Insight: Concern for domestic violence is high, on par with nation’s top issues.

- 55% of respondents reported being or personally knowing a victim of domestic violence or financial abuse.
- Domestic violence ranks on par with the following issues:
  - Drug and alcohol abuse (70%)
  - Terrorism (65%)
  - Crime (65%)
  - Identity theft (62%)
  - Poverty (60%)
- 62% of Americans rank domestic violence as an extremely serious issue in America.

Insight: Despite reluctance to talk about domestic violence, the public expects recent events to spark increase in conversation around domestic violence and financial abuse.

- 70% think recent stories around workplace harassment will spark more testimonials in the public sphere.
- 44% of Americans have discussed domestic violence with family or a friend.
- 66% think discussing domestic violence is taboo - a 10% increase since 2014.
- 47% are not very or not at all familiar with financial abuse as a form of domestic violence.

Insight: Most common form of domestic violence – financial abuse – remains difficult to detect and understand.

- 66% have not seen anything on financial abuse as a form of domestic violence in the public forum.
- More than 50% are unaware of the impact of finance on domestic violence victims.
- 47% of Americans, even with their personal experience, would not know how to help another victim of financial abuse.

Insight: The public struggles when it comes to recognizing signs of financial abuse and knowing how to help victims.

- 48% agree that financial abuse is the hardest for an outsider to recognize - more than physical, sexual or emotional abuse.
- 51% of survivors would not know how to help a victim of financial abuse.