



Impacts of Our Watch's *No Excuse for Abuse* Campaign

The *No Excuse for Abuse* campaign aims to raise awareness that non-physical abuse against women is serious, harmful and inexcusable.

Two market research surveys were conducted in July 2020 to see if the *No Excuse for Abuse* campaign was effective in achieving its aims with its target audiences.

Combined, the sample comprised 3,192 men and women aged 18-44 years, living across Australia.

For more information visit
noexcuseforabuse.org.au

Our
WATCH | **No excuse
for abuse**

Opinions about the ads

94%

thought the message was important for the Australian community to hear



77%

thought the campaign ads were especially important during the COVID-19 crisis



(Survey 1, n=1,000)

Knowledge and attitude change

63%

had better understanding that non-physical abuse is harmful, serious and inexcusable after seeing the ads



59%

were more able to recognise non-physical abuse after seeing the ads



(Survey 1 and 2, N=3,192)

Behaviour change

44%

took positive actions after seeing the ads



16%

talked to others about the ads or about non-physical abuse



Other actions taken included talking to their partners about their own or their partner's behaviours, seeking further information or help, or sharing information with others

(Survey 1 and 2, N=3,192)

Impacts for men

Less likely than women to **recognise non-physical abuse**

More likely to hold attitudes that **excuse domestic violence** and that **do not support gender equality**

Yet still showed **positive impacts after seeing the ads**

Young men 18-24 years were even more likely than older men to believe the campaign message was important, and to agree they **learned something new from the ads**.

(Survey 1, n=1,000)

Context

- ▶ The campaign ads were delivered a few months into the start of COVID-19 pandemic when Australians were in lockdown, spending more time online, and tuning into news of the pandemic and its impacts.
- ▶ At this time, media was reporting increased risk of domestic violence during the crisis, and there were other campaigns also targeting domestic violence at this time.
- ▶ This context seems to have contributed to high recall of the campaign compared to past campaigns, and high importance placed on the campaign message.

