World Vision®

COUNTRY RESULTS FOR

United Kingdom

Fearing WRONG

WHY WHAT DOESN'T SCARE US SHOULD

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. Its 46,000 staff members in nearly 100 countries are committed to working with the world's most vulnerable people, regardless of religion, race, ethnicity, gender or sexual orientation.

Ipsos is the second largest survey based research company in the world and the largest such organisation owned and run by researchers. Our global operations extend over 6 continents with offices in 64 countries around the world. Ipsos is pleased to work on projects that bring important social and policy issues to light around the world.

About this document

This document has been designed to help you easily understand and interpret the results of the 2014 World Vision Public Opinion Survey on violence. Details of the methodology, sample size and the dates in which this research was carried out are included below:

Methodology:	Online
Fieldwork Dates:	July 17th to August 17th, 2014
Sample size:	501

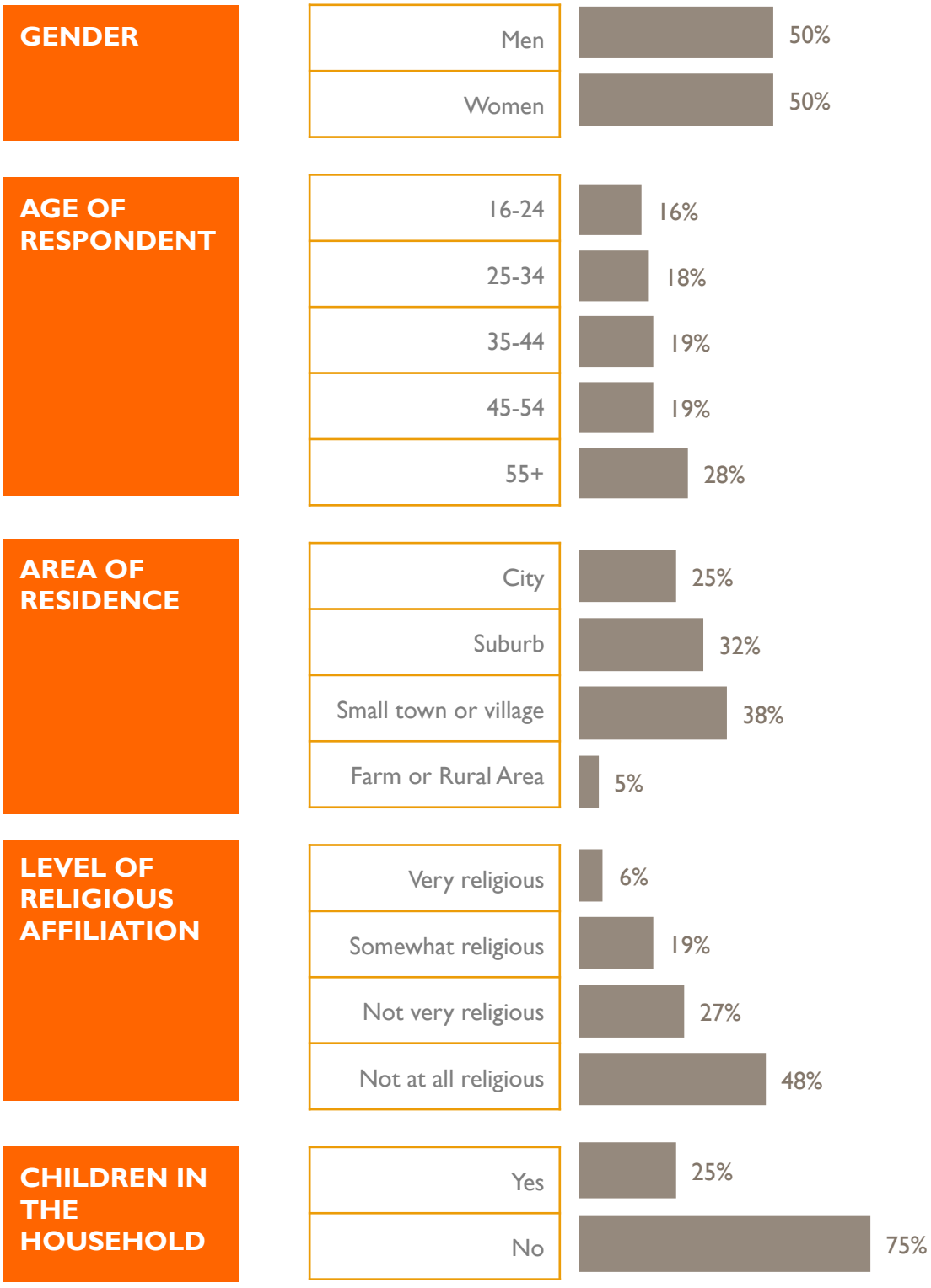
Within this report you will see results for this country compared to countries of similar economic standing and the combined total results for all countries surveyed. Comparators included within this report are:

	Description	Sample size
Developed	World Bank Classification: Gross National Income (GNI) per capita of $12,746 or more	3507
Total	All 28 Countries included in the survey	11,331

The countries included in this study are:

	Countries
Developed	Canada, USA, Australia, UK, Germany, Ireland, Japan
Upper-Middle-Income	Brazil, Dominican Republic, Ecuador, Malaysia, Mexico, Peru, South Africa, Thailand
Lower-Middle-Income	Bolivia, El Salvador, Guatemala, Honduras, Indonesia, Nicaragua, Philippines
Fragile States	Bangladesh, Colombia, DRC, Kenya, Lebanon, Pakistan

Demographic breakdown of respondents



Experience and perceptions

UNITED KINGDOM

Most Common Forms of Violence

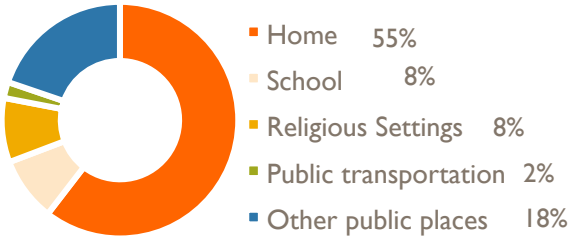
% Happens Very Often	United Kingdom	Developed	Total
Behaviours among children	26%	23%	31%
Physical and Psychological Abuse	19%	16%	28%
Online Threats	19%	18%	25%

40% ↑

feel that in the past five years violence against children in United Kingdom has…

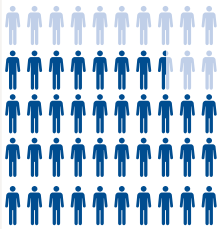
INCREASED

Locations Where Children Are Most Likely To Be At Risk (%)



89%

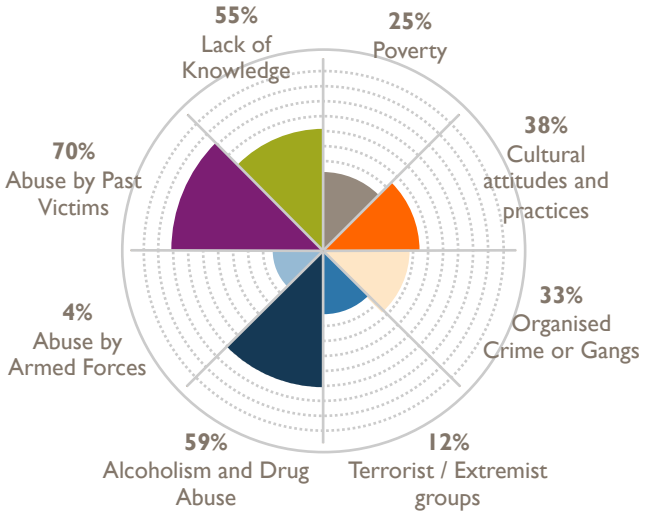
feel that not enough is being done to prevent violence against children in United Kingdom.



75%

are optimistic that violence against children can be reduced in their lifetime

Causes of Violence Against Children



Addressing violence against children

UNITED KINGDOM

46%

say that more needs to be done to protect children from violence in their community.

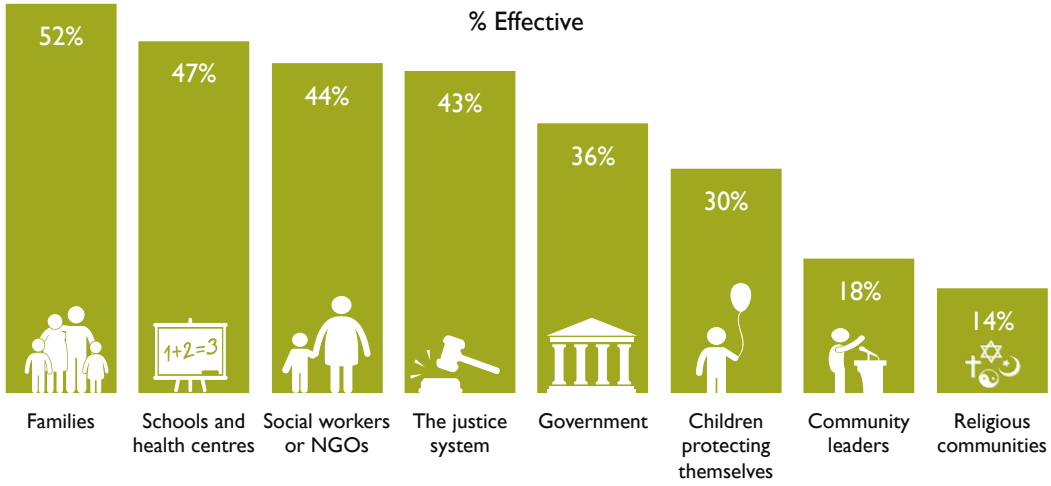
53%

say that governments don't have the means to address violence against children, no matter what the laws are

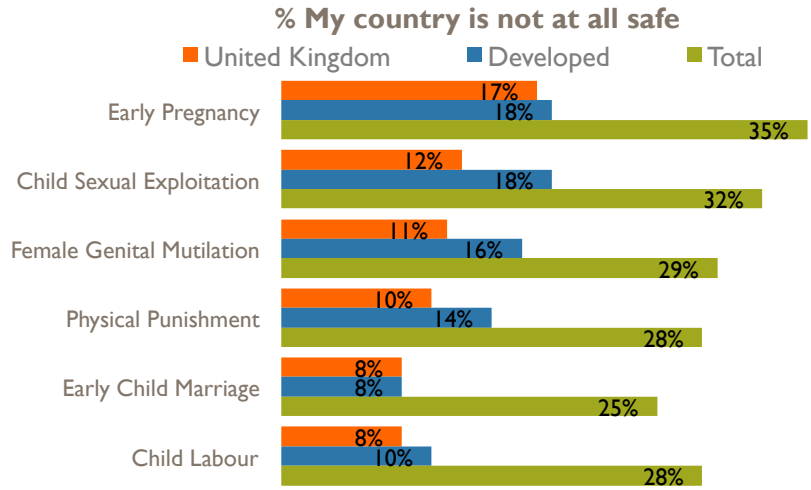
48%

say that governments are unwilling to take enough action to end violence against children.

Most Effective Institutions in Combatting Violence Against Children



How Safe is United Kingdom For Children?



Experience and perception

UNITED KINGDOM

n=Sample Size*

Urban n=283

Rural n=217

Most Common Forms of Violence

% Happens Very Often	Urban	Rural
Behaviours among children	24%	28%
Physical and Psychological Abuse	18%	21%
Online Threats	18%	21%

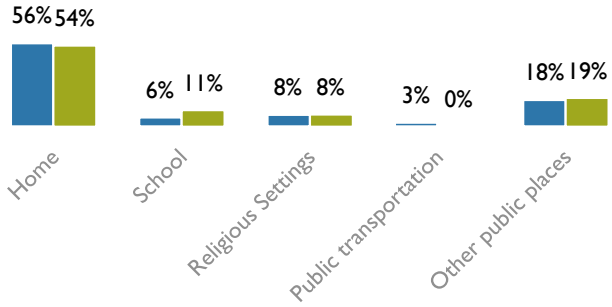
In the past five years urban residents feel that violence against children has …

INCREASED

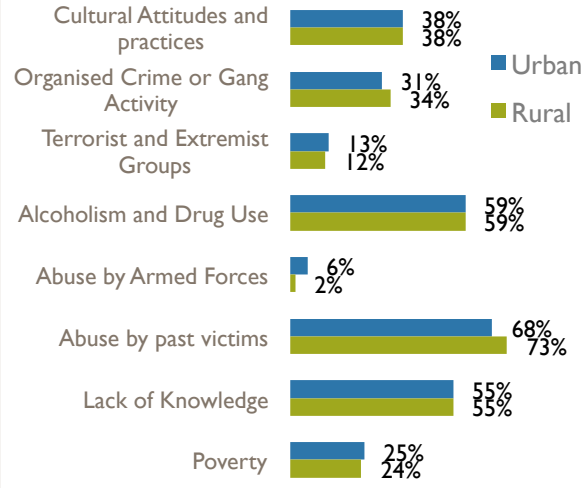
And rural residents feel that it has…

INCREASED

Locations Where Children Are Most Likely To Be At Risk (%)



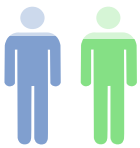
Causes of Violence Against Children



9% urban residents and 13% rural residents

feel that a lot is being done to prevent violence against children in United Kingdom.

76% Urban% **74% Rural%**



are optimistic that violence against children can be reduced in their lifetime

*Please Note: Urban/Rural base sizes may be small due to underrepresentation in rural areas online in some markets. Please consider these results directional in nature, differences are not necessarily statistically significant.

Defining violence against children

In order to better understand how violence against children is perceived around the world, respondents in each country surveyed were asked to rate a list of various forms of violence against children. They were presented with a list generated by Ipsos Reid and World Vision to mirror the forms of violence defined by the United Nations.

Each form of violence was rated by the respondent its harmfulness, lasting impact in the victim's life, which gender they feel is most affected by that form of violence and how common they perceive the form of violence to be in their country.

The following pages outline a summary of the harmfulness, impact and frequency by category of violence. The categories of violence represent an aggregate of multiple forms of violence centred as described in the table below.

First we will look overall at a comparison between the categories to identify key priority areas, followed by a look within each category specifically against key comparators.

Categories of Violence	Forms of Violence Against Children
Physical and Psychological Abuse	Physical abuse
	Physical punishment
	Humiliation, threating, scaring or ridiculing
	Failing to meet a child's basic needs even when possible to do so
	Punishing a child in solitary confinement, isolation or degrading conditions of detention
Traditional practices	Genital cutting
	Binding, scarring, burning or branding children
	Arranged marriage
	Physical punishment for retribution or honour
	Accusing a child of witchcraft/performing an exorcism
Sexual Behaviors	Forced intercourse
	Forced prostitution/pornography
Behaviors among children	Gang violence
	Cyberbullying
Child Labor	Making a child do work that may disrupt their education and/or physical, mental or social development
	Making a child work to pay off family debts
Online Threats	Exposing a child to violence, pornography or hate-speech online
	Tricking or luring a child on the internet into meeting strangers off-line for sex

Forms of violence

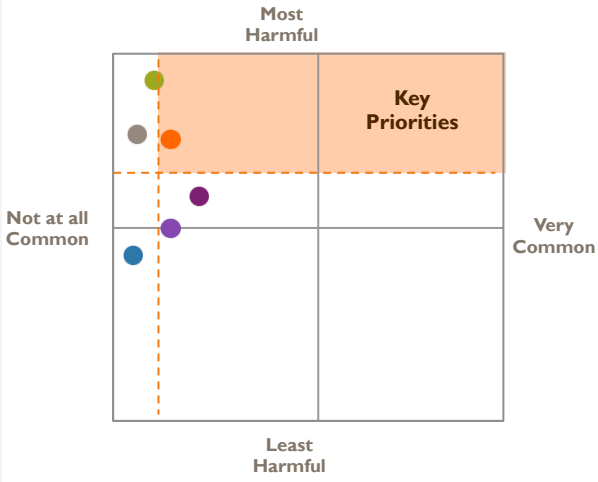
United Kingdom
Developed
Total

UNITED KINGDOM

Key Priority Areas

Country Average

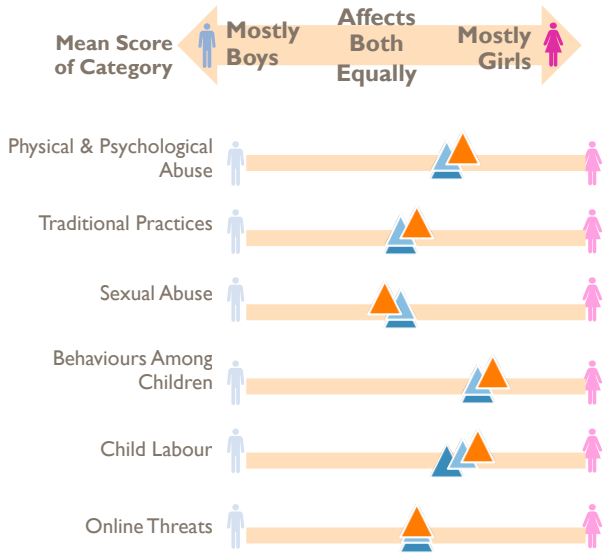
- Physical and Psychological Abuse
- Sexual Abuse
- Child Labour
- Traditional Practices
- Behaviours Among Children
- Online Threats



Gender Most Affected

This summary compares the perceived gender differences in impact of the categories of violence.

United Kingdom
Developed
Total



Below is a ranking of the categories of violence compared to the ranking of key comparators to understand the differing priorities between the key audience of this report and the broader survey audience.

Category of Violence with the Highest Impact	UK	Developed	Total
Rank			
Sexual Behaviours	1	1	1
Online Threats	2	2	2
Traditional Practices	3	4	4
Behaviours among children	4	3	3
Physical and Psychological Abuse	5	5	5
Child Labour	6	6	6

Most Harmful Category of Violence	UK	Developed	Total
Rank			
Sexual Behaviours	1	1	1
Traditional Practices	2	3	4
Online Threats	3	2	2
Behaviours among children	4	4	3
Physical and Psychological Abuse	5	5	5
Child Labour	6	6	5

Most Common Category of Violence	UK	Developed	Total
Rank			
Behaviours among children	1	1	1
Physical and Psychological Abuse	2	3	2
Online Threats	2	2	4
Sexual Behaviours	4	4	4
Traditional Practices	5	5	6
Child Labour	6	5	3

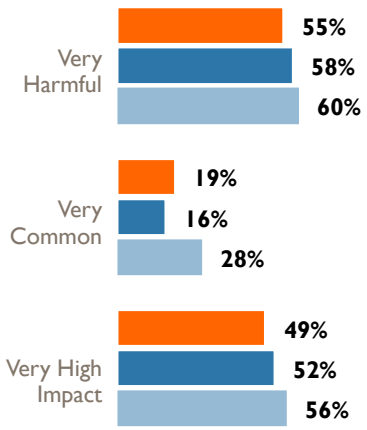
Forms of violence

United Kingdom
Developed
Total

UNITED KINGDOM

Physical and Psychological Abuse

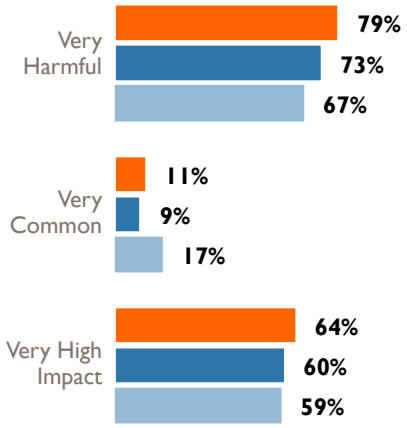
Average Top Box %



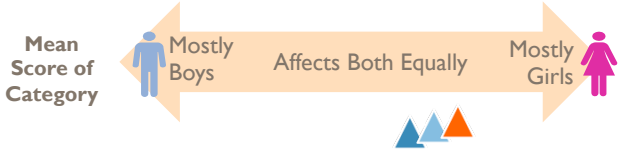
	% Very Harmful	% Very Common	% High Impact
Physical abuse / injury	82	19	65
Physical punishment / spanking	17	25	24
Humiliation, threating, scaring or ridiculing	61	20	54
Failing to meet a child's basic needs even when possible to do so	49	17	45
Psychological and emotional abuse	68	13	56

Traditional Practices

Average Top Box %



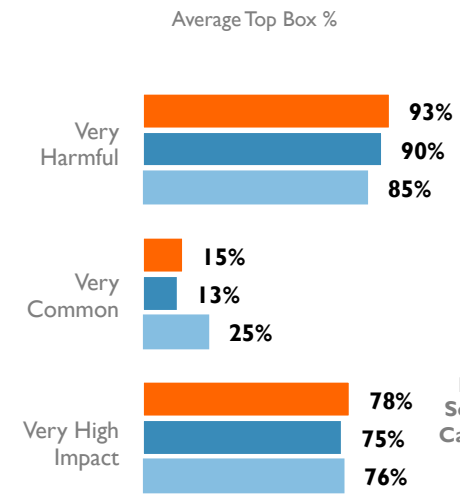
	% Very Harmful	% Very Common	% High Impact
Genital cutting	86	11	70
Binding, scarring, burning or branding children	88	12	70
Arranged marriage	70	11	57
Physical punishment for retribution or honour	77	11	63
Accusing a child of witchcraft/performing an exorcism	74	9	60



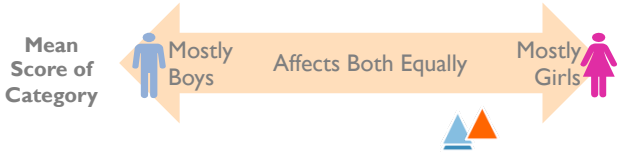
Forms of violence

UNITED KINGDOM

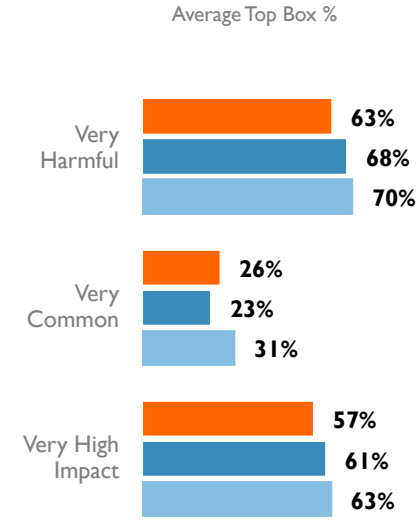
Sexual Abuse



	% Very Harmful	% Very Common	% High Impact
Forced intercourse	93	16	80
Forced prostitution/pornography	93	14	76



Behaviours Among Children

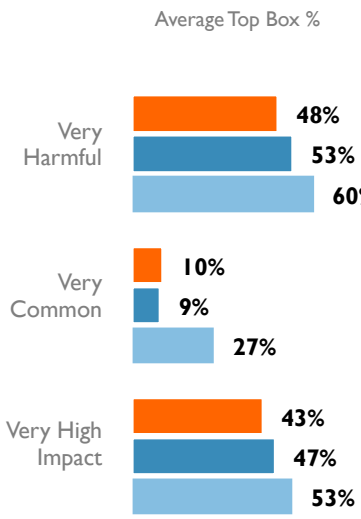


	% Very Harmful	% Very Common	% High Impact
Gang violence	74	18	61
Cyberbullying	53	33	53

Forms of violence

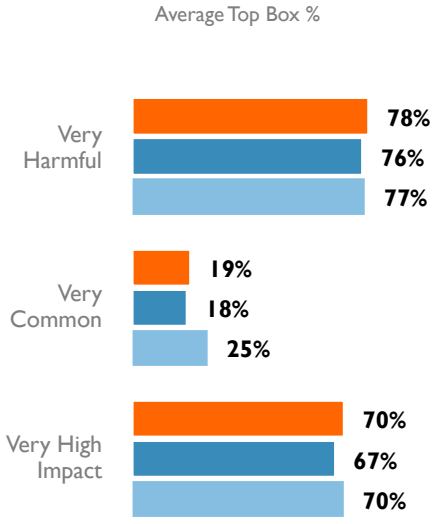
UNITED KINGDOM

Child Labour

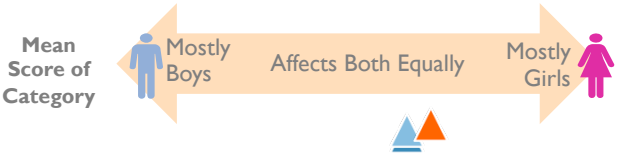


	% Very Harmful	% Very Common	% High Impact
Making a child do work that may disrupt their education and/or physical, mental or social development	46	10	45
Making a child work to pay off family debts	50	9	40

Online Threats



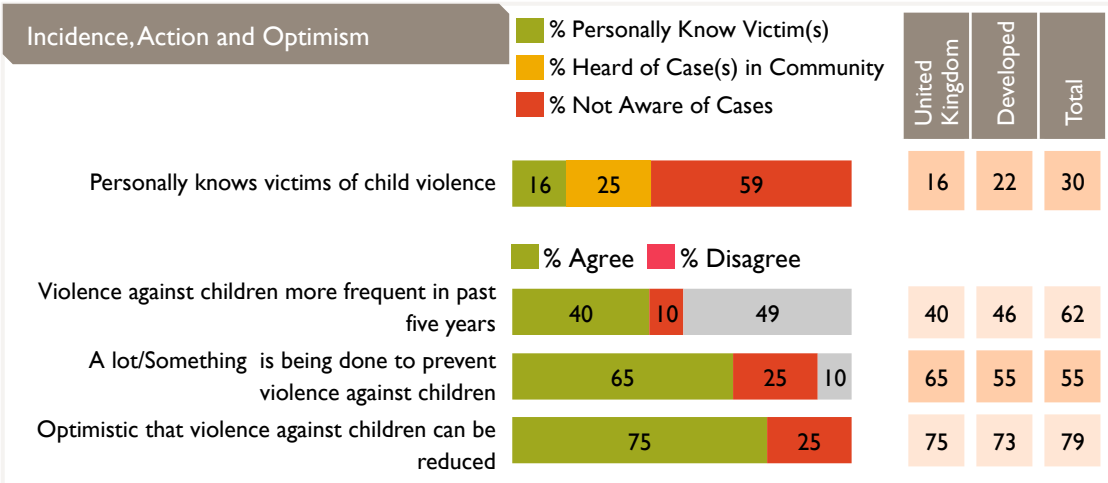
	% Very Harmful	% Very Common	% High Impact
Exposing a child to violence, pornography or hate-speech online	67	21	65
Tricking or luring a child on the internet into meeting strangers off-line for sex	90	18	76



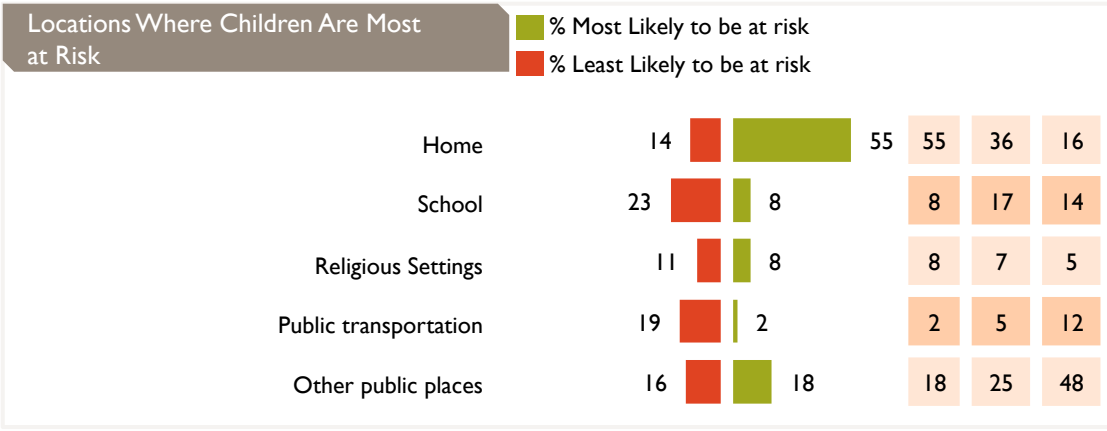
Results in detail*

UNITED KINGDOM

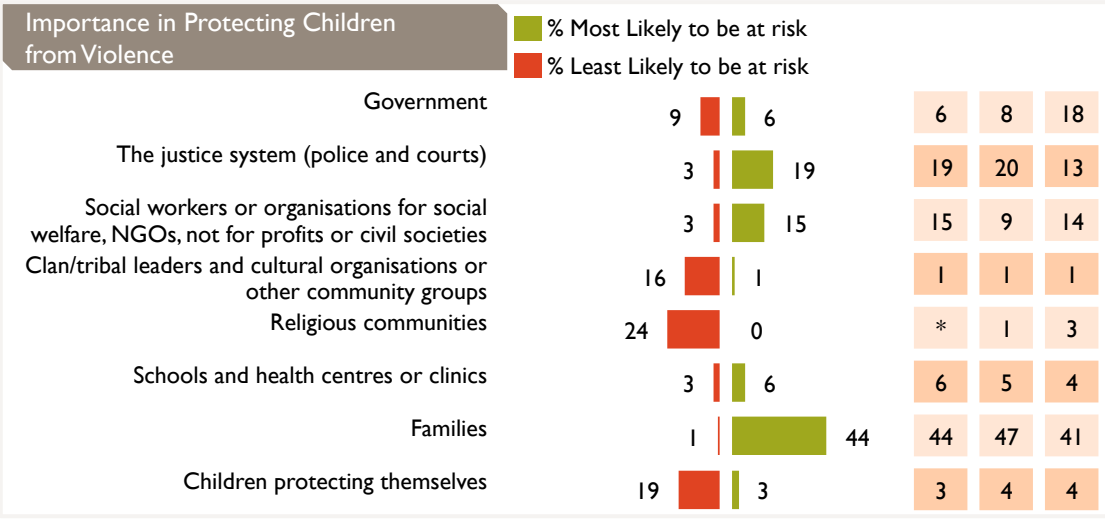
Incidence, Action and Optimism



Locations Where Children Are Most at Risk



Importance in Protecting Children from Violence

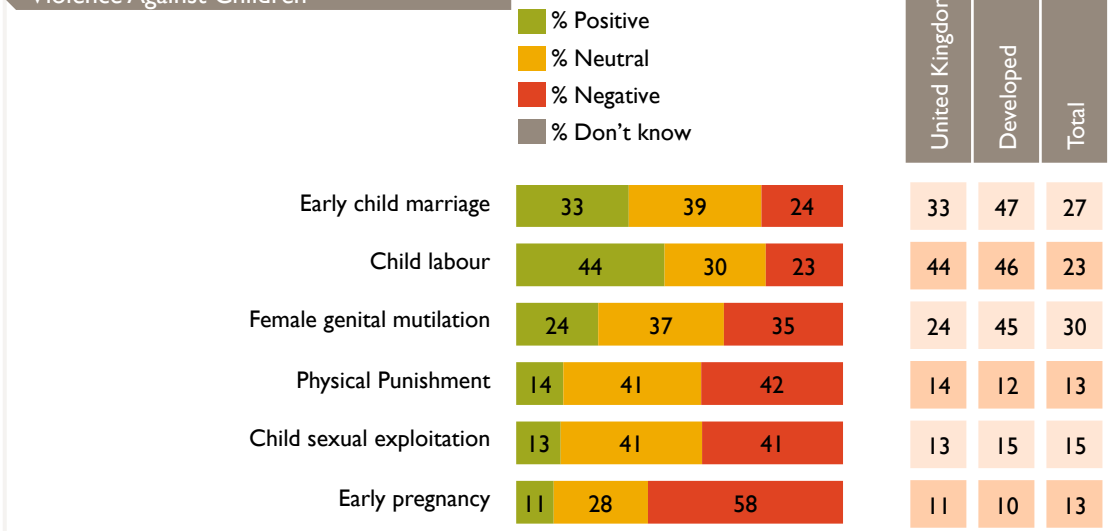


*Percentage totals presented in the Results in detail may vary slightly from 100%, due to the rounding of totals to the nearest whole number.

Results in detail

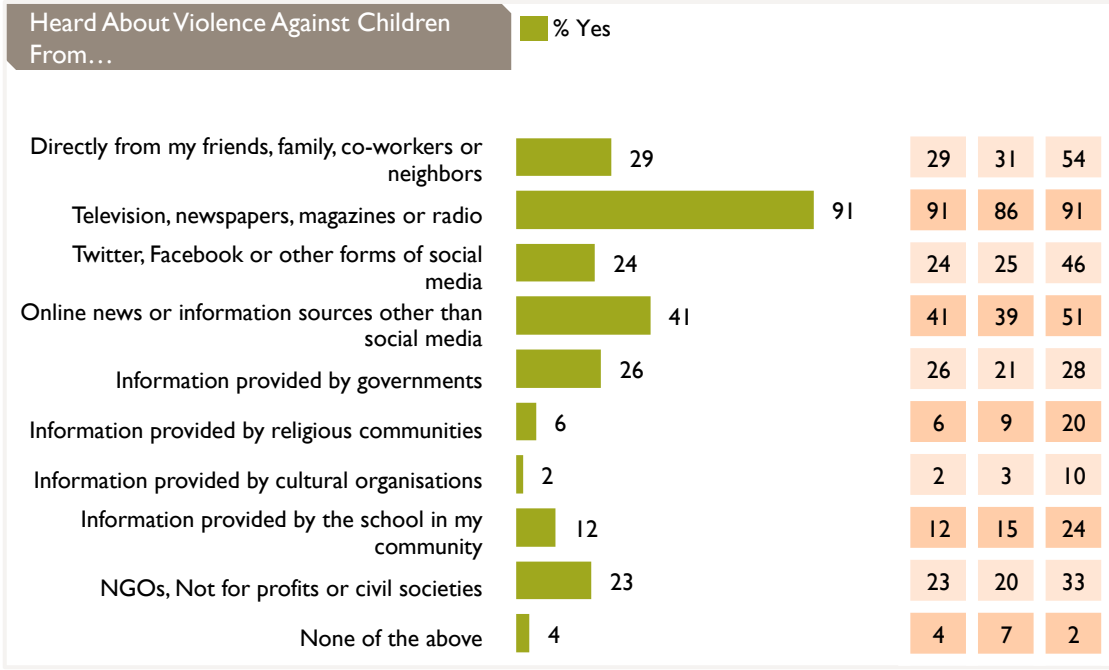
UNITED KINGDOM

Safety in Relation to Worst Forms of Violence Against Children



	% Positive	% Neutral	% Negative	United Kingdom	Developed	Total
Early child marriage	33	39	24	33	47	27
Child labour	44	30	23	44	46	23
Female genital mutilation	24	37	35	24	45	30
Physical Punishment	14	41	42	14	12	13
Child sexual exploitation	13	41	41	13	15	15
Early pregnancy	11	28	58	11	10	13

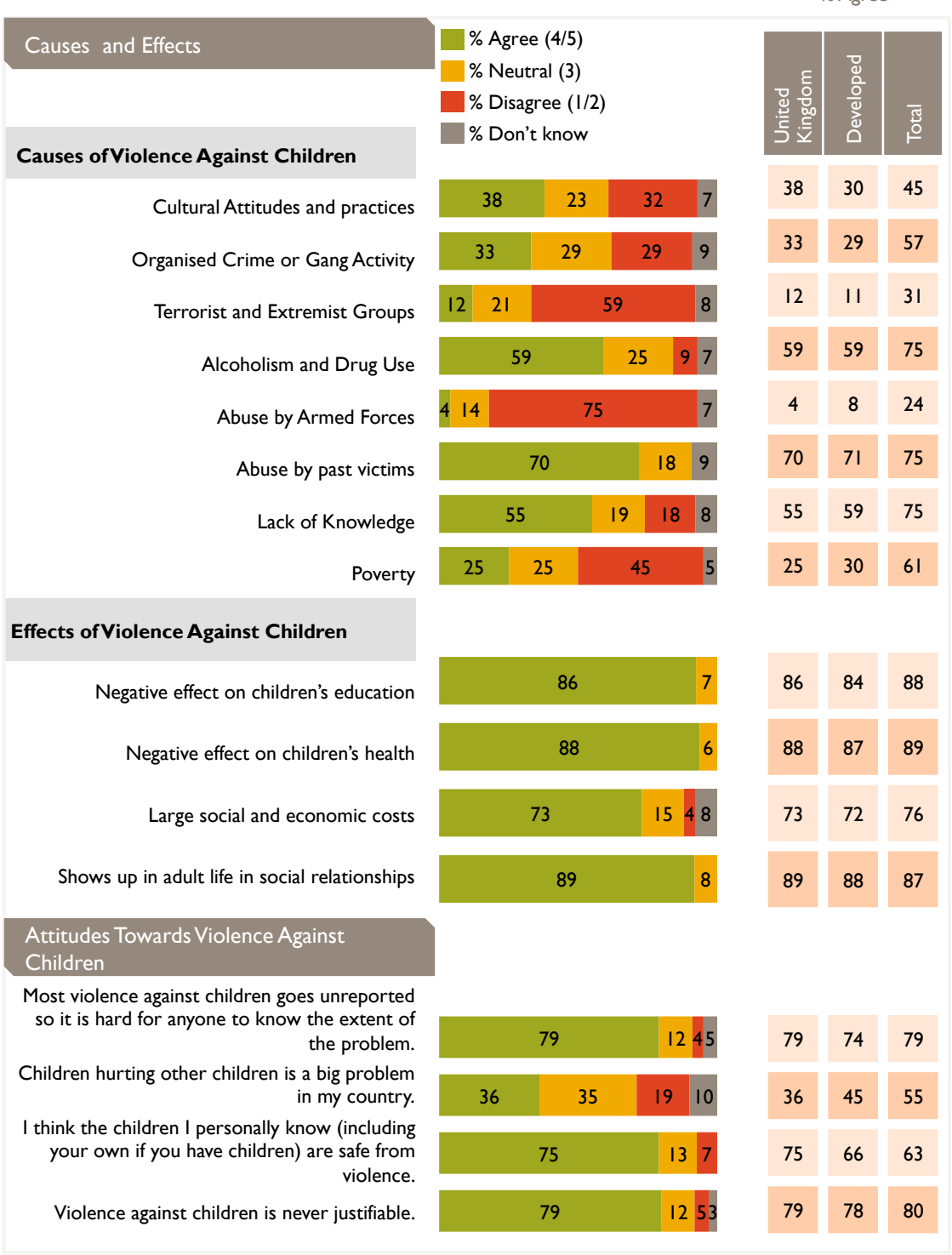
Heard About Violence Against Children From…



	% Yes	United Kingdom	Developed	Total
Directly from my friends, family, co-workers or neighbors	29	29	31	54
Television, newspapers, magazines or radio	91	91	86	91
Twitter, Facebook or other forms of social media	24	24	25	46
Online news or information sources other than social media	41	41	39	51
Information provided by governments	26	26	21	28
Information provided by religious communities	6	6	9	20
Information provided by cultural organisations	2	2	3	10
Information provided by the school in my community	12	12	15	24
NGOs, Not for profits or civil societies	23	23	20	33
None of the above	4	4	7	2

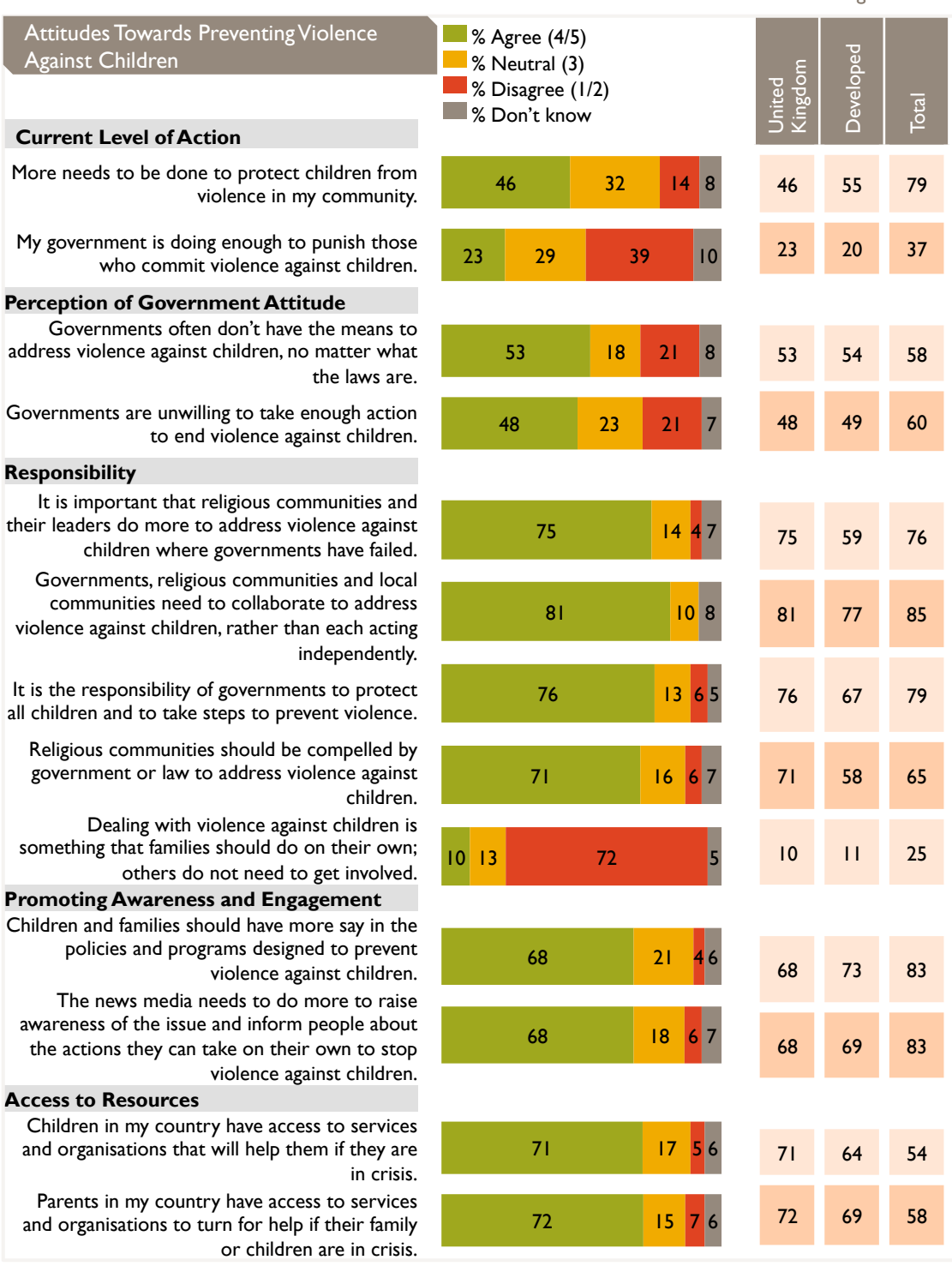
Results in detail

UNITED KINGDOM



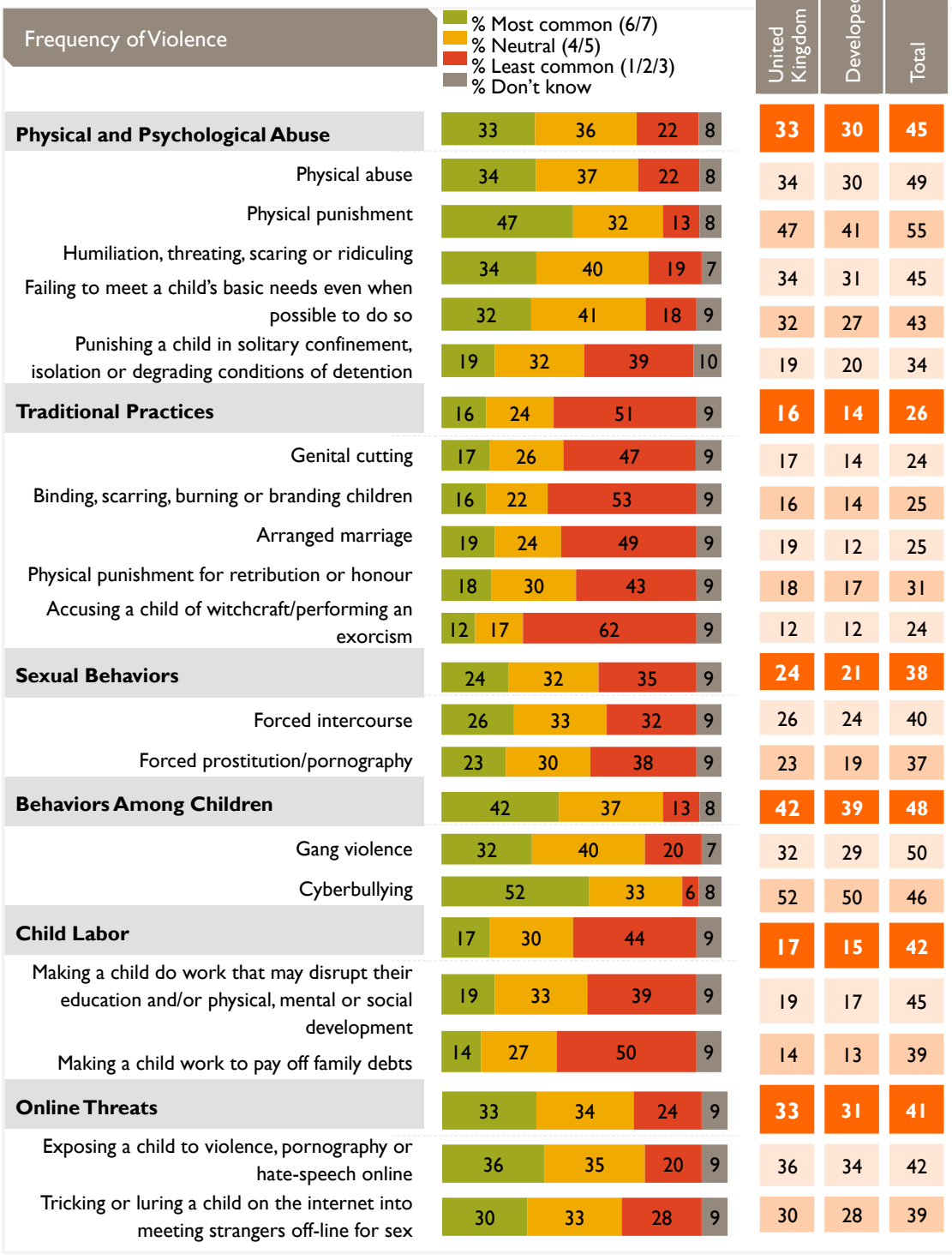
Results in detail

UNITED KINGDOM



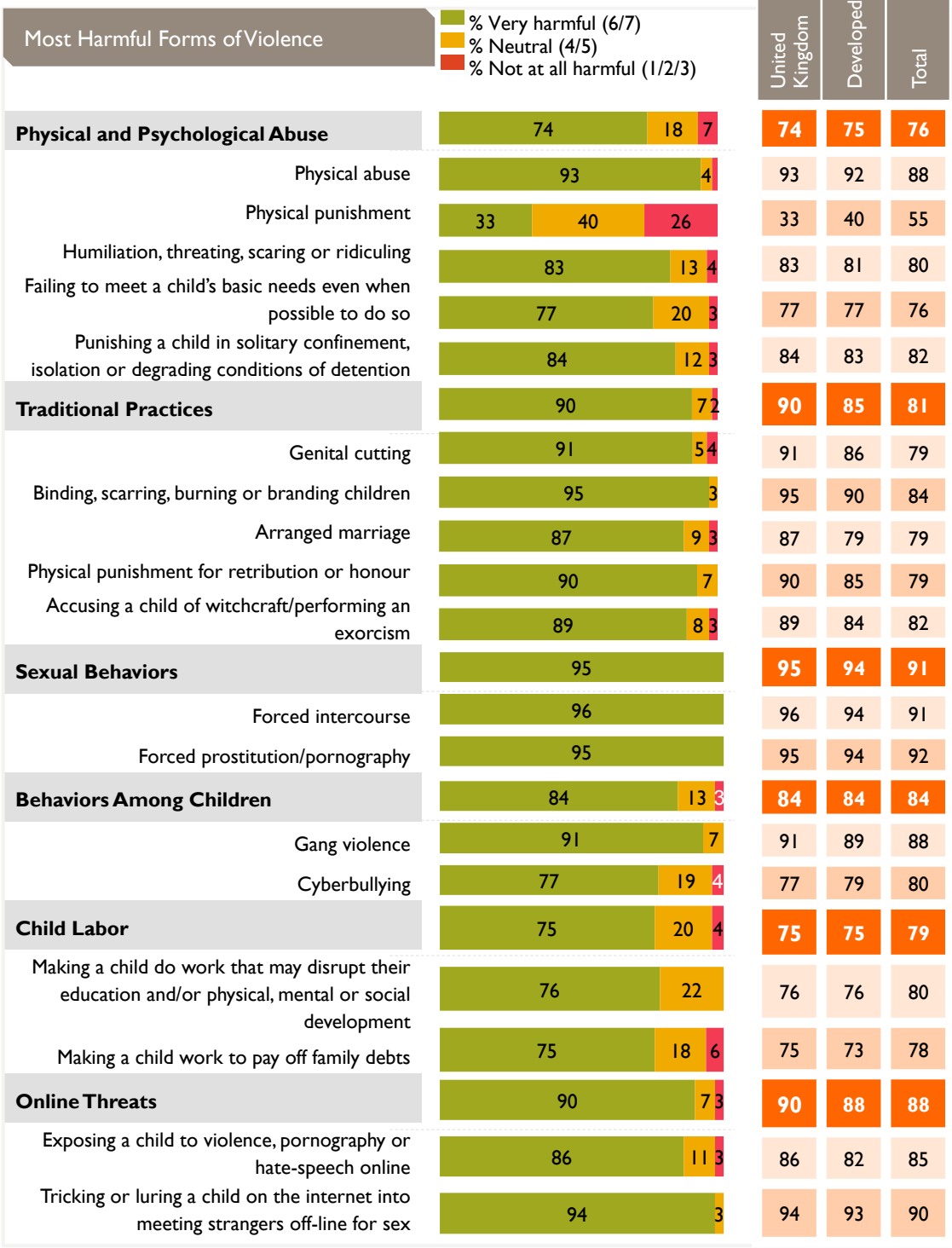
Results in detail

UNITED KINGDOM



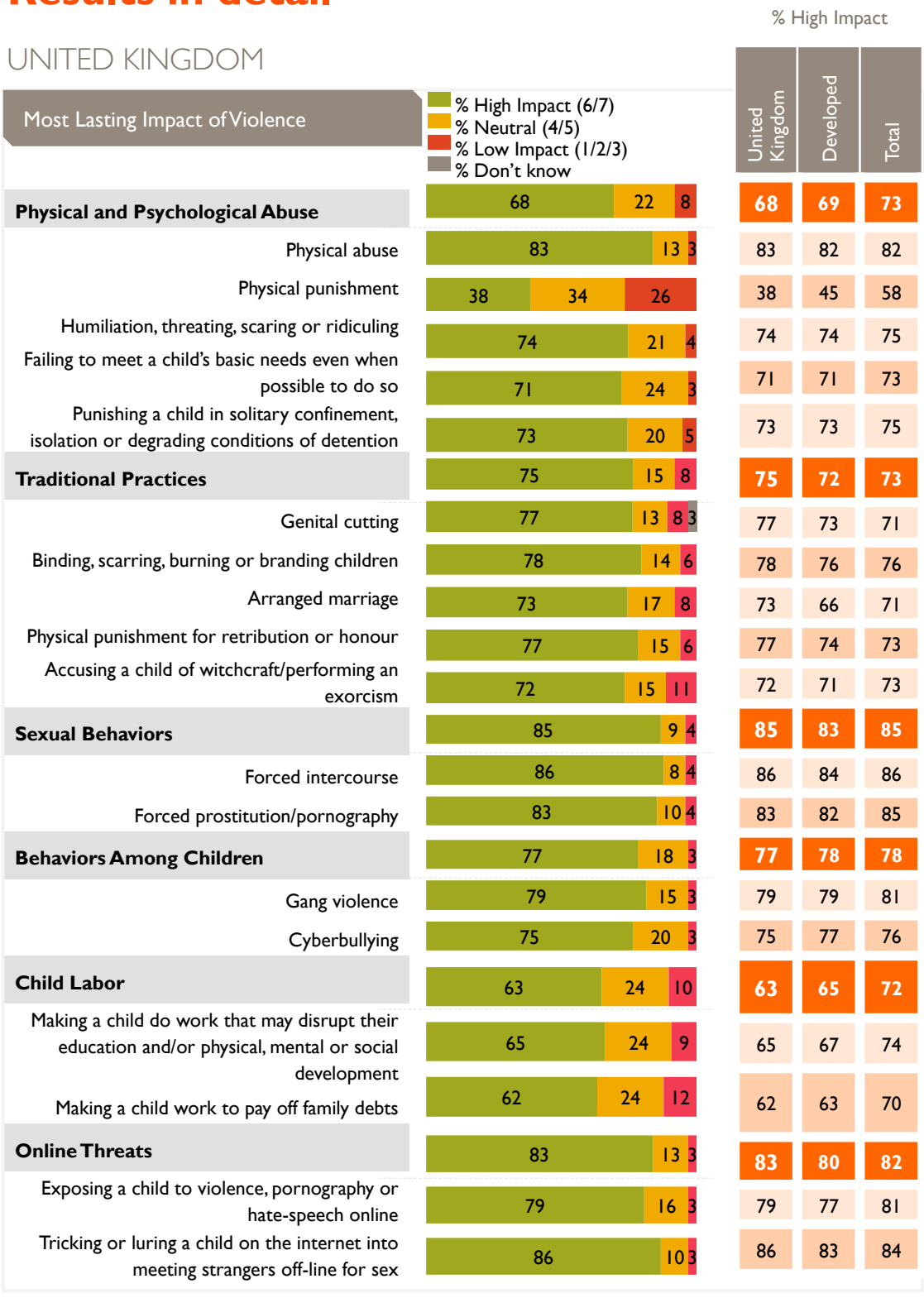
Results in detail

UNITED KINGDOM



Results in detail

UNITED KINGDOM



Results in detail

UNITED KINGDOM

Most Lasting Impact of Violence

% Mostly Affects

	United Kingdom		Developed		Total	
Physical and Psychological Abuse	**4**	**3**	**5**	**3**	**8**	**8**
Physical abuse	6	2	7	4	10	8
Physical punishment	6	3	7	3	9	7
Humiliation, threating, scaring or ridiculing	3	3	3	3	6	8
Failing to meet a child's basic needs even when possible to do so	1	3	2	4	4	8
Punishing a child in solitary confinement, isolation or degrading conditions of detention	5	3	5	3	11	7
Traditional Practices	**3**	**43**	**4**	**30**	**9**	**22**
Genital cutting	8	62	12	45	20	26
Binding, scarring, burning or branding children	2	21	3	16	8	11
Arranged marriage	1	72	1	54	2	47
Physical punishment for retribution or honour	5	36	5	21	9	14
Accusing a child of witchcraft/performing an exorcism	1	22	1	14	4	12
Sexual Behaviors	**1**	**47**	**1**	**39**	**3**	**39**
Forced intercourse	1	39	1	33	3	35
Forced prostitution/pornography	1	55	1	46	2	44
Behaviors Among Children	**25**	**10**	**18**	**9**	**20**	**14**
Gang violence	48	4	35	4	35	7
Cyberbullying	1	17	2	14	5	20
Child Labor	**11**	**6**	**12**	**5**	**15**	**8**
Making a child do work that may disrupt their education and/or physical, mental or social development	9	7	10	5	13	8
Making a child work to pay off family debts	12	6	15	4	18	9
Online Threats	**4**	**29**	**3**	**24**	**5**	**25**
Exposing a child to violence, pornography or hate-speech online	7	6	6	7	7	15
Tricking or luring a child on the internet into meeting strangers off-line for sex	*	53	1	41	3	35