



SCOTTISH EXECUTIVE

One Scotland Campaign
(March 2005)
Post-Campaign Evaluation

Office of Chief Researcher



**ONE SCOTLAND CAMPAIGN (MARCH 2005)
POST-CAMPAIGN EVALUATION**

TNS SYSTEM THREE

**Scottish Executive Social Research
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SUMMARY OF KEY FINDINGS

This research project was commissioned by the Office of Chief Researcher and carried out by TNS System Three. Its aim was to track the prevalence of racist attitudes in Scotland and evaluate the awareness and effectiveness of the Scottish Executive's *One Scotland* campaign. Fieldwork took place in April 2005.

Advertising awareness and effectiveness

- Fifty-three percent of respondents were spontaneously aware of advertising on the subject of anti-racism at Wave 5, a level which was slightly higher than Wave 4 (46%) but significantly lower than the last time TV adverts were used as part of the campaign at Wave 3 (68%).
- Spontaneously, radio cut through at good levels: just over half of all respondents claimed to have seen/heard recent anti-racism advertising and of these 23% said they'd heard the adverts on the radio (bus-sides also made some impact at 5%).
- Recall from the TV/cinema advertising was quite limited: although just under three quarters of respondents aware of advertising claimed to have seen the campaign on TV/cinema, only 26% of these could describe an aspect specifically relating to the latest phase of *One Scotland*. The advert *Canada* cut through at the highest level (18%) whilst *Virus* and *Different* made little impact at 4% and 3% respectively.
- Recall from the radio advert was very good: just under a quarter of all respondents claimed to have heard advertising on the radio and of these 51% could describe an aspect of the most recent radio campaign.
- Amongst those who recalled having seen bus-side advertising, specific recall of the adverts was diverse, and included 10% mentioning the key communication point of *There is room for a certain number of passengers but no room for racism*.
- Prompted recognition of the advertising was quite mixed. Overall, for the adverts tested, 51% recalled having seen or heard at least one. Specifically, 21% recalled having seen *Virus*, 17% at least one of the bus-sides and 33% the *Average Scot* radio advert.
- At a spontaneous level, 9% of all respondents described the slogan for the anti-racism campaign as '*One Scotland*' and when prompted, this rose to 43%.

Attitudes to, and experience of racism

- The level of those exposed to racist behaviour has remained consistent over the past 3 waves. In 2005, 37% claimed to have been exposed to *any* racist behaviour (as victim, witness, or perpetrator).
- Racism was perceived as less of a problem in Scotland at this latest wave. Nine percent regarded it as *very serious* compared to 23% at Wave 4.

- There was very little change in the number of respondents perceiving themselves as racist: 77% saw themselves as *Not racist at all* at this latest wave.
- In terms of what constitutes racist behaviour, there were a number of notable movements since the last wave:
 - *Using terms such as ‘Chinky’ or ‘Paki’ in relation to food, shops etc* is perceived as being more racist than previously – 24% regarding it as strongly racist compared to 18% at Wave 4;
 - *Speaking negatively about people from different ethnic backgrounds to your family or friends in private* was also perceived as being more racist than previously - 27% now see it as strongly racist compared to 24% at Wave 4;
 - On the other hand, *Being impolite or verbally offensive to people from other ethnic backgrounds in person* was deemed as being less racist than at the previous wave (52% strongly racist compared to 63% at Wave 4);
 - *Physically assaulting or using violence towards people from other ethnic backgrounds or their property* was also regarded as less racist at this latest wave than previously (75% strongly racist compared to 81% at Wave 4).
- The results in terms of attitudes were quite mixed, with a number of significant positive movements, but also some negative movements.
- Specific positive movements were:
 - *People in Scotland ought to do more to stop racism occurring here* (78% agreeing compared to 73% at Wave 4);
 - *People are justified in verbally attacking asylum seekers who get housing and benefits in Scotland* (21% agreeing compared to 25% at Wave 4);
 - *People from different ethnic or cultural backgrounds living in Scotland expect too much help from the government* (56% agreeing compared to 62% at Wave 4);
 - *There is a real danger of race riots occurring soon in parts of Scotland* (31% agreeing compared to 38% at Wave 4).
- Negative movements however included:
 - *People from other cultural or ethnic backgrounds can be racist in their attitudes towards Scottish people* (76% agreeing compared to 71% at Wave 4);
 - *People from ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life* (71% at this latest wave compared to 67% at Wave 4).

CHAPTER ONE - BACKGROUND AND OBJECTIVES

Campaign

1.1 As part of a long term strategy to address problems of racism in Scotland, the Scottish Executive launched a major advertising campaign in late September 2002. The latest phase of this campaign, which ran over the period 14th February – 12th April 2005, was designed to raise awareness of racist attitudes among the general public, highlight its negative impact and recognise the valuable contributions that other cultures have made to Scottish society.

1.2 It should be noted that the TV adverts at this latest strand in the campaign were shown only on Channel 4 and Channel 5 and not on Scottish, Grampian or Border. In contrast, the first phase of the campaign in 2002 did include TV adverts on these channels. This should be taken into account in assessing the performance of the campaign on this occasion. The latest stage of the campaign consisted of TV, bus-side and radio advertising.¹

Research

1.3 Since 2001, the Scottish Executive Office of Chief Researcher (OCR) has commissioned TNS System Three to conduct a number of research projects to monitor awareness and the effectiveness of the campaign. The specific objectives of this stage of research were:

- to evaluate the impact of the latest phase of the campaign among the target audience;
- to track general racist attitudes and experience of racism among adults living in Scotland;
- to measure the impact of the campaign in terms of awareness, both spontaneously and prompted;
- to measure the effectiveness of the campaign in terms of clarity of message, relevance and ability to change behaviours / attitudes.

1.4 Four previous waves of fieldwork were conducted by TNS System Three - in July and November 2001, both to feed into the development of the campaign and to provide a benchmark against which future progress might be assessed, Wave 3 in October 2002 immediately following the initial advertising campaign which included TV, and Wave 4 in April 2004 following a campaign featuring outdoor posters and radio advertising which targeted the workplace and young people in particular. This latest fifth wave was conducted following the most recent phase of the campaign.

1.5 As with the previous waves of research, the TNS System Three CAPI (Computer Assisted Personal Interviewing) omnibus, Scottish Opinion Survey (SOS), was used to collect quantitative data. For sensitive questions regarding attitudes to, and experience of, racism, respondents entered their responses in the self-completion section directly on to the hand-held computer. This approach can be seen to be more anonymous and confidential by respondents and hence leads to a more honest response. The questions relating to advertising were then asked by the interviewers. The full questionnaire is included in Appendix 2.

¹ A full list of the adverts used at the latest stage of the campaign is shown in Appendix 1.

1.6 For Wave 5, 941 adults aged 16 and over were interviewed in their home in 44 sampling points throughout Scotland over the period 31st March – 7th April 2005. To ensure that the sample was representative of the adult population in terms of age, sex and social class², it was weighted to match population estimates from the National Readership Survey of January – December 2002. The sample profile, both unweighted and weighted, is shown in Table 1.1.

1.7 Weighting is often used in surveys to adjust data so that the people interviewed are a truly representative sample of the population, or to correct any slight under/over representations that can occur during sampling. In this case, to allow the results of each stage to be directly comparable and to remove any possibility that the variation in profile was influencing any changes in findings, the sample was weighted by demographics to match Scotland’s population.

Table 1.1 – Sample Profile

Base: 941 (%)

		Unweighted	Weighted
SEX:	Male	47	48
	Female	53	52
AGE:	16-24	13	15
	25-34	14	17
	35-44	21	18
	45-54	16	18
	55-64	14	14
	65+	22	19
CLASS:	AB	18	20
	C1	30	28
	C2	21	21
	DE	31	31

Notes on this report

1.8 This report presents the findings for the sample as a whole. Reference is made to the sub-groups of the sample, (such as different age groups, social classes, geographical regions³ and sex groups) within this report where the findings show significant differences between groups.

1.9 The main findings are summarised in the next chapter. Where applicable, results are compared to previous waves of research.

1.10 Throughout the report, the figures referred to are weighted figures. Where significant results are referred to within the report, these are significant at the 95% confidence level or above. All other differences noted are not statistically significant.

² The standard six social grades, commonly used in research, are based on the current or previous occupation of the chief income earner in the household. ABC1 includes professional, managerial and non-manual occupations, while C2DE includes manual and unskilled occupations and the long-term unemployed.

³ Geographic regions are defined by the constituencies in which interviews were conducted. Each constituency is then assigned into one of 4 broad geographic areas: north, south, east or west.

1.11 Where “*” appears in the report and data tables, this represents a percentage greater than zero but less than 0.5%. Within the tables in the report, the term ‘N’ refers to the unweighted base sample size.

CHAPTER TWO – RESEARCH FINDINGS

2.1 The main findings are highlighted in this section of the report. Reference is made to findings from previous waves as appropriate.

Ethnicity

2.2 As background to the attitudinal data, respondents were asked to classify themselves in terms of colour, ethnic group and country of birth, since any of these might have a bearing on exposure to racism. The questions relating to colour and ethnic group changed in wording at Wave 2 and as such, the results on these measures cannot be compared to Wave 1.

Table 2.1 – Colour respondents consider themselves to be

Base: All respondents

	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)
White	98	99	97	99
Black	*	*	*	-
Other	2	1	3	1
N (Unweighted):	1045	905	1022	941

(* = greater than zero but less than 0.5%)

2.3 It is estimated that members of non-white minority ethnic communities account for approximately 2% of the Scottish population⁴, which is closely reflected in the profile of our sample across the five waves of research. Specifically, 99% of the sample at the latest wave classified themselves as white.

Table 2.2 – Ethnic group

Base: All respondents

	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)
Scottish	77	75	79	79
British	42	39	29	25
European	7	5	5	6
African	1	*	*	-
Caribbean	*	-	*	-
Indian	*	*	*	1
Pakistani	*	*	*	*
Chinese	*	*	*	*
Other	2	2	2	3
N (Unweighted):	1045	905	1022	941

(* = greater than zero but less than 0.5%)

2.4 When asked which ethnic group they belonged to, a number of respondents (fewer than previously) selected more than one option, usually both *Scottish* and *British*, hence percentages adding to more than 100%. Almost four fifths (79%) regarded themselves as *Scottish* at this latest wave. The number regarding themselves as *British* has continued to drop over time, with only a quarter regarding themselves as *British* at this latest wave. Although these results do not

⁴ 2001 Census

indicate an increase in Scottish identity over time, they do indicate an erosion of perceived Britishness among respondents.

Table 2.3 – Country of birth

Base: All respondents

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
	(%)	(%)	(%)	(%)	(%)
Scotland	90	88	86	85	87
England	6	7	9	9	8
Wales	*	*	*	1	*
Northern Ireland	1	1	1	1	1
Republic of Ireland	*	1	*	*	*
India	*	*	*	*	*
Pakistan	*	-	*	*	*
Other	2	2	2	4	4
N (Unweighted):	1081	1045	905	1022	941

(* = greater than zero but less than 0.5%)

2.5 Although a slight decline in those claiming to have been born in Scotland was noted at Waves 3 and 4, this was reversed at this latest wave with 87% claiming to have been born in Scotland. The number of those claiming to have been born in England remained largely consistent at this latest wave (8%).

Experience of racism

2.6 Data was collected on the level of exposure to racist behaviour either as victim, perpetrator or witness. The general picture is shown in Table 2.4.

Table 2.4 - Exposure to racist behaviour

Base: All respondents

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
	(%)	(%)	(%)	(%)	(%)
Personally a victim	11	13	15	14	11
Responsible for racist abuse	4	4	5	6	6
Witnessed racial abuse	36	30	32	33	34
Any exposure	40	35	37	38	37
N (Unweighted):	1081	1045	905	1022	941

2.7 The level of those exposed to ‘any’ racist behaviour, that is, as a victim, as perpetrator or as a witness has remained largely consistent over the past three waves. Specifically, 37% at this latest wave claimed to have experience of racist behaviour. There was however a small decline in the number claiming to have personally been a victim (11% at the latest wave). The level of those claiming to have been responsible for racist abuse remained at 6% whilst there has been a

steady increase since Wave 2 in those witnessing racist behaviour, reaching 34% at this latest wave.

2.8 Exposure to racist abuse within demographic sub-groups at Wave 5 is shown in Table 2.5. The results on ‘Any exposure’ are not available by sub group within the analysis. Figures are shown as row percentages - that is, the percentage in each sub-group exposed to racist behaviour in that category.

Table 2.5 - Exposure to racist behaviour by demographics (Wave 5)

Base: All respondents

		Victim	Responsible	Witnessed
SEX:	Male	13	9	43
	Female	9	3	25
AGE:	16-24	17	11	48
	25-34	9	11	42
	35-44	15	3	38
	45-54	12	5	37
	55-64	7	3	26
	65+	6	2	13
SEG:	AB	11	7	43
	C1	12	7	36
	C2	9	4	28
	DE	11	4	29

2.9 Due to the smaller base sizes within some sub-groups, it is the general patterns rather than precise percentages which should be noted.

2.10 Although there have been some fluctuations in patterns between waves, one of the trends noted at previous waves continues: men were more likely to have experienced racism on **all** levels than women.

2.11 In terms of social class, it was those of the higher ABC1 social classes who appear to have had more experience at this latest wave. Specifically, 11% of ABs and 12% of C1s claimed to have been a victim of racist behaviour, 7% in both socio-economic groups had been responsible for racist behaviour and 43% of ABs and 36% of C1s had witnessed racist behaviour.

2.12 The pattern within the age groups was less clear overall, although it was those aged under 54 who were more likely to have experience of racist behaviour. It was also the youngest age group of those aged 16-24 who specifically have most experience of racism. Seventeen percent of this age group claimed to have been a victim of racist abuse, whilst 11% had been responsible and 48% claimed to have witnessed racist attacks.

Advertising awareness and effectiveness

2.13 Although the questions on advertising were asked after the attitudinal data were collected to avoid prompting, the findings are presented first in the report to enable any developments on these measures of opinion to be assessed against the background of advertising awareness levels. The latest advertising activity consisted of TV (3 adverts), radio (4 adverts) and bus-sides (2 adverts).

Spontaneous recall

Overall recall

2.14 When asked whether they had seen or heard any advertising or publicity on the subject of anti-racism recently, 53% claimed to have done so at this latest wave. At Wave 4, the level was 46%. It should be borne in mind however that Wave 4 did not include TV within the media used and as such, the level of advertising awareness would be expected to be lower. The most comparable figure was that recorded at Wave 3 which included 3 TV adverts. At Wave 3, 68% recalled having seen or heard advertising. Comparing these results therefore indicates that the campaign in 2005 has not penetrated as well as the 2002 phase did. Indeed, with only 7% more recalling advertising at Wave 5 than at Wave 4, in TNS System Three's opinion this clearly indicates the marginal impact TV has added on this occasion.

Media source

2.15 Among those who had seen or heard any campaign activity (53% of the sample), the media mentioned spontaneously as the source of this advertising are shown in Table 2.6.

Table 2.6 - Where seen or heard advertising or publicity

Base: Seen or heard racism campaign activity

	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)
Advertising on TV	82	68	70
Programmes on TV	12	17	7
Advertising in papers	8	10	13
Articles in newspapers	8	17	11
Outdoor posters	23	22	16
Radio	7	10	23
Bus-sides	-	-	5
Cinema	*	1	2
Don't know/not stated	1	1	1
N (Unweighted):	612	459	489

2.16 Although 70% claimed to be aware of having seen advertising on TV, this was only 2% more than the number who claimed to be aware of TV advertising at Wave 4, a time when there was in fact no TV activity. It was also significantly lower than the number who recalled TV advertising the last time it was used at Wave 3. These figures again indicate that the TV component of the current campaign is not cutting through as well as it has done previously.

2.17 Radio awareness increased significantly at this latest wave. Just under a quarter (23%) of those who claimed to have seen or heard advertising mentioned this as a medium. Bus-sides, the third medium used for this latest phase, was spontaneously mentioned by 5% of respondents.

There also appears to be less ‘noise’ surrounding the subject of anti-racism at this latest wave compared to Wave 4, with 11% mentioning articles in newspapers (compared to 17% at Wave 4). The level of those mentioning programmes on TV also declined since Wave 4 from 17% to 7%.

Content recall from TV/cinema advertising

2.18 All respondents who claimed to have seen advertising on TV or at the cinema (37% of the total sample) were then asked what they recalled. Table 2.7 shows these respondents’ recall of the adverts seen. Other details were recorded and a full breakdown is given in the tabulations.

Table 2.7 – Content of the advertising seen on TV/cinema

Base: Seen advertising on TV/cinema

	(%)
Mentions relating to current campaign	26
Descriptions of Virus	4
- Racism is a virus, don’t spread it	3
- Someone putting a racist joke on a computer	2
Descriptions of Canada	18
- About the way Scottish people were treated in Canada in past	2
- Man walking to school with child	4
- Voiceover talking about moving to Canada/Scots settling in Canada	8
Talking in a Scottish accent but foreign people	6
Different cultures make us a better society	3
Any mention ‘Shop’ advert	6
Nike adverts	4
Anti-racism wristbands	3
One Scotland	2
One Scotland, many cultures	3
Don’t know	33
N (Unweighted):	347

2.19 At this latest wave, only 26% were able to recall any aspect which can directly be attributed to the most recent advertising campaign. This is a low level, particularly when compared to the 79% who correctly described an aspect of the TV campaign at Wave 3. The individual advert which cut through at the highest level was *Canada* (18%). *Virus* and *Different* made very little impact, with 4% and 3% respectively describing aspects of these adverts.

2.20 One of the adverts used at the previous campaign in 2003, *Shop*, was described by 6% at this latest wave, indicating the impact this advert in particular has had.

Verbally prompted awareness

Content recall from radio advertising

2.21 All those respondents who did not recall radio advertising spontaneously were then asked specifically whether they recalled having heard any advertising on radio on the subject of anti-racism recently (verbally prompted recall). When asked in this way, the overall figure of those aware of radio advertising increased to 21% of the total sample (from 12% of the total

population who spontaneously recalled the radio adverts). The main details of the advertising recalled by this 21% are shown in Table 2.8. Other details were recorded and a full breakdown is given in the tabulations.

Table 2.8 – Content of the advertising heard on radio

Base: Heard advertising on radio (spontaneous recall **and** verbally prompted)

	(%)
Mentions relating to current campaign	51
- People talking in Scottish accents but different cultures	21
- A person telling you about their life then tells you they're an ethnic minority	11
- Mohammed ad descriptions	6
- Janice from Falkirk ad	11
- Sticks and stones	2
Mentions of football/football matches	5
Mentions of radio programmes on racism	4
Any mention 'One Scotland'	7
- One Scotland	4
- One Scotland, many cultures	3
Don't know	21
N (Unweighted):	193

2.22 Overall, around half of those who had heard radio advertising (51%) were able to recall an aspect of the radio campaign, a level which, in TNS System Three's experience, is very good. A fifth of respondents (21%) mentioned *people talking in Scottish accents but different cultures*. Eleven percent mentioned an aspect of the *Janice from Falkirk* advert or that the advert was *a person telling you about their life then tells you they're an ethnic minority* respectively. Six percent described an aspect which could directly be related to the *Mohammed* advert.

Content recall from bus-side advertising

2.23 All those respondents who did not recall bus-side advertising spontaneously were asked specifically whether they recalled having seen any advertising on bus-sides on the subject of anti-racism recently (verbally prompted recall). When asked in this way, the overall figure of those aware of bus-side advertising increased to 11% of the total sample (from 3%⁵ of the total sample who spontaneously recalled the bus adverts). The main details of the advertising recalled by this 11% are shown in Table 2.9. Other details were recorded and a full breakdown is given in the tabulations.

⁵ NB – this figure is different to that shown in Table 2.6 as it has been repercentaged to represent the total sample.

Table 2.9 – Content of the advertising seen on bus-sidesBase: Seen advertising on bus-sides (spontaneous recall **and** verbally prompted)

	(%)
Says that there is room for certain number of passengers/no room for racism	10
Everyone is equal	8
Don't be racist/stop racism	7
Just shows a face	7
No place for racism	6
Flag with different colours	4
Any mention 'One Scotland'	9
- One Scotland, many cultures	7
- One Scotland	2
Scotland is/be proud of multi cultural	3
Other	8
Don't know	35
N (Unweighted):	99

2.24 The recall from the bus-side advertising was quite diverse. One in ten mentioned a key element of the latest campaign, namely *Says that there is room for certain number of passengers/no room for racism*. Around the same number mentioned *Everyone is equal* (8%) and *One Scotland* (9%).

Visually/auditory prompted awareness

2.25 To establish the reach of certain elements of the campaign, respondents were shown the *Virus* TV advert, played the radio advert *Average Scot* and shown the two bus-side posters. For each of the adverts, they were asked to state whether they had seen or heard it recently. Table 2.10 shows the results.

Table 2.10 – Reach of adverts tested⁶

Base: All respondents

	(%)
Total reach	51
- TV/cinema (<i>Virus</i> ad)	21
- Bus-sides	17
- Radio (<i>Average Scot</i> ad)	33
N (Unweighted):	941

2.26 When played the *Virus* TV advert, 21% recalled having seen it. This is quite a low level of reach for a TV advert compared to other campaigns monitored by TNS System Three. Seventeen percent claimed to have seen at least one of the bus adverts and the highest percentage, 33%, recalled the *Average Scot* radio advert. Overall, when these levels are combined the total reach for the adverts tested was 51%. It should however be noted that this total reach figure is purely the total reach of the adverts tested, and not of the campaign as a whole. From the detail recalled from the TV adverts earlier in this report, it is apparent that *Canada* did in fact cut through at higher levels and arguably therefore, had respondents been played *Canada* as opposed to *Virus*, higher results may have been recorded in terms of reach.

⁶ Campaign reach is the combined figure of those claiming to have seen a TV ad, heard a radio ad or seen a bus-side ad when prompted.

Awareness of strapline

2.27 The Scottish Executive recently amended the strapline for the campaign from '*One Scotland, Many cultures*' to '*One Scotland*'. When asked to name the slogan or catch-phrase used recently in advertising and publicity on the subject of racism, 9% spontaneously mentioned '*One Scotland*', the same level that spontaneously mentioned '*One Scotland, Many cultures*'. Once respondents were prompted with the statement '*One Scotland*', 43% recalled being aware of it. This level however was still significantly lower than the 72% who recalled '*One Scotland, Many cultures*' when prompted in 2004.

2.28 This lower level of awareness of the strapline may have occurred due to the fact that '*One Scotland*' is less specific in relation to anti-racism than '*One Scotland, Many cultures*' was previously. The longer slogan perhaps made it more closely linked to the subject of anti-racism.

Attitudes to racism

Self-assessment as racist

2.29 While it is possible to identify those of a more racist nature from their response to the series of attitude statements, respondents were also asked directly to assess their stance towards people from an ethnic background or nationality different from their own. Results are shown in Table 2.11.

Table 2.11 - Own attitudes toward people of different ethnic background/nationality

Base: All respondents

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
	(%)	(%)	(%)	(%)	(%)
Strongly racist	2	1	1	2	1
Slightly racist	22	24	21	21	22
Not racist at all	76	75	78	76	77
Don't know/not stated	1	-	-	-	-
N (Unweighted):	1081	1045	905	1022	941

2.30 Overall, there has been very little change in terms of the number of respondents perceiving themselves as racist over time. The majority (77%) regarded themselves as *not racist at all*, a figure comparable to the previous waves of research. There remained however around a quarter (23%) who regarded themselves as at least *slightly* racist. As noted within reports at previous waves, it should be borne in mind that how this question is answered is dependent upon the individual's perception of what constitutes racist behaviour. The results to this measure are therefore likely to be the best case scenario, with racist attitudes in reality likely to be more prevalent.

Racism as a problem in Scotland

2.31 A four point scale was used to assess perceptions of the seriousness of racism as a problem in Scotland today, with the results shown in Table 2.12.

Table 2.12 - Seriousness of racism as a problem

Base: All respondents

	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
	(%)	(%)	(%)	(%)	(%)
A very serious problem	13	15	19	23	9
A serious problem	33	41	42	36	38
A slight problem	41	36	33	31	43
Not a problem at all	8	9	6	10	10
Don't know/not stated	5	-	-	-	-
N (Unweighted):	1081	1045	905	1022	941

2.32 Racism was perceived as less of a problem in Scotland at this latest wave. Significantly fewer respondents regarded racism as a *very serious* problem at Wave 5 (9%) than at the previous wave (23%) and in fact, it was seen as less of a problem than it was prior to any activity at Wave 1. TNS System Three's hypothesis is that, with increased promotion in Scotland of multiculturalism and diversity not only within the latest advertising campaign but also more widely through Scottish Executive initiatives on immigration, the effect has been to dilute public perceptions of racism as a problem. With positive feelings being engendered by what is

essentially a ‘feel good’ campaign promoting diversity in conjunction with campaigns such as Fresh Talent being talked about in the media, this fosters the impression for some that racism is no longer such a problem in Scotland - albeit at a time when the reality of the situation (in the form of police statistics) suggests the opposite, with an increase in recorded race-related incidents of 70% since 1999⁷.

What constitutes racism

2.33 The extent to which individuals may acknowledge that they are racist will partly depend on their assessment of what constitutes racist attitudes or behaviour. How far does this need to go in thought, word or deed to be labelled ‘racist’? Respondents were presented with four scenarios and asked to label each as either not racist, slightly racist or strongly racist in their perception. Opinions are summarised in the Table 2.13. This question was included for the first time at Wave 2.

Table 2.13 – Rating of behaviour as racist

Base: All respondents [N (Unweighted) : Wave 2 – 1045; Wave 3 - 905; Wave 4 – 1022; Wave 5 - 941]

		Not racist	Slightly racist	Strongly racist
i. Using terms such as ‘Chinky’ or ‘Paki’ in relation to food, shops etc	Wave 2	43%	36%	20%
	Wave 3	43%	38%	19%
	Wave 4	43%	39%	18%
	Wave 5	38%	38%	24%
ii. Speaking negatively about people from different ethnic backgrounds to your family or friends in private	Wave 2	29%	46%	24%
	Wave 3	30%	47%	23%
	Wave 4	28%	48%	24%
	Wave 5	29%	44%	27%
iii. Being impolite or verbally offensive to people from other ethnic backgrounds in person	Wave 2	12%	24%	63%
	Wave 3	13%	25%	62%
	Wave 4	13%	24%	63%
	Wave 5	18%	31%	52%
iv. Physically assaulting or using violence towards people from other ethnic backgrounds or their property	Wave 2	9%	6%	85%
	Wave 3	10%	9%	81%
	Wave 4	9%	10%	81%
	Wave 5	14%	11%	75%

2.34 There were some significant movements in response to these measures since the previous wave. On the first two statements: *Using terms such as ‘Chinky’ or ‘Paki’ in relation to food, shops etc* and *Speaking negatively about people from different ethnic backgrounds to your family or friends in private* there was an increase in the perceived seriousness since the previous wave, indicating increased recognition that to behave in these ways is indeed racist.

2.35 On the other two statements however, *Being impolite or verbally offensive to people from other ethnic backgrounds in person* and *Physically assaulting or using violence towards people from other ethnic backgrounds or their property* there was actually a weakening in the perceived

⁷ Reported in The Scotsman, 11/5/05, from a parliamentary answer to a question raised by Christine Grahame, SNP Justice spokeswoman.

seriousness since previous waves (based on ‘slightly racist’ and ‘strongly racist’ combined figures). There are a number of points to be considered when looking at these findings:

- Firstly, both statements are still regarded as significantly **more** racist than the previous two statements already discussed, although they are seen as less racist than in previous years.
- These results tie in with the previous measure (Table 2.12) which showed that racism in Scotland was regarded as less serious than it had been previously. These behavioural results again suggest that the increased perception in Scotland of multiculturalism and diversity has resulted in the focus of these statements being on the action per se, as opposed to the racist aspect of the behaviour. It appears that, for some, it is not regarded as racist to act in these ways as they perceive it would not be for racist motives that the behaviour was being carried out. Therefore, for example, to physically attack someone might be wrong but to do so would not necessarily be racist in the action, even though the victim might belong to a different ethnic group.

Wider race-related issues

2.36 Respondents were asked to indicate the strength of their agreement or disagreement with a series of attitude statements concerning race-related issues. A five point scale of ‘agree strongly’ (+2) – ‘disagree strongly’ (-2) was used for rating purposes. The table in Appendix 3 gives the range of values ascribed to ratings in calculating mean scores (in brackets in top row) and presents a summary of the statements used. At Wave 2, the wording on a number of statements was altered from that used at Wave 1 and some additional statements were included. This accounts for the lack of comparable data from Wave 1 in some cases.

2.37 Within the previous report at Wave 4 it was noted that there had been a number of statements where agreement had weakened since Wave 3. This trend was generally reversed at this latest wave with a number of significant movements, many of which were in a positive direction, as described below.

2.38 Specific positive movements included a significant increase in those agreeing that *People in Scotland ought to do more to stop racism occurring here* (78% agreeing compared to 73% at Wave 4), a significant decrease in those agreeing that *People are justified in verbally attacking asylum seekers who get housing and benefits in Scotland* (21% agreeing compared to 25% at Wave 4) and a significant decrease in agreement that *People from different ethnic or cultural backgrounds living in Scotland expect too much help from the government* (56% agreeing compared to 62% at Wave 4).

2.39 The attitudinal statements seem to indicate that people are more likely to embrace diverse cultures and consider that there is less racial tension nowadays. This is shown specifically by fewer respondents now agreeing that *There is a real danger of race riots occurring soon in parts of Scotland* (31% agreeing compared to 38% at Wave 4).

2.40 Likewise, there appears to be more of an embracing of multiculturalism, with less of a concern about the number of people coming into Scotland. A significant decrease was noted in the number agreeing that *I would be worried if the number of people from other cultural or ethnic backgrounds living in Scotland were to increase* (45% agreeing at this latest wave compared to 52% at Wave 4). There was also an increase in agreement that *People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish culture* (61%

agreeing compared to 53% at Wave 4) and *I would be proud to live in Scotland as a country where different nationalities and cultures can live together without animosity or racist attitudes* (91% agreeing compared to 86% at Wave 4).

2.41 There has been a significant increase in those agreeing that *People from other cultural or ethnic backgrounds can be racist in their attitudes towards Scottish people* (76% agreeing compared to 71% at Wave 4). Indeed, this level of agreement is higher than at any point since tracking began. In addition, there has been an increase in agreement (although not significant) that *People from ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life* (increased agreement from 67% at Wave 4 to 71% at this latest wave).

2.42 When the results are explored amongst those who had seen/heard an advert from the Executive campaign and those who had not, those who had seen or heard an advert were generally more positive, although none of these results was significant. The statements on which they were more positive were also not necessarily related to the advertising.

CHAPTER THREE - CONCLUSIONS

3.1 Whilst advertising awareness in terms of those who claimed to have seen or heard an advert has improved when compared to 2004, it has in fact achieved much less impact than the initial launch of the campaign in 2002, which included TV. In TNS System Three's opinion, there are several reasons as to why this may be the case, including the lack of exposure of the adverts on the main ITV channels and the lighter weight of spend this year compared to 2002. It would also appear that the range of the adverts used and the softer messages being portrayed may not have been as hard hitting as previously. With the exception of *Canada*, the latest TV campaign also lacked verbal communication in the execution, which may have contributed to a lack of impact of the TV campaign. Viewers often do not give their full attention to adverts when they are on screen and, for those whose attention may have drifted before the end-frames of *Virus* or *Different*, there is no verbal message to reinforce what had been missed visually. On the other hand, the radio campaign has been more effective both in terms of reach and impact.

3.2 There appears to have been a considerable shift in attitudes and perceptions in relation to racism in Scotland. This is borne out by the significant decline in the perceived seriousness of racism as a problem in Scotland as well as the extremes in behaviour being perceived as less racist. On the other hand, there have also been some positive trends in terms of acceptance of people from other backgrounds. This points to the fact that there has been a shift in broader attitudes, specifically through a greater acceptance of multiculturalism and less division on the grounds of race among Scottish people.

3.3 If the strategy for the campaign is to help with the promotion of multiculturalism and diversity within Scotland it appears to be working. However, by communicating largely positive messages, the danger appears to be that any impressions of problems of racism within Scotland are eroding, at a time when the reality of the situation (in the form of police statistics) suggests the opposite, with an increase in recorded race-related incidents of 70% since 1999⁸.

⁸ Reported in *The Scotsman*, 11/5/05, from a parliamentary answer to a question raised by Christine Grahame, SNP Justice spokeswoman.

APPENDIX 1 – LIST OF 2005 ANTI-RACISM ADVERTS

TV

Virus
Canada
Different

RADIO

Average Scot
Mohammed
Janice
Sticks and Stones

BUS-SIDES

68 seated
55 seated

APPENDIX 2 – QUESTIONNAIRE

SECTION B

INTERVIEWER

THE RESPONDENT SHOULD ANSWER B.1 - B.10 THEMSELVES. THEY WILL THEN BE PROMPTED TO GIVE THE COMPUTER BACK TO YOU FOR THE REST OF THIS SECTION. YOU MAY HELP THEM TO USE THE COMPUTER BUT SHOULD NOT PROMPT THEM IN ANY WAY AS TO HOW TO ANSWER THE ACTUAL QUESTIONS.

READ OUT: I am now going to give you my computer for you to answer some questions yourself. There are instructions as to what you should do but if they are not clear I can assist you in using the computer.

NOW MOVE TO THE NEXT SCREEN AND GIVE THE RESPONDENT YOUR COMPUTER.

This section of the survey is being carried out as part of an investigation into racism in Scotland. By racism, we mean a situation when one person treats another differently or is verbally or physically abusive to another or his/her property on account of their nationality, colour or ethnic origin.

Please answer each question by pressing on the circle or square beside your answer. The interviewer can help you if you are not sure.

Your answers will be treated in confidence and not identified with you personally. They will be added to all the other replies we receive from around 1000 people throughout the country to form a picture of the situation on racism within Scotland.

Now press the ""Next"" arrow to move on to the first question.

B1

How much of a problem do you think racism is in Scotland today?

- A very serious problem [1]
- A serious problem [2]
- A slight problem [3]
- Not a problem at all [4]

On the next screens are a number of statements which have been made about how people in Scotland think and behave towards others of a different nationality or ethnic background. How much do you agree or disagree with each one? Please select a box to show how strongly YOU agree or disagree with each, from YOUR point of view. Even if you are not sure, we are still interested in your impressions. Please ask the interviewer to show you what to do if this is not clear.

Now press the ""Next"" arrow to move on to the first question.

Scottish people are generally warm and friendly towards people from other backgrounds who live here
I would be worried if the number of people from other cultural or ethnic backgrounds living in Scotland were to increase
Scots are generally less racist than people in other parts of the UK
Racist attacks on people and their property are a common occurrence in some parts of Scotland
People are justified in verbally attacking asylum seekers who get housing and benefits in Scotland
People from other cultural or ethnic backgrounds can be racist in their attitudes towards Scottish people
I would be unhappy if someone from a different cultural or ethnic background to me moved in to live next door
People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life here
Scottish people should do more to respect the different cultures of other ethnic groups who live here
Many complaints of racism are an over-reaction to a harmless bit of name-calling
People in Scotland ought to do more to stop racism occurring here
People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish culture
People from different ethnic or cultural backgrounds living in Scotland expect too much help from the Government
I would be proud to live in Scotland as a country where different nationalities and cultures can live together without animosity or racist attitudes

""{state}""

- Agree strongly [1]
- Agree slightly [2]
- Neither agree nor disagree [3]
- Disagree slightly [4]
- Disagree strongly [5]

B3

Being as honest with yourself as you can, how would you describe your own attitudes towards people from an ethnic background or nationality different from your own? Please select a box

- Strongly racist [1]
- Slightly racist [2]
- Not racist at all [3]

<p>B4 To what extent do you regard each of these types of behaviour as racist? Please select an answer for each.</p>			
	Not racist [1]	Slightly racist [2]	Strongly racist [3]
Using terms such as 'Chinky' or 'Paki' in relation to food, shops etc [1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking negatively about people from different ethnic backgrounds to your family or friends in private [2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being impolite or verbally offensive to people from other ethnic backgrounds in person [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physically assaulting or using violence towards people from other ethnic backgrounds or their property [4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B5
Have you personally ever been a victim of racist abuse, verbal or physical, on account of your nationality or ethnic background?

Yes [1]

No [2]

B6
Have you ever been personally responsible for racist abuse of another, either verbal or physical, including name-calling, in relation to their nationality or ethnic background?

Yes [1]

No [2]

B7
Have you ever witnessed someone being racially abused in relation to their nationality or ethnic background?

Yes [1]

No [2]

B8
What colour do you consider yourself to be?

White [1]

Black [2]

Other [3]

B9
To which of these groups do you consider yourself to belong? You may code more than one if you feel this applies.

African [1]

Bangladeshi [2]

British [3]

Caribbean [4]

Chinese [5]

European [6]

Indian [7]

Pakistani [8]

Scottish [9]

Other [10]

B10

And what is the country of your birth?

- England [1]
- India [2]
- Northern Ireland [3]
- Pakistan [4]
- Republic of Ireland [5]
- Scotland [6]
- Wales [7]
- Other [8]

Thank you for your assistance on this important section of the interview.

Now please hand the computer back to the interviewer.

B11

Have you seen or heard any advertising or publicity on the subject of racism issues recently?

- Yes [1]
- No [2]
- (Don't know) [3]

B12

Where did you see or hear this advertising or publicity?

PROBE: Anywhere else?

- Advertising on TV [1]
- In programmes on TV [2]
- Advertising in newspapers [3]
- Articles in newspapers [4]
- Outdoor posters [5]
- Bus sides**
- Cinema [6]
- Radio [7]
- Other (SPECIFY) [8]
- (Can't remember where/ don't know) [9]

- **Continue If** [B12 - Where saw or heard advertising or publicity]'1' and '6' **Else Go to** [B14 - Seen ads on television recently]

B.13a

Please describe the advertising you saw on television or at the cinema on the subject of racism. What did it show and what did it say?

PROBE FULLY : Anything else?

☹:

B13b

Do you recall having seen any advertising on **bus sides** in the last few months on the subject of racism?

- Yes [1]
- No [2]
- (Don't know) [3]

B14

Please describe the advertising you saw on **bus sides** relating to the subject of racism. What did it show and what did it say?

PROBE FULLY

☹:

B15

Do you recall having heard any advertising on the radio in the last few months on the subject of racism?

- Yes [1]
- No [2]
- (Don't know) [3]

B16

Please describe the advertising you heard on the radio on the subject of racism. What did it say?

PROBE FULLY

☹:

B20 **DO NOT PROMPT**

Can you tell me the slogan or catchphrase which has been used recently in advertising and publicity by the Scottish Executive on the subject of racism?

- ""One Scotland"" [1]
- ""Don't let Scotland down"" [2]
- 'One Scotland, many cultures'
- ""Live up to your reputation"" [3]
- ""No place for racism"" [4]
- Other (SPECIFY) [5]
- (Don't know) [6]

B21

In fact the main slogan is 'One Scotland'. Have you seen or heard this phrase recently at all in connection with racism issues?

- Yes [1]
- No [2]
- (Don't know) [3]

I am now going to play you an advert. **PLAY TV AD – VIRUS**

Have you seen this advert or a similar one on TV or at the cinema recently?

- Yes - seen [1]
- Yes – seen similar [2]
- No [3]
- (Don't know) [4]

B17b SHOW SCREEN OF BUS SIDE

Have you seen either of these ads on the sides of buses recently?

- Yes – Ad A
- Yes – Ad B
- Yes – not sure which one
- No
- (Don't know) [8]

B19 READ OUT (PLAY AVERAGE SCOT)

I would now like you to listen to an advert that has been on the radio recently. I would like you to listen to the advert then tell me whether or not you have heard it or a similar advert recently.

- Yes - heard
- Yes – heard similar ad
- No [3]
- (Don't know) [4]

APPENDIX 3 – ATTITUDES TOWARDS WIDER RACE-RELATED ISSUES

Attitudes towards wider race-related issues

Bases: Wave 1 – 1081 (%); Wave 2 – 1045 (%); Wave 3 - 905(%); Wave 4 – 1022 (%); Wave 5 – 941 (%)

			Agree strongly (+2)	Agree Slightly (+1)	Neither agree nor disagree (0)	Disagree slightly (-1)	Disagree strongly (-2)	Mean score
a)	Scottish people are generally warm and friendly towards people from other backgrounds who live here	Wave 1	37	41	11	9	2	+1.01
		Wave 2	35	44	10	8	2	+1.02
		Wave 3	33	44	11	10	2	+0.96
		Wave 4	32	42	11	12	3	+0.89
		Wave 5	37	40	12	8	2	+1.02
b)	Scots are generally less racist than people in other parts of the UK	Wave 2	21	34	24	15	6	+0.50
		Wave 3	20	31	28	13	7	+0.45
		Wave 4	20	27	33	12	8	+0.39
		Wave 5	20	26	35	13	6	+0.42
c)	I would be worried if the number of people from other cultural or ethnic backgrounds living in Scotland were to increase	Wave 2	22	30	19	14	15	+0.31
		Wave 3	17	29	21	15	17	+0.13
		Wave 4	23	28	20	13	17	+0.27
		Wave 5	20	25	22	17	17	+0.14
d)	I would be unhappy if someone from a different cultural or ethnic background to me moved in to live next door	Wave 1	7	10	25	14	42	-0.75
		Wave 2	6	8	24	17	45	-0.87
		Wave 3	6	9	20	18	47	-0.91
		Wave 4	6	9	24	16	46	-0.87
		Wave 5	6	7	19	17	51	-1.01
e)	Racist attacks on people and their property are a common occurrence in some parts of Scotland	Wave 1	18	33	25	15	9	+0.37
		Wave 2	20	37	21	16	6	+0.50
		Wave 3	17	37	25	15	6	+0.43
		Wave 4	20	37	27	10	6	+0.57
		Wave 5	17	37	26	14	6	+0.44
f)	People are justified in verbally attacking asylum seekers who get housing and benefits in Scotland	Wave 1	10	16	15	14	43	-0.67
		Wave 2	8	16	13	19	44	-0.75
		Wave 3	8	13	15	22	41	-0.73
		Wave 4	11	14	13	18	44	-0.69
		Wave 5	9	12	13	20	46	-0.83

Attitudes towards wider race-related issues (cont'd)

Bases: Wave 1 – 1081 (%); Wave 2 – 1045 (%); Wave 3 – 905(%)

			Agree strongly (+2)	Agree Slightly (+1)	Neither agree nor disagree (0)	Disagree slightly (-1)	Disagree strongly (-2)	Mean score
g)	Many complaints of racism are an over-reaction to a harmless bit of name-calling	Wave 1	12	24	20	21	22	-0.18
		Wave 2	12	29	22	18	18	0.00
		Wave 3	15	27	16	22	19	-0.02
		Wave 4	17	28	20	17	18	-0.09
		Wave 5	13	29	13	24	20	
h)	People from other cultural or ethnic backgrounds can be racist in their attitudes towards Scottish people	Wave 2	30	43	15	7	5	+0.85
		Wave 3	29	45	14	7	5	+0.85
		Wave 4	30	41	19	7	4	+0.87
		Wave 5	29	47	13	7	4	+0.91
I)	People from different ethnic or cultural backgrounds living in Scotland expect too much help from the Government	Wave 2	29	34	20	11	6	+0.69
		Wave 3	26	31	25	12	7	+0.57
		Wave 4	31	31	24	9	6	+0.71
		Wave 5	27	29	23	13	8	+0.56
j)	There is a real danger of race riots occurring soon in parts of Scotland	Wave 2	13	25	24	23	16	-0.03
		Wave 3	9	24	25	23	19	-0.20
		Wave 4	14	24	27	18	17	-0.01
		Wave 5	10	21	28	21	20	-0.21
k)	People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life	Wave 2	30	38	19	9	5	+0.79
		Wave 3	31	37	19	9	3	+0.83
		Wave 4	34	33	18	9	6	+0.81
		Wave 5	35	35	18	7	3	+0.92
l)	Scottish people should do more to respect the different cultures of other ethnic groups who live here	Wave 2	24	40	19	11	5	+0.68
		Wave 3	26	39	20	11	4	+0.92
		Wave 4	26	36	23	9	6	+0.67
		Wave 5	29	37	19	11	4	+0.77

Attitudes towards wider race-related issues (cont'd)

Bases: Wave 1 – 1081 (%); Wave 2 – 1045 (%); Wave 3 – 905(%)

			Agree strongly (+2)	Agree Slightly (+1)	Neither agree nor disagree (0)	Disagree slightly (-1)	Disagree strongly (-2)	Mean score
m)	People in Scotland ought to do more to stop racism occurring here	Wave 1	38	34	17	6	4	+0.99
		Wave 2	37	39	16	6	2	+1.03
		Wave 3	40	36	17	5	2	+1.07
		Wave 4	37	36	20	3	3	+1.00
		Wave 5	45	33	16	4	2	+1.16
n)	People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish culture	Wave 2	14	36	28	14	8	+0.33
		Wave 3	20	34	24	12	9	+0.44
		Wave 4	20	33	28	12	7	+0.46
		Wave 5	22	39	19	13	7	+0.55
o)	I would be proud to live in Scotland as a country where different nationalities and cultures can live together without animosity or racist attitudes	Wave 2	65	24	8	2	1	+1.48
		Wave 3	65	25	8	1	1	+1.53
		Wave 4	61	25	11	1	1	+1.44
		Wave 5	69	22	6	2	1	+1.57

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