



# ENGAGING MEN PART 2: MEASURING ATTITUDES AND BEHAVIORS

Higher education urgently needs more effective prevention education programming that educates and empowers young men to be a part of the solution to sexual violence on college campuses. In 2022, It's On Us released the qualitative, interview-based report, "[Engaging Men: Campus Sexual Assault Attitudes and Behaviors](#)," which found that **college men perceive most existing sexual assault prevention education trainings to be ineffective**. Taking a deeper dive into the values and attitudes expressed in Part 1, this follow-up quantitative research study, "[Engaging Men Part 2: Measuring Attitudes and Behaviors](#)," collected a wider breadth of opinions from a larger audience. It's On Us worked with data collection firm YouGov to facilitate a 12-minute survey of 1,152 college men across the United States, using the findings from Part 1 to inform the survey design.

## BASELINE FINDINGS

### Relationships:

- The majority of respondents reported having strong relationships with women in their lives, with those identifying as LGBTQ+ the most likely to have such relationships.
- While the majority of respondents were able to identify potentially problematic behaviors in a relationship, those involved in Greek life did so at a lower rate.

### Sexual Assault:

- 45% of respondents reported that they had not received formal training on sexual assault prevention from their college or university, despite federal legal requirements for institutions to provide it. Those affiliated with Greek life and athletes were more likely to report receiving training.
- While almost all respondents who received training (90%) felt that it prepared them to understand consent in real-world situations, a concerning minority (up to one in three respondents – and even higher for those involved in Greek life) displayed a lack of understanding of when sexual assault can occur and who can be a survivor of sexual assault.
- Sexual assault topped the list of the respondents' biggest safety concerns on campus, and over a quarter of respondents reported being aware of a recent incident of sexual assault in their community.

## THEMATIC FINDINGS

### Consent:

Even if men receive consent training, it does not prepare them to identify and intervene in potentially harmful situations/unhealthy relationships before they become violent.

**Only 34% of those surveyed reported receiving formal training on consent while in school.**

### Trust in Institutions:

Campus faculty, staff, and administrators need to build and maintain trust with their student populations about sexual assault prevention and response efforts.

### Awareness:

Only about a quarter (24%) of men learned about dating, sex, and relationships in their K-12 education. It is important to establish a baseline understanding about sex and relationships by starting at the most elementary level when students arrive on campus.

**Men of color and LGBTQ+ identifying men were more likely to accurately identify unhealthy or abusive relationship behaviors.**

### Desire to Learn:

A majority of men believe they should protect others from verbal or physical harm, but only a minority have the knowledge and skills to do so.

## RECOMMENDATIONS

### Students:

- Ask your school to invest in comprehensive and inclusive sex education.
- Call on your school to invest in prevention education that includes information on healthy relationships.
- Encourage your schools to implement bystander training as part of your required sexual assault prevention education each year.
- Hold yourself and your fellow students accountable for the prevention of sexual violence on your campus by being an active bystander.
- Be open to having your assumptions or beliefs challenged.

### Administrators:

- Include comprehensive sex education that starts at a foundational level for all students.
- Increase the effectiveness of your required trainings on campus sexual assault by incorporating more bystander intervention.
- Communicate campus resources clearly and regularly: It is difficult for students to seek help if they do not know that they have options available to them.
- Build and maintain community trust.

### Policymakers:

- Create a uniform definition of consent for institutions of higher education.
- Require institutions of higher education to implement comprehensive and inclusive sex education curricula as part of prevention education requirements.
- Fund qualitative research on institutional trust, as qualitative studies are often able to delve deeper into the underlying motivations for a response.