

## **KNOWLEDGE PANEL (KP) OMNIWEB**

OMNIWEB using the KnowledgePanel™ is a national online omnibus service of GfK Custom Research North America. The KnowledgePanel™ is the only commercially available online probability panel in the marketplace; making the sample truly projectable to the US population, which sets it apart from traditional “opt-in” or “convenience” panels.

- To recruit panel members, we use ABS (address-based sampling) as the primary methodology -- a probability-based approach that includes cell phone-only households
- For non-Internet households, we provide Internet access and a laptop for the completion of online surveys: Therefore, the sample is not limited to only those who already have Internet access
- The representativeness of its sample -- including hard-to-reach groups such as young adults, males and minorities\ -- has been documented in numerous academic papers

The sample for each wave's KP OMNIWEB consists of 1,000 completed interviews, made up of male and female adults (in approximately equal number), all 18 years of age and over. All completed interviews are weighted to ensure accurate and reliable representation of the total population, 18 years and older.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs several variables, including: age, sex, education, race, HH income, met/non-met status, internet status and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week. Tabular results show both weighted and unweighted bases for these demographic variables.

Because of the use of rigid and replicable sampling, field, and weighting procedures, all KP OMNIWEB studies are parallel to one another. This affords the opportunity to draw trend comparisons, as well as point-in-time analysis.

In addition to the standard breakdowns by sex, age, income and region, the following classification items have been obtained and are available to subscribers:

- |                     |                           |
|---------------------|---------------------------|
| ■ Marital Status    | ■ Home Ownership          |
| ■ Race/Ethnicity    | ■ Housing type            |
| ■ Employment Status | ■ Head of Household       |
| ■ Education         | ■ Family Size/Composition |

Optional panel profiled classification items, such as Political Party ID and Voter Registration, are available upon a request at an additional fee.

The results contained in this report are based on interviews conducted from March 7 – 9, 2014. A total of approximately 1,000 interviews were completed, with approximately 500 female adults and 500 male adults. The margin of error on weighted data is  $\pm 3$  percentage points for the full sample.

The client's questionnaire is shown on the next page, with tabular results following.

**\*\* Tabulation note:** Please be advised that frequencies on all summary tables are percentaged off of their original bases, not necessarily off of the base shown on the summary table.

PROGRAMMER: SHOW INTRO ON A SEPARATE SCREEN.

**Next,**

**This survey is being conducted on behalf of Stop Street Harassment, a nonprofit organization dedicated to making public places safer. This survey is focused on your experiences with unwanted sexual, homophobic, and/or sexist harassment by strangers in public spaces, like streets, buses, parks, stores, and restaurants. This data has never before been collected at a national level and you are participating in ground-breaking work.**

**We know it can be hard to talk about harassment. Thank you for telling us about what you've experienced. It can make a difference.**

**Your answers to the questions will be strictly confidential. The information that we gather will help advocates, policy makers, law enforcement, and educators better understand how to address these issues and make public places safer for everyone. Your help is essential.**

**Please note: While you may have had these interactions in settings like school or work and by people you know, please limit your responses to interactions you have had with strangers in public spaces.**

1. Please indicate if you have ever experienced unwanted verbal behaviors in public spaces, by a person you did not know. This includes experiences you had when you were younger. (Select all that apply.)

PROGRAMMER: ROTATE LIST. ANCHOR CODE 6 LAST – CODE 6 IS EXCLUSIVE PUNCH.

- 1 Someone whistling at you, going "Pssst," or saying things like, "Hey Baby," "Mmmm Sexy," "Yo Shorty," "Mami," "Mamacita," "Papi," "Give me a smile," or similar comments
- 2 Someone talking about your body parts inappropriately or offensively (such as your legs, crotch, butt, or breasts) or making obscene sounds
- 3 Someone calling you a sexually explicit name or saying a sexually explicit comment to or about you ("I want to do BLANK to you," or "I want you to do BLANK to me")
- 4 Someone calling you a homophobic or transphobic slur, like "Fag," "Dyke," or "Tranny"
- 5 Someone calling you a sexist slur, like "Bitch," "Slut," or "Ho"
- 6 None

2. Please indicate if you have ever experienced unwanted physically aggressive behaviors in public spaces, by a person you did not know. This includes experiences you had when you were younger. (Select all that apply.)

PROGRAMMER: ROTATE LIST. ANCHOR CODE 5 LAST – CODE 5 EXCLUSIVE PUNCH.

- 1 Someone flashing or exposing his/her genitals to you
- 2 Someone following you without your permission
- 3 Someone purposely touching you or brushing up against you in an unwelcome, sexual way
- 4 Someone forcing you to do something sexual without your permission
- 5 None

PROGRAMMER: IF Q1 = 1-5 OR Q2 = 1-4 CONTINUE, OTHERWISE SKIP TO Q9.

3. At approximately what age did you first have these experience/s? (Select only one response.)

- 1 0 – 12 years (as a child)
- 2 13 – 17 (as a teenager)
- 3 18 – 25 (as a young adult)
- 4 26 and older (as an adult)

4. In the experience/s you had, how concerned were you that the person/s might also do something worse (such as grab you or assault you)? (Select only one response.)

- 1 Not at all concerned
- 2 Somewhat concerned
- 3 Very concerned

**5. As a direct result of the experience/s you had, did you do any of these actions in the days, weeks, months, or years afterward to try to avoid or prevent future harassment? (Select all that apply.)**

PROGRAMMER: ROTATE LIST. ANCHOR CODE 10 LAST.

- 1 Became more assertive in how you walked or acted in public places to try to deter harassers (such as making eye contact and saying, "Hello" to them before they can harass you)
- 2 Began going more places in a group or with another person, rather than alone
- 3 Tried to avoid harassers through tactics like wearing headphones, sunglasses or clothes you thought would attract less attention
- 4 Began assessing your surroundings more frequently and doing things like crossing the street to avoid a certain street or neighborhood or person/group of people
- 5 Looked for advice online, from friends or family, or from an organization
- 6 Stopped going to a certain location where harassment had happened or you feared it could happen, such as a particular store, bus, Laundromat, restaurant, movie theater, or gym
- 7 Gave up an outdoor activity like exercising, going to a park, or going to a swimming pool because of harassment
- 8 Organized or attended a community meeting, event, or workshop about the need to stop harassment
- 9 Made a big life decision like quitting a job or moving neighborhoods because of harassers in the area
- 10 Other (Specify)

**6. Where have you encountered harassment in a public space by a stranger? (Select all that apply.)**

PROGRAMMER: ROTATE LIST. ANCHOR CODE 6 LAST.

- 1 While on the street or sidewalk, either on foot (such as walking, standing, sitting, or jogging) or on a bicycle or skateboard
- 2 In a car, truck, van, taxi, or motorcycle (as the driver or as a passenger)
- 3 On public transportation like a bus, trolley, train, subway, or airplane
- 4 In a store, restaurant, movie theater, or mall
- 5 At a sports arena, gym, ball field, park or beach
- 6 Other

**7. In your experience/s who were the harassers? (Select all that apply.)**

- 1 One male
- 2 Two or more males
- 3 One female
- 4 Two or more females
- 5 A group of males and females
- 6 Other

**8. On average, approximately how often have you encountered harassment in public spaces by strangers across your lifetime? (Select only one response.)**

- 1 Once
- 2 Rarely
- 3 Sometimes
- 4 Often
- 5 Daily

PROGRAMMER: ASK ALL.

**9. Have you ever done any of the following when you or someone else was harassed? (Select all that apply.)**

PROGRAMMER: ROTATE LIST.

- 1 Told the person/s to stop, or to leave you (or the other person) alone, or to back off
- 2 Drew attention to what is happening (for example, by loudly saying what the harasser said or did so that others nearby hear you) or asking the harasser to explain his or her actions
- 3 Asked for help from others nearby when someone was being harassed
- 4 Spoke up or did something to help someone else being harassed
- 5 Physically defended yourself (such as pushing the person away from you)
- 6 Reported the incident to a police officer, transit worker, store manager, or other person in charge

**10. In your opinion, what can we do to make public places safer and more welcoming? (Select all that apply.)**

PROGRAMMER: ROTATE LIST. ANCHOR CODE 6 LAST.

- 1 Educational workshops in schools and communities about respectful ways to interact with strangers, information about what street harassment is and people's rights, and how to respond if one experiences it or witnesses it happening
- 2 Community safety audits, where people can evaluate their community and create recommendations about how to address specific issues they discover
- 3 Posters, community art, public service campaign, or other types of information promoting respectful treatment of people in public spaces
- 4 More training of law enforcement and transit workers (like bus drivers) so they're better able to identify and intervene in harassment situations
- 5 More security cameras and the increased presence of law enforcement or neighborhood watch groups
- 6 Other (Specify)