

The Line Campaign Evaluation: Wave 1 – Report

22 February 2016

Summary of attitudes and behaviours of young people in relation to consent

ABOUT TNS



TNS Social Research has more than 500 dedicated social researchers working across 40+ countries. We are recognised as the research partner inspiring the world's leading policy makers by providing action-oriented analysis and recommendations based on evidence. Each year we conduct millions of interviews through a range of quantitative and qualitative methodologies to help our clients understanding and track public opinion on a local and international level. We assist decision markers across public sector and government bodies; the media, non-government organisation and major international and national institutions; with specialist expertise in disadvantage, education, health, social services, environment, workforce, family, public transport, justice, immigration and community integration.

TNS is part of KANTAR, one of the world's largest insights information and consultancy groups.

TNS has been engaged by Our Watch to conduct the evaluation for The Line.

Key findings:

- Nearly three quarters of young people (73 percent) are confident they know what to do to get consent before sexual activity
- Most do *not* believe it is 'normal' for a boy to put some pressure on girls to do sexual things (55 percent), but a significant minority do (25 percent).
- However, more than half of young people (60 percent) believe it is up to the girl to make it very clear if she doesn't want to have sex.
- And they hold victim blaming attitudes in situations where consent was not obtained: More than a third (37 percent) say it is hard to respect a female when she is drunk, and more than a quarter (27 percent) say it is hard to be respectful of a female who wears revealing clothing.
- What kind of non-consensual activities do young people report are happening on a regular basis? The story is different, depending on whether you asked the boys or the girls.
 - 11 percent of boys say they have uploaded or shared embarrassing photos of girls they know; while 16 percent of girls say this has happened to them.
 - 7 percent of boys say they have put a girl they know under pressure to do sexual things; while 20 percent of girls say this has happened to him.

Aims of TNS tracking research

TNS was commissioned to evaluate the effectiveness of The Line campaign via a baseline survey to benchmark results prior to the launch of the new phase, and subsequent waves of tracking research. This report delivers the findings from the Wave 1 survey conducted in November / December 2015 and compares findings with the benchmark survey conducted in September 2015.

Background and Methodology

Our Watch's The Line campaign is an evidence-based, social marketing and behaviour change campaign targeting young people aged 12 to 20 years, designed to encourage healthy and respectful relationships and challenge attitudes and behaviours that support violence. The campaign has been running for five years, and a new phase was launched on 28 September 2015 utilising online, cinema and out of home activity.

Wave 1 of the study was conducted in November and December 2015. A total of 604 young people aged 12-20 were interviewed.

Table 1: Sample of Young People interviewed for Benchmark and Wave 1

	Benchmark	Wave 1
How	15 min online survey	20 min online survey
When	16-28 September 2015	20 min online survey
Response	1,012 interviews	604 interviews

 Throughout this report, the green circles indicate a significantly higher score and the  red circles indicate a significantly lower score at 95% confidence level for the subgroup compared with the total sample.

 The green squares represent a significantly higher score and the  red squares represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results.

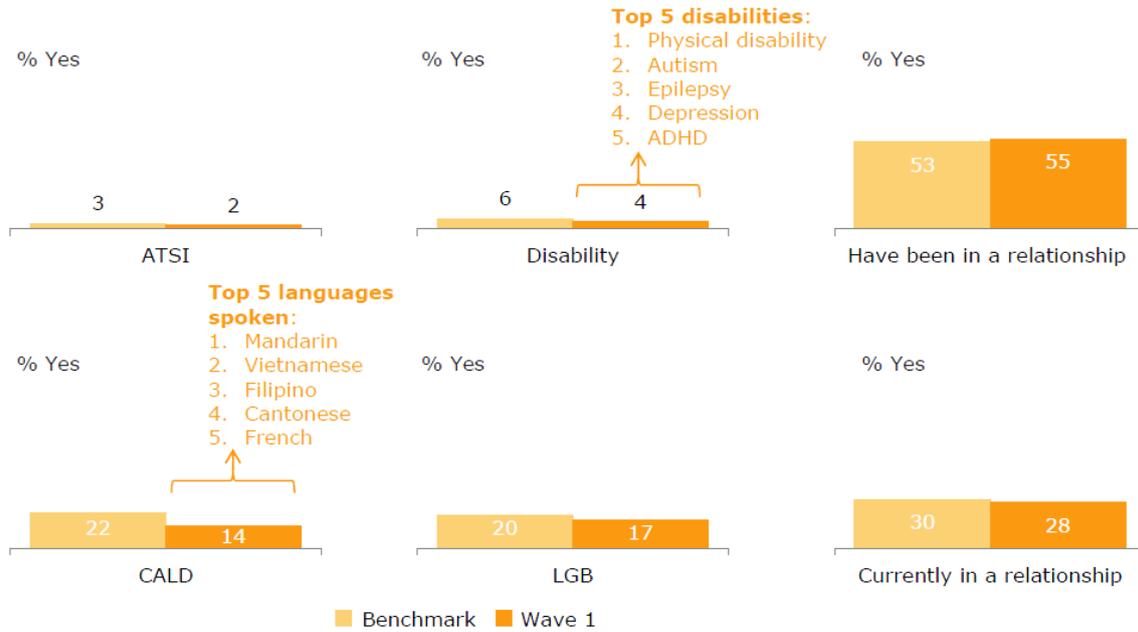
The location, age and gender of young people interviewed are outlined in Figure 1. The demographic profile of the Wave 1 sample is detailed in Figure 2.

Figure 1: Location, age and gender of child (Benchmark and Wave 1)

Benchmark	Unweighted base (n)												
	Age and Gender of Child						Location						
	Males 12-14	Females 12-14	Males 15-17	Females 15-17	Males 18-20	Females 18-20	NSW	VIC	QLD	SA	WA	Rest of Aust (NT/ACT/TAS)	
	Total	151	157	185	168	154	197	348	247	210	83	86	38
Weighted base (n)													
Census %	16.8	16.0	17.3	16.3	17.2	16.5	31.6	24.5	20.9	7.3	10.6	5.1	
Total	170	162	175	165	174	167	320	248	212	74	107	52	

Wave 1	Unweighted base (n)												
	Age and Gender of Child						Location						
	Males 12-14	Females 12-14	Males 15-17	Females 15-17	Males 18-20	Females 18-20	NSW	VIC	QLD	SA	WA	Rest of Aust (NT/ACT/TAS)	
	Total	86	90	111	105	85	127	166	174	138	62	35	29
Weighted base (n)													
Census %	16.8	16.0	17.3	16.3	17.2	16.5	31.6	24.5	20.9	7.3	10.6	5.1	
Total	102	96	104	98	104	99	191	148	126	44	64	31	

Figure 2: Young People Profile

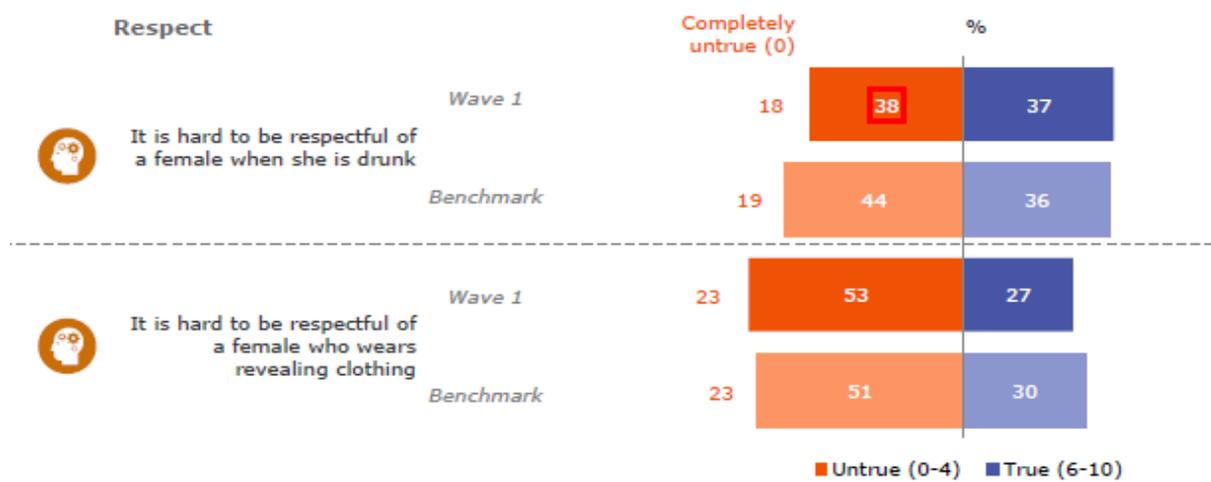


SOURCE: QATSI. Do you identify as Aboriginal or Torres Strait Islander?, QCALD. Do you speak a language other than English at home?, QLanguage. What is the main language other than English spoken in your home, QDisability. Do you have any kind of disability?, QOrientation. Which of the following best currently describes you?, QPartners. How many boyfriends or girlfriends have you had?, QRelationship. Do you currently have a partner e.g. a boyfriend or girlfriend?
BASE: All young people: Benchmark n=1012, Wave 1 n=604

Attitudes of Young People

As at the benchmark, around three in ten believe it is hard to respect a female wearing revealing clothes, and around four in ten a female who is drunk.

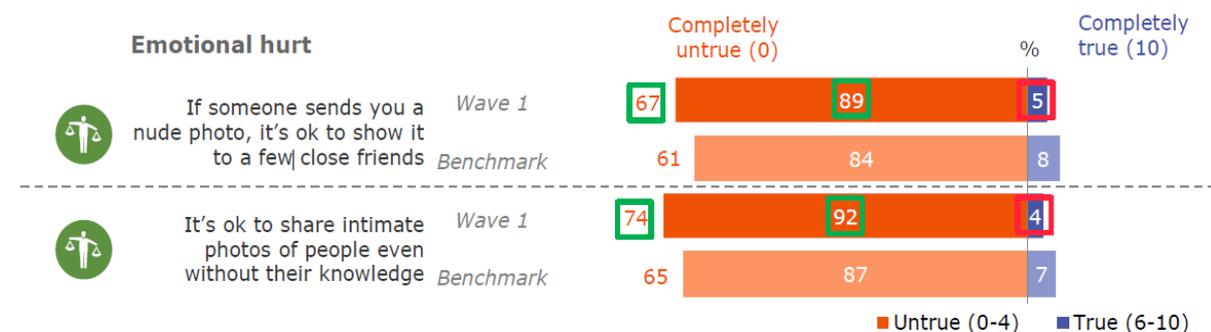
Figure 3: respect



SOURCE: QRespect. How true do you believe each statement is?
 BASE: All young people: Benchmark n=1012, Wave 1 n=604

There were some positive shifts compared to the benchmark findings regarding beliefs on emotional hurt, in particular the acceptability of sharing intimate or nude photos. Ninety-two per cent of young people now felt it was not ok to share intimate photos of people even without their knowledge, compared to 89% in the benchmark who reported feeling the same way.

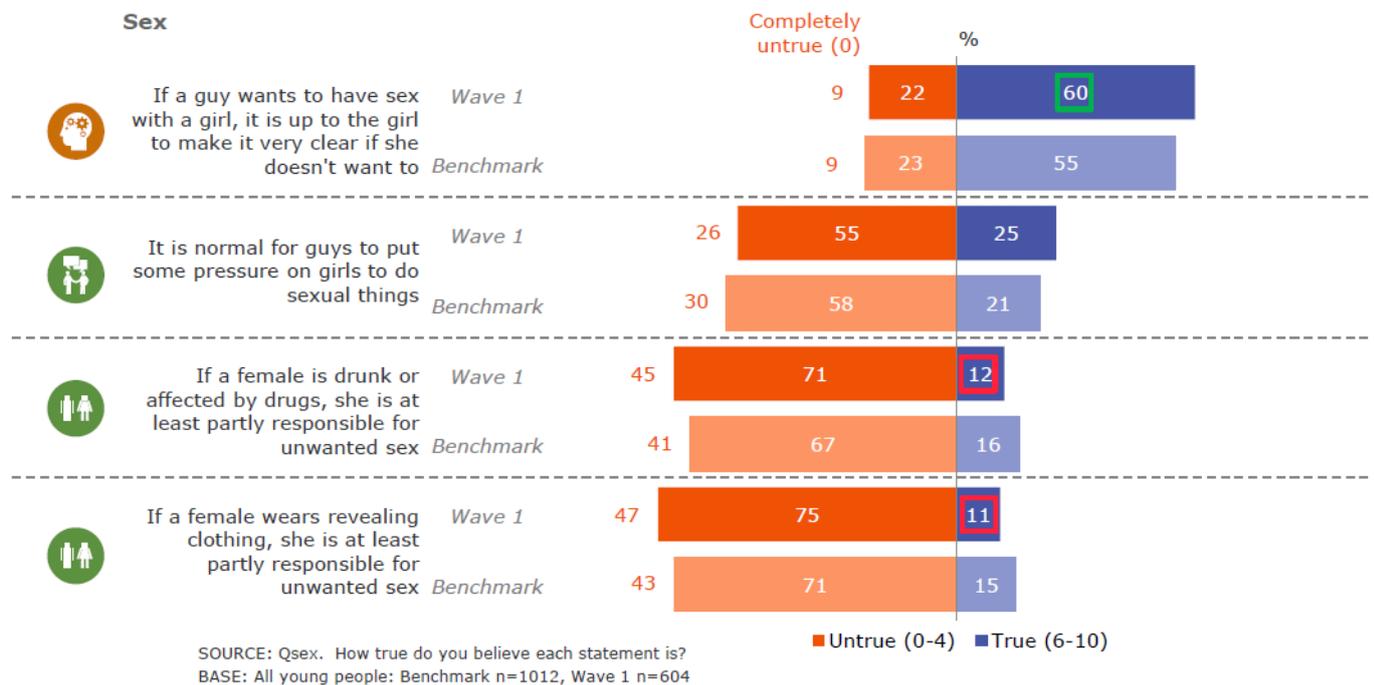
Figure 4: emotional hurt



SOURCE: QEmotionalHurt. How true do you believe each statement is?
 BASE: All young people: Benchmark n=1012, Wave 1 n=604

Findings regarding young people’s belief in sex statements were relatively consistent to the benchmark findings. There was a slight decrease in those believing female intoxication or clothing creates responsibility for unwanted sex, but an increase in those believing a girl must make it very clear if she doesn’t want sex.

Figure 5: sex



Compared to the benchmark findings, there was a slight increase in those extremely confident to know how to get sexual consent; 29% in Wave 1 reported being extremely confident in knowing how to get sexual consent compared to 24% in benchmark.

Figure 6: self-efficacy



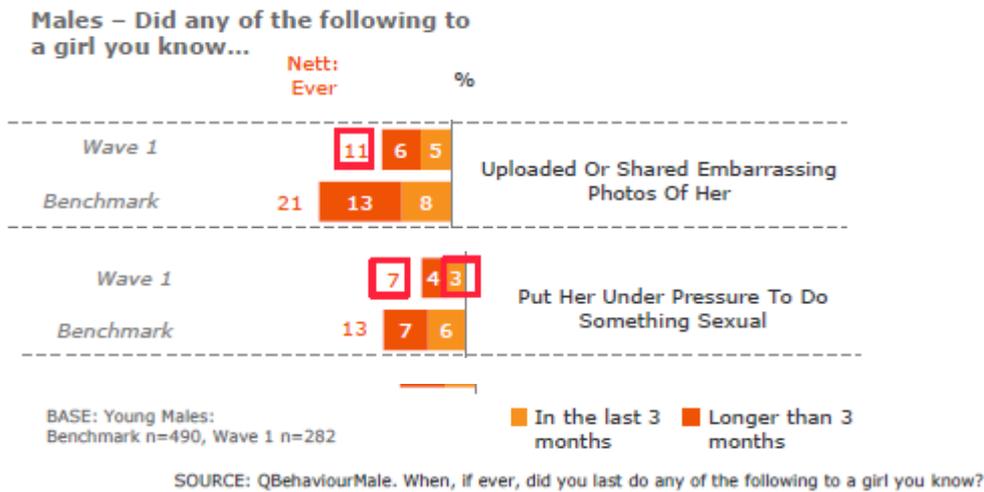
**In the benchmark research, those who have been in a relationship have higher efficacy relating to sexual consent

Young People Behaviours

What young males reported doing:

Compared with benchmark findings, at Wave 1, there were lower levels of young males admitting to having uploaded or shared embarrassing photos of a young woman they knew or having put a young woman they knew under pressure to do something sexual.

Figure 7: Males – did any of the following to a girl you know...



**In the benchmark, males who are currently in a relationship and older males are more likely to have done the behaviours.

What young females experienced:

However, the above findings were not reflected in any drop in levels of reporting by young women. The gap between male and female perspectives has therefore widened.

Figure 8: Females – did a guy you know do any of the following to you...



Appendix 1: long text alternatives of figures

Figure 2: young people profile - demographic

SOURCE: Q ATSI. Do you identify as Aboriginal or Torres Strait Islander (ATSI)?, Q Culturally and Linguistically Diverse (CALD). Do you speak a language other than English at home?, Q Language. What is the main language other than English spoken in your home, Q Disability. Do you have any kind of disability?, Q Orientation. Which of the following best currently describes you?, Q Partners. How many boyfriends or girlfriends have you had?, Q Relationship. Do you currently have a partner e.g. a boyfriend or girlfriend?

BASE: All young people: Benchmark n=1012, Wave 1 n=604

ATSI: benchmark 3%, wave 1 2%.

Disability: benchmark 6%, wave 1 4%. Top 5 disability: 1. Physical disability. 2. Autism. 3. Epilepsy. 4. Depression. 5. ADHD.

Have been in a relationship: benchmark 53% yes, wave 1 55% yes.

CALD: benchmark 22%, wave 1 14%. Top 5 languages spoken: 1. Mandarin. 2. Vietnamese. 3. Filipino. 4. Cantonese. 5. French.

LGB (Lesbian, Gay, Bisexual): benchmark 20%, wave 1 17%.

Currently in a relationship: benchmark 30%, wave 1 28%.

Figure 3: respect

SOURCE: Q Respect. How true do you believe each statement is?

BASE: All young people: Benchmark n=1012, Wave 1 n=604.

Completely untrue (0), untrue (0-4), true (6-10).

It is hard to be respectful of a female when she is drunk: completely untrue, benchmark 19% wave 1 18%, untrue, benchmark 44% wave 1 38% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results), true, benchmark 36% wave 1 37%.

It is hard to be respectful of a female who wears revealing clothing: completely untrue, benchmark 23% wave 1 23%, untrue, benchmark 51% wave 1 53%, true, benchmark 30% wave 1 27%.

Figure 4: emotional hurt.

How true do you believe each statement is?

BASE: All young people: Benchmark n=1012, Wave 1 n=604.

Completely untrue (0), untrue (0-4), true (6-10).

If someone sends you a nude photo, it's ok to show it to a few close friends: completely untrue, benchmark 61% wave 1 67% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results), untrue benchmark 84% wave 1 89% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results), true benchmark 8% wave 1 5% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results).

It's ok to share intimate photos of people even without their knowledge: completely untrue, benchmark 65% wave 1 74% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results), untrue benchmark 87% wave 1 92% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results), true benchmark 7% wave 1 4% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results).

Figure 5: sex.

How true do you believe each statement is?

BASE: All young people: Benchmark n=1012, Wave 1 n=604.

Completely untrue (0), untrue (0-4), true (6-10).

If a guy wants to have sex with a girl, it is up to the girl to make it very clear if she doesn't want to: completely untrue, benchmark 9% wave 1 9%, untrue, benchmark 23% wave 1 22%, true, benchmark 55% wave 1 60% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results).

It is normal for guys to put some pressure on girls to do sexual things: completely untrue, benchmark 30% wave 1 26%, untrue benchmark 58% wave 1 55%, true, benchmark 21% wave 1 25%.

If a female is drunk or affected by drugs, she is at least partly responsible for unwanted sex: completely untrue, benchmark 41% wave 1 45%, untrue, benchmark 67% wave 1 71%, true, benchmark 16% wave 1 12% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results).

If a female wears revealing clothing, she is at least partly responsible for unwanted sex: completely untrue, benchmark 43% wave 1 47%, untrue, benchmark 71% wave 1 75%, true, benchmark 15%

wave 1 11% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results).

Figure 6: self-efficacy.

BASE: All young people: benchmark n=1012, wave 1 n=604.

Not confident (0-4), confident (6-10), extremely confident (10).

Know what you need to do to get consent before any sexual activity: not confident, benchmark 9% wave 1 8%, confident, benchmark 71% wave 1 73%, extremely confident, benchmark 24% wave 1 29% (this represent a significantly higher score at 95% confidence level for wave 1 results compared with benchmark results).

Figure 7: males – did any of the following to a girl you know...

BASE: young males: Benchmark n=490, wave 1 n=282.

Ever, in the last 3 months, longer than 3 months.

Uploaded or shared embarrassing photos of her: ever benchmark 21% wave 1 11% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results), in the last 3 months benchmark 8% wave 1 5%, longer than 3 months benchmark 13% wave 1 6%.

Put her under pressure to do something sexual: ever benchmark 13% wave 1 7% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results), in the last 3 months benchmark 6% wave 1 3% (this represent a significantly lower score at 95% confidence level for wave 1 results compared with benchmark results), longer than 3 months benchmark 7% wave 1 4%.

Figure 8: females – did a guy you know do any of the following to you...

BASE: Young females, Trans & Intersex: Benchmark n=522, wave 1 n=322.

Ever, in the last 3 months, longer than 3 months.

Uploaded or shared embarrassing photos of her: ever benchmark 14% wave 1 16%, in the last 3 months benchmark 5% wave 1 8%, longer than 3 months benchmark 10% wave 1 7%.

Put her under pressure to do something sexual: ever benchmark 20% wave 1 20%, in the last 3 months benchmark 5% wave 1 6%, longer than 3 months benchmark 15% wave 1 14%.