

***“Mary Kay Truth About Abuse”* Survey**

National Findings from
Third Survey of Domestic Violence Shelters
in the United States

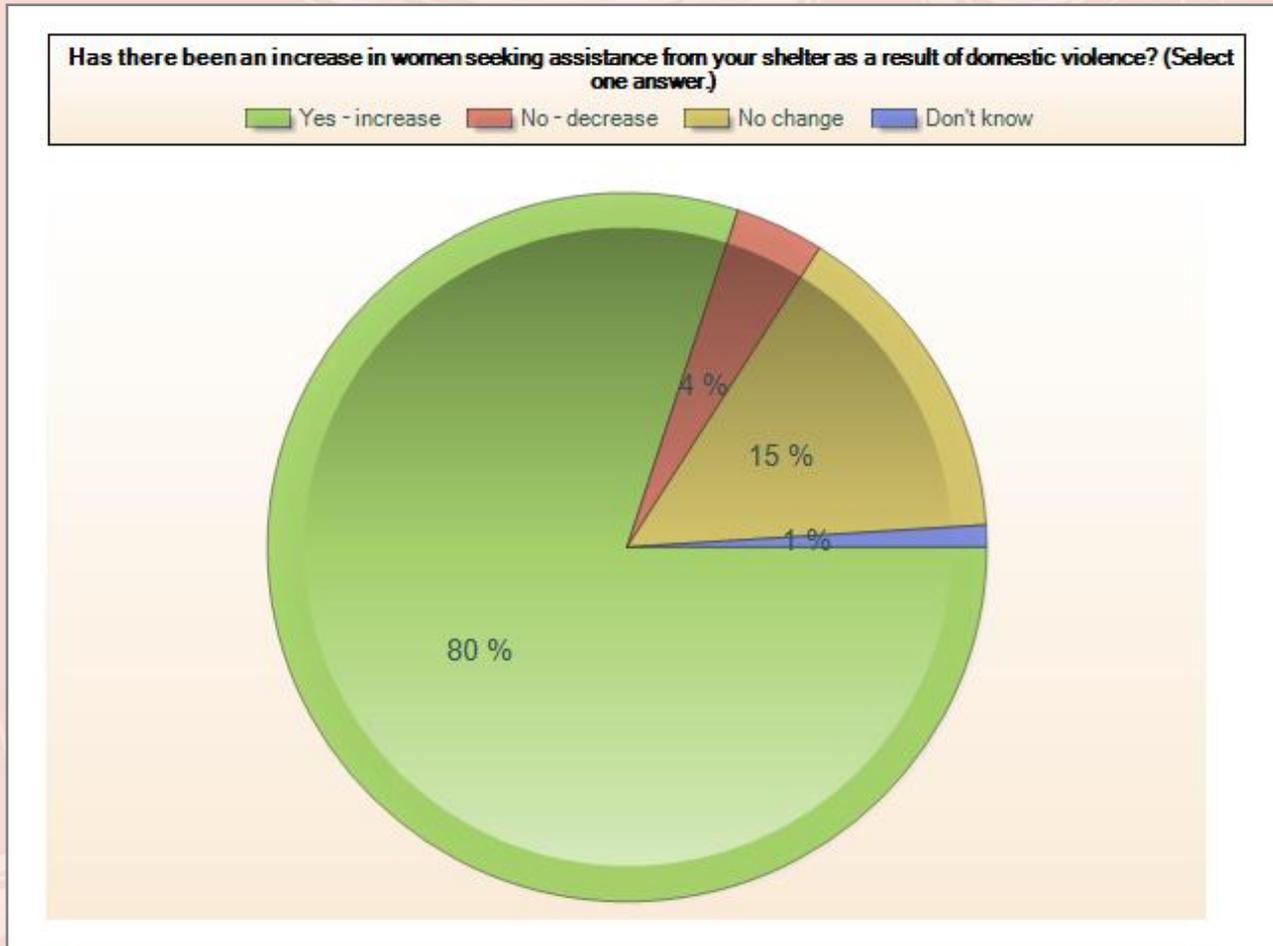
Released April 2011

Executive Summary

In light of the economy, shelters nationwide report:

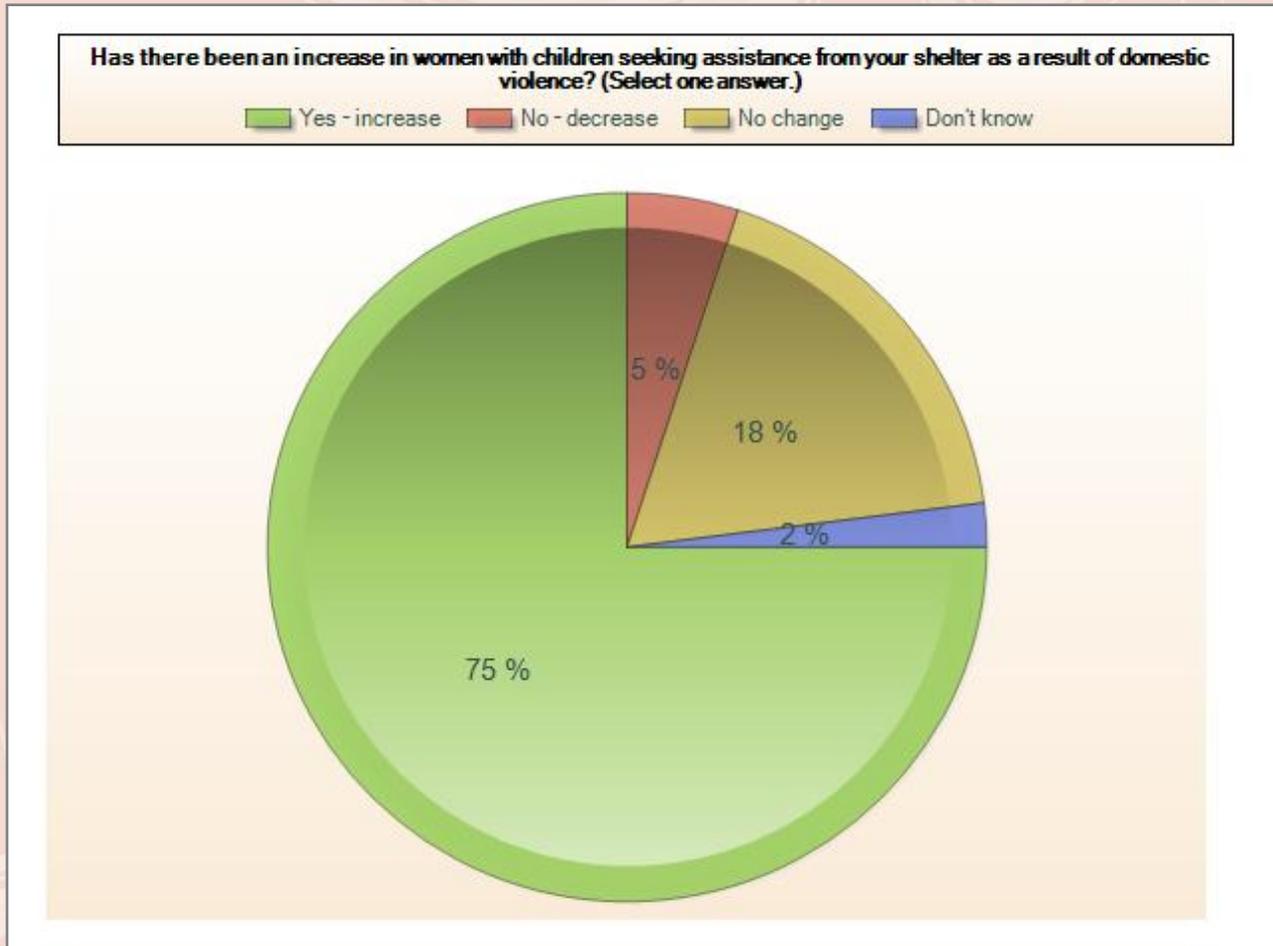
- Domestic violence increases for third straight year
 - Three out of four shelters attribute this rise to financial issues
- Government cutbacks decrease shelters' ability to help survivors
- Shelters expect the situation will only get worse in next 12 months
- Abuse is more severe
- Women are staying longer in abusive relationships
- Survivors struggle to find jobs
- Children are significantly affected
- Shelters are decreasing services and eliminating staff positions

Three out of four shelters report an increase in women seeking assistance from abuse



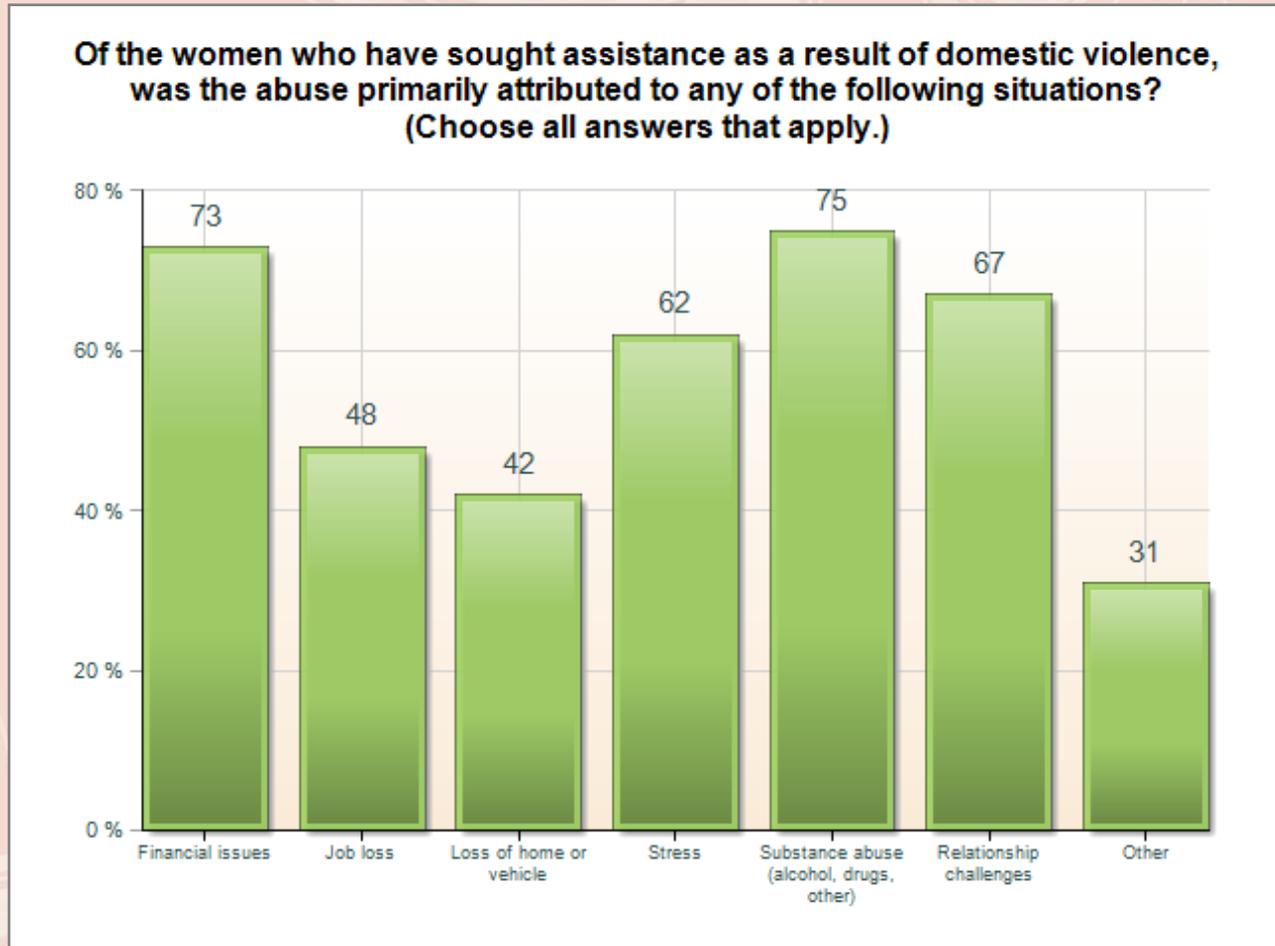
Question 2

75 percent of shelters note an increase in women with children seeking assistance from abuse



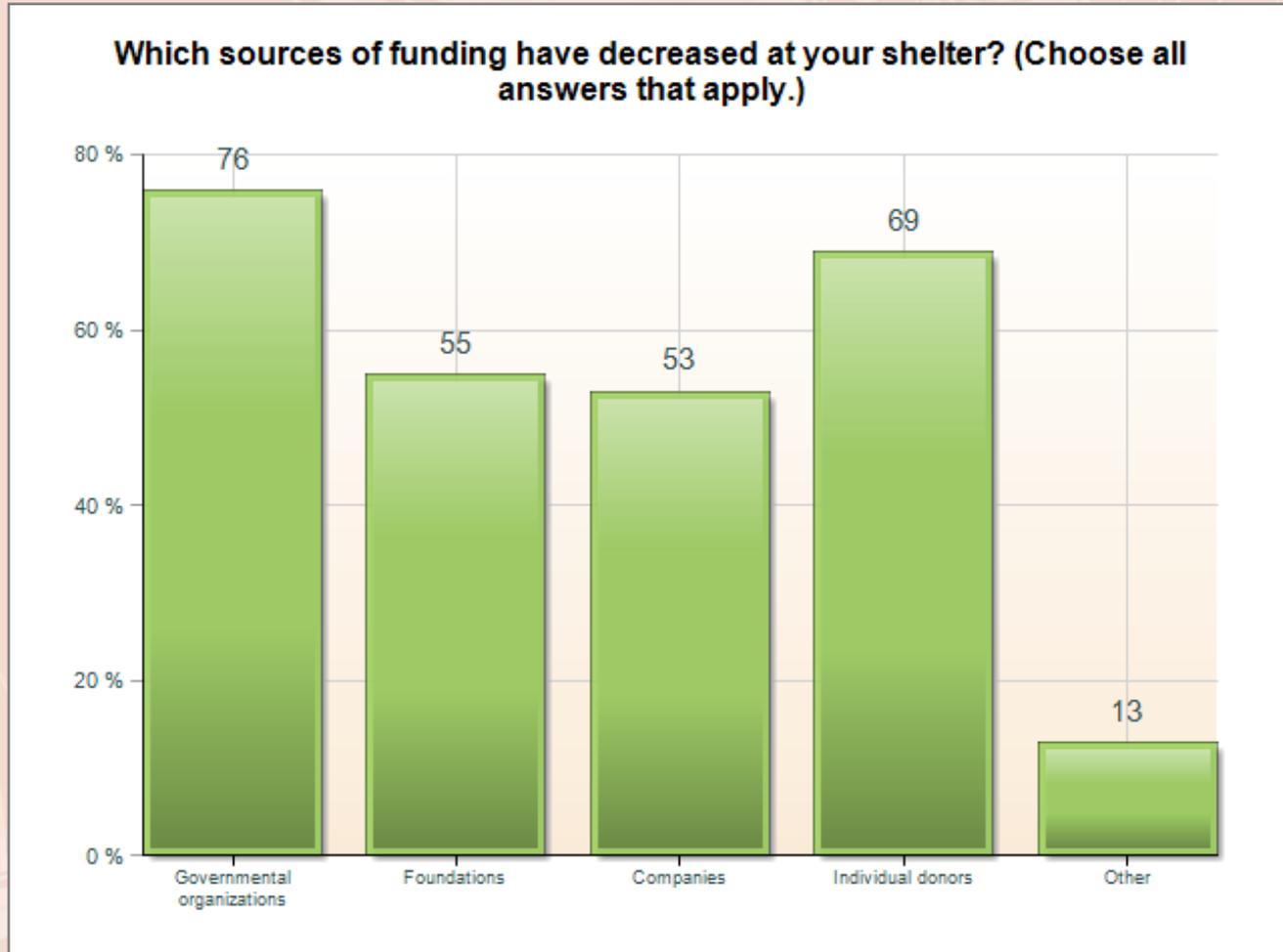
Question 3

73 percent of shelters attribute rise in abuse to financial issues, 48 percent to job loss



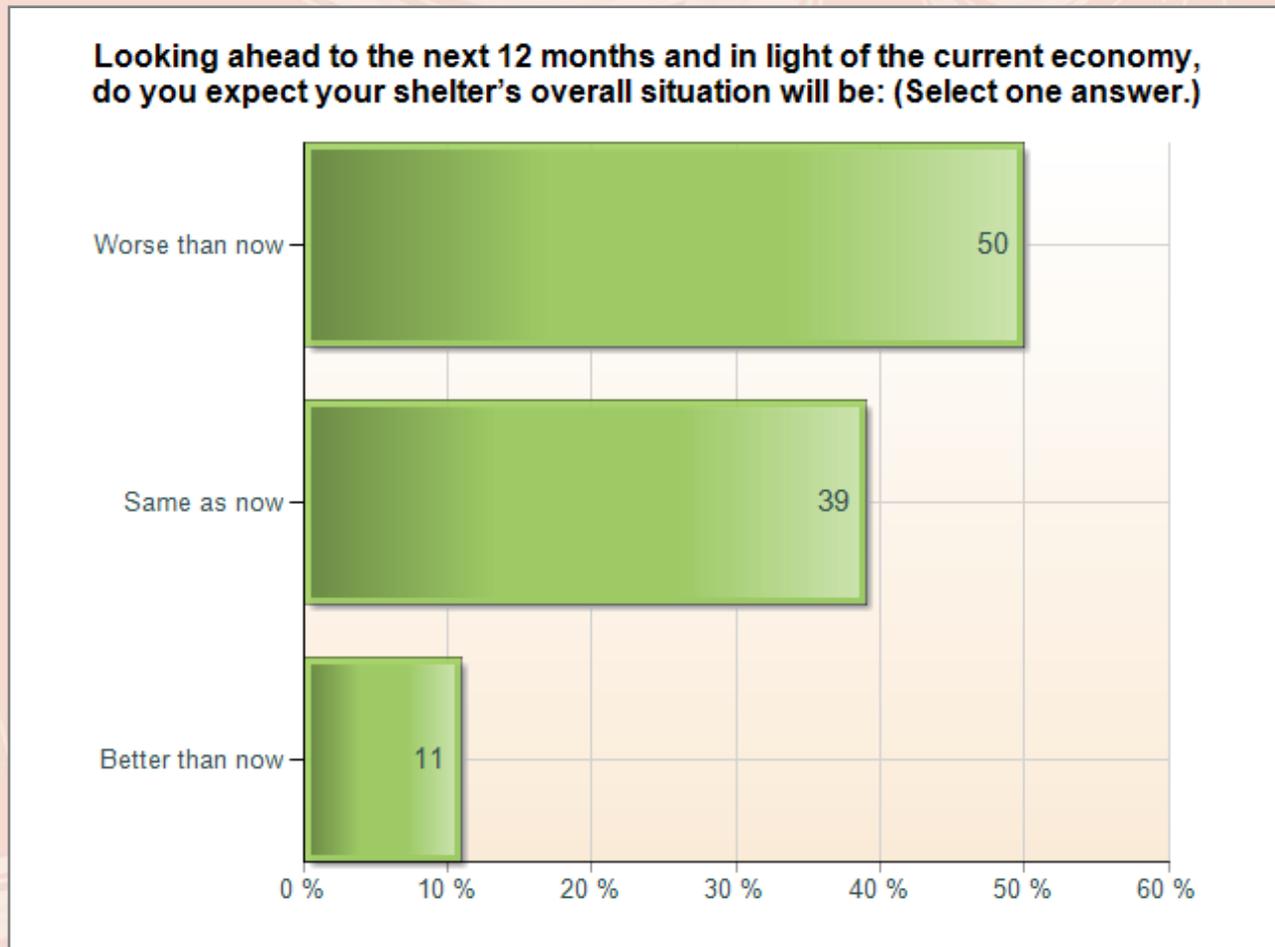
Question 4

Three out of four shelters indicate their funding has decreased the most from governmental organizations



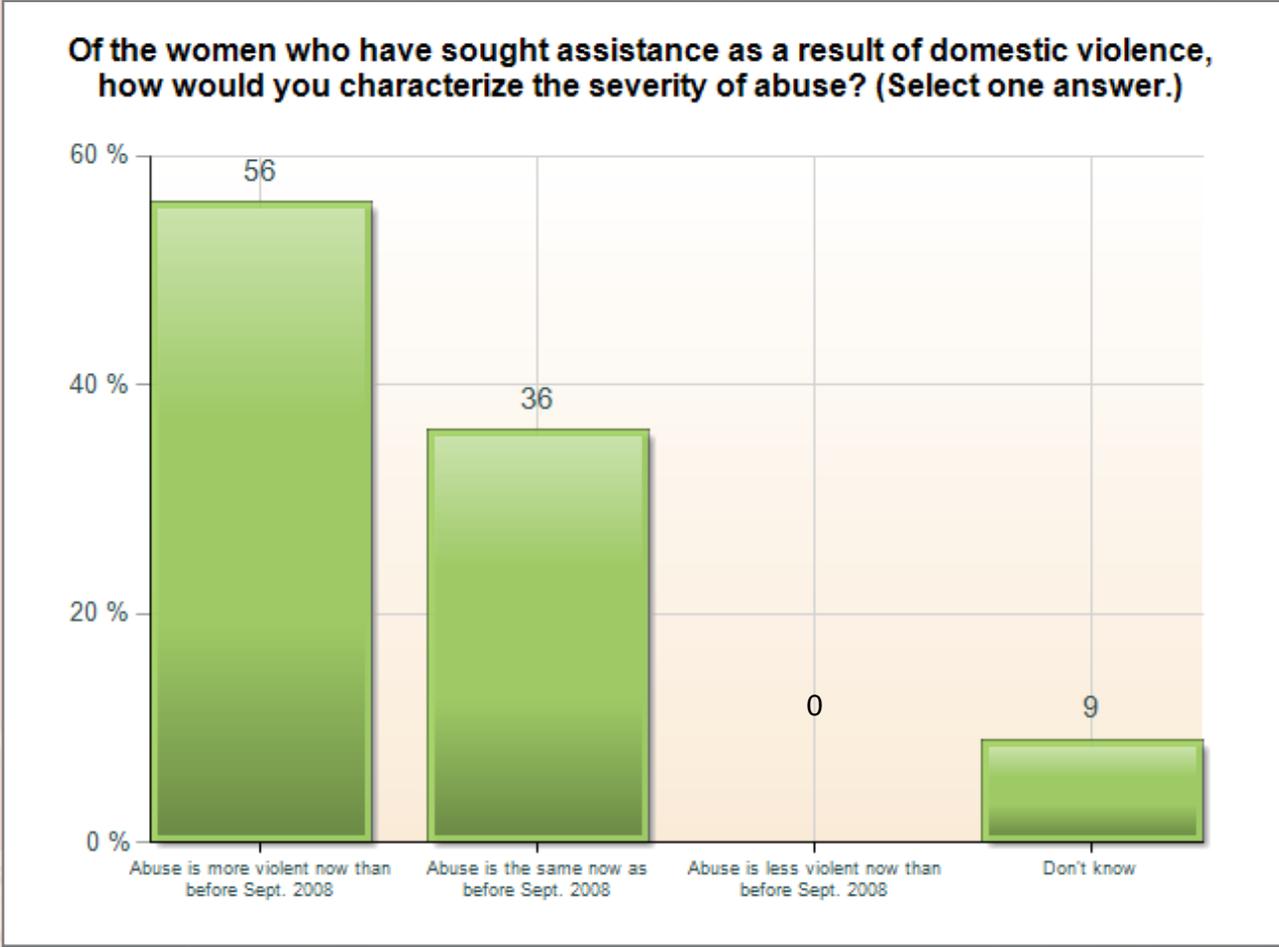
Question 13

89 percent of shelters expect their overall situation during the next 12 months will be worse than now, or the same as now



Question 14

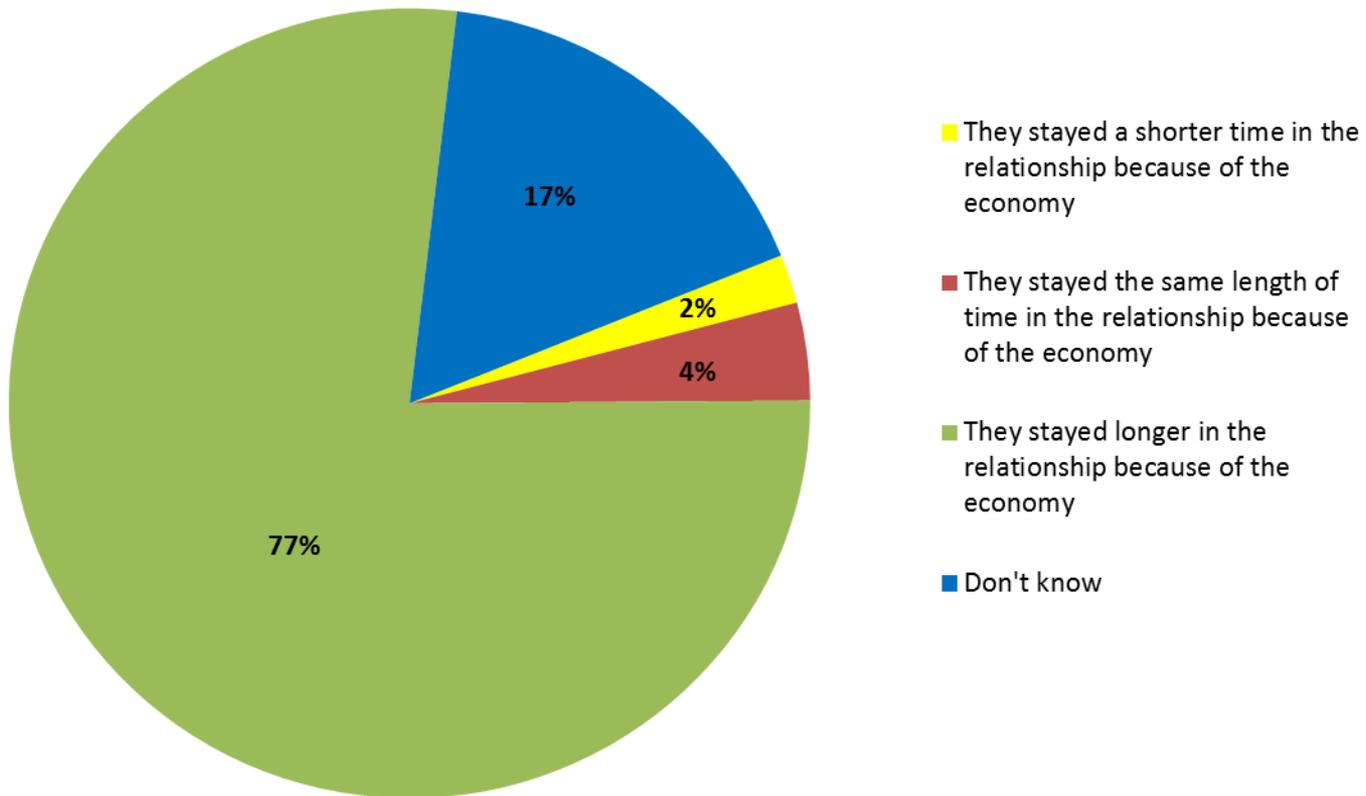
More than half of shelters report the abuse is more violent now than before economic downturn



Question 6

More than three-fourths of shelters indicate women they served stayed longer in abusive relationships because of the economy

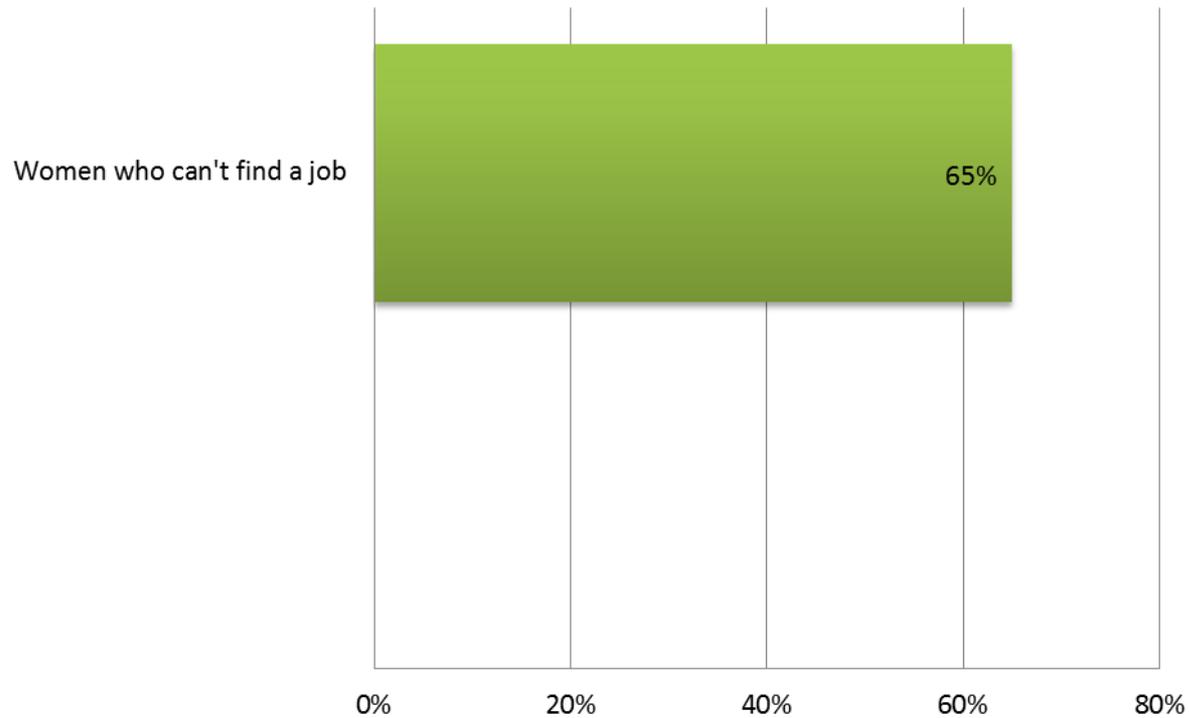
Thinking about the women who have sought assistance as a result of domestic violence, which of the following best describes their behavior given the impact of the economy? (Select one answer.)



Question 5

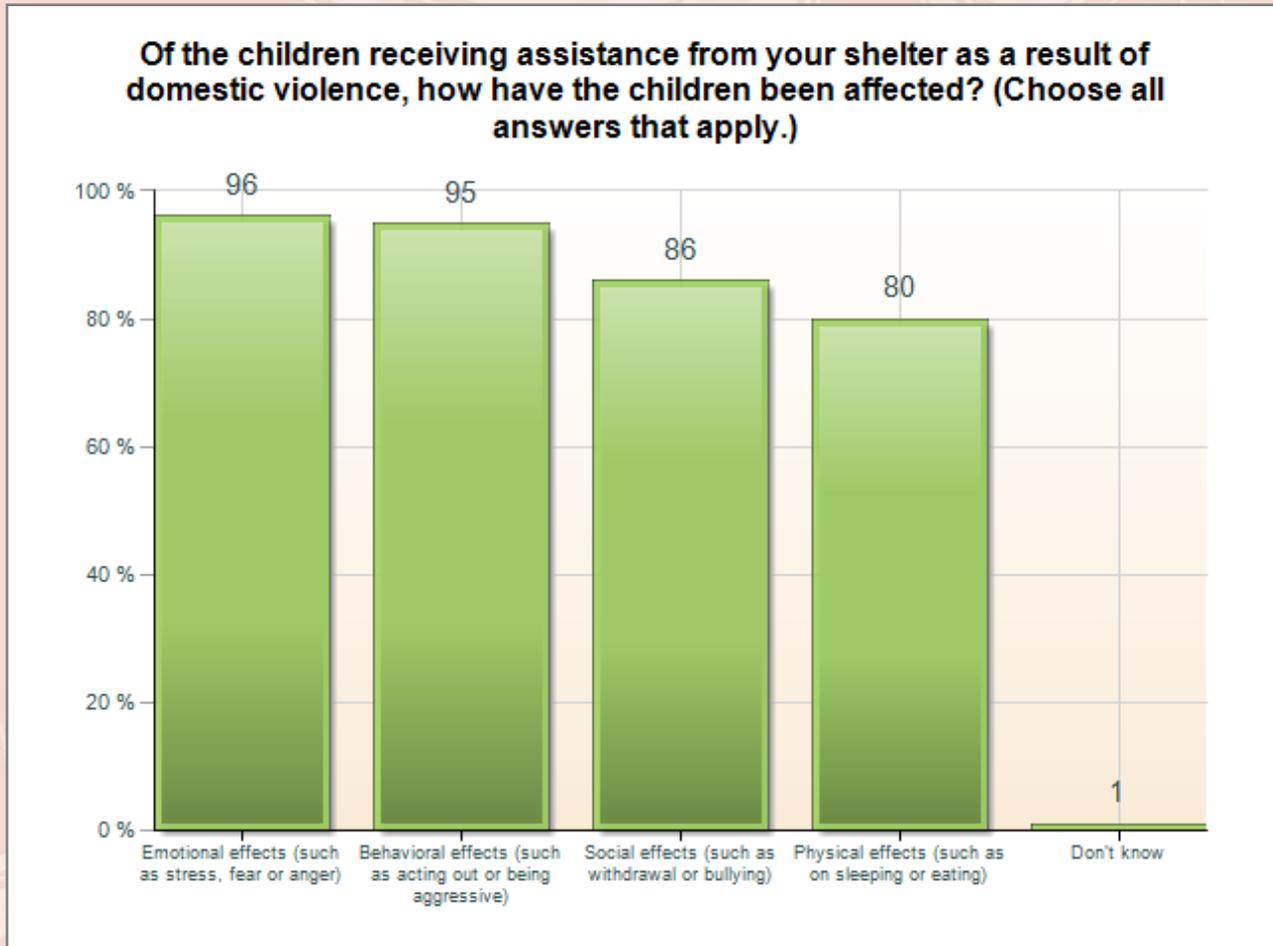
65 percent of women in shelters can't find employment due to economy

Of the women who have sought assistance as a result of domestic violence, what percent of these women have also experienced the following situation due to the economy? (Insert percentage.)



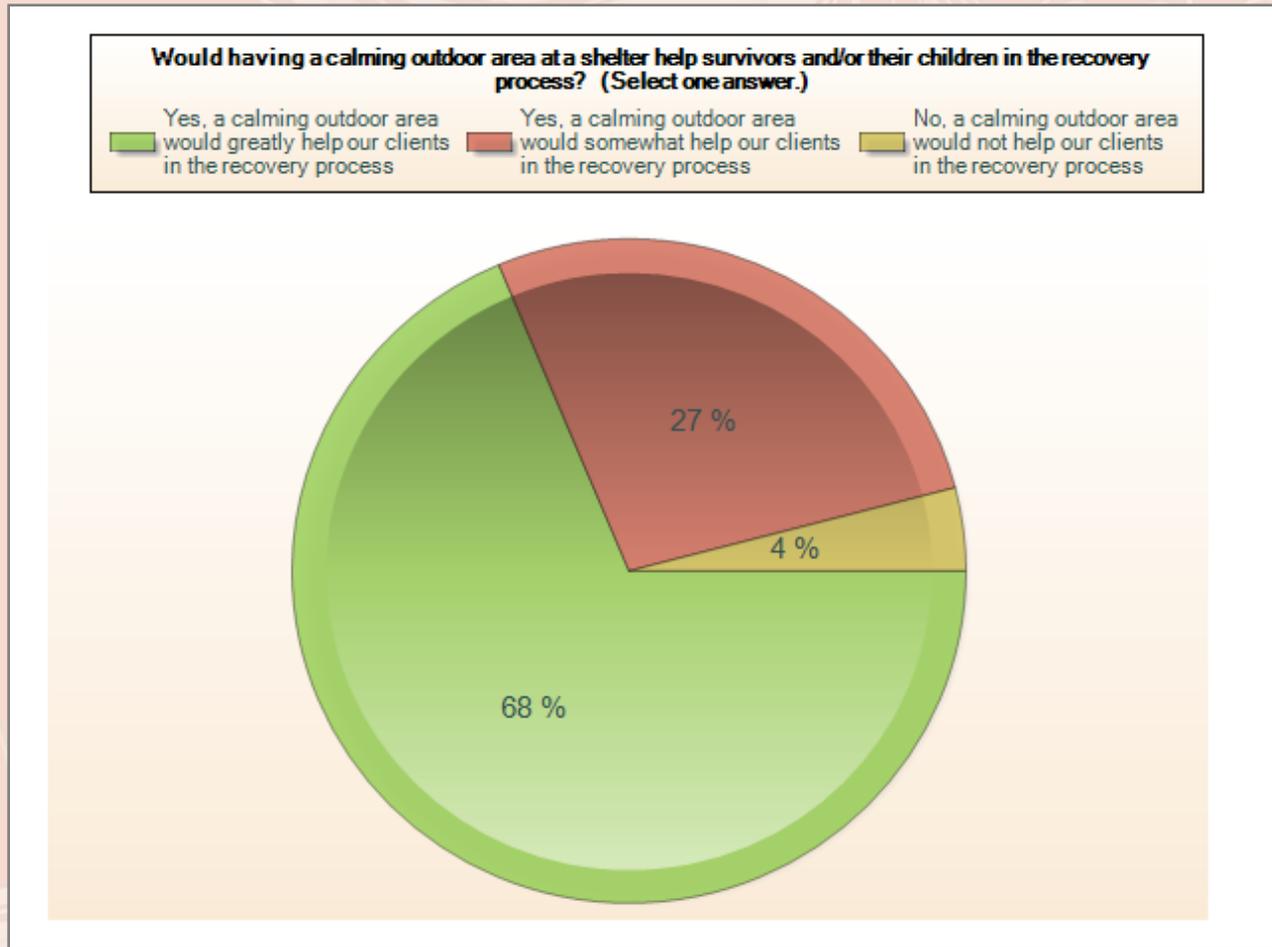
Question 7

Shelters report more than 95 percent of children experience emotional and behavioral effects due to domestic violence

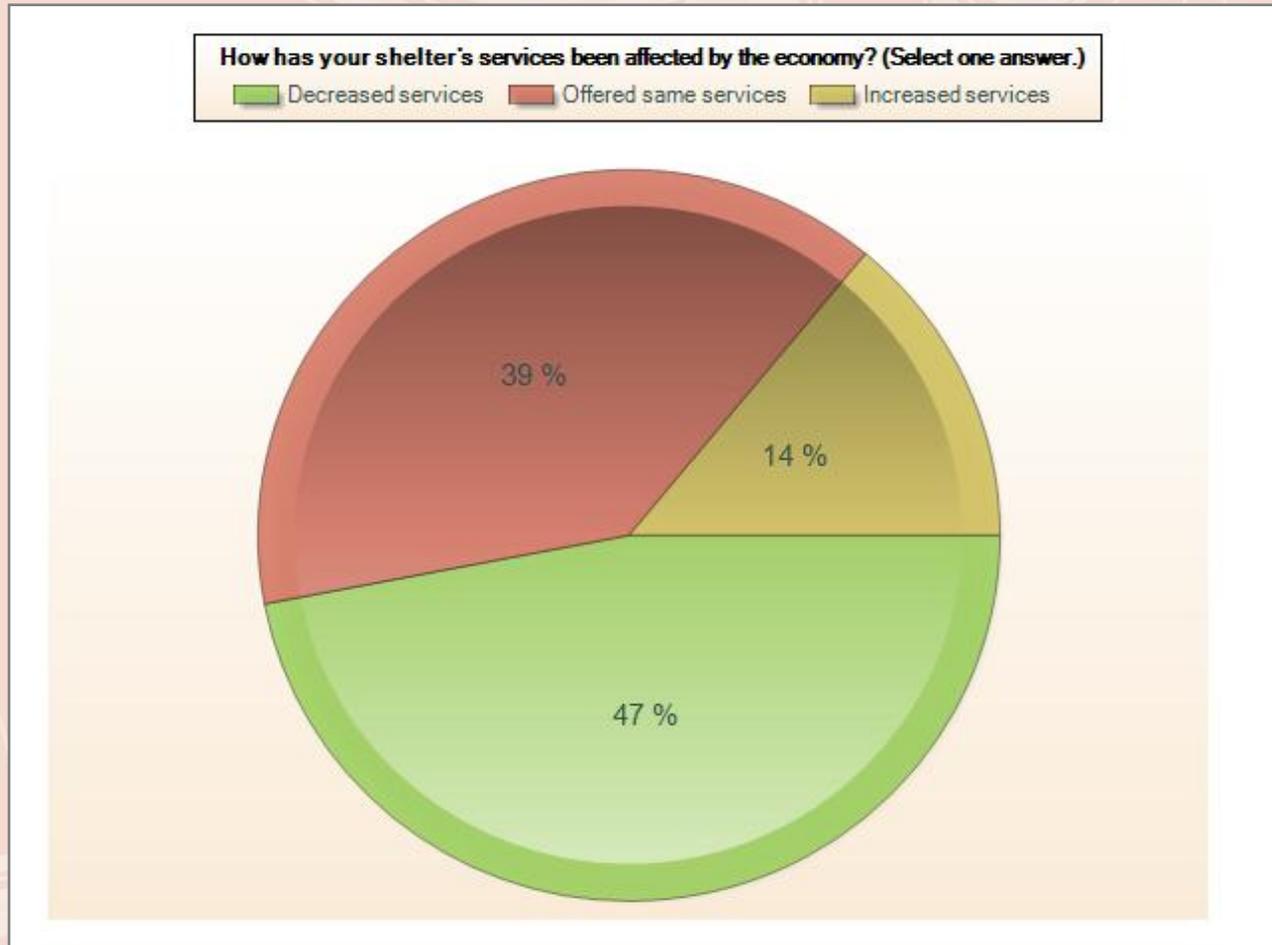


Question 8

95 percent of shelters state that a calming outdoor area would help their clients' recovery process

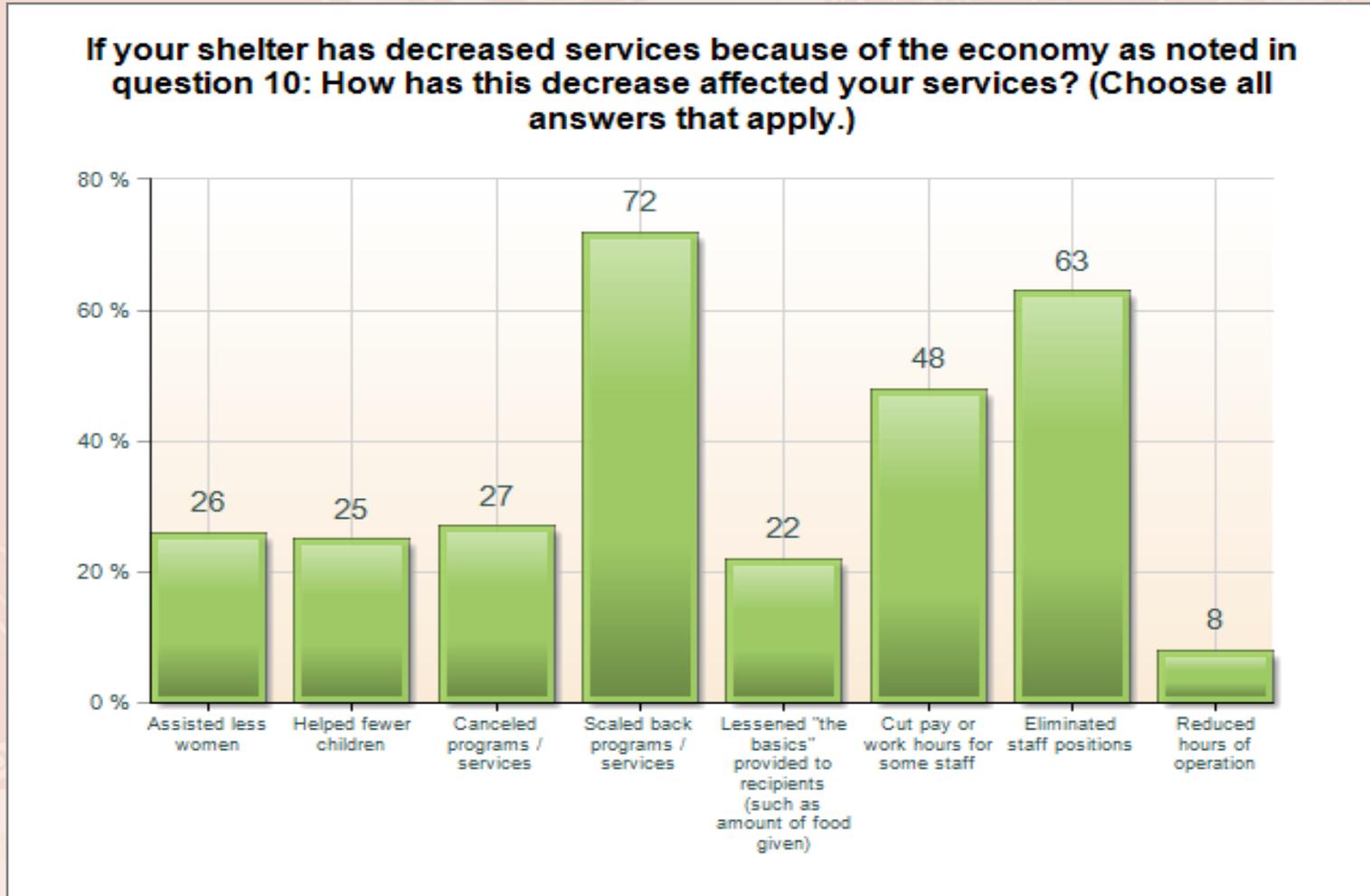


47 percent of shelters decreased their services due to the economy



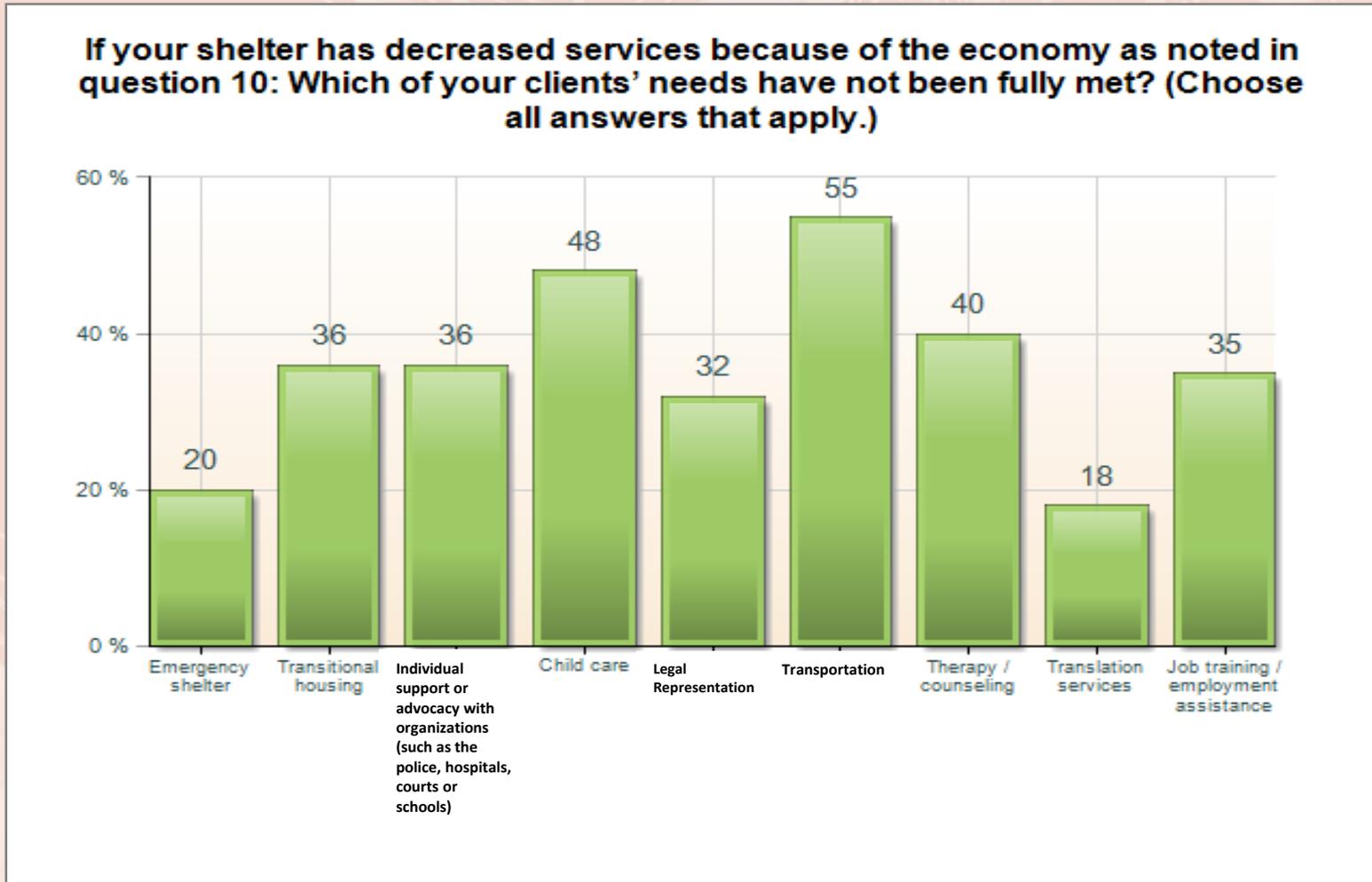
Question 10

Of those shelters decreasing services, 72 percent canceled or scaled back their services, while 63 percent eliminated staff positions



Question 12

Of those shelters decreasing services, more than one-third couldn't meet all their clients' transitional housing needs



Question 11

Survey Methodology

- The third “Mary Kay Truth About Abuse” survey polled 672 domestic violence shelters across the United States.
 - 24 percent are from the Northeast
 - 27 percent of shelters from the South
 - 27 percent from the Midwest
 - 22 percent from the West
- The survey focused on domestic violence and the economy since September 2008, a major turning point in the U.S. economy.
- The survey was designed to understand how the economy has impacted shelters during the time period of September 2008 until now. All questions were written with this time frame in mind.
- The study was conducted online between March 14-30, 2011.
- Mary Kay conducted its first nationwide survey of shelters in 2009 and the second in 2010.
- National survey findings are located at:
 - 2009: <http://tinyurl.com/truth2009>
 - 2010: <http://tinyurl.com/dvtruth2010> and <http://tinyurl.com/truth2010charts>
- Regional survey findings are available upon request.