



2018 ALLSTATE FOUNDATION PURPLE PURSE FACTS AND FIGURES

DOMESTIC VIOLENCE AND FINANCIAL ABUSE STATISTICS

- One in four women in America will experience domestic violence in her lifetime.
- More women will experience domestic violence in their lifetime than the number affected by breast, ovarian and lung cancer combined.
- Three million children witness domestic violence every year.
- In 99 percent of domestic violence situations, victims experience financial abuse, a devastating control tactic that keeps them trapped in abusive relationships.
- Financial abuse is one of the main reasons why a victim “just doesn’t leave,” or, why she returns to her abuser.
- Victims in immediate danger should call 911, a local hotline, or the U.S. National Domestic Violence Hotline at 1-800-799-SAFE and TTY 1-800-787-3224.
- In March of 2018, The Allstate Foundation launched a public opinion survey to understand Americans’ perceptions of domestic violence and financial abuse. Key findings include:
 - 62 percent of Americans rank domestic violence as an extremely serious issue in America.
 - 55 percent of respondents reported being a victim of domestic violence or financial abuse themselves, or at least knowing a victim.
 - 1 in 3 Americans think discussing domestic violence is taboo.
 - More than 50 percent are unaware of the impact of finances on domestic violence victims.
 - 84 percent agree that money is the greatest barrier keeping victims trapped.
 - 56 percent of respondents think that programs, like Allstate Foundation Purple Purse, that provide financial resources to victims are the best way to help victims leave abusers and not return.

ALLSTATE FOUNDATION PURPLE PURSE FACTS

- Purple Purse is committed to ending domestic violence through a proven solution: financial empowerment services for survivors.
- Allstate Foundation Purple Purse is focused on ending financial abuse, because one of the top reasons domestic violence survivors stay in, or return to, abusive relationships is lacking the financial resources to break free and stay free from her abuser.
- The program name is symbolic. Purple is the national color of domestic violence awareness and a purse is a symbol of a woman’s financial domain.
- Since 2005, Allstate Foundation Purple Purse has:
 - empowered more than 1.3 million survivors on the path to safety and security.
 - invested more than \$60 million to empower women in communities across America to break free from abuse through financial education, job training and readiness and small business programs for survivors.