



Hull

**Strength to Change - Wave 1
Advertising Campaign Evaluation**

TNS Social

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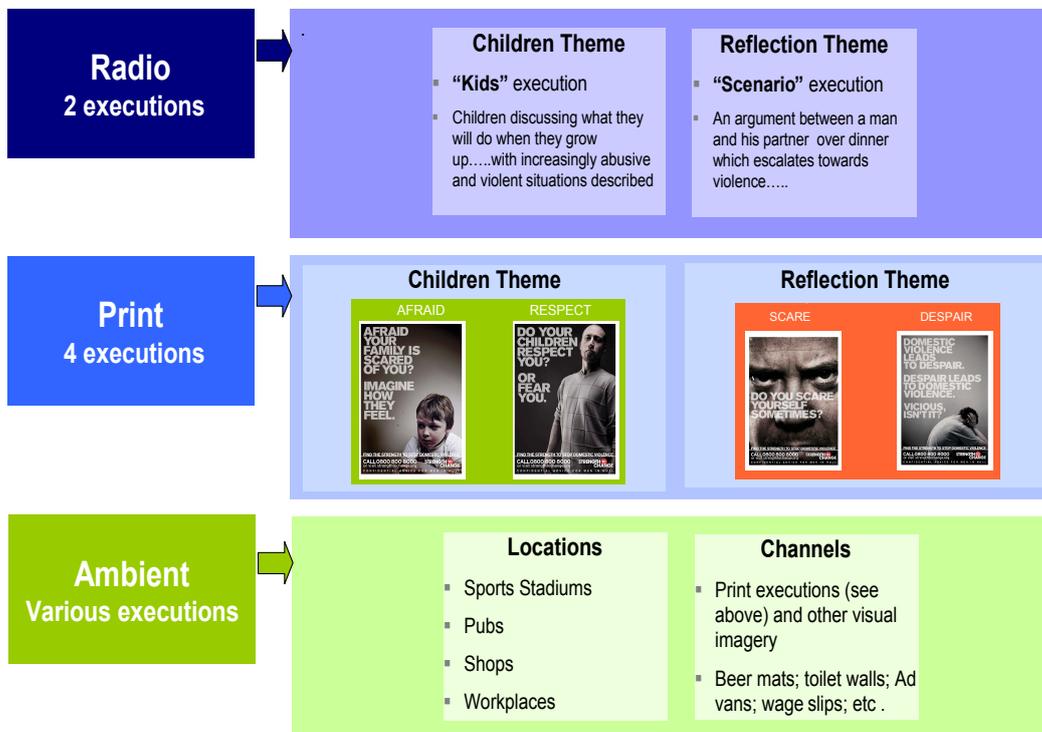
1. Executive Summary:

1.1 The Strength To Change campaign

Strength to Change is the integrated social marketing programme targeting male perpetrators of domestic violence in Hull.

A communications campaign, based on mass media advertising, is one component of this overall social marketing programme. The communication campaign comprised the following elements:

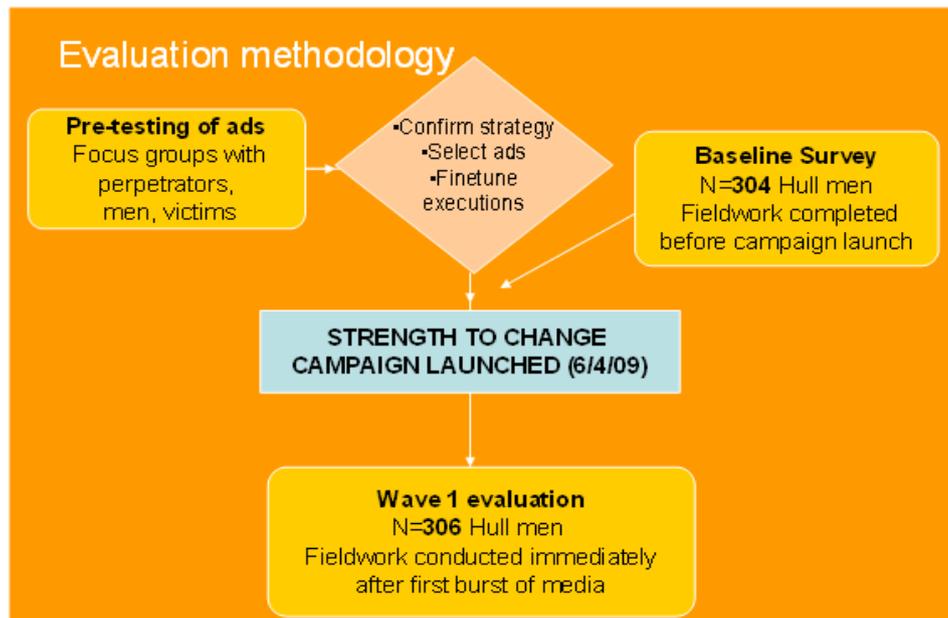
Strength To Change campaign



The communication campaign was formally launched on April 6, 2009, as part of the Hull derby rugby league fixture, and the first burst of media activity ran from April 6 until May 15, 2009.

1.2 Methodology overview

TNS Social, a research agency with extensive experience in informing and evaluating social marketing campaigns, was appointed to conduct the evaluation of the communications component of the Strength to Change programme. The methodology for the campaign evaluation is summarised in the diagram below:



The interviews for both the Baseline and Wave 1 surveys were conducted **face to face** in the street via Computer Aided Personal Interviews (CAPI).

The interviewing was split equally across **three key target areas** in Hull:

- *Bransholme and Orchard Park;*
- *Preston Road and Holderness Road; and*
- *City Centre.*

1.3 Key findings

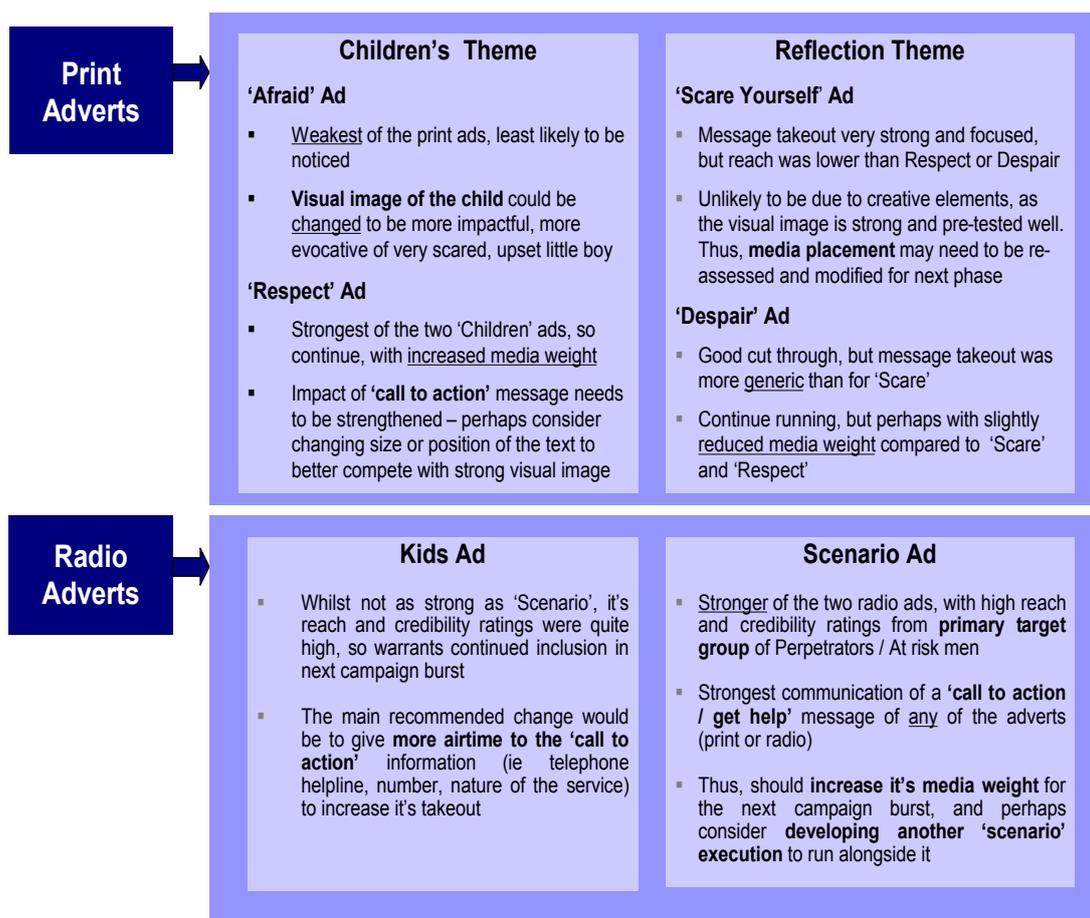
The overall campaign performance in this first burst was **very positive**:

- **Reach:** 60% of men aged 18-50 years in Hull have been exposed to at least some element of the campaign in it's first burst
 - 36% had heard one or more of the radio adverts
 - 43% had seen one or more of the print adverts
 - These figures, especially for print, are ahead of benchmark levels for comparative UK government-based campaigns
- **Message Takeout:** on strategy, with no unintended messages being communicated, and no evidence of any 'backlash' effect from men
- **Credibility:** all of the ads were rated as believable by men in general, and more importantly by the **primary target group** of perpetrators/ men at risk
- **Perceived Impact:** In possibly the most encouraging result from this Wave 1 evaluation, 30% of men who had been exposed to the campaign said that it had changed the way they thought about domestic violence
 - Even more importantly, a **similar proportion of perpetrators/at risk men** (37%) said they had changed the way they thought about domestic violence as a result of seeing or hearing these adverts
- To put this result into some perspective, in answer to the identical question after the first wave of the award-winning **Freedom from Fear** campaign, 23% of men said that seeing or hearing an ad had changed the way they thought about domestic violence.....and Freedom from Fear went on to achieve considerable success in attracting violent men into treatment. **Thus, this early result is a very encouraging sign for the Strength to Change campaign.**

1.4 Recommendations for the next phase of the campaign

- **Creative strategy** – the overall creative approach appears to be very much on track, and the existing strategy should be continued with some relatively minor tweaking as suggested below. In particular, the **dual theme** of **‘Impact on Children’** and **‘Self Reflection’** seems to be working and needs to be continued and further developed.
- **Media strategy** – the media selection and placement has also been very effective in reaching men in general, including the primary target audience of perpetrators / men at risk

Recommendations for specific adverts



Areas for improvement

The generally positive results notwithstanding, there were several areas where **results could have been stronger and these areas should be targeted for improvement in the next, and subsequent, bursts of campaign activity:**

- **Awareness of services** – awareness of help services for men in Hull did not shift from baseline levels
- **Specific awareness for the telephone service** – again, awareness did not shift from baseline to Wave 1, and was disappointingly low at 16%
- **Awareness of the Strength to Change website** – also fairly low, at 25%

- In the next burst of advertising, there perhaps needs to be a change in the way this type of information is communicated. A generic notion that 'help is available' is being picked up, but the specific details of what services are available and how to contact them is not. **The service details need to be more visible, and perhaps the tone of this part of the message needs to be more 'active' rather than 'passive'....to inform men of the specific services available and encourage them to call the helpline, access the website, talk to their peers, etc.**
- Increasing the impact of information about specific services, and more effectively motivating action in relation to these services, subsumes the executional recommendations made on the previous page. A **caveat** here is that there is a limit to how much 'service-related' information can be communicated within a 40 sec radio execution or a single print ad. Perhaps additional information about services could be more effectively communicated via **other vehicles** such as **media publicity / media interviews; editorial content in local newspapers, radio and regional TV; information displays at shopping centres and other high-traffic locations.**

2. Background and context

2.1 Development of the Strength to Change campaign

Strength to Change is the integrated social marketing programme targeting male perpetrators of domestic violence in Hull. The programme is being coordinated by NHS Hull, under the stewardship of Simon Hunter and Louise Robinson.

A communications campaign, based on mass media advertising, is one component of the overall social marketing programme. **TNS Social**, a research agency with extensive experience in informing and evaluating social marketing campaigns, was appointed to conduct the evaluation of the communications component of the Strength to Change programme.....referred to hitherto as the STC campaign, as distinct from the wider STC programme. This report is concerned with the first wave of evaluation of this campaign.

The STC campaign was developed following formative research conducted by UCLAN¹. Two potential directions emerged from the formative research as being worthy of further exploration in terms of defining an underlying theme for the communication campaign:

1. **Impact on children**
2. **Self reflection by the perpetrator**

The impact of domestic violence on **children** was the primary theme of the successful *Freedom from Fear* campaign² which also targeted male perpetrators of domestic violence. It was confirmed through the formative research (and through subsequent creative pre-testing – see below) as again being the most powerful and emotive way to engage perpetrators and motivate them to consider the impact of their behaviour.

A '**self reflection**' theme, which in a sense acknowledges the self-absorbed state of many perpetrators, emerged as another potentially effective way to engage and motivate the primary target audience for the campaign – ie DV perpetrators and men at risk of perpetrating. In terms of overall campaign strategy, it was felt that the 'self

¹ Stanley, N. et al. Men's Talk: Research to inform Hull's social marketing initiative on domestic violence. School of Social Work, University of Central Lancashire. March, 2009

² Freedom from Fear. Campaign against domestic violence in Western Australia, launched in 1998. Mark Francas from TNS Social was the principal researcher for FFF during its development and evaluation

reflection' theme could run in tandem with the 'impact on children' theme, with some executions focusing on kids' perceptions of the dad, whilst other executions would focus solely on the perpetrator himself.

BJL Group, a communications consultancy, were appointed to develop a variety of creative material reflecting these two themes. These creative concepts were subjected to formal pre-testing to inform the further development of the campaign.

2.2 Pre-testing of creative material

The pre-testing of creative material was conducted by **TNS Social** between Feb 4 – Feb 11, 2009. The material was pre-tested via a series of focus groups and interviews with the following target audiences:

- Male perpetrators of domestic violence – ie men currently in treatment programmes being conducted in other cities in Yorkshire
- Men in Hull
- Victims of domestic violence in Hull
- Key stakeholders based in Hull - nominated by Hull PCT

The broad findings and recommendations from the pre-testing were as follows³:

- The campaign should use multiple mediums and multiple executions to maximise it's chances of being noticed and 'cutting through the clutter'

The decision had already been taken that television would not be part of the media mix due to it's cost inefficiency for a locally-based campaign such as this. BJL thus developed a media strategy incorporating **radio, print** (newspapers and posters) and a variety of **ambient media**

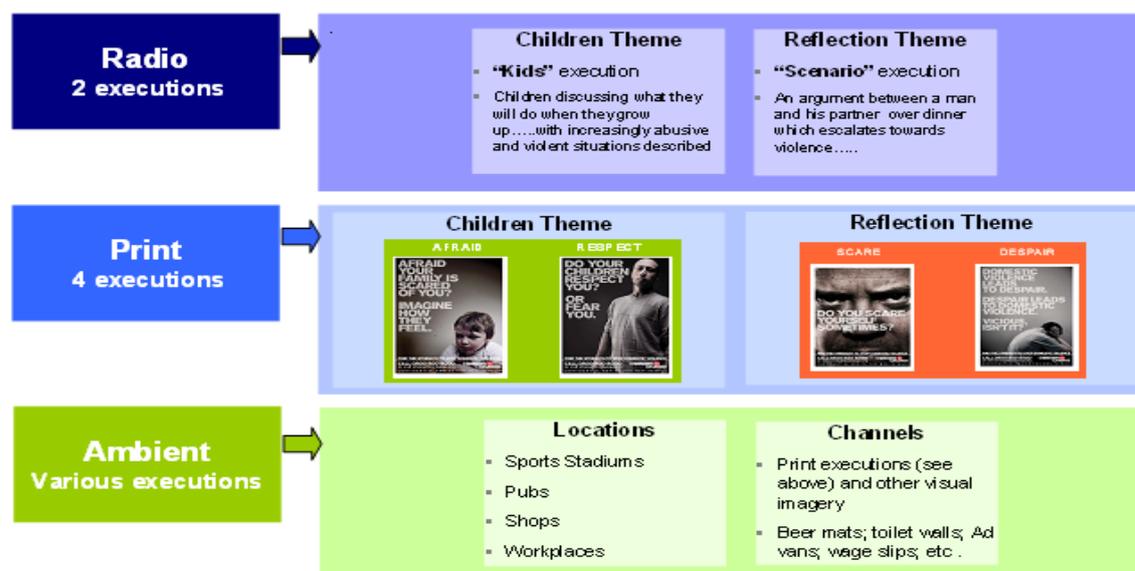
- The need to be noticed notwithstanding, the campaign should not attempt to be too hard hitting nor to use graphic 'shock tactics' to achieve cut through as this could create a perception that the treatment programme was aimed primarily at 'hard core' perpetrators and thus disengage those who didn't see themselves as hard core

³ For a full summary of the pre-testing methodology and results the reader is referred to the following document: TNS Social. Strength to Change Creative Pre-testing. Final presentation. 193693. Feb, 2009

- Campaign executions need to be readily and immediately associated with domestic violence....rather than violence per se
- The 'call to action' message (ie directing men to call the telephone helpline) needed to be given sufficient prominence to ensure that it was picked up
- The two creative themes were endorsed as being able to engage the primary target audience (ie perpetrators and men at risk), whilst not offending victims or other key stakeholders
- Finally, a number of specific recommendations were made to assist the development of a series of advertising executions – the reader is referred to the **TNS Social** document referenced earlier for a full coverage of these

Following the pre-testing, BJJ developed a series of advertisements within the following media strategy:

Strength To Change campaign



The communication campaign was formally launched on April 6, 2009, as part of the Hull derby rugby league fixture.

- The **print adverts** and the **ambient materials** were run from the launch date of **6th April** until the **10th May**.
- The **radio campaign** was launched on the **20th April** and ran for four weeks until the **15th May**.

Full details of the media placement and schedule are outlined in Appendix 2.

2.3 Objectives of Wave 1 evaluation

The main objectives of this evaluation were to ensure that the advertising strategy was on track, and make recommendations to finetune either the creative strategy or media strategy, if required.

Towards this end, a number of **advertising diagnostic measures** were collected in the Wave 1 survey, including:

- **Prompted recognition** of adverts (as a measure of campaign reach)
- **Message takeout** (measured via open ended, or unprompted, questions)
- **Cognitive response to the adverts** (ie believability; communication of unintended or inappropriate messages; etc)
- **Perceived impact** of the adverts (via self reported measures)

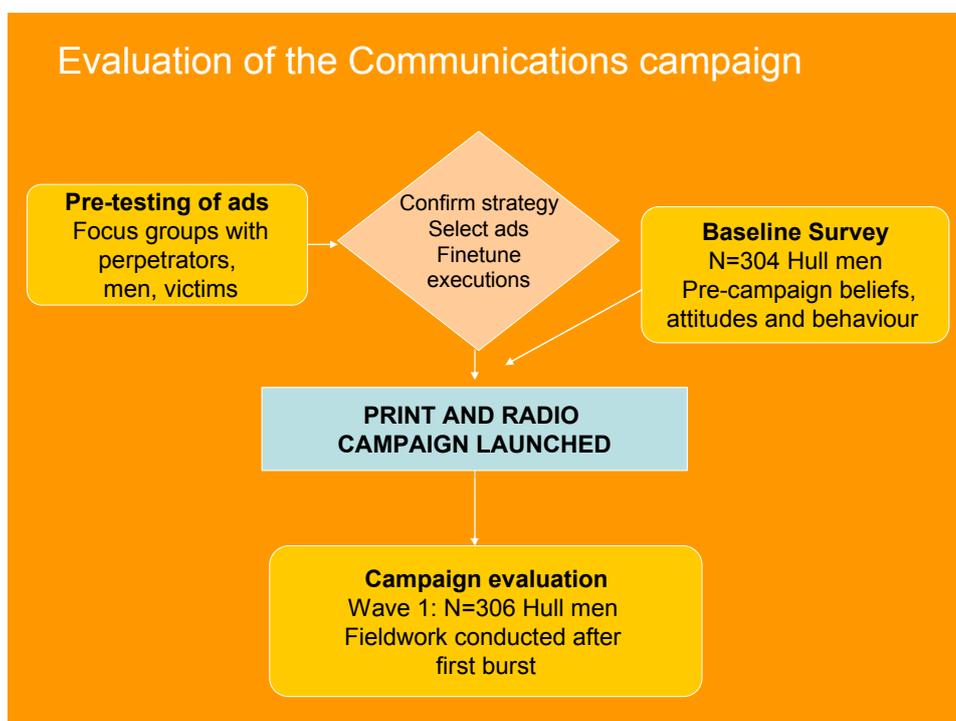
Of course, the advertising is but a means to an end – that being to change the attitudes towards domestic violence amongst the men of Hull, and ultimately to change the beliefs and behaviours of actual and potential perpetrators of domestic violence. However, that is a **long term process**, requiring a substantial commitment from all relevant stakeholders over many years. Changes in well-entrenched attitudes and behaviours take time and certainly cannot be expected to be achieved after a six-week burst of advertising.

Thus, whilst key beliefs, attitudes and behaviours were measured to serve as a baseline for future evaluations, **the focus of this first wave is on advertising diagnostics** to check how well the campaign is doing it's job.....and to recommend changes, if required, to improve the campaign's performance going forward.

3. Methodology

3.1 Overall approach

The methodology for the campaign evaluation is summarised in the diagram below.



Baseline Survey: In the baseline survey **304 men** in Hull aged 18-50 years were asked about their beliefs, attitudes and behaviours concerning Domestic Violence. Fieldwork ran between **14th March and 2nd April** – ie just prior to the launch of the campaign on April 6. The baseline survey provided the benchmark measures against which future evaluation surveys will be compared, and the performance of the advertising campaign will be judged.

Evaluation Survey: The **Wave 1 evaluation** fieldwork commenced immediately the burst of advertising activity had finished, and ran from **16th May until 28th May**. In this wave **306 men** in Hull aged 18-50 were interviewed. The survey asked the same key belief / attitudes / behavioural intention questions that were included as at baseline, as well as further questions designed to gauge the reach, message takeout and credibility of the advertising campaign.

3.2 Interview method

The interviews for both the Baseline and Wave 1 surveys were conducted **face to face** in the street via Computer Aided Personal Interviews (**CAPI**).

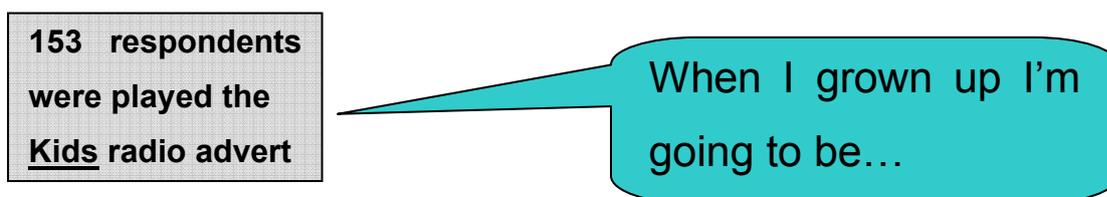
The interviewing was split equally across three key target areas in Hull:

- **Bransholme and Orchard Park,**
- **Preston Road and Holderness Road;** and
- **City Centre.**

All respondents in both surveys were asked questions about their beliefs, attitudes and behaviours towards domestic violence. In the evaluation survey these questions were followed by a series of specific questions about the advertising (as per the Advertising Effects model outlined in section 1.3). For these advertising questions, a split sample technique was employed whereby only half of the advertising materials were exposed to any one respondent. This was done to reduce the overall questionnaire length and respondent load, as it was felt that up to 6 executions were too many for a respondent to be able to adequately evaluate.

Thus in the Wave 1 survey: Campaign Evaluation...

Half of the respondents (153) were played the **Kids radio advert**:-



The other half of respondents (153) were played the **Scenario radio advert** -

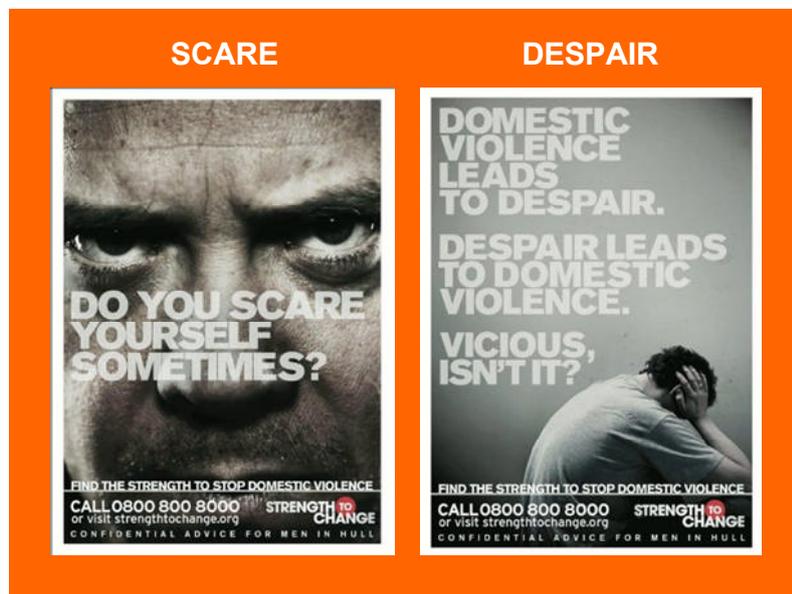


The four print adverts also were split into pairs according to theme, **Children** and **Reflection**. The CAPI machines which were used by interviewers were programmed to randomly select respondents so that half were shown one pair of print adverts and half were shown the other.

Half the sample (154) were shown the 'Children theme' print adverts:



Half the sample (152) were shown the 'Reflection theme' print adverts:



To see a full copy of the questionnaire please see Appendix 1.

3.3 Sample composition

As stated, the interviewing was conducted face to face in the street and in the same three areas of Hull for both the baseline and Wave 1 evaluation survey.

Quotas were set to try and achieve 50% of interviews with 18-34 year olds and 50% of interviews with men 35 – 50 years old, a quota was also set regarding working status.

The sample breakdown and demographics of respondents are outlined in the tables below – these show the Baseline and Wave 1 data, together with a comparison where possible to the 2001 census results for Hull.

	Baseline	Wave 1	Census ⁴
	(304)	(306)	
GENDER			
Male	100%	100%	51%
AGE			
18-24	21%	19%	21%
25-34	28%	28%	31%
35-50	51%	53%	48%
WORKING STATUS			
Full time	52%	44%	Hull employed
Part-time	5%	6%	53%
Other	42%	50%	47%

The census data available for Hull does not have information about the number of people in steady relationships therefore is not directly comparable to the survey data for the marital status break (see overleaf). When the proportion of people in Hull who are married or cohabiting is compared to the sample, however it was similar at around 40%. Married/Cohabiting in Hull from Census: 40%, Baseline: 40%, Wave 1: 35%

Because the focus of this research was men in Hull there is a bigger difference than could be expected in a mixed gender sample, between those who have children living with them and those who have any children at all. The census does not distinguish between those individuals who have children and those who do not, rather it is based on households, but as men are more likely than women to have children that they do not live with these figures are not comparable to our sample.

⁴ Source: Office for National Statistics, 2001 Census – Neighbourhood statistics for Kingston upon Hull and Statistics from Public Health Sciences, NHS Hull, October 2007

	Baseline	Wave 1	Census
MARITAL STATUS			See comment above
Married/ living with/steady relationship with a woman	62%	57%	
Not currently in a steady relationship with a woman	38%	43%	
CHILDREN			
Children living with you	39%	32%	47%
Has Children	59%	51%	
No Children	41%	49%	

The full data tables which are available with this report include breaks on each of the demographic subgroups outlined in the tables above. However, in the interests of succinctness this report will focus on the ‘total sample’ results and will only provide subgroup comparisons when appropriate – and primarily for **relationship status** and **presence of children**.

The sample was split in Wave 1 so that half the advertising materials, (one of the themed pairs of print adverts and one of the radio adverts) were shown at random to each half of the sample. Therefore where subgroups are looked at, this has led to some relatively small base sizes in some cases. This is clearly indicated via base size numbers which are included at the bottom of each chart shown.

There may be one or two instances throughout the report where due to rounding error, net percentages do not directly correlate with the data tables, and so makes a difference of 1%.

Primary Target Group: ‘Perpetrators/At risk men’

There is one specific ‘sub-group’ who are of particular interest – **perpetrators and men who are at risk of perpetrating** – as they comprise the **primary target audience** for the campaign. It is particularly critical that the campaign ‘works’ with this subgroup, (in the data tables this subgroup is referred to as the core target group).

It is, of course, very difficult to identify such a subgroup in a survey situation. However, in this instance, there was a section in the initial part of the questionnaire that measured the prevalence of a specific set of behaviours relevant to emotional and physical domestic abuse. These measures allowed us to identify a subset of our sample who were willing to admit to some 'inappropriate' behaviours towards their partner.

A more detailed explanation of how this subgroup of 'perpetrators / at risk men' was identified is outlined in the box below.

Primary target group: Perpetrators / At risk men

- We developed a 'filter' by which to classify a sub set of our sample as being potential (or actual) perpetrators of physically and/or emotionally abusive behaviour towards their partners. This was based on their answers to Q2 (see questionnaire in Appendix 1) which asked the men whether they had ever done any of the following to a female partner.....
 - ... (*Yelled loudly at them*)
 - ... (*Put them down / belittled them*)
 - ... *Deliberately tried to frighten them*
 - ... *Threatened to hit them*
 - ... *Threatened to hurt them*
 - ... *Thrown something at them*
 - ... *Tried to hit them*
 - ... *Hit them in self-defence*
 - ... *Hit them even though they didn't hit you*
 - ... *Actually hurt them in self defence*
 - ... *Actually hurt them even though they didn't hurt you*
- If they said 'Yes' to any of the items excluding the first two items (ie 'yelled loudly at them' or 'put them down / belittled them') they were classified in the Perpetrator / At risk subgroup. Whilst this definition is admittedly relatively crude, it is not an unreasonable way to identify this particular sub-group for analysis purposes
- A total of **69 men (23% of the sample)** were included in the Perpetrators / At risk subgroup based on this filter

4. Campaign Reach

4.1 Domestic violence adverts seen in general

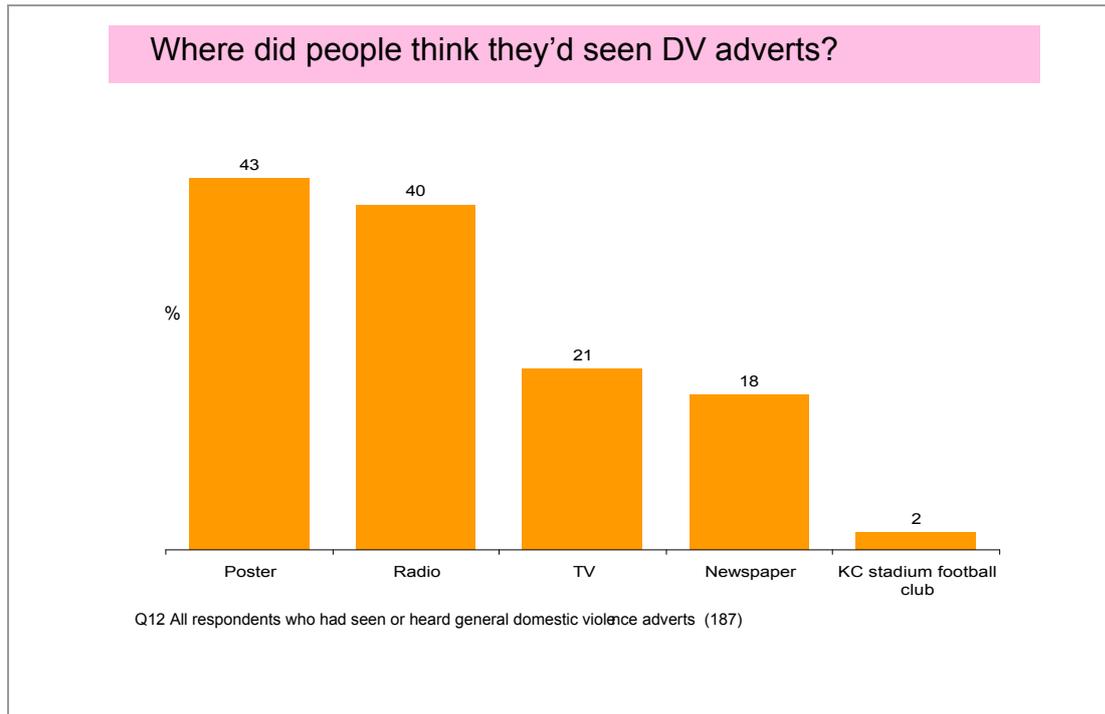
Respondents were asked whether they had seen or heard any adverts about domestic violence in the past few months. In the Baseline survey **44%** of respondents said they had seen or heard domestic violence adverts generally – before the STC campaign was launched !

This indicates a high level of 'background noise' around the issue of domestic violence in Hull, and was thought to be due to a combination of media publicity (including some pre-publicity for the STC programme), and perhaps other DV-related campaigns that were on air prior to the STC launch (eg the Women's Aid campaign featuring Keira Knightley). To put this figure into some context, the Baseline survey before the launch of *Freedom from Fear* recorded a figure of 28% to this same question – indicating that there is generally a level of 'noise' around a high profile social issue. Nevertheless, 44% was a high figure for the STC campaign to 'improve on'.....but the Wave 1 evaluation figure did rise to **61%**.

Chart 1 overleaf shows that in the Wave 1 evaluation, the two media most frequently mentioned when people were asked where they had seen domestic violence adverts were **posters (43%)** or the **radio (40%)**. Newspaper adverts were mentioned by 18% of respondents.

Notably, 21% spontaneously mentioned seeing adverts on TV. Firstly, people generally overestimate television as a source of the advertising they have seen (ie ads seen or heard elsewhere are attributed to TV). Secondly, people are not good at differentiating between ads and other coverage on TV, so any editorial coverage pertaining to domestic violence may be confused as 'advertising'. The Strength to Change campaign had placed advertisements at the KC football stadium and these were mentioned by 2%.

Chart 1



4.2 Specific recognition of Strength to Change ads

When played the radio adverts or shown the print materials:

- **36%** had heard one or more of the **radio** adverts
- **43%** had seen one or more of the **print** adverts
- In total, **60%** of respondents had seen or heard **at least one** 'Strength to Change' advert

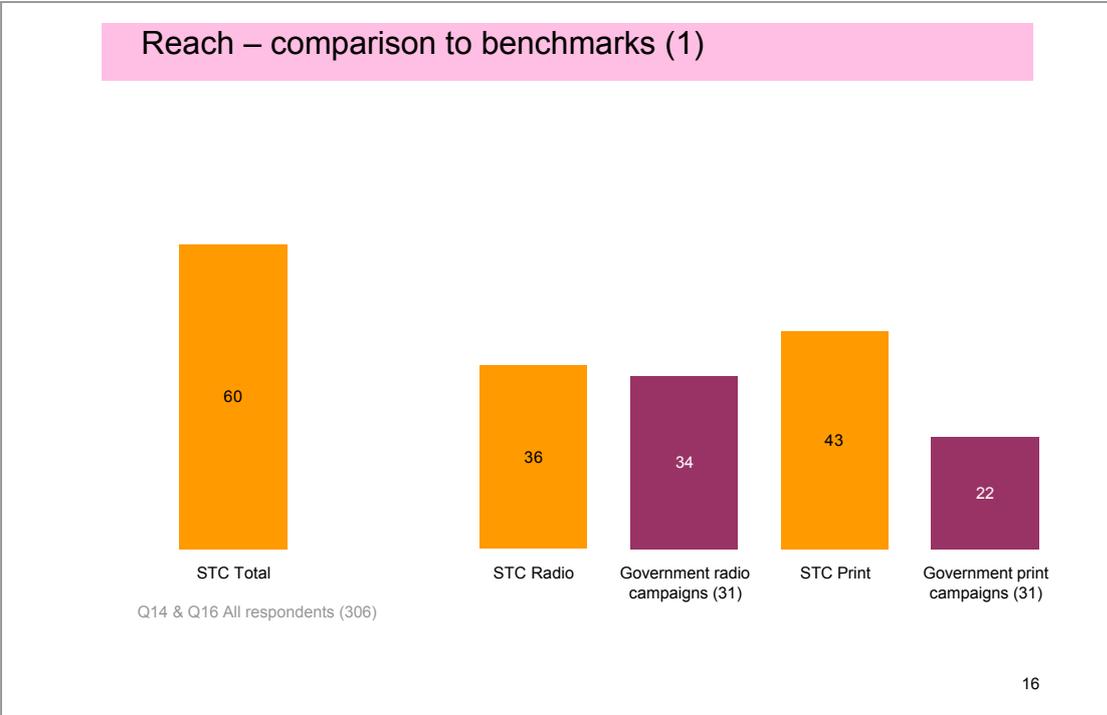
4.3 How reach compares to other campaigns?

Thus, the total reach of the STC campaign was 60%. To put this result into context, we have compiled a set of benchmark results from previous government-run campaigns (rather than commercial campaigns). All the evaluations are based upon the **first bursts of new campaigns** and so are relevant comparisons for the first burst of Strength to Change.

Chart 2 below shows the reach from the Strength to Change advertising campaign compared to the average reach for a cohort of other government / COI tested campaigns (based on 31 campaigns). These government campaigns had a radio and/or print component to them, but some also included a TV component as well.

- The Strength to Change **radio reach** was **in line** with previous government-run campaigns
- The Strength to Change **print** adverts were remembered by nearly **twice as many respondents** as the average government-run campaign

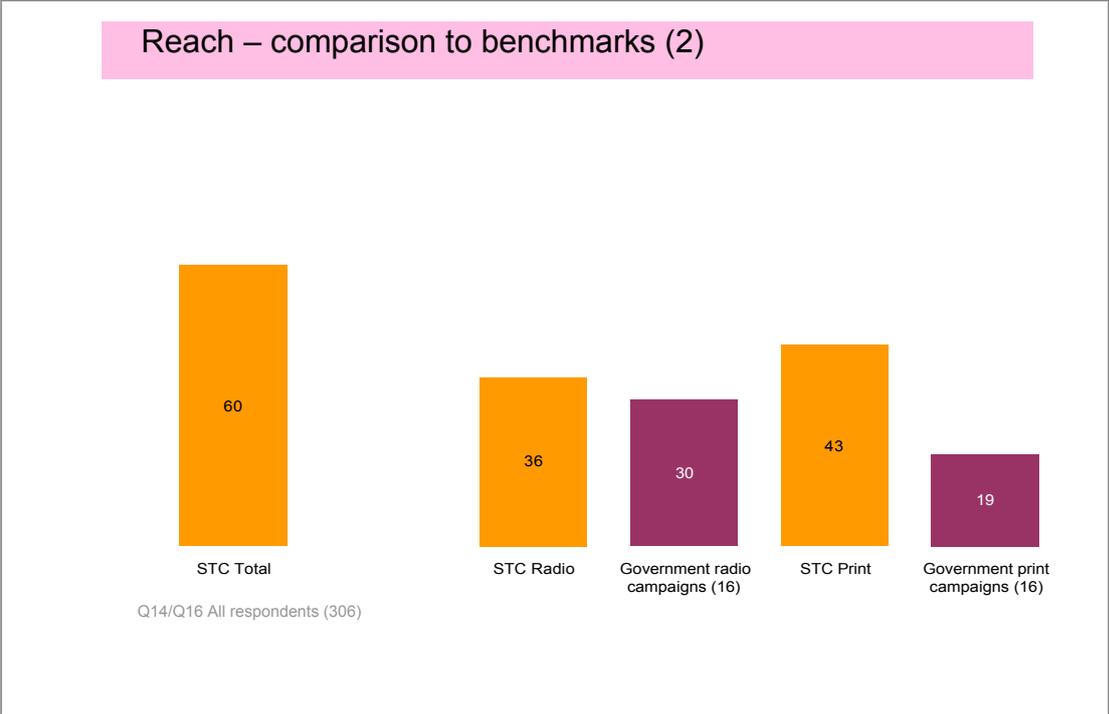
Chart 2



To provide a comparison even more relevant for the Strength to Change campaign, a subset of the above has been selected, comprising 16 campaigns which were based only on radio and print. Chart 3 shows how the reach of the Strength to Change campaign compares to the average reach of these 16 print and radio government campaigns.

- The Strength to Change **radio** campaign was heard by **36%**, **slightly higher than the average for government radio campaigns of 30%**
- .
- The **print** campaign for Strength to Change was seen by **43%** of respondents, significantly higher than the average reach for **other government print advertising** campaigns, which on average reached only **19%** of people.

Chart 3

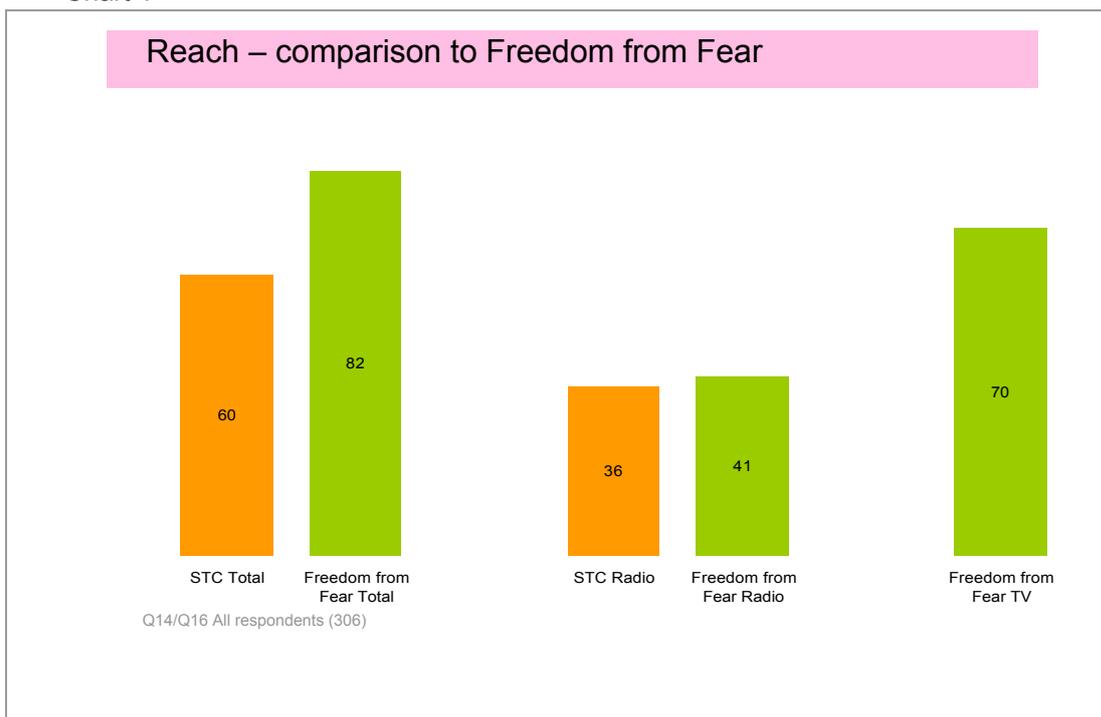


To give some further context for the STC results, Chart 4 compares reach of the Strength to Change campaign with results from *Freedom from Fear*. The FFF results are based on the first wave of evaluation after the **initial burst of advertising**, and so are directly comparable to these STC results.

The two radio campaigns had a similar reach - Strength to Change was heard by 36% of men and the Freedom from Fear radio adverts reached slightly more, at 41%.

Freedom from Fear's total reach at Wave 1 was 82%, whilst the total Strength to Change reach was 60% at Wave 1 – however, it is important to note that FFF had a heavy TV component in it's media mix, and TV typically achieves higher reach and penetration than other mediums. The FFF Television adverts were seen by 70% of respondents. Taking this into consideration **the Wave 1 awareness of 60% for the Strength to Change campaign is actually a very strong result.**

Chart 4

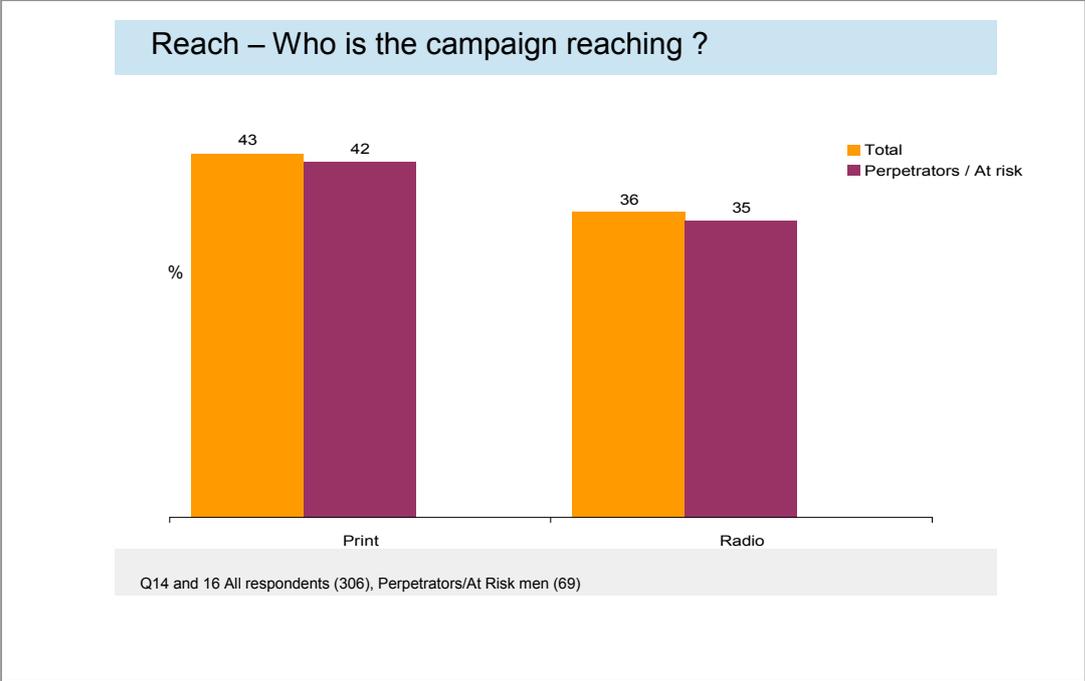


Is the campaign reaching the right people?

Chart 5 shows that the Strength to Change campaign was being noticed by the primary target audience – **Perpetrators/At risk men** - at very similar proportions to all respondents.

What this primary target group thinks of the ads, and what messages they take out, are discussed in later sections.

Chart 5



5. Radio adverts

5.1 Reach of specific radio adverts

- **36%** of respondents overall had heard one or more of The Strength to Change **radio** executions
- The **Kids** advert had been heard by **37%**
- The **Scenario** advert had been heard by **34%**

Both radio adverts' received roughly equal airplay, and the reach figures above reflect this.

Primary target audience: Chart 6 shows an important difference between the two radio ads in terms of reaching the primary target group. Namely, perpetrators/at risk men were significantly more likely to have heard / noticed the Scenario ad than the Kids ad (43% vs 29% respectively). Moreover, they were substantially more likely than men in general to notice the Scenario ad (43% vs 34% for the total sample), suggesting that this ad had a particular resonance for them. Whilst the sub-group size is small, it nevertheless indicates that the scenario of the man abusing and threatening his wife over dinner struck a chord with the primary target group and thus they were more likely to notice and remember this ad.

Chart 6

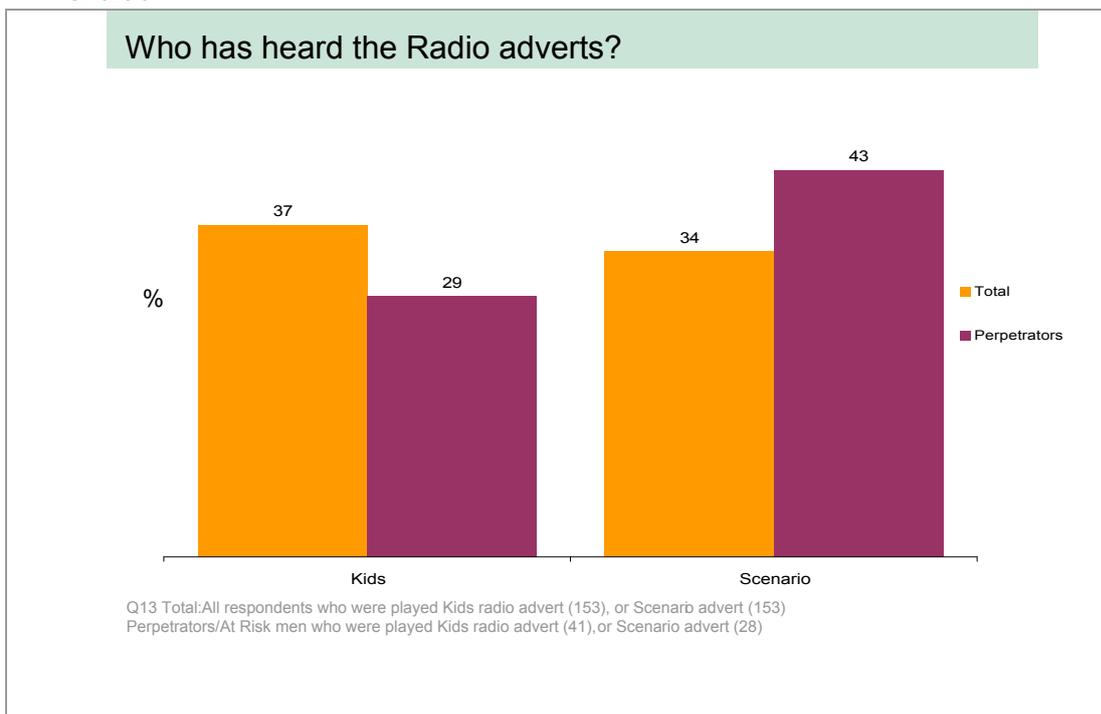
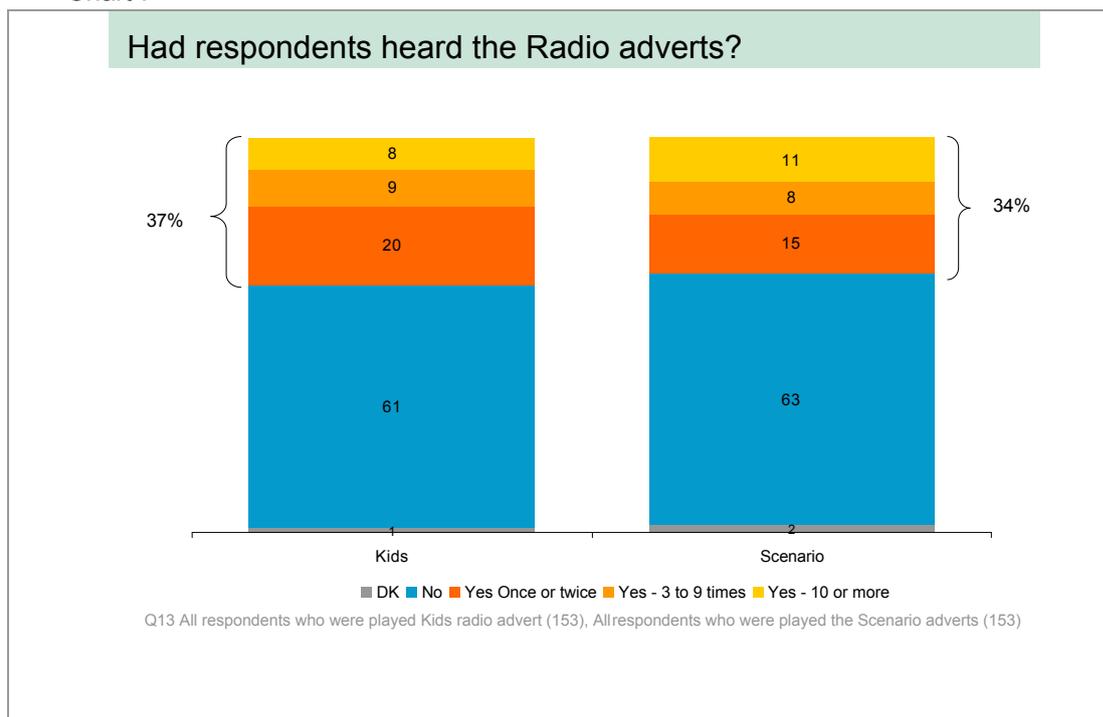


Chart 7 shows a breakdown of how often each radio advert had been heard.

- Around half of those who had heard each radio advert had heard it once or twice
- Around one in ten men had heard each ad 3-9 times
- 8% of respondents had heard the Kids advert 10 or more times and slightly more (11%) had heard the Scenario advert this many times.

Chart 7



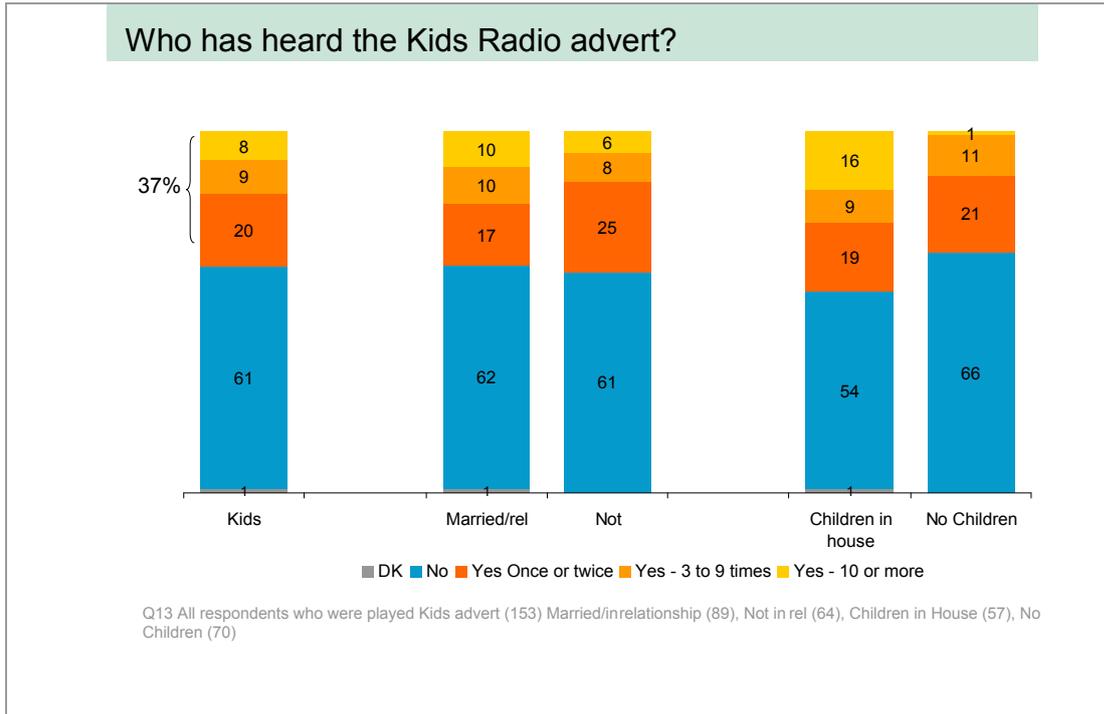
Kids Radio advert - Subgroup analysis

There were concerns during the development of the campaign that the adverts with a 'Children theme' would only resonate with those who had children and would have limited impact on men who were not fathers, or did not have children in their household.

Children in household compared to those who have no children?

- The Kids advert had been heard more by those men who had children in their household, (44% vs 34% for men in households without children)
- moreover, 16% of those men with children in the household had heard the Kids advert 10 or more times compared to just 1% of those without children.

Chart 8

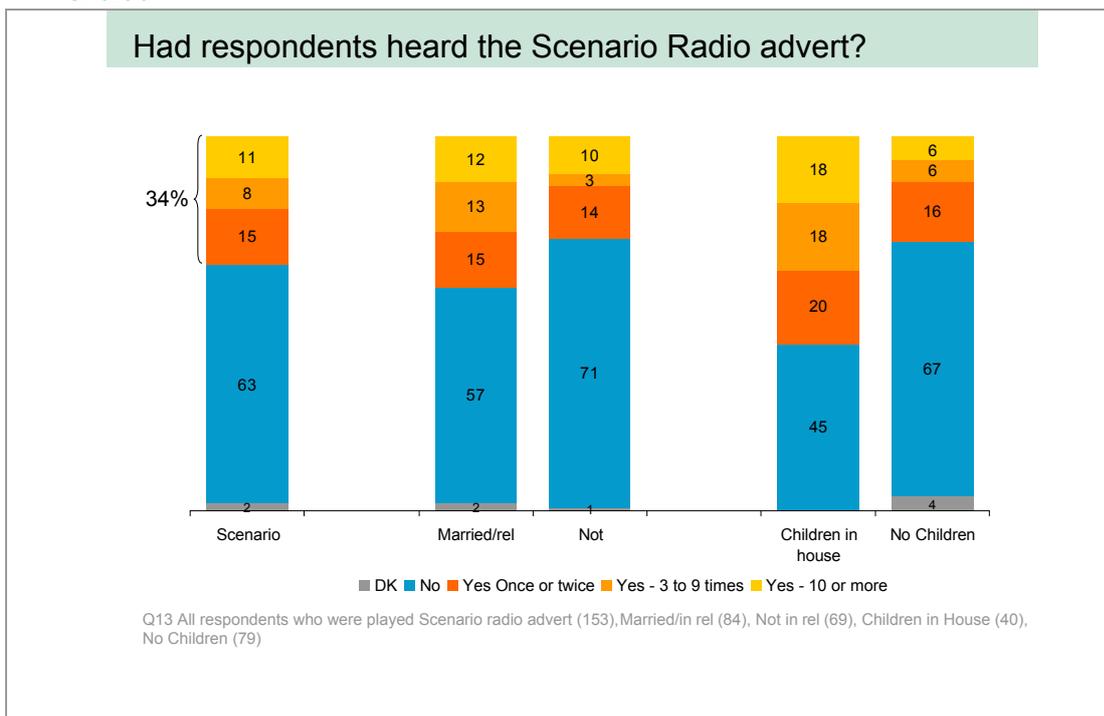


Scenario radio advert - Subgroup analysis

Children in household compared to those who have no children?

- Men who live in a household with children were again significantly more likely to have heard the radio advert (and to have heard it numerous times) than were men who had no children.

Chart 9



Thus, **both** radio adverts were heard more by those men with children in the household, regardless of the different styles and themes of the Kids and Scenario adverts, perhaps suggesting that the radio is listened to more in houses where there are children, rather than the adverts specifically resonating with fathers compared to non fathers.

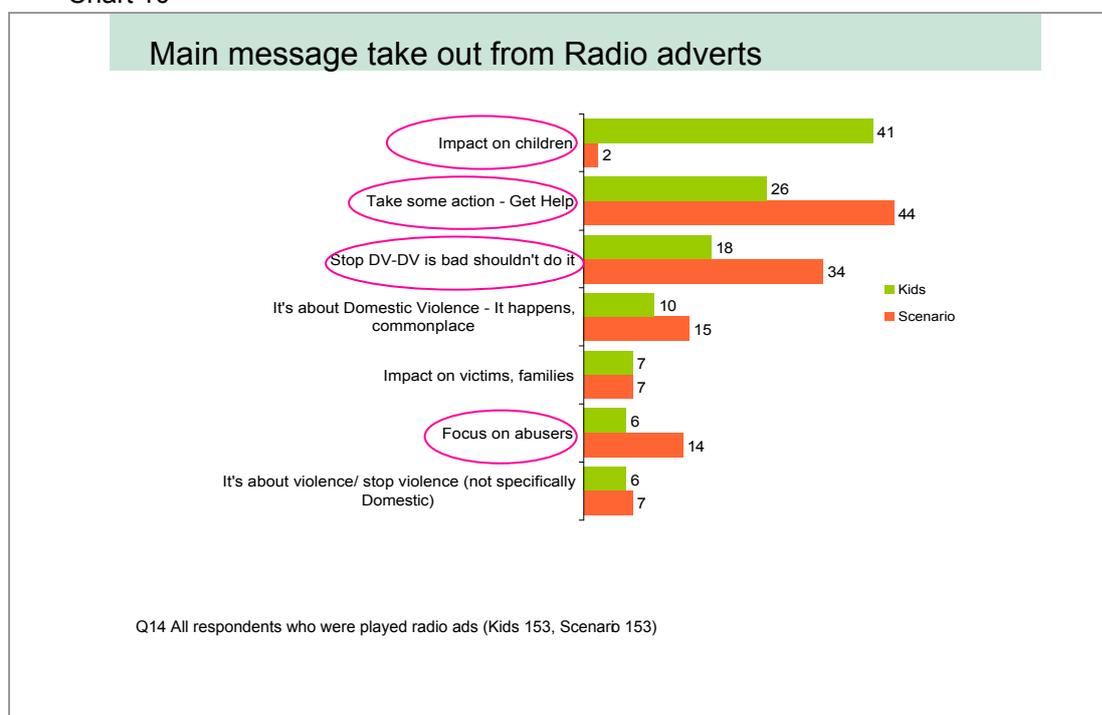
It's also interesting to compare the impact of the **Scenario ad for men in a relationship vs those who are not** (from Chart 9 above). Namely:

- Those who have a female partner (ie men in a relationship, married or cohabiting) were significantly more likely to have heard/noticed the scenario radio advert than single men (40% vs 28% respectively). This most likely reflects that the 'dinner scenario' may be more recognisable for those currently in a relationship.

5.2 Message takeout

Message takeout was measured via an open ended question – “*what do you think are the main messages that this radio advert is trying to get across ?*” . The verbatim responses were post-coded into a number of response categories and these are summarised in Chart 10.

Chart 10



DOMINANT MESSAGES

KIDS AD

- **Impact on children** - As could be expected the message with the most mentions from respondents who were played the Kids advert was the impact of domestic violence on children (mentioned by **41%**).
- **To take action / get help** - A quarter of respondents who were played the Kids advert took out a '**help is available**' message (**26%**).
- The third most common message taken out from this advert was that 'domestic violence is bad / should be stopped'.

SCENARIO AD

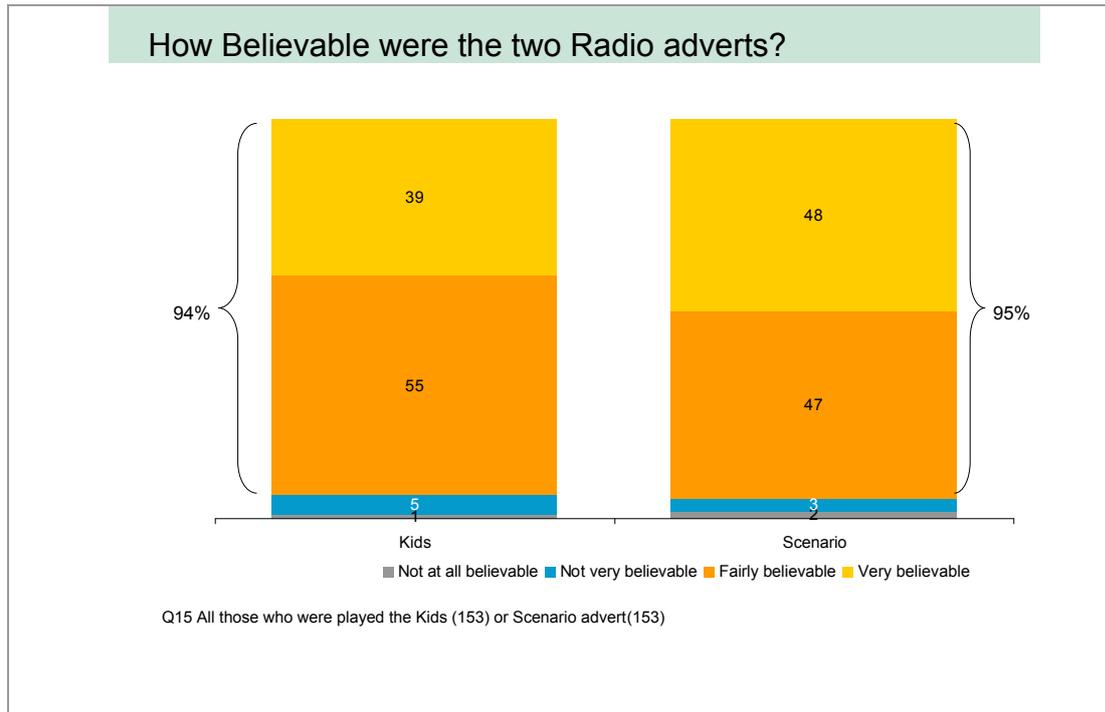
- The Scenario advert provoked a wider range of messages to be mentioned by respondents.
- **To take action / get help** - This message was the most frequently mentioned for the Scenario ad (**44%** of respondents), and was more likely to be taken out from this ad than from the Kids ad (44% vs 26%) .
- **Domestic violence is bad / should be stopped** - A third of respondents (**34%**) who heard the Scenario advert felt it portrayed this message.
- **Focused on the abuser** - Perhaps due to the fact that the actor in the Scenario advert was an abusive male shouting, this message was picked up more (**14%**) than from the Kids advert (6%).

5.3 Perceived credibility

Respondents were asked how believable they found the radio advert they had been played as a measure of the relevance and credibility of the messages and the way they were portrayed. The results are shown in Chart 11 overleaf.

- Both adverts, despite their different content and style, were seen as very credible – almost all (94% and 95%) respondents who were played each radio advert in the interview found them believable.
- For the Kids advert 39% felt it was very believable
- For the Scenario advert an even higher proportion (**48%**) felt it was very believable

Chart 11



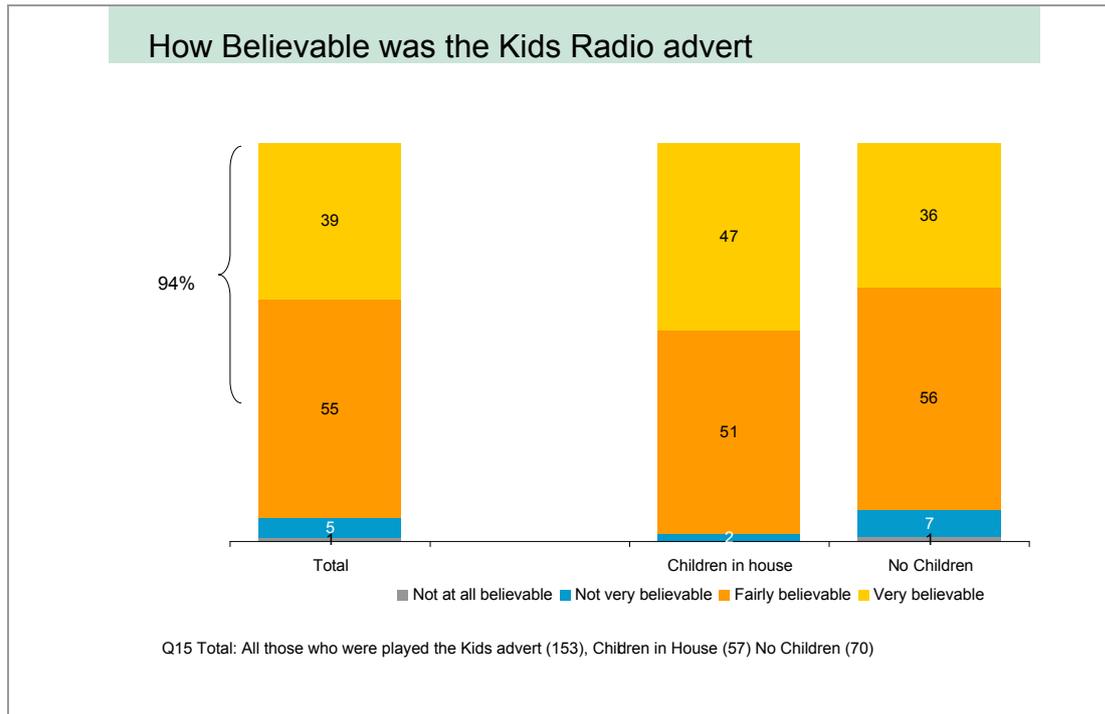
Notably, **Perpetrators/At risk men** also found the two radio adverts believable, with 92% finding the Kids advert believable and 89% of this primary target group finding the Scenario advert believable.

Children in household compared to those who have no children?

Chart 12 shows the believability ratings amongst men who have children in the house and those who do not have children.

- Not surprisingly, significantly more men who lived in households with children found the Kids radio advert very believable (47%) compared to those men who do not have children (36%).
- However the overall believability amongst both these groups was very high, above 90% for both.

Chart 12



There were no significant differences by subgroups in believability levels for the **Scenario** radio advert.

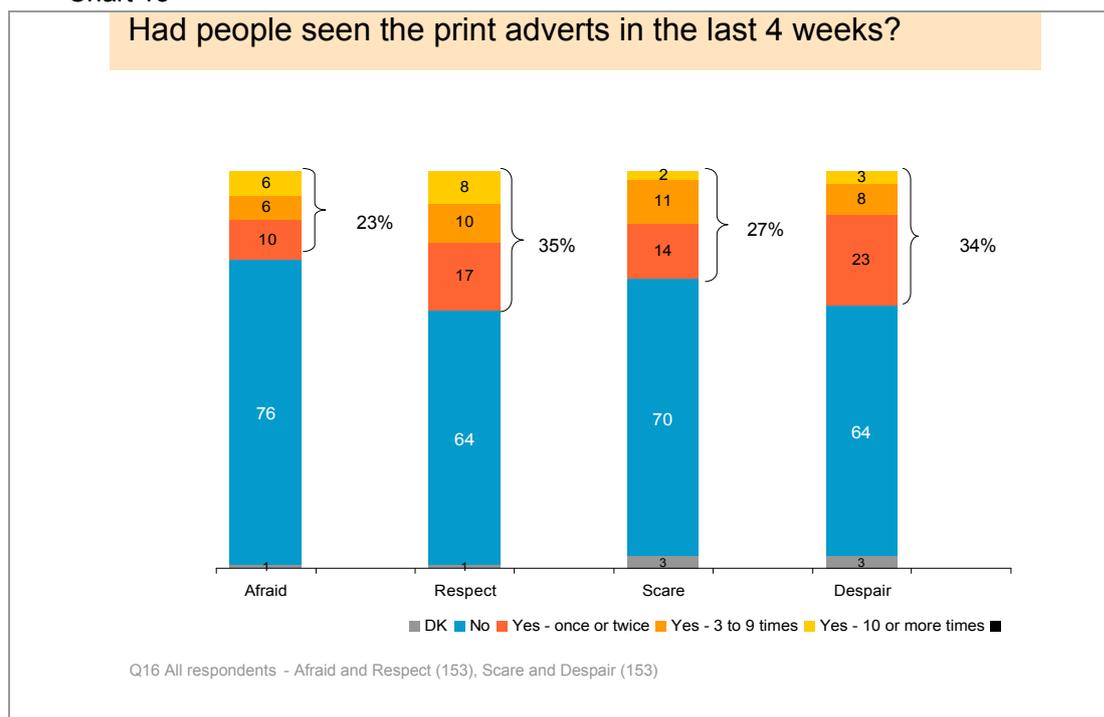
6. Print adverts

6.1 Reach of specific Print adverts

43% of respondents had seen at least one of the Strength to Change print adverts.

Chart 13 below shows the specific reach levels for each of the four print executions. It shows that **'Respect'** and **'Despair'** were seen by a higher proportion of men than the other two ads. Moreover, the **'Respect'** ad was the most likely to have been seen many times (18% of men claim to have seen it 3 or more times). Our understanding is that the overall media weight was similar across the four adverts; however, it may be interesting to examine the specific placement strategies (eg in relation to location of the posters and ambient material) in light of the differential reach levels actually achieved.

Chart 13



CHILDREN PAIR

Afraid

- This advert was seen by the **fewest** respondents (23%).
- One in ten respondents shown the Afraid print advert had seen it once or twice, 6% had seen it 3-9 times and the same proportion had seen it 10 or more times.

Respect

- This advert was seen by the **most** respondents (35%) and was seen the most frequently.
- 10% had seen the advert 3-9 times and another 8% had seen it 10 or more times.

REFLECTION PAIR

Scare

- A quarter of respondents shown the reflection pair had seen the Scare advert (27%)

Despair

- This print advert was seen by 34% of men asked but not as frequently as others – the majority of those who had seen it only saw it once or twice.

6.2 Media Placement

There were 50 six sheet, large posters put up citywide for 2 week durations during April, and an Ad van with the print adverts on the side travelling around the city. The adverts were also placed in the sports section of the local newspaper on each Saturday for 4 weeks from the 11th April.

This material was supported by small posters and leaflets placed in approximately 50 locally based outlets (eg shops, bookmakers, etc), and on beer mats and posters in 12 local pubs in the three target localities of Bransholme, Orchard Park, and Preston Road (see Appendix 2 for full details on media placement). In addition, the print images were featured on hoardings and in programmes at the KC Football and Rugby stadium.

All respondents who had seen one of the Strength to Change print adverts were asked where they had seen it, to gauge the effectiveness of these different placements.

Chart 14 shows the overall summary of where people saw the print adverts

- **The print adverts were clearly most likely to be seen on the large posters (75%)**
- A fifth of men had seen the print adverts on the small posters (20%)
- Only one in ten cited newspapers as the source (11%) – this result should be considered in terms of return on investment for the newspaper component (we are not privy to the relative spend on newspapers vs posters). This in turn could help to inform media selection for subsequent bursts of the print campaign.

Chart 14

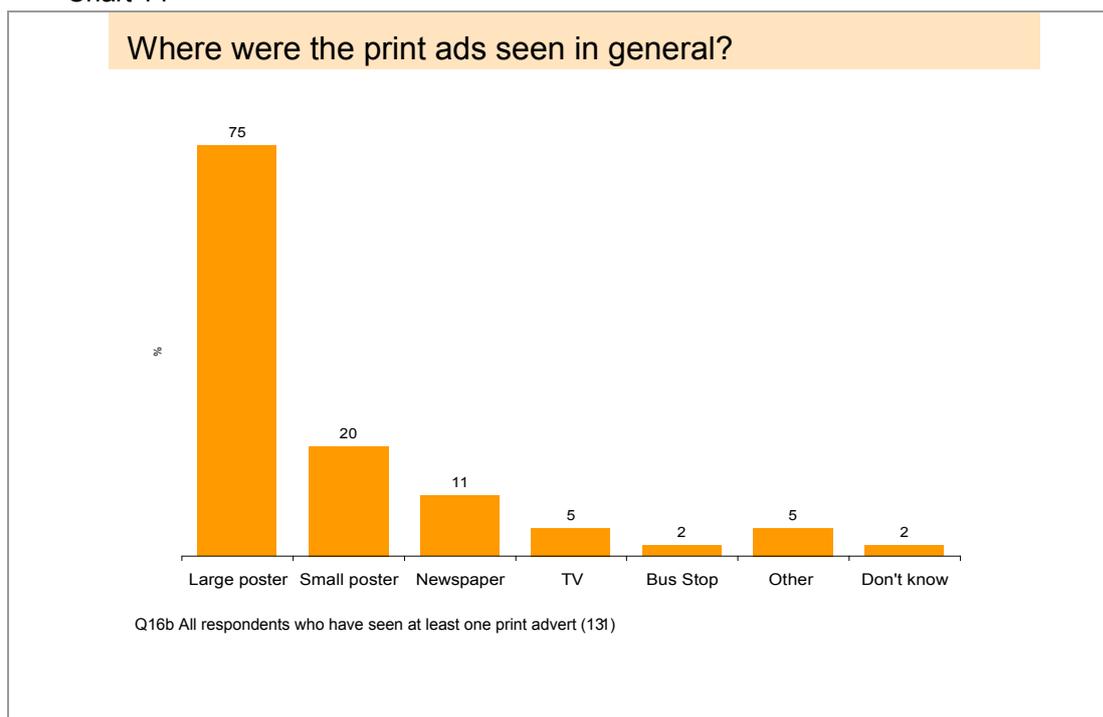
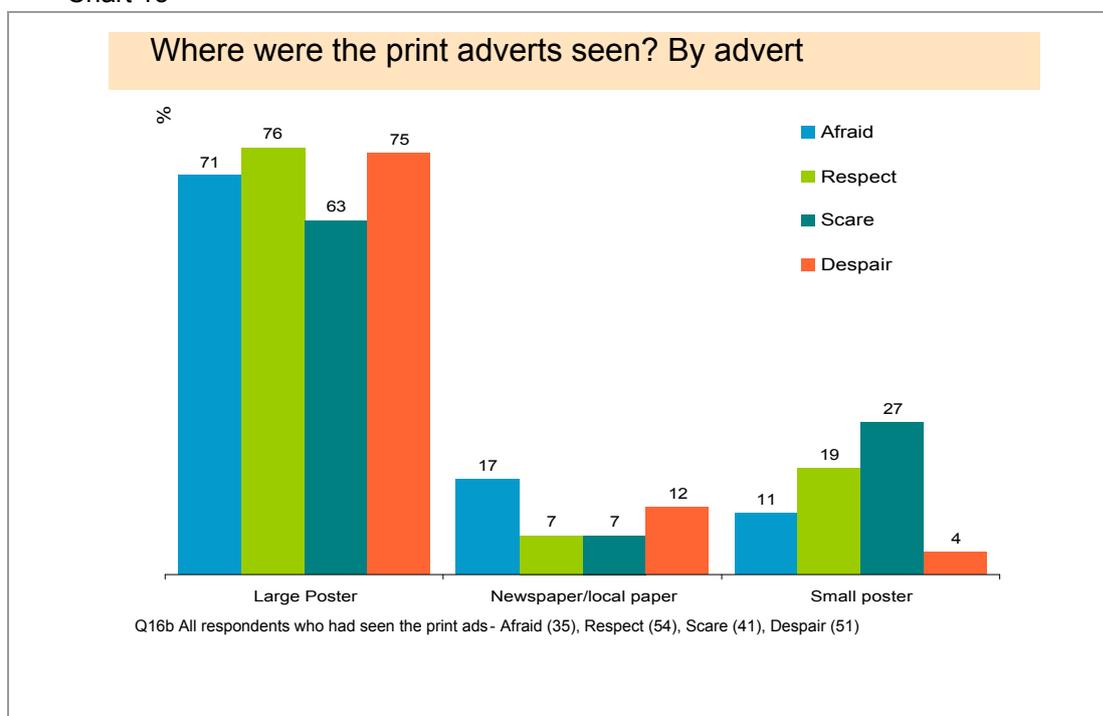


Chart 15 shows that where men saw the print adverts did vary slightly by individual advert. The results for the different adverts both on the charts and in the text will use the following colour coding:

- Afraid
- Respect
- Scare
- Despair

Chart 15



- The **large posters** of the **Scare** advert were noticed by 63% of people which was **10% less** than the others.
- **Afraid** was the print advert noticed most in the **newspaper** with **17%**
- **Over a quarter** of the men who had seen the **Scare** advert had seen it on a **small poster**, whilst **only 4%** of those who had seen the **Despair** advert had seen the small posters.

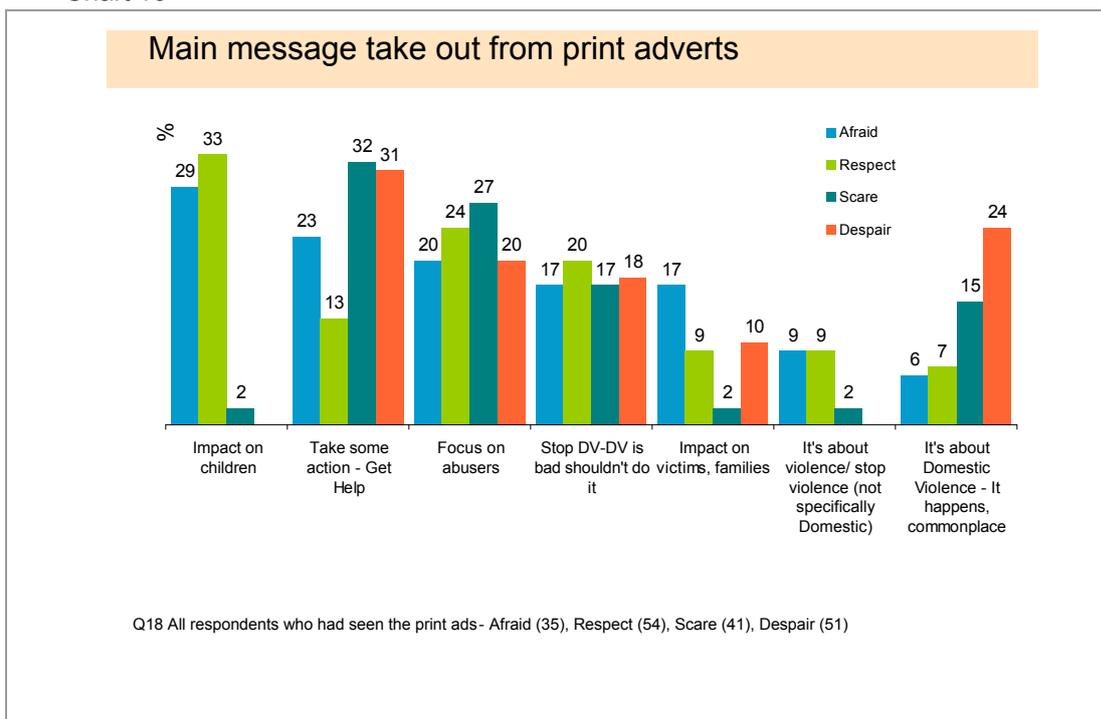
6.3 Message takeout

As stated earlier, the four print adverts were paired into two themes - Children and Reflection. The Children adverts focused on the impact of domestic violence on the abusers' relationship with their children, and the Reflection adverts tried to encourage men to recognise the scariness of their anger and the despair of their situation, in themselves.

In addition, all the print adverts in the Strength to Change campaign contained the helpline phone number and website address, to indicate that help was available, and where the men could go for help or more information.

Chart 16 shows a breakdown of messages that respondents felt each advert portrayed. Respondents' open-ended answers have been grouped into categories and the percentage of respondents who mentioned each category has been charted.

Chart 16



DOMINANT MESSAGES

Afraid

- **Impact on children** - As we would expect the Children pair of print adverts were seen to communicate this message most strongly. **A third** of those who had seen the

Afraid advert (29%) said it was highlighting that domestic violence has an impact on children, the most common message taken out from this advert.

- **To take action and get some help** – this was the second most mentioned message in this advert with 23% of men; however, as Chart 16 shows, two of the other ads communicated this message more strongly (see below).

Respect

- **Impact on children** - A third of those who had seen this advert (33%) thought it was primarily about the impact of domestic violence on children - this message was **barely mentioned** by those who had seen the **Reflection** adverts.

- **Focus on Abuser** – this was the second most commonly mentioned message by those who had seen this advert (24%), undoubtedly driven by the dominant visual image of the man

- **To take action and get some help** - notably, the **Respect** advert was **least likely** of the 4 ads to communicate a ‘call to action’ message (13%). This may be due to the fact that other messages may have overshadowed this one (and thus it was less likely to be mentioned), coupled with the fact that the strong visual image of the man’s face may draw the viewer’s focus to the top half of the ad (and not the bottom half where the ‘help-related’ information is contained). In line with this hypothesis, the weaker visual image in the Afraid advert (and the fact that it’s position is less likely to draw the viewer away from the bottom part of the ad) does not have the same effect.

Scare

- **To take action and get some help** - This message was one of the desired messages for all the adverts and was **most strongly delivered** by the Reflection adverts, (33%) of those who saw the Scare advert felt it gave this message.

- **Focus on Abuser** - perhaps not surprisingly given the powerful visual image in this advert, it portrayed this message the **most** of the four with 27%.

Despair

- **To take action and get some help** – The message which was **most commonly** mentioned by those who saw the Despair advert was that people should take action and get help, 31% felt it gave this message

- **Its about domestic violence / its commonplace** – **a quarter** of people who saw the despair advert felt it was communicating the more general message that domestic violence occurs

Thus, of the two ‘**Reflection**’ ads, **Scare** has the more focused message takeout (‘focus on abuser’ and ‘call to action’), whereas the takeout from Despair is more dispersed or ‘generic’. Conversely, we saw from Chart 13 that Despair achieved higher reach than Scare – however, as stated earlier, the reach results need to be interpreted in the context of the differential media weight and/or placement strategies (which we are not fully privy to).

6.4 Perceived credibility

Respondents were asked how believable they found the print adverts they had seen.

- **96%** of respondents overall found the **print adverts believable**
- Of these **38%** felt they were **very** believable
- The adverts were seen as **believable** by **90%** of the primary target group, **Perpetrators/At risk men.**

Chart 17

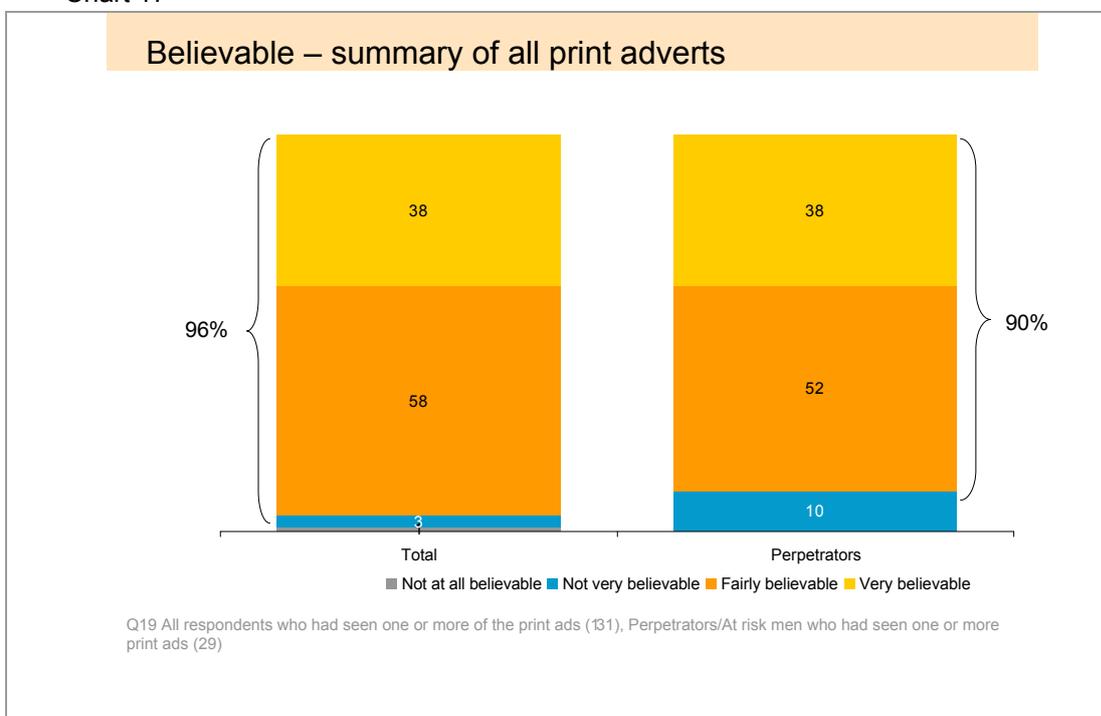
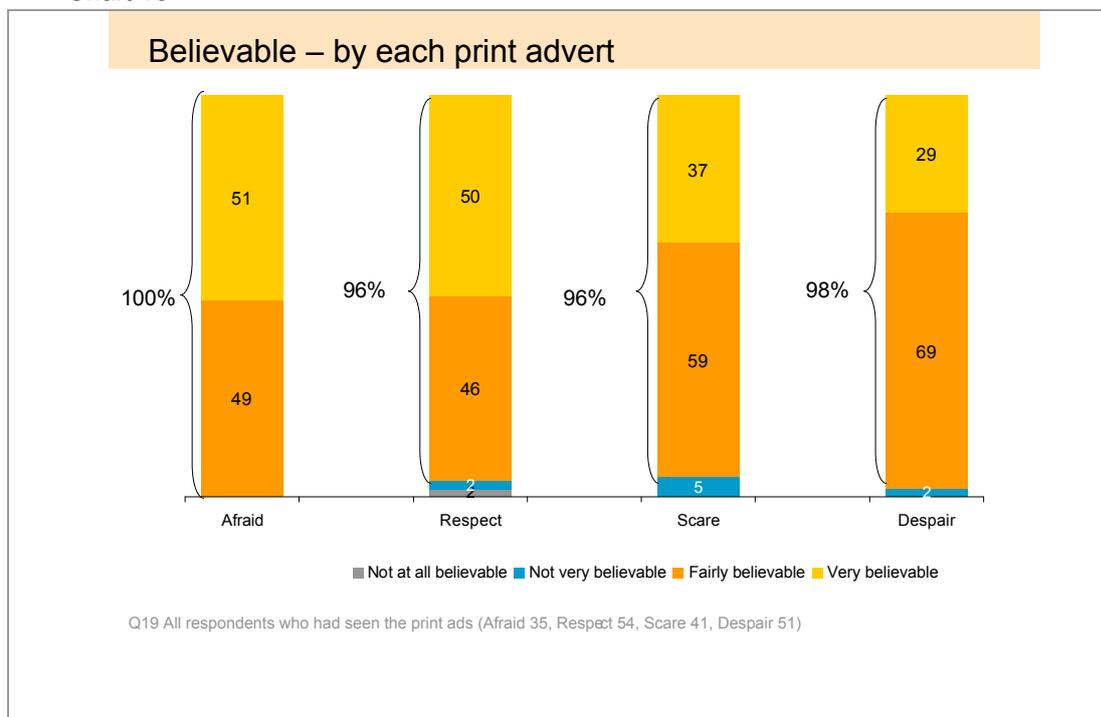


Chart 18 shows the believability of each of the print adverts.

- All four print adverts received very high levels of believability, from 96% to 100% believable.
- The adverts in the Children pair, received the highest levels of believability with 51% of those who had seen the Afraid advert saying it was very believable and 50% of those who had seen Respect.
- Just over a third of those who had seen the Scare advert thought it was very believable (37%).
- 29% of those people who had seen the Despair advert found it very believable.

Chart 18



One reason why the Children adverts may have achieved higher 'very believable' ratings is their emphasis on the negative impact of DV on children – a notion that we know from previous research is accepted as highly credible/believable by almost all men. Moreover, the ads are asking the viewer to think about its impact on a third party somewhat distanced from themselves. The Reflection adverts, on the other hand, are asking the men to directly relate to the man depicted in the ad and to recognise that they may be in the same situation as the man in the adverts and could (or do) act or feel like that. From a 'personal believability' perspective, that is a harder task. Nevertheless, the two Reflection adverts achieved very high overall believability ratings (96%-98%), so there is certainly no concern in that regard.

6.5 Potential misconceptions?

For a sensitive topic such as domestic violence, a certain amount of resistance to such strong adverts and messages can be expected. All respondents were asked their opinion on a number of statements about the adverts to see if there were any inappropriate views or misconceptions about the Strength to Change campaign as a whole that would need addressing in future waves. The results are presented in Chart 19 overleaf.

Are the ads targeting men in general ?

- One in three men (34%) felt the adverts were **'Against men in general'** ; however, only **9%** felt strongly that this was the case (ie 'agreed a lot').
- A smaller proportion (**22%**) of respondents agreed somewhat or a lot that the adverts were **'Suggesting all men are violent'**.

Some degree of 'anti-male' perception is to be expected from a campaign that targets male perpetrators of domestic violence; however, in our view the figures above are not high enough to be of major concern - the Freedom from Fear campaign recorded similar results on these measures. **We would suggest continued monitoring on these measures as the campaign progresses.**

Are the ads clearly communicating that it's the man's responsibility to seek help?

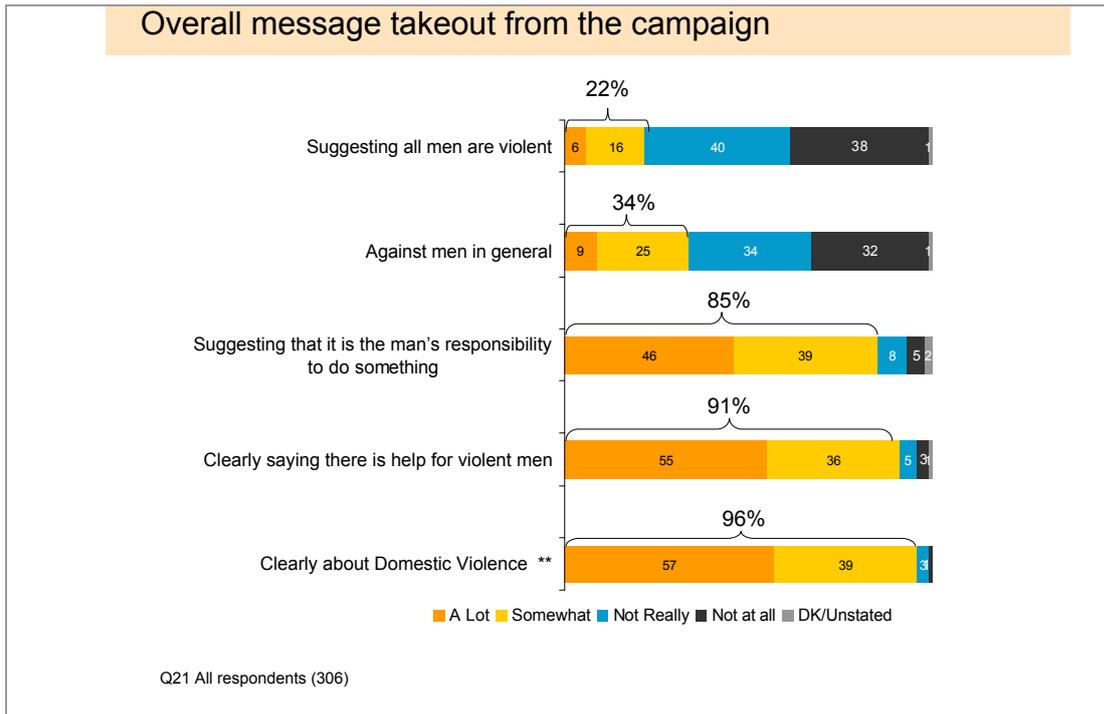
- The clear majority (**85%**) of men felt the adverts were **'suggesting that it is the man's responsibility to do something'** (39% somewhat, 46% a lot).
- The adverts were seen to be **'clearly saying there is help for violent men'** as **91%** of men agreed with this statement, 36% somewhat agreed and 55% agreed a lot.

Are these ads clearly about domestic violence rather than violence per se ?

- **96%** felt the adverts were **'clearly about domestic violence'**, **39%** fairly clear and **57%** felt it was very clear.

Notably, Perpetrators/At risk men showed the **same** levels of agreement with these statements as men in general.

Chart 19



** This statement had a different response scale, respondents could choose from 'it's very clear that they are about domestic violence', 'its fairly clear...', 'its not clear enough...', 'its not at all clear...'

7. Perceived impact of the campaign

7.1 Did the campaign change the way you think about men being violent to their partners

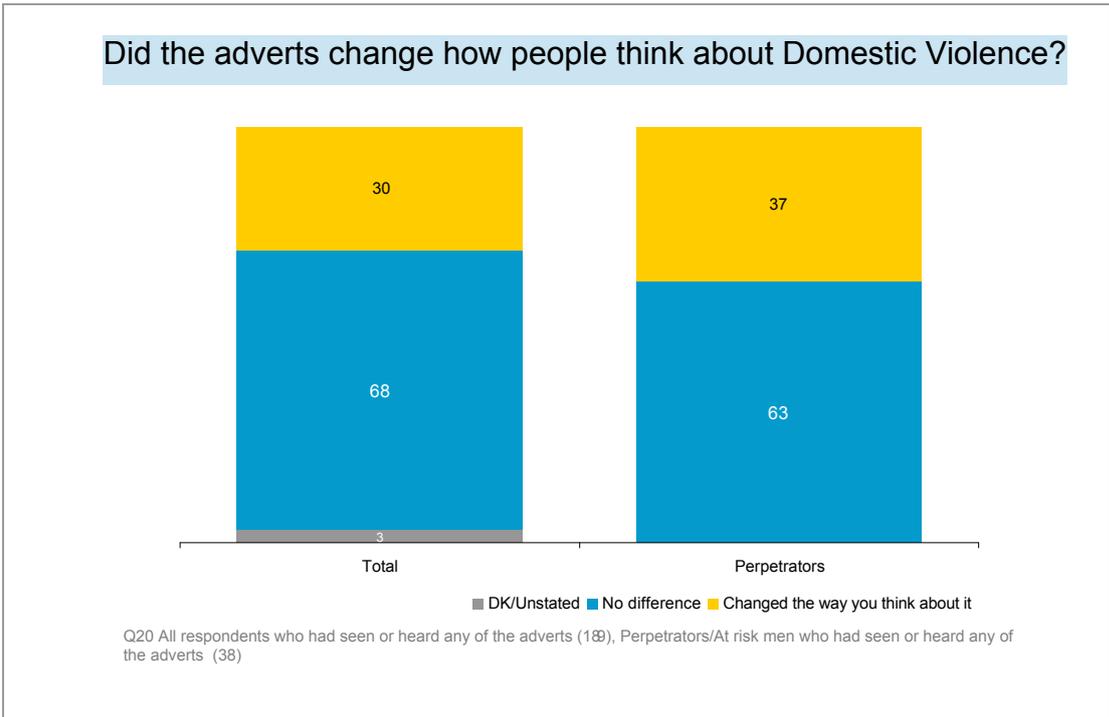
Respondents who had been exposed to the campaign (ie seen or heard any advert) were asked:

Q20. *Would you say the adverts you have seen or heard about domestic violence have.....*

- *changed the way you think about men being violent towards a female partner*
- *made no difference to the way you think about men being violent towards a female partner*

The results are shown in Chart 20 below.

Chart 20



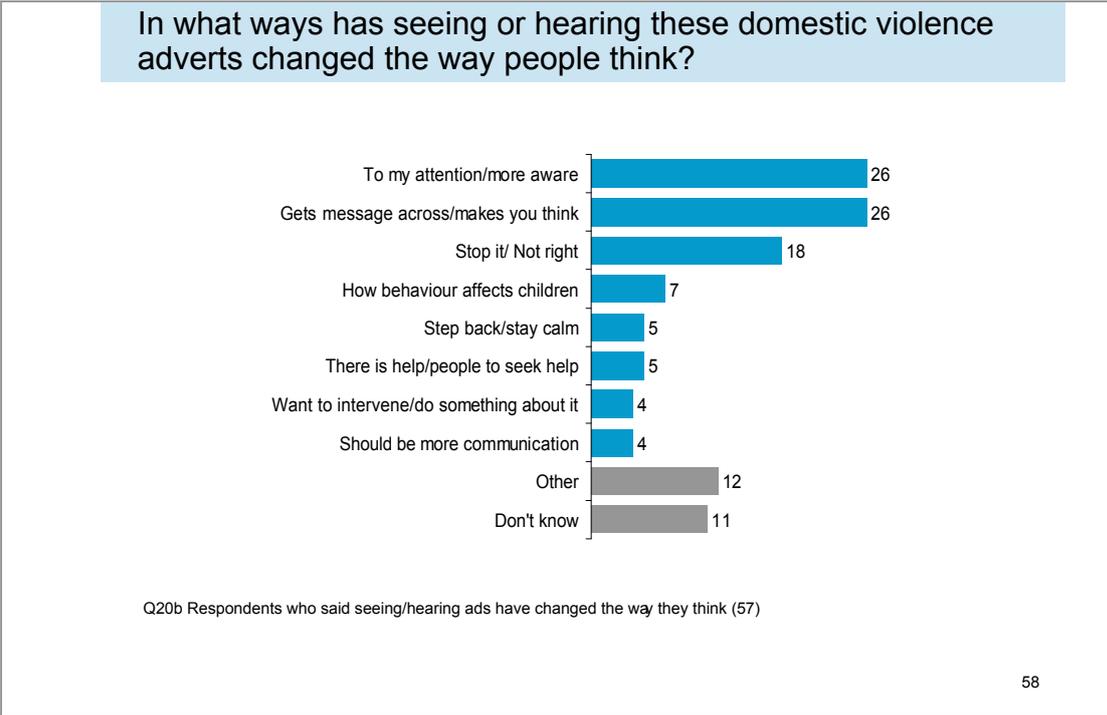
A third of all men felt that the Strength to Change adverts had changed the way they think about domestic violence. Notably, a similar proportion of perpetrators/at risk men (37%) said they had changed the way they thought about domestic violence as a result of seeing or hearing the adverts (however, we caution that this was based on a low sub-group size).

This is one of the most significant results in this first wave of campaign evaluation, and is an encouraging sign in terms of the potential impact of the campaign going forward. To put this result into some perspective, in answer to the identical question after the first wave of Freedom from Fear advertising, 23% of men said that seeing or hearing an ad had changed the way they thought about domestic violence.....and Freedom from Fear went on to achieve considerable success in attracting violent men into treatment. **Thus, this early result is a very encouraging sign for the Strength to Change campaign.**

7.2 In what ways did the campaign change your thinking about domestic violence ?

The 30% of men who said that exposure to the campaign did change the way they thought men who were violent to their partners were asked in what ways they had changed their thinking. This was an open ended question to encourage spontaneous responses, and the answers were post-coded into groups of similar themes. These results are shown in Chart 21.

Chart 21



- **26%** said the adverts had primarily brought the topic **to their attention**/ they were **more aware** that it happens and that it is an issue.
- The same proportion (**26%**) said the adverts **make you think** about domestic violence / it's consequences.
- **18%** said the adverts had made them think about how domestic violence is **not right** and **needs to be stopped / tackled**.

Many of the respondents gave quite evocative responses to this question, and whilst Chart 21 above provides a summary of the types of responses given, the actual verbatim responses better convey the power and emotion of some of the comments. Some representative examples are provided below and overleaf:



The adverts also made some men think that they would be more likely to intervene if they became aware of domestic violence, and that the issue should be spoken about and brought out into the open:

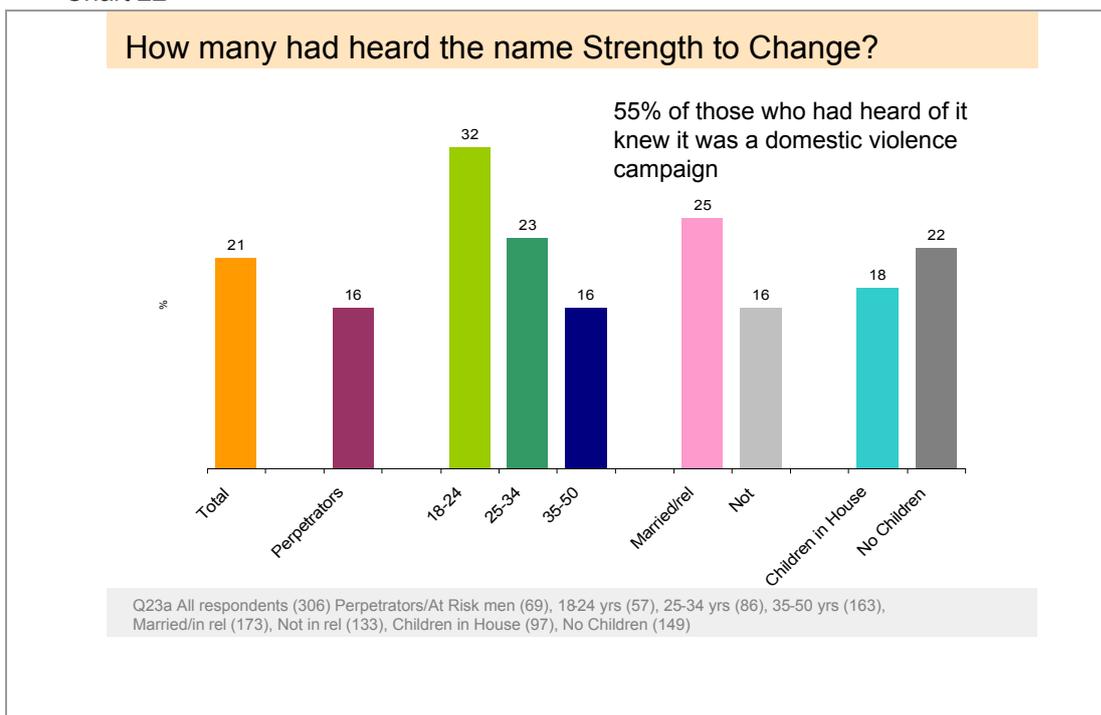


8. Awareness of services

8.1 Heard of the name Strength to Change?

- A fifth of men overall had heard of the campaign name Strength to Change (21%)
 - A similar proportion (16%) of Perpetrators/At risk men had heard of Strength to Change
- Young people were more likely to have heard of the campaign name (32%) than were the older group of 35-50 year olds (only 16%)
- Those married/cohabiting were more likely to be aware of the campaign name than those not in a relationship (25% vs 16%)

Chart 22



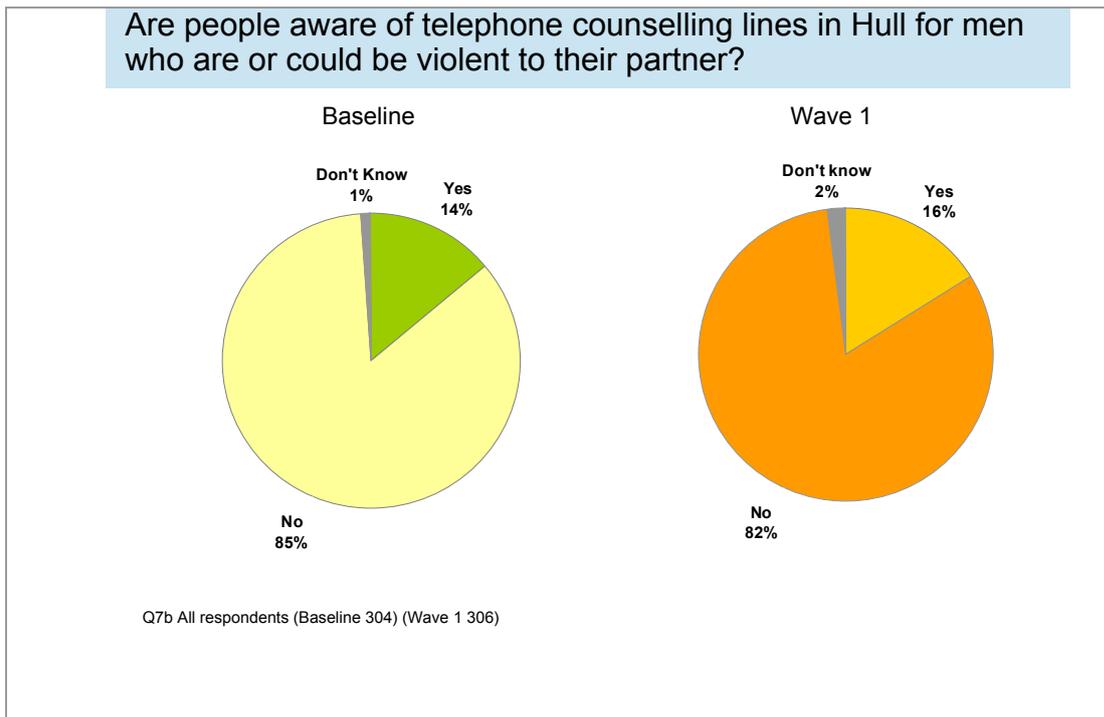
Of those men who had heard of the Strength to Change campaign name, 55% knew it was a domestic violence campaign.

8.2 Aware of services for violent men in Hull

In the baseline survey 15% of men were aware of 'anywhere in Hull where men who are violent to their partner or feel they may become violent can go for help'. In Wave 1, 17% of men gave this response, indicating no real change from baseline.

Men were asked both at the baseline and at Wave 1 if they were specifically aware of any **telephone help lines** in Hull for men who are or feel they could become violent to their female partner. Chart 23 shows that the levels of awareness did not change significantly - at the **baseline 14%** were aware of a help line and at **wave 1 16%** of men knew of a help line.

Chart 23



The box below shows a comparison of the awareness of telephone help lines pre and post the first advertising burst for **Strength to Change and Freedom from Fear**. We can see that there is movement in the Freedom from Fear figure as it doubles from 20% to 43% awareness. This shows that it is possible to achieve a significant increase in awareness, even after one burst of campaign activity

Strength to Change	Freedom from Fear
Baseline: 14%	Baseline: 20%
Wave 1: 16%	Wave 1: 43%

Thus, this is an area of the Strength to Change advertising campaign that should receive more attention in the next phase – there is certainly room to more effectively

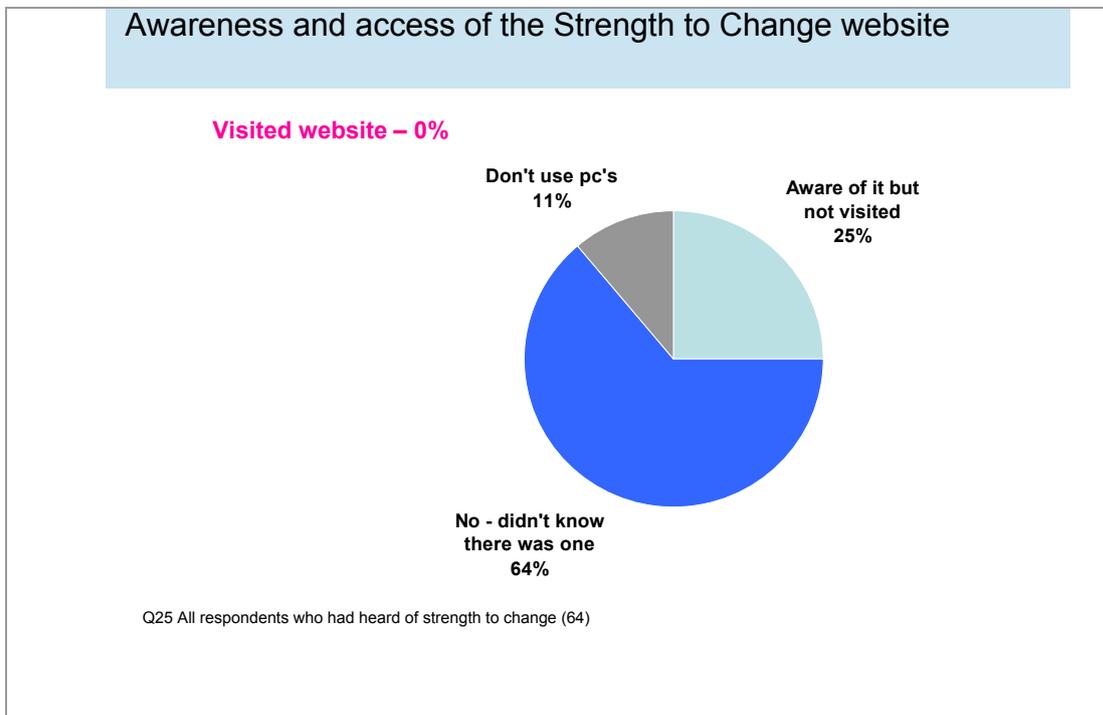
communicate the help services in the adverts so that the phone number / help line service are more likely to be picked up by men.

8.3 Website usage

The need for stronger ‘signposting’ could also be applied to the Strength to Change website address as none of the men asked in Wave 1 of the evaluation campaign said they had visited the Strength to Change website.

- two thirds (64%) of men said they didn't know there was a website.
- A quarter of men said they knew there was a website but had not visited.
- Around one in ten of the men asked said they don't use computers (11%).

Chart 24



9. Key beliefs, attitudes and behaviours

The baseline and evaluation surveys measured a number of key beliefs, attitudes and behaviours that the Strength to Change campaign is targeting, and hoping to impact and change over time. As stated in section 1 of this report, **changing well established / entrenched attitudes and behaviours in relation to a complex issue such as domestic violence is a long term process, which will require firm, sustained commitment over many years.**

Whilst some interim beliefs could be expected to shift in a shorter time period, and the Strength to Change campaign is targeting these, **it is not realistic to expect any shifts in beliefs, attitudes or behaviours over a 6 week period – ie the duration of the first burst of the campaign.** And there were no statistically significant shifts in beliefs or behaviours, as outlined in the remainder of this section.

What the results outlined in this section do represent is benchmark measures that the campaign can target and attempt to shift over time.....benchmarks against which future campaign evaluations can be compared.

9.1 Beliefs and attitudes towards domestic violence

	Baseline	Wave 1
	%	%
If deliberately provoked, how justified is a man in slapping or hitting their female partner?		
Completely justified	4	2
Partly justified	8	12
Not justified	87	85
Don't know	1	1
What proportion of men in Hull do they think...(median score)		
Occasionally slap or hit their female partner	28	29
Regularly hit their female partner	19	18
Base: Q3, 6a and 6b All respondents (Baseline 304, Wave 1 306)		

The vast majority of men both in the baseline (87%) and Wave 1 (85%) surveys thought a man was not justified in slapping or hitting his female partner even if provoked. However, **around 14% in both surveys felt they were partly or completely justified**. This is a specific belief that we would hope to see decline as the campaign progresses.

Respondents were also asked to give a rough estimation of what proportion of men in Hull they think *occasionally slap or hit their partner* – the median responses at both baseline and Wave 1 are shown in Table 1 above. It will be interesting to monitor these beliefs / perceptions over time.

Respondents were also asked what proportion of violent men they think would wish they could change their behaviour. These results are shown in Table 2 below and indicate that:

- Two thirds of men felt that most or about half of men who are violent to their female partners wish they could change.
- One in ten men thought all violent men wish they could change their behaviour.
- A fifth of men thought very few of them do.

<i>Table 2: What proportion of violent men do they think would wish they could change their behaviour?</i>		
	Baseline	Wave 1
	%	%
All of them	10	10
Most of them	31	32
About half of them	28	32
Very few of them	21	20
None of them	1	2
Don't know	9	5

Base: Q10 All respondents (Baseline 304, Wave 1 306)

It is notable that in both Table 1 and Table 2 the baseline and Wave 1 results are extremely similar (almost identical in some cases). As stated earlier, no significant shifts were expected given the short duration between the two surveys, so this is not surprising. **Actually, the similarity of results is quite reassuring in terms of the reliability of these benchmarks.**

Several other key beliefs about domestic violence are shown in Chart 25 below. These will be key measures in future evaluation waves.

‘Most men who are violent to their partners feel bad about their behaviour’

→ around 50% agreement, but more notably around 50% of men feel that most violent men do not feel bad about their behaviour. It will be interesting to track this belief as the campaign progresses

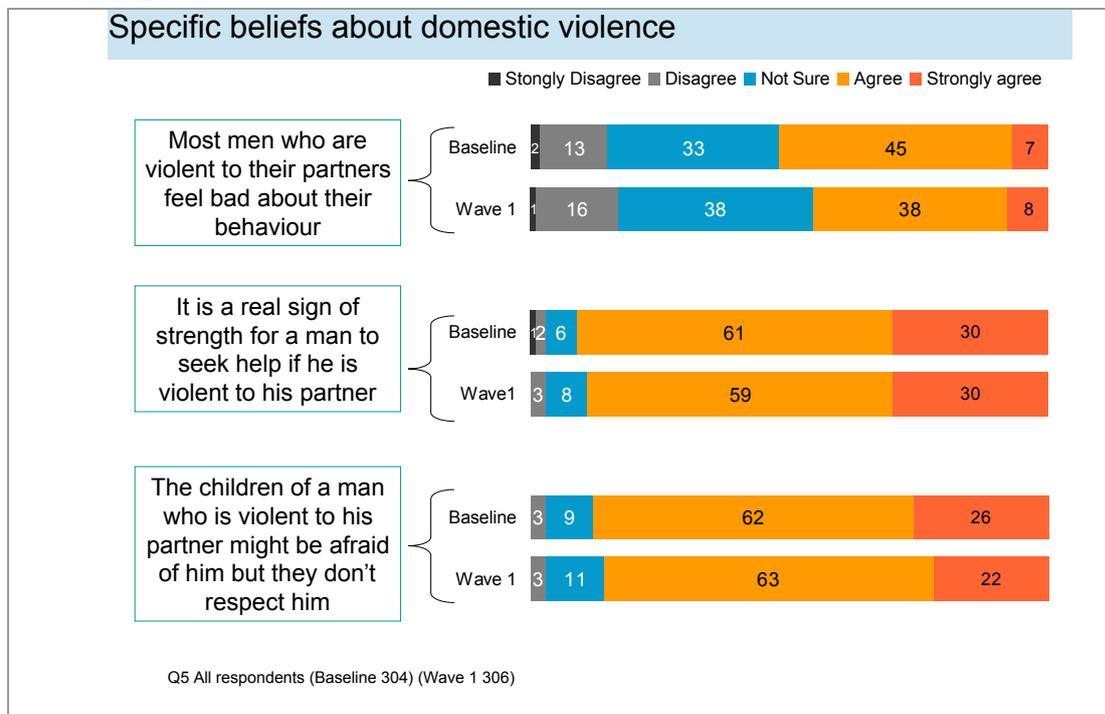
‘It is a real sign of strength for a man to seek help if he is violent to his partner’

→ a high level of overall agreement (90%)
 → given this high baseline level, it will be difficult to achieve further increases. Thus the aim going forward should be to try to increase the proportion of men who strongly believe this (currently 30%, see Chart 24)

‘The children of a man who is violent to his partner might be afraid of him but they don’t respect him’

→ around 85% agreement
 → again, only around 1 in 4 men strongly believe this to be the case, and this is where the focus should be in terms of achieving future shifts

Chart 25



9.2 Behavioural benchmarks

Question 2 in both the baseline and Wave 1 questionnaire asked respondents whether or not they had ever done various emotionally or physically abusive behaviours to their female partner. The results are presented in Table 3 below:

	Baseline	Wave 1
	%	%
Yelled loudly at them	59	60
Put them down/belittled them	21	20
Deliberately tried to frighten them	9	8
Threatened to hit them	11	8
Threatened to hurt them	5	5
Thrown something at them	11	7
Tried to hit them	4	5
Hit them in self defence	12	8
Hit them even though they didn't hit you	2	2
Actually hurt them in self defence	4	7
Actually hurt them even though they didn't hurt you	1	3

Base: Q2 All respondents (Baseline 304, Wave 1 306)

As expected, there are no statistically significant differences between baseline and Wave 1. In fact, once again the similarity of the results between the two surveys adds credence to the **reliability of the benchmark levels** that have been established.....and which can be tracked over the long term.

9.3 Self Completion vs Interviewer administered

Because of the potential sensitivity of Question 2, and therefore the potential tendency for socially desirable responding (SDR), respondents were given the option of self-completing this question (ie answering these questions themselves on the CAPI machine) rather than giving their responses verbally to the interviewer. In the baseline 44% of men chose to self complete this question and in wave 1 42% chose self completion. There was no significant difference in responses between wave 1 and the baseline results, therefore table 4 below shows a comparison of self completion vs interviewer administered results to question 2 for the baseline only.

	Self Completion	Interviewer administered
	%	%
Yelled loudly at them	63	56
Put them down/belittled them	26	16
Deliberately tried to frighten them	13	6
Threatened to hit them	12	10
Threatened to hurt them	5	5
Thrown something at them	12	9
Tried to hit them	5	4
Hit them in self defence	16	9
Hit them even though they didn't hit you	2	2
Actually hurt them in self defence	6	3
Actually hurt them even though they didn't hurt you	1	2

Base: Q2 All Baseline respondents, Self completion (133), Interviewer administered (171)

Predictably, those who self completed question 2 were generally more likely to admit to having done more of the emotionally or physically abusive behaviours than were those who gave verbal responses to an interviewer. This indicates that there was a level of interviewer bias for those who had the question read out to them and results were affected by people wanting to provide socially desirable answers. As such, the **self completion results** could be seen as a more valid benchmark going forward and this should be taken into account in terms of the methodology for future waves of campaign evaluation.

10. Appendices

10.1 Appendix 1 – Questionnaires

10.1.1 BASELINE

F2F: CAPI QUESTIONNAIRE

Job Number	189320
Name of survey	Hull PCT Campaign Evaluation Baseline
Questionnaire Version Number	Baseline
Author	Camilla Huckle 020 7160 5630

Methodology	CAPI Questionnaire
Questionnaire	CAPI
Sample Size	300 Males
Sample Description	Males 18-50 in the Hull area
Quotas	Males aged 18-50- 50% aged 18-34 and 50% 35-50, working status with a minimum 50% working full or part time

CAN WE COLLECT THE GENDER OF THE INTERVIEWER PLEASE SO:

ARE YOU (THE INTERVIEWER)...

Male

Female

PART 1 INTRODUCTION

READ OUT

Good ... (morning / afternoon / evening). We are conducting research on behalf of Hull Primary Care Trust on social issues in Hull. Do you have a few moments to answer a few questions...

QA Can you please tell me in which of the following age groups you are?

PLEASE CODE ONE ANSWER

18-24**25-34****35-50****51 or over****Refused**

IF 51 OR OVER THANK AND CLOSE, IF RESPONDENT REFUSES PLEASE ASK INTERVIEWER TO MAKE THEIR BEST GUESS AND ANSWER ACCORDINGLY, OTHERS CONTINUE

QB Are you currently a permanent resident in Hull?

PLEASE CODE ONE ANSWER

Yes**No****No – student at a University in Hull****No – just here temporarily****Refused**

IF YES CONTINUE, OTHERS THANK AND CLOSE

QC And what suburb or part of Hull do you currently live in?

DO NOT READ OUT JUST PLEASE CODE ONE ANSWER OR SPECIFY A PLACE OR POSTCODE

Bransholme**Orchard Park****Preston Rd North****Other SPECIFY BOX**

QD How long have you lived in Hull ?

PLEASE ENTER AN ANSWER IN YEARS

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Refused

READ OUT

Because this survey is about relationships, I just need to ask you a question on that topic before we start the interview.

QE Which of the following statements best describes your current situation? Please choose one of the following...

SHOW SCREEN AND ASK RESPONDENT FOR THE LETTER THAT CORRESPONDS TO THEIR

ANSWER

- A. Married
 - B. Not married, but living with a woman
 - C. In a steady relationship with a woman
 - D. Not currently in a steady relationship with a woman but may be in the future
 - E. Don't have relationships with women and don't intend to
- Refused

**IF "DON'T HAVE RELATIONSHIPS WITH WOMEN AND DON'T INTEND TO" OR
REFUSED THANK AND CLOSE. OTHERS CONTINUE**

READ OUT

A few questions will appear on this screen, could you please follow the instructions on the screen to answer the questions and then pass the machine back to me when it says to do so...or if you would prefer I can read them out to you?

PLEASE CODE ONE ANSWER AND CONTINUE

**Self completion
Read out**

For each question please select an answer

Q1 Have you ever at any time, even once, had any of the following *done to you* by a female partner?

**PLEASE CAN THESE RESPONSES COME UP ONE AT A TIME WITH ANSWERS YES, NO DON'T KNOW FOR EACH.
PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED.**

CAN THESE STATEMENTS NOT BE ROTATED PLEASE

...Yelled loudly at you

Yes

No

Don't know

...Put you down / belittled you

...Threatened to hit you

...Threatened to hurt you

...Thrown something at you

...Tried to hit you

...Actually hit you

...Actually hurt you

IF YES IS CHOSEN AT ANY RESPONSE AT Q1, CAN THE FOLLOWING QUESTION BE ASKED FOR EACH :

Would you say that was...

Often
Occasionally
Only once or twice
Don't know

AGAIN PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED

Q2 Have you ever at any time, even once, *done* any of the following to a female partner?

PLEASE CAN THESE RESPONSES COME UP ONE AT A TIME WITH ANSWERS YES, NO DON'T KNOW FOR EACH.

PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED.

CAN THESE STATEMENTS NOT BE ROTATED PLEASE

...Yelled loudly at them
Yes
No
Don't know

...Put them down / belittled them
...Deliberately tried to frighten them
...Threatened to hit them
...Threatened to hurt them
...Thrown something at them
...Tried to hit them
...Hit them in self-defence
...Hit them even though they didn't hit you
...Actually hurt them in self defence
...Actually hurt them even though they didn't hurt you

IF YES IS CHOSEN AT ANY RESPONSE AT Q1, CAN THE FOLLOWING QUESTION BE ASKED FOR EACH :

Would you say that was...

Often
Occasionally
Only once or twice
Don't know

AGAIN PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED

Thank you please pass the screen back to the interviewer now.

Q3 When a woman deliberately provokes her partner, how justified do you think he is in slapping or hitting her? Would you say

SHOW SCREEN AND ASK RESPONDENT FOR THE LETTER THAT CORRESPONDS TO THEIR ANSWER. PLEASE CODE ONE ANSWER

- A. Completely justified**
- B. Partly justified**
- C. Not justified**
- D. Don't know**

Q4 Who do you think suffers the most in families where the man is violent towards the woman?

READ OUT AND PLEASE CODE ONE ANSWER IF RESPONDENT SAYS MORE THAN ONE ANSWER PLEASE SAY 'YES BUT WHICH ONE DO YOU THINK SUFFERS THE MOST?'

- The children**
- The woman**
- The man**
- Everybody / the family**

DO NOT READ:

- Don't know / unsure**
- Other **SPECIFY BOX****

Q5 I will read out some statements and I'd like you to tell me to what extent you agree or disagree with each one

PLEASE CAN THESE STATEMENTS COME UP ONE AT A TIME WITH ANSWERS STRONGLY AGREE, AGREE, NOT SURE, DISAGREE, STRONGLY DISAGREE FOR EACH.

READ OUT

...It is a sign of strength for a man who is violent towards his partner to try to change his behaviour

PLEASE CODE ONE ANSWER

- Strongly agree**
- Agree**
- Not sure**
- Disagree**
- Strongly Disagree**

...Children of a violent father often become violent themselves in later life

...Most men who are violent to their partners feel bad about their behaviour

...It is a real sign of strength for a man to seek help if he is violent to his partner

...The children of a man who is violent to his partner might be afraid of him but they don't respect him

Q6a In Hull, what proportion of men do you think occasionally slap or hit their female partner?

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q6b And what proportion of men in Hull do you think regularly hit their female partner

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q6c And what proportion of women in Hull do you think slap or hit their *male* partner?

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q7a Are you aware of anywhere in Hull where men who are violent to their partner, or feel they may become violent, can go for help?

PLEASE CODE ONE ANSWER AND SPECIFY IF YES

Yes SPECIFY BOX

No

Don't know / unsure

Q7b Are you aware of any telephone counselling lines in Hull for men who are or could be violent to their partner?

PLEASE CODE ONE ANSWER

Yes

No

Don't know / unsure

Q8 I will now read you a list of people. If you knew that these men were being violent towards their female partner, would you try to ignore it or would you offer some advice to the man?

PLEASE CAN THESE ANSWERS COME UP ONE AT A TIME WITH REPONSES ARE IGNORE, OFFER ADVICE, DK FOR EACH

READ OUT
...**A neighbour**

PLEASE CODE ONE ANSWER
Ignore
Offer Advice
Don't know
Other **SPECIFY BOX**

...**A relative**
...**One of your mates**

Q9a Thinking now about the ways in which people get help, if you were in a crisis situation with your partner or family, would you be prepared to ...?
PLEASE CAN THESE ANSWERS COME UP ONE AT A TIME WITH REPONSES ARE YES NO, DK FOR EACH

READ OUT
...**Call a helpline**

PLEASE CODE ONE ANSWER
Yes
No
Don't know
Other **SPECIFY BOX**

...**Speak to one of your friends about it**
...**Go to counselling**

Q9b And how about some of the violent men that you know in Hull, how likely do you think they would be to...?

IF THE RESPONDENT SAYS THEY DO NOT KNOW ANY VIOLENT MEN THEN PLEASE SAY 'WELL WHAT DO YOU THINK VIOLENT MEN WOULD DO?'

READ OUT
...**Call a helpline**

PLEASE READ OUT AND CODE ONE ANSWER
Very Likely
Quite Likely
Maybe
Not Likely
Definitely not

...**Speak to one of their friends about it**
...**Go to counselling**

**PLEASE CAN THESE STATEMENTS COME UP ONE AT A TIME WITH
RESPONSES VERY LIKELY, QUITE LIKELY, MAYBE, NOT LIKELY, DEFINITELY
NOT**

Q10 Thinking about men who have been violent to their partner, what proportion do you think would wish they could change their behaviour? Would you say?

PLEASE READ OUT AND CODE ONE ANSWER

**All of them
Most of them
About half of them
Very few of them
None of them
Don't know**

Q11 Have you seen or heard any adverts about domestic violence in the past few months on radio, in the newspaper or on posters around the community here in Hull?

PLEASE CODE ONE ANSWER

**Yes
No
Don't know**

Q12a Are you in favour or against a government department like the NHS setting up treatment programmes in Hull for men who are violent to their partner? Are you...?

PLEASE READ OUT AND CODE ONE ANSWER

**Strongly in favour
Slightly in favour
No opinion either way
Slightly against
Strongly against
Don't know**

Q12b And are you in favour or against a government department like the NHS running a media campaign in Hull that would make people more aware of the issues of domestic violence ? Are you...?

PLEASE READ OUT AND CODE ONE ANSWER

**Strongly in favour
Slightly in favour
No opinion either way
Slightly against
Strongly against
Don't know**

To finish off, I'd like some general background information about you.

Q26a Do you currently have any children living with you?

PLEASE CODE ONE ANSWER

Yes

No

IF NO GO TO Q27, OTHERWISE CONTINUE

Q26b Are any of the children living with you aged 12 years or under?

PLEASE CODE ONE ANSWER

Yes

No

IF CODE E CHOSEN AT Q26 GO TO Q28, OTHERWISE CONTINUE

Q27 How long have you been in the relationship you are currently in?

PLEASE READ OUT AND CODE ONE ANSWER

Less than 1 year

1 year to less than 3 years

3 - 10 years

More than 10 years

Refused

Q28 Do you have children who live with someone else?

PLEASE CODE ONE ANSWER

Yes

No

Refused

Q29 What is your current occupation?

OPEN ENDED QUESTION INSERT TEXT BOX

PLEASE PUT DOWN AS MUCH INFORMATION AS POSSIBLE, IF WORKING ASK THEIR POSITION IN COMPANY? OR IN WHAT INDUSTRY WOULD THAT BE?

Thank you very much for your time and assistance

10.1.2 WAVE 1

F2F: CAPI QUESTIONNAIRE

Job Number	189320
Name of survey	Hull PCT Campaign Evaluation
Questionnaire Version Number	Wave 1
Author	Camilla Huckle

Methodology	CAPI Questionnaire
Questionnaire	CAPI
Sample Size	300 Males
Sample Description	Males 18-50 in the Hull area
Quotas	Males aged 18-50- 50% aged 18-34 and 50% 35-50, working status with a minimum 50% working full or part time

CAN WE COLLECT THE GENDER OF THE INTERVIEWER PLEASE SO:

ARE YOU (THE INTERVIEWER)...

Male

Female

PART 1 INTRODUCTION

READ OUT

Good ... (morning / afternoon / evening). We are conducting research on behalf of NHS Hull on social issues in Hull. Do you have a few moments to answer a few questions...

QA Can you please tell me in which of the following age groups you are?

PLEASE CODE ONE ANSWER

18-24

25-34

35-50

51 or over

Refused

IF 51 OR OVER THANK AND CLOSE, IF RESPONDENT REFUSES PLEASE ASK INTERVIEWER TO MAKE THEIR BEST GUESS AND ANSWER ACCORDINGLY, OTHERS CONTINUE

QB Are you currently a permanent resident in Hull?

PLEASE CODE ONE ANSWER

Yes

No

No – student at a University in Hull

No – just here temporarily

Refused

IF YES CONTINUE, OTHERS THANK AND CLOSE

QC And what suburb or part of Hull do you currently live in?

DO NOT READ OUT JUST PLEASE CODE ONE ANSWER OR SPECIFY A PLACE OR POSTCODE

Bransholme

Orchard Park

Preston Rd North

Other SPECIFY BOX

QD How long have you lived in Hull ?

PLEASE ENTER AN ANSWER IN YEARS

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Refused

READ OUT

Because this survey is about relationships, I just need to ask you a question on that topic before we start the interview.

QE Which of the following statements best describes your current situation? Please choose one of the following...

SHOW SCREEN AND ASK RESPONDENT FOR THE LETTER THAT CORRESPONDS TO THEIR

ANSWER

- A. Married
 - B. Not married, but living with a woman
 - C. In a steady relationship with a woman
 - D. Not currently in a steady relationship with a woman but may be in the future
 - E. Don't have relationships with women and don't intend to
- Refused

**IF "DON'T HAVE RELATIONSHIPS WITH WOMEN AND DON'T INTEND TO" OR
REFUSED THANK AND CLOSE. OTHERS CONTINUE**

READ OUT

A few questions will appear on this screen, could you please follow the instructions on the screen to answer the questions and then pass the machine back to me when it says to do so...or if you would prefer I can read them out to you?

PLEASE CODE ONE ANSWER AND CONTINUE

**Self completion
Read out**

For each question please select an answer

Q1 Have you ever at any time, even once, had any of the following *done to you* by a female partner?

**PLEASE CAN THESE RESPONSES COME UP ONE AT A TIME WITH ANSWERS YES, NO DON'T KNOW FOR EACH.
PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED.**

CAN THESE STATEMENTS NOT BE ROTATED PLEASE

...Yelled loudly at you

Yes

No

Don't know

...Put you down / belittled you

...Threatened to hit you

...Threatened to hurt you

...Thrown something at you

...Tried to hit you

...Actually hit you

...Actually hurt you

IF YES IS CHOSEN AT ANY RESPONSE AT Q1, CAN THE FOLLOWING QUESTION BE ASKED FOR EACH :

Would you say that was...

Often
Occasionally
Only once or twice
Don't know

AGAIN PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED

Q2 Have you ever at any time, even once, *done* any of the following to a female partner?

PLEASE CAN THESE RESPONSES COME UP ONE AT A TIME WITH ANSWERS YES, NO DON'T KNOW FOR EACH.

PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED.

CAN THESE STATEMENTS NOT BE ROTATED PLEASE

...Yelled loudly at them
Yes
No
Don't know

...Put them down / belittled them
...Deliberately tried to frighten them
...Threatened to hit them
...Threatened to hurt them
...Thrown something at them
...Tried to hit them
...Hit them in self-defence
...Hit them even though they didn't hit you
...Actually hurt them in self defence
...Actually hurt them even though they didn't hurt you

IF YES IS CHOSEN AT ANY RESPONSE AT Q1, CAN THE FOLLOWING QUESTION BE ASKED FOR EACH :

Would you say that was...

Often
Occasionally
Only once or twice
Don't know

AGAIN PLEASE CAN WE ALSO ALLOW REFUSED BUT HIDDEN, SO THAT THE INTERVIEWER CAN CHOOSE IT IF NEEDED

Thank you please pass the screen back to the interviewer now.

Q3 When a woman deliberately provokes her partner, how justified do you think he is in slapping or hitting her? Would you say

SHOW SCREEN AND ASK RESPONDENT FOR THE LETTER THAT CORRESPONDS TO THEIR ANSWER. PLEASE CODE ONE ANSWER

- A. Completely justified**
- B. Partly justified**
- C. Not justified**
- D. Don't know**

Q4 Who do you think suffers the most in families where the man is violent towards the woman?

READ OUT AND PLEASE CODE ONE ANSWER IF RESPONDENT SAYS MORE THAN ONE ANSWER PLEASE SAY 'YES BUT WHICH ONE DO YOU THINK SUFFERS THE MOST?'

- The children**
- The woman**
- The man**
- Everybody / the family**

DO NOT READ:

- Don't know / unsure**
- Other **SPECIFY BOX****

Q5 I will read out some statements and I'd like you to tell me to what extent you agree or disagree with each one

PLEASE CAN THESE STATEMENTS COME UP ONE AT A TIME WITH ANSWERS STRONGLY AGREE, AGREE, NOT SURE, DISAGREE, STRONGLY DISAGREE FOR EACH.

READ OUT

...It is a sign of strength for a man who is violent towards his partner to try to change his behaviour

PLEASE CODE ONE ANSWER

- Strongly agree**
- Agree**
- Not sure**
- Disagree**
- Strongly Disagree**

...Children of a violent father often become violent themselves in later life

...Most men who are violent to their partners feel bad about their behaviour

...It is a real sign of strength for a man to seek help if he is violent to his partner

...The children of a man who is violent to his partner might be afraid of him but they don't respect him

Q6a In Hull, what proportion of men do you think occasionally slap or hit their female partner?

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q6b And what proportion of men in Hull do you think regularly hit their female partner?

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q6c And what proportion of women in Hull do you think slap or hit their *male* partner?

PROMPT WITH "WE ARE LOOKING FOR A PERCENTAGE HERE" – PAUSE – IF NEEDED CAN PROMPT WITH "10%, 30% 50% WHATEVER YOU THINK..."

OPEN ENDED QUESTION PLEASE INSERT A TEXT BOX

Q7a Are you aware of anywhere in Hull where men who are violent to their partner, or feel they may become violent, can go for help?

PLEASE CODE ONE ANSWER AND SPECIFY IF YES

Yes SPECIFY BOX

No

Don't know / unsure

Q7b Are you aware of any telephone help lines in Hull for men who are or could be violent to their partner?

PLEASE CODE ONE ANSWER

Yes

No

Don't know / unsure

IF YES PLEASE ASK Q7C AND Q7D, OTHERWISE GO TO Q8

PART 2 Q7c Have you ever called that telephone helpline?

Yes

No

PLEASE CODE ONE ANSWER

PART 3 Q7d Have you suggested to anyone else that they call that line?

Yes

No

PLEASE CODE ONE ANSWER

Q8 I will now read you a list of people. If you knew that these men were being violent towards their female partner, would you try to ignore it or would you offer some advice to the man?

PLEASE CAN THESE ANSWERS COME UP ONE AT A TIME WITH REPONSES ARE IGNORE, OFFER ADVICE, DK FOR EACH

READ OUT

...**A neighbour**

PLEASE CODE ONE ANSWER

Ignore

Offer Advice

Don't know

Other **SPECIFY BOX**

...**A relative**

...**One of your mates**

Q9a Thinking now about the ways in which people get help, if you were in a crisis situation with your partner or family, would you be prepared to ...?

PLEASE CAN THESE ANSWERS COME UP ONE AT A TIME WITH REPONSES ARE YES NO, DK FOR EACH

READ OUT

...**Call a helpline**

PLEASE CODE ONE ANSWER

Yes

No

Don't know

Other **SPECIFY BOX**

...**Speak to one of your friends about it**

...**Go to counselling**

Q9b And how about some of the violent men that you know in Hull, how likely do you think they would be to...?

IF THE RESPONDENT SAYS THEY DO NOT KNOW ANY VIOLENT MEN THEN PLEASE SAY 'WELL WHAT DO YOU THINK VIOLENT MEN WOULD DO?'

READ OUT

...Call a helpline

PLEASE READ OUT AND CODE ONE ANSWER

Very Likely
Quite Likely
Maybe
Not Likely
Definitely not

...Speak to one of their friends about it
...Go to counselling

**PLEASE CAN THESE STATEMENTS COME UP ONE AT A TIME WITH
RESPONSES VERY LIKELY, QUITE LIKELY, MAYBE, NOT LIKELY, DEFINITELY
NOT**

**Q10 Thinking about men who have been violent to their partner, what
proportion do you think would wish they could change their behaviour? Would
you say?**

PLEASE READ OUT AND CODE ONE ANSWER

All of them
Most of them
About half of them
Very few of them
None of them
Don't know

**Q11 Have you seen or heard any adverts about domestic violence in the past
few months on radio, in the newspaper or on posters around the community
here in Hull?**

PLEASE CODE ONE ANSWER

Yes
No
Don't know

IF YES ASK Q12, OTHERWISE GO TO PART 2

THE ORIGINAL QUESTION 12A AND B HAVE BEEN DELETED AND REPLACED

PART 4 Q12 Was that on the radio, in a newspaper or on a poster ?

CODE ALL THAT APPLY

Radio
Newspaper
Poster
Other **(PLEASE WRITE IN)**

PART 5 PROMPTED RECOGNITION: RADIO ADVERTS

I'd like to play you an advert that has been on the radio.

ROTATE THE TWO RADIO ADVERTS SO THAT EACH ADVERT IS PLAYED TO HALF THE SAMPLE

PLEASE CHOOSE WHICH ADVERT IS PLAYED:

PART 6

PART 7 "Kids"

PART 8 "Scenario"

PART 9 Q13 Have you heard this advert in the last 4 weeks?

PLEASE DO NOT READ OUT – JUST PROMPT FOR THE NUMBER OF TIMES AND CODE ONE ANSWER

Yes – once or twice

Yes – 3 to 9 times

Yes – 10 or more times

No

Don't know

PART 10 Q14 What do you think are the main messages that this radio advert is trying to get across? What is it trying to say about domestic violence? PLEASE INSERT TEXT BOX

PART 11 Q15 How believable do you personally think this radio advert is?

PLEASE CODE ONE ANSWER

Very believable

Fairly believable

Not very believable

Not at all believable

PART 12 PROMPTED RECOGNITION: PRINT ADVERTS

THERE ARE 4 PRINT ADVERTS. THESE ARE IN TWO PAIRS.

ROTATE THE PAIRS, SO THAT EACH PAIR OF ADVERTS ARE SHOWN TO HALF THE SAMPLE

A. CHILDREN

- I) 'AFRAID'
- II) 'RESPECT'

B. REFLECTION

- I) 'SCARE YOURSELF'
- II) 'DESPAIR'

PLEASE CHOOSE WHICH PAIR OF ADVERTS YOU HAVE SHOWN:

PART 13 "Children"

PART 14 "Reflection"

PLEASE ROTATE ORDER OF ASKING WITHIN EACH PAIR. RESPONDENT SHOULD BE ABLE TO SEE ONLY ONE OF THE TWO ADVERTS AT A TIME

SHOW FIRST ADVERT IN THE PAIR

PLEASE SHOW THE RESPONDENT THE FIRST ADVERT

PART 15 Q16a Have you seen this advert in the last 4 weeks?

PLEASE DO NOT READ OUT – JUST PROMPT FOR THE NUMBER OF TIMES AND CODE ONE ANSWER

Yes – once or twice

Yes – 3 to 9 times

Yes – 10 or more times

No

Don't know

IF YES PLEASE GO TO Q16B, IF NO OR DON'T KNOW PLEASE GO TO Q17A

PART 16 Q16b Where have you seen it ?

PROBE FOR ALL MENTIONS AND CODE ALL THAT APPLY

Newspaper / local paper

Large poster / poster on street / in town

Small poster – in pub or shop

Other (please specify) **(PLEASE PUT IN TEXT BOX)**

SHOW OTHER ADVERT IN THE PAIR

PLEASE SHOW THE RESPONDENT THE OTHER ADVERT

PART 17 Q17a And how about this advert, have you seen this one in the last 4 weeks?

PLEASE DO NOT READ OUT – JUST PROMPT FOR THE NUMBER OF TIMES AND CODE ONE ANSWER

Yes – once or twice

Yes – 3 to 9 times

Yes – 10 or more times

No

Don't know

IF YES PLEASE GO TO Q17B, IF NO OR DON'T KNOW PLEASE GO TO Q18

PART 18 Q17b Where have you seen it ?

PROBE FOR ALL MENTIONS AND CODE ALL THAT APPLY

Newspaper / local paper

Large poster / poster on street / in town

Small poster – in pub or shop

Other (please specify) **(PLEASE PUT IN TEXT BOX)**

FOR Q 18 - Q19, SHOW BOTH ADVERTS TOGETHER ON THE SCREEN THAT RECEIVED A YES IN Q16A OR Q17A

PART 19 Q18 What do you think are the main messages that these adverts are trying to get across? What are they trying to say about domestic violence ?

OPEN QUESTION PLEASE PUT IN TEXT BOX

PART 20 Q 19 How believable do you personally think these adverts are?

Very believable

Fairly believable

Not very believable

Not at all believable

**IF NOT SEEN OR HEARD ANY RADIO / PRINT ADVERTS
(SO NO AT Q13, Q16A, Q17A,) GO TO Q21.
ALL OTHERS CONTINUE (IE IF HAVE SEEN/HEARD ANY ADS).**

PART 21 Q20 Would you say the adverts you have seen or heard about domestic violence have...

PLEASE CHOOSE ONE ANSWER

Changed the way you think about men being violent towards a female partner

Have made no difference to the way you think about men being violent towards a female partner

Don't know / unsure

IF CODE 1ST STATEMENT (IE HAS CHANGED THINKING) ASK Q20B – IF ANY OTHER ANSWER PLEASE CARRY ON TO Q21

PART 22 Q20b In what ways has seeing or hearing these domestic violence adverts changed the way you think?

OPEN ENDED QUESTION PLEASE ENTER TEXT BOX

PART 23 Q21 Thinking about all these adverts, to what extent, if at all, do you think these adverts...

PLEASE SHOW EACH OF THE STATEMENTS WITH THE FOLLOWING LIST OF RESPONSES

A LOT SOMEWHAT NOT REALLY NOT AT ALL DON'T KNOW

PLEASE CODE ONE ANSWER

PART 24

PART 25 Are against men in general

PART 26 Are clearly saying that there is help available for violent men

PART 27

PART 28 Are suggesting that all men are violent

PART 29

PART 30 Are suggesting that it is the man's responsibility to do something

**PART 31 Q22 And how clear do you think it is that these adverts are about domestic violence, rather than other types of violence, or violence in general ?
Would you say...**

PLEASE READ OUT AND CODE ONE ANSWER

PART 32

It's very clear that they are about domestic violence

It's fairly clear that they are about domestic violence

It's not clear enough that they are about domestic violence

It's not at all clear – they could be about any kind of violence

PART 33 Q23a Had you heard of the name *Strength To Change* ?

PLEASE CODE ONE ANSWER

Yes

No

IF NO GO TO Q26A

PART 34 Q23b Did you know that *Strength To Change* is a domestic violence campaign ?

PLEASE CODE ONE ANSWER

Yes

No

PART 35 Q24 In addition to the adverts we have been discussing, have you seen any *Strength To Change* materials anywhere else around town ?

PLEASE CODE ONE ANSWER

Yes

No

IF NO GO TO Q25A, IF YES GO TO 24B

PART 36 Q24b Where have you seen them ?

PLEASE READ AND CODE AS MANY AS APPLY

Beer mats / coasters at the pub

In the toilets at the pub

Leaflets at the shops / shopping centre

A display at shopping centre

At the football / rugby stadium

On the side of a van / bus

Other **PLEASE INSERT SPECIFY BOX**

Can't recall

PART 37 Q25, Have you ever visited the *Strength To Change* website ?

PLEASE DO NOT READ OUT...JUST PROBE WHY IF NO & CODE ONE ANSWER

Yes

No – aware of it but haven't visited it

No – didn't know there was one

No - never use computers, websites

To finish off, I'd like some general background information about you.

Q26a Do you currently have any children living with you?

PLEASE CODE ONE ANSWER

Yes

No

IF NO GO TO Q27, OTHERWISE CONTINUE

Q26b Are any of the children living with you aged 12 years or under?

PLEASE CODE ONE ANSWER

Yes

No

IF CODE E CHOSEN AT QE GO TO Q28, OTHERWISE CONTINUE

Q27 How long have you been in the relationship you are currently in?

PLEASE READ OUT AND CODE ONE ANSWER

Less than 1 year

1 year to less than 3 years

3 - 10 years

More than 10 years

Refused

Q28 Do you have children who live with someone else?

PLEASE CODE ONE ANSWER

Yes

No

Refused

Thank you very much for your time and assistance

10.2 Appendix 2 - Media schedule

Hull Domestic Violence Campaign: Wave 1 Placement			
Campaign from 6 April - 17 May			
Area	Place	Detail of presence	Campaign Executions
Radio	Viking FM	4 OTH for 4 weeks from 20 April 09 (weighted to workdays)	Kids / Scenario adverts
	KCFM	4 OTH for 4 weeks from 20 April 09 (weighted to workdays)	Kids / Scenario adverts
OOH	6 sheets (1)	35 6 sheets city wide for 2 weeks from 6 April	4 main executions
	6 sheets (2)	15 6 sheets city wide for 2 weeks from 20 April	Imagine / Scare Yourself
Press	Hull Daily Mail	1 insertion each Saturday (sports section) - 4 weeks from 11 April	Imagine / Despair
Sports Stadia	Hull FC (Rugby)	Pitch theatre / programme ad (Derby game 10 April), ad van presence on 10 and 17 April	Imagine (programme) / Scare Yourself (ad van)
	Hull City (Football)	Pitch hoarding (24 April onwards), ad van presence 25 April	Bespoke (hoarding) / Scare Yourself (ad van)
Bransholme	Pubs	Beer mats, posters in washrooms in approx 4 local pubs	Despair / imagine
	Local shops / bookmakers etc	Posters / leaflets in approx 20 locally based outlets	4 main executions

	Shopping Centres	Ad van 17th / 18th April and potentially door presence in North Point Shopping Centre	Ad van (Scare Yourself) / Bespoke (door)
Preston Rd	Pubs	Beer mats, posters in washrooms in approx 6 local pubs	Despair / imagine
	Local shops / bookmakers etc	Posters / leaflets in approx 20 locally based outlets (Holderness Rd biased)	4 main executions
	Shopping Centres	Ad van 18th/25th/26th April and potentially door presence in Freedom Centre (+others tbc)	Ad van (Scare Yourself) / Bespoke (door)
	Hull KR Stadium	Ad van 26th April	Ad van (Scare Yourself)
Orchard Park	Pubs	Beer mats, posters in washrooms in approx 2 local pubs	Despair / imagine
	Local shops / bookmakers etc	Posters / leaflets in approx 10 locally based outlets	4 main executions
Workplaces	Job Centre	Posters / leaflets in all Hull Job Centre +	4 main executions
	Police	Copy included on wage slips	main campaign copy only
	NHS	Copy included on wage slips	main campaign copy only
	Commercial workplace	Posters and leaflets to be present in canteens, washrooms and wallet cards to be given with wageslips (approx 5 companies)	4 main executions

10.3 Appendix 3 – Sample breakdown of campaign reach

<i>Who is the campaign reaching?</i>				
	Total in sample	Heard Radio	Seen Print	No Exposure
	%	%	%	%
AGE				
18-24	19	19	21	17
25-34	28	30	25	31
35-50	53	51	53	52
AREA OF RESIDENCE				
Bransholme/Orchard Park	35	37	32	38
Preston Rd/Holderness Rd	36	37	38	33
Others	28	24	27	29
WORKING STATUS				
Full time	44	51	38	45
Part time	6	5	9	2
Other	50	43	53	53
MARITAL STATUS				
Married/ living with/ steady relationship with a woman	57	60	61	50
Not currently in a steady relationship with a woman	38	40	39	50
CHILDREN				
Children living with you	32	42	28	30
Has children	51	58	50	50
No Children	49	42	50	50

10.4 Appendix 4 - Technical Appendix

The information in the following tables are required to comply with ISO 20252.

Quantitative research

Client	<ul style="list-style-type: none"> • Hull PCT
Conducted by	<ul style="list-style-type: none"> • TNS UK Ltd
Objectives	<ul style="list-style-type: none"> • To evaluate the Strength to Change advertising campaign
Universe	<ul style="list-style-type: none"> • All men between 18-50 in Hull
Sample size	<ul style="list-style-type: none"> • Baseline: 304 men • Wave 1: 306 men
Fieldwork period	<ul style="list-style-type: none"> • Baseline: 14th March – 2nd April • Wave 1: 16th May - 28th May
Sampling method	<ul style="list-style-type: none"> • Quota sampling in street of men between 18 -50 years old.
Data collection	<ul style="list-style-type: none"> • CAPI interviews face to face in street
Interviewers	<ul style="list-style-type: none"> • 12 interviewers
Interviewer validation	<p>Face to face validation</p> <ul style="list-style-type: none"> • A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected.
Questionnaire	<ul style="list-style-type: none"> • Please see Appendix 1
Analysis	<ul style="list-style-type: none"> • Full data tables have been provided with this report. Where subgroups have been analysed the base sizes of these groups have been stated.