

MARY KAY

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

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

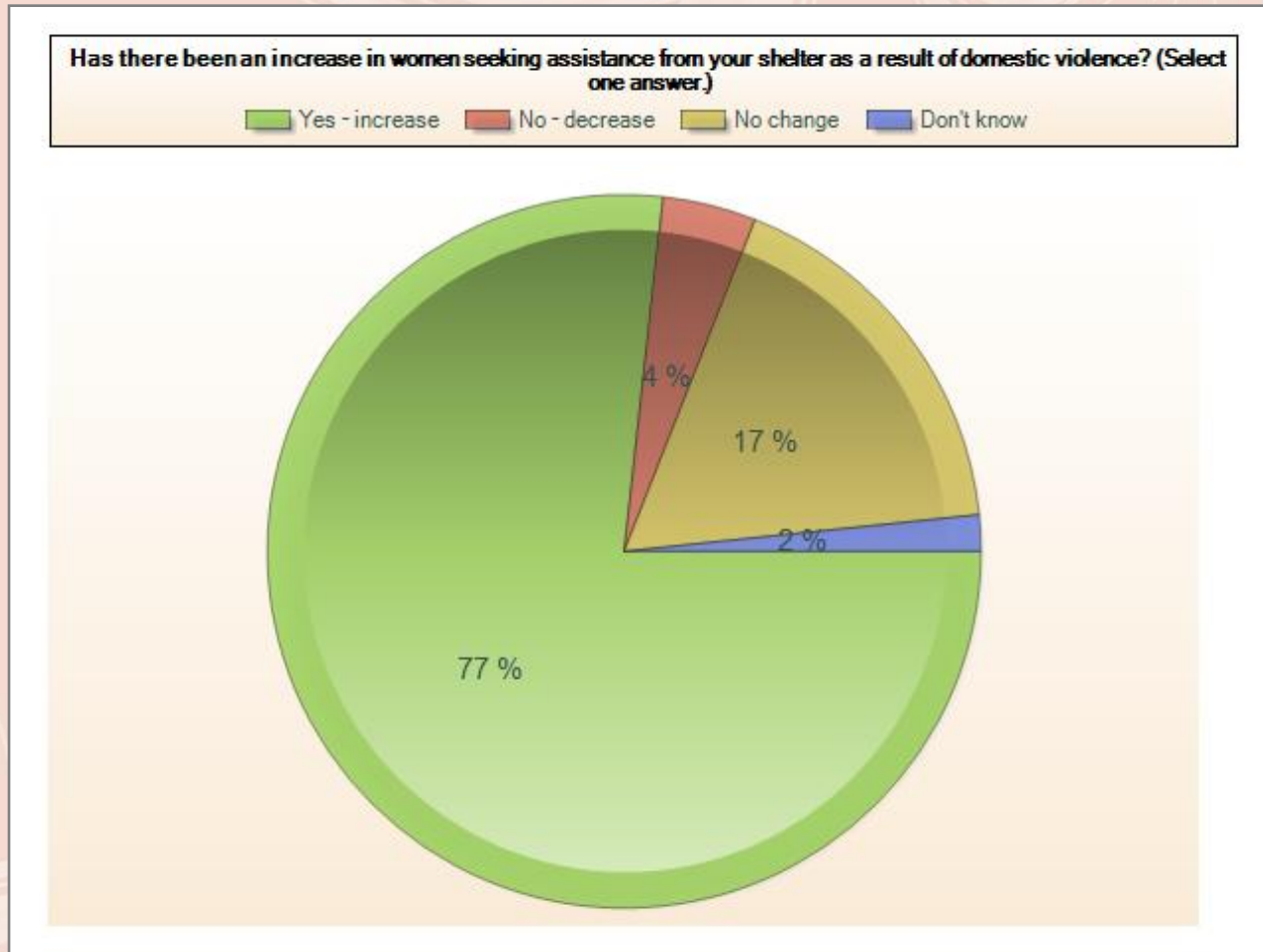
Released May 2010

# Executive Summary

In light of the economy, shelters nationwide report:

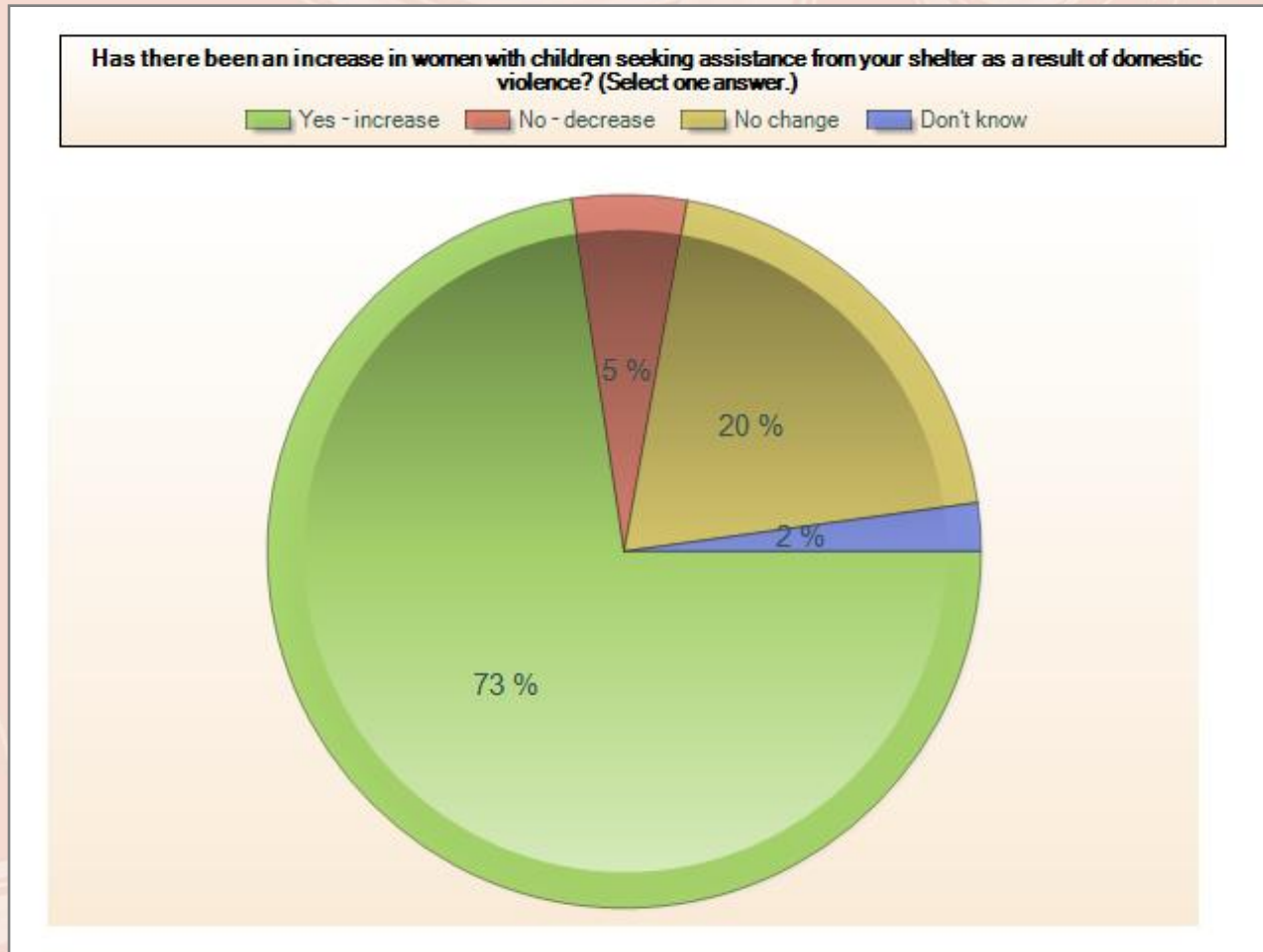
- Domestic violence increases
- Survivors struggle to find jobs
- Abuse is more severe
- Women are staying longer in abusive relationships
- Shelters are decreasing services
- Shelters expect the situation will only get worse

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



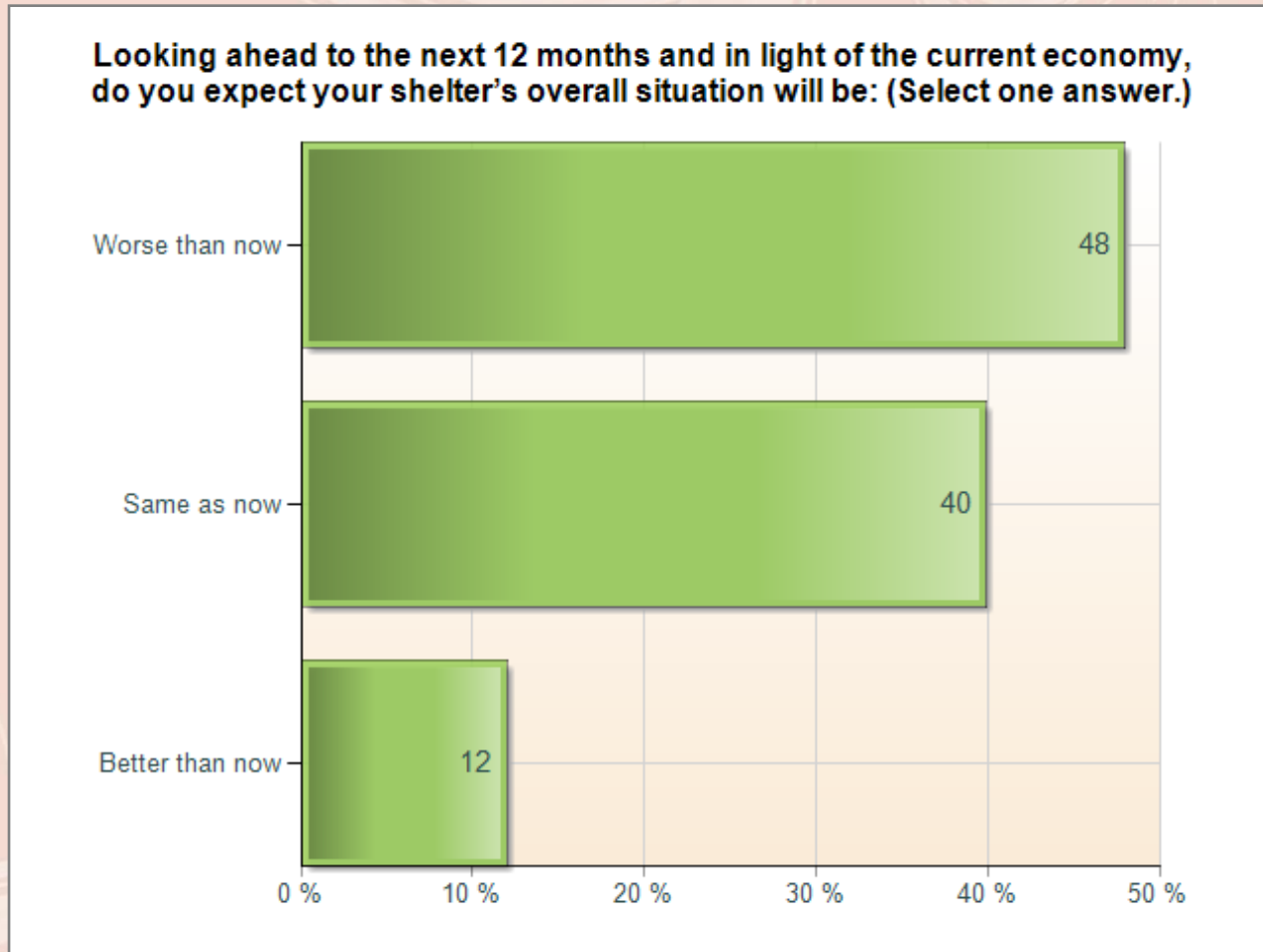
Question 2

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



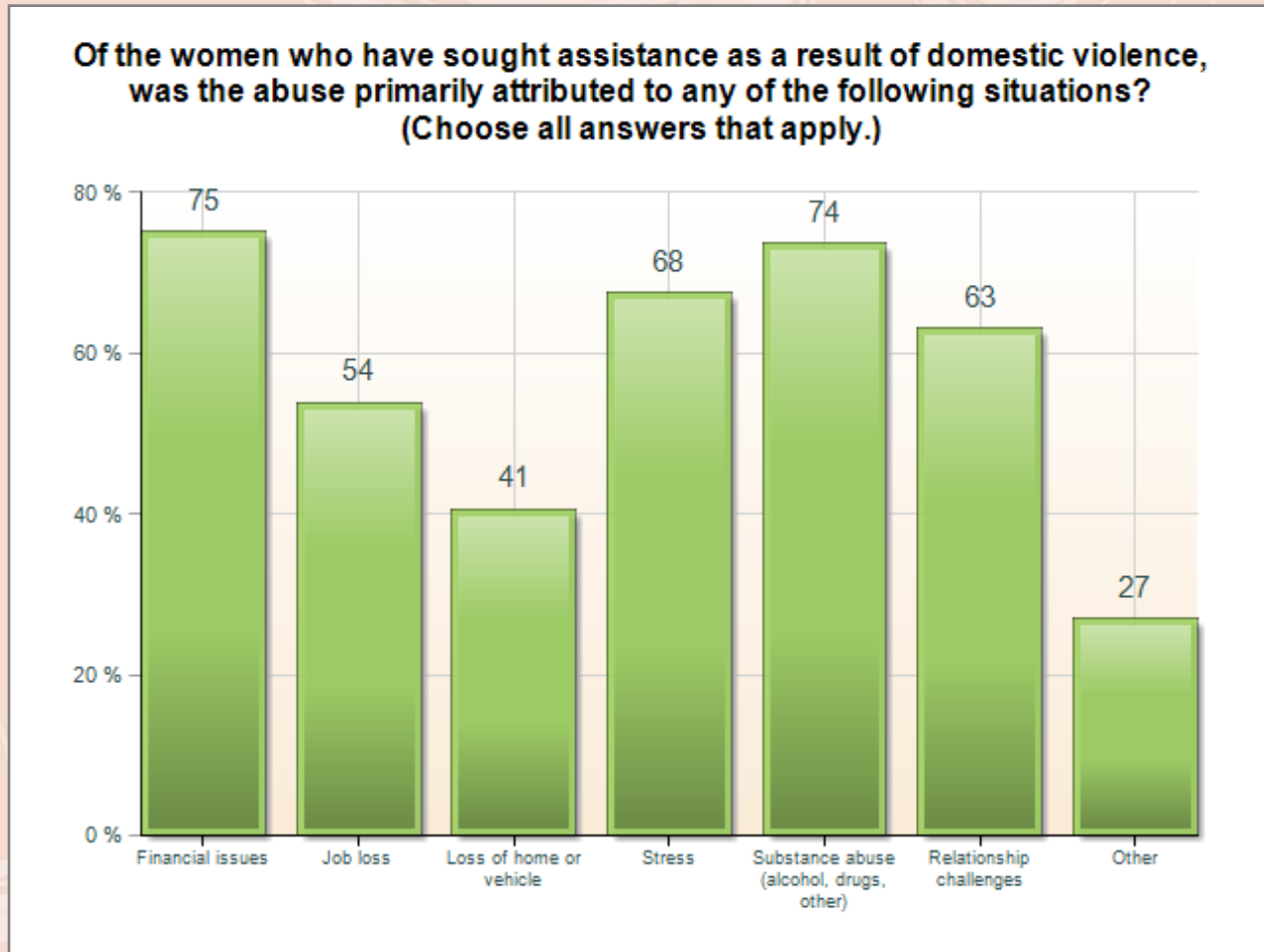
Question 3

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



Question 13

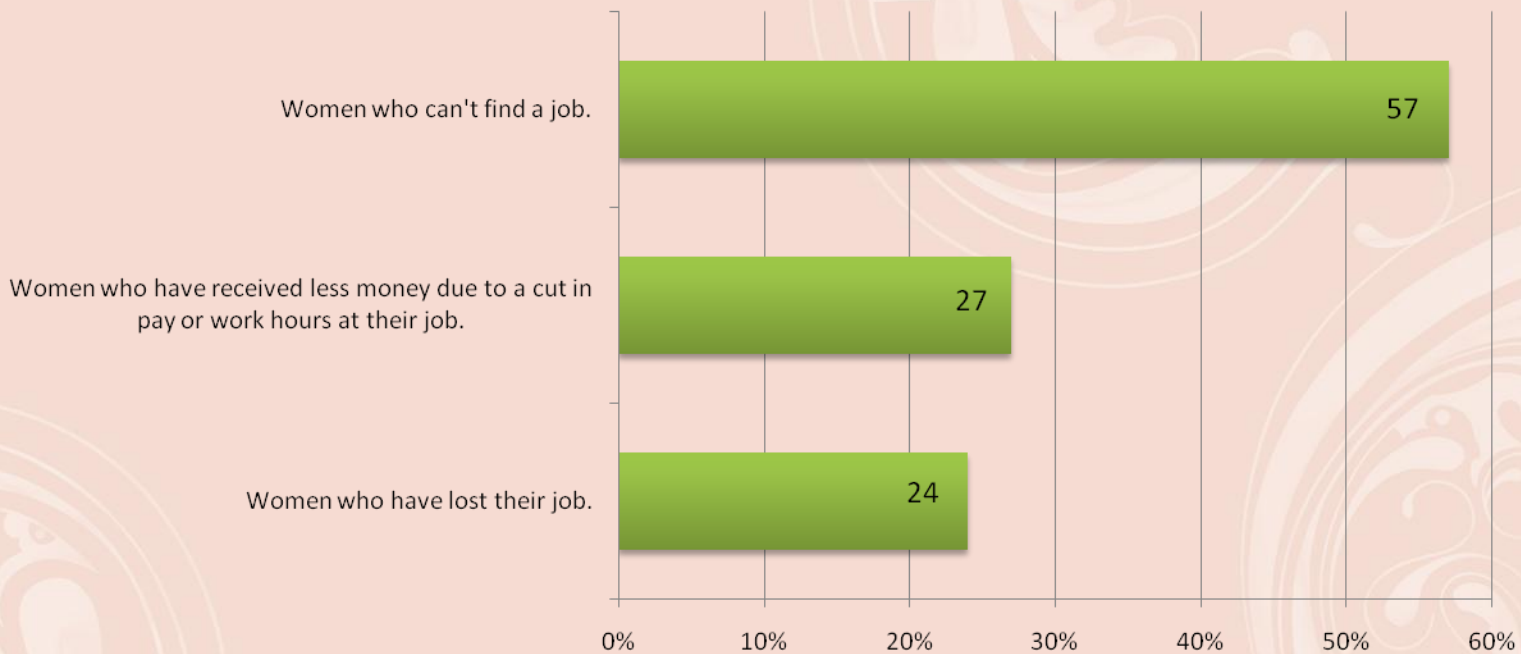
# 75 percent of shelters attribute increase to financial issues, 54 percent to job loss



Question 4

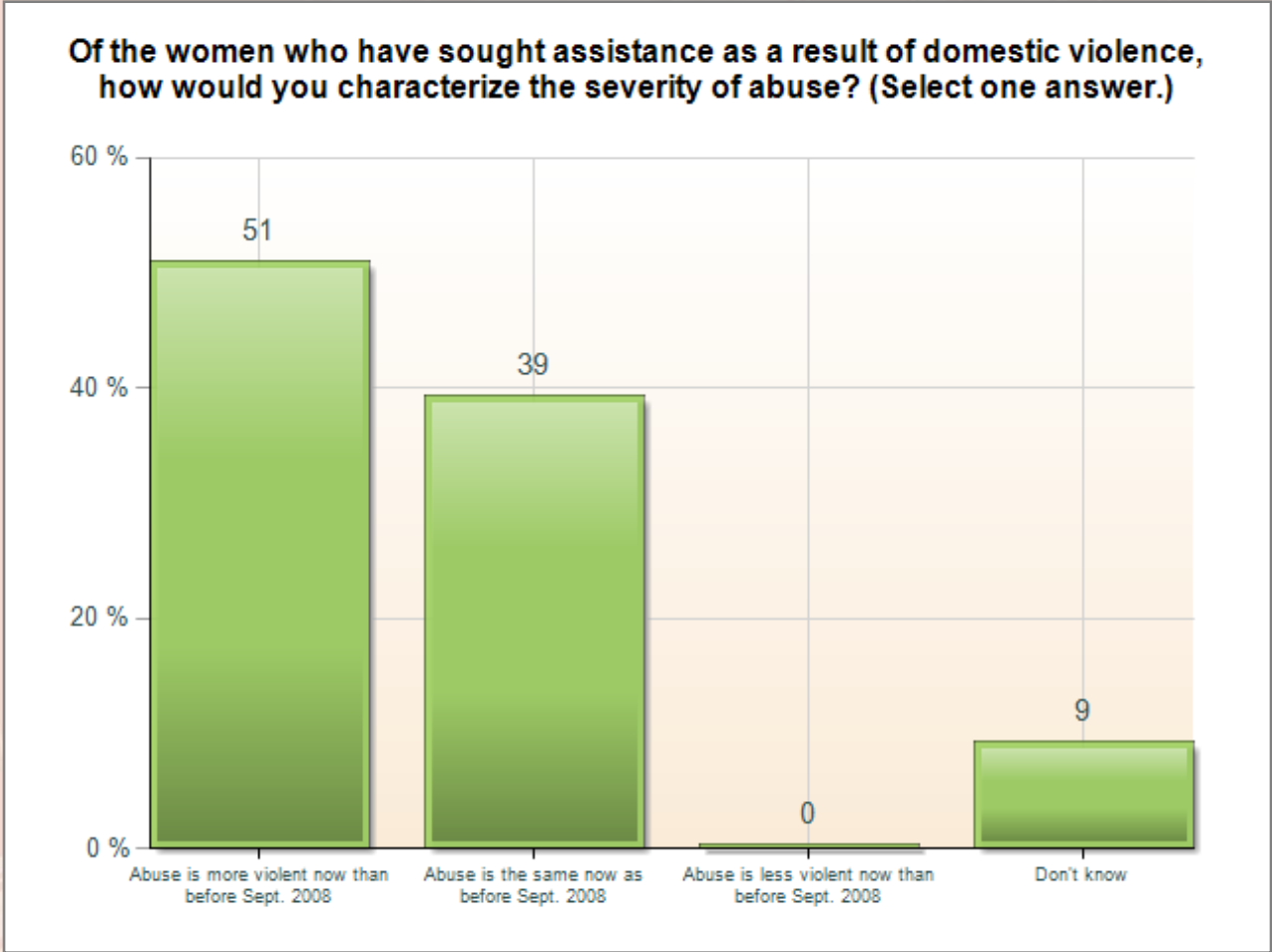
# Shelters indicate more than half of women can't find jobs

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



Question 7

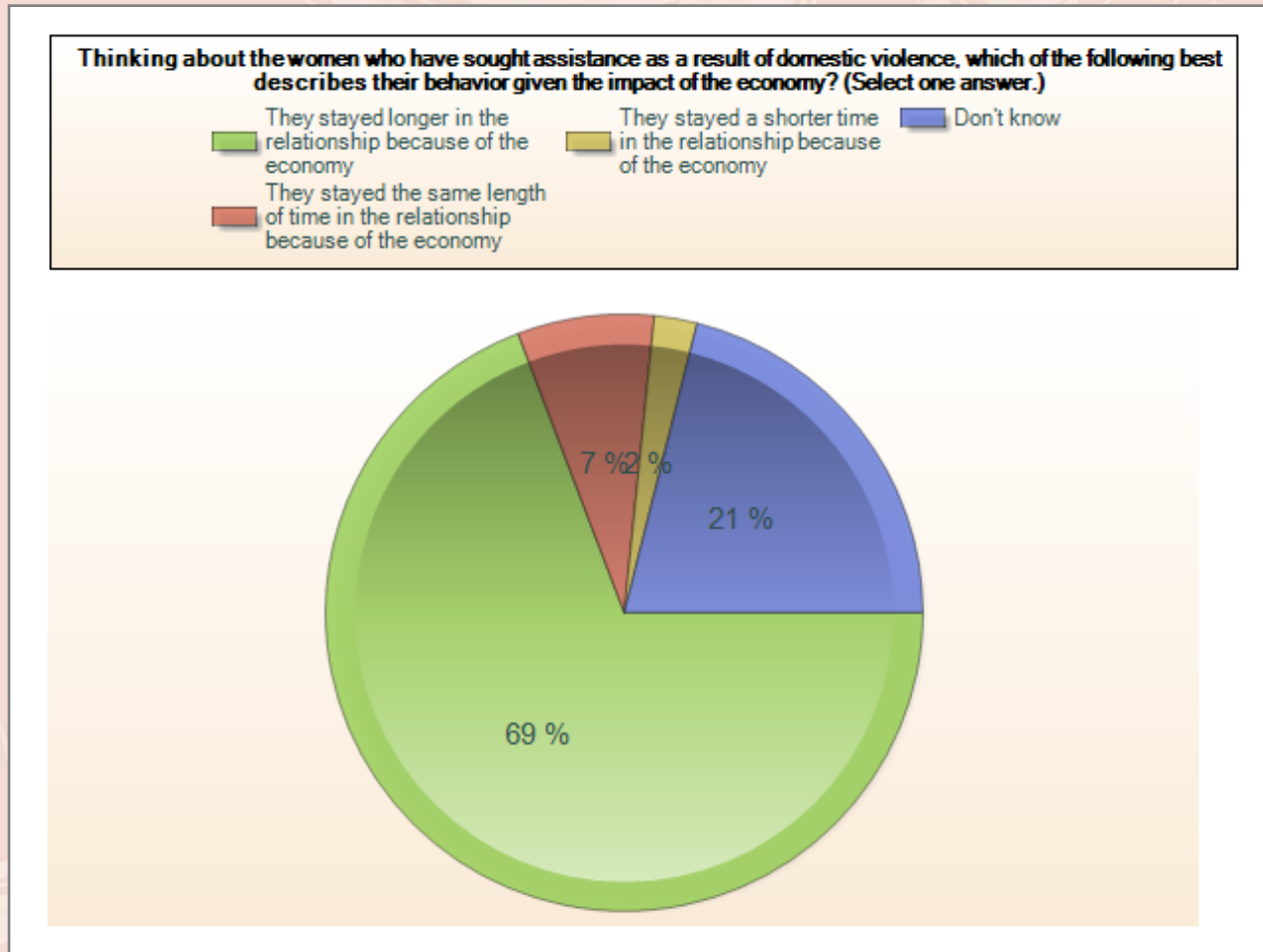
# More than half of shelters report the abuse is more violent now than before the economic downturn



Question 6

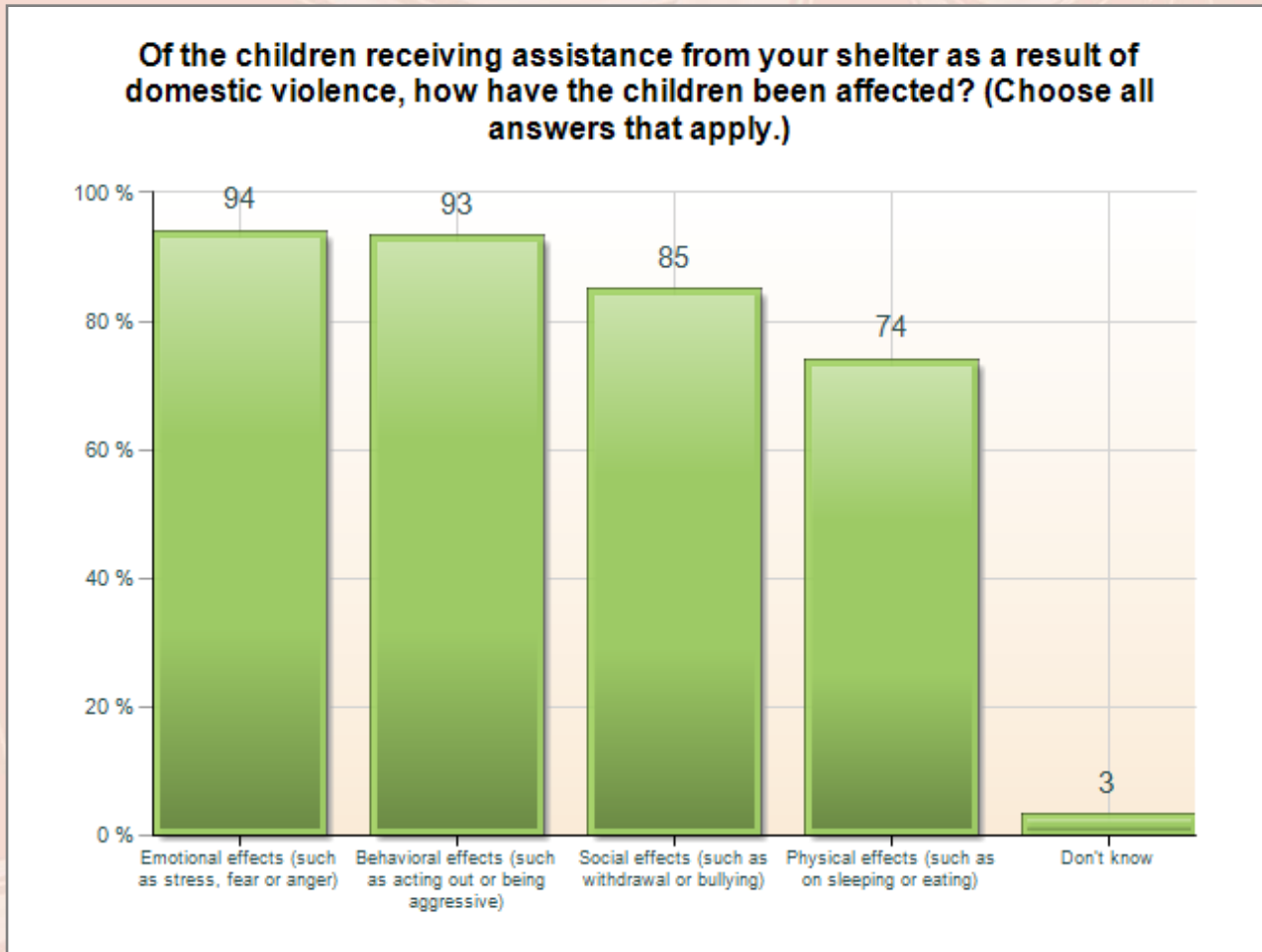


Two out of three shelters indicate the women they serve stayed longer in abusive relationships before seeking assistance



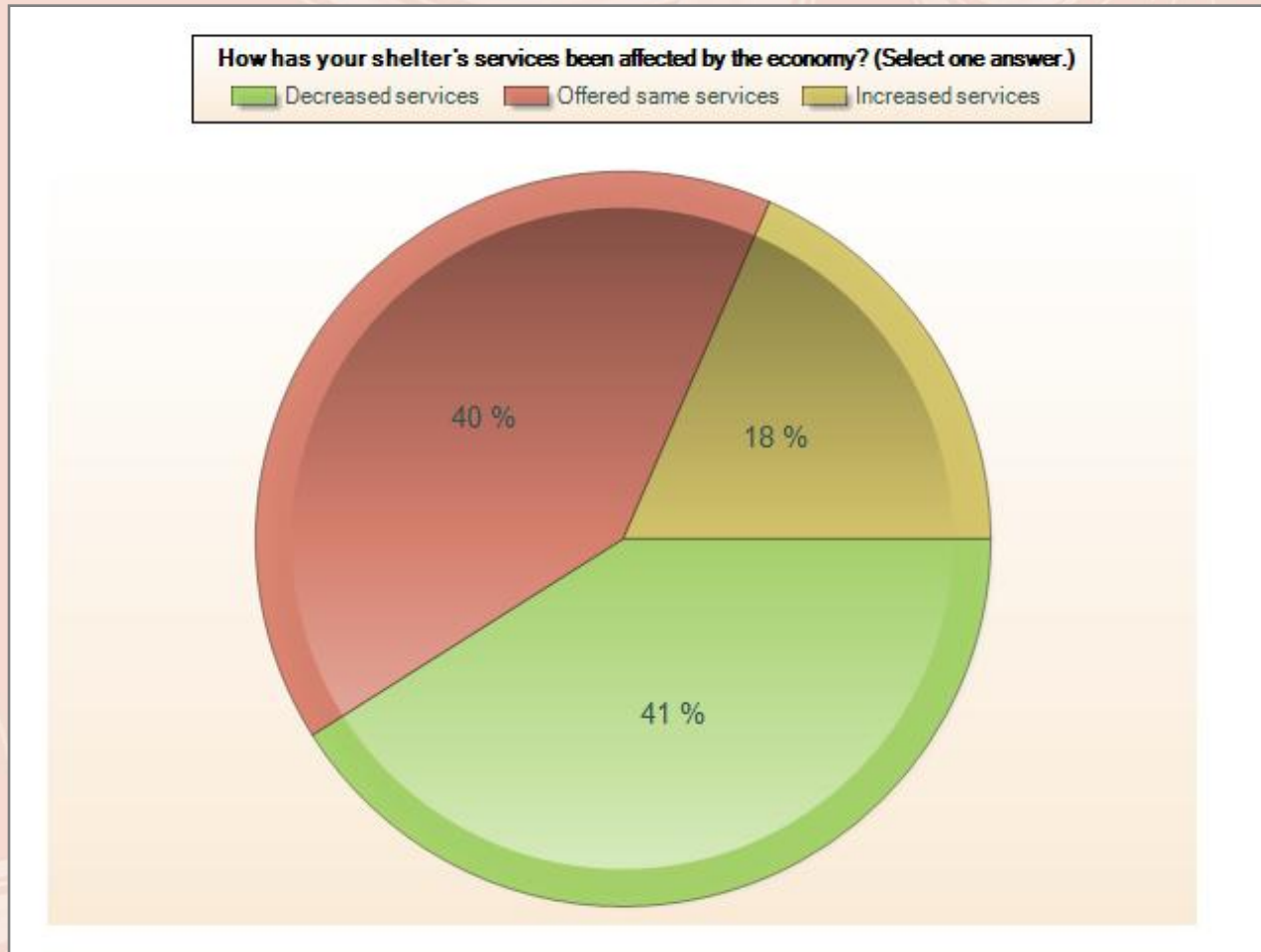
Question 5

# Shelters report more than 90 percent of children experience emotional and behavioral effects due to domestic violence



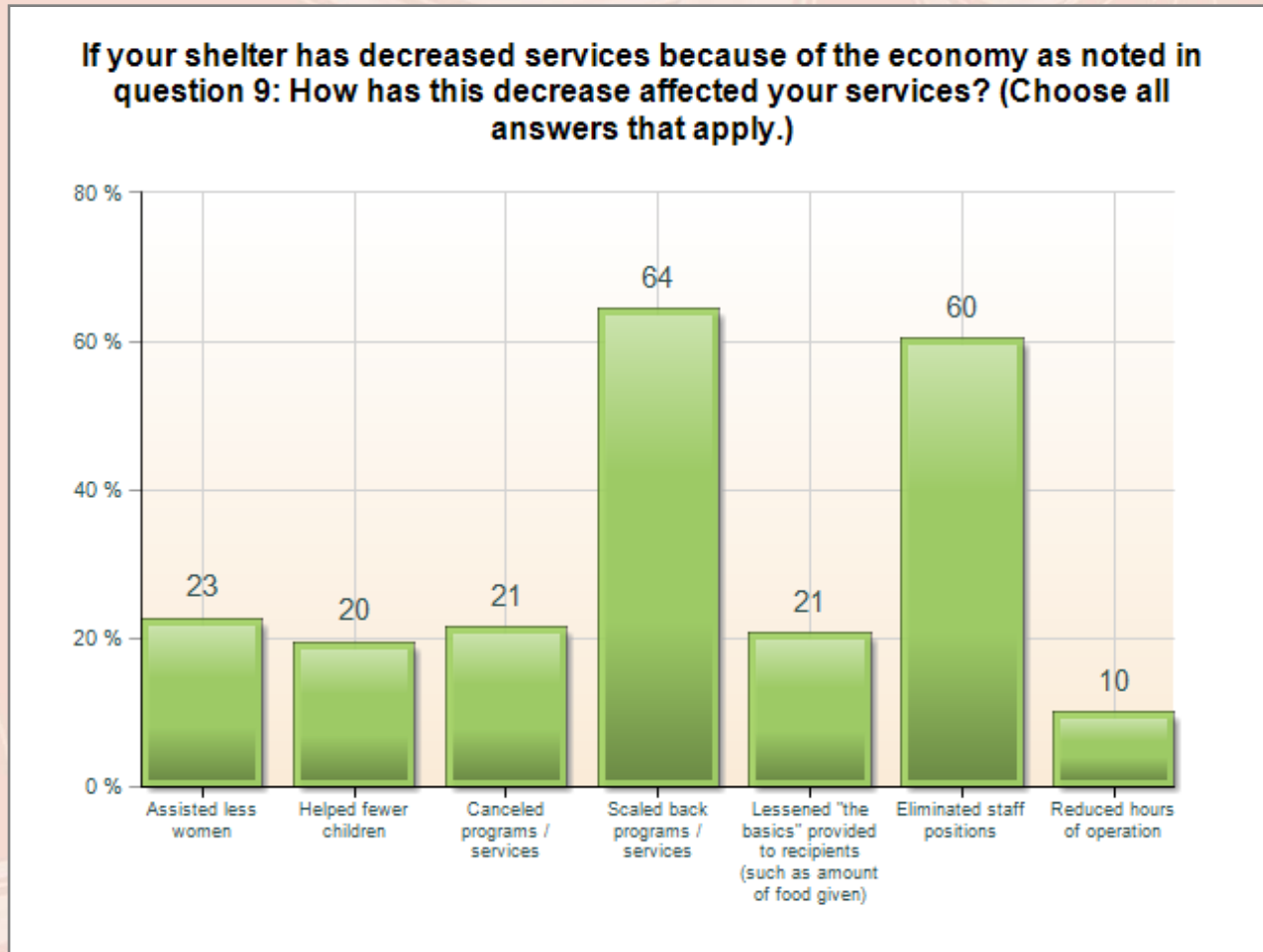
Question 8

# 41 percent of shelters decreased their services due to the economy



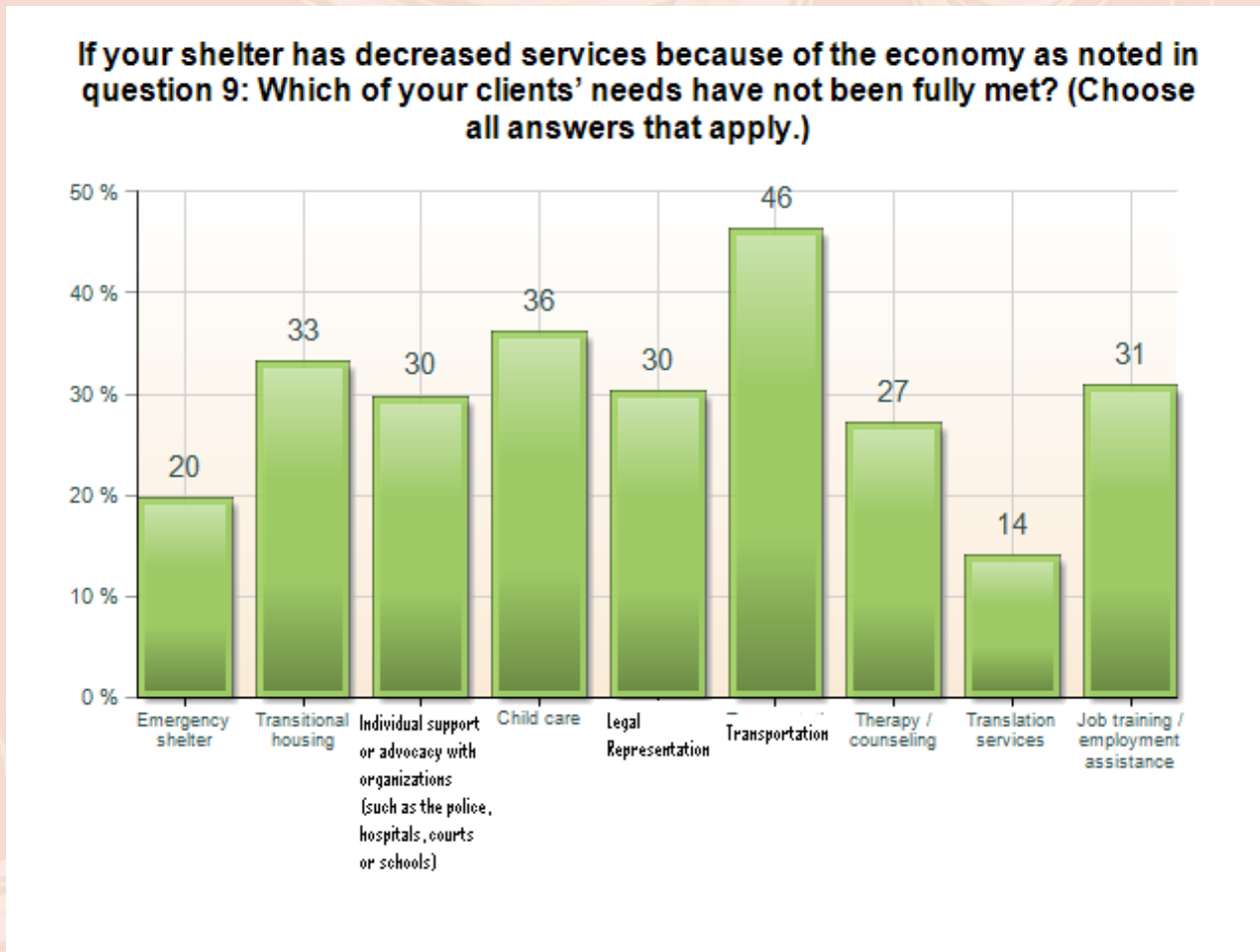
Question 9

Of those shelters decreasing services, 85 percent canceled or scaled back their services, while 60 percent eliminated staff positions



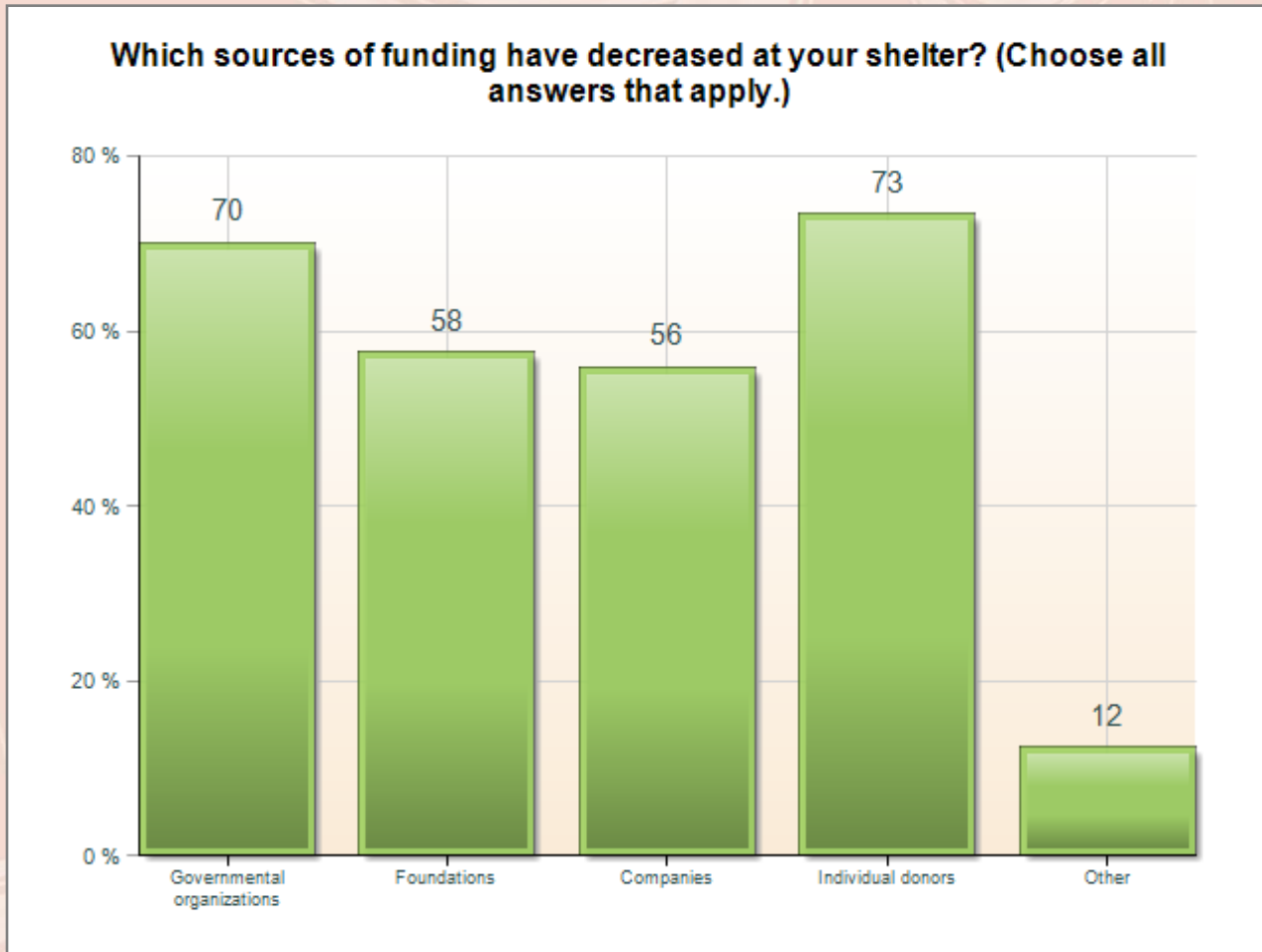
Question 11

Of those shelters decreasing services, one-third couldn't meet all their clients' child care and transitional housing needs



Question 10

# Shelters report funding has decreased most from individual donors



Question 12

# Survey Methodology

- The second “Mary Kay Truth About Abuse” survey polled 731 domestic violence shelters across the United States.
  - 30 percent of shelters are from the South
  - 26 percent from the Midwest
  - 24 percent from the West
  - 21 percent from the Northeast
- 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 17-31, 2010.
- Mary Kay conducted its first nationwide survey of shelters in 2009.
- 2009 survey findings are located at <http://tinyurl.com/truth2009> and upon request.