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.

- **55%** reported being or personally knowing a victim of domestic violence or financial abuse.
- **62%** rank domestic violence as an extremely serious issue in America.
- Domestic violence ranks on par with the following issues:
  - Drug and alcohol abuse (70%)
  - Terrorism (65%)
  - Crime (65%)
  - Identity theft (62%)
  - Poverty (60%)

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.

- **70%** think recent stories around workplace harassment will spark more testimonials in the public sphere.
- **44%** have discussed domestic violence with family or a friend.
- **1 in 3** think discussing domestic violence is taboo - a 10% increase since 2014.

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

- **66%** have not seen anything on financial abuse as a form of domestic violence in the public forum.
- **47%** are “not very” or “not at all” familiar with financial abuse as a form of domestic violence.
- More than 50% are unaware of the impact of finances on domestic violence victims.

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

- **48%** agree that financial abuse is the hardest for an outsider to recognize - more than physical, sexual or emotional abuse.
- **51%** of financial abuse survivors, even with their personal experience, would not know how to help another victim.
- **2 in 3** would not know how to help a victim of financial abuse.

Learn more about the survey and the issue of financial abuse at PurplePurse.com