMILAR LEVELS OF KNOWING A VICTIM OF DOMESTIC VIOLENCE AND SEXUAL ASSAULT COMPARED TO THE POPULATION AT LARGE.

- 56% of U.S. Latin@s report knowing a victim of domestic violence compared with 53% of the U.S. population at large.
- 28% of U.S. Latin@s report knowing a victim of sexual assault compared with 33% of the U.S. population at large.

OF THOSE WHO REPORT KNOWING A VICTIM OF DOMESTIC VIOLENCE AND/OR SEXUAL ASSAULT, THE MAJORITY OF U.S. LATIN@S AND THE U.S. POPULATION AT LARGE SAY IT WAS A FAMILY MEMBER OR FRIEND.

HOWEVER, LATIN@S ARE MORE LIKELY THAN THE POPULATION AT LARGE TO INTERVENE FOR A VICTIM.

- Latin@s are more likely to say they intervened and did something for the victim.

- Comparing to the NO MORE survey of all adults, similar numbers of Latin@s and the U.S. population at large feel that nothing would stop them from intervening. The NO MÁS survey offered more choices for Latin@s.
- Latin@s are less concerned about their safety, whereas this is a top concern for the U.S. population at large.

WHEN IT COMES TO DOMESTIC VIOLENCE AND SEXUAL ASSAULT, LATIN@S ARE TALKING ABOUT THESE ISSUES MORE THAN THE POPULATION AT LARGE.

Though the survey question wording was slightly different in the original NO MORE survey, comparatively, Latin@s are much more likely than the population at large to say they have talked about issues of domestic violence and sexual assault with their friends and children.

- Over half (57%) of U.S. Latin@s report talking about domestic violence and sexual assault with their friends. In comparison, only 34% of the U.S. population at large say they have had a conversation about domestic violence and/or sexual assault with their friends.
- Both Latin@ women and men are more likely to have had conversations with friends about sexual assault and domestic violence than their counterparts in the U.S. population at large.
 - 60% of Latin@ women have had conversations with friends about domestic violence and sexual assault, while 42% of women in the population at large have talked about domestic violence and/or sexual assault with friends.
 - Among men, 53% of Latin@ men have had conversations with friends about domestic violence and sexual assault, while 25% of men in the population at large have talked about domestic violence and/or sexual assault with friends.
- More than half of Latin@ parents (54%) say they have talked about the issues of domestic violence and sexual assault with their children. On the other hand, only 29% of parents in the U.S. population at large have talked about domestic violence and/or sexual assault with their children.