

Attitude towards the campaign "Esmu mazs - saudzē mani!"

Survey of Latvia's Population

June 2012

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¹ „Be gentle – I’m small!”

Technical Information of the Survey

PERFORMER OF THE RESEARCH	Research centre SKDS
TARGET GROUP	Residents of Latvia at the age of 18 to 74
RESEARCH METHOD	Computer Assisted Web Interviews (CAWI)
SAMPLING METHOD	Quota sampling The data were weighted according to data from the Ministry of Interior, Population Register as of 07.09.11.
RESPONDENTS	Participants to the web-panel of the research centre SKDS
PLANNED SAMPLE SIZE	1000 respondents
REACHED SAMPLE SIZE	1005 respondents
GEOGRAFICAL COVERAGE	Whole territory of Latvia
TIME OF SURVEY	05.06.2012. - 11.06.2012.

COMPARISON OF THE REACHED SAMPLE WITH THE STATISTICS OF THE POPULATION

	The number of respondents in the sample (%) before weighting	The number of respondents in the sample (%) after weighting	Data from the Ministry of Interior, Population Register as of 07.09.11.
TOTAL	100	100	100
REGION			
Riga	33.1	31.8	31.8
Pieriga	17.5	17.5	17.5
Vidzeme	10.2	10.3	10.3
Kurzeme	14.0	13.1	13.1
Zemgale	12.5	12.3	12.3
Latgale	12.5	15.0	15.0
SEX			
Men	47.7	47.2	47.2
Women	52.3	52.8	52.8
NATIONALITY			
Latvian	64.6	57.9	57.9
Other	35.4	42.1	42.1
AGE			
18 - 24	12.7	13.8	13.8
25 - 34	19.7	19.8	19.8
35 - 44	17.6	18.5	18.5
45 - 54	19.7	19.2	19.2
55 - 74	30.2	28.7	28.7
EMPLOYMENT STATUS			
Employed	67.4	66.5	
Unemployed	32.6	33.5	
EDUCATION			
Basic education	2.9	3.2	
Secondary, secondary vocational education	46.0	46.5	
Higher education	51.1	50.3	
CITIZENSHIP			
LR citizens	92.1	90.9	
Respondents without LR citizenship	7.9	9.1	

The data were subject to the weighting procedure (weighting parameters – region, sex, nationality and age). Unweighted count and weighted percents were used in the report.

Basic terms

SAMPLE

Micro-model of the population of Latvia

REGION

Riga – Riga city.

Pieriga – *cities*: Jūrmala; *counties*: Alojas, Ādažu, Babītes, Baldones, Carnikavas, Engures, Garkalnes, Ikšķiles, Inčukalna, Jaunpils, Kandavas, Krimuldas, Ķeguma, Ķekavas, Lielvārdes, Limbažu, Mālpils, Mārupes, Ogres, Olaines, Ropažu, Salacgrīvas, Salaspils, Saulkrastu, Sējas, Siguldas, Stopiņu and Tukuma.

Vidzeme – *cities*: Valmiera; *counties*: Alūksnes, Amatas, Apes, Beverīnas, Burtnieku, Cesvaines, Cēsu, Ērgļu, Gulbenes, Jaunpiebalgas, Kocēnu, Līgatnes, Lubānas, Madonas, Mazsalacas, Naukšēnu, Pārgaujas, Priekuļu, Raunas, Rūjienas, Smiltenes, Strenču, Valkas, Varakļānu and Vecpiebalgas.

Kurzeme – *cities*: Ventspils, Liepāja; *counties*: Aizputes, Alsungas, Brocēnu, Dundagas, Durbes, Grobiņas, Kuldīgas, Mērsraga, Nīcas, Pāvilostas, Priekules, Rojas, Rucavas, Saldus, Skrundas, Talsu, Vaiņodes and Ventspils.

Zemgale – *cities*: Jelgava, Jēkabpils; *counties*: Aizkraukles, Aknīstes, Auces, Bauskas, Dobeles, Iecavas, Jaunjelgavas, Jelgavas, Jēkabpils, Kokneses, Krustpils, Neretas, Ozolnieku, Pļaviņu, Rundāles, Salas, Skrīveru, Tērvetes, Vecumnieku and Viesītes.

Latgale – *cities*: Daugavpils, Rēzekne; *counties*: Aglonas, Baltinavas, Balvu, Ciblas, Dagdas, Daugavpils, Ilūkstes, Kārsavas, Krāslavas, Līvānu, Ludzas, Preiļu, Rēzeknes, Riebiņu, Rugāju, Vārkavas, Viļakas, Viļānu and Zilupes.

TYPE OF RESIDENTIAL AREA

Riga – Riga city.

Other cities – other cities/ towns.

Rural areas – villages, countryside

EDUCATION

Basic – a respondent having basic or unfinished secondary education.

Secondary, secondary vocational – a respondent having general secondary education, secondary vocational or unfinished higher education.

Higher – a respondent having higher education.

SECTOR OF EMPLOYMENT

Public sector – respondents employed in state/ municipal institutions or enterprises with the state/ municipal capital.

Private sector – respondents employed in companies with private capital.

Unemployed – respondents: housewives, retired persons, pupils, students, unemployed persons.

Other – respondents, who do casual work, do paid work in public organizations, as well as those respondents who could not name a certain sector of employment they belong to

OCCUPATION

Manager – senior or middle level manager: manager of an enterprise, company, organisation, department, a leading specialist in an enterprise or institution.

Specialist, state official – state official or employee in a state or municipal institution or private company; does not do a physical job.

Worker – ordinary employee in industry, building, agriculture, trading, services, public catering; does a physical job.

Farmer – a person who works in his/her own farm.

Self-employed – a self-employed person, also a professional specialist (a lawyer, a doctor, etc.), owns his/her business.

Retired – a retired person, who is not employed, also retired due to disabilities.

Pupil, student – a person who attends a day department of any educational establishment.

Housewife – a person who looks after his/her house and currently is not employed; a person on maternity leave.

Unemployed – a person in his/her employment age but without work.

LEVEL OF INCOME

Average income per family member in a month, including all types of income (salaries, study grants, benefits, pensions, etc.) after taxes. Income was divided in quintiles.

Low – till LVL100.

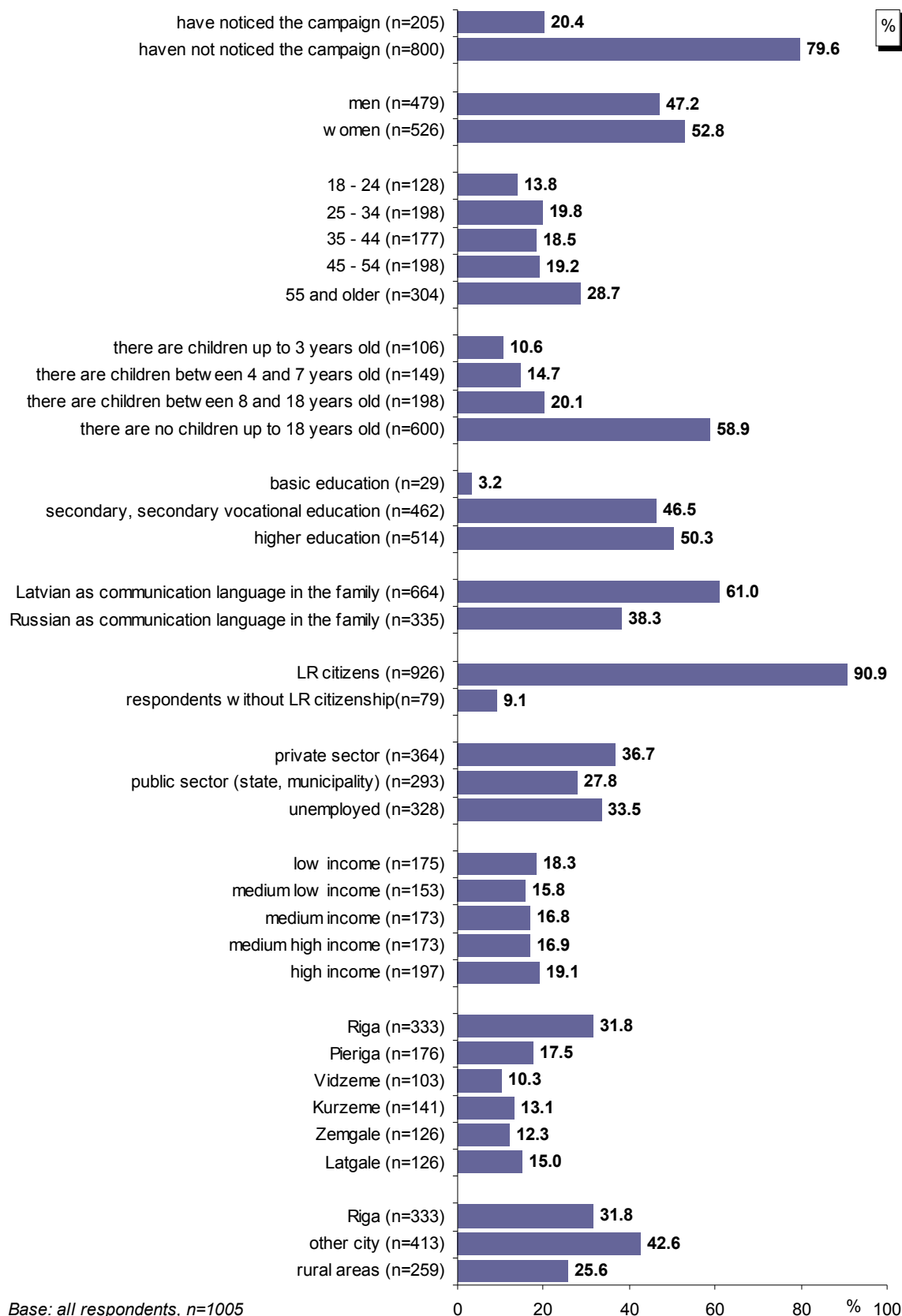
Medium low – LVL101 to LVL170.

Medium – LVL171 to LVL220.

Medium high – LVL221 to LVL340.

High – LVL341 and more.

Socio-Demographic Profile of Respondents



The Accuracy of the Results

Using the results it is necessary to take into account the statistical error. The differences, which are within the statistical error limit or less, are considered as insignificant.

Statistical error is calculated with this equation:

$$SK = q \times \sqrt{\pi \times (100 - \pi) / n}$$

where :

SE - statistical error;

q - coefficient = 1.96 for 95% probability;

π - division of answers (%);

n - number of respondents.

TABLE OF DETERMINATION OF STATISTICAL ERROR
(with 95 % probability)

Division of answers (%)	Sample size [n] =															
	50	75	100	200	300	400	500	600	700	800	900	1000	1100	1200	1500	2000
1 or 99	2.8	2.2	1.9	1.4	1.1	1.0	0.9	0.8	0.7	0.7	0.6	0.6	0.6	0.5	0.5	0.4
2 or 98	3.9	3.2	2.7	1.9	1.6	1.4	1.2	1.1	1.0	1.0	0.9	0.9	0.8	0.8	0.7	0.6
4 or 96	5.4	4.5	3.8	2.7	2.2	1.9	1.7	1.6	1.5	1.4	1.3	1.2	1.2	1.1	1.0	0.9
6 or 94	6.6	5.4	4.7	3.3	2.7	2.3	2.0	1.9	1.8	1.7	1.6	1.5	1.4	1.3	1.2	1.0
8 or 92	7.5	6.1	5.3	3.8	3.1	2.7	2.4	2.2	2.0	1.9	1.8	1.7	1.6	1.5	1.4	1.2
10 or 90	8.3	6.8	5.9	4.2	3.4	2.9	2.6	2.4	2.2	2.0	2.0	1.9	1.8	1.7	1.5	1.3
12 or 88	9.0	7.4	6.4	4.5	3.7	3.2	2.9	2.6	2.4	2.3	2.1	2.0	1.9	1.8	1.6	1.4
15 or 85	9.9	8.0	7.0	5.0	4.0	3.5	3.1	2.9	2.6	2.5	2.3	2.2	2.1	2.0	1.8	1.6
18 or 82	10.7	8.7	7.5	5.3	4.4	3.8	3.4	3.0	2.9	2.7	2.5	2.4	2.3	2.2	1.9	1.7
20 or 80	11.1	9.1	7.8	5.5	4.5	3.9	3.5	3.2	3.0	2.8	2.6	2.5	2.4	2.3	2.0	1.8
22 or 78	11.5	9.4	8.1	5.7	4.7	4.1	3.6	3.3	3.1	2.9	2.7	2.6	2.5	2.4	2.1	1.8
25 or 75	12.0	9.8	8.5	6.0	4.9	4.2	3.8	3.5	3.2	3.0	2.8	2.7	2.6	2.5	2.2	1.9
28 or 72	12.5	10.2	8.8	6.2	5.1	4.4	3.9	3.6	3.3	3.1	2.9	2.8	2.7	2.5	2.3	2.0
30 or 70	12.7	10.4	9.0	6.4	5.2	4.5	4.0	3.7	3.4	3.2	3.0	2.8	2.7	2.6	2.3	2.0
32 or 68	12.9	10.6	9.1	6.5	5.3	4.6	4.1	3.7	3.5	3.2	3.1	2.9	2.8	2.6	2.4	2.1
35 or 65	13.2	10.8	9.4	6.6	5.4	4.7	4.2	3.8	3.5	3.3	3.1	3.0	2.8	2.7	2.4	2.1
40 or 60	13.6	11.1	9.6	6.8	5.5	4.8	4.3	3.9	3.6	3.4	3.2	3.0	2.9	2.8	2.5	2.2
45 or 55	13.8	11.3	9.8	6.9	5.6	4.9	4.4	4.0	3.7	3.5	3.3	3.1	2.9	2.8	2.5	2.2
50 or 50	13.9	11.3	9.8	6.9	5.7	4.9	4.4	4.0	3.7	3.5	3.3	3.1	3.0	2.8	2.5	2.2

In order to determine the statistical error for definite target group audience the unweighted number n of this target group is needed and the division of answers in percents. Using these values it is possible to find the statistical errors in the corresponding part of the table +/- % with 95% probability.

For instance, if out of all the residents of Latvia surveyed (number of respondents n=1005) 75.3% hold the opinion that the campaign „Esmu maza – saudzē mani!” is necessary (answers “*definitely necessary*” and “*rather necessary*”) then with a probability of 95% it is possible to state that the statistical error here is in the range of +/-2.7%. Hence, 72.6% to 78.0% of respondents consider that the campaign „Esmu maza – saudzē mani!” is necessary.

General Conclusions

Within an internet survey of Latvia's population carried out in June 2012 respondents were asked to indicate if they had noticed the campaign „Esmu mazz – saudzē mani!”² and to express their views on whether such a campaign is or is not necessary.

Recognition of the Campaign „Esmu mazz – saudzē mani!”

According to the results of the survey, 20% of Latvia's population had noticed the campaign „Esmu mazz – saudzē mani!” or heard about it, including 8% of respondents who had seen the campaign video on TV/ the internet, 2% who had heard the sound clip on the radio/ internet, 1% who had seen the leaflet/ flyer for parents, 3% who had seen the campaign's sticker/ poster and 9% who had heard about the campaign, but had not seen any of the campaign material.

80% of respondents said that they had not noticed such a campaign.

The results of the research show that the campaign was noticed by 22% of those respondents whose families have children up to the age of 3 living in their households, by 22% of those whose families have children aged 4 to 7, and by 24% of those who have children in the age group of 8 through 18. It should be added that the campaign was also noticed by 20% of those whose families don't have children up to the age of 18.

More often than average the campaign was noticed by residents in the age of 18 to 24 and those in the age of 55 and older, respondents whose main communication language in the family is Latvian, those employed in the public sector and the unemployed, respondents with low or medium income, people living in Vidzeme and Kurzeme as well as the residents of rural areas.

Opinion about the Necessity of the Campaign „Esmu mazz – saudzē mani!”

In reply to the question “How would you rate the campaign “Esmu mazz – saudzē mani!” on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?” most of the Latvian population (75%) answered that such a campaign is necessary (the sum of “definitely necessary” and “rather necessary”). Among these the answer “definitely necessary” was chosen by 44%. The opposite opinion – that the campaign is rather or definitely unnecessary was expressed by 11% of the respondents.

The results of the research suggest that those who had noticed the campaign or heard about it stated that such a campaign is necessary more often than those who hadn't (90% and 72% respectively).

More often than average the campaign was recognized as necessary by women, young people in the age of 18 to 24 and those in the age of 55 and older, residents whose families have children up to 7 years of age, respondents whose families are generally Latvian-speaking, those who have medium high or high income, and those living in Vidzeme.

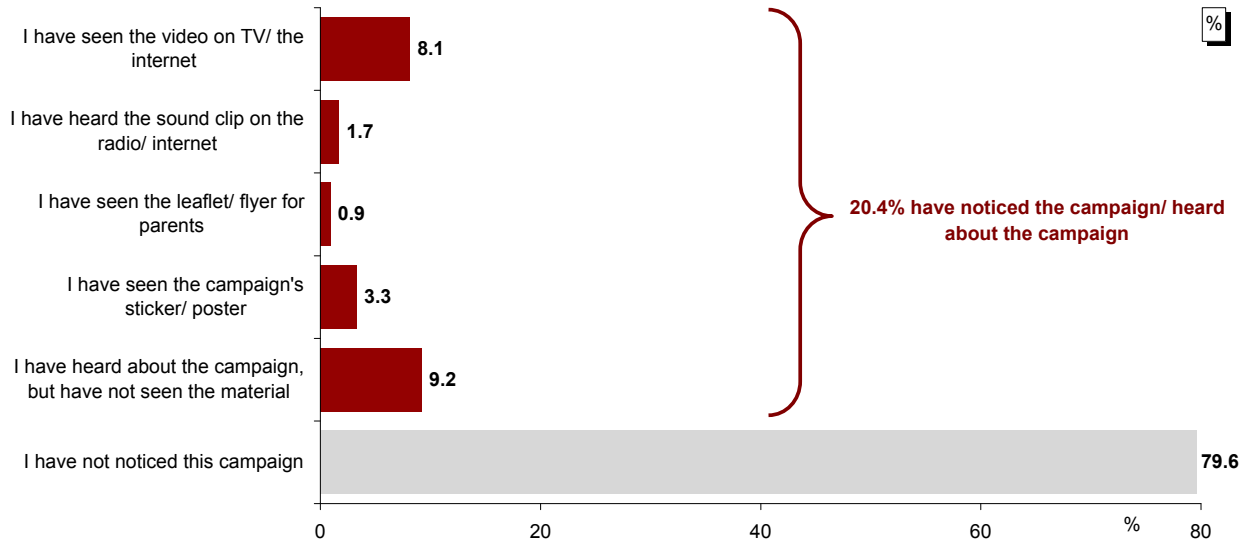
The opinion that the campaign is unnecessary was more often than on average held by men, respondents in the age of 45 to 54, residents whose families have children in the age of 8 to 18, people whose main communication language in the family is Russian, those who don't have Latvian citizenship as well as respondents living in Zemgale.

² „Be gentle – I'm small!”

1. Recognition of the Campaign „Esmu mazes – saudzē mani!”

"In April and May 2012, the campaign "Esmu mazes - saudzē mani!" (Be gentle - I'm small!) was organized in Latvia with the aim of promoting the understanding of parents of young children (0-3 years) regarding the negative effects of physical punishment and any other abuse towards young children in the home environment, as well as improving the practical knowledge of adults on positive methods of child discipline. Please look at these images and then answer the questions.

Please mark what you have noticed from the campaign "Esmu mazes - saudzē mani!"!



Base: all respondents, n=1005

*Since each respondent could mark more than one answer, the total percentage of the graph exceeds 100%.

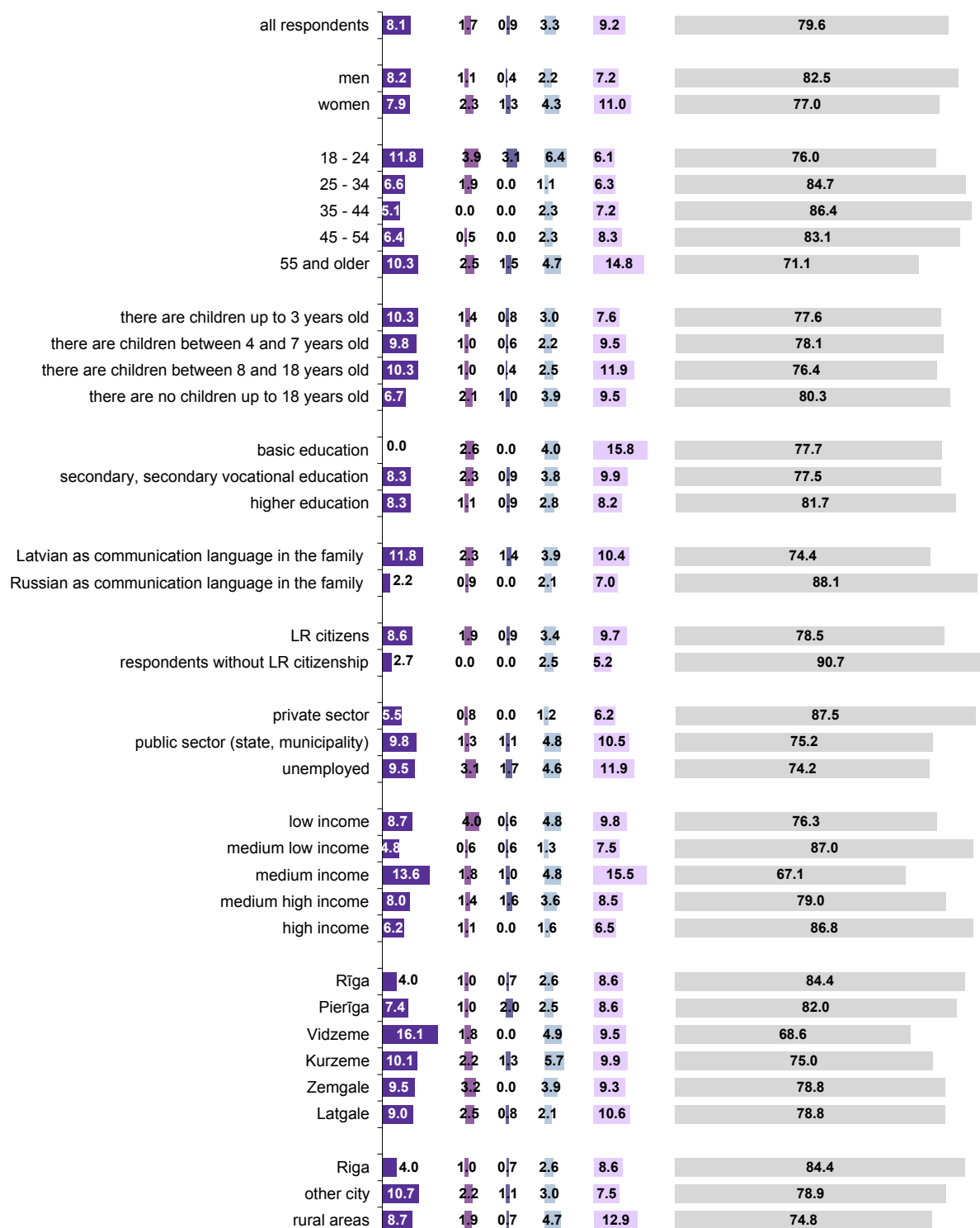
Research: Attitude Towards the Campaign "Esmu mazs - saudzē mani!"

"Please mark what you have noticed from the campaign "Esmu mazs – saudzē mani!"!"

Comparison of data in socio-demographic groups

%

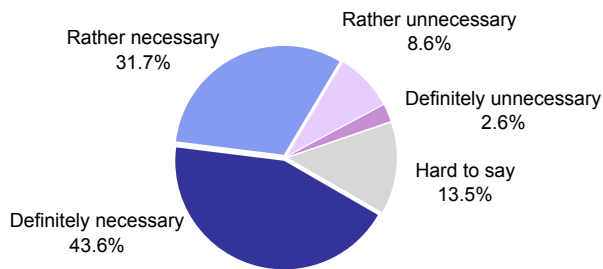
- I have seen the video on TV/ the internet
- I have heard the sound clip on the radio/ internet
- I have seen the leaflet/ flyer for parents
- I have seen the campaign's sticker/ poster
- I have heard about the campaign, but have not seen the material
- I have not noticed this campaign



Bases: see socio-demographic profile of respondents at page 5

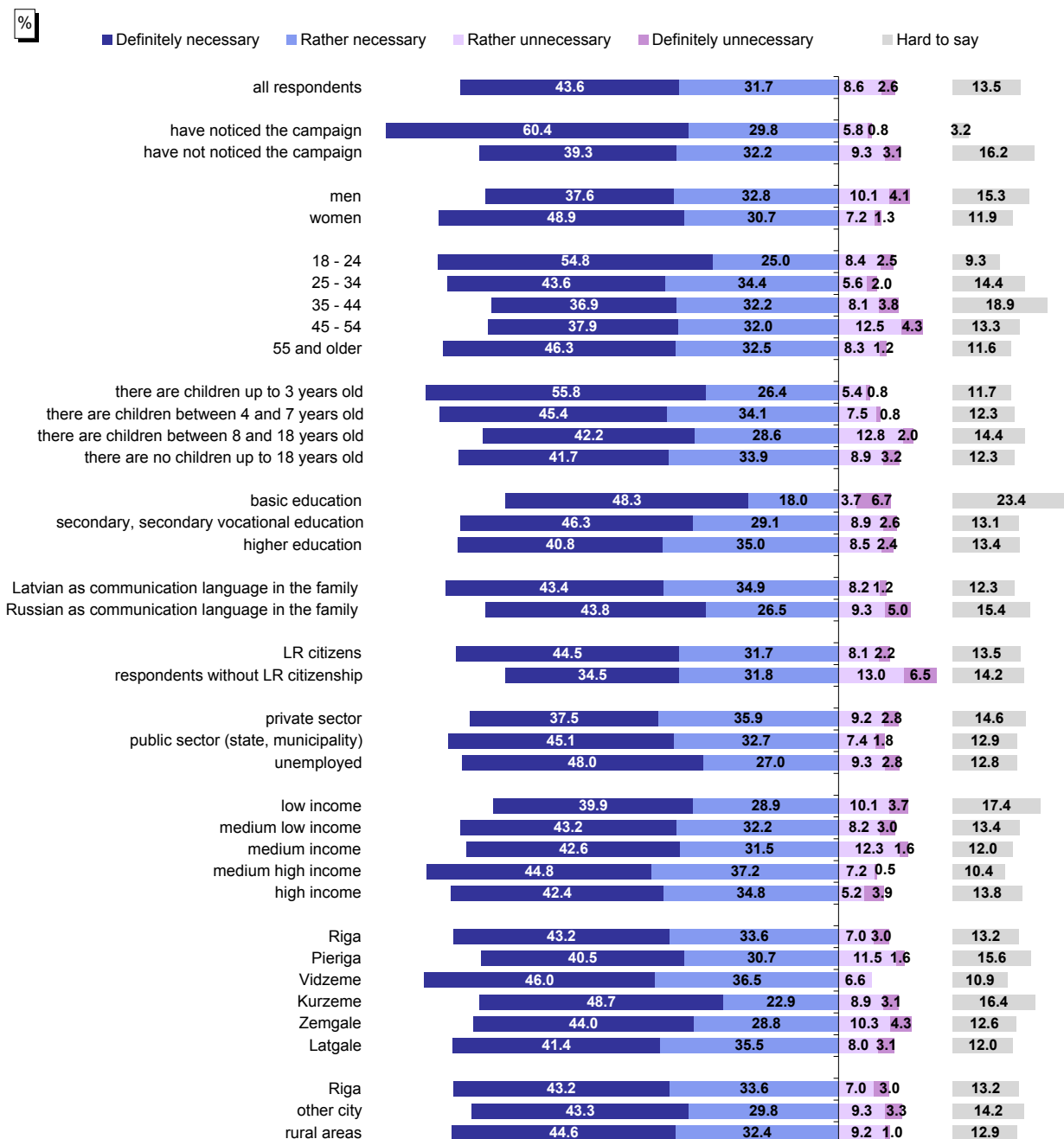
2. Opinion about the Necessity of the Campaign „Esmu maza – saudzē mani!”

"How would you rate the campaign "Esmu maza – saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?"



Base: all respondents, n=1005

Comparison of data in socio-demographic groups



Bases: see socio-demographic profile of respondents at page 5

Tables of results

Research: Attitude Towards the Campaign "Esmu maza - saudzē mani!"

1. In April and May 2012, the campaign "Esmu maza - saudzē mani!" (Be gentle - I'm small!) was organized in Latvia with the aim of promoting the understanding of parents of young children (0-3 years) regarding the negative effects of physical punishment and any other abuse towards young children in the home environment, as well as improving the practical knowledge of adults on positive methods of child discipline. Please look at these images and then answer the questions.

Please mark what you have noticed from the campaign "Esmu maza - saudzē mani!"

		unw. count	col %
Please mark what you have noticed from the campaign "Esmu maza - saudzē mani!"	I have seen the video on TV/ the internet	84	8.1%
	I have heard the sound clip on the radio/ internet	18	1.7%
	I have seen the leaflet/ flyer for parents	9	.9%
	I have seen the campaign's sticker/ poster	34	3.3%
	I have heard about the campaign, but have not seen the material	97	9.2%
	I have not noticed this campaign	792	79.6%
	Total	1005	102.8%

Base: all respondents, n=1005

Research: Attitude Towards the Campaign "Esmu mazs - saudzē mani!"

1. Please mark what you have noticed from the campaign "Esmu mazs - saudzē mani!"

		Please mark what you have noticed from the campaign "Esmu mazs - saudzē mani!"												Total	
		I have seen the video on TV/ the internet		I have heard the sound clip on the radio/ internet		I have seen the leaflet/ flyer for parents		I have seen the campaign's sticker/ poster		I have heard about the campaign, but have not seen the material		I have not noticed this campaign		unw. count	row %
		unw. count	row %	unw. count	row %	unw. count	row %	unw. count	row %	unw. count	row %	unw. count	row %		
All respondents		84	8.1%	18	1.7%	9	.9%	34	3.3%	97	9.2%	792	79.6%	1005	102.8%
Sex	Men	40	8.2%	6	1.1%	2	.4%	11	2.2%	35	7.2%	393	82.5%	479	101.6%
	Women	44	7.9%	12	2.3%	7	1.3%	23	4.3%	62	11.0%	399	77.0%	526	103.9%
Age	18 - 24	15	11.8%	5	3.9%	4	3.1%	8	6.4%	8	6.1%	97	76.0%	128	107.3%
	25 - 34	14	6.6%	4	1.9%			2	1.1%	13	6.3%	166	84.7%	198	100.5%
	35 - 44	10	5.1%					4	2.3%	13	7.2%	152	86.4%	177	101.0%
	45 - 54	13	6.4%	1	.5%			5	2.3%	17	8.3%	163	83.1%	198	100.5%
	55 and older	32	10.3%	8	2.5%	5	1.5%	15	4.7%	46	14.8%	214	71.1%	304	104.9%
Are there children up to the age of 18 in your family, living in your household?	Yes, there are children up to 3 years old	12	10.3%	2	1.4%	1	.8%	3	3.0%	8	7.6%	81	77.6%	106	100.8%
	Yes, there are children between 4 and 7 years old	15	9.8%	1	1.0%	1	.6%	3	2.2%	15	9.5%	116	78.1%	149	101.1%
	Yes, there are children between 8 and 18 years old	21	10.3%	2	1.0%	1	.4%	5	2.5%	24	11.9%	150	76.4%	198	102.5%
	No, there are no children up to 18 years old	41	6.7%	13	2.1%	6	1.0%	24	3.9%	60	9.5%	477	80.3%	600	103.5%
	No answer											22	100.0%	22	100.0%
Education	Basic education			1	2.6%			1	4.0%	5	15.8%	22	77.7%	29	100.0%
	Secondary, secondary vocational education	40	8.3%	11	2.3%	4	.9%	19	3.8%	47	9.9%	354	77.5%	462	102.8%
	Higher education	44	8.3%	6	1.1%	5	.9%	14	2.8%	45	8.2%	416	81.7%	514	103.0%
Nationality	Latvian	71	11.3%	15	2.4%	8	1.3%	26	4.0%	73	11.2%	481	73.9%	649	104.1%
	Other	13	3.6%	3	.9%	1	.3%	8	2.3%	24	6.6%	311	87.4%	356	101.1%
Language of communication in the family	Latvian	76	11.8%	15	2.3%	9	1.4%	26	3.9%	71	10.4%	494	74.4%	664	104.3%
	Russian	8	2.2%	3	.9%			7	2.1%	24	7.0%	294	88.1%	335	100.3%
	Other							1	15.4%	2	29.1%	4	70.9%	6	115.4%
Citizenship	LR citizens	82	8.6%	18	1.9%	9	.9%	32	3.4%	93	9.7%	720	78.5%	926	103.0%
	Respondents without LR citizenship	2	2.7%					2	2.5%	4	5.2%	72	90.7%	79	101.2%
Sector of employment	Unemployed	32	9.5%	10	3.1%	6	1.7%	16	4.6%	41	11.9%	240	74.2%	328	105.0%
	Public sector (state, municipality)	30	9.8%	4	1.3%	3	1.1%	14	4.8%	31	10.5%	219	75.2%	293	102.6%
	Private sector	21	5.5%	3	.8%			4	1.2%	24	6.2%	316	87.5%	364	101.1%
	Other/ Don't know	1	6.5%	1	3.5%					1	3.4%	17	86.7%	20	100.0%
Occupation	Manager	7	6.2%			2	1.7%	3	2.9%	6	5.4%	90	86.4%	105	102.5%
	Specialist	29	7.4%	6	1.4%	1	.3%	10	2.7%	35	8.7%	301	80.7%	377	101.4%
	Worker	11	8.2%	2	1.4%			5	3.6%	10	7.6%	102	82.2%	126	103.0%
	Farmer	1	5.6%							3	19.5%	11	74.9%	15	100.0%
	Self-employed	4	7.2%							2	4.6%	48	88.2%	54	100.0%
	Retired	10	9.2%	5	4.9%	3	2.6%	7	6.1%	19	17.0%	69	68.3%	104	108.1%
	Pupil, student	13	14.2%	4	4.3%	3	3.1%	5	5.3%	4	4.2%	70	75.7%	93	106.8%
	Housewife	4	9.4%					1	2.3%	5	12.5%	29	78.0%	38	102.3%
	Unemployed	5	5.0%	1	1.5%			3	3.2%	13	14.2%	72	77.2%	93	101.1%
Average income per family member in a month	Low income	16	8.7%	7	4.0%	1	.6%	9	4.8%	18	9.8%	131	76.3%	175	104.2%
	Medium low income	8	4.8%	1	.6%	1	.6%	2	1.3%	12	7.5%	132	87.0%	153	101.8%
	Medium income	24	13.6%	3	1.8%	2	1.0%	9	4.8%	28	15.5%	114	67.1%	173	103.7%
	Medium high income	15	8.0%	3	1.4%	3	1.6%	6	3.6%	15	8.5%	135	79.0%	173	102.1%
	High income	12	6.2%	2	1.1%			3	1.6%	13	6.5%	171	86.8%	197	102.1%
	Hard to say/NA	9	6.8%	2	1.3%	2	1.6%	5	4.0%	11	7.7%	109	81.6%	134	102.9%
Region	Riga	14	4.0%	4	1.0%	2	.7%	8	2.6%	30	8.6%	279	84.4%	333	101.3%
	Pieriga	14	7.4%	2	1.0%	4	2.0%	5	2.5%	15	8.6%	143	82.0%	176	103.5%
	Vidzeme	17	16.1%	2	1.8%			5	4.9%	10	9.5%	70	68.6%	103	100.9%
	Kurzeme	15	10.1%	3	2.2%	2	1.3%	8	5.7%	15	9.9%	104	75.0%	141	104.1%
	Zemgale	12	9.5%	4	3.2%			5	3.9%	13	9.3%	98	78.8%	126	104.7%
	Latgale	12	9.0%	3	2.5%	1	.8%	3	2.1%	14	10.6%	98	78.8%	126	103.8%
Type of residential area	Riga	14	4.0%	4	1.0%	2	.7%	8	2.6%	30	8.6%	279	84.4%	333	101.3%
	Other city	47	10.7%	9	2.2%	5	1.1%	13	3.0%	33	7.5%	321	78.9%	413	103.4%
	Rural areas	23	8.7%	5	1.9%	2	.7%	13	4.7%	34	12.9%	192	74.8%	259	103.7%

Base: all respondents, n=1005

Research: Attitude Towards the Campaign "Esmu mazes - saudzē mani!"

2. How would you rate the campaign "Esmu mazes - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?

		unw. count	col %
How would you rate the campaign "Esmu mazes - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?	Definitely necessary	432	43.6%
	Rather necessary	327	31.7%
	Rather unnecessary	86	8.6%
	Definitely unnecessary	24	2.6%
	Hard to say	136	13.5%
	Total	1005	100.0%

Base: all respondents, n=1005

2. How would you rate the campaign "Esmu mazes - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?

		unw. count	col %
How would you rate the campaign "Esmu mazes - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?	Necessary	759	75.3%
	Unnecessary	110	11.2%
	Hard to say	136	13.5%
	Total	1005	100.0%

Base: all respondents, n=1005

Research: Attitude Towards the Campaign "Esmu maza - saudzē mani!"

2. How would you rate the campaign "Esmu maza - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?

		How would you rate the campaign "Esmu maza - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?										Total			
		Definitely necessary		Rather necessary		Rather unnecessary		Definitely unnecessary		Hard to say		unw. count	row %		
		unw. count	row %	unw. count	row %	unw. count	row %	unw. count	row %	unw. count	row %				
All respondents		432	43.6%	327	31.7%	86	8.6%	24	2.6%	136	13.5%	1005	100.0%		
Please mark what you have noticed from the campaign "Esmu maza - saudzē mani!"		Have noticed the campaign		126	60.4%	65	29.8%	13	5.8%	2	.8%	7	3.2%	213	100.0%
		Have not noticed the campaign		306	39.3%	262	32.2%	73	9.3%	22	3.1%	129	16.2%	792	100.0%
Sex	Men	178	37.6%	160	32.8%	50	10.1%	18	4.1%	73	15.3%	479	100.0%		
	Women	254	48.9%	167	30.7%	36	7.2%	6	1.3%	63	11.9%	526	100.0%		
Age	18 - 24	70	54.8%	32	25.0%	11	8.4%	3	2.5%	12	9.3%	128	100.0%		
	25 - 34	86	43.6%	68	34.4%	11	5.6%	4	2.0%	29	14.4%	198	100.0%		
	35 - 44	64	36.9%	60	32.2%	15	8.1%	6	3.8%	32	18.9%	177	100.0%		
	45 - 54	73	37.9%	66	32.0%	24	12.5%	8	4.3%	27	13.3%	198	100.0%		
	55 and older	139	46.3%	101	32.5%	25	8.3%	3	1.2%	36	11.6%	304	100.0%		
Are there children up to the age of 18 in your family, living in your household?	Yes, there are children up to 3 years old		58	55.8%	28	26.4%	7	5.4%	1	.8%	12	11.7%	106	100.0%	
	Yes, there are children between 4 and 7 years old		66	45.4%	52	34.1%	11	7.5%	1	.8%	19	12.3%	149	100.0%	
	Yes, there are children between 8 and 18 years old		84	42.2%	58	28.6%	26	12.8%	3	2.0%	27	14.4%	198	100.0%	
	No, there are no children up to 18 years old		248	41.7%	208	33.9%	52	8.9%	18	3.2%	74	12.3%	600	100.0%	
	No answer		8	39.5%	2	10.1%			1	5.6%	11	44.9%	22	100.0%	
Education	Basic education		13	48.3%	5	18.0%	1	3.7%	2	6.7%	8	23.4%	29	100.0%	
	Secondary, secondary vocational education		210	46.3%	140	29.1%	41	8.9%	11	2.6%	60	13.1%	462	100.0%	
	Higher education		209	40.8%	182	35.0%	44	8.5%	11	2.4%	68	13.4%	514	100.0%	
Nationality	Latvian		272	42.4%	228	34.8%	57	8.8%	9	1.4%	83	12.6%	649	100.0%	
	Other		160	45.2%	99	27.4%	29	8.3%	15	4.4%	53	14.8%	356	100.0%	
Language of communication in the family	Latvian		282	43.4%	235	34.9%	55	8.2%	8	1.2%	84	12.3%	664	100.0%	
	Russian		147	43.8%	90	26.5%	31	9.3%	16	5.0%	51	15.4%	335	100.0%	
	Other		3	47.4%	2	35.9%					1	16.8%	6	100.0%	
Citizenship	LR citizens		405	44.5%	302	31.7%	76	8.1%	19	2.2%	124	13.5%	926	100.0%	
	Respondents without LR citizenship		27	34.5%	25	31.8%	10	13.0%	5	6.5%	12	14.2%	79	100.0%	
Sector of employment	Unemployed		157	48.0%	91	27.0%	32	9.3%	8	2.8%	40	12.8%	328	100.0%	
	Public sector (state, municipality)		128	45.1%	97	32.7%	22	7.4%	6	1.8%	40	12.9%	293	100.0%	
	Private sector		135	37.5%	135	35.9%	32	9.2%	9	2.8%	53	14.6%	364	100.0%	
	Other/ Don't know		12	60.0%	4	18.0%			1	5.9%	3	16.1%	20	100.0%	
Occupation	Manager		46	42.6%	30	27.7%	11	12.3%	2	1.9%	16	15.4%	105	100.0%	
	Specialist		156	42.4%	139	36.5%	28	7.1%	9	2.6%	45	11.3%	377	100.0%	
	Worker		47	38.2%	42	32.5%	8	6.8%	3	2.1%	26	20.4%	126	100.0%	
	Farmer		6	42.3%	7	44.2%	1	7.1%			1	6.3%	15	100.0%	
	Self-employed		20	39.1%	18	29.8%	6	10.9%	2	4.6%	8	15.6%	54	100.0%	
	Retired		48	46.4%	34	31.8%	9	8.1%			13	13.8%	104	100.0%	
	Pupil, student		47	50.8%	26	27.7%	12	12.7%	3	3.5%	5	5.3%	93	100.0%	
	Housewife		18	45.9%	14	36.6%	1	2.6%			5	14.8%	38	100.0%	
	Unemployed		44	47.7%	17	17.8%	10	9.8%	5	6.2%	17	18.4%	93	100.0%	
	Average income per family member in a month	Low income		70	39.9%	52	28.9%	17	10.1%	6	3.7%	30	17.4%	175	100.0%
Medium low income		64	43.2%	51	32.2%	12	8.2%	4	3.0%	22	13.4%	153	100.0%		
Medium income		73	42.6%	54	31.5%	21	12.3%	3	1.6%	22	12.0%	173	100.0%		
Medium high income		78	44.8%	66	37.2%	13	7.2%	1	.5%	15	10.4%	173	100.0%		
High income		82	42.4%	71	34.8%	10	5.2%	6	3.9%	28	13.8%	197	100.0%		
Hard to say/NA		65	50.7%	33	23.7%	13	8.7%	4	2.8%	19	14.1%	134	100.0%		
Region	Riga		143	43.2%	113	33.6%	24	7.0%	9	3.0%	44	13.2%	333	100.0%	
	Pieriga		68	40.5%	59	30.7%	19	11.5%	3	1.6%	27	15.6%	176	100.0%	
	Vidzeme		46	46.0%	38	36.5%	7	6.6%			12	10.9%	103	100.0%	
	Kurzeme		68	48.7%	33	22.9%	13	8.9%	4	3.1%	23	16.4%	141	100.0%	
	Zemgale		54	44.0%	39	28.8%	13	10.3%	5	4.3%	15	12.6%	126	100.0%	
	Latgale		53	41.4%	45	35.5%	10	8.0%	3	3.1%	15	12.0%	126	100.0%	
Type of residential area	Riga		143	43.2%	113	33.6%	24	7.0%	9	3.0%	44	13.2%	333	100.0%	
	Other city		179	43.3%	127	29.8%	38	9.3%	12	3.3%	57	14.2%	413	100.0%	
	Rural areas		110	44.6%	87	32.4%	24	9.2%	3	1.0%	35	12.9%	259	100.0%	

Base: all respondents, n=1005

Research: Attitude Towards the Campaign "Esmu mazs - saudzē mani!"

2. How would you rate the campaign "Esmu mazs - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?

		How would you rate the campaign "Esmu mazs - saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?						Total	
		Necessary		Unnecessary		Hard to say		unw. count	row %
		unw. count	row %	unw. count	row %	unw. count	row %		
All respondents		759	75.3%	110	11.2%	136	13.5%	1005	100.0%
Please mark what you have noticed from the campaign "Esmu mazs - saudzē mani!"	Have noticed the campaign	191	90.2%	15	6.6%	7	3.2%	213	100.0%
	Have not noticed the campaign	568	71.5%	95	12.4%	129	16.2%	792	100.0%
Sex	Men	338	70.4%	68	14.2%	73	15.3%	479	100.0%
	Women	421	79.6%	42	8.5%	63	11.9%	526	100.0%
Age	18 - 24	102	79.8%	14	10.9%	12	9.3%	128	100.0%
	25 - 34	154	78.0%	15	7.6%	29	14.4%	198	100.0%
	35 - 44	124	69.1%	21	11.9%	32	18.9%	177	100.0%
	45 - 54	139	69.8%	32	16.8%	27	13.3%	198	100.0%
	55 and older	240	78.8%	28	9.6%	36	11.6%	304	100.0%
Are there children up to the age of 18 in your family, living in your household?	Yes, there are children up to 3 years old	86	82.1%	8	6.2%	12	11.7%	106	100.0%
	Yes, there are children between 4 and 7 years old	118	79.4%	12	8.3%	19	12.3%	149	100.0%
	Yes, there are children between 8 and 18 years old	142	70.8%	29	14.8%	27	14.4%	198	100.0%
	No, there are no children up to 18 years old	456	75.6%	70	12.1%	74	12.3%	600	100.0%
	No answer	10	49.5%	1	5.6%	11	44.9%	22	100.0%
Education	Basic education	18	66.2%	3	10.4%	8	23.4%	29	100.0%
	Secondary, secondary vocational education	350	75.4%	52	11.5%	60	13.1%	462	100.0%
	Higher education	391	75.7%	55	10.9%	68	13.4%	514	100.0%
Nationality	Latvian	500	77.2%	66	10.1%	83	12.6%	649	100.0%
	Other	259	72.6%	44	12.6%	53	14.8%	356	100.0%
Language of communication in the family	Latvian	517	78.3%	63	9.3%	84	12.3%	664	100.0%
	Russian	237	70.3%	47	14.3%	51	15.4%	335	100.0%
	Other	5	83.2%			1	16.8%	6	100.0%
Citizenship	LR citizens	707	76.2%	95	10.4%	124	13.5%	926	100.0%
	Respondents without LR citizenship	52	66.3%	15	19.5%	12	14.2%	79	100.0%
Sector of employment	Unemployed	248	75.0%	40	12.2%	40	12.8%	328	100.0%
	Public sector (state, municipality)	225	77.8%	28	9.3%	40	12.9%	293	100.0%
	Private sector	270	73.4%	41	12.0%	53	14.6%	364	100.0%
	Other/ Don't know	16	78.0%	1	5.9%	3	16.1%	20	100.0%
Occupation	Manager	76	70.3%	13	14.3%	16	15.4%	105	100.0%
	Specialist	295	78.9%	37	9.7%	45	11.3%	377	100.0%
	Worker	89	70.6%	11	9.0%	26	20.4%	126	100.0%
	Farmer	13	86.5%	1	7.1%	1	6.3%	15	100.0%
	Self-employed	38	68.9%	8	15.5%	8	15.6%	54	100.0%
	Retired	82	78.1%	9	8.1%	13	13.8%	104	100.0%
	Pupil, student	73	78.5%	15	16.2%	5	5.3%	93	100.0%
	Housewife	32	82.6%	1	2.6%	5	14.8%	38	100.0%
	Unemployed	61	65.6%	15	16.0%	17	18.4%	93	100.0%
Average income per family member in a month	Low income	122	68.8%	23	13.8%	30	17.4%	175	100.0%
	Medium low income	115	75.4%	16	11.2%	22	13.4%	153	100.0%
	Medium income	127	74.1%	24	13.9%	22	12.0%	173	100.0%
	Medium high income	144	82.0%	14	7.7%	15	10.4%	173	100.0%
	High income	153	77.1%	16	9.1%	28	13.8%	197	100.0%
	Hard to say/NA	98	74.4%	17	11.5%	19	14.1%	134	100.0%
Region	Riga	256	76.8%	33	10.0%	44	13.2%	333	100.0%
	Pieriga	127	71.3%	22	13.2%	27	15.6%	176	100.0%
	Vidzeme	84	82.5%	7	6.6%	12	10.9%	103	100.0%
	Kurzeme	101	71.6%	17	12.0%	23	16.4%	141	100.0%
	Zemgale	93	72.8%	18	14.6%	15	12.6%	126	100.0%
	Latgale	98	76.9%	13	11.1%	15	12.0%	126	100.0%
Type of residential area	Riga	256	76.8%	33	10.0%	44	13.2%	333	100.0%
	Other city	306	73.1%	50	12.7%	57	14.2%	413	100.0%
	Rural areas	197	76.9%	27	10.2%	35	12.9%	259	100.0%

Base: all respondents, n=1005

Research: Attitude Towards the Campaign "Esmu maza - saudzē mani!"

3. Are there children up to the age of 18 in your family, living in your household?

		unw. count	col %
Are there children up to the age of 18 in your family, living in your household?	Yes, there are children up to 3 years old	106	10.6%
	Yes, there are children between 4 and 7 years old	149	14.7%
	Yes, there are children between 8 and 18 years old	198	20.1%
	No, there are no children up to 18 years old	600	58.9%
	No answer	22	2.4%
	Total	1005	106.7%

Base: all respondents, n=1005

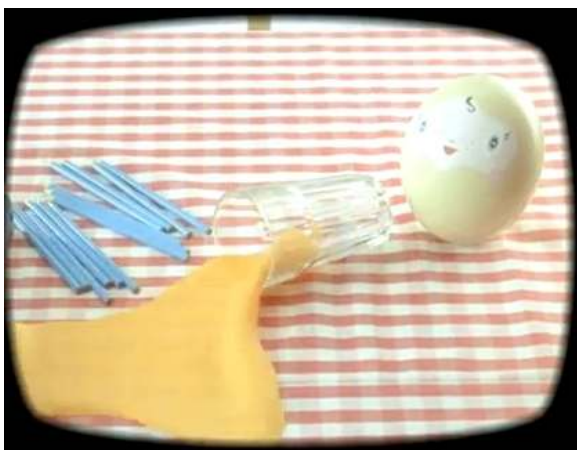
Research: Attitude Towards the Campaign "Esmu mazs - saudzē mani!"

Questionnaire used in the survey

1. In April and May 2012, the campaign "Esmu mazs – saudzē mani!" (Be gentle – I'm small!) was organized in Latvia with the aim of promoting the understanding of parents of young children (0-3 years) regarding the negative effects of physical punishment and any other abuse towards young children in the home environment, as well as improving the practical knowledge of adults on positive methods of child discipline.

Please look at these images and then answer the questions on the next page.

Screenshots from the campaign video:



Other campaign material:



Research: Attitude Towards the Campaign "Esmu maza - saudzē mani!"

Please mark what you have noticed from the campaign "Esmu maza – saudzē mani!". (Please mark all the corresponding answers!)

I have seen the video on TV/ the internet	1
I have heard the sound clip on the radio/ internet	2
I have seen the leaflet/ flyer for parents	3
I have seen the campaign's sticker/ poster	4
I have heard about the campaign, but have not seen the material	5
I have not noticed this campaign	8

2. How would you rate the campaign "Esmu maza – saudzē mani!" on bringing up children in a non-violent manner, aimed at the parents of small children? In your opinion, is such a campaign necessary or unnecessary?

Definitely necessary	1
Rather necessary	2
Rather unnecessary	3
Definitely unnecessary	4
Hard to say	8

3. Are there children up to the age of 18 in your family, living in your household? (Please mark all the corresponding answers!)

Yes, there are children up to 3 years old	1
Yes, there are children between 4 and 7 years old	2
Yes, there are children between 8 and 18 years old	3
No, there are no children up to 18 years old	4
No answer	8

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