



Wouldn't Shouldn't campaign evaluation

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drinkaware

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1. Executive summary

1.1.1 This report summarises the findings from the 2016 evaluation of Drinkaware's Wouldn't Shouldn't campaign. The key findings from the study are:

- Prompted campaign awareness remains high at 49%, but has fallen slightly from the 2015 post-wave (57%).
- The vast majority felt positively about the campaign overall, with a mean score of 1.81, however, this is a significantly lower score than in 2015. Generally scores were slightly lower across measures in 2016, although mostly not significantly so.
- The proportion believing the campaign would make a difference to attitudes toward drunken sexual harassment has also fallen (from 64% in 2015 to 57% in 2016).
- 40% in the North West and 34% in the Midlands recalled a campaign about sexual harassment (unprompted). Among these, 11% in the North West (and 3% in the Midlands) specifically mentioned something linked to the Drinkaware campaign.
- Talking about the issue has increased significantly over time in the North West, whereas it has remained fairly consistent in the Midlands.
- In 2016, respondents in the North West were significantly less likely to agree that *'inappropriate behaviour can be excused when you're drunk'* than in 2015. However there was no change in agreement with the key message *'if it's groping when you're sober, it's groping when you're drunk'*, which is high but appears to have plateaued in 2016.
- Over half (54%) of young people in the North West had experienced one or more harassing behaviours. The difference since the last wave (48%) is not significant, however the results across the three waves show a directional increase.
- Overall, 59% of those experiencing harassing behaviours in the North West, and 63% in the Midlands, took any action in response. This remains very similar to levels seen in the previous wave, showing that there is still work to do on encouraging people to confront harassment.
- Considered together, the results suggest that the impact of the campaign may have plateaued at this point, although it remains impactful.

2. Introduction and method

2.1 Introduction

2.1.1 This report summarises the findings from the 2016 evaluation of Drinkaware's Wouldn't Shouldn't campaign, targeting 18-24 year olds in the North West of England who drink in clubs and bars, with messaging around the acceptability of sexual harassment in the context of drunken nights out. The campaign has been running in this region since 2015 with timings as follows:

- Phase 1: June 2015
- Phase 2: November 2015
- Phase 3: November 2016

2.1.2 Research was conducted in May 2015 before the campaign launched (pre-wave), and following the second campaign phase in late 2015 (2015 post-wave). The 2016 survey is the third wave of research conducted as part of this campaign evaluation, and the first wave to be conducted by YouGov.

2.1.3 The objectives of the research were to:

- Establish the extent to which the campaign is being seen by the audience
- Understand if the campaign is being talked about by the target audience
- Measure impacts on attitudes to sexual harassment as a result of the campaign
- Explore any changes in behaviour due to the campaign

1.1 Method

2.1.4 The survey was conducted online between 25th November and 23rd December 2016. The sample was drawn from YouGov's online research panel, with respondents selected according to age and region. Overall, 416 18-24s in the North West, and 363 in the Midlands, were interviewed. Data was weighted to be representative of the population of these regions according to age and gender. Additionally, weighting was applied by working/education status, to ensure the sample was comparable with that achieved in the 2015 post-wave of research.

Table 1: Weighted sample breakdown

	North West	Midlands
Male	51%	51%
Female	49%	49%
18-19	27%	27%
20-21	28%	29%
22-24	45%	44%
Working	40%	55%
University student	51%	35%
Other full-time education	3%	4%
Other not working	6%	6%

2.1.5 Respondents were shown the campaign materials during the online survey. The materials in 2016 were similar to those in 2015, however for the first time the online Lone Wolf video was included, and the channels were slightly different (e.g. Spotify had been included in 2015 but was not in 2016).

3. Campaign recall and perceptions

3.1.1 The first section of the report tracks young people’s recall and perceptions of the Wouldn’t Shouldn’t campaign since 2015. It also explores what respondents think the likely impact of the campaign will be.

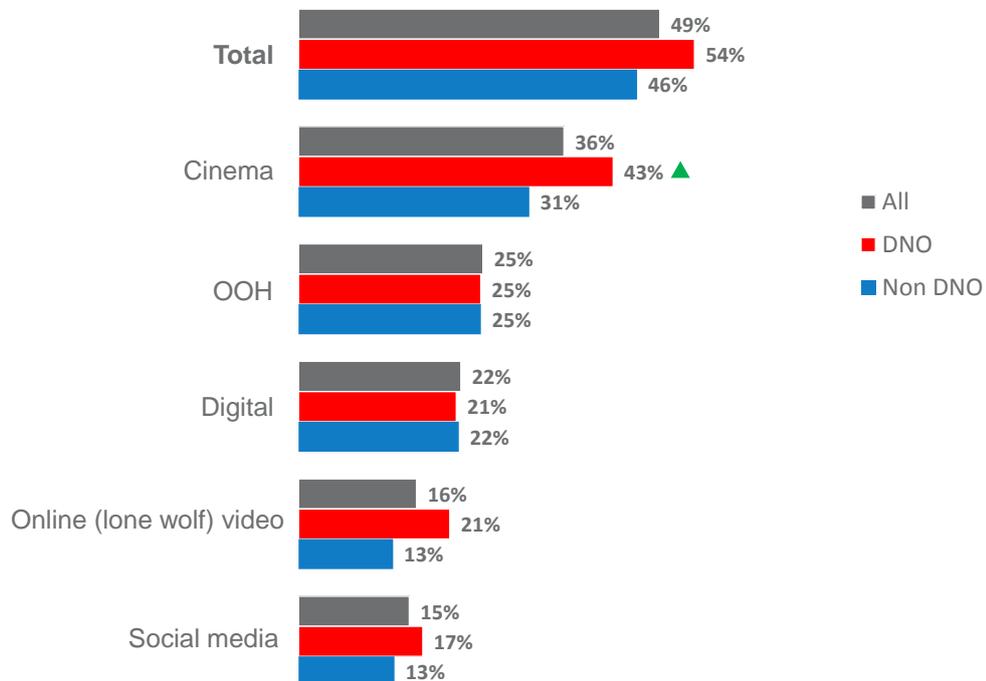
3.2 Prompted campaign recall

3.2.1 Overall prompted awareness for the campaign in 2016 was 49%. This is slightly lower than in 2015 when overall recall was at 57%. Among the campaign elements, recall is highest for the cinema (36%) and lowest for social media (15%).

3.2.2 Recognition was higher among DNOs than non-DNOs for the cinema ad (43% vs 31%), otherwise DNOs and non-DNOs are not significantly different in terms of recall.

3.2.3 Young people aged 18 to 19 were more likely to recognise the online (Lone Wolf) video (26%). This compares with 13% among 20 to 21 year olds and 12% amongst 22 to 24 year olds.

Figure 1: Campaign recall – overall and by DNO status

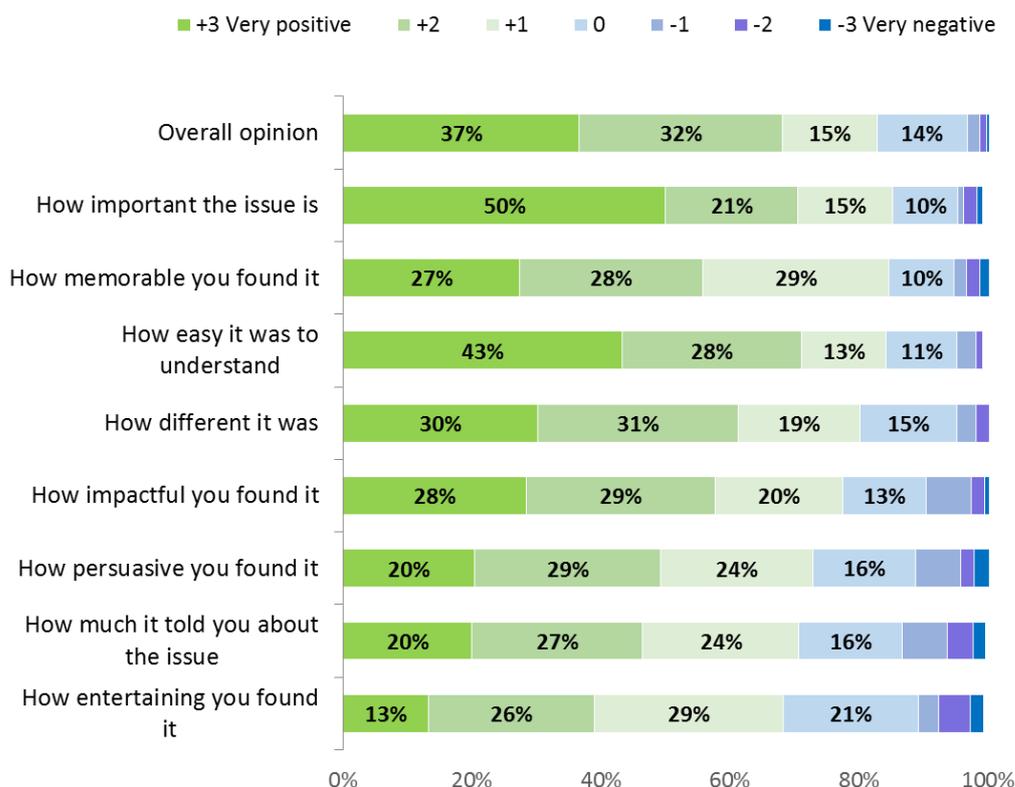


Base: 2016 North West total (n=416); DNO (n=171); Non-DNO (n=245)

3.3 Attitudes towards the campaign

3.3.1 Respondents were asked to indicate how positive or negative they felt towards various aspects of the campaign on a scale of +3 to -3. The vast majority felt positively about the campaign, both overall and on most individual measures.

Figure 2: Please indicate how positive or negative you feel about this campaign in relation to each of the following statements (very positive would score +3, whereas very negative would score -3) (North West only)



Base: 2016 North West total (n=416).

3.3.2 Eighty-four per cent felt positively about the campaign overall, which had a mean score of 1.81, however, this is a significantly lower score than in 2015 (2.1). Additionally, the mean score for ‘How easy it was to understand’ (1.91) is significantly lower than in 2015 (2.4).

3.3.3 Eighty-six per cent responded positively to ‘how important the issue is’, with 51% giving a score of +3. This was the individual measure which the biggest portion of positive sentiment towards it, with a mean score of 1.98.

3.3.4 Generally scores were slightly lower in 2016 across measures than they were in 2015, although only the two mentioned above are significant differences.

Table 2: Please indicate how positive or negative you feel about this campaign in relation to each of the following statements (very positive would score +3, whereas very negative would score -3) (North West only)

	2016 (mean)	2015 (mean)	Charity average score	Males 2016 (mean)	Females 2016 (mean)
Overall opinion	1.81 ▼	2.1	1.1	1.62	1.95 ▲
How important the issue is	1.98	2.2	N/A	1.67	2.23 ▲
How memorable you found it	1.57	1.7	1.0	1.35	1.76 ▲
How easy it was to understand	1.91 ▼	2.4	1.6	1.69	2.11 ▲
How different it was	1.61	1.6	0.7	1.45	1.75 ▲
How impactful you found it	1.50	1.7	1.1	1.24	1.73 ▲
How persuasive you found it	1.25	1.5	0.8	0.95	1.51 ▲
How much it told you about the issue	1.19	1.4	0.9	0.85	1.49 ▲
How entertaining you found it	0.99	0.9	-0.1	0.89	1.09

3.3.5 Women were more likely than men to rate the campaign positively, with a significantly higher mean score for all measures except for how entertaining it was.

3.3.6 The biggest differences between male and female attitudes is seen when rating the importance of the issue and how persuasive the campaign was. For both measures the mean score for women was 0.56 higher than the mean score for men.

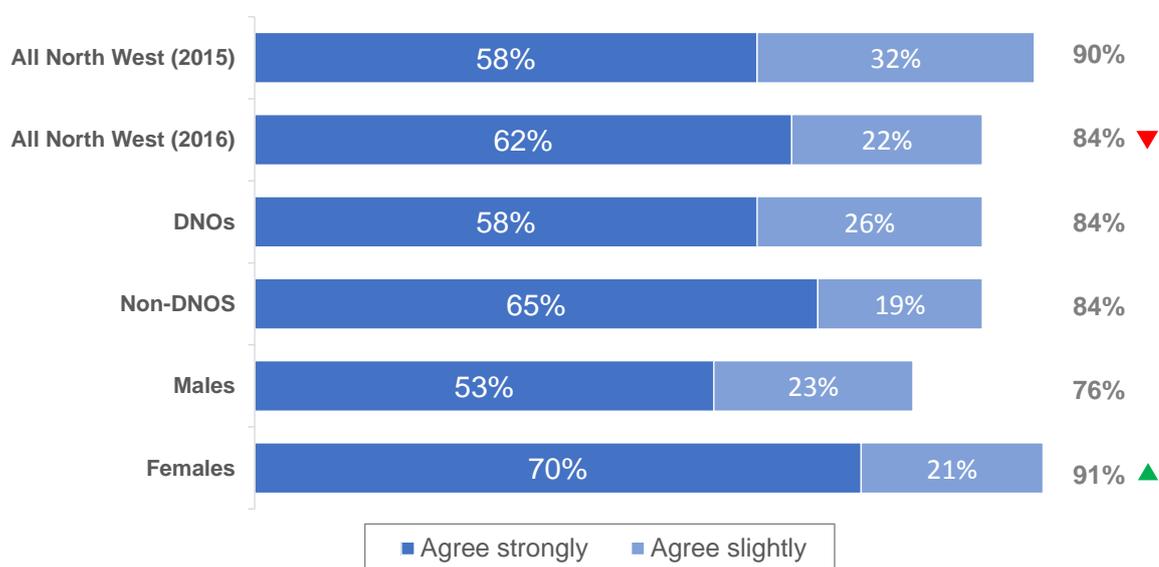
3.4 Opinions on the campaign's impact

3.4.1 The majority of respondents were positive about the campaign's likely impact, however, these levels are generally lower than they were in 2015.

3.4.2 The vast majority agreed that drunken sexual harassment is an issue that should be campaigned on, however this proportion has fallen from 90% in the 2015 post-wave to 84% in 2016. The same proportion (84%) of both DNOs and non-DNOs agreed that drunken sexual harassment is an issue that should be campaigned on (although the percentage that *strongly* agree with this statement was higher amongst non-DNOs).

3.4.3 Women were significantly more likely to agree that drunken sexual harassment is an issue that should be campaigned on (91%) than men (76%).

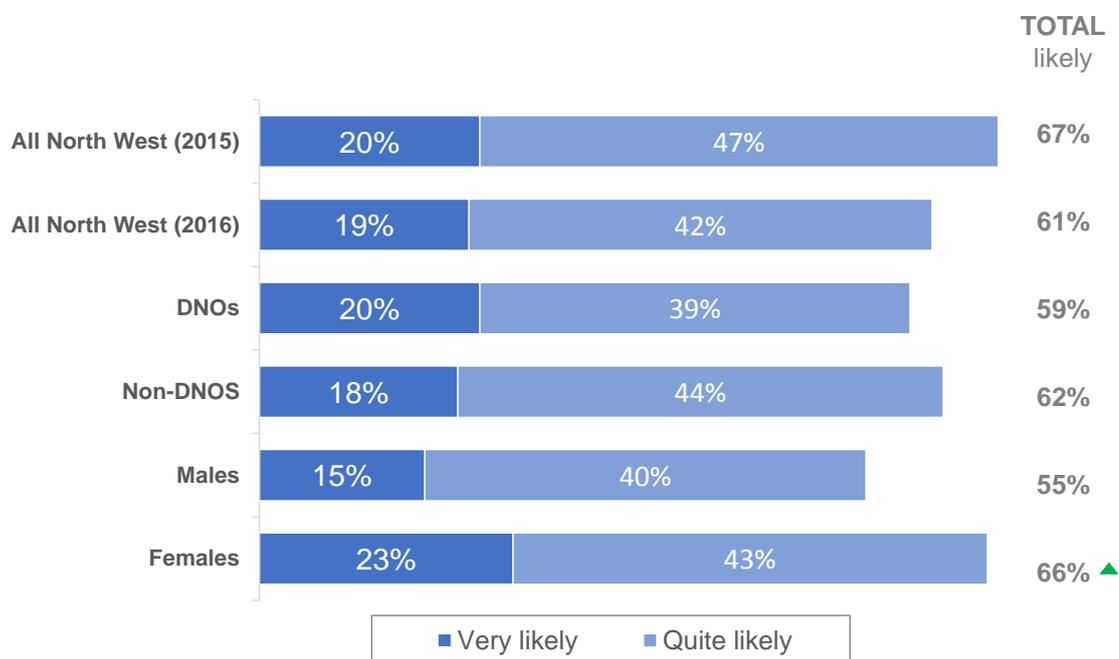
Figure 3: How strongly do you agree or disagree with the following statement: Drunken sexual harassment is an issue that should be campaigned on.



Base: 2015 North West total (n=454); 2016 North West total (n=416); DNO (n=171); Non-DNO (245); Male (n=141); Female (n=275)

3.4.4 Overall, 61% thought they were likely to talk about the issues raised as a result of the campaign, compared with 67% on 2015. This is a directional but not significant difference. There was no difference between DNOs and non-DNOs, however women were much more likely to say they would talk about the issues raised compared to men (66% vs 55%).

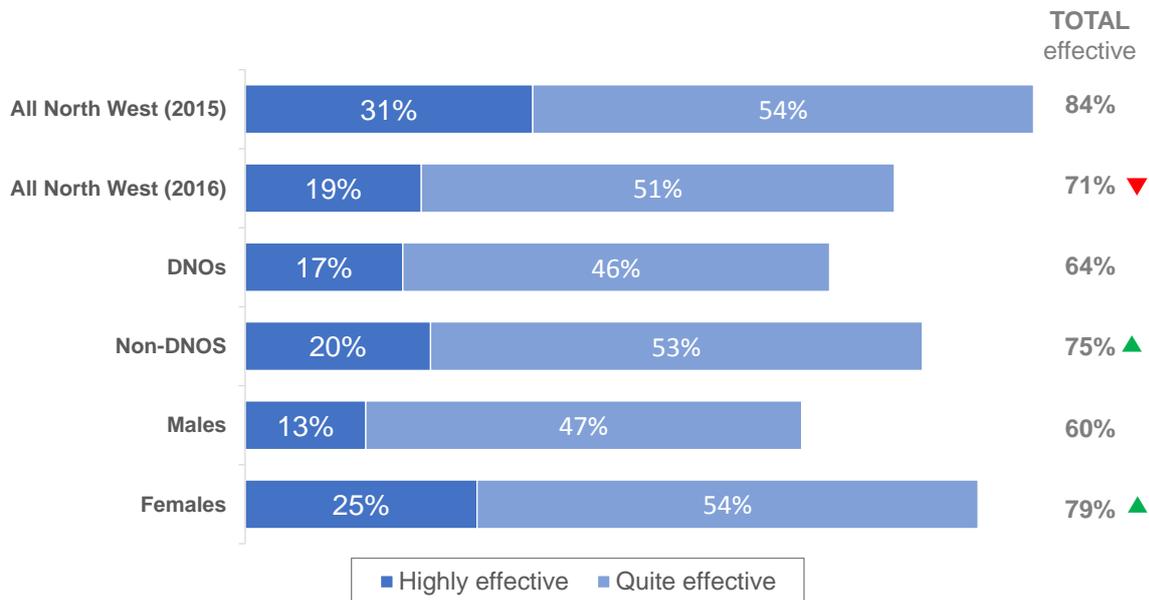
Figure 4: As a result of this campaign, how likely would you be to talk about the issues this advertising is trying to address, with people you know?



Base: 2015 North West total (n=454); 2016 North West total (n=416); DNO (n=171); Non-DNO (245); Male (n=141); Female (n=275)

- 3.4.5 The proportion believing the campaign to be effective in raising the issue of drunken sexual harassment has fallen significantly from 84% in 2015 to 71% in 2016.
- 3.4.6 Non-DNOs are more positive about the campaign’s possible impact than DNOs. The biggest difference between non-DNOs and DNOs is around the effectiveness of the campaign. Seventy-five per cent of non-DNOs thought that the campaign was effective in raising the issue of drunken sexual harassment, compared to 64% of DNOs.
- 3.4.7 Seventy-nine per cent of females thought that the campaign effective at raising these issues, whereas only 60% of male respondents thoughts the same.

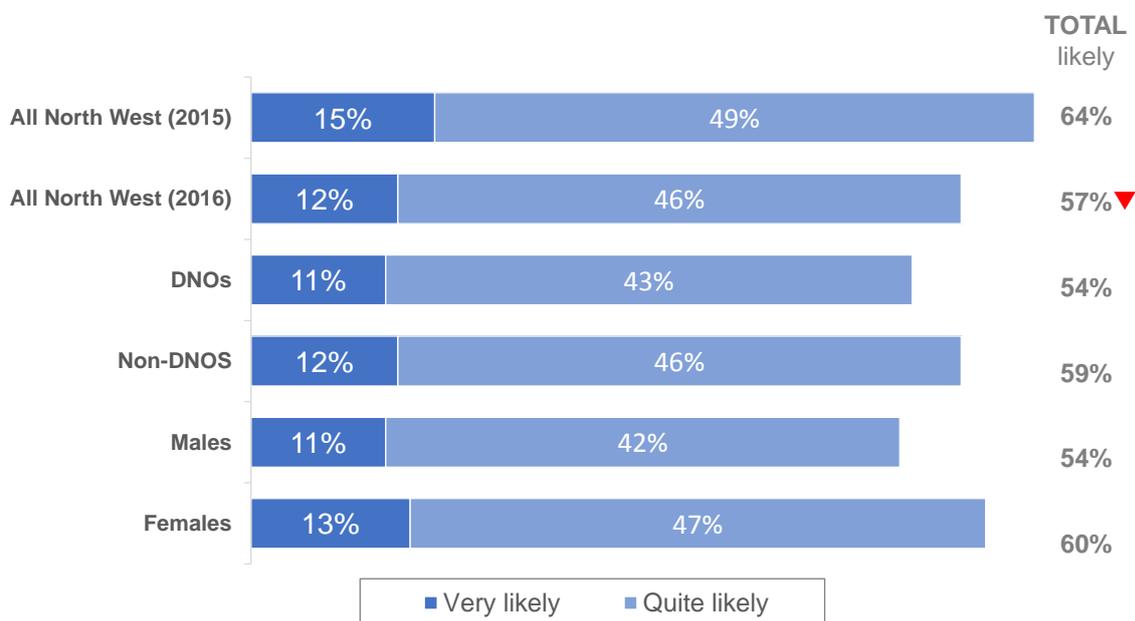
Figure 5: And how effective is this advertising in raising the issue of drunken sexual harassment?



Base: 2015 North West total (n=454); 2016 North West total (n=416); DNO (n=171); Non-DNO (245); Male (n=141); Female (n=275)

- 3.4.8 The proportion believing the campaign would make a difference to attitudes toward drunken sexual harassment has also fallen, from 64% in 2015 to 57% in 2016.
- 3.4.9 Female respondents were indicatively but not significantly more likely to believe the campaign would make a difference (60% vs 53%), and non-DNOs were indicatively more optimistic than DNOs.

Figure 6: How likely is it that this campaign will make a difference to attitudes towards drunken sexual harassment?

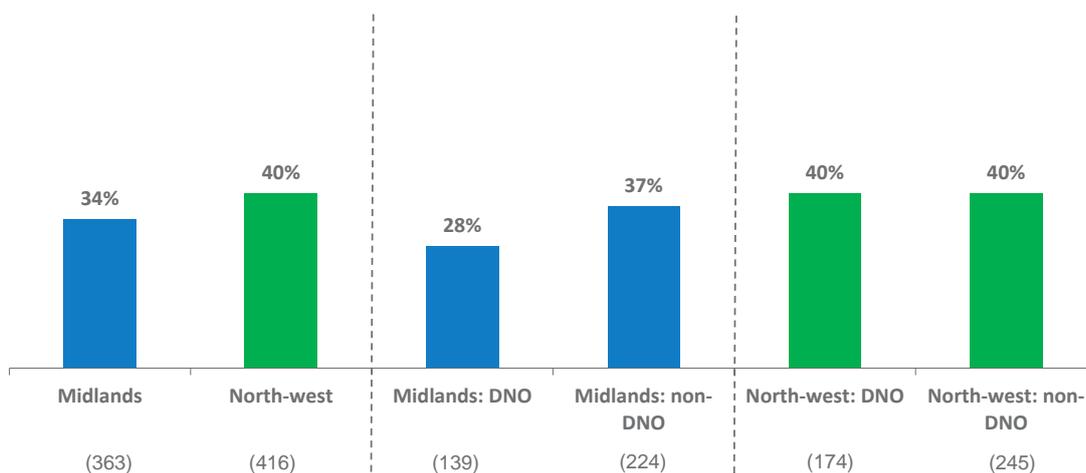


Base: 2015 North West total (n=454); 2016 North West total (n=416); DNO (n=171); Non-DNO (245); Male (n=141); Female (n=275)

3.5 Unprompted recall

3.5.1 Over a third (37%) of those surveyed recalled seeing advertising campaigns about sexual harassment in the last month. Unprompted recall was higher in the North West (40%) than the Midlands (34%), and particularly higher among North West DNOs (40%) than Midlands DNOs (28%).

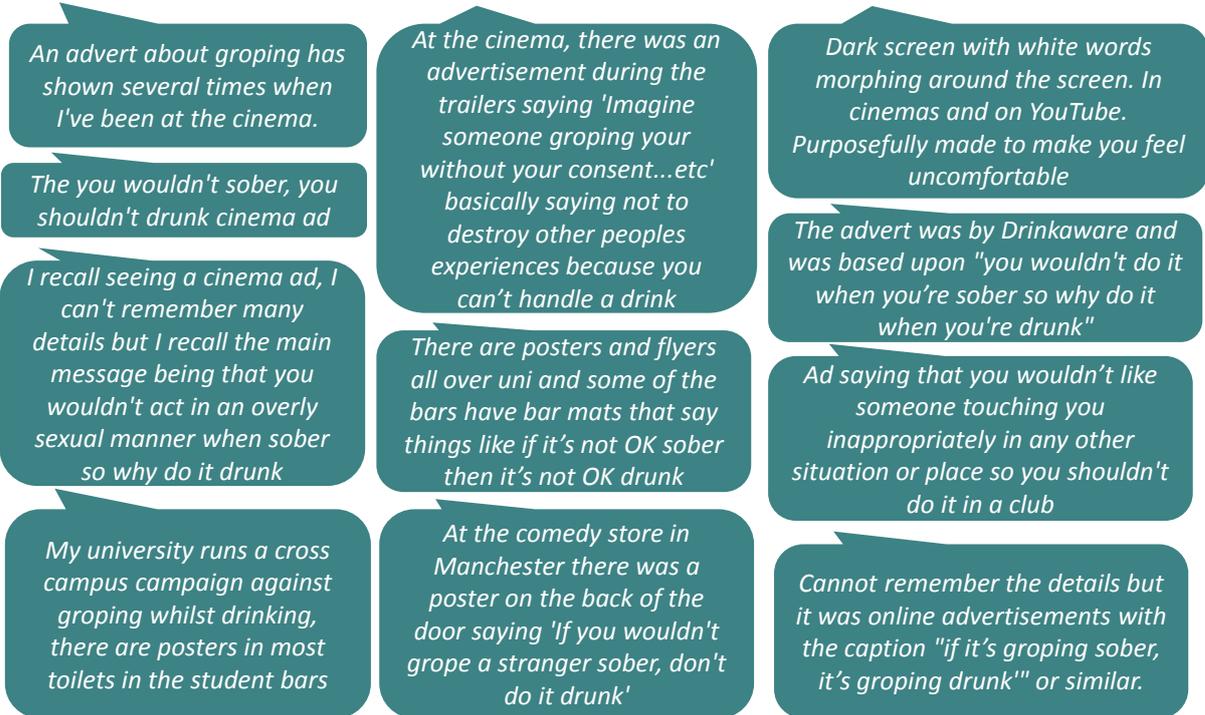
Figure 7: Have you seen any advertising campaigns about sexual harassment in the last month, for example Posters, Radio, TV or Cinema ads?



Bases: as shown

3.5.2 Among those who recalled a campaign on this topic, 11% in the North West (and three per cent in the Midlands) specifically mentioned something linked to the Drinkaware campaign (such as the tagline itself, or recall of the black and white imagery). An additional five per cent mentioned a cinema ad without giving enough detail to indicate it was necessarily the Drinkaware one they were thinking of (but virtually all of these respondents recalled the cinema ad once prompted, which gives some confidence they were thinking of the ad in question). A selection of respondents' descriptions of what they recalled is shown below.

Figure 8: Unprompted recall of campaign



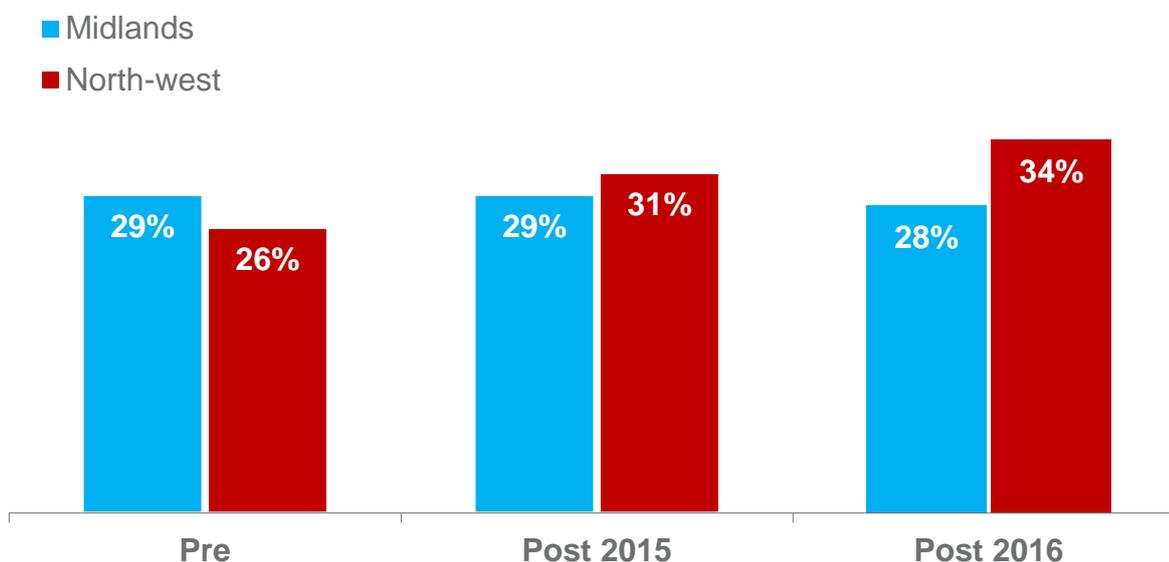
4. Talking about the issue

4.1.1 This section of the report focuses on how people aged between 18 and 24 talk about the issue of sexual harassment in clubs and bars, comparing the results over time in the North-West to the Midlands.

4.2 Discussing sexual harassment in venues

4.2.1 Talking about the issue of sexual harassment in clubs and bars among 18-24 years olds has increased significantly over time in the North West, but remained fairly consistent in the Midlands.

Figure 9: Those who have discussed the issue of sexual harassment in clubs and bars with friends in the last month

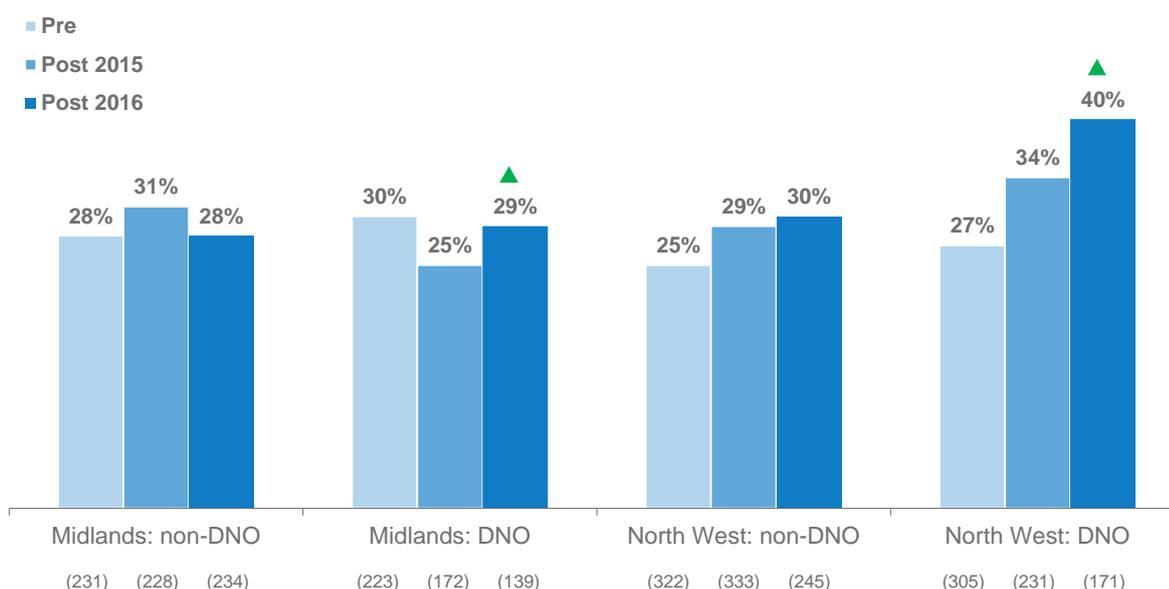


Base: all 18-24s in Midlands: 2016 (n=363); 2015 (n=400); pre wave (n=454); all 18-24s in North West: 2016 (n=416); 2015 (n=564); pre wave (n=627)

4.2.2 In the North West 2016 survey women (40%) were significantly more likely to discuss sexual harassment in venues with friends than men (28%). Those aged 18-19 (44%) in this region were also significantly more likely than 22-24 year olds (30%) to discuss the issue with their friends. Although the patterns are similar in the Midlands, the figures are lower and the differences not statistically significant.

4.2.3 The 2016 wave shows a continuation of a trend of talking about the issue increasing among North West DNOs in particular. This had increased from 27% to 34% between the pre and 2015 post-wave, and has increased further in 2016 to 40%. The same trend is not evident among non-DNOs in either region. DNOs in the Midlands are more likely to be talking about the issue in 2016 than in the post-wave, however this is only a return to the level previously recorded in the pre-wave.

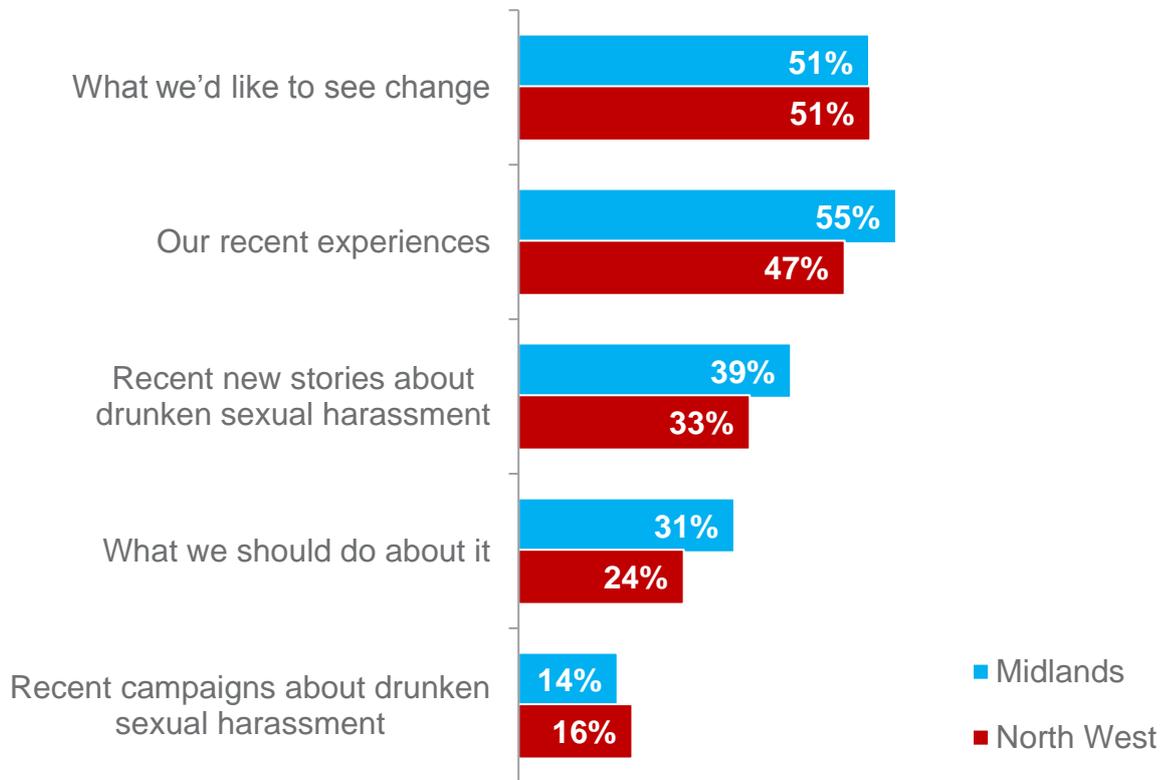
Figure 10: Those who have discussed the issue of sexual harassment in clubs and bars with friends in the last month (by region and DNO status)



4.2.4 In the North-West, participants who recall seeing the Drinkaware campaign (42%) were significantly more likely to have discussed the issue of sexual harassment in clubs and bars with friends compared to those who do not recall the campaign (26%). However, campaign recallers were not significantly more likely to say their discussions included recent campaigns on this issue compared to non-recallers, and the same is true for those in the North West overall compared with the Midlands.

4.2.5 Among those who had discussed the issue (in the North West), women (59%) were significantly more likely to talk about recent experiences of sexual harassment with friends than men (31%). Approximately half of all women (52%) and men (49%) that discussed the issue of sexual harassment in clubs and bars with friends discussed what they would like to see change.

Figure 11: Topics discussed with friends in the last month related to sexual harassment



Base: all 18-24s in Midlands: 2016 (n=363); North West: 2016 (n=416)

5. Attitudes towards drunken sexual harassment

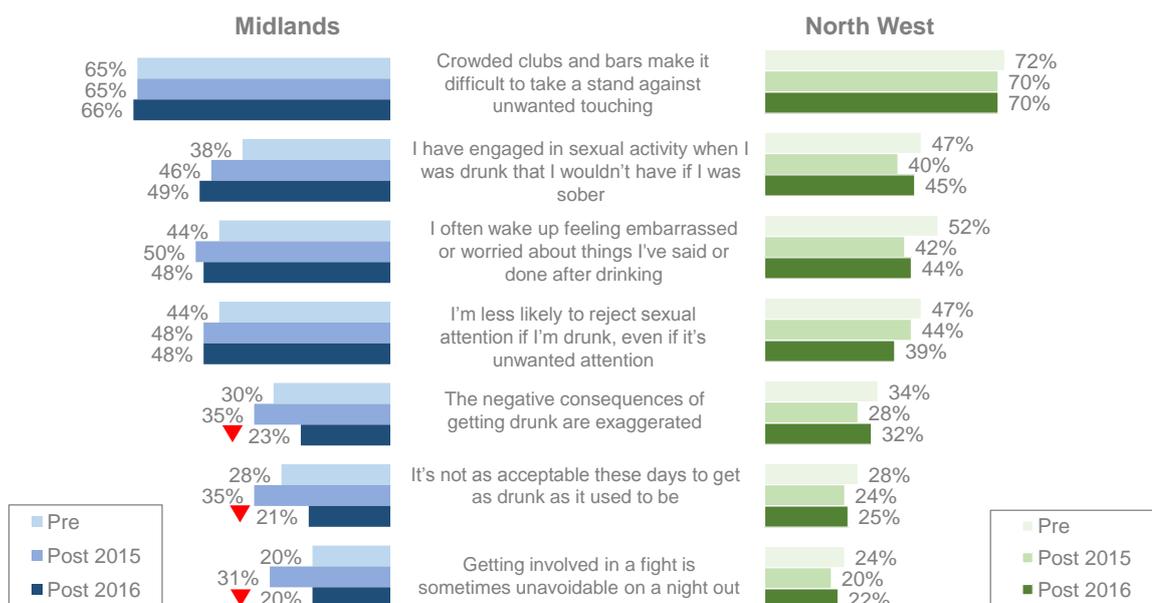
3.1.1 This section of the report covers statements about drunken sexual harassment and young people's attitudes towards them. It explores how these attitudes vary by gender, region and campaign recall.

3.2 Attitudes towards statements about drunken sexual harassment

3.2.1 Since the previous wave in 2015 there have been minimal changes in the North West in attitudes towards the statements about drunken sexual harassment

3.2.2 In the Midlands there have been significant decreases since 2015 in the proportion of young people agreeing with certain neutral/negative statements (the negative consequences of getting drunk are exaggerated, it's not as acceptable to get drunk as it used to be, getting into a fight is sometimes unavoidable) . This trend has not been seen in the North West.

Figure 12: Those agreeing/strongly agreeing with each statement (Midlands/North West)

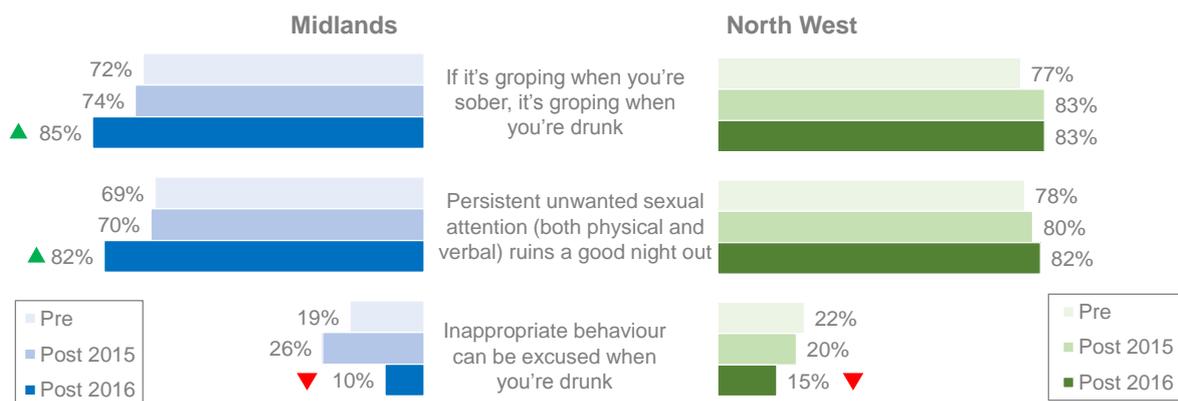


Base: all 18-24s in Midlands: 2016 (n=363); 2015 (n=400); pre wave (n=454); all 18-24s in North West: 2016 (n=416); 2015 (n=564); pre wave (n=627)

3.2.3 In 2016, respondents in the North West were significantly less likely to agree that inappropriate behaviour can be excused when you're drunk than they were in 2015; one of the attitudes which most closely links to the campaign message. Only 15% agreed that inappropriate behaviour can be excused when drunk, compared with 20% in 2015. However, the proportion in the North West believing that 'inappropriate behaviour can be excused when you're drunk' remains higher than that seen in the Midlands (10%), and the Midlands also shows a significant decline in agreement with this statement since 2015.

3.2.4 There was no change in the North West in the view that 'if it's groping when you're sober, it's groping when you're drunk', the key campaign message, however it's worth noting that agreement with this statement was already high. In the Midlands, where the starting point was lower, the proportion holding this view has significantly increased since 2015.

Figure 13: Those agreeing/strongly agreeing with each statement (Midlands/North West)



Base: all 18-24s in Midlands: 2016 (n=363); 2015 (n=400); pre wave (n=454); all 18-24s in North West: 2016 (n=416); 2015 (n=564); pre wave (n=627)

3.2.5 Young women (90%) were much more likely than young men (72%) to agree that persistent unwanted sexual attention (both physical and verbal) ruins a good nights out. For the perception that 'if it's groping when you're sober, it's groping when you're drunk', the proportion agreeing overall was similar for each gender, however women were much more likely to *strongly* agree with the statement (55% vs 40%).

3.2.6 Women were also slightly less likely to agree that inappropriate behaviour can be excused when drunk (12% vs 18%), and more strikingly, considerable more likely to disagree with the statement (73% verse 58%).

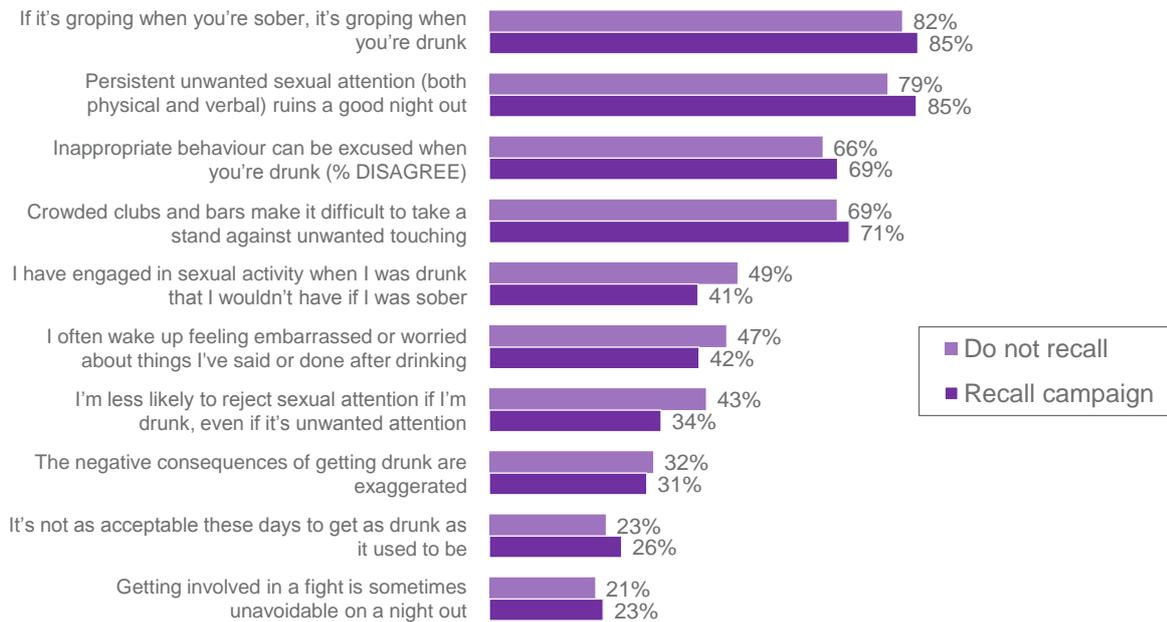
Figure 14: Those agreeing/strongly agreeing with each statement – by gender (North West only)



Base: all 18-24s in North West: Male (n=140); Female (n=275)

- 3.2.7 Non-DNOs (in the North West) were significantly more likely than DNOs to *disagree* that ‘inappropriate behaviour can be excused when you’re drunk’. Additionally, non-DNOs were much more likely to *strongly agree* that persistent unwanted sexual attention can ruin a good night out (44% compared with 31% of DNOs).
- 3.2.8 Attitudes were generally relatively similar between those who did and did not recall the Wouldn’t Shouldn’t campaign (campaign recallers were indicatively more likely to hold positive attitudes generally, but in most cases the differences are not significant). One notable difference is in the view that inappropriate behaviour can be excused when you’re drunk: 33% of campaign recallers *strongly agreed* with this statement, compared with 22% of non-recallers.

Figure 15: Those agreeing/strongly agreeing with each statement – by recall (North West only)



Base: all 18-24s in North West: Campaign recallers (n=211); non-recallers (n=205)

6. Witnessing and experiencing inappropriate behaviour

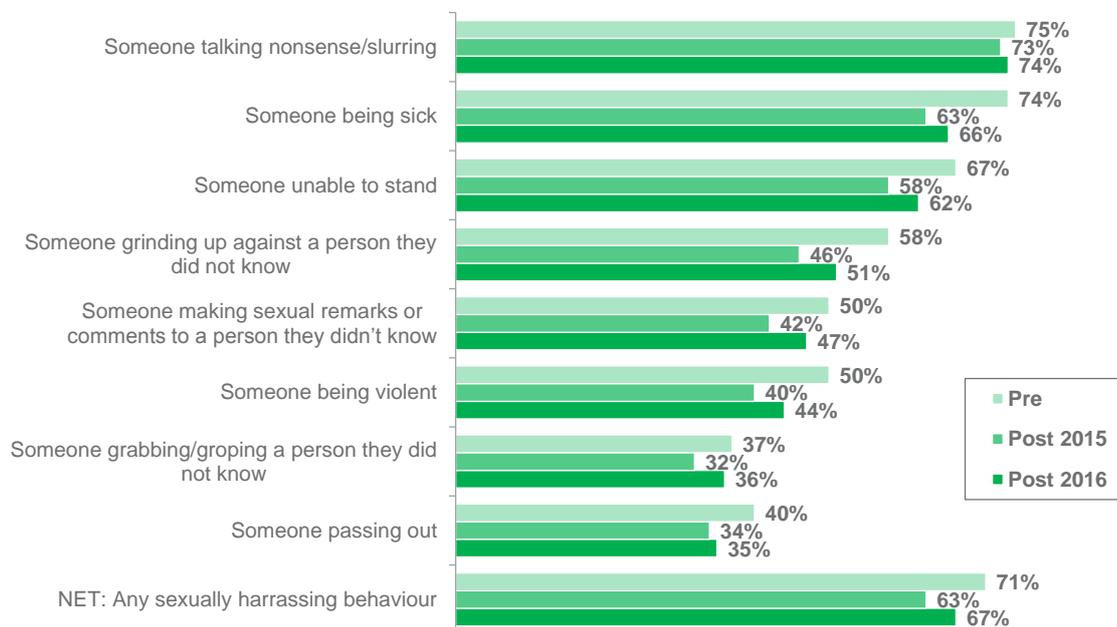
6.1.1 This section of the report explores young people’s experiences of witnessing, and being subjected to, inappropriate and harassing behaviours, and actions taken in response to this. It also touches on whether respondents have actually engaged in these behaviours themselves.

6.2 Witnessing harassing behaviour

6.2.1 Overall, two-thirds (67%) of young people in the North West had witnessed one or more harassing behaviours (someone grinding up against a person they did not know, someone making sexual remarks or comments to a person they did not know, or someone grabbing/groping a person they did not know), during the last month. This is a directional (but not statistically significant) increase since the 2015 post-wave (63%), but remains lower than the level seen in the 2015 pre-wave (71%).

6.2.2 The three individual behaviours show a similar pattern to the overall experience: all three display a directional (but not significant) increase since the previous wave.

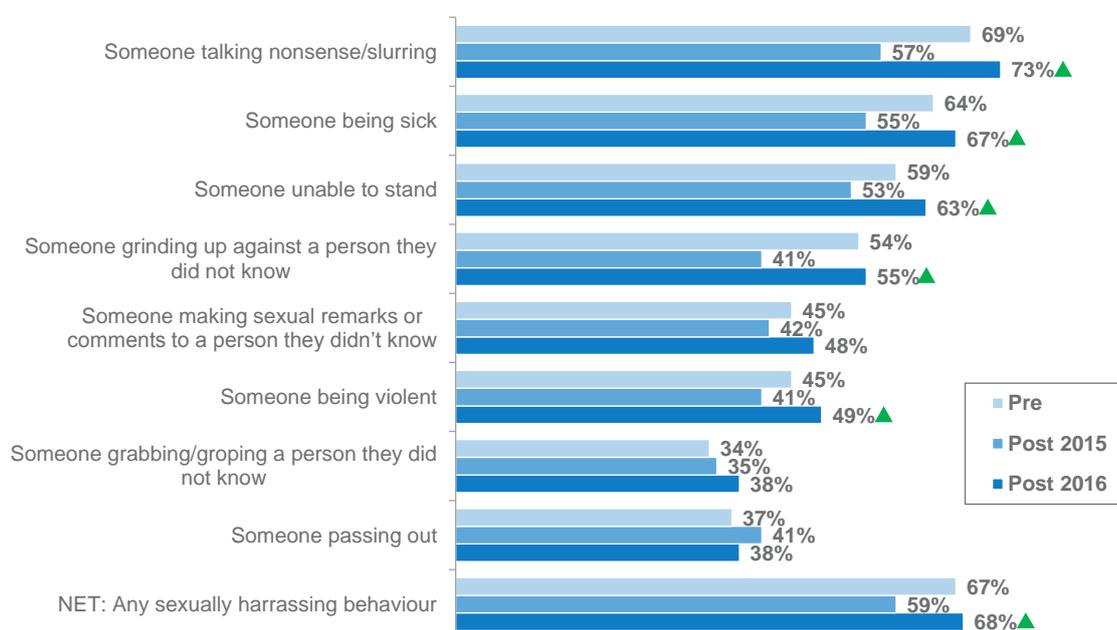
Figure 16: Thinking only about the past month, have you seen any of the following behaviours when on a night out? (North West)



Base: all 18-24s in North West: 2016 (n=416); 2015 (n=564); pre wave (n=627)

6.2.3 While the North West does not show significant changes, the Midlands displays a more variable pattern. The overall proportion witnessing harassing behaviours has significantly increased (from 59% in the 2015 post-wave to 68% in 2016), along with the proportion witnessing someone grinding up against a person they did not know (55% compared with 41%). It is worth noting that various other behaviours aside from harassing ones have also increased, including someone being sick, being unable to stand, and being violent; the changes in harassing behaviours should be seen in the context of these wider changes. Overall the 2016 findings look similar to those seen in the pre-wave.

Figure 17: Thinking only about the past month, have you seen any of the following behaviours when on a night out? (Midlands)



Base: all 18-24s in Midlands: 2016 (n=363); 2015 (n=400); pre wave (n=454)

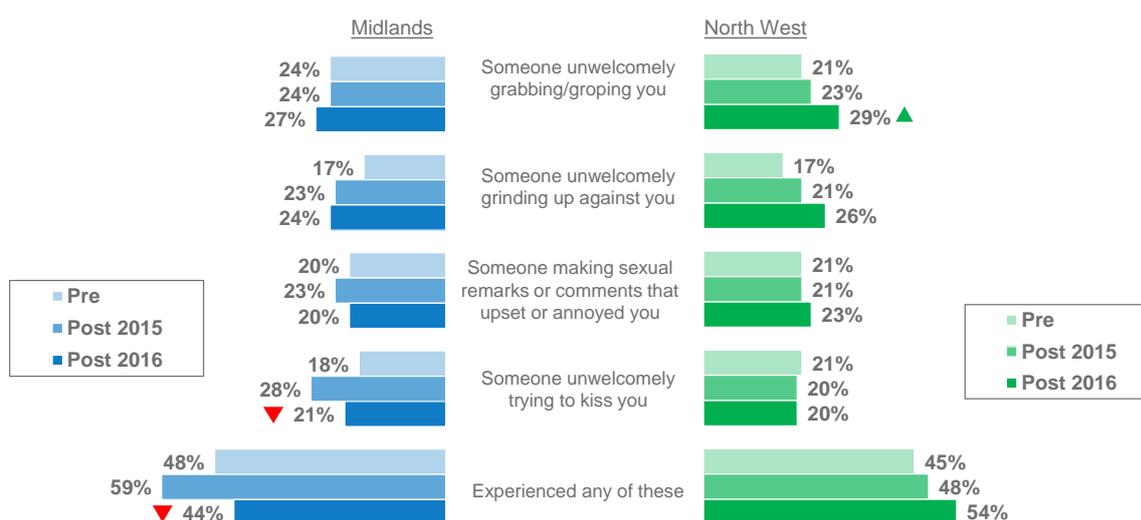
6.2.4 Young women were significantly more likely to say they had witnessed grabbing/groping (43% compared with 29% of young men) and indicatively more likely to have witnessed someone making sexual remarks or comments to a person they did not know (50% vs 44%) and someone grinding up against a person they did not know (54% vs 47%). These figures are based on the North West but the same pattern is evident in the Midlands. It is notable that there are no particular differences by gender in witnessing the other more general drunken behaviours, but only in relation to the harassing behaviours.

- 6.2.5 Young people aged 18-19 were significantly more likely to have witnessed someone grinding up against a person they did not know (61% compared with 53% of 20-21s and 43% of 22-24s). This may reflect different types of venues visited by different age groups and a higher proportion of university students among the 18-19 age group.
- 6.2.6 DNOs were more likely to have witnessed all three types of harassing behaviour than non-DNOs. Overall, 76% of DNOs had witnessed any such behaviour, compared with 61% of non-DNOs.

6.3 Experiencing harassing behaviour

6.3.1 Overall, over half (54%) of young people in the North West, and 44% in the Midlands, had experienced one or more harassing behaviours (unwelcome grabbing/groping, someone unwelcomely grinding up against you, sexual remarks or comments, someone unwelcomely trying to kiss you) while on a night out in the last month. For the Midlands, this represents a significant decrease since the 2015 post-wave (59%), which is driven primarily by a decrease in experiencing someone unwelcomely trying to kiss you. For the North West, the difference since the last wave (48%) is not significant, however the results across the three waves show a directional increase. Additionally, the proportion experiencing unwelcome grabbing/groping has significantly increased since the 2015 post-wave (29% compared with 23%).

Figure 18: Thinking only about the past month, have you personally experienced any of the following on a night out? (North West/Midlands)

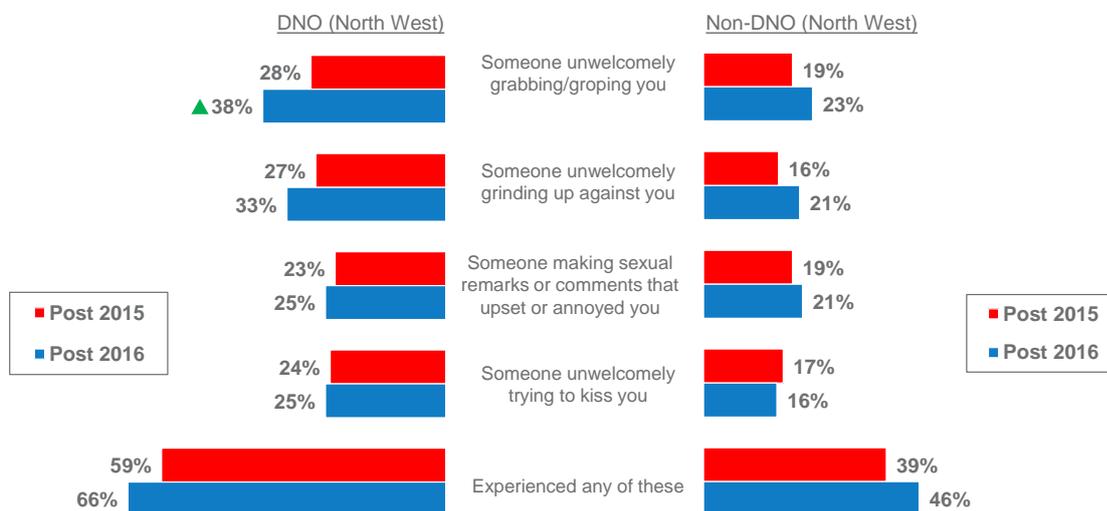


Base: all 18-24s in Midlands: 2016 (n=363); 2015 (n=400); pre wave (n=454); all 18-24s in North West: 2016 (n=416); 2015 (n=564); pre wave (n=627)

6.3.2 Young people in the DNO category were more likely than non-DNOs to have experienced all of the harassing behaviours except sexual remarks/comments, which did not show a significant difference. Overall, two-third (66%) of DNOs in 2016 had experienced any harassing behaviour, compared with 39% of non-DNOs.

6.3.3 Comparing the results over time among DNOs and non-DNOs shows that the general indicative pattern of increases between 2015 and 2016 occurs across both DNOs and non-DNOs, however the only significant difference is in the experience of unwelcome grabbing/groping, which 38% of DNOs reported in 2016 compared with only 28% in the 2015 post-wave.

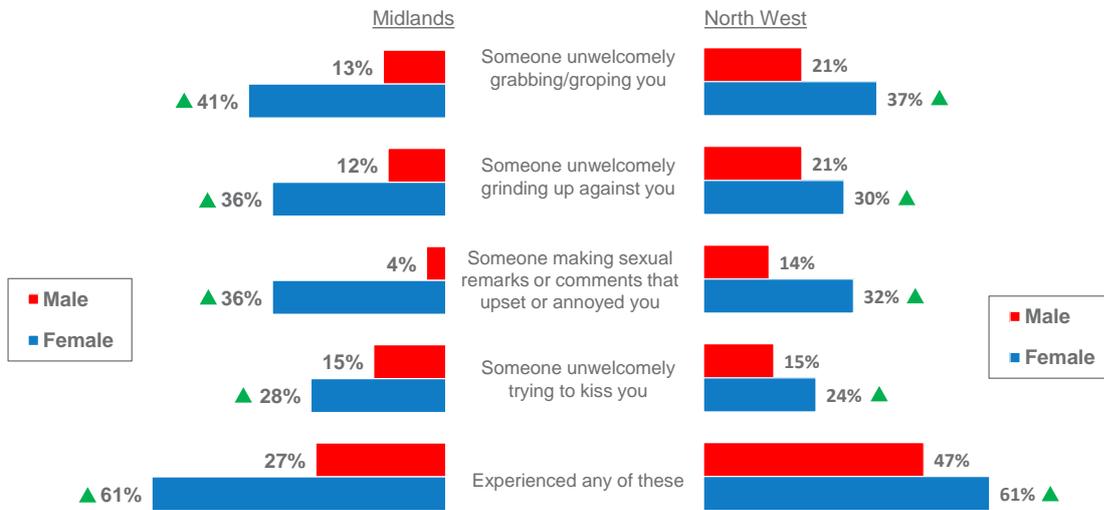
Figure 19: Thinking only about the past month, have you personally experienced any of the following on a night out? (North West – DNO/non-DNO)



Base: all 18-24s in North West: DNO 2016 (n=171); non-DNO 2016 (n=245); DNO 2015 post (n=231); non-DNO 2015 post (n=333)

6.3.4 As might perhaps be expected, young women were much more likely to experience these harassing behaviours than young men. In the North West, women were typically between half again and twice as likely to experience each individual behaviour, and overall 61% of women had experienced any behaviour, compared with 47% of men. In the Midlands, the disparity by gender was generally larger. While the proportion of women experiencing any behaviour was the same as the North West (61%), only 27% of men in the Midlands had experienced one or more of these behaviours.

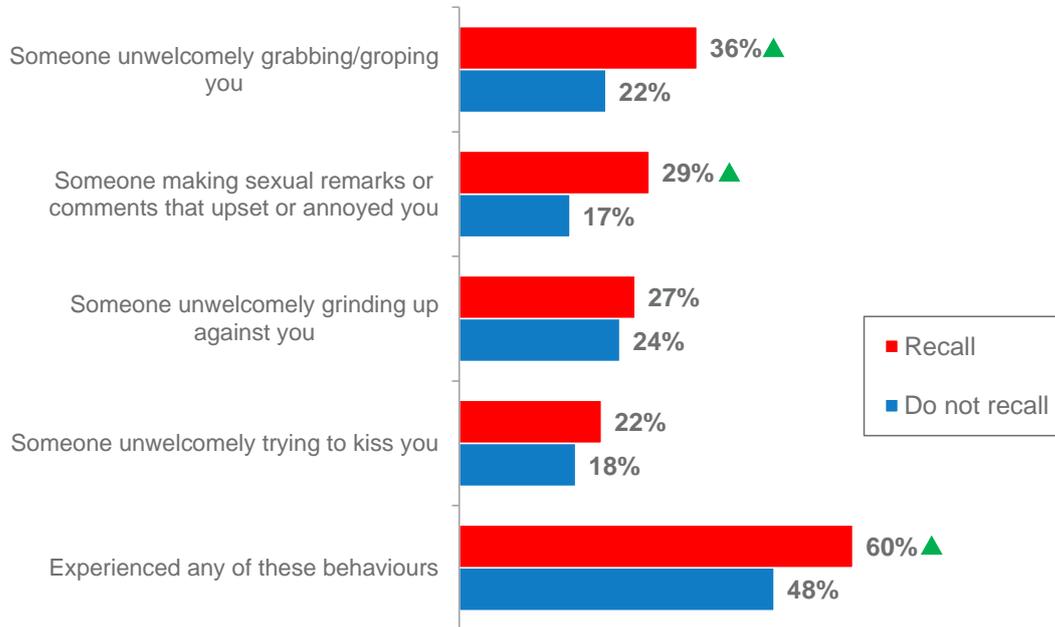
Figure 20: Thinking only about the past month, have you personally experienced any of the following on a night out? (North West/Midlands)



Base: all 18-24s in Midlands: Male (n=130); Female (n=233); all 18-24s in North West: Male (n=140); Female (n=275)

6.3.5 Those in the North West who recalled the campaign were more likely to say they had experienced unwelcome grabbing/groping, as well as sexual remarks/comments. One possibility is that those who have experienced these issues are more likely to notice and recall the campaign, since it resonates with them. Additionally, by raising awareness of the issue, campaign exposure may make people more likely to define an action as groping, for example, where previously they may have dismissed it or taken less notice. This could explain the apparently increasing levels of experience shown at figure 20; particularly since it is groping which seems to have increased in particular, and also groping which is specifically targeted by the campaign.

Figure 21: Thinking only about the past month, have you personally experienced any of the following on a night out? (North West – campaign recallers / non-recallers)



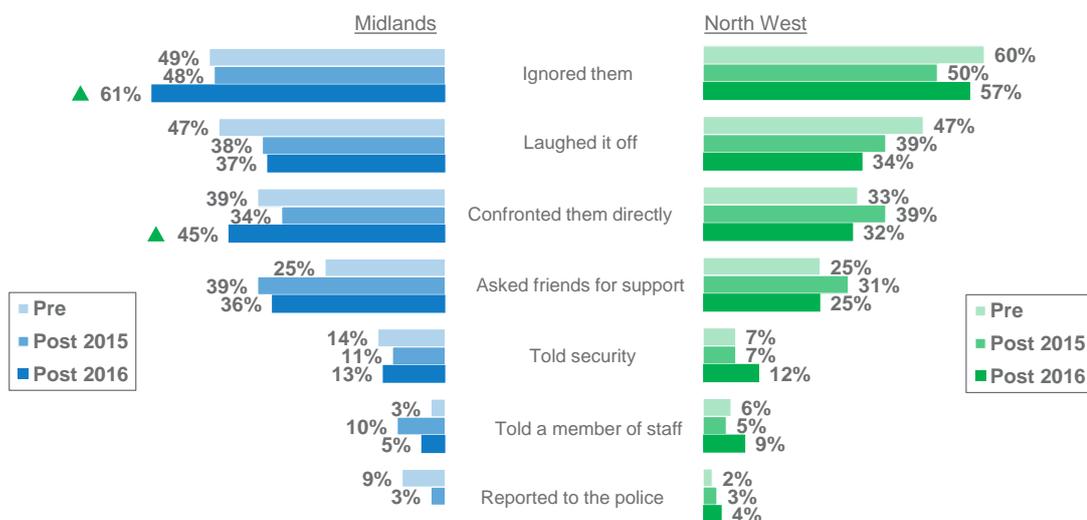
Base: all who recall campaign (n=211); do not recall (n=205)

6.4 Responding to harassing behaviour

6.4.1 In the North West there were no significant differences in the pattern of actions taken in response to the incident. Respondents in 2016 were indicatively less likely to say they confronted the perpetrator directly or asked friends for support, and indicatively more likely to say they ignored the incident or told security, however these differences are not statistically significant.

6.4.2 In the Midlands, respondents were significantly more likely to say they ignored the incident, but also more likely to say they confronted the individual directly. Generally, the results suggest a reasonable amount of fluctuation wave on wave, which may be related to variations in the incidents people experienced, as well as other factors.

Figure 22: When this happened, what did you do? Please select all that apply.



Base: all experiencing these behaviours in Midlands: pre-wave (n=225); post 2015 (n=244); post 2016 (n=184); North West: pre-wave (n=309); post 2015 (n=293); post 2016 (n=231);

- 6.4.3 Overall, 59% in the North West, and 63% in the Midlands, took any action in response (i.e. confronted the perpetrator, asked friends for support, told security or staff, or reported to the police). This compares with 59%/58% in North West/Midlands in the 2015 post-wave, and 50%/55% in the pre-wave.
- 6.4.4 Young men were more likely to say they laughed off the incident (47% vs 24%) while young women were more likely to have confronted the perpetrator (42% vs 18%) or to have asked friends for support (34% vs 14%). Overall, 71% of young women took any action, compared with 42% of young men.
- 6.4.5 There were no significant differences in actions taken by age, DNO status, or campaign recall. DNOs in 2016 were indicatively less likely than DNOs in 2015 to confront the person and indicatively more likely to ignore the incident, following the same pattern seen at overall level, however these differences are not significant. The same is generally true of campaign recallers in 2016 compared with recallers in 2016, however again the differences are not significant. The indicative pattern of ignoring the perpetrator increasing, and confronting them increasing, may suggest that the campaign is having less impact over time, although it is worth noting that 'told security' has also indicatively increased.

Table 3: Actions taken by DNOs/campaign recallers 2015/2016 – based on all those experiencing incidents

	NW DNO 2015 (n=145)	NW DNO 2016 (n=117)	Campaign recaller 2015 (n=103)	Campaign recaller 2016 (n=129)
Ignored them	48%	57%	50%	61%
Laughed it off	39%	38%	39%	32%
Confronted them directly	35%	27%	41%	33%
Asked friends for support	26%	26%	33%	25%
Told security	9%	12%	8%	15%
Told a member of staff	2%	7%	6%	11%
Reported to the police	4%	2%	4%	7%

6.5 Engaging in harassing behaviour

6.5.1 Overall, 10% of young people in the North West and 11% in the Midlands admitted to having engaged in one or more harassing behaviours (grabbing/groping, sexual remarks/comments, grinded up against someone you didn't know, licked someone you didn't know) in the last month. There were no significant differences between North West and Midlands in any of the individual behaviours.

6.5.2 Young men were more likely to admit to most of the behaviours than young women. Six per cent of young men in the North West said they had grabbed/groped someone they didn't know, six per cent had made sexual remarks/comments and five per cent had licked someone they didn't know. This compares with one per cent, two per cent and one per cent respectively for young women. However for grinding up against someone the figures for men and women were similar (five per cent and four per cent). Overall, 14% of young men admitted to any of the behaviours, compared with six per cent of young women. Generally, younger people within the age group were more likely to have engaged in these behaviours.

6.5.3 Those with more tolerant attitudes to sexual harassment were more likely to have engaged in harassing behaviours. Eight per cent of those agreeing with the argument *“You’ve got to be realistic about these things, people go to clubs to pull and it’s all part of the flirtation. When you’ve had a few drinks you do things you wouldn’t normally do, that’s just the way of it”*, and eight per cent of those with a neutral view, admitted to grabbing/groping, compared with only two per cent of those agreeing with *“It’s never ok to grab or touch someone else in a bar unless it’s clearly consensual. Alcohol is no excuse”*. The same pattern was evident for grinding up against someone, and licking someone.