

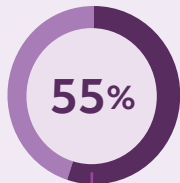


Allstate Foundation

Public Opinion Survey At a Glance:

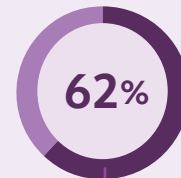
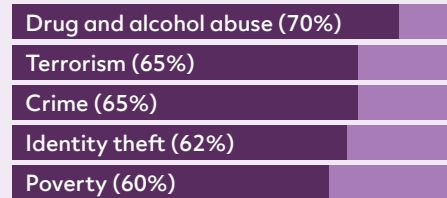
For the first time since 2014, Allstate Foundation Purple Purse released national survey data measuring the public's perception of domestic violence and financial abuse, revealing a staggering gap between public concern and action on domestic violence.

Insight: Concern for domestic violence is high, on par with the nation's top issues.



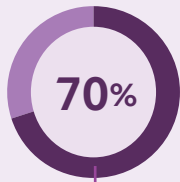
reported being or personally knowing a victim of domestic violence or financial abuse

Domestic violence ranks on par with the following issues:

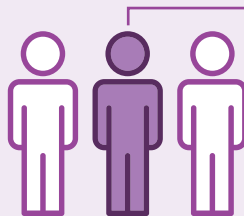


rank domestic violence as an extremely serious issue in America

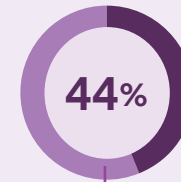
Insight: Despite reluctance to talk about domestic violence, the public expects recent events to spark an increase in conversation around domestic violence and financial abuse.



think recent stories around workplace harassment will spark more testimonials in the public sphere

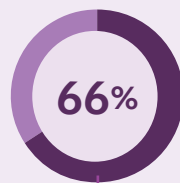


1 in 3 think discussing domestic violence is taboo - a **10% increase** since 2014



have discussed domestic violence with family or a friend

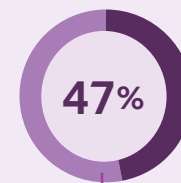
Insight: The most common form of domestic violence – financial abuse – remains difficult to detect and understand.



have not seen anything on financial abuse as a form of domestic violence in the public forum

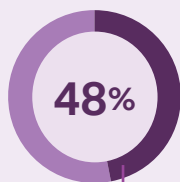


More than 50% are unaware of the impact of finances on domestic violence victims

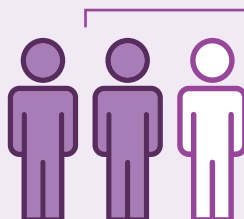


are "not very" or "not at all" familiar with financial abuse as a form of domestic violence

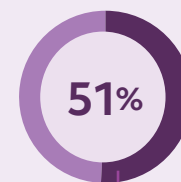
Insight: The public struggles when it comes to recognizing signs of financial abuse and knowing how to help victims.



agree that financial abuse is the hardest for an outsider to recognize - more than physical, sexual or emotional abuse



2 in 3 would not know how to help a victim of financial abuse



of financial abuse survivors, even with their personal experience, would not know how to help another victim