

63% of online South Africans believe that violence against children has become more frequent

Issued by <u>lpsos</u> 11 Dec 2014

The majority of South Africans with access to the internet (63%) believe that violence against children has become more frequent in the last five years. This is in line with the global average of 62% in 28 countries believing that violence against children has become more frequent. This is an important finding in view of yesterday being International Human Rights Day and also the last day of the 16 days of Activism Against Violence Against Women and Children.

These are the findings from a World Vision study conducted by Ipsos. The study, "Fearing Wrong", is based on a survey of 11,331 people from 28 countries, conducted by Ipsos Reid on behalf of international aid agency World Vision.

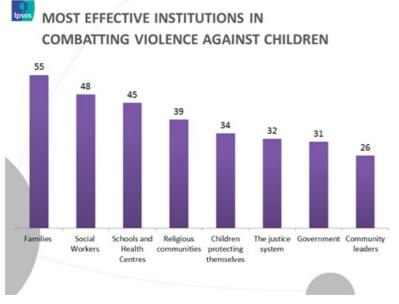
Globally, more than three-quarters of people know of a child victim of violence. In South Africa, this figure is 81% - more than four-fifths.

Preventing violence against children

When asked to consider the action being taken against violence aimed at children, half of South Africans believe that **not very much** is being done to prevent it and two-thirds (67%) say that more needs to be done to protect children from violence in their communities.

However, there is a positive side, with almost two-thirds (66%) of respondents saying that they are optimistic that violence against children can be reduced in their lifetimes.

Respondents do believe that certain institutions are more effective in combatting violence against children. The most effective institution for doing so, according to South Africans, is family (55% saying that it is effective), then social workers (48%) and schools (45%).



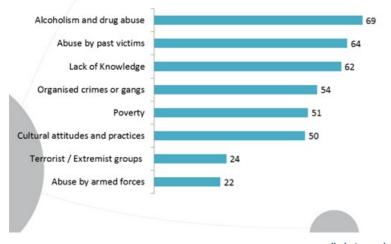
click to enlarge

Causes of violence against children:

When asked what the possible causes for violence against children are, most cited that it was a result of alcoholism or

substance abuse (69%) or previous abuse (64%).





click to enlarge

Technical detail:

Interviews were conducted between the dates of 11 - 20 August 2014. Interviews were completed online by 504 South African respondents. The full report is available on http://www.wvi.org/fearingwrong

About Ipsos: The Home of Researchers

Ipsos is an innovative, entrepreneurial, client-focused organisation, providing research services to clients on a global basis. We set ourselves high standards and aim to work collaboratively in partnership with our teams in order to service our clients most effectively.

Ipsos is proud to be the only global market research company that is still controlled and operated by researchers. We aim to remain the natural home for intellectually curious and passionate researchers.

Our goal is simple: to be our clients' preferred research partners in our areas of specialisation, methodologies and processes. We want our clients to be proud and pleased to work with us - and we want each one of us to be proud and pleased to offer our clients high quality standards, efficiency and intelligence.

- "Unlocking the value of creativity in advertising: How to bridge the creativity gap 15 Apr 2024
- 4 habits keeping your brand poor 26 Mar 2024
- "Understanding consumer mindsets for growth in 2024 7 Mar 2024
- "South Africa's unemployment nightmare: The burden on its people 9 May 2023
- "Global survey shows shrinking trust in internet 29 Nov 2022

Ipsos



Ipsos is an innovative, entrepreneurial, client-focused organisation, providing research services to clients on a global basis.

Profile | News | Contact | Twitter | Facebook | RSS Feed

For more, visit: https://www.bizcommunity.com