

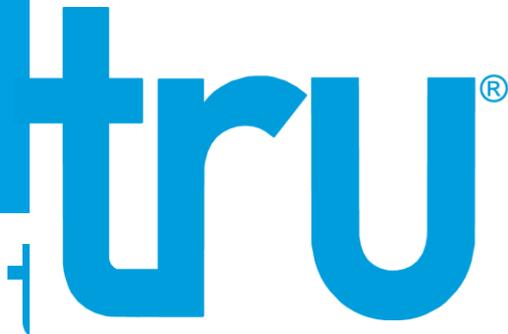
Teen Dating Abuse Report 2009

*Impact of the Economy and Parent/Teen
Dialogue on Dating Relationships and
Abuse*

June, 2009

Commissioned and Developed by:

- Fifth & Pacific Companies, Inc.
(formerly Liz Claiborne Inc.)
- Family Violence Prevention Fund



Contents

- Background, Objectives, & Methodology
- Detailed Findings
 - Summary in Brief
 - Incidence of Teen Dating Abuse
 - Parent Awareness of Abuse
 - Parent-Teen Discussions of Abuse
 - Parent-Teen Education/Resources
- Demographics

A commitment to addressing abuse in teen dating relationships

- Fifth & Pacific Companies, Inc. (formerly Liz Claiborne Inc.) and the Family Violence Prevention Fund would like to assess the potential impact of the depressed economy on the incidence and intensity of abuse in teen dating relationships in America.
- In addition, Fifth & Pacific Companies, Inc. (formerly Liz Claiborne Inc.) and the Family Violence Prevention Fund are interested in evaluating the impact of parental engagement on the topic of dating abuse: Just how often and to what effect do moms and dads communicate with their teenaged children on the subject?
- TRU was commissioned to conduct research to yield new data and insights in these areas.



Research was designed to do the following

- Assess the current incidence and intensity of abuse in teen dating relationships.
- Determine if there is a correlation between dating abuse and the down economy.
- Assess the frequency and nature of discussions teens have with their parents – separately, for moms and dads – on the topics of dating relationships and abuse.
 - Determine if the incidence of these discussions is being reduced among any segments of the teen population, as parents' priorities shift in the currently depressed economy.



TRU conducted an online survey among relationship teens aged 13-18 and, separately, among parents of teens aged 11-18

- TRU surveyed a total of 1,233 teens:
 - 600 aged 13-15
 - 633 aged 16-18
 - Evenly split by gender
- Separately, TRU surveyed a total of 500 parents of teens aged 11-18.
 - 289 parents of teens 11-14
 - 211 parents of teens 15-18
 - Evenly split by gender
- The total sample sizes for these two groups yield margins of error of ± 2.8 (teens) and ± 4.4 (parents) percentage points at a 95% confidence level.



TRU surveyed 1,233 teens aged 13-18

SAMPLE TARGETS			
1,233 Teen Interviews Conducted Nationally			
	Male	Female	TOTAL
Ages 13-15	282	318	600
Ages 16-18	274	359	633
TOTAL	556	677	1,233

- Survey invitations were nationally dispersed consistent with U.S. Census figures in order to ensure a representative geographic mix.

Separately, TRU surveyed 500 parents of tweens/teens 11-18

SAMPLE TARGETS			
500 Parent Interviews Conducted Nationally			
Parents of teens...	Male	Female	TOTAL
Ages 11-14	140	149	289
Ages 15-18	110	101	211
TOTAL	250	250	500

- Survey invitations were nationally dispersed consistent with U.S. Census figures in order to ensure a representative geographic mix.

Research sample drawn from national database

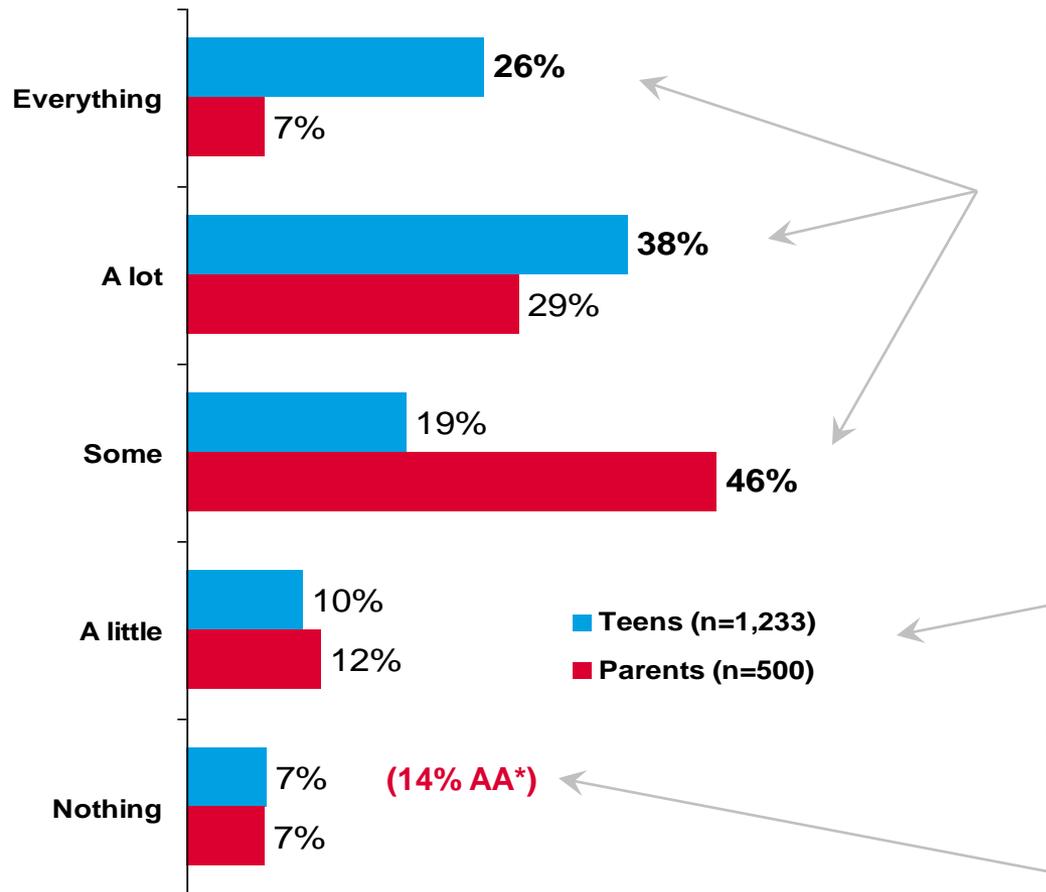
- TRU's partner on this project, a leading sample provider, maintains a high-quality online database that includes young adults from roughly 1.1MM households nationwide.
 - Demographic information is gathered when consumers join the research panel and is used to randomly invite an appropriate number of respondents in pre-determined groups (age, gender, ethnicity, region, and so forth).
 - Given the large number of young adults available within the database, this partner is able to stratify the sample by age, gender, ethnicity, geographic region, type of residence, and more – and still randomize respondent invitees within each group.
- TRU's research partner is a member of CASRO (Council of American Survey Research Organizations) and is represented on its committee.



How to read the charts

■ Teens were asked: “How much do you agree or disagree with each of the following statements?” Top-2 box (Strongly/Somewhat Agree)

■ Parents were asked: “Thinking about **teenage dating relationships**, how much do you agree or disagree with each of the following statements?” Top-2 box (Strongly/Somewhat Agree)



- Question text (as it appeared to respondents) appears at the top of each slide.
- Throughout this report, bolding is used to represent statistical testing.
 - **Bold percentages** signify a value “significantly” higher than its comparison at the 95% confidence level.
- Base sizes (the number of people within a segment who answered a question) appear in parentheses in each chart’s legend.
 - Here, we can see that 1,233 teens and 500 parents of teens answered the question.
- Where applicable, significant ethnic differences have been called out next to percentages in red parentheses.
 - Here, we can see that African-American teens are significantly higher than the total at 14%.

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Summary in brief

- American teens are experiencing alarmingly high levels of abuse in their dating relationships—and the economy appears to have made it worse.
 - *Notably, there seems to be a link between the troubled economy, higher levels of abuse between parents, and teens' own experience of abuse.*
- Parents are unaware of the abuse their children may be suffering—teens report high levels of discomfort discussing the matter with their parents.
 - *Most abused teens are not confiding in their parents, and even when they do, most stay in abusive relationships, often against parents' advice.*
- A majority of teens who have been taught about dating abuse claim this has helped, but only a quarter of teens have taken a course at school.
- Parents believe schools should provide education on dating abuse, but fewer than a third say their child's school offers such learning.
 - *Both teens and parents are at a loss for where to turn for additional help.*

Teens report shocking levels of abuse in their dating relationships

Teens were asked: “Have you ever had a partner in a dating or serious relationship...?” (n=1,233)

47%

Controlling Behaviors (Net)

- 27% Always want to know who you are with
- 27% Always want to know where you are
- 25% Pressure you to do things
- 22% Always tell you what to do
- 15% Prevent from seeing family/friends
- 8% Always tell you how to dress
- 8% Threaten to spread rumors

24%

Tech Abuse (Net)

- 24% Call/text between 12:00-5:00am
- 14% Call 20+ times per hour
- 10% Text 40+ times per hour
- 9% Share embarrassing photos/videos

29%

Physical, Sexual, Threats Abuse (Net)

- 13% Pressure to perform oral sex
- 12% Pressure into having sex (21% AA*)
- 11% Threaten violence if they break up
- 7% Threaten to hurt when angry
- 7% Hit, slap, push, punch, kick, or choke
- 8% Physically hurt
- 4% Make you fear for safety

11%

Repeated Verbal Abuse

And most teens know *someone their age* who has been abused

Teens were asked: “Do you know any friends or people your age who have had a partner in a dating/serious relationship do the following?” (n=1,233)

80%

Controlling Behaviors (Net)

- 65% Always want to know who he/she is with
- 64% Always want to know where he/she is
- 59% Always tell him/her what to do
- 54% Pressure him/her to do things
- 40% Prevent from seeing family/friends
- 33% Always tell him/her how to dress
- 25% Threaten to spread rumors

51%

Tech Abuse (Net)

- 33% Call/text between 12:00-5:00am
- 24% Call 20+ times per hour **(31% H*)**
- 21% Text 40+ times per hour
- 20% Share embarrassing photos/videos

60%

Physical, Sexual, Threats Abuse (Net)

- 36% Pressure into having sex
- 32% Pressure to perform oral sex
- 29% Threaten violence if they break up
- 27% Threaten to hurt when angry **(37% H*)**
- 22% Hit, slap, push, punch, kick, or choke **(33% H*)**
- 20% Physically hurt **(31% H*)**
- 15% Make them fear for safety

11%

Repeated Verbal Abuse

Parents who experienced economic problems in past year report significantly higher incidence of abuse in their own relationships

Parents were asked: “Which, if any, of the following have you or your family experienced in the past year?” (n=500)

76%

Any Economic Problems (Net)

- 42%** Family struggling to pay bills **(53% AA*)**
- 35%** Lost retirement money
- 27%** Stressed about potential job loss
- 25%** Lost money in savings
- 14%** Lost money for college
- 12%** You lost job
- 11%** Your spouse lost job
- 7%** Forced to cut back to part-time
- 7%** You/spouse got 2nd job
- 2%** Your teen lost job
- 2%** Home was foreclosed

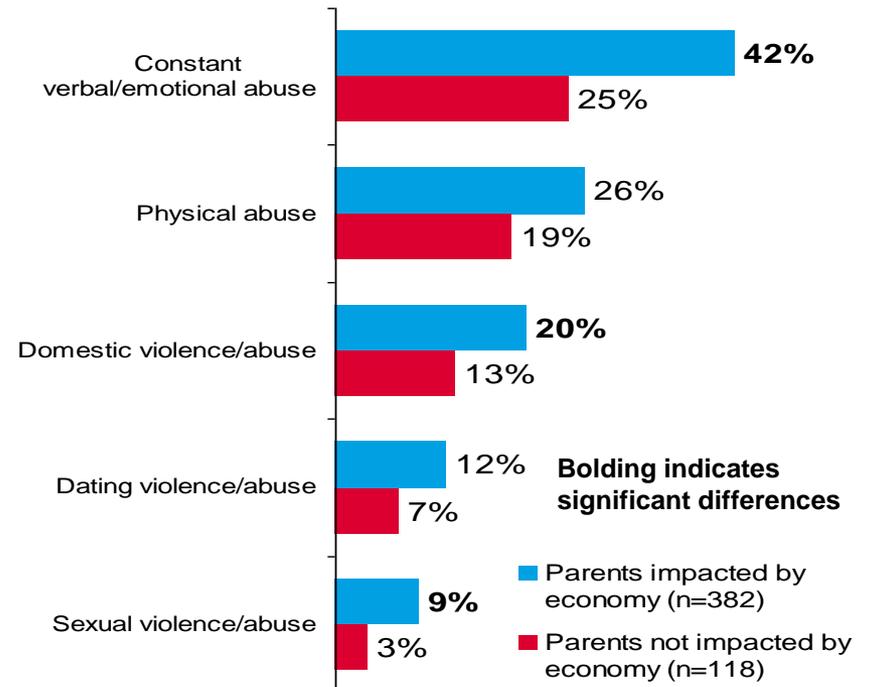
Parents were asked: “Have you ever experienced any of the following by a spouse or partner?” (n=500)

46%

Any Abuse (Net) among those impacted at all by economy

31%

Any Abuse (Net) among those not impacted at all by economy



*Significantly higher % among African-Americans

Teens who report *economic problems in their families* in the past year are significantly more likely to have *witnessed abuse* between parents

Teens were asked: "Which, if any, of the following have you or your family experienced in the past year?" (n=1,233)

74%

Any Economic Problems (Net)

- 39%** Family struggling to pay bills **(52% H)**
- 34%** Parents stressed about potential job loss **(46% H)**
- 33%** Family lost money in savings **(36% H)**
- 20%** Lost money for college
- 20%** Parent(s) lost job **(32% H)**
- 19%** Parent(s) lost retirement money
- 12%** Parent(s) got 2nd job **(18% H)**
- 10%** Parent(s) forced to cut back to part-time **(18% H)**
- 6%** You lost job **(12% H)**
- 3%** Home was foreclosed

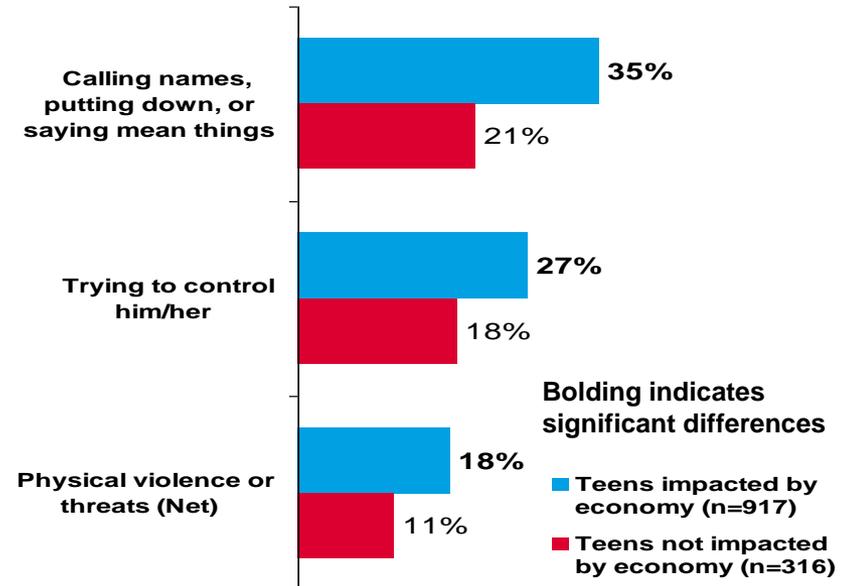
Teens were asked: "Have you ever witnessed any of the following done to one of your parents or guardians by his/her spouse or partner?"

44%

Any Abuse (Net) among those impacted at all by economy

29%

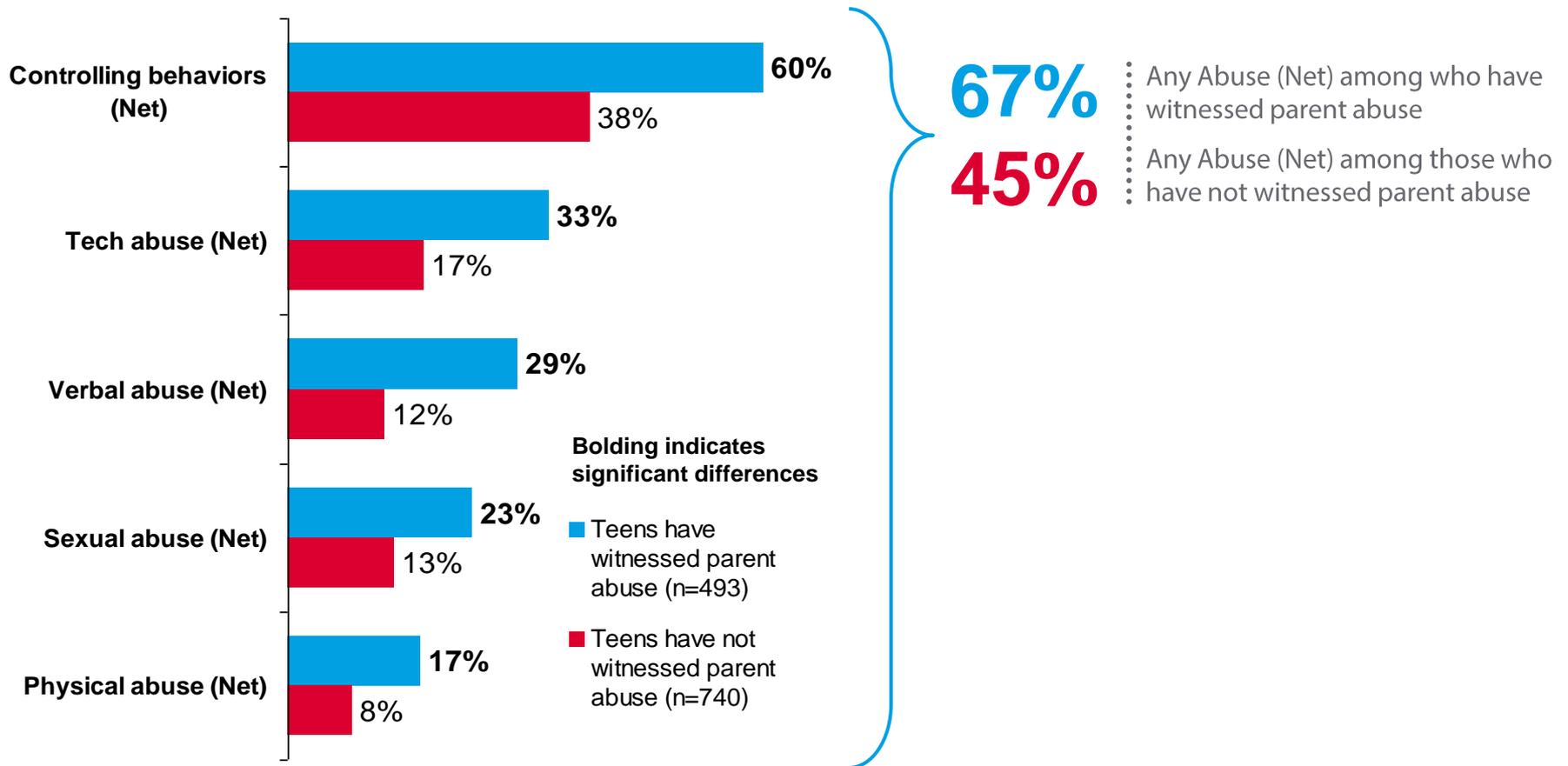
Any Abuse (Net) among those not impacted at all by economy



*Significantly higher % among Hispanics

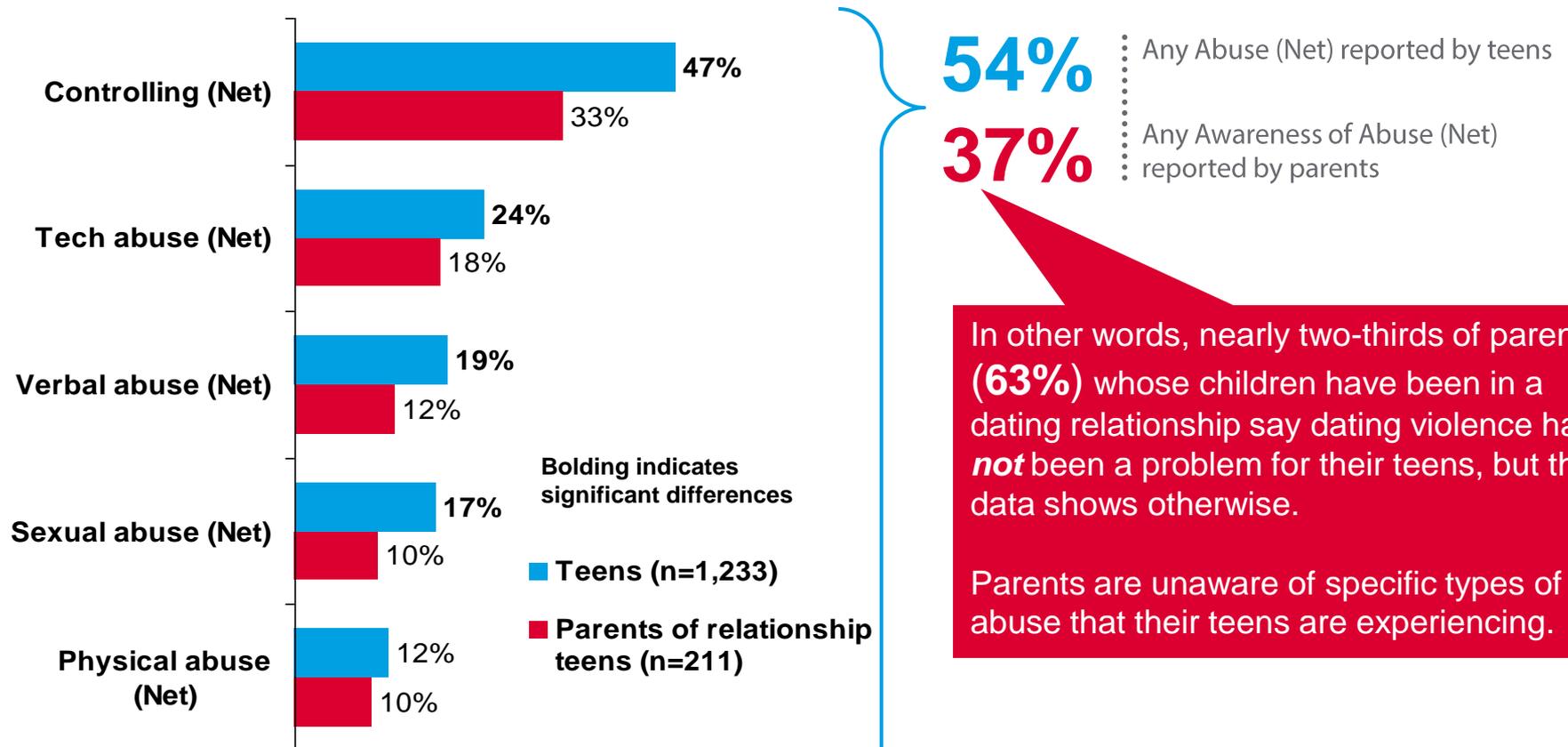
Teens who have witnessed abuse between parents report 50% higher incidence of abuse *themselves* than teens who have not witnessed

Teens were asked: “Have you ever had a partner in a dating or serious relationship...?” (n=1,233, see slide 12 for behaviors included in nets below)



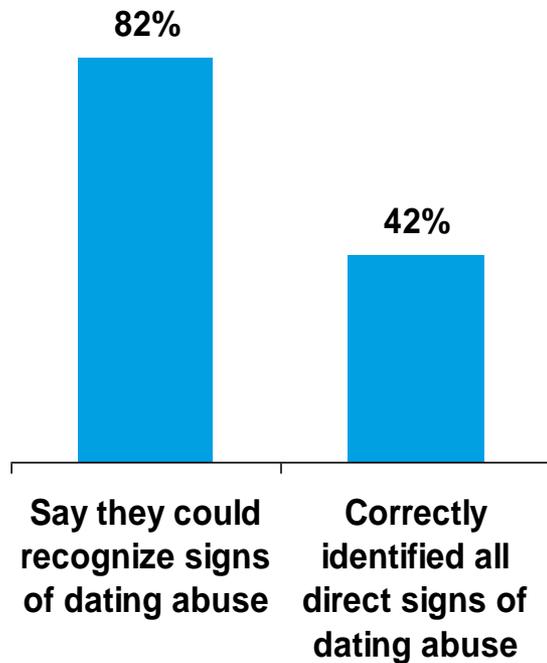
Parents are dangerously out of touch with the level of dating violence and abuse taking place in their children’s lives

- Teens were asked: “Have you ever had a partner in a dating or serious relationship...”?
- Parents were asked: “In your son’s/daughter’s dating relationship(s) or hooking up experiences, has his/her partner ever done any of the following that you know of?”

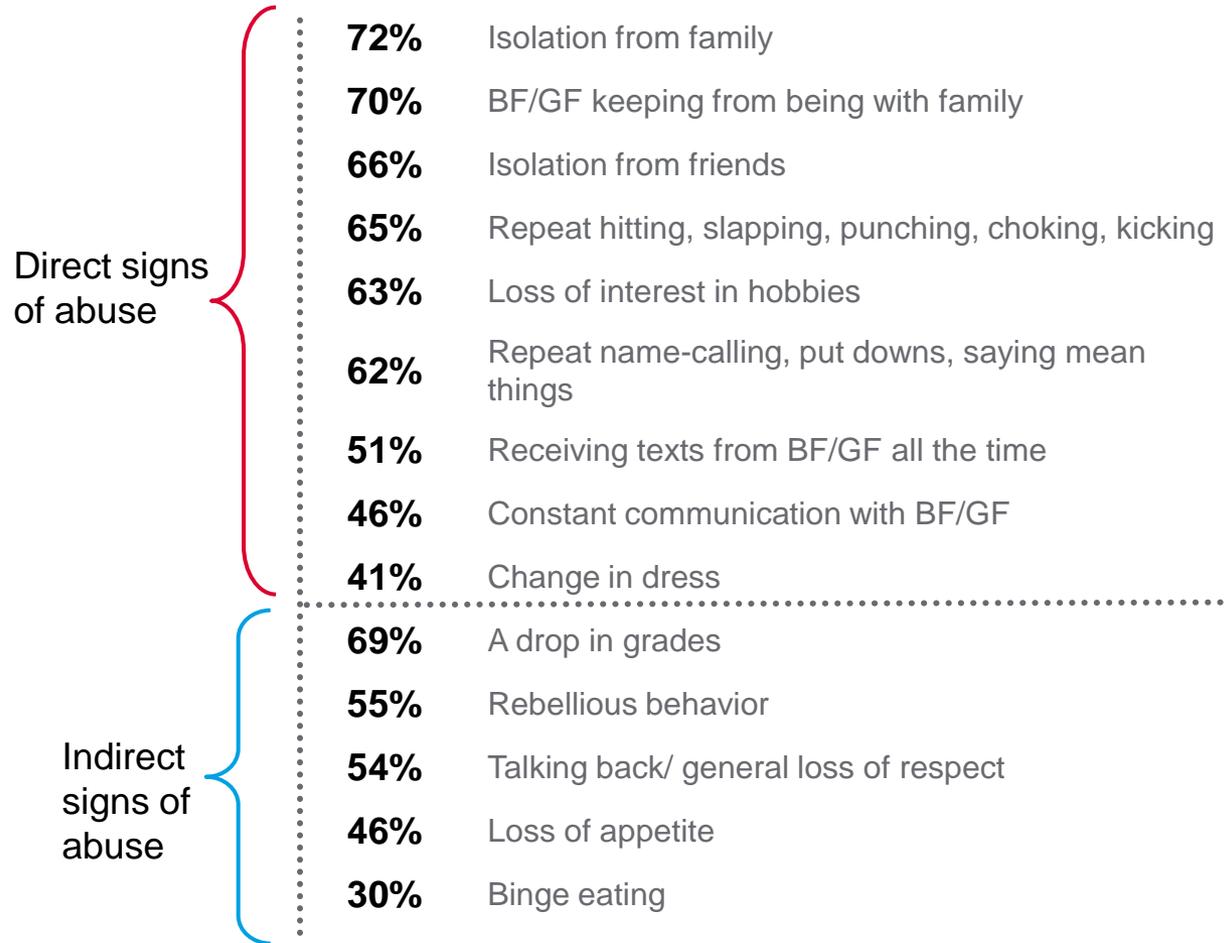


Most parents (82%) feel confident they can spot the signs of abuse, but fewer than half (42%) can correctly identify all the direct signs

Parents were asked: "Do you think you could recognize the signs if your child was experiencing dating abuse?" (n=500)

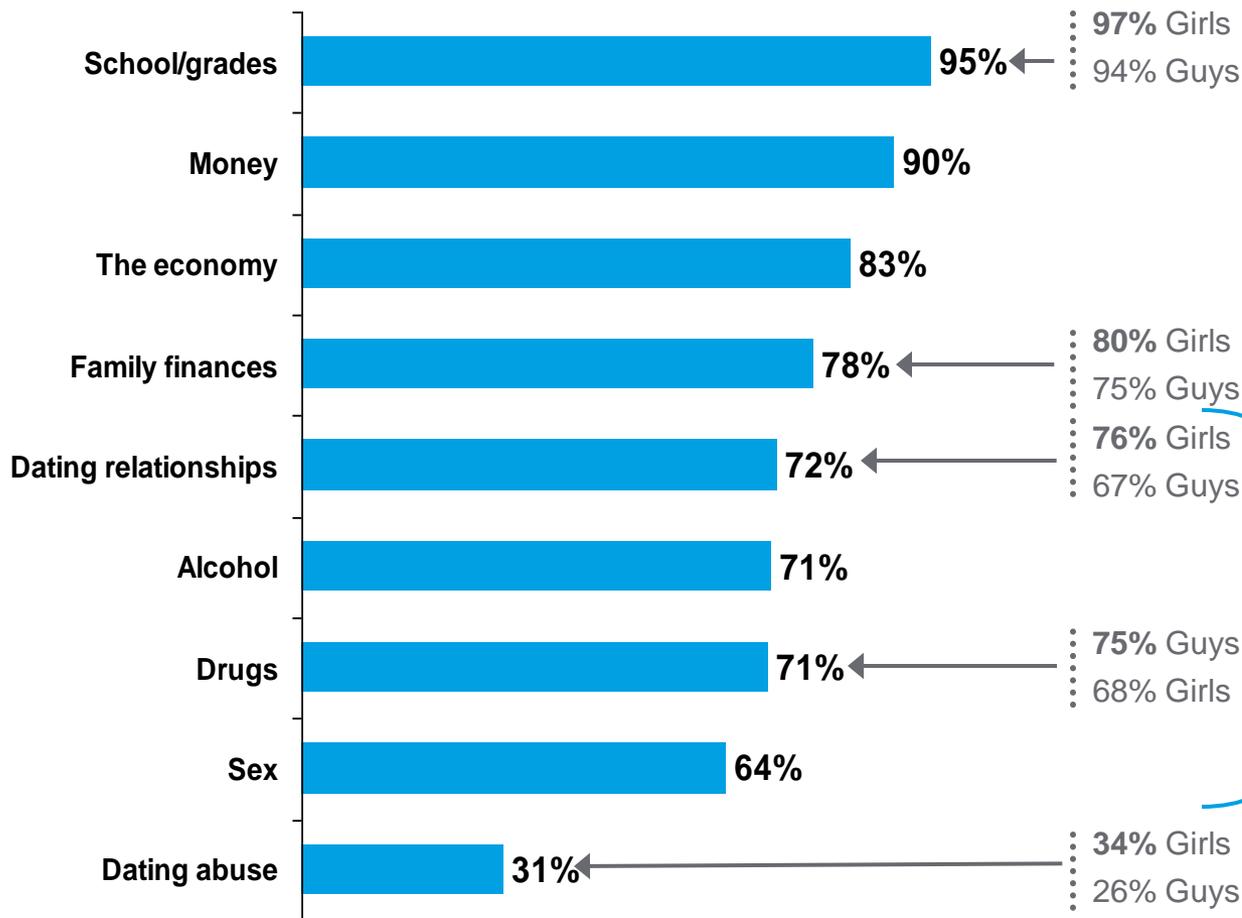


Parents were asked: "Which, if any, of the following in your son's/daughter's behavior would you recognize specifically as signs of dating abuse?" (n=500)



And despite its prevalence, dating abuse falls *dead last* on the list of serious topics discussed by parents and teens

Teens were asked: “Have you had conversations about any of the following topics with your mom and/or dad in the past year?” (n=1,233)



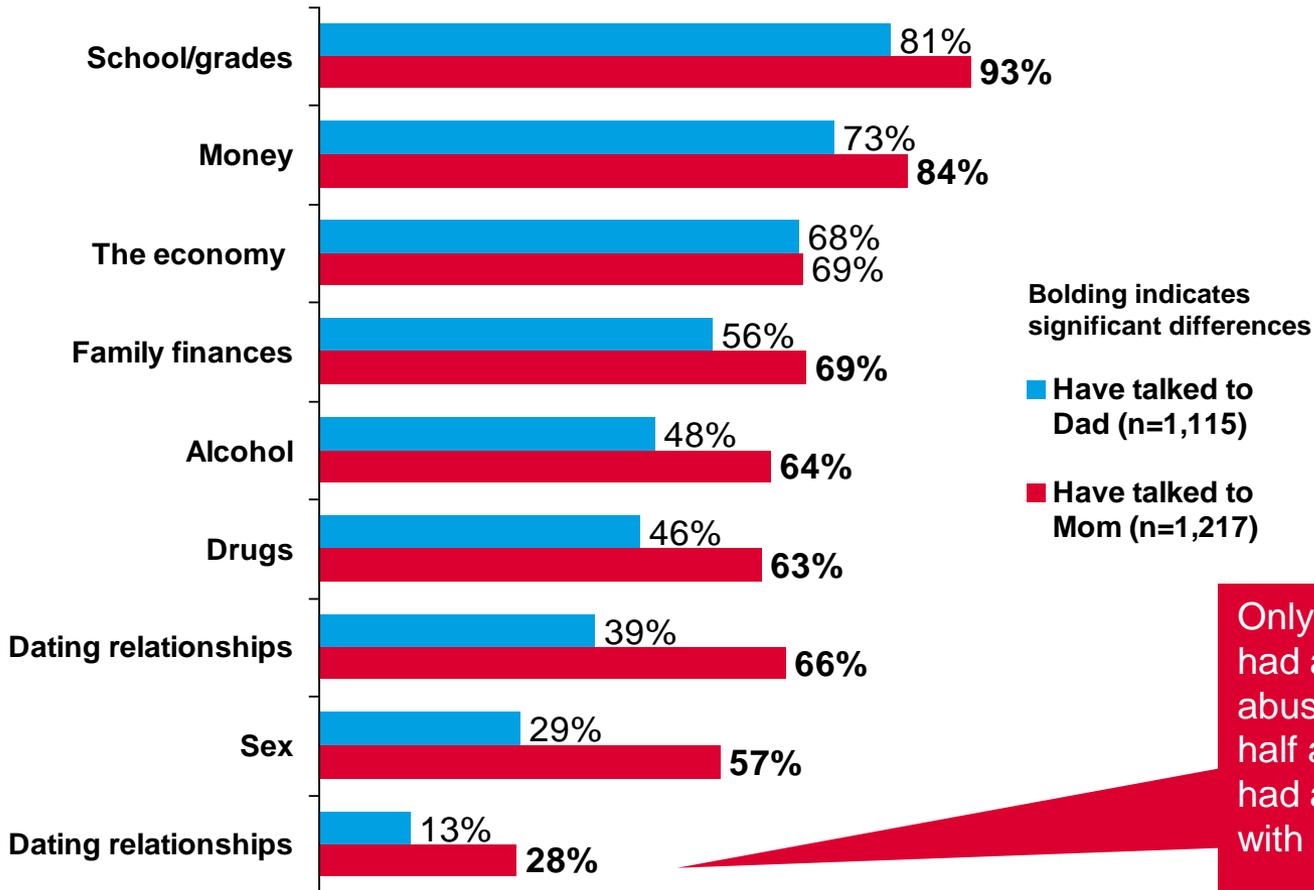
While fewer than 1 in 3 (31%) teens have talked to parents about dating abuse in the past year, more than 6 out of 10 teens have had a conversation with a parent in the past year about other social pressures and issues.

74% of guys and 66% of girls say they have NOT had a conversation about dating abuse with a parent in the past year.

*All gender differences shown are significant

When teens do talk, they talk to mom

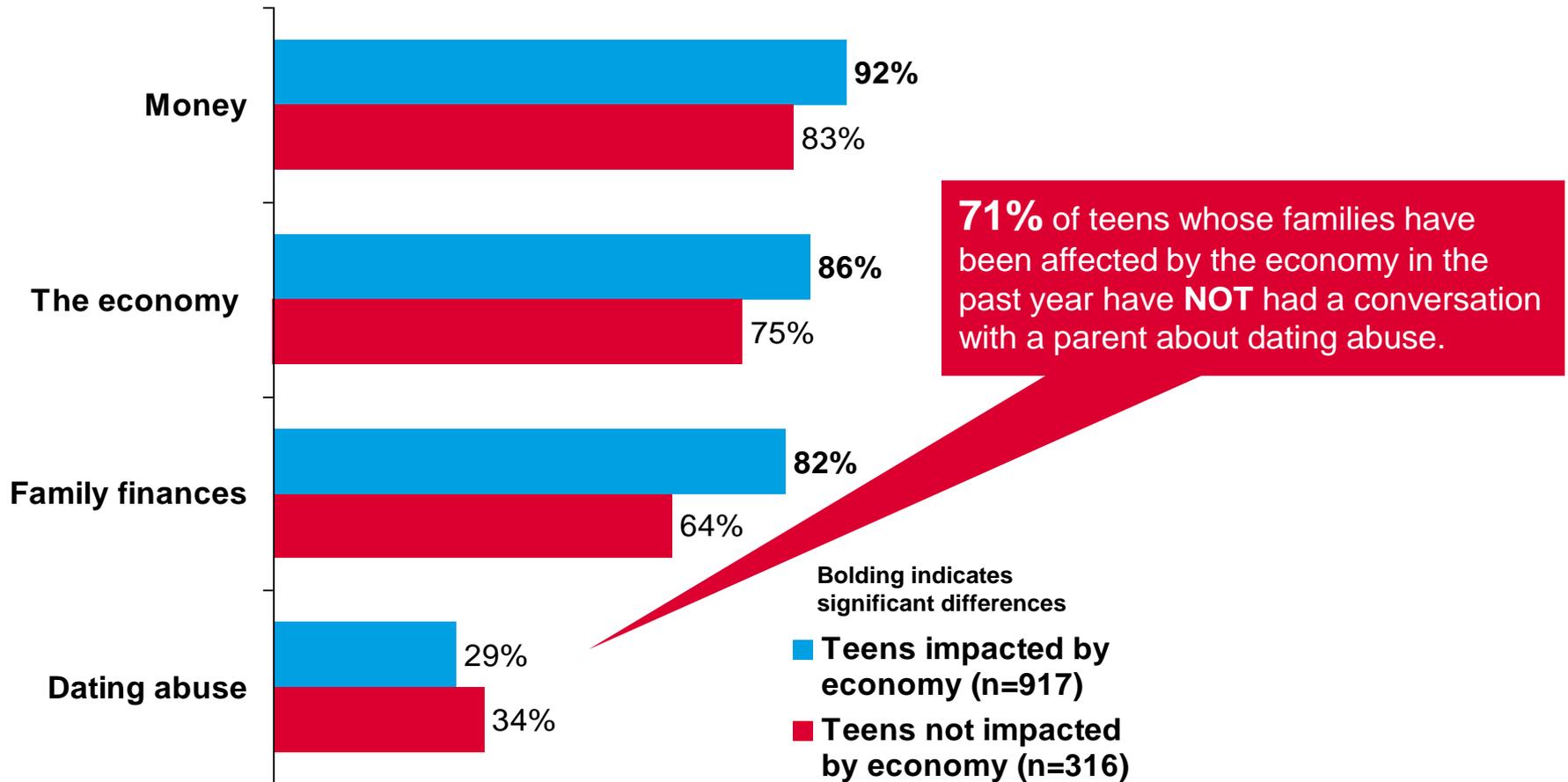
Teens were asked: “Have you had conversations about any of the following topics with your mom and/or dad in the past year?”



Only **28%** of teens say they have had a conversation about dating abuse with Mom, and fewer than half as many (**13%**) say they have had a dating abuse conversation with Dad.

Dating abuse talks have been drowned out by talks of money – especially among teens whose families have had problems

Teens were asked: “Have you had conversations about any of the following topics with your mom and/or dad in the past year?”



Even teens who have *experienced abuse* would rather talk to friends than confide in parents or other authority figures

Abused teens were asked: “If you feel that you have ever been abused (verbally, physically, sexually), have you done any of the following?” (n=147)

80%

Talked to a friend

- 32%** Talked to a parent
- 21%** Visited websites or other online resources
- 27%** Talked to as school counselor or social worker
- 25%** Called and abuse help line

Teens have a tendency to turn to their peers first, especially when experiencing something their parents won't like.

They aren't turning to parents or seeking outside help.

Conversations on abuse are extremely uncomfortable for teens to have with parents—especially to have with dad

Teens were asked: “How comfortable would you feel talking to your **mom** if your boyfriend/girlfriend did the following?” Bottom-2 Box (Very/Somewhat Uncomfortable)

Teens were asked: “How comfortable would you feel talking to your **dad** if your boyfriend/girlfriend did the following?” Bottom-2 Box (Very/Somewhat Uncomfortable)

Uncomfortable talking to Mom

Uncomfortable talking to Dad

Guys
(n=549)

Girls
(n=668)

Guys
(n=501)

Girls
(n=614)

67%

74%

Pressured you to have sex or oral sex

61%

86%

55%

68%

Shared or threatened to share private or embarrassing pictures or videos of you

57%

81%

46%

53%

Hit, slapped, punched, choked, or kicked you

50%

68%

40%

52%

Frequently called you names, put you down, or said mean things to you

44%

68%

38%

43%

Tried to control you

41%

65%

35%

36%

Called/texted you to check up on you between 12:00 – 5:00 AM

39%

63%

34%

37%

Texted you to check up on you 40+ times/hour

40%

61%

36%

37%

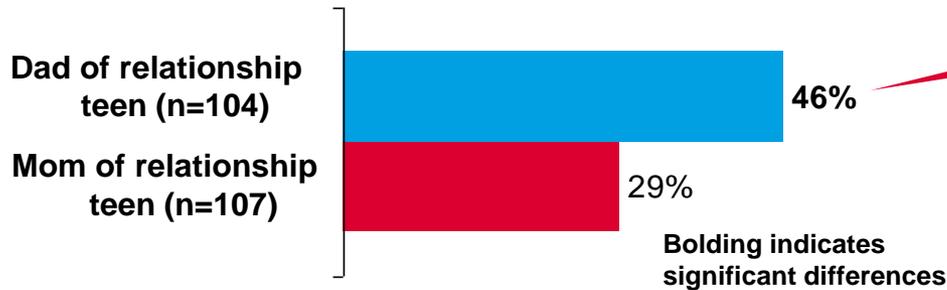
Called you to check up on you 20+ times/hour

41%

60%

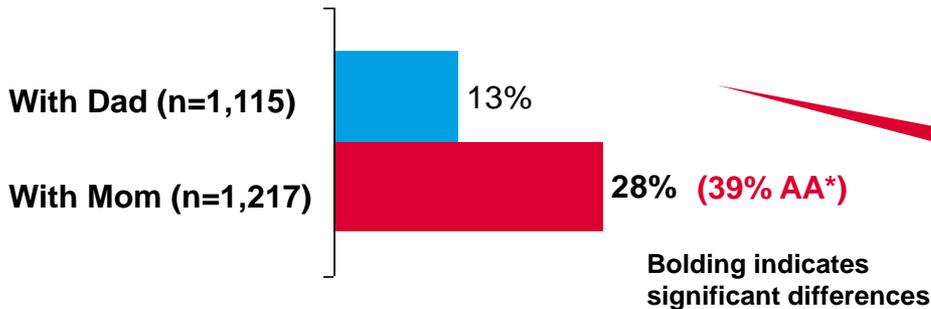
Dads may be more aware of the dating abuse issues, but these conversations are not taking place between Dads and teens

Parents were asked: "In your son's/daughter's relationship(s) or hooking up experiences, has his/her partner ever done any of the following that you know of?" "Yes" responses



Dads appear to be more in-the-know than Mom about what's really going on in their teen's dating relationship.

Teens were asked: "Have you had conversations about any of the following topics with your mom and/or dad in the past year?" "Yes" to "Abuse in relationships"



However, Dads are not talking to teens about these issues.

*Significantly higher % among African-Americans

Even more alarming, when teens *do talk* to their parents, significant numbers of them do not take their parents' advice

Teens who have been encouraged by a parent to break up were asked: "Which, if any, of the following did you do when your mom or dad encouraged you to break up with a boyfriend/girlfriend?" (n=236)

78%

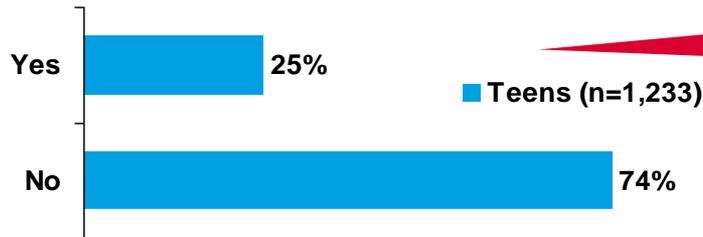
Didn't Listen to Parents in Some Way (Net)

- 63% Decided to give BF/GF one more chance
- 61% Listened to advice, but decided not to break up with BF/GF
- 31% Ignored their advice because I love my BF/GF
- 29% Told them I broke up with my BF/GF, but continued the relationship

Alarming, 78% of teens who have been encouraged by a parent to break up with boyfriend/girlfriend report staying in relationships despite their parents' advice.

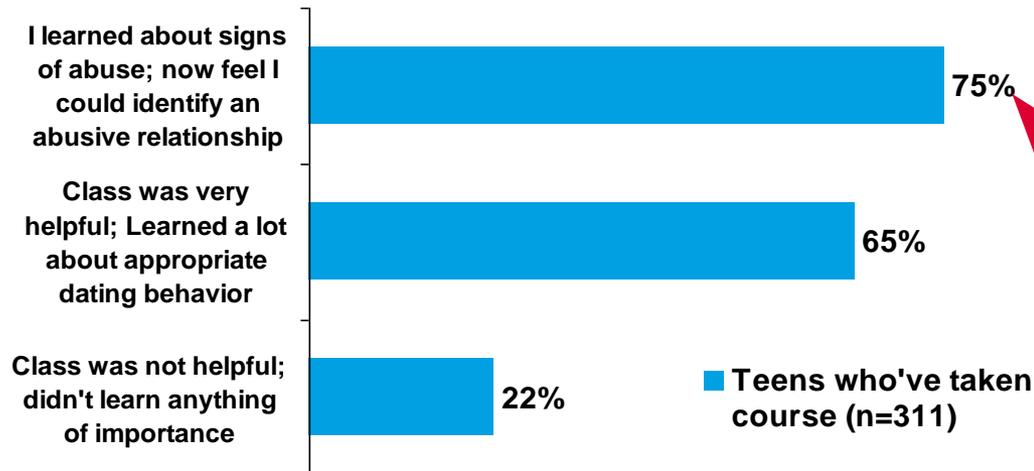
The large majority of teens who *have been taught* about teen dating violence and abuse say *those courses have helped* them

Teens were asked: “Have you taken a course on relationships and dating at school?”



Only 25% of teens say they've taken a course on relationships and dating at school.

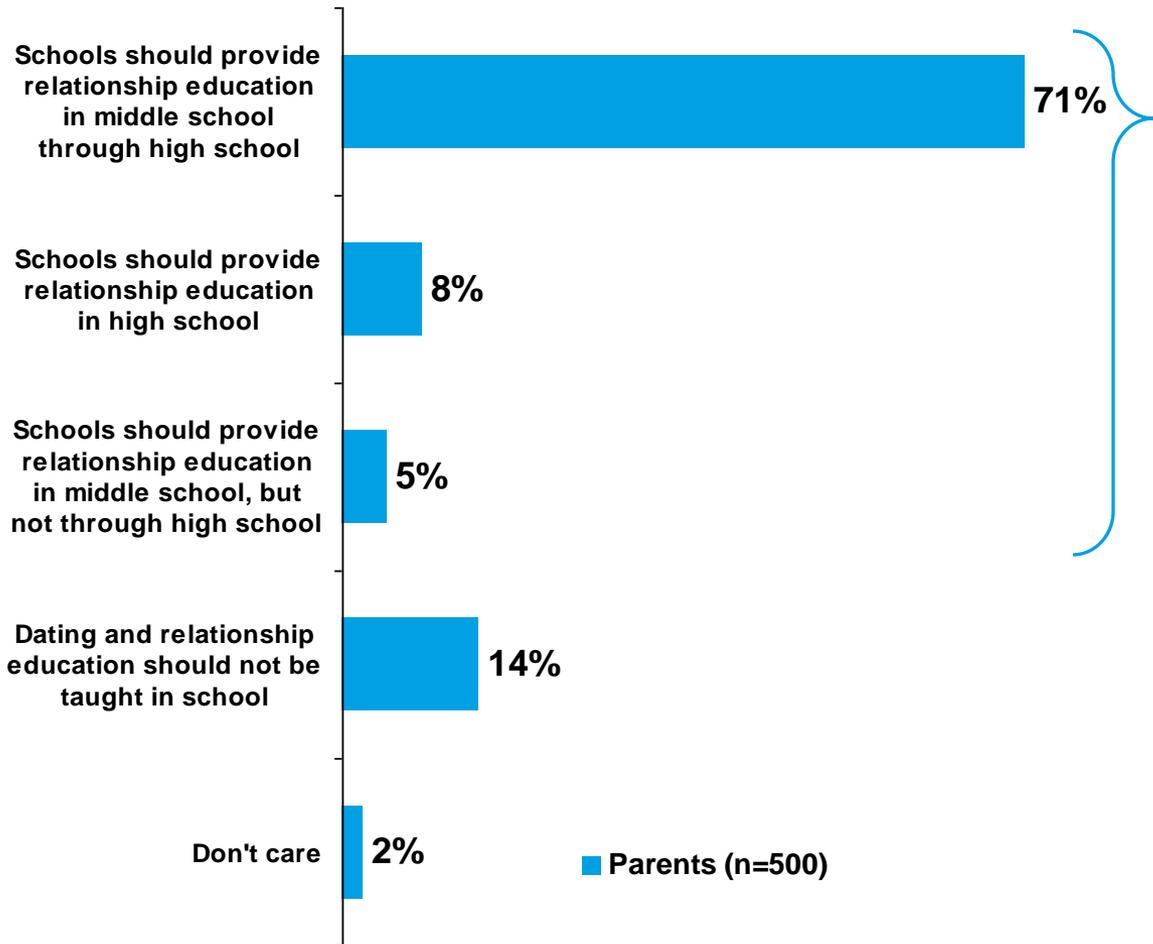
Teens who have taken a relationship course were asked: “If you've taken a course on relationships and dating at school, how much do you agree or disagree with each of the following statements?” Top-2 Box (Strongly/Somewhat Agree)



Fully three-fourths of those teens who have taken such a course at school (**75%**) say they learned about the signs of an abusive relationship in this course and now feel confident that they would be able to judge whether a relationship is abusive. Two out of three (**65%**) found this class helpful, learning about appropriate dating and relationship behavior.

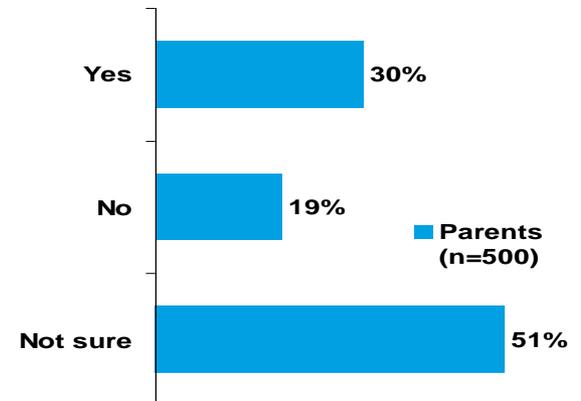
Most parents want their child's school to provide education on dating abuse, but only a third claim the school actually does

Parents were asked: "Which, if any, of the following describe how you feel about dating and relationship education in the schools?"



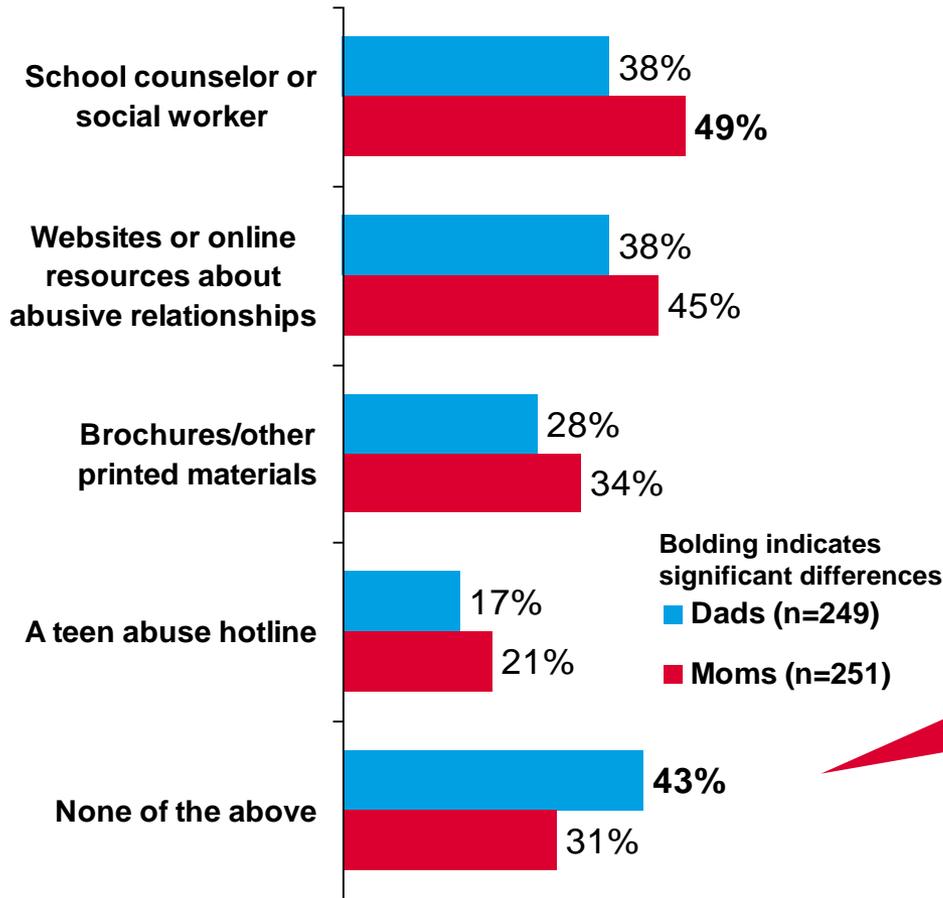
Although a net of **84%** of parents say schools should provide dating and relationship education at some point, only **30%** of parents say their child's school in fact **provides such education**.

Parents were asked: "Is there education on dating and relationships provided at your child's school?"



Parents appear to be unaware of existing resources

Parents were asked: “Do you know of any resources available that you could reference to help you have this conversation?”



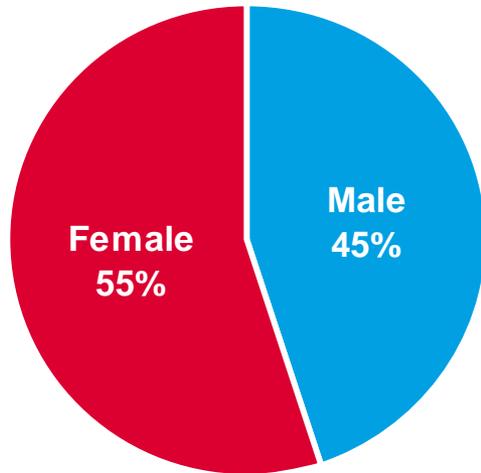
Dads are especially unaware of available resources to help them have a conversation about dating abuse with their teens.

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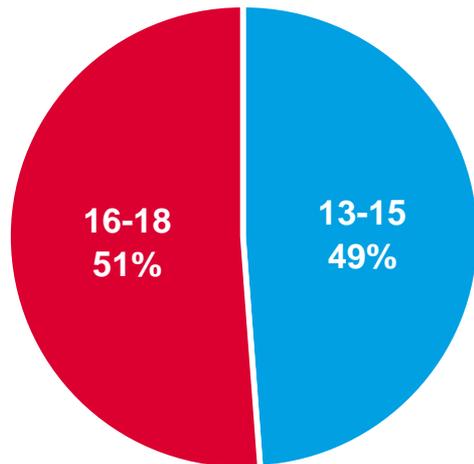
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Teen gender, age, ethnicity

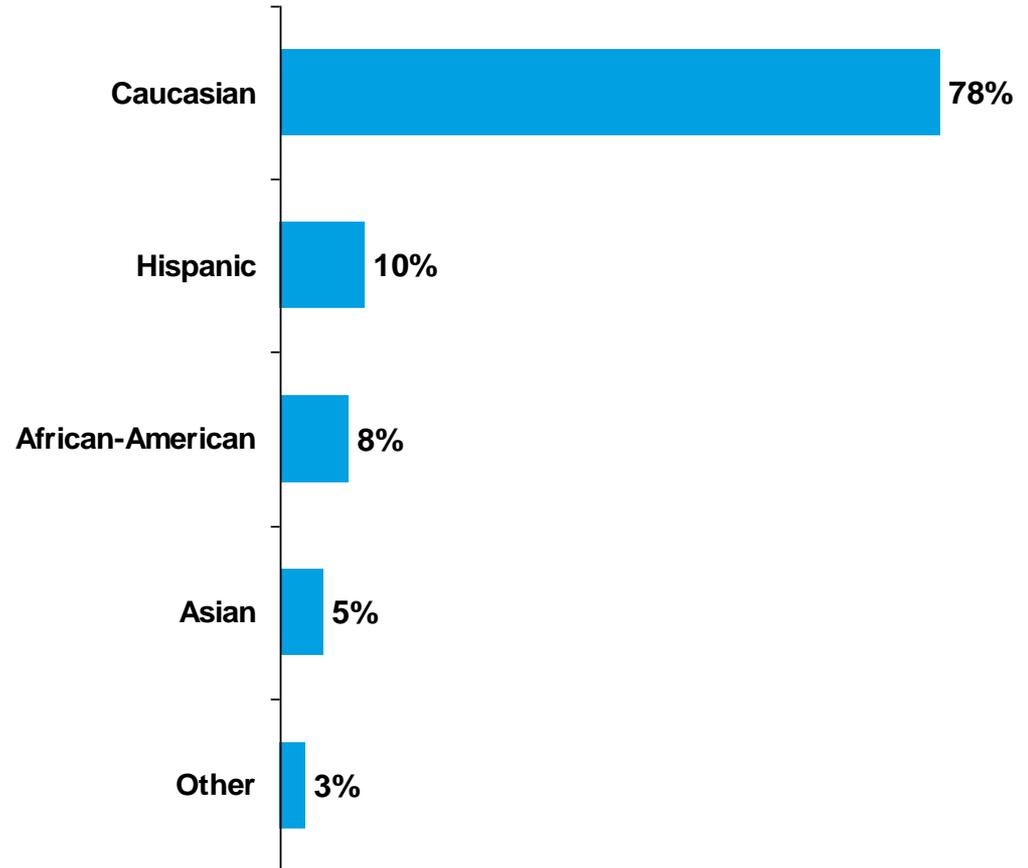
Teens were asked: "Are you male or female?"



Teens were asked: "What is your age?"

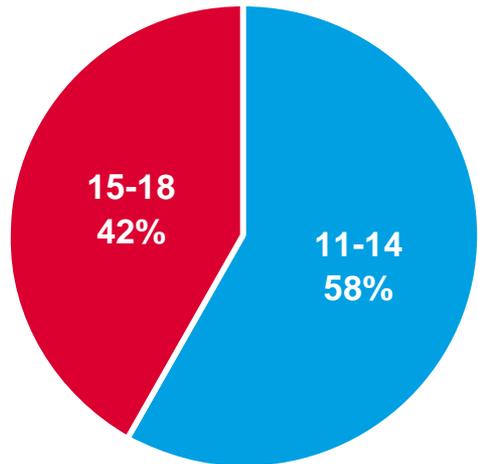
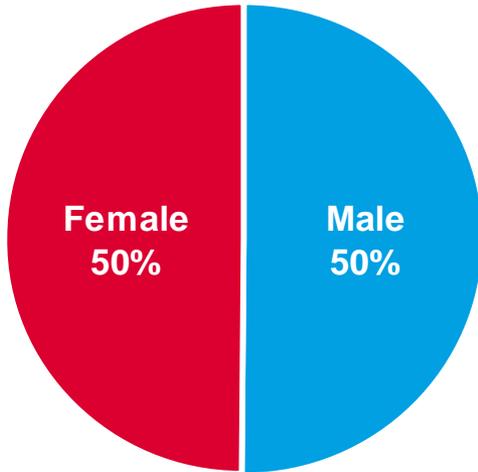


Teens were asked: "Are you...?"

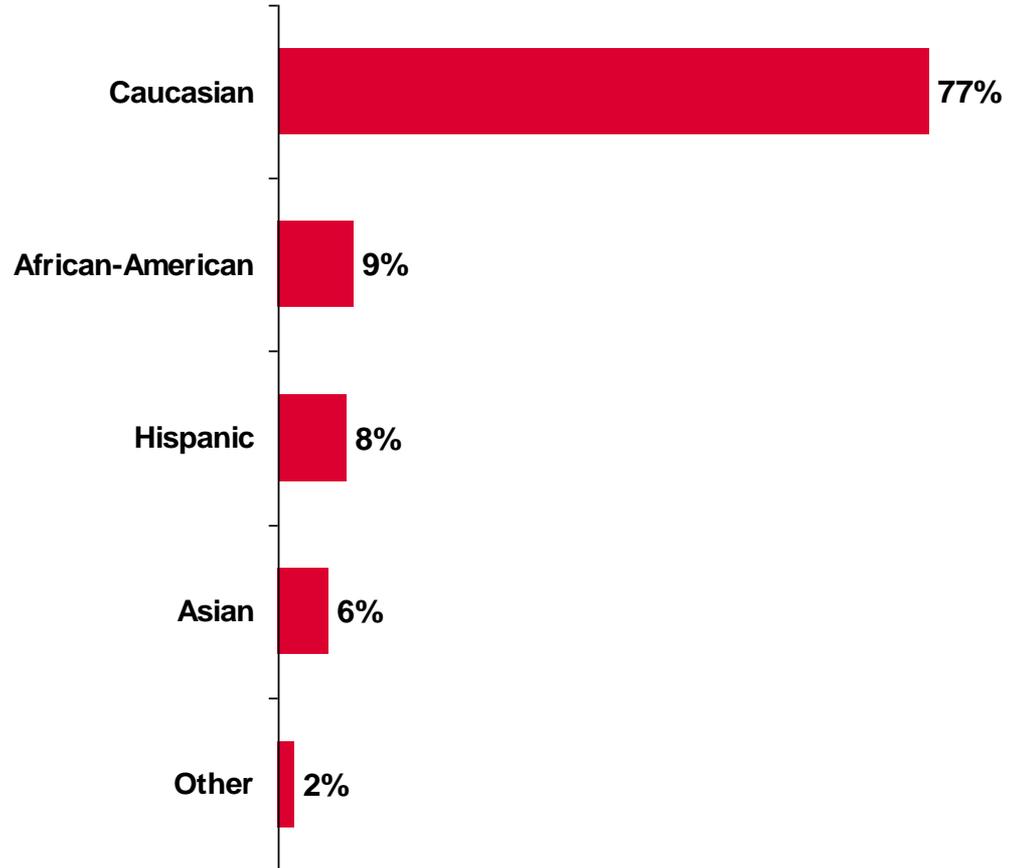


Gender, age of parent's teen; Parent ethnicity

Parents were asked: "How many children do you have in your household who are...?"

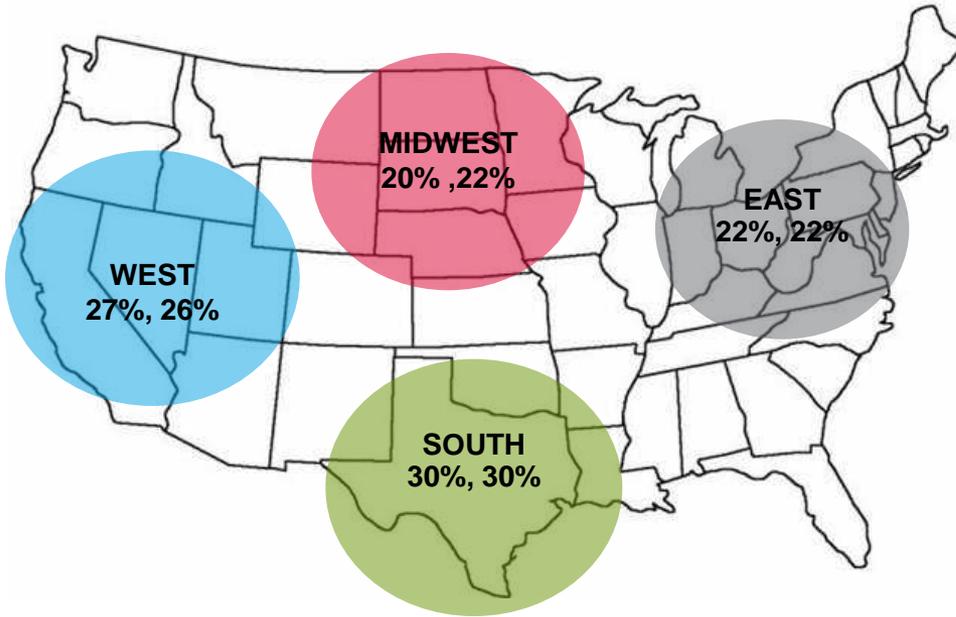


Parents were asked: "Are you...?"



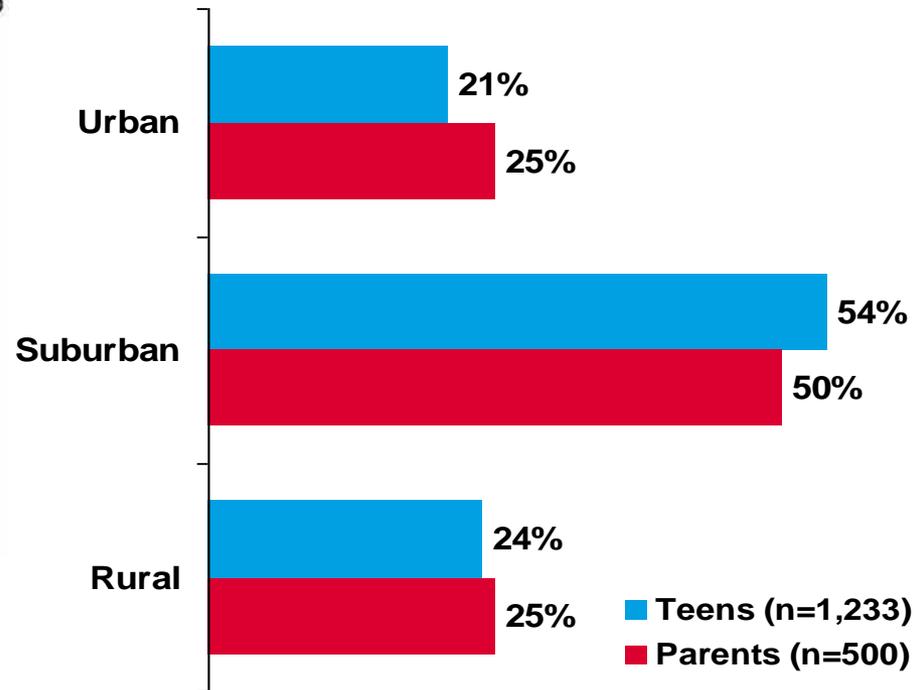
Parent and teen place of residence

Teens and parents were asked: "What state do you live in?"



Note: percents within each region represent relationship teens (n=1,233) and parents (n=500) respectively

Teens and parents were asked: "Which of the following best describes where you live?"





Questions, Revisions, Ideas?

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