

# MEMPHIS SAYS NO MORE CAMPAIGN

Themis Center for Justice Policy, Practice & Research

Dr. Angela Madden

February 24, 2017



# Overview of Survey Responses

- A total of 450 survey responses were received.
- Primary zip codes represented were: 38104 (9.3%), 38112 & 38117 (6.5% each).
- 80% Female; 20% Male.
- 60% White, Non-Hispanic; 35% Black, Non-Hispanic; 5% Other
- The median age of respondents was 49, with a range from 17-82.
- The majority of responses (37.6%) were entered by hand, 32% were imported (Baptist), and 30.4% were entered online (Survey Monkey).

# Survey Responses by Time (Pre/Post)

## Pre-Campaign (n=339)

- 38104 (10%): Midtown
- 38111 (7%): University, Highland
- 38117 (6%): East Memphis
- Female: 80%
- White: 61.5%
- Median age: 49

## Post-Campaign (n=111)

- 38112 (14%): Binghampton
- 38117 (8.3%): East Memphis
- 38125 (8.3%): Southeast Memphis
- Female: 78.4%
- White: 55%
- Median age: 50

No significant differences in respondent characteristics pre- to post.

# Analysis

- Responses from Survey Monkey (including those entered by hand) were combined with responses from Baptist into one SPSS file.
- Data were cleaned (some coding errors were corrected).
- Variables were recoded for analysis. Race was dichotomized into White & Other; Age was computed from year of birth; Statement responses were collapsed from 5 to 3 categories (Strongly Agree and Agree were combined into “Agree;” Neither Agree Nor Disagree was left as a “Neutral” option, and Strongly Disagree and Disagree were combined into “Disagree.”
- Frequencies were measured to obtain percentages for each variable.
- Crosstabs were run with “Time” as the distinguishing variable. This compares pre-campaign responses to post-campaign responses to determine whether percentages significantly changed. The test was a “chi-square test of association” with  $p=.05$  as the cut-off for significance. If analyses indicated  $p>.05$ , then the change from pre- to post- was not significant.
- Items with significant pre- to post-change are indicated with a red star in the right corner.
- Charts follow each question summary.

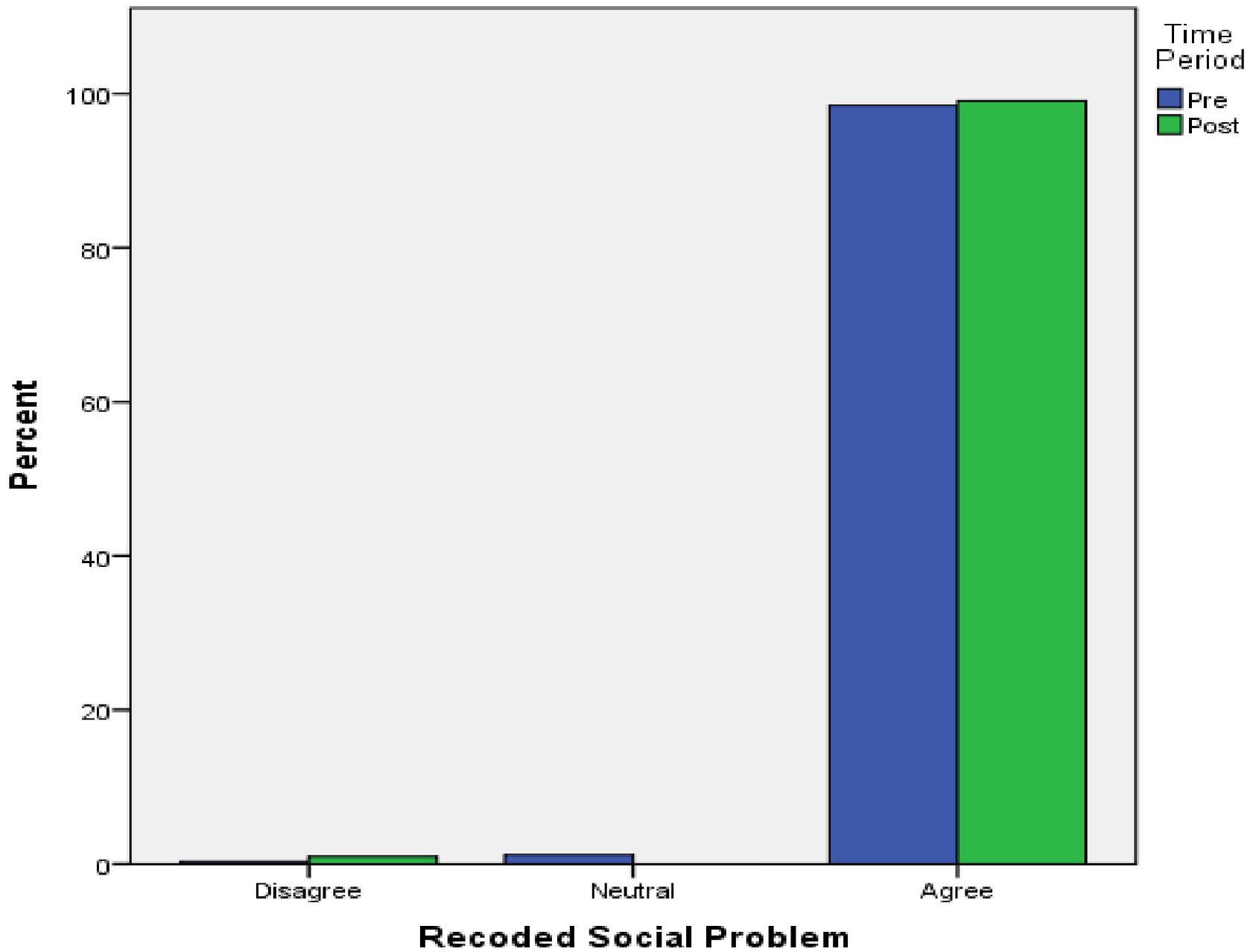


DV and sexual  
assault/rape  
are serious  
problems in  
American  
society.

**PRE: 98.5% Agree**

**POST: 99.1% Agree**

**No significant change.**

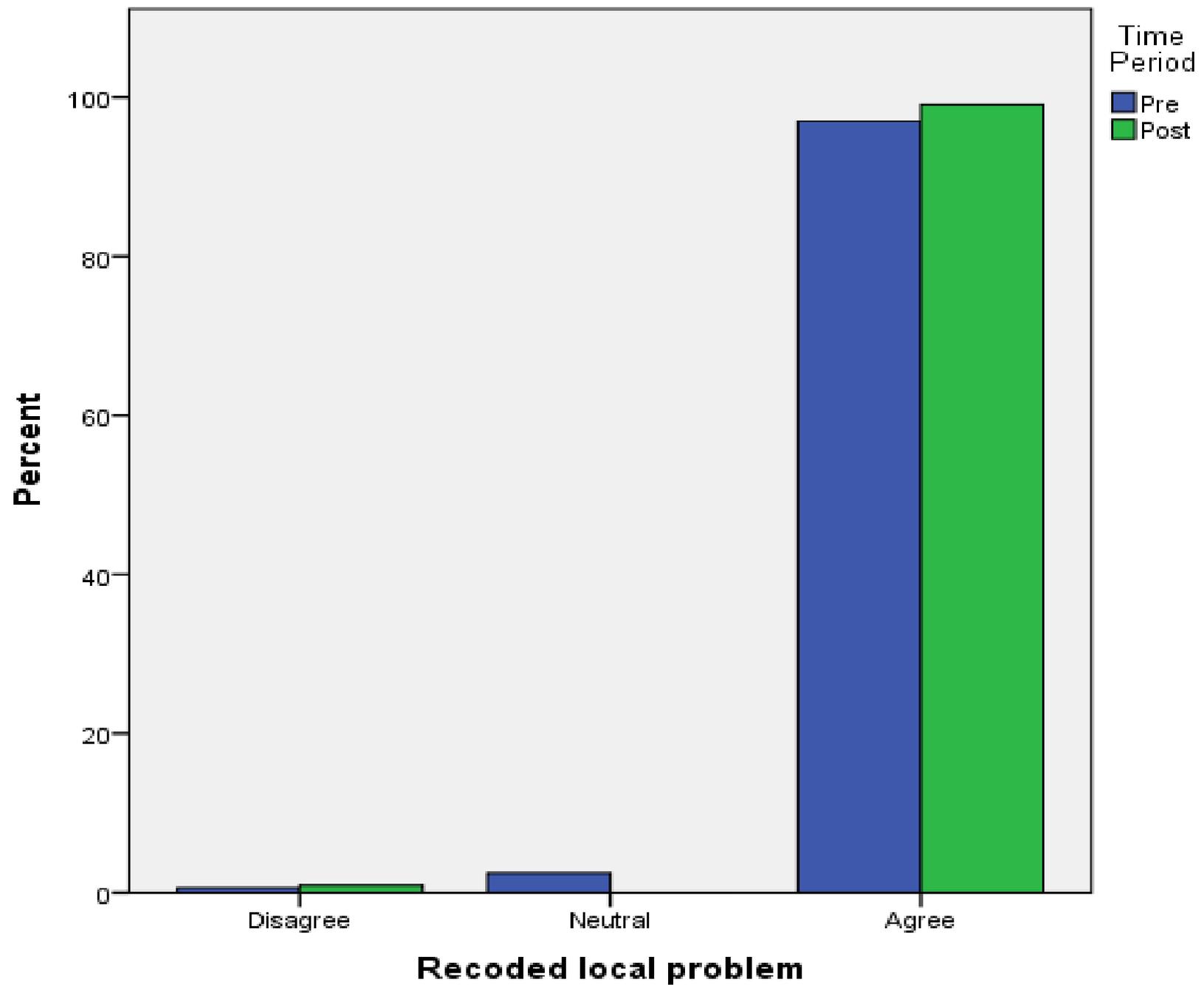


DV and  
sexual  
assault/rap  
e are  
serious  
problems in  
Memphis &  
Shelby  
County.

**PRE: 97% Agree**

**POST: 99.1% Agree**

**No significant change.**



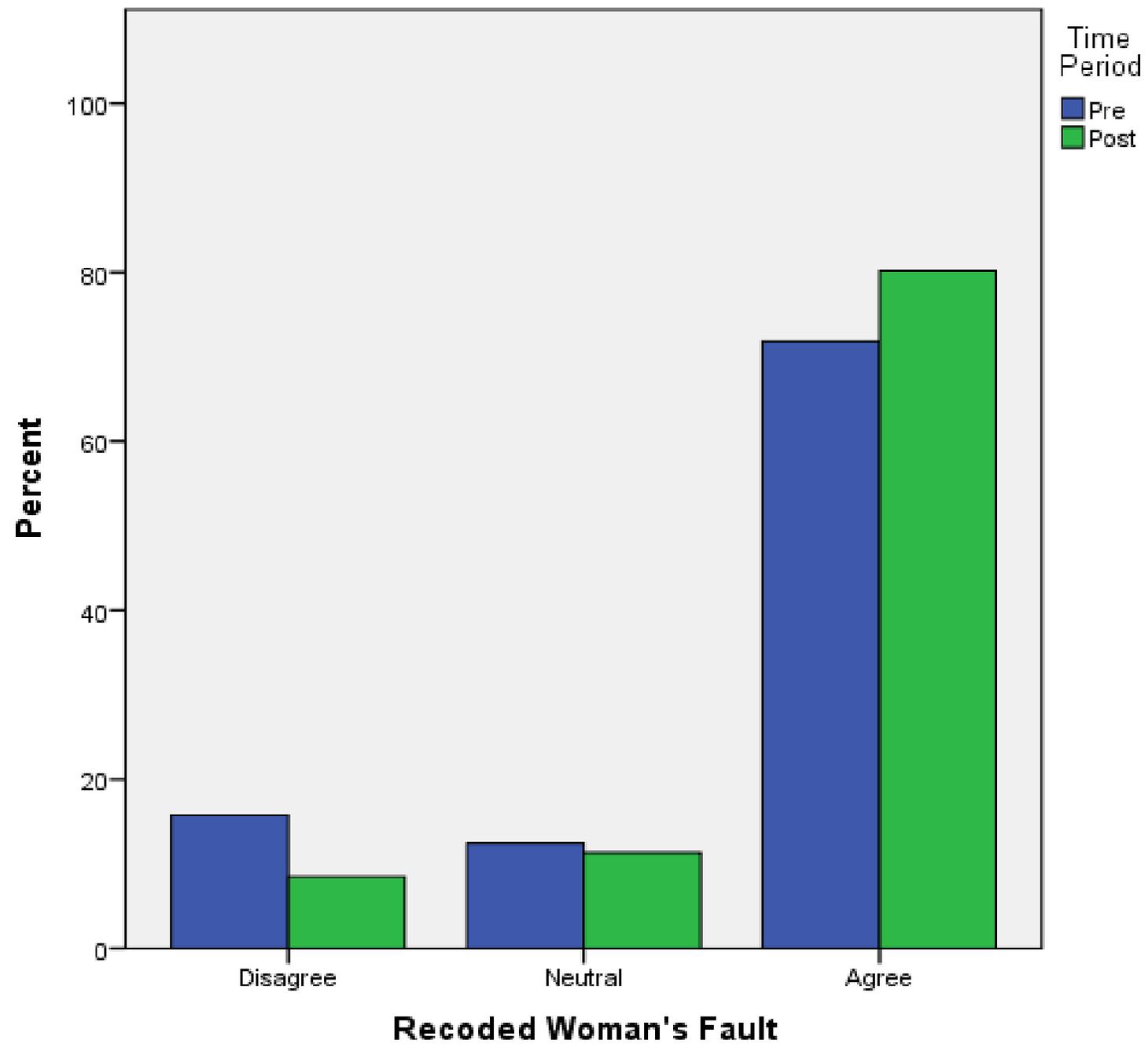
DV and sexual assault/rape are never the victim's fault.

**PRE: 71.8% Agree**

**POST: 80.2% Agree**

**No significant change.**

Overall, 26% did not agree with this statement (14% disagree & 12% were neutral).





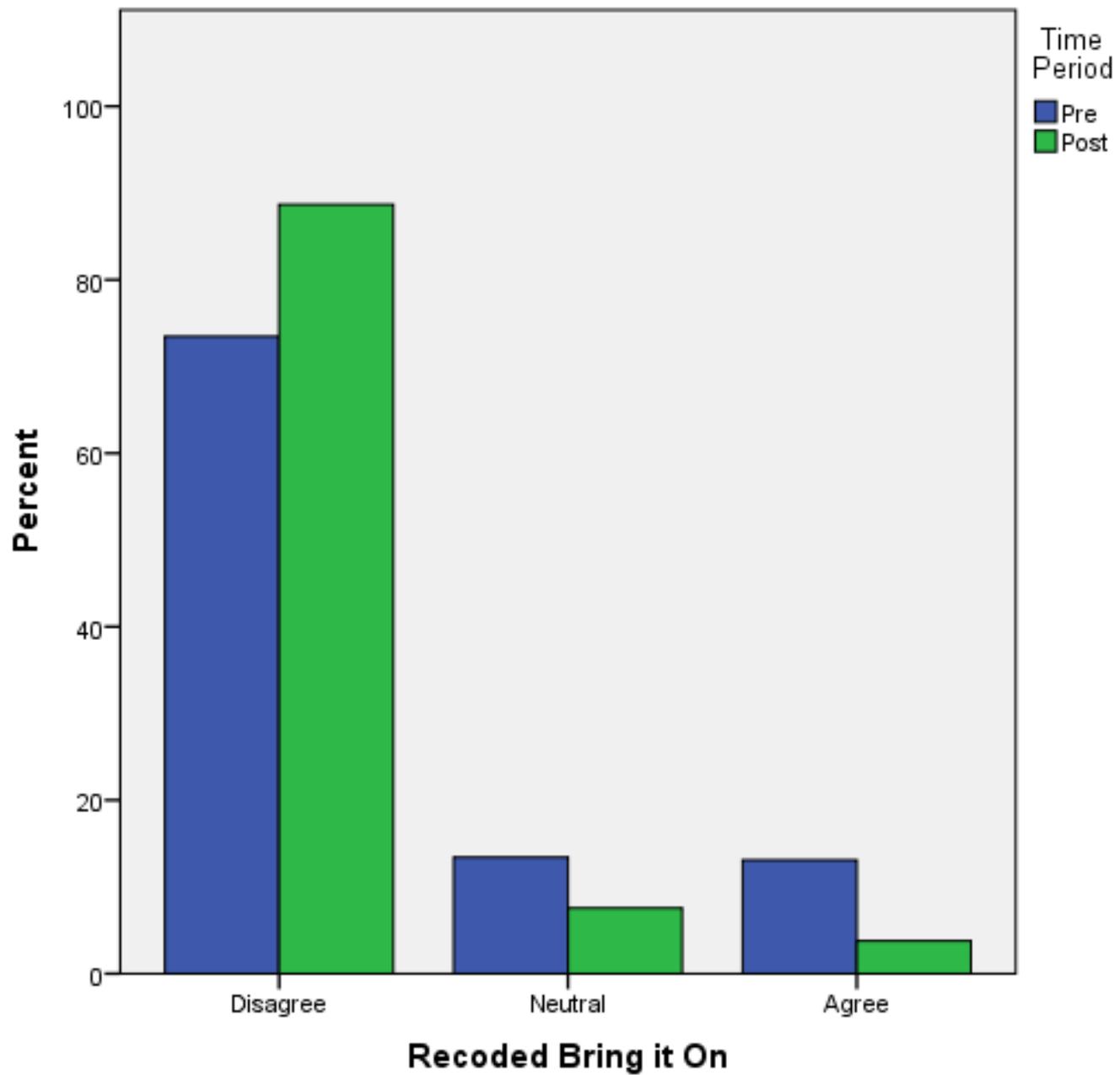
Sometimes  
women  
bring DV  
and sexual  
assault/rap  
e on  
themselves

**PRE: 73.5% Disagree**

**POST: 88.7% Disagree**

**Significant increase in  
disagreement (p=.004)**

Overall, about 23% of respondents did not disagree with this statement (11% agreed and 12% were neutral).



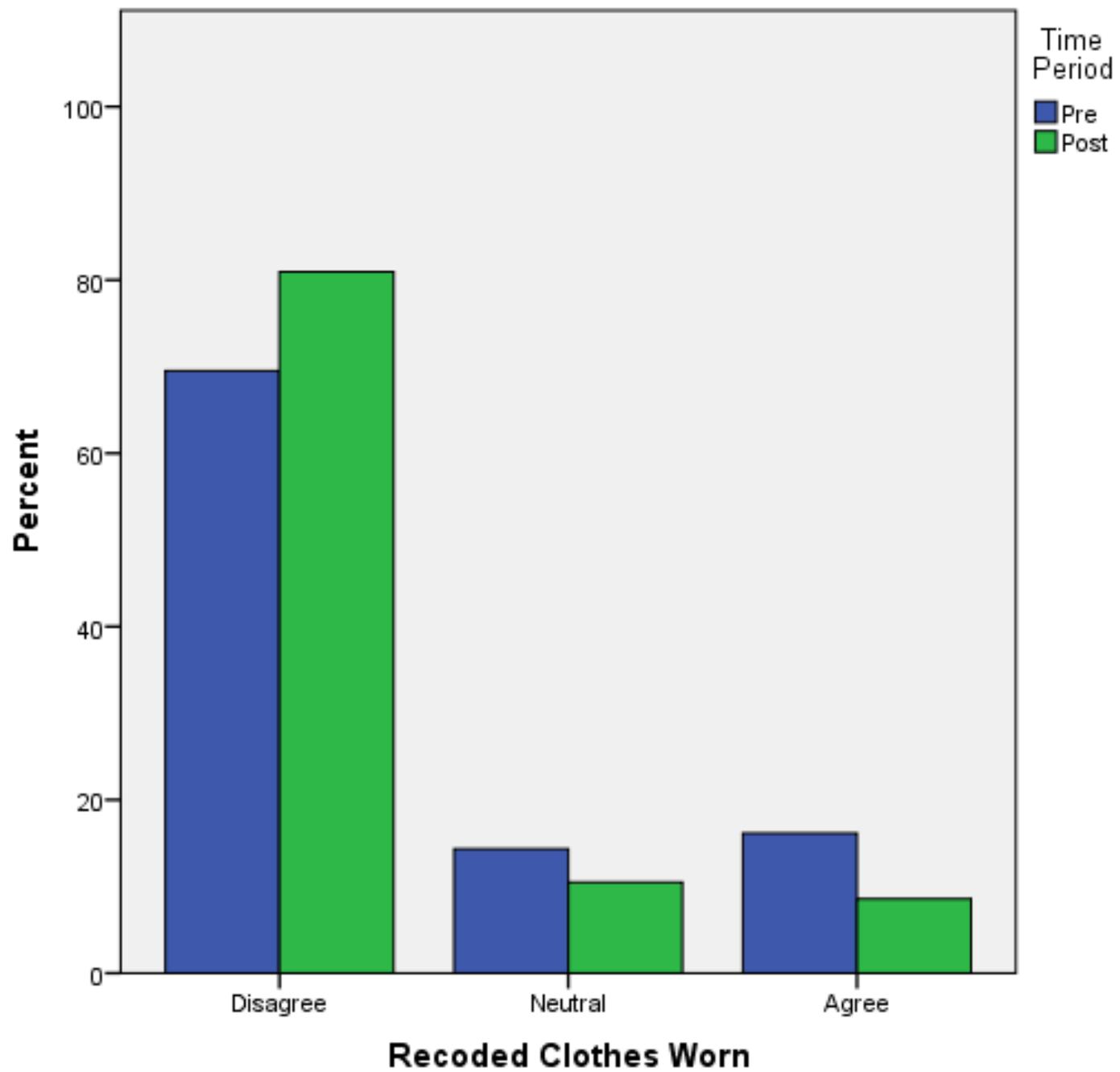
If a woman dresses in “sexy” clothes, she may be asking for trouble.

**PRE: 69.5% Disagree**

**POST: 81% Disagree**

**No significant change.**

While % of both agreeing & neutral respondents decreased, overall, about 28% of respondents did not disagree with this statement (14.3% agreed, 13.4% were neutral).



If a woman stays out too late or walks alone at night, she may be asking for trouble.

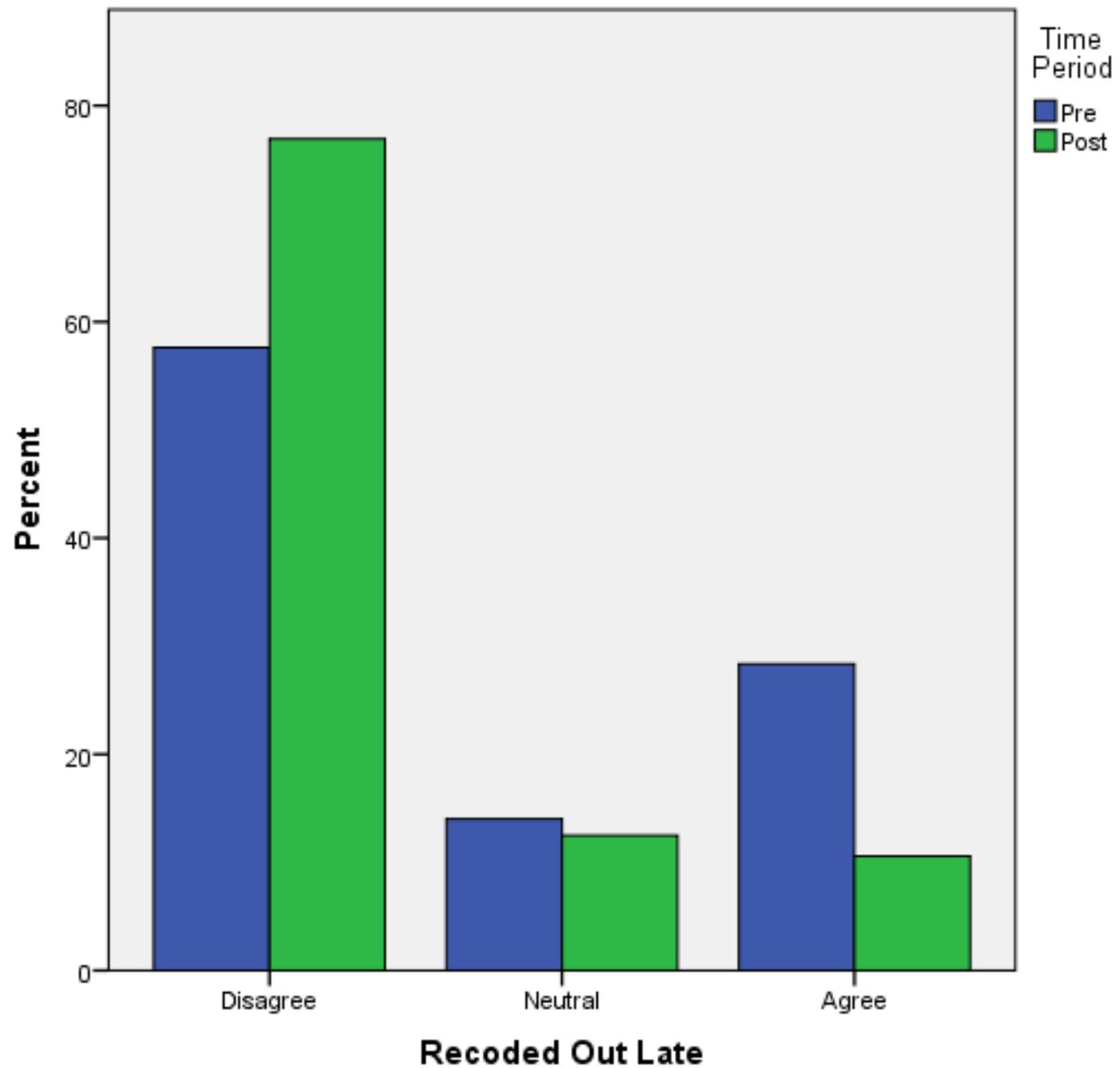
**PRE: 57.6% Disagree**

**POST: 76.9% Disagree**



**Significant increase in disagreement (p=.000).**

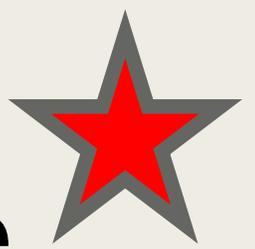
While % disagreeing significantly increased, overall, nearly 38% of respondents did not disagree with this statement (24% agreed; 14% were neutral).



If a woman has too much to drink, she may be asking for trouble.

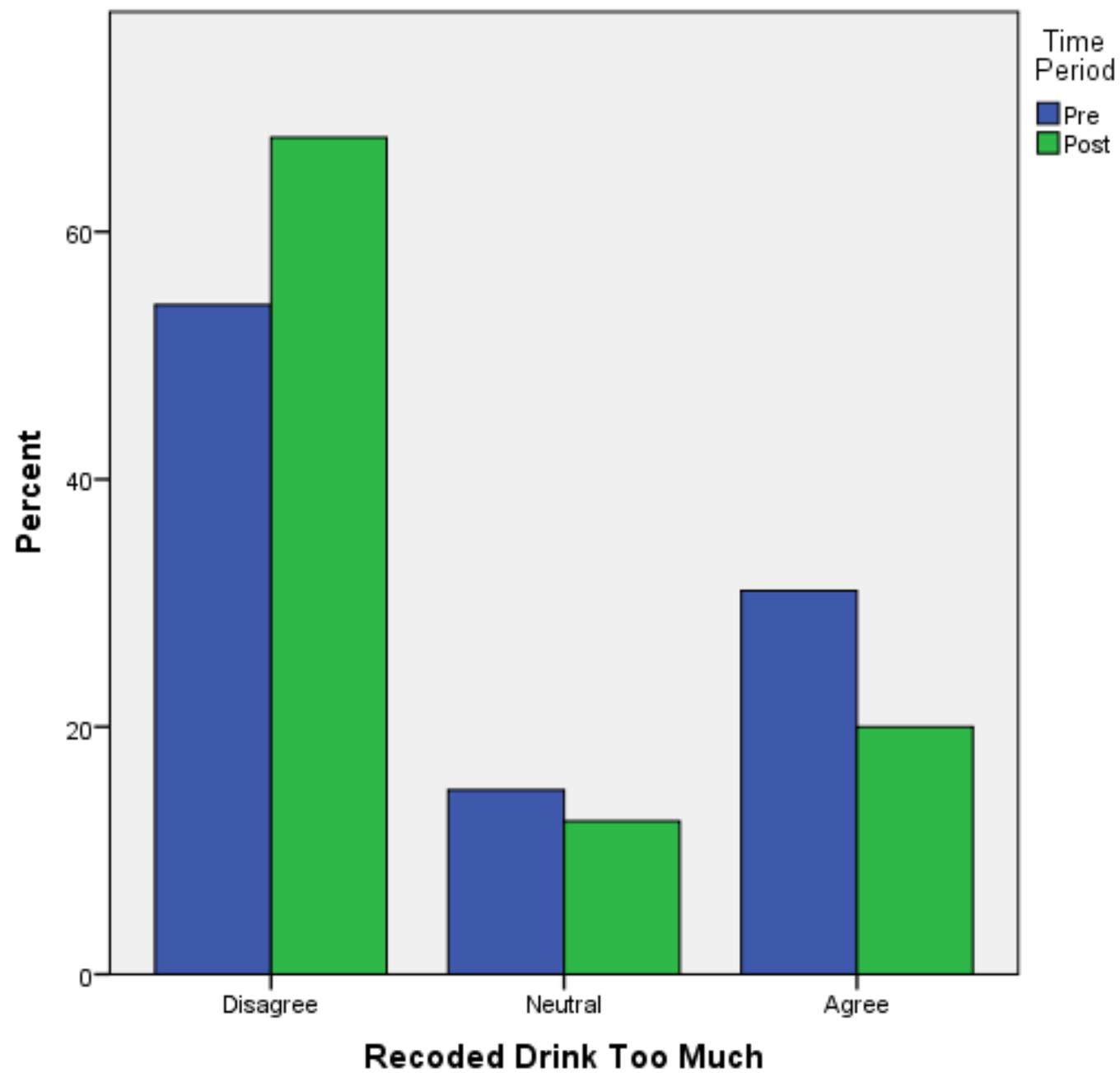
PRE: 54.1% Disagree

POST: 67.6% Disagree



**Significant increase in disagreement (p=.043)**

While % disagreeing significantly increased, overall, nearly 43% of respondents did not disagree with this statement (28.3% agreed, 14.3% were neutral),

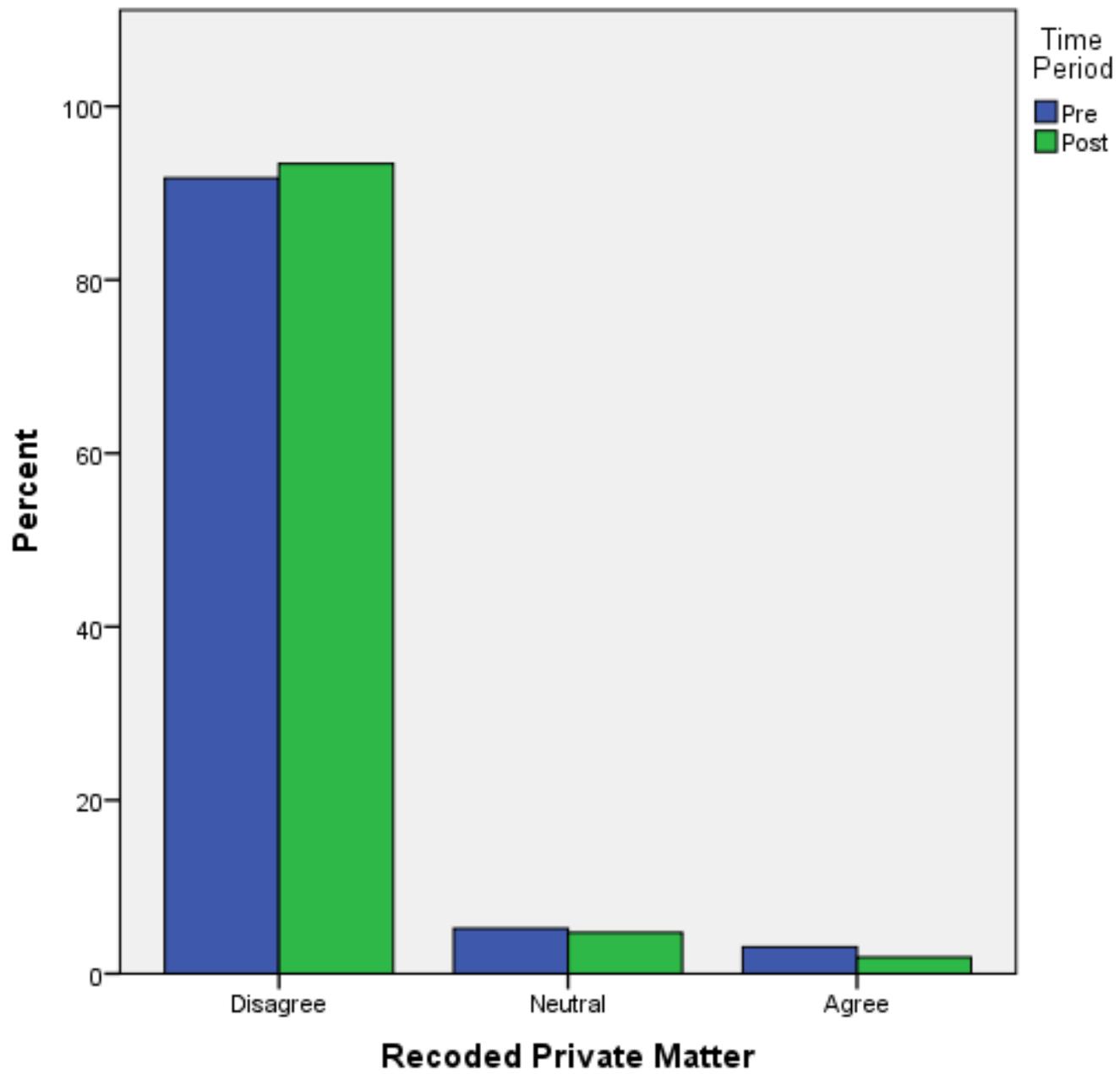


If I see or  
hear a  
woman  
being  
assaulted,  
it is a  
private  
matter and  
none of my  
business.

**PRE: 91.7% Disagree**

**POST: 93.4% Disagree**

**No significant change.**



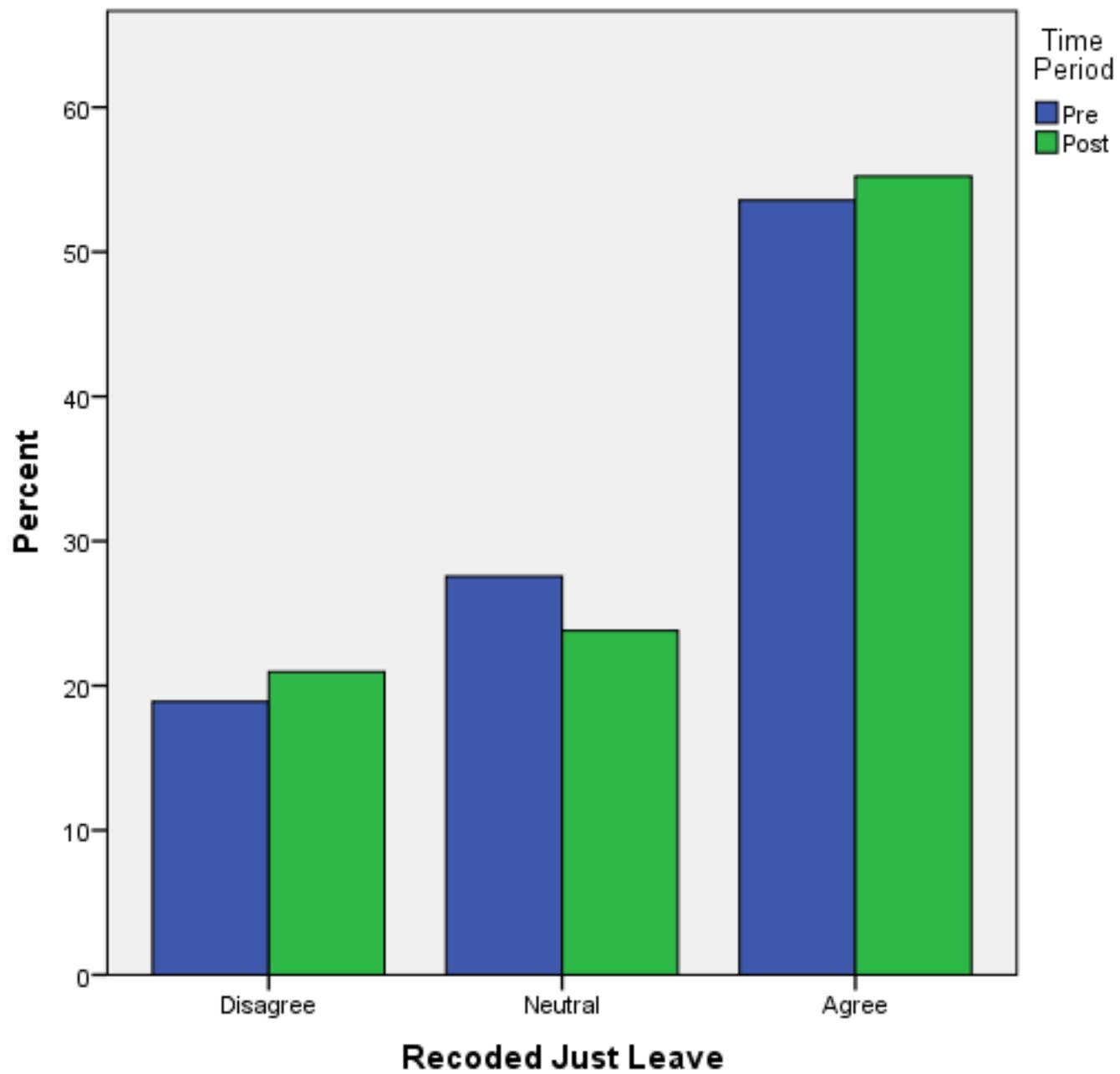
Women (or  
men)  
experiencin  
g domestic  
violence  
should just  
leave.

**PRE: 53.6% Agree**

**POST: 55.2% Agree**

**No significant change.**

Overall, nearly 8 in 10 did not disagree with this statement (54% agreed, 27% were neutral).



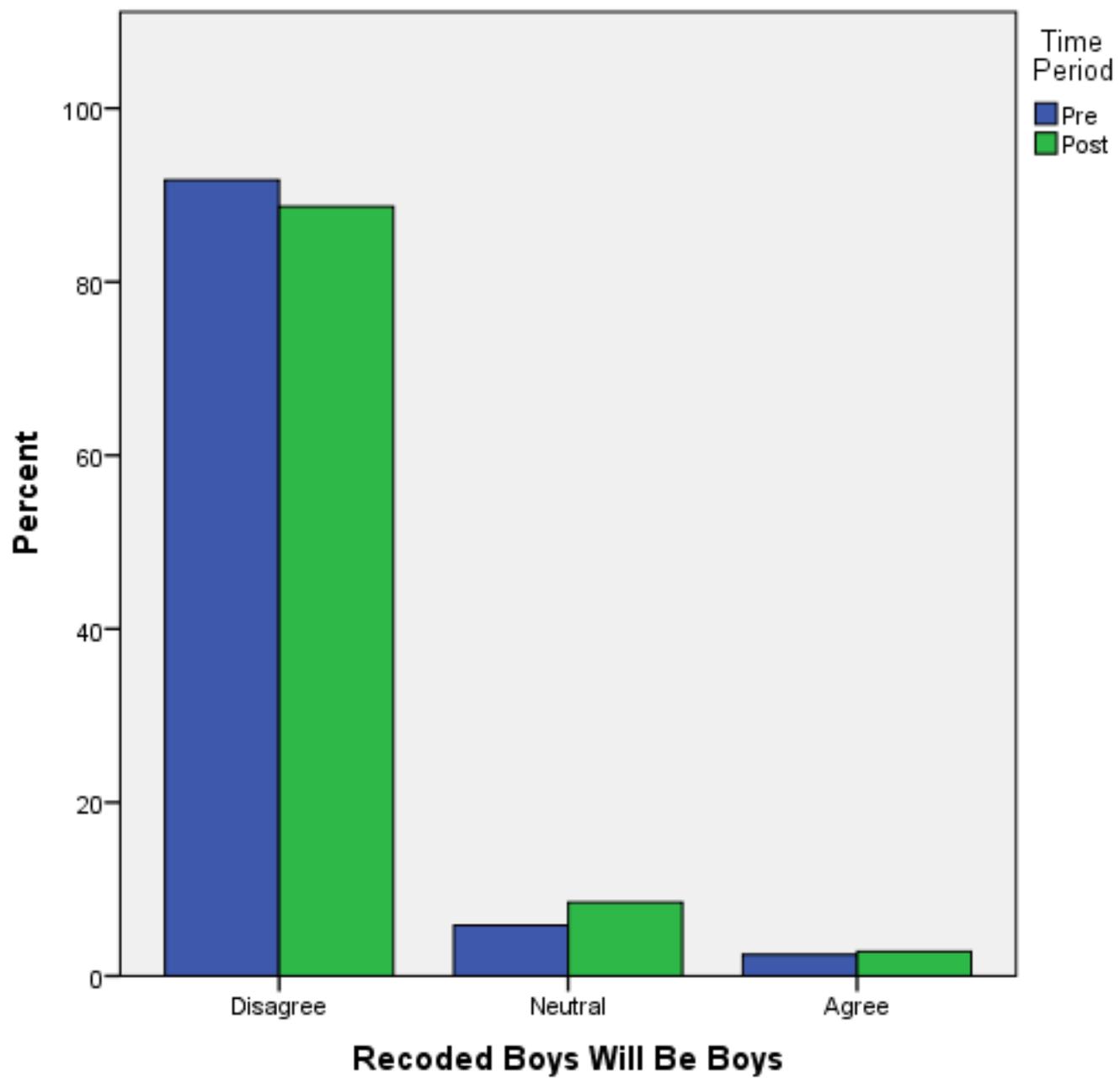
Domestic  
violence or  
sexual  
assault/rape  
happen  
because  
boys will be  
boys and  
men will be  
men.

**PRE: 91.7% Disagree**

**POST: 88.7% Disagree**

**No significant change.**

Overall, 9% do not disagree with this statement (2.5% agree, 6.5% neutral).

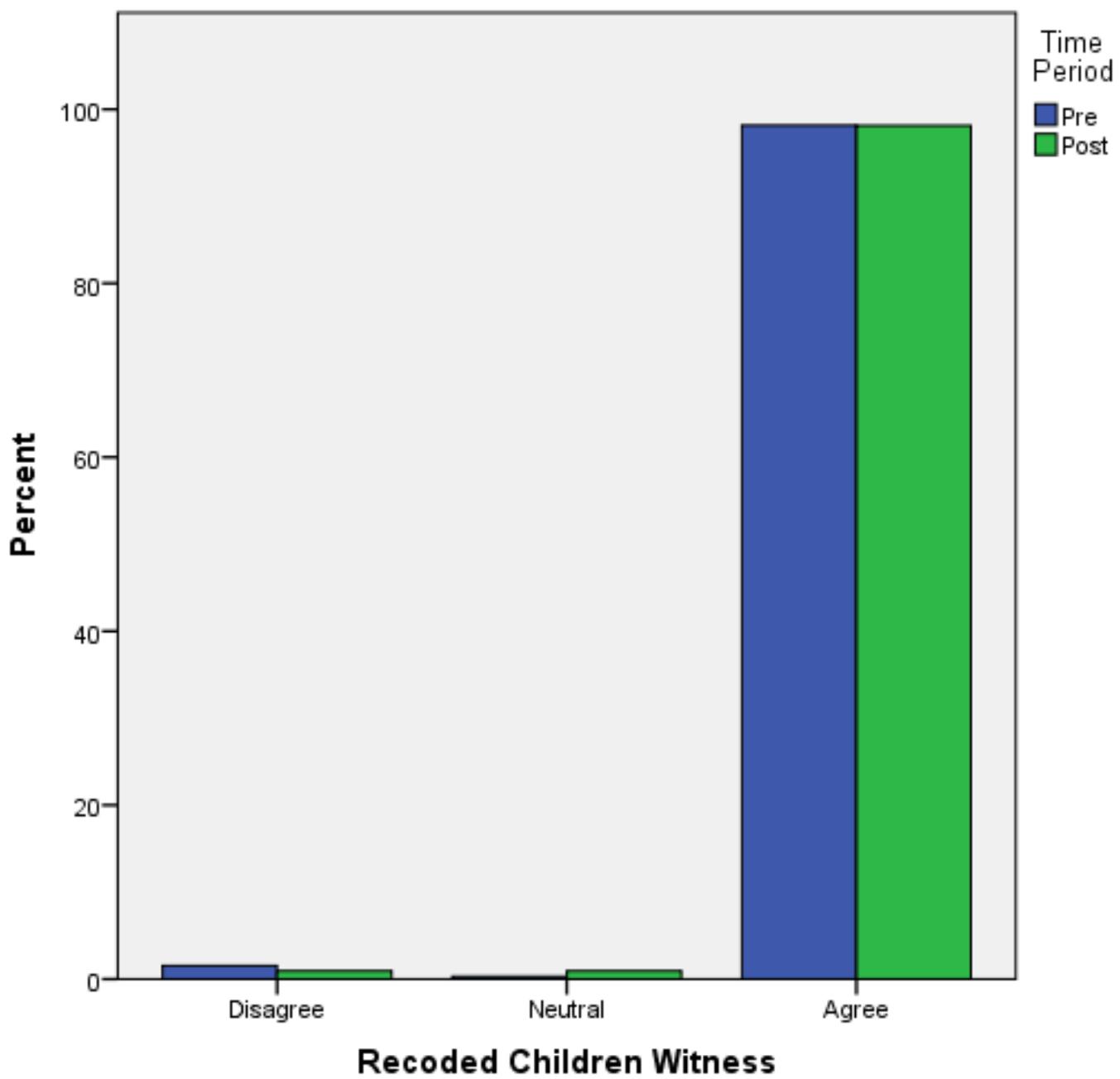


Children and other family members are harmed by witnessing domestic violence or sexual assault/rape.

**PRE: 98.2% Agree**

**POST: 98.1% Agree**

**No significant change.**

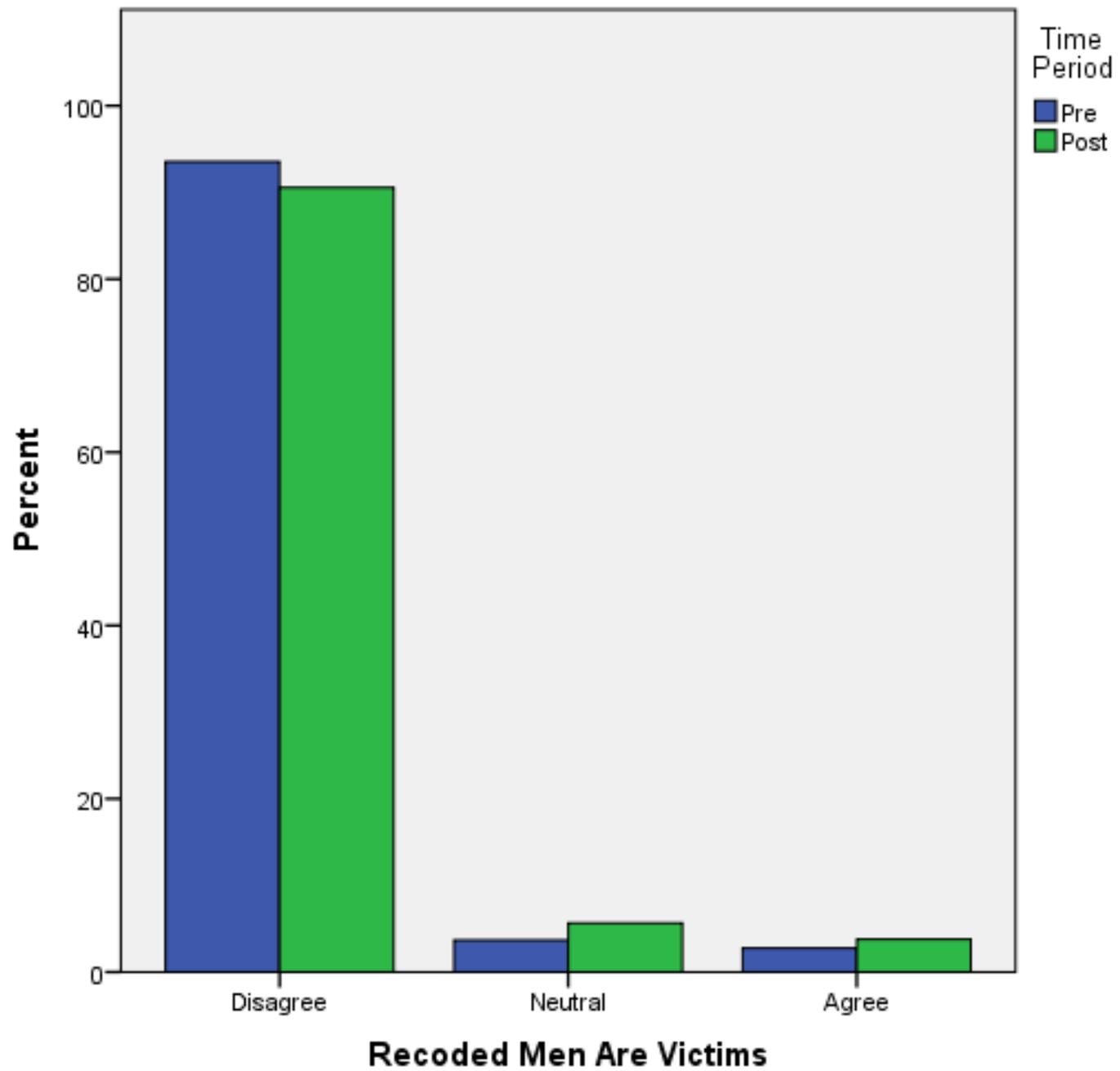


Men are  
never the  
victims of  
domestic  
violence and  
sexual  
assault/rap  
e.

**PRE: 93.6% Disagree**

**POST: 90.6% Disagree**

**No significant change.**



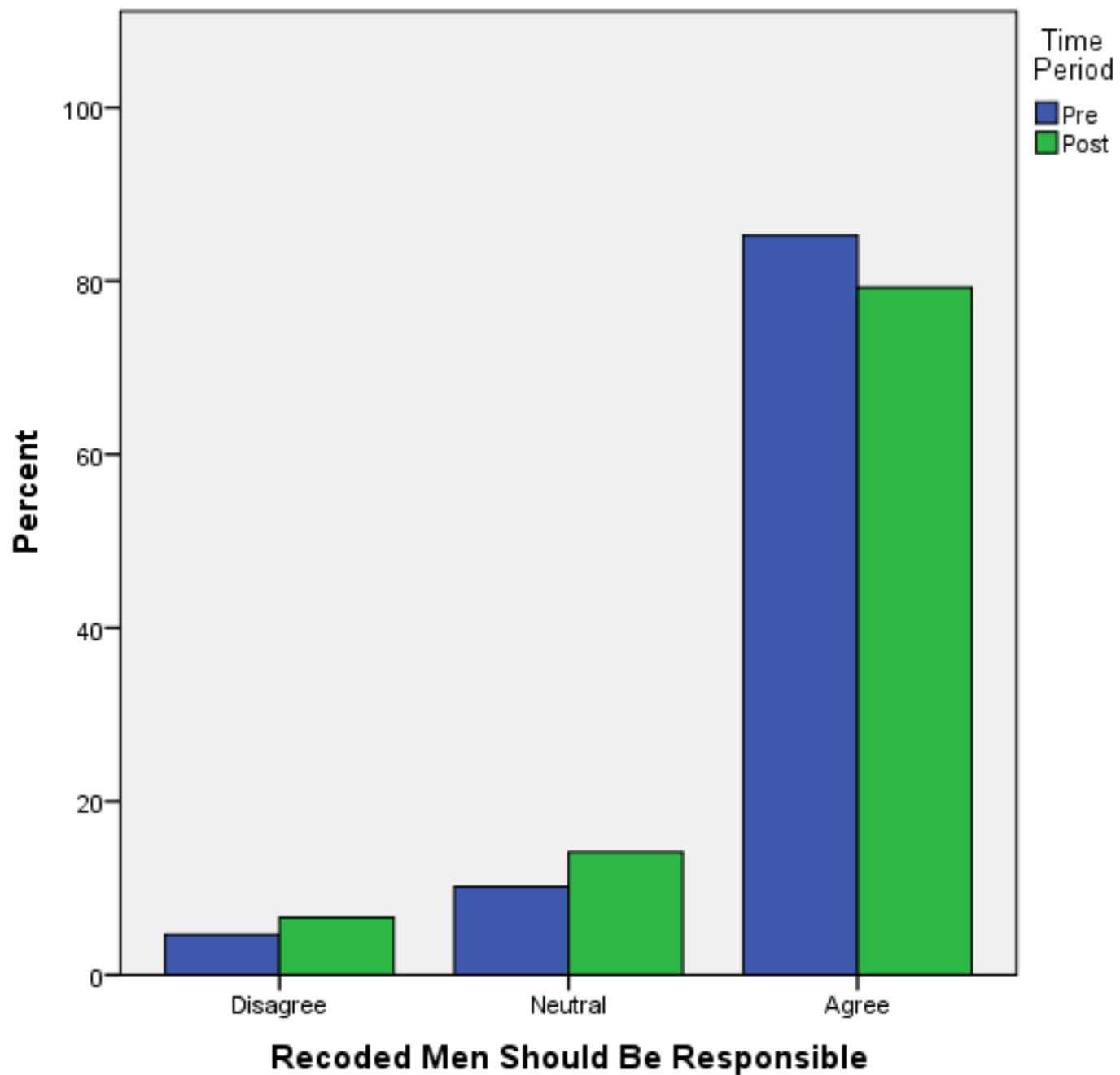
Men have a responsibility to help other men change their behaviors and end domestic violence and sexual assault/rape.

**PRE: 85.2% Agree**

**POST: 79.2% Agree**

**No significant change.**

Overall, 16.2% do not agree with this statement (5.1% disagree, 11.1% are neutral).



**Recoded Men Should Be Responsible**

Lesbian, gay,  
bisexual, and  
transgendered/  
transsexual  
people also  
experience  
domestic  
violence and  
sexual  
assault/rape.

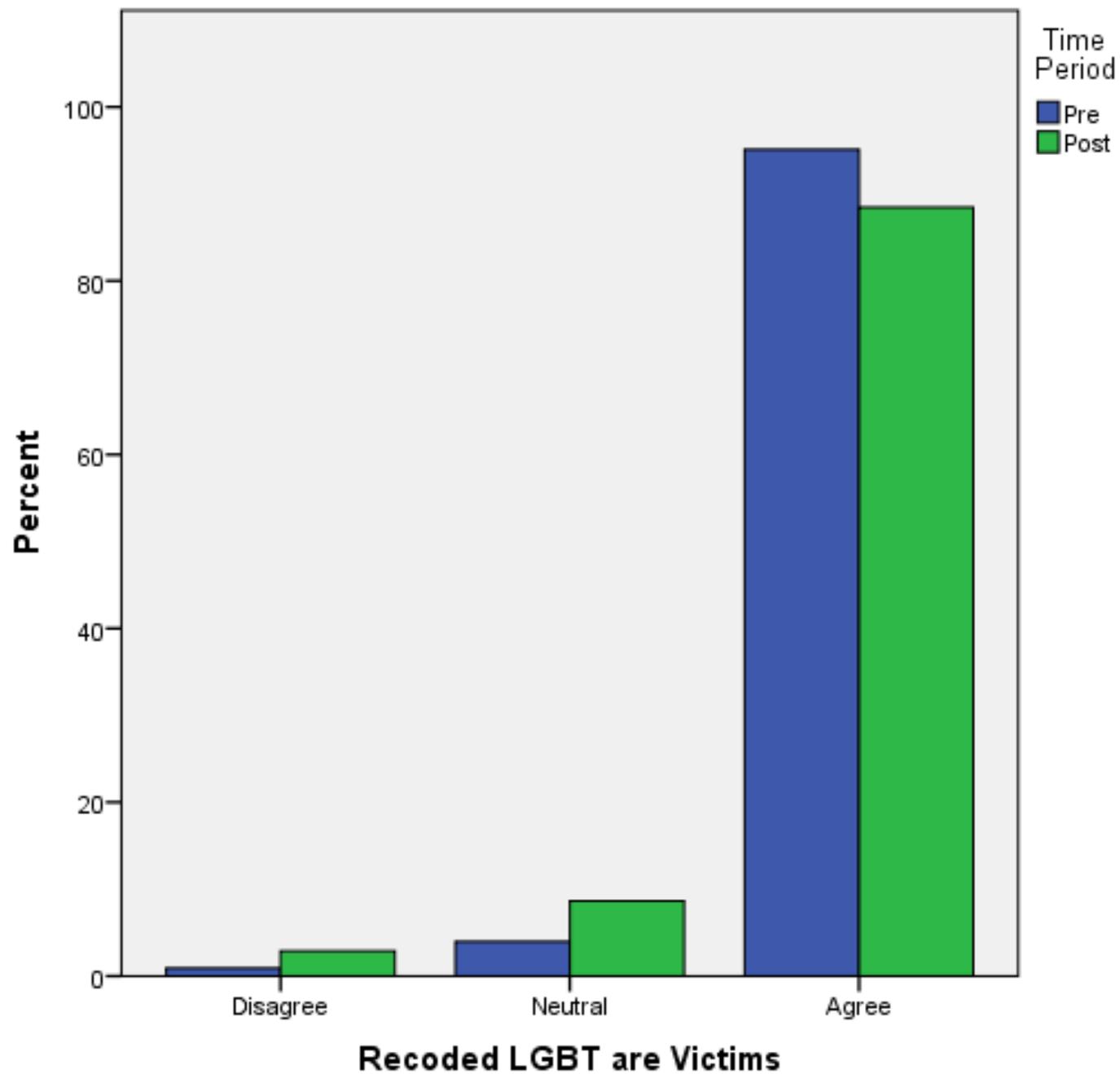
PRE: 95.1% Agree

POST: 88.5% Agree



Significant decrease in  
agreement ( $p=.051$ ).

There was a significant *decrease* in agreement and increase (double) in neutral responses and % disagreeing.

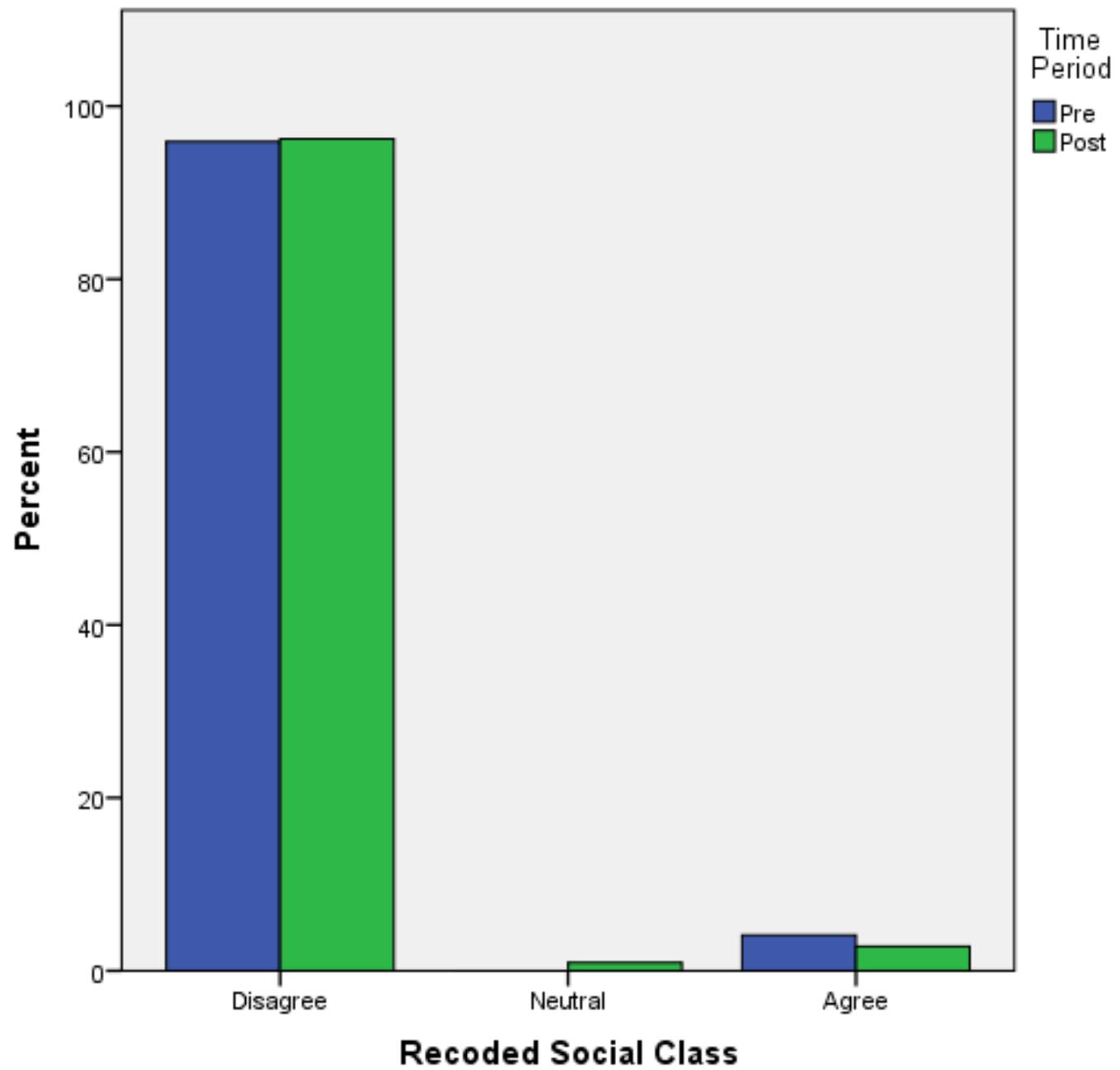


Domestic  
violence  
doesn't  
happen to  
middle-class  
or upper-class  
individuals.

**PRE: 95.9% Disagree**

**POST: 96.2% Disagree**

**No significant change.**



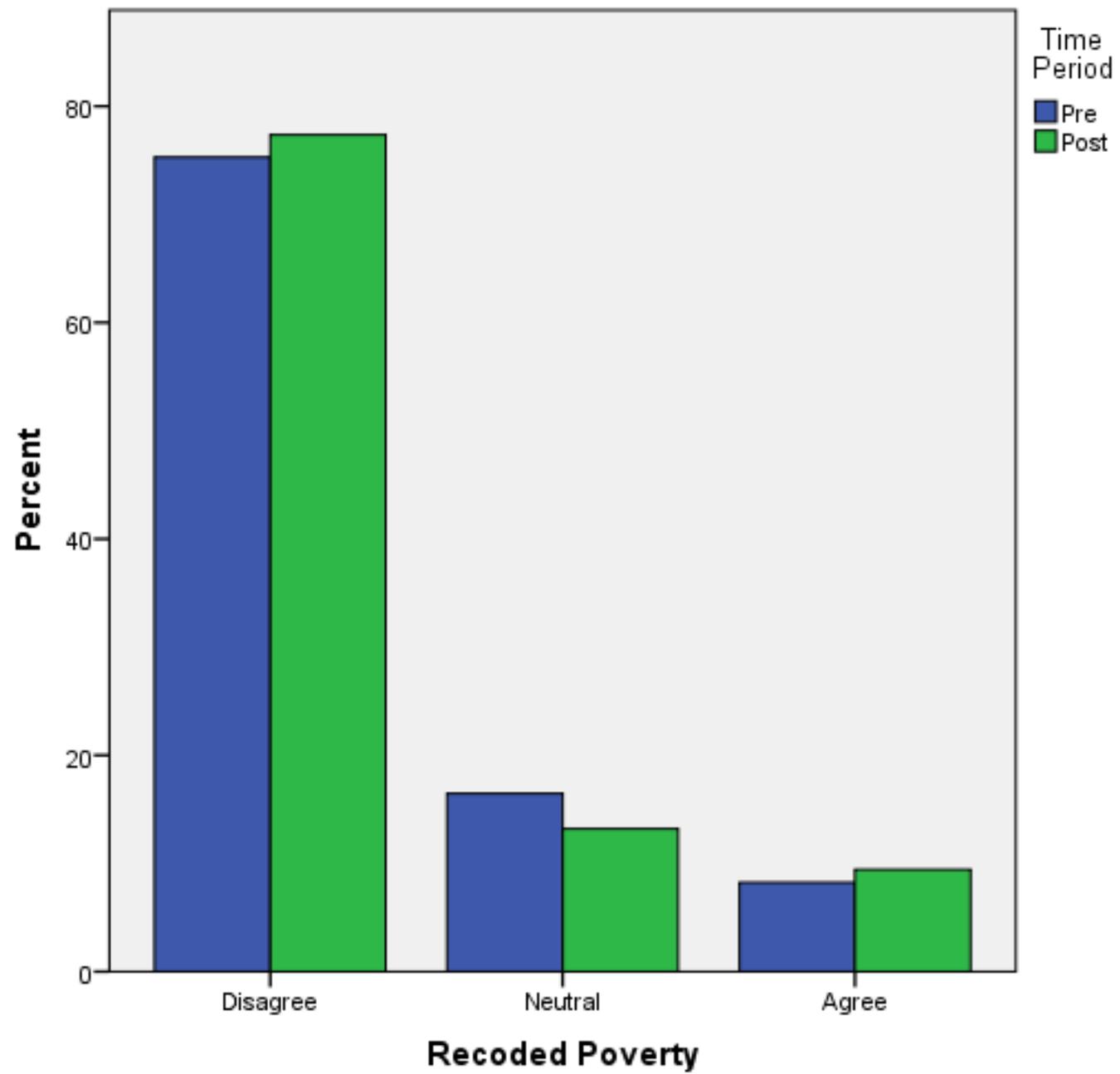
Domestic  
violence  
happens mostly  
in poor or  
disadvantaged  
neighborhoods.

**PRE: 75.3% Disagree**

**POST: 77.4% Disagree**

**No significant change.**

Overall, nearly 1 in 4 did not disagree with this statement (8.5% agreed, 15.7% were neutral).



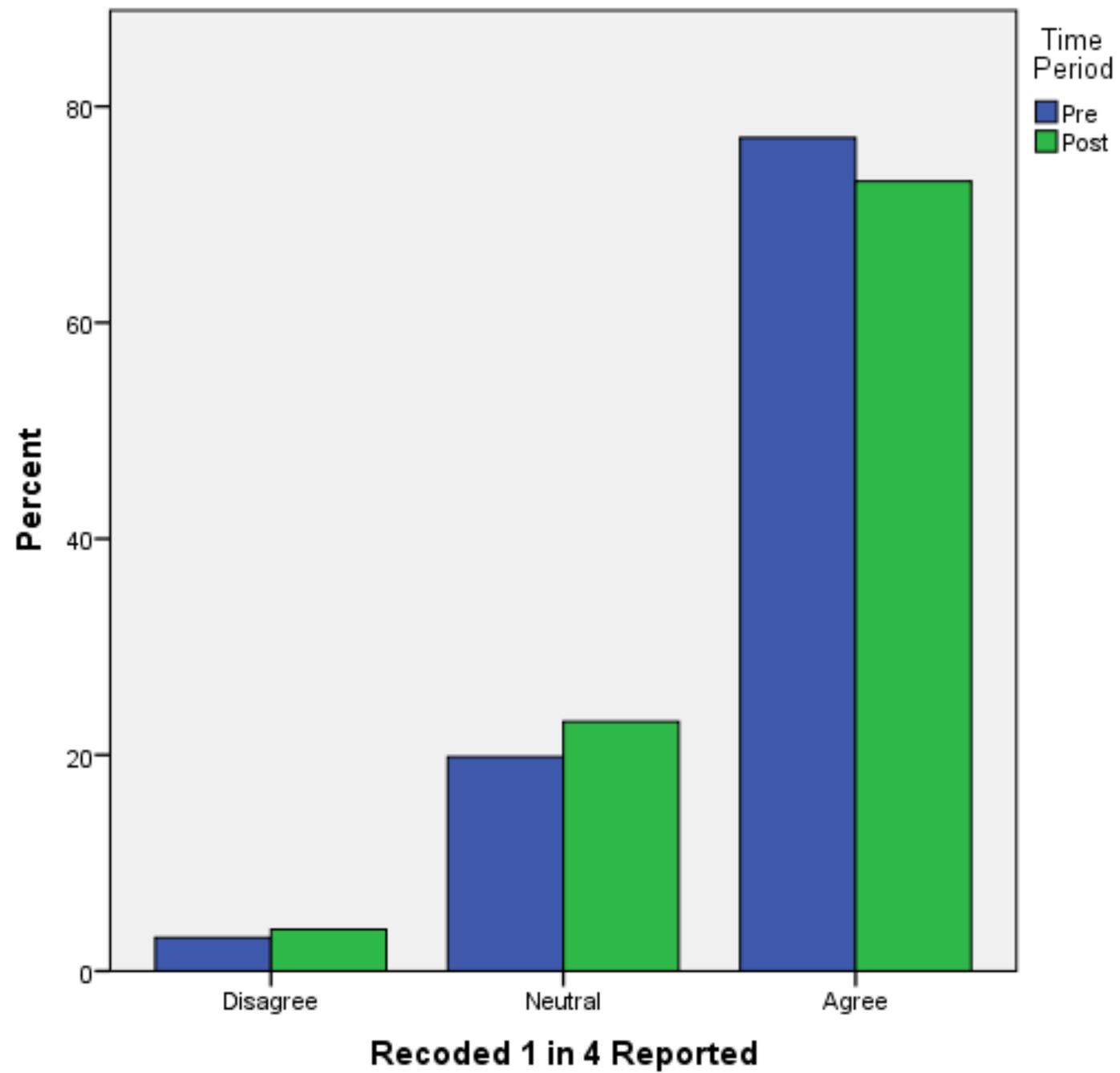
Only 1 in 4 incidents of domestic violence or sexual assault/rape are reported to law enforcement.

**PRE: 77.1% Agree**

**POST: 73.1% Agree**

**No significant change.**

Overall, about 21% were neutral on this statement, likely indicating lack of confidence in knowledge of reporting trends.



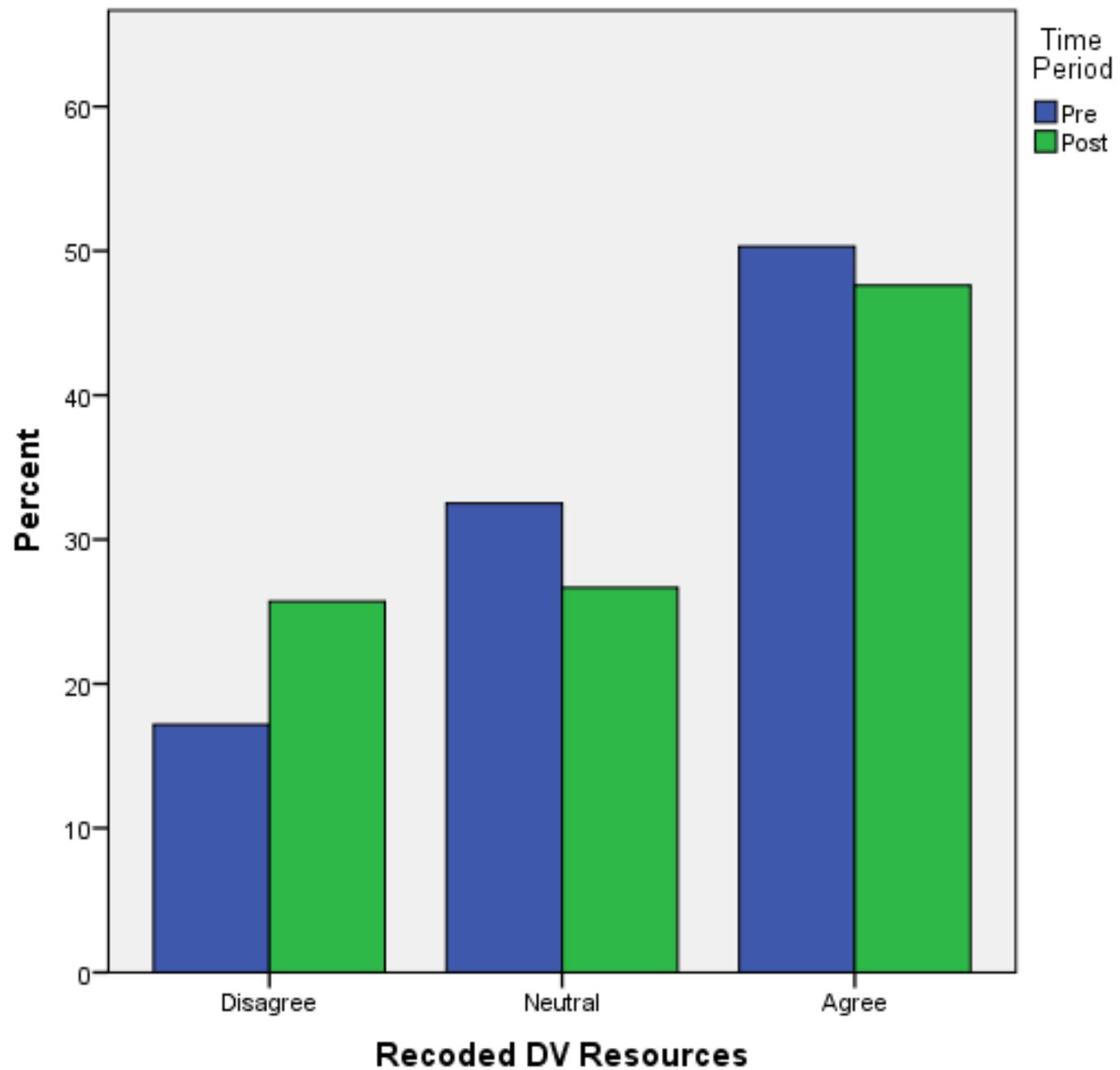
Memphis and Shelby County have many resources to help victims of domestic violence.

**PRE: 50.3% Agree**

**POST: 47.6% Agree**

**No significant change.**

Overall, nearly 1 in 3 (31.1%) neither agreed nor disagreed, indicating lack of awareness; 19.3% disagreed, indicating a perception that resources are not available.



Memphis and Shelby County have many resources to help victims of sexual assault/rape.

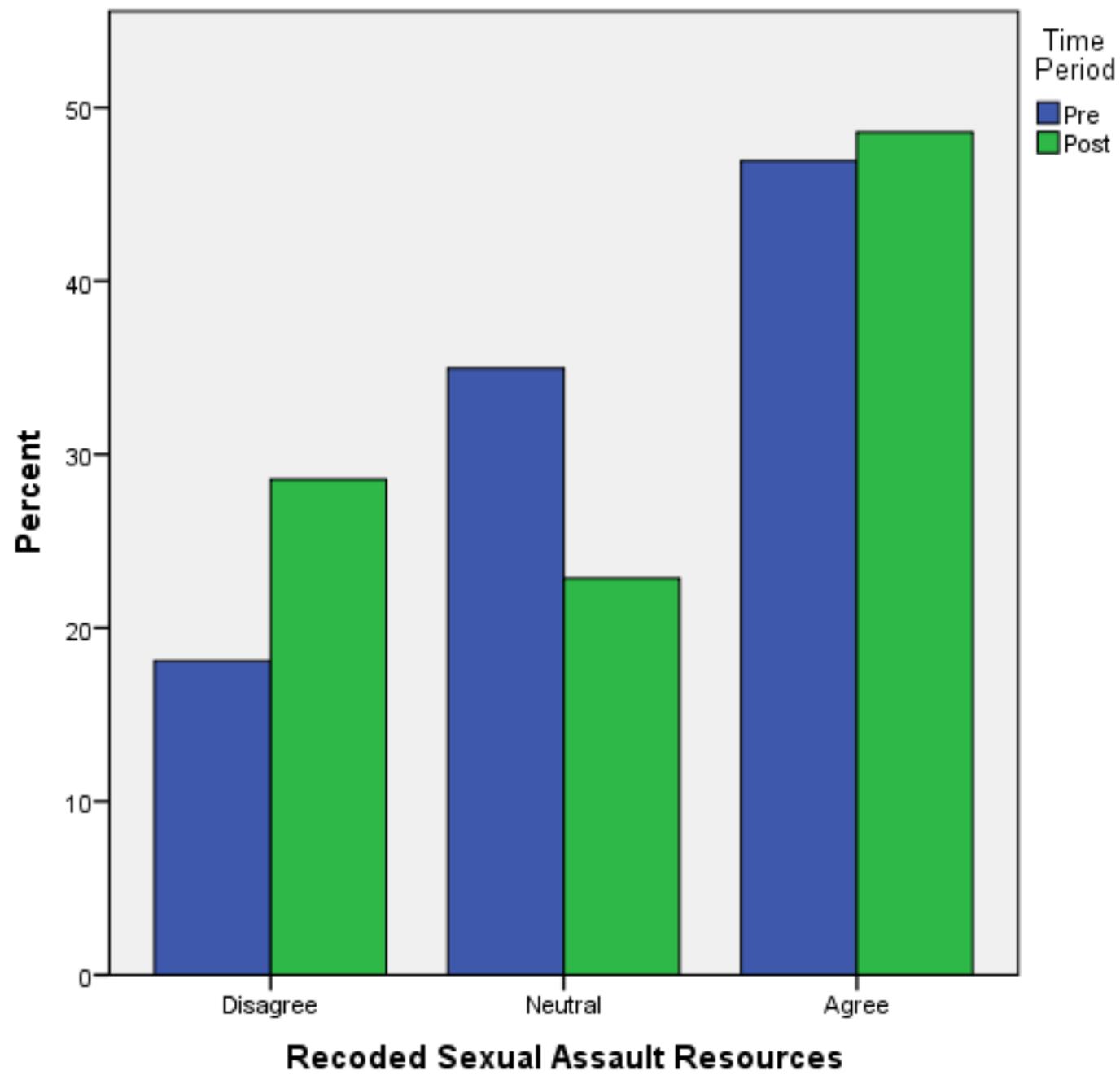
PRE: 18.1% Disagree

POST: 28.6% Disagree



Significant increase in disagreement ( $p=.019$ ).

A significantly greater % of respondents *disagreed* with this statement after the campaign. Overall, nearly 1 in 3 (32%) neither agreed nor disagreed, indicating lack of awareness. Agreement slightly increased from 46.9% to 48.6%



**Recoded Sexual Assault Resources**

I am aware of a public communications/marketing campaign called "Memphis Says NO MORE" to make a difference in our community concerning domestic violence and sexual assault/rape.

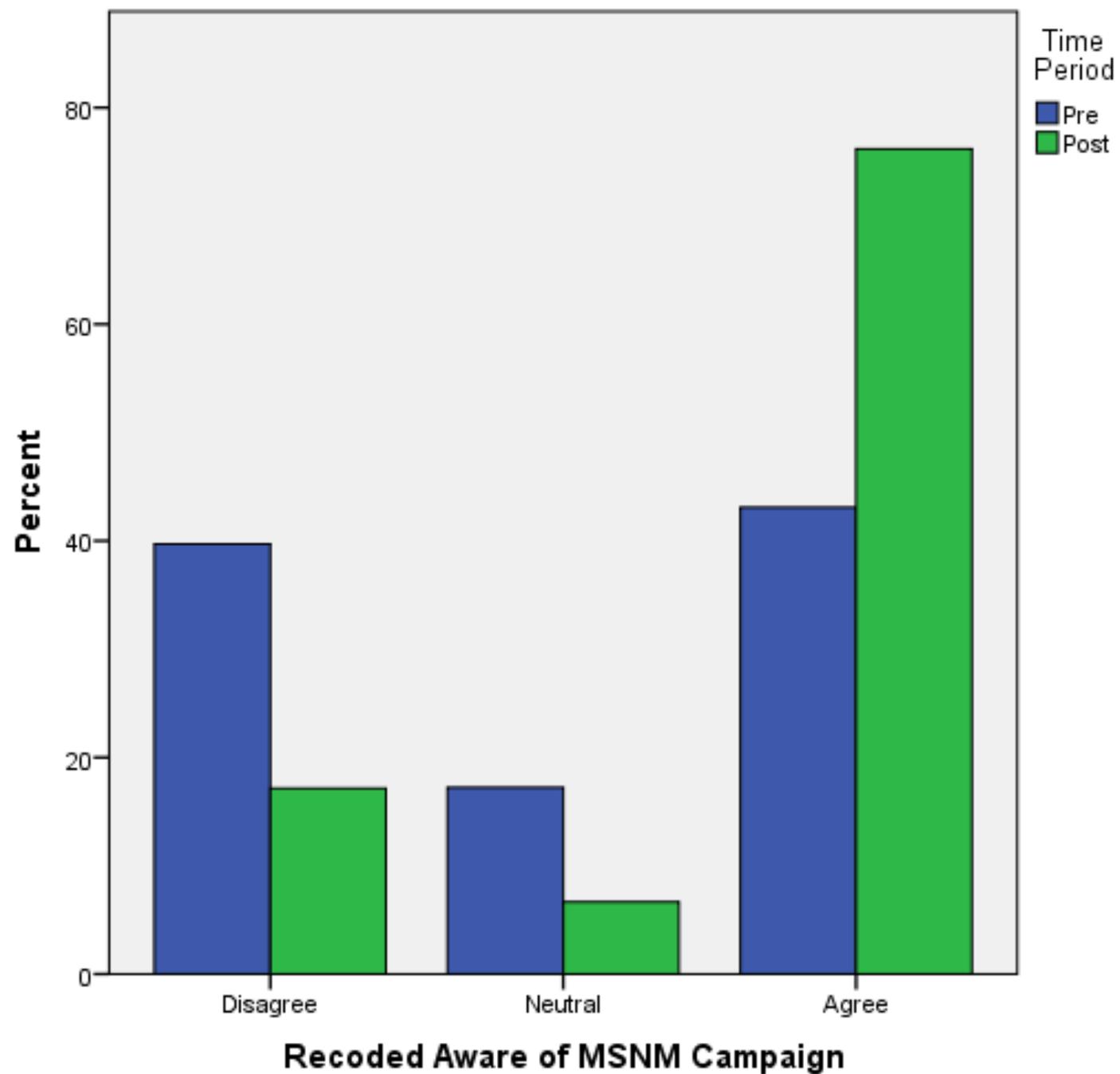
**PRE: 43.1% Agree**

**POST: 76.2% Agree**



**Significant increase in agreement (p=.000).**

**Percentages of those agreeing increased and those disagreeing and having no opinion decreased.**



# Conclusions

- Six areas experienced significant change from pre- to post-campaign:
  - *Sometimes women bring DV and sexual assault/rape on themselves.*
  - *If a woman stays out too late or walks alone at night, she may be asking for trouble.*
  - *If a woman has too much to drink, she may be asking for trouble.*
  - *Lesbian, gay, bisexual, and transgendered/transsexual people also experience domestic violence and sexual assault/rape.*
  - *Memphis and Shelby County have many resources to help victims of sexual assault/rape.*
  - *I am aware of a public communications/marketing campaign called "Memphis Says NO MORE" to make a difference in our community concerning domestic violence and sexual assault/rape.*

# Conclusions (cont.)

- Awareness of the Memphis Says “No More” Campaign increased from 43% to 76%.
- The percentage of respondents disagreeing with the following statements increased, indicating increase in awareness and more sympathetic view of victims:
  - *Sometimes women bring DV and sexual assault/rape on themselves*
  - *If a woman stays out too late or walks alone at night, she may be asking for trouble.*
  - *If a woman has too much to drink, she may be asking for trouble.*
- However, from 23% to 43% of respondents did NOT disagree with these statements, indicating less awareness and/or a harsher view of victims.
- Also indicating a harsher and/or less sympathetic view of victims was the change in responses to the statement that LGBT people also are victims. Agreement fell from 95% to 88.5%. This could reflect a shift in governmental stances on this issue.
- Finally, there was an increase in respondents who disagreed that “Memphis and Shelby County have many resources to help victims of sexual assault/rape.” A large portion of respondents seem to just not know because they “neither agreed nor disagreed.”

# Implications

- Although differences between pre- and post-campaign results cannot directly be attributed solely to the Memphis Says No More Campaign, results do have some implications for intervention and service provision in the future.
- Attitudes toward victims seemed to soften after the campaign, although there is plenty of room for work in this area. Overall results indicate a significant level of victim-blaming:
  - *23% do not disagree that victims bring on assaults themselves;*
  - *38% do not disagree that women who stay out too late or walk alone at night may be asking for trouble; and*
  - *43% do not disagree that women who have too much to drink may be asking for trouble.*
- This softening did not appear to hold true for LGBT victims. Significantly fewer respondents agreed that LGBT people experience victimization. This reduction in willingness to perceive LGBT as victims may be due to changes in governmental leadership and a general rise in incivilities.
- Although fewer than half of all respondents agreed that Memphis/Shelby County has resources to help DV and sexual assault victims, disagreement increased sharply among post-respondents regarding resources for sexual assault victims. Increasing the visibility of victim services would seem to be a critical area of need. It also is possible that post-respondents were more aware of resources but perceived them as inadequate to serve the need in the area.