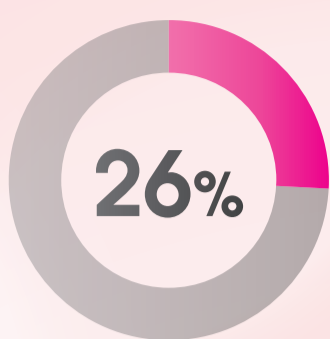


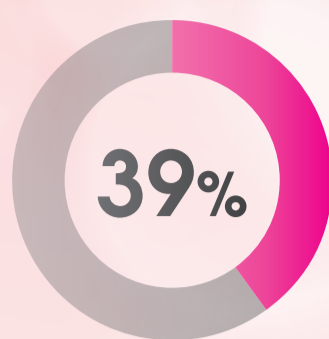
# 56%

of young people experiencing controlling behaviour in relationships



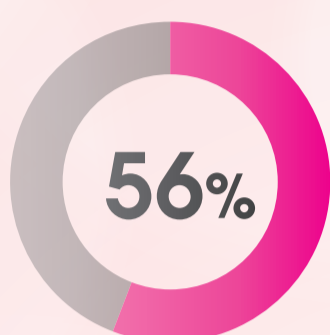
### 26% of young adults

have been exposed to controlling behaviours through a friend or acquaintance's relationship



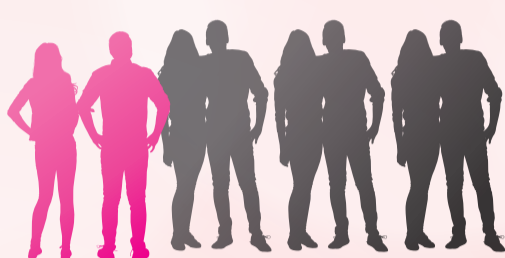
### 39% of 16-21 year-old girls

think coercive and controlling behaviours in relationships have become normalised

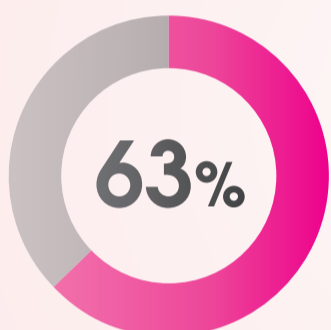


### 56% have experienced controlling behaviours

from a partner, and 26% said that a friend, or someone they knew, had been a victim

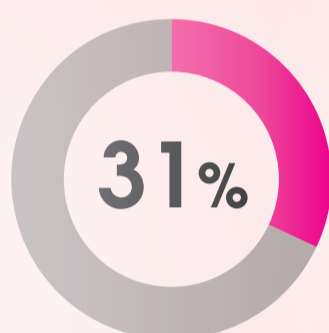


Young adults think that non-physical coercion or control happens in 1 in 4 relationships



### 63% of girls said

that experiencing these ongoing behaviours made them feel intimidated, humiliated, or worthless



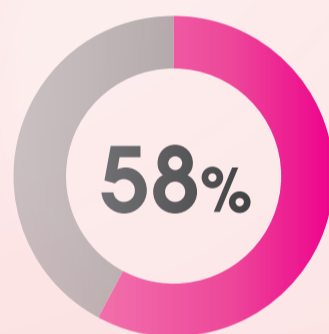
### 31% - how a controlling partner

had treated them prevented them living their life – stopping them socialising or going to work. 44% of girls said the experience changed the way they behaved



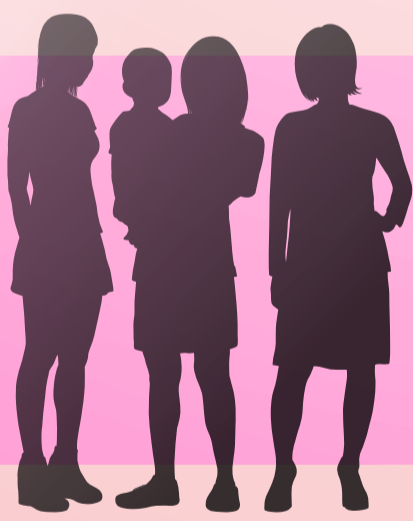
### Family and friends

identified as the primary source of support



### 58% of young adults

learn about positive relationships from friends and 52% from parents



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## #BeBoldForChange

by taking bold action against domestic violence

Avon Foundation for Women's largest single donation, of nearly

# £2MILLION

globally for female victims of gender based violence



Define the Line new research by Avon in partnership with domestic violence charity Refuge

