Introduction & Methodology
The primary goal of this survey was to get qualitative and quantitative feedback on Utahn’s perceptions of the prevalence of child sexual abuse, awareness of organizations dealing with child sexual abuse (including Saprea), and other actions related to reducing the rates of child sexual abuse.

Survey questions were focused on demographics, questions on prevalence in the rates of child sexual abuse both in general and related to Utah, levels of interest in taking action against child sexual abuse, and organization-specific questions.
Distribution Parameters

**Goal:** Survey distribution was done via Qualtrics, with individuals taking the survey in an online environment for a small monetary cost.

**Geo’s:** State of Utah

**Respondents:** ~842 responses in the Wave 1 survey and ~439 responses in the Wave 2 survey.

**Quotas:** In order to account for skewed data, we mandated that the Age/Gender distribution of responses be controlled by “quotas.” We also weighed by gender.
Data Granularity

Introduction & Methodology

Population

~3.2M Utah residents

Sample

439 to 842 respondents resulting in ~95% statistical confidence tolerant of a 4.7% error level.
Results & Takeaways
We did see a small increase in those aware of organizations whose goal is to address child sexual abuse, although it wasn’t quite statistically significant given our confidence interval and paired samples testing.

### Organizational Awareness

Have you heard of any organizations whose primary goal is to address and combat the issue of child sexual abuse?

<table>
<thead>
<tr>
<th></th>
<th>% of Respondents Wave 1</th>
<th>% of Respondents Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>22.5%</td>
<td>25.3%</td>
</tr>
<tr>
<td>No</td>
<td>44.3%</td>
<td>42.2%</td>
</tr>
<tr>
<td>Maybe</td>
<td>33.2%</td>
<td>32.5%</td>
</tr>
</tbody>
</table>

2.8% increase