



**ASSESSMENT OF THE EFFECT OF THE MEDIA CAMPAIGN
“CHILDHOOD WITHOUT VIOLENCE”**

(Results from an omnibus survey among the Bulgarian population)

Sofia
December 2006

I. SURVEY PARAMETERS

At the order of the Partners Bulgaria Foundation, in the period 25 November – 16 December 2006 Vitosha Research carried out an omnibus survey, aimed at assessing the effectiveness of the media campaign “Childhood without Violence”.

A two-step cluster sample with range size $N=1000$ was used for the purposes of the survey. The target group was the population aged 15 and over. In the first step 125 clusters were selected, and in the second – 8 respondents each in a cluster.

According to the method of the personal standardised interview in the home of the respondent, the field workers of Vitosha Research in the capital and the country conducted a total 1,000 interviews. The results of the present survey are representative of the population aged 15 and over.

II. SURVEY RESULTS

The media campaign, which was launched this autumn, aimed at drawing public attention to the domestic violence against children in Bulgarian families, focused the attention of a relatively broad section of the population - 65% of all interviewees in the survey confirm that they noticed the campaign “Childhood without Violence”.

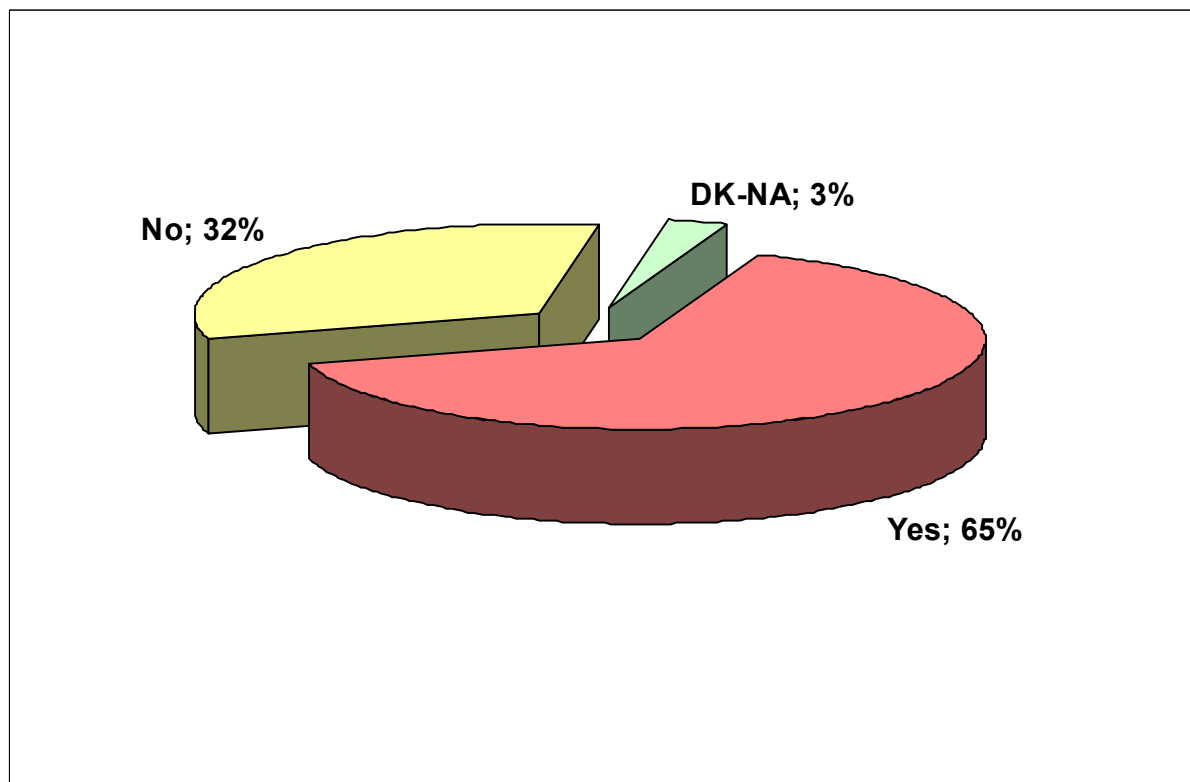
The survey is comparatively better known among women than among men. A total 70% of all female representatives who took part in it recalled the campaign, while the same is true of 60% of the interviewed men.

The campaign reached to a lesser degree the oldest people – those aged 70 and over, as well as the younger respondents – aged 15 to 29. Despite the lower share among youths, nevertheless as a whole the campaign was noticed by over 60% of them.

The survey shows that the initiative “Childhood without Violence” is better known among people with secondary and higher education. More than 70% of them state that they remember the campaign, while among the interviewees with primary and lower education the share of awareness of the campaign is almost equally distributed among those who noticed it (46%) and those who did not – 50%.

The media campaign “Childhood without Violence” also reached to a wide share of married people in the country (70% of them noticed it), to the inhabitants of big cities and small towns, and to an almost equal extent to people in the rural areas and in Sofia.

**Chart 1. Did you notice the campaign against violence against children:
“Childhood without Violence”?**



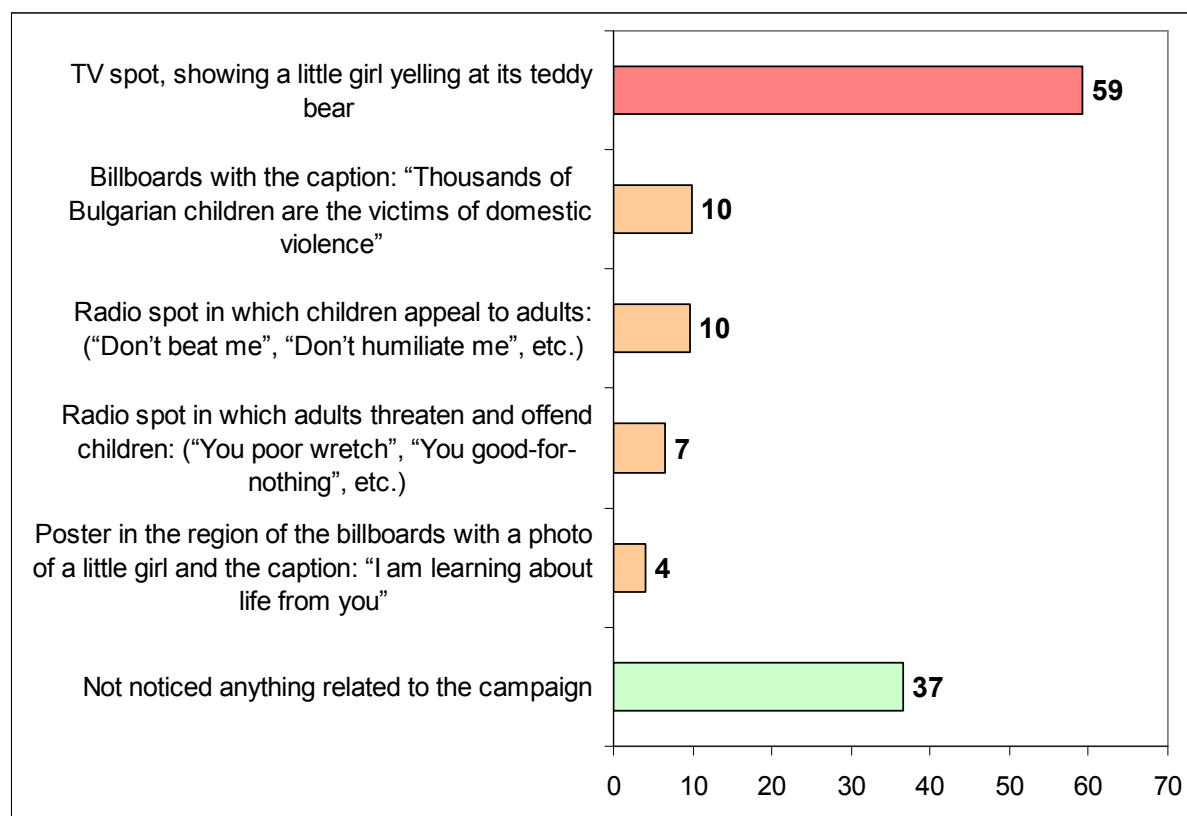
Base: All respondents (N=1000)

No doubt, among all used means in the course of the campaign, the greatest effect in getting its messages across was achieved by television, reaching to the broadest audience. The people who remember part of the television spot, are just over 60% of all respondents, and women are definitely more familiar with the TV spot of the campaign. It is remembered by 65% of the women and 53% of the men.

Much more limited is the influence of the other information channels, used in the campaign, such as radio spots, billboards and posters. One tenth of the people remember having heard on the radio a spot with the words “Don’t beat me”, “Don’t humiliate me”, etc., and even less paid attention to the one in which parents direct offending words to children “You poor wretch”, “You good-for-nothing”, etc. The radio spots are known more often by people with higher and college education, as well as the unemployed and students.

The campaign messages posted on billboards caught the attention of one in ten participants in the survey. It should be taken into account that in principle these billboards are concentrated in the capital and in the big cities, which explains their more limited range. The same is true of posters put up in the region of the billboards. Their impact on the population was smallest. The photo and caption on them attracted the attention of a mere 4% of the responders.

Chart 2. Did you notice in recent months some of the following media messages or activities related to the campaign “Childhood without Violence”?



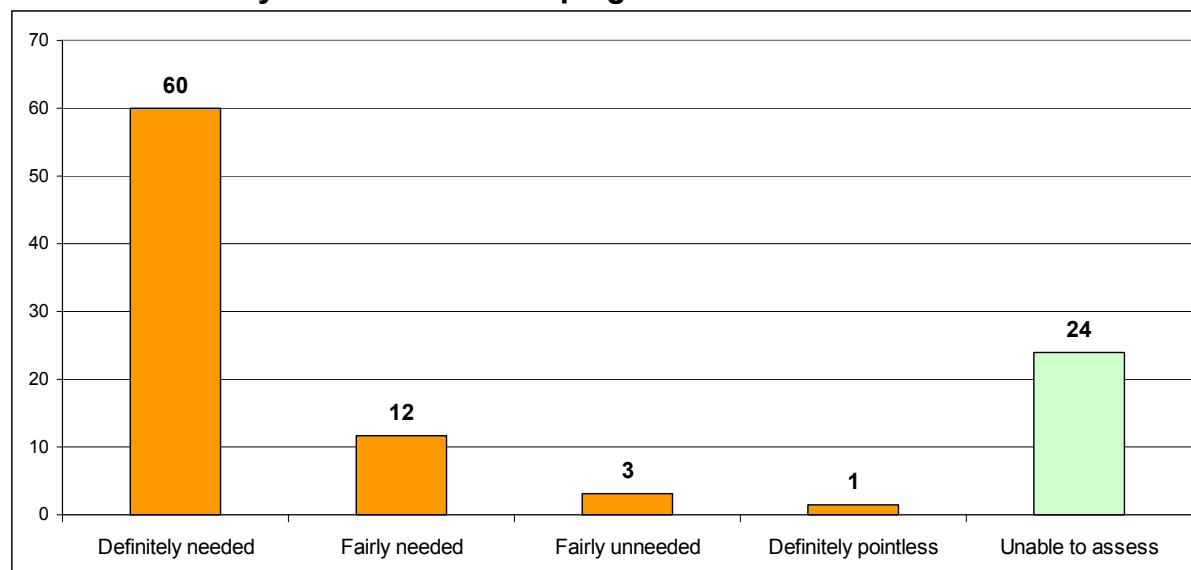
Base: All respondents (N=1000)

The opinions of the interviewed persons form considerable public support of the need for this initiative. The positive assessments of the need for the campaign predominate – three-quarters of the people more or less back it and declare that “*the campaign is needed*”. Negative opinions are almost lacking, but then there are those respondents who are unable to assess whether such a campaign is necessary or not. Such difficulties are experienced by one in four interviewees, and this is due mainly to the fact that the majority of these people (more than 80%) have not noticed this campaign and are not familiar with the spots and messages. People who have not come across the messages of the campaign, find it difficult to assess the extent to which such an initiative is necessary or not. Among them, however, there are people who, despite not being acquainted with it, approve and encourage the taken actions, evaluating them as necessary for society and the good of children.

Due to being better acquainted with the campaign, the women in the survey are more categorically positively inclined to it. A more positive attitude to the campaign is registered also among people with secondary and higher education - between 75% and 90% of them state that it is necessary. Significantly lower is the share of approving respondents with lower education, who find it difficult to make an assessment.

In general, support for the initiative is seen mainly among the inhabitants of big cities, to a smaller extent - among the population of Sofia and in smaller settlements, and is lowest in the rural areas.

Chart 3. How do you assess the campaign?



Base: All respondents (N=1000)

In conclusion it may be summarised that the campaign “Childhood without Violence” has reached a broad circle of people. This is mainly due to the inclusion of a TV spot in it, which, complemented by the other advertising means, has caught the attention of nearly two-thirds of the country’s population. Recalculated in an absolute number of people, this share equals approximately 4,203,170¹ people, whom the messages of the campaign have reached in one way or another.

The idea itself of media expression meets with the approval of nearly three-quarters of society. On the one hand, the expressed views are an eloquent indicator that violence against children is a serious problem for Bulgarian society. On the other hand, recognising the existence of the problem, people clearly state their disapproval of domestic violence against children in Bulgarian families and their support for carrying out such initiatives.

¹ This assessment is based on data about the country's population by 31.12.2005 based on data of the NSI, according to which the total number of the population aged 15 and over was 6,671,699, and 1% of the sample corresponds to 66,717 people.

APPENDIX 1. DEMOGRAPHICS

TABLE 1 GENDER

	Number	%
Male	479	47,9
Female	521	52,1
Total	1000	100

TABLE 2. AGE

	Number	%
15 - 19	77	7,7
20 - 29	168	16,8
30 - 39	162	16,2
40 - 49	161	16,1
50 - 59	165	16,5
60 - 69	125	12,5
70 - 79	102	10,2
80 +	36	3,6
No answer	4	0,4
Total	1000	100

TABLE 3. HIGHEST LEVEL OF COMPLETED EDUCATION

	Number	%
Higher	195	19,5
Semi-higher	42	4,2
Secondary	503	50,5
Primary	225	22,6
Basic	28	2,8
No education	4	0,4
Total	996	100

TABLE 4. MARITAL STATUS

	Number	%
Single	244	24,4
Married, living with partner	587	58,8
Separated	48	4,8
Widowed	120	12
Total	998	100

TABLE 5. ETHNIC GROUP

	Number	%
Bulgarian	887	88,7
Turk	79	7,9
Bulgarian-Muslim	15	1,5
Roma	13	1,3
Other	3	0,3
No answer	2	0,2
Total	1000	100

TABLE 6. CURRANT MAIN OCCUPATION

	Number	%
Employed	487	49
Unemployed	93	9,3
Retired	290	29,1
House keeper	28	2,8
Student	96	9,7
Total	994	100

TABLE 7. ASSESSMENT OF THE FINANCIAL STATUS USING THE SCALE “RICH – POOR”

	Number	%
Poor	222	22,2
2	318	31,8
3	400	40,0
4	39	3,9
DK/NA	21	2,1
Total	1000	100

TABLE 8. ASSESSMENT OF THE SOCIAL STATUS USING THE SCALE “HIGHEST – LOWEST SOCIAL STATUS

	Number	%
1 – Lowest social status	135	13,5
2	339	33,9
3	450	45
4	43	4,3
5 – Highest social status	3	0,3
DK/NA	30	3,0
Total	1000	100

TABLE 9. INCOME OF THE HOUSEHOLD

	Number	%
Up to 99 lv.	23	2,6
100 - 199 lv.	118	13,3
200 - 299 lv.	132	14,8
300 - 399 lv.	110	12,3
400 - 499 lv.	106	11,9
500 - 599 lv.	100	11,3
600 - 699 lv.	74	8,3
700 - 799 lv.	52	5,8
800 - 899 lv.	47	5,2
900 - 999 lv.	24	2,7
Over 1 000 lv.	76	8,5
No incomes	31	3,4
Total	892	100

TABLE 10. TYPE OF SETTLEMENT

	Number	%
Sofia	154	15,4
Big city	354	35,4
Small town-	189	18,9
Rural area, village	303	30,3
Total	1000	100

APPENDIX 2. CROSS TABLES

TABLE 11. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY GENDER OF THE RESPONDENT

		Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
		Yes			No			Count	Row %
		Count	Row %	Row %	Count	Row %	Count		
Gender	Male	288	60,2	36,6	175	3,2	15	479	100,0
	Female	362	69,5	28,1	146	2,4	12	521	100,0
Total		651	65,1	32,2	322	2,8	28	1 000	100,0

TABLE 12. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY AGE OF THE RESPONDENT

		Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
		Yes			No			Count	Row %
		Count	Row %	Row %	Count	Row %	Count		
Age groups	15 - 19	47	60,7	38,0	29	1,4	1	77	100,0
	20 - 29	106	63,0	34,1	57	2,9	5	168	100,0
	30 - 39	110	67,7	28,8	47	3,5	6	162	100,0
	40 - 49	113	70,3	28,2	45	1,6	3	161	100,0
	50 - 59	118	71,8	25,2	42	3,0	5	165	100,0
	60 - 69	83	66,4	29,1	36	4,4	6	125	100,0
	70 - 79	57	55,5	41,4	42	3,1	3	102	100,0
	80 +	15	42,3	57,7	21			36	100,0
Total		651	65,1	32,2	322	2,8	28	1 000	100,0

TABLE 13. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY EDUCATION OF THE RESPONDENT

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes		No		DK-NA		Count	Row %
	Count	Row %	Count	Row %	Count	Row %		
What is your education?	144	73,9	44	22,4	7	3,7	195	100,0
Higher	32	77,1	9	21,4	1	1,6	42	100,0
Semi-higher	352	70,0	138	27,4	13	2,5	503	100,0
Secondary	111	49,5	108	48,0	6	2,5	225	100,0
Primary	8	28,8	19	68,7	1	2,5	28	100,0
Basic			3	76,2	1	23,8	4	100,0
No education	648	65,0	321	32,2	28	2,8	996	100,0
Total								

TABLE 14. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY MARITAL STATUS OF THE RESPONDENT

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes		No		DK-NA		Count	Row %
	Count	Row %	Count	Row %	Count	Row %		
What is your marital status?	135	55,3	103	42,3	6	2,4	244	100,0
Single	411	70,0	158	26,9	18	3,1	587	100,0
Married, living with partner	36	76,2	10	20,4	2	3,4	48	100,0
Separated	69	57,3	49	41,0	2	1,8	120	100,0
Widowed	651	65,2	320	32,0	28	2,8	998	100,0
Total								

TABLE 15. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY ETHNIC GROUP OF THE HOUSEHOLD

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes		No		DK-NA		Count	Row %
	Count	Row %	Count	Row %	Count	Row %		
Ethnic group	Bulgarian	598	67,4	264	29,8	25	887	100,0
	Turk	40	50,9	36	46,0	2	79	100,0
	Bulgarian-Muslim	2	15,0	13	85,0		15	100,0
	Roma	5	40,7	7	53,0	1	13	100,0
	Other	2	68,2	1	31,8		3	100,0
	DK-NA	2	100,0				2	100,0
Total		651	65,1	322	32,2	28	1 000	100,0

TABLE 16. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY MAIN OCCUPATION OF THE RESPONDENT

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes		No		DK-NA		Count	Row %
	Count	Row %	Count	Row %	Count	Row %		
What is your current occupation?	Employed	335	68,7	138	28,4	14	487	100,0
	Unemployed	55	59,4	35	37,9	2	93	100,0
	Retired	174	59,9	107	37,1	9	290	100,0
	House keeper	22	78,4	5	18,5	1	28	100,0
	Student	62	64,0	33	33,9	2	96	100,0
Total		647	65,1	319	32,1	28	994	100,0

TABLE 17. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY MONTHLY INCOME OF THE HOUSEHOLD

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes			No			Count	Row %
	Count	Row %		Count	Row %			
Please indicate the gross monthly income of your household?	12	50,2		11	46,8	1	23	100,0
100 - 199	69	58,4		47	39,8	2	118	100,0
200 - 299	76	58,0		51	38,8	4	132	100,0
300 - 399	68	62,0		41	37,1	1	110	100,0
400 - 499	73	68,8		31	29,1	2	106	100,0
500 - 599	73	72,9		24	24,0	3	100	100,0
600 - 699	64	86,2		10	13,8		74	100,0
700 - 799	29	56,0		18	34,5	5	52	100,0
800 - 899	34	72,0		8	17,6	5	47	100,0
900 - 999	16	66,1		7	30,1	1	24	100,0
Over 1 000	54	71,3		19	25,7	2	76	100,0
No incomes	17	55,9		13	44,1		31	100,0
Total	584	65,5		281	31,5	26	892	100,0

TABLE 18. DID YOU NOTICE THE CAMPAIGN AGAINST VIOLENCE AGAINST CHILDREN: “CHILDHOOD WITHOUT VIOLENCE” BY TYPE OF SETTLEMENT

	Did you notice the campaign against violence against children: “Childhood without Violence”?						Total	
	Yes			No			Count	Row %
	Count	Row %		Count	Row %			
Type of settlement	86	56,0		58	38,0	9	154	100,0
Sofia	267	75,3		79	22,3	8	354	100,0
Big city	131	69,6		55	29,0	3	189	100,0
Small town	166	54,8		129	42,6	8	303	100,0
Rural area, village	651	65,1		322	32,2	28	1 000	100,0
Total								

TABLE 19. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY GENDER OF THE RESPONDENT

	Gender				Total	
	Male		Female		Count	Col %
	Count	Col %	Count	Col %		
TV spot, showing a little girl yelling at its teddy bear	254	53,1	339	65,0	593	59,3
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	43	8,9	53	10,2	96	9,6
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	23	4,8	42	8,0	65	6,5
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	41	8,6	58	11,1	99	9,9
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	17	3,6	23	4,5	41	4,1
Not noticed anything related to the campaign	206	43,1	159	30,6	365	36,5

TABLE 20. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY AGE OF THE RESPONDENT

	Age groups																Total	
	15 - 19		20 - 29		30 - 39		40 - 49		50 - 59		60 - 69		70 - 79		80 +		Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
TV spot, showing a little girl yelling at its teddy bear	47	60,1	103	61,4	98	60,6	101	62,9	102	62,0	73	58,4	52	50,7	14	39,4	593	59,3
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	11	14,4	15	8,9	15	9,4	15	9,2	19	11,5	10	8,3	6	5,9	3	9,1	96	9,6
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	7	8,6	11	6,4	8	4,9	10	6,1	19	11,5	7	5,5	1	1,4	1	2,8	65	6,5
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	10	13,0	27	16,3	15	9,4	12	7,5	21	12,8	10	8,1	2	2,1	1	2,8	99	9,9
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	6	7,2	8	4,9	10	5,9	5	2,8	6	3,8	2	1,6	1	1,4	3	9,1	41	4,1
Not noticed anything related to the campaign	26	34,1	60	36,0	53	32,5	56	34,6	51	30,8	48	38,2	49	47,9	22	60,6	365	36,5

TABLE 21. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY EDUCATION OF THE RESPONDENT

	What is your education?										Total	
	Higher		Semi-higher		Secondary		Primary		Basic		No education	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
TV spot, showing a little girl yelling at its teddy bear	134	68,6	31	75,3	315	62,6	105	46,5	5	19,6	590	59,2
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	25	12,9	7	16,1	50	9,9	13	5,8			95	9,5
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	19	9,6	3	7,4	32	6,3	10	4,5			64	6,4
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	38	19,8	3	6,9	42	8,3	16	7,1			99	9,9
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	13	6,8	1	3,3	15	3,1	11	4,9			41	4,1
Not noticed anything related to the campaign	48	24,8	10	23,1	163	32,4	118	52,2	22	80,4	4	100,0
											364	36,6

TABLE 22. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY MARITAL STATUS OF THE RESPONDENT

	What is your marital status?								Total	
	Single		Married, living with partner		Divorced		Widowed			
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
TV spot, showing a little girl yelling at its teddy bear	132	54,1	368	62,7	32	66,5	61	51,1	593	59,4
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	23	9,5	58	9,9	9	18,1	6	4,6	96	9,6
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	14	5,8	40	6,9	3	7,2	7	5,5	65	6,5
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	31	12,9	57	9,7	3	6,5	7	6,1	99	9,9
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	15	6,1	18	3,1	2	4,7	5	4,5	41	4,1
Not noticed anything related to the campaign	102	41,7	194	33,0	14	28,6	55	45,5	364	36,4

TABLE 23. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY ETHNIC GROUP OF RESPONDENT

	Ethnic group														Total	
	Bulgarian		Turkish		Bulgarian-Muslim		Roma		Other		DK-NA					
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
TV spot, showing a little girl yelling at its teddy bear	548	61,8	33	42,3	6	37,8	4	31,8			1	60,2	593	59,3		
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	92	10,3	3	3,7			1	6,9					96	9,6		
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	61	6,9	1	1,1			2	12,2			1	30,2	65	6,5		
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	92	10,3	7	8,3					1	20,9			99	9,9		
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	38	4,2	2	2,5	1	4,3					1	30,0	41	4,1		
Not noticed anything related to the campaign	299	33,7	44	55,9	9	62,2	9	68,2	3	79,1	1	39,8	365	36,5		

TABLE 24. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY MAIN OCCUPATION OF THE RESPONDENT

	What is your current occupation?												Total	
	Employed		Unemployed		Retired		House keeper		Student					
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
TV spot, showing a little girl yelling at its teddy bear	304	62,3	52	56,5	152	52,6	20	70,0	63	65,5	591	59,5		
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	48	9,8	12	13,0	21	7,1	2	6,4	14	14,0	96	9,6		
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	34	6,9	11	11,3	10	3,6	2	6,1	8	8,7	65	6,5		
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	57	11,6	6	6,8	18	6,1	5	18,3	13	13,7	99	10,0		
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	23	4,7	3	2,8	9	3,1	1	3,1	6	5,8	41	4,1		
Not noticed anything related to the campaign	158	32,4	38	40,8	131	45,2	8	26,9	27	28,0	361	36,4		

TABLE 25. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY MONTHLY INCOME OF THE HOUSEHOLD

	Please indicate the gross monthly income of your household?																							
	Up to 99 lv.		100 - 199		200 - 299		300 - 399		400 - 499		500 - 599		600 - 699		700 - 799		800 - 899		900 - 999		Over 1 000		No incomes	
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
TV spot, showing a little girl yelling at its teddy bear	11	46,5	65	54,7	71	54,1	68	62,5	64	60,1	63	62,5	49	66,6	29	55,5	31	66,6	15	60,3	51	68,0	15	48,5
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	2	6,7	5	4,5	11	8,5	12	10,8	17	16,1	12	11,9	8	10,9	4	7,8	7	15,2	4	17,8	6	8,3	1	3,5
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	1	4,4	3	2,5	6	4,5	7	6,2	14	13,4	5	4,6	9	12,7	3	6,2	7	15,1	3	14,3	3	3,7		
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	2	7,5	4	3,3	11	8,2	15	13,4	12	10,9	9	8,8	12	16,0	9	16,8	6	12,1	2	6,2	10	13,5	1	3,5
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	1	4,4	6	5,2	1	1,0	3	2,3	3	3,1	4	4,5	5	7,0	7	12,8	4	9,7	3	13,2	2	2,1	1	3,0
Not noticed anything related to the campaign	12	53,5	52	43,6	58	44,2	38	34,6	39	36,9	30	29,9	17	22,9	18	35,5	13	26,9	9	35,9	21	28,0	16	51,5

TABLE 26. MEDIA MESSAGES AND ACTIVITIES RELATED TO THE CAMPAIGN NOTICED BY THE RESPONDENT BY TYPE OF SETTLEMENT

	Type of settlement										Total	
	Sofia		Big city		Small town		Rural area, village				Count	Col %
	Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %		
TV spot, showing a little girl yelling at its teddy bear	81	52,5	251	70,8	113	60,2	148	48,7	593	59,3		
Radio spot in which children appeal to adults: ("Don't beat me", "Don't humiliate me", etc.)	25	16,0	32	9,1	18	9,6	21	6,8	96	9,6		
Radio spot in which adults threaten and offend children: ("You poor wretch", "You good-for-nothing", etc.)	27	17,4	17	4,7	8	4,0	14	4,5	65	6,5		
Billboards with the caption: "Thousands of Bulgarian children are the victims of domestic violence"	15	9,6	49	13,7	7	3,7	29	9,4	99	9,9		
Poster in the region of the billboards with a photo of a little girl and the caption: "I am learning about life from you"	4	2,6	21	6,0	11	5,6	5	1,7	41	4,1		
Not noticed anything related to the campaign	61	39,9	85	24,0	71	37,9	148	48,7	365	36,5		

TABLE 27. ASSESSMENT OF THE CAMPAIGN BY GENDER OF THE RESPONDENT

		How do you assess the campaign?												Total							
		Definitely needed				Fairly needed				Fairly unneeded						Definitely pointless				Unable to assess	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess											
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %								
Gender	Male	251	52,5	62	13,0	20	4,1	8	1,6	138	28,9	479	100,0								
	Female	348	66,8	54	10,3	11	2,2	6	1,2	101	19,5	521	100,0								
Total		600	60,0	116	11,6	31	3,1	14	1,4	240	24,0	1 000	100,0								

TABLE 28. ASSESSMENT OF THE CAMPAIGN BY AGE OF THE RESPONDENT

		How do you assess the campaign?												Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess					
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %				
Age groups	15 - 19	53	68,7	6	7,2	1	1,4			18	22,7	77	100,0		
	20 - 29	105	62,5	16	9,8	8	4,8	1	0,5	38	22,4	168	100,0		
	30 - 39	105	64,8	20	12,1	5	3,0	5	3,0	28	17,3	162	100,0		
	40 - 49	101	63,1	20	12,4	3	2,0	3	1,8	33	20,8	161	100,0		
	50 - 59	106	64,1	18	10,7	4	2,6	3	1,7	35	20,9	165	100,0		
	60 - 69	69	55,2	20	15,9	3	2,1	2	1,3	32	25,5	125	100,0		
	70 - 79	42	41,4	13	12,4	7	6,9	1	1,0	39	38,3	102	100,0		
Total	80 +	16	45,1	3	8,5					17	46,4	36	100,0		
		600	60,0	116	11,6	31	3,1	14	1,4	240	24,0	1 000	100,0		

TABLE 29. ASSESSMENT OF THE CAMPAIGN BY EDUCATION OF THE RESPONDENT

		How do you assess the campaign?												Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess					
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
What is your education?	Higher	143	73,4	17	8,9	2	1,2		4	2,0	28	14,6	195	100,0	
	Semi-higher	32	77,4	5	11,2				1	2,3	4	9,1	42	100,0	
	Secondary	312	62,0	63	12,5	18	3,6		8	1,7	102	20,3	503	100,0	
	Primary	99	43,8	29	12,7	9	4,1		1	0,4	88	39,0	225	100,0	
	Basic	11	39,5	2	6,8	1	2,5				14	51,2	28	100,0	
	No education											4	100,0	4	100,0
Total		596	59,9	116	11,6	30	3,0		14	1,4	240	24,1	996	100,0	

TABLE 30. ASSESSMENT OF THE CAMPAIGN BY MARITAL STATUS OF THE RESPONDENT

		How do you assess the campaign?										Total			
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess					
										Count	Row %			Count	Row %
What is your marital status?	Single	136	55,8	26	10,5	8	3,3			74	30,3	244	100,0		
	Married, living with partner	372	63,4	68	11,5	17	2,9	13	2,3	117	20,0	587	100,0		
	Separated	33	68,3	5	9,6			1	1,5	10	20,6	48	100,0		
	Widowed	58	48,3	18	14,9	6	4,9			38	31,9	120	100,0		
Total		599	60,0	116	11,6	31	3,1	14	1,4	239	23,9	998	100,0		

TABLE 31. ASSESSMENT OF THE CAMPAIGN BY ETHNIC GROUP OF RESPONDENT

		How do you assess the campaign?										Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Ethnic group	Bulgarian	544	61,4	108	12,2	24	2,7	14	1,6	196	22,1	887	100,0
	Turk	40	50,7	3	3,7	7	8,7			29	37,0	79	100,0
	Bulgarian-Muslim	8	50,5	1	6,1					7	43,4	15	100,0
	Roma	4	30,4	1	8,9					8	60,7	13	100,0
	Other	3	79,1	1	20,9							3	100,0
	DK-NA	1	30,2	2	69,8							2	100,0
Total		600	60,0	116	11,6	31	3,1	14	1,4	240	24,0	1 000	100,0

TABLE 32. ASSESSMENT OF THE CAMPAIGN BY RESPONDENT'S MAIN OCCUPATION

		How do you assess the campaign?										Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
What is your current occupation?	Employed	319	65,4	54	11,0	14	2,9	11	2,2	90	18,5	487	100,0
	Unemployed	52	56,5	12	13,0	2	2,7			26	27,8	93	100,0
	Retired	144	49,9	35	12,1	12	4,1	3	0,9	95	32,9	290	100,0
	House keeper	18	65,3	4	14,7			1	2,5	5	17,5	28	100,0
	Student	61	63,4	10	10,1	3	2,8			23	23,7	96	100,0
Total		595	59,9	115	11,5	31	3,1	14	1,4	239	24,0	994	100,0

TABLE 33. ASSESSMENT OF THE CAMPAIGN BY MONTHLY INCOME OF THE HOUSEHOLD

		How do you assess the campaign?										Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Please indicate the gross monthly income of your household?	Up to 99 лв.	7	30,4	4	17,6	2	9,7			10	42,4	23	100,0
	100 - 199	58	49,3	12	10,5	7	5,8			41	34,4	118	100,0
	200 - 299	72	54,7	13	9,8	4	3,2	3	1,9	40	30,4	132	100,0
	300 - 399	68	61,8	12	11,1	2	1,6	2	1,6	26	23,9	110	100,0
	400 - 499	70	66,0	11	9,9	1	0,7			25	23,4	106	100,0
	500 - 599	70	69,6	9	9,4	2	1,6	2	2,0	17	17,3	100	100,0
	600 - 699	51	68,7	11	15,2	4	5,1	1	0,9	7	10,1	74	100,0
	700 - 799	30	58,7	9	18,2	1	1,8	4	7,4	7	13,9	52	100,0
	800 - 899	28	59,8	11	23,8	2	5,3	1	1,8	4	9,3	47	100,0
	900 - 999	18	71,7	2	6,5			1	5,8	4	16,0	24	100,0
	Over 1 000	51	67,6	9	12,2	3	4,0			12	16,2	76	100,0
	No incomes	15	49,2	1	4,8	3	8,4			12	37,6	31	100,0
Total		537	60,3	105	11,8	30	3,4	13	1,5	205	23,0	892	100,0

TABLE 34. ASSESSMENT OF THE CAMPAIGN BY TYPE OF SETTLEMENT

		How do you assess the campaign?										Total	
		Definitely needed		Fairly needed		Fairly unneeded		Definitely pointless		Unable to assess		Count	Row %
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %		
Type of settlement	Sofia	91	59,3	13	8,7	2	1,0	5	3,2	43	27,8	154	100,0
	Big city	244	69,0	44	12,4	13	3,8	4	1,2	48	13,6	354	100,0
	Small town	116	61,7	17	9,0	10	5,5	1	0,7	44	23,1	189	100,0
	Rural area, village	148	48,7	41	13,6	6	1,9	4	1,2	105	34,7	303	100,0
Total		600	60,0	116	11,6	31	3,1	14	1,4	240	24,0	1 000	100,0