



SCOTTISH EXECUTIVE

One Scotland Many Cultures
2005/06 – Waves 6 and 7
Campaign Evaluation

Office of Chief Researcher





ONE SCOTLAND MANY CULTURES 2005/06 – WAVES 6 AND 7 CAMPAIGN EVALUATION

Campaign overview

- The Scottish Executive has been engaged in tackling racism through marketing campaigns since 2002. Since its inception, the campaign has aimed to raise awareness of racism among the general public, draw attention to its negative impact on society, and to promote the benefits of a diverse population to Scotland.
- The latest phase of the campaign ran in February-March 2006 and featured 3 TV adverts used in previous phases as well as new radio adverts.
- Tracking research has monitored the impact of the campaign (as measured by awareness of the campaign among the target audience, and the effect on public attitudes). Pre and post campaign research (Wave 6 and 7) was conducted, however, this campaign overview mainly refers to Wave 7.

Highlights

- Sixty percent of respondents were spontaneously aware of advertising on the subject of anti-racism at the latest wave (Wave 7). This is an increase of 7 percentage points since the previous post-campaign research (Wave 5), although the previous phase of the campaign did not broadcast on ITV channels.
- Overall, 75% of the sample recognised at least one advert when prompted with the TV adverts *Canada* and *Different* and the radio advert, *Xylophone*. *Canada* recorded a reasonable level of reach, at 62% whilst the reach of *Different* was quite low (37%). However, it should be noted that the *Different* advert was broadcast at a lower weight than *Canada* which may explain the lower level of recall. Just over a quarter (26%) recalled having heard *Xylophone*.
- There was a higher spontaneous recall of the One Scotland brand; a 10 percentage point increase since the previous post-campaign research (Wave 5).
- Attitudinally, racism was perceived as **less** of a problem in Scotland at this latest wave, reaching the lowest level since tracking began of those agreeing *Strongly* (7%). This finding should be seen in the context of the marketing campaign and Scottish Executive initiatives on immigration which positively promote multiculturalism and may have softened public perceptions of racism as a problem.
- A number of positive attitudes emerged at the latest wave. These indicate that there is a feeling amongst the population that everyone has a role to play in making multiculturalism work in Scotland, which is a key message of the marketing campaign:

- *People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish society (62% agreement);*
- *People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life (76% agreement);*
- *Scottish people should do more to respect the different cultures of other ethnic groups who live here (74% agreement);*
- *People in Scotland ought to do more to stop racism occurring here (80% agreement).*

Implications

- The advertising awareness levels should be seen against the context of the campaign media spend which was lower than previous campaign phases and, therefore, may have restricted the visibility of the campaign.
- It should also be noted that the tracking of attitudes related to this campaign will inevitably be informed by a wider range of influences. Given the news environment within which these adverts have appeared, it is promising that there is still a positive sign of shifting attitudes.
- The campaign will continue to tackle negative attitudes, recognising the changing ethnicity of communities, and to present the positive aspects of diversity in Scotland.

**ONE SCOTLAND MANY CULTURES 2005/06 –
WAVES 6 AND 7 CAMPAIGN EVALUATION**

TNS System Three

**Scottish Executive Social Research
2006**

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EXECUTIVE SUMMARY

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, behaviour and experience of racism among adults living in Scotland and evaluate the awareness and effectiveness of the latest phase of the *One Scotland Many Cultures* campaign among the target audience. The latest fieldwork, waves 6 and 7, took place in September 2005 and March/April 2006.

Advertising awareness and effectiveness

- Sixty percent of respondents were spontaneously aware of advertising on the subject of anti-racism at the latest wave (Wave 7), a level which was lower than the last time TV adverts were used as part of the campaign and shown on the main ITV channels at Wave 3 (68%).
- Spontaneously, half the sample (50%) recalled having seen advertising on TV at the latest wave, a figure which compares to 55% who recalled TV advertising at Wave 3. Nine percent recalled having heard a radio advert, compared to 12% at Wave 5 (the last time radio advertising was run).
- Message recall from the TV advertising was quite limited: one in five (20%) of those who had seen a TV advert, were able to recall any aspect of the advertising. The individual advert to be recalled at the highest level was *Canada* (19%), with less than 1% recalling either *Different* or *Virus*.
- Just over a third (36%) of those who had heard a radio advert were able to describe an aspect related to the latest campaign.
- Overall, 75% of the sample recognised at least one advert when prompted with the TV adverts *Canada* and *Different* and the radio advert, *Xylophone*. *Canada* recorded a reasonable level of reach, at 62% whilst the reach of *Different* was quite low (37%). Just over a quarter (26%) recalled having heard *Xylophone*.
- At a spontaneous level, 19% of all respondents described the slogan for the anti-racism campaign as '*One Scotland*' and when prompted, this rose to 61%. The slogan '*No place for racism*' is also starting to cut through (5% mentioning this spontaneously).

Attitudes to, and experience of racism

- The level of those regarding themselves as racist has changed very little across the waves, with 77% at the most recent wave regarding themselves as *Not racist at all*.
- The level of those exposed to racist behaviour increased to its highest level since tracking began at the latest wave, 42% claiming 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, reaching the lowest level of those agreeing *Strongly* (7%).
- In terms of what constitutes racist behaviour, there has been a real movement over time in terms of the unacceptability of indirect verbal racist comments:
 - *Using terms such as 'Chinky' or 'Paki' in relation to food, shops etc* continues to be perceived as being more racist than previously – 24% regarding it as strongly racist at Waves 5 and 7 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 – 32% now see it as *Strongly* racist compared to 27% at Wave 5 and indeed, 24% at Wave 4.
- Two new statements were added at Wave 6 and the majority regarded each of these as *Strongly* racist:
 - *Being verbally offensive to people from other ethnic backgrounds in person on account of their appearance or ethnicity* (68% regarded as *Strongly* racist);
 - *Using violence towards people from other ethnic backgrounds or their property on account of their appearance or ethnicity* (80% regarded as *Strongly* racist).
- A number of trends emerged at the latest wave in relation to attitudes, most of which would appear to be positive:
 - *People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish society* (62% agreement);
 - *People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life* (76% agreement);
 - *Scottish people should do more to respect the different cultures of other ethnic groups who live here* (74% agreement);
 - *People in Scotland ought to do more to stop racism occurring here* (80% agreement).
- The final three statements would indicate that there is a feeling amongst the population that everyone has a role to play in making multiculturalism work in Scotland.

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 campaign has varied slightly at each phase and at the latest phase, 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. The latest phase of the campaign (phase 4) ran from February to March 2006.

1.2 Although the latest campaign focuses on similar issues to the previous phase, it is important to understand that following the July 2005 terrorist attacks in London, attitudes and behaviour amongst the Scottish population with regard to racist issues may have changed. As such, within the latest campaign there is greater emphasis placed upon the implications of racism for individuals, seeking to make a more powerful emotional impact with some of its adverts.

1.3 It should be noted throughout these results that the TV adverts at this latest phase in the campaign were shown on ITV channels as well as Channel 4 and Channel 5. The previous phase of the campaign in 2005 however only ran on Channel 4 and Channel 5 and not on Scottish, Grampian or Borders. In contrast, the first phase of the campaign in 2002 did include TV adverts on these channels. This should be taken into account in comparing the performance of the campaign across the various waves of research. The latest phase of the campaign consisted of TV and radio advertising.

Research

1.4 Since 2001, TNS System Three have conducted a number of research projects to monitor awareness and the effectiveness of the campaign. As a result of the London bomb attacks in July 2005, it was decided that a new benchmark wave of research was required in order to establish attitudes and opinions following these. As such, a wave of research was commissioned by the Scottish Executive Office of Chief Researcher in September 2005 to establish the new benchmark. A further wave was conducted following the advertising, in March/April 2006. The research aim was to track the prevalence of racist attitudes, behaviour and experience of racism among adults living in Scotland and evaluate the awareness and effectiveness of the latest phase of the *One Scotland Many Cultures* campaign among the target audience. The specific objectives of this latest wave 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.

1.5 Five previous waves of fieldwork were conducted by TNS System Three:

- Wave 1 and 2 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;
- Wave 4 in April 2004 following a campaign featuring outdoor posters and radio advertising which targeted the workplace and young people in particular; and
- Wave 5 which was conducted in April 2005 following a campaign which consisted of TV (non ITV channels only), radio and bus side posters.

1.6 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 1.

1.7 For Wave 6, 1033 adults aged 16 and over were interviewed in their homes in 42 sampling points throughout Scotland over the period 22nd – 28th September 2005. For Wave 7, 1011 interviews were conducted across 43 sampling points. To ensure that the sample was representative of the adult population in terms of age, sex and social class¹, it was weighted to match population estimates from the National Readership Survey of January – December 2004. The sample profile, both unweighted and weighted, is shown in Table 1.1.

1.8 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: W6: 1033; W7: 1011 (%)

		Unweighted W6	Unweighted W7	Weighted W6 & W7
SEX:	Male	45	43	48
	Female	55	57	52
AGE:	16-24	11	13	15
	25-34	14	16	17
	35-44	23	22	18
	45-54	16	15	18
	55-64	14	14	14
	65+	21	21	19
CLASS:	AB	17	15	20
	C1	30	28	28
	C2	22	20	21
	DE	32	37	31

¹ 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. AB and C1 includes professional, managerial and non-manual occupations, while C2 and DE includes manual and unskilled occupations and the long-term unemployed.

Notes on this report

1.9 This report presents the findings for the sample as a whole. 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.

1.11 Where “*” appears in the report, 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

Table 2.1 – Ethnic group

Base: All respondents

	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)
Scottish	75	79	79	81	84
British	39	29	25	24	22
European	5	5	6	6	5
Other	2	2	3	2	3
N (Unweighted):	905	1022	941	1033	1011

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

2.2 When asked which ethnic group they belonged to, a number of respondents selected more than one option, usually both *Scottish* and *British*, hence percentages adding to more than 100%. At the latest wave (Wave 7), 84% regarded themselves as *Scottish*, which indicates an increase in perceived Scottishness over time. At the same time, there has been a decrease in perceived Britishness, with 22% regarding themselves as *British* at the latest wave. This indicates a continued erosion of perceived Britishness among respondents, which has fallen significantly from 39% at Wave 3.

Table 2.2 – Country of birth

Base: All respondents

	Wave 2 (%)	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 6 (%)	Wave 7 (%)
Scotland	88	86	85	87	87	85
England	7	9	9	8	7	9
Wales	*	*	1	*	*	1
Northern Ireland	1	1	1	1	*	*
Republic of Ireland	1	*	*	*	1	1
India	*	*	*	*	*	*
Pakistan	-	*	*	*	*	*
Other	2	2	4	4	5	4
N (Unweighted):	1045	905	1022	941	1033	1011

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

2.3 The majority of respondents (85%) claimed to be born in Scotland at the latest wave, a similar level to the previous waves. The number of those claiming to have been born in England also remained largely consistent at this latest wave (9%).

Experience of racism

2.4 Data was collected on the level of exposure to racist behaviour either as victim, perpetrator or witness. The general picture is shown in Table 2.3.

Table 2.3 - Exposure to racist behaviour

Base: All respondents

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
	(%)	(%)	(%)	(%)	(%)	(%)
Personally a victim	13	15	14	11	14	16
Responsible for racist abuse	4	5	6	6	4	5
Witnessed racial abuse	30	32	33	34	37	38
Any exposure	35	37	38	37	38	42
N (Unweighted):	1045	905	1022	941	1033	1011

2.5 Despite the fact that between Waves 3 and 6, exposure to ‘any’ racist behaviour - that is, as a victim, as perpetrator or as a witness remained on a par, at the latest wave the level of those exposed to ‘any’ racist behaviour increased to the highest level (42%) since tracking commenced. This is led primarily by the increase in those claiming to have personally been a victim (16% at the latest wave) and those who have witnessed racial abuse (38% at the latest wave), both of which have individually reached their highest level since tracking began. Since Wave 2, there has in fact been a gradual increase in the number claiming to have witnessed racial abuse, with an eight percentage point increase between Wave 2 and Wave 7. Demographically, the key points to note:

- ABC1s are more likely to claim to have been a **victim** than C2DEs (19% vs 13%)
- Males are more likely than Females to have been **responsible** for racist behaviour (9% vs 1%)
- Males are more likely to have **witnessed** racial behaviour (45% vs 32% Females), as are ABC1s (43% vs 33% C2DEs)

Advertising awareness and effectiveness

2.6 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 and radio.

Spontaneous recall

Overall recall

2.7 When asked whether they had seen or heard any advertising or publicity on the subject of anti-racism recently, 60% of respondents claimed to have done so at this latest wave. At Wave 6, prior to the most recent phase of advertising, the level was 48%. The most comparable figure for the latest phase was that recorded at Wave 3 which included 3 TV adverts which were shown on ITV channels. At Wave 3, 68% recalled having seen or heard advertising. Comparing these

results therefore indicates that the latest campaign did not penetrate as well with respondents suggesting that they do not stand out as well as previous campaign phases, which may in part be influenced by the lower media spend used in this campaign phase. Indeed the level of recall for this campaign is also low when compared to other public sector campaigns monitored by TNS System Three.

Media source

2.8 Among those who had seen or heard any campaign activity (60% of the sample at Wave 7), the media mentioned spontaneously as where they recall having seen or heard advertising are shown in Table 2.4. It should be noted that this question was not asked at Wave 6.

Table 2.4- Where seen or heard advertising or publicity

Base: All respondents

	Wave 3 (%)	Wave 4 (%)	Wave 5 (%)	Wave 7 (%)
Advertising on TV	55	31	37	50
Programmes on TV	8	8	4	7
Advertising in papers	5	5	7	7
Articles in newspapers	5	8	6	6
Outdoor posters	16	10	8	8
Radio	5	5	12	9
Bus-sides	-	-	5	2
N (Unweighted):	905	1022	941	1011

2.9 Overall, half of the sample (50%) at the latest wave recalled having seen advertising on TV. This was slightly lower than the level at Wave 3 (55%) when TV last ran on the ITV channels, and is significantly higher than the number who recalled TV the last time this ran at Wave 5 (37%). Respondents therefore do appear to be recalling TV, although not quite to the level recorded when the first phase of the campaign ran.

2.10 Radio awareness remained largely similar to the level recorded at Wave 5 (9% at the latest wave compared to 12% at Wave 5).

Content recall from TV/cinema advertising

2.11 All respondents who claimed to have seen advertising on TV (50% of the total sample) were then asked what they recalled. Table 2.5 shows what these respondents recall having seen.

Table 2.5 – Content of the advertising seen on TV

Base: Seen advertising on TV

	Wave 5	Wave 7
	(%)	(%)
Mentions relating to current campaign	23	20
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	19
- About the way Scottish people were treated in Canada in past	2	-
- Man walking to school with child	4	10
- Voiceover talking about moving to Canada/Scots settling in Canada	8	14
Talking in a Scottish accent but foreign people	6	5
Different cultures make us a better society	3	*
Any mention 'Shop' advert	6	2
No place for racism	-	4
One Scotland	2	9
One Scotland, many cultures	3	3
Don't know	33	27
N (Unweighted):	347	497

2.12 At this latest wave, 20% of those who recalled seeing an advert on TV were able to recall any aspect which can directly be attributed to the most recent advertising campaign. As was the case at Wave 5, the individual advert which cut through at the highest level was *Canada* (19%). *Virus* and *Different* made very little impact, with less than one percent recalling each of these adverts.

2.13 The slogan for the campaign *No place for racism* was recalled at this wave by 4% whilst the brand *One Scotland* is also cutting through at higher levels (9% compared to 2% at Wave 5).

Verbally prompted awareness

Content recall from radio advertising

2.14 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 15% of the total sample (from 9% of the total population who spontaneously recalled the radio adverts). The main details of the advertising recalled by this 15% are shown in Table 2.6.

Table 2.6 – Content of the advertising heard on radioBase: Heard advertising on radio (spontaneous recall **and** verbally prompted)

	Wave 5	Wave 7
	(%)	(%)
Mentions relating to current campaign	51	36
- People talking in Scottish accents but different cultures	21	3
- A person telling you about their life then tells you they're an ethnic minority	11	-
- People from different cultures talking	-	2
- Lots of people talking/speaking	-	13
- There's no place from racism in Scotland	-	13
- Scotland should be multicultural/be one	-	5
Any mention 'One Scotland'	7	20
- One Scotland	4	15
- One Scotland, many cultures	3	7
Don't know	21	30
N (Unweighted):	193	152

2.15 Overall, just over a third (36%) of those who had heard radio advertising were able to recall an aspect of the radio campaign. This is lower than the level of recall of radio at Wave 5, when 51% recalled an aspect of the radio advertising. At the latest wave, there were more mentions of the actual **messages** of the radio advertising rather than descriptions of what happened in the adverts. The main mentions at the latest wave were *Lots of people talking/speaking* (13%) and *There's no place for racism in Scotland* (13%). As was the case with television recall, mentions of *One Scotland* again came through more strongly (15%) at this wave than at Wave 5 (4%).

Visually/auditory prompted awareness

2.16 To establish the reach of certain elements of the campaign, respondents were played the *Canada* and *Different* TV adverts and played the radio advert *Xylophone*. For each of the adverts, they were asked to state whether they had seen or heard it recently. Table 2.7 shows the results.

Table 2.7 – Reach of adverts tested²

Base: All respondents

	Wave 7
	(%)
Total reach	75
Canada advert	62
Different advert	37
Xylophone advert	26
N (Unweighted):	1011

2.17 When played the *Canada* TV advert, 62% recalled having seen it. This is a reasonable level of reach for a TV advert compared to other campaigns monitored by TNS System Three. However, the level of reach recorded for *Different* was quite low, at 37%. The cumulative reach of these two adverts, that is, those who recall having seen at least one of the TV adverts was 70%. In terms of radio, twenty six percent recalled the *Xylophone* radio advert, which is slightly

² Campaign reach is the combined figure of those claiming to have seen a TV advert or heard a radio ad when prompted.

lower than other adverts monitored by TNS System Three. Overall, when these levels are combined, the total reach for the adverts tested was 75% which is a very good level, but is mainly as a result of the high level of reach recorded for *Canada*. It should however be noted that this total reach figure is purely the total reach of the TV and radio adverts tested, and not of the campaign as a whole. Demographically, total reach was highest amongst:

- Females (78% vs 72% amongst Males)
- Those aged 35-54 (82%, vs 75% amongst 16-34 year olds and 68% amongst 55+ year olds)
- C2DEs (77% vs 73% amongst ABC1s)

Awareness of brand and strapline

2.18 The Scottish Executive use the brand ‘*One Scotland*’ for the ‘*One Scotland, Many Cultures*’ campaign. When asked to name the slogan or catch-phrase used recently in advertising and publicity on the subject of racism, 19% at this latest wave spontaneously mentioned ‘*One Scotland*’, compared to 9% at Wave 5. The new strapline, ‘*No place for racism*’, appears to be starting to cut through, with 5% spontaneously mentioning this at the latest wave. Once respondents were prompted with the statement ‘*One Scotland*’, 61% recalled being aware of it, compared to 43% at Wave 5. This does suggest that ‘*One Scotland*’ is starting to cut through. This level however was still significantly lower than the 72% who recalled ‘*One Scotland, Many cultures*’ when prompted in 2004.

Attitudes to racism

Self-assessment as racist

2.19 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 2.8.

Table 2.8 - Own attitudes toward people of different ethnic background/nationality

Base: All respondents

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
	(%)	(%)	(%)	(%)	(%)	(%)
Strongly racist	1	1	2	1	2	1
Slightly racist	24	21	21	22	21	22
Not racist at all	75	78	76	77	77	77
Don't know/not stated	-	-	-	-	-	-
N (Unweighted):	1045	905	1022	941	1033	1011

2.20 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. Demographically there are no key findings other than Males are more likely to regard themselves as racist than Females (27% vs 20%).

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. In TNS System Three’s view, 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

2.21 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 2.9.

Table 2.9 - Seriousness of racism as a problem

Base: All respondents

	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7
	(%)	(%)	(%)	(%)	(%)	(%)
A very serious problem	15	19	23	9	10	7
A serious problem	41	42	36	38	36	33
A slight problem	36	33	31	43	44	49
Not a problem at all	9	6	10	10	10	11
Don't know/not stated	-	-	-	-	-	-
N (Unweighted):	1045	905	1022	941	1033	1011

2.22 At Wave 5, it was noted that racism was starting to be perceived as less of a problem in Scotland and indeed, this is a trend which has continued across Waves 6 and 7. At the latest wave, the level of those regarding racism as a *very serious* problem dropped to 7%, the lowest level recorded on this measure since tracking began. TNS System Three’s hypothesis of this remains as noted at Wave 5, specifically that with increased promotion of multiculturalism and diversity in Scotland 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. Demographically, there are no real differences in terms of those regarding racism as a *very serious* issue, other than in terms of social class where amongst DEs in particular, the level of agreement is higher (12% compared to 5% amongst C1s and C2s and 6% amongst ABs).

What constitutes racism

2.23 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 Figures shown overleaf. The two indirect verbal statements were added at Wave 2 whilst the more direct statements were amended at Wave 6.

Figure 2.1 – Rating of behaviour as racist: Using terms such as ‘Chinky’ or ‘Paki’ in relation to food, shops etc

Base: All respondents [N (Unweighted) : Wave 2 – 1045; Wave 3 - 905; Wave 4 – 1022; Wave 5 - 941; W6-1011; W7-1033]

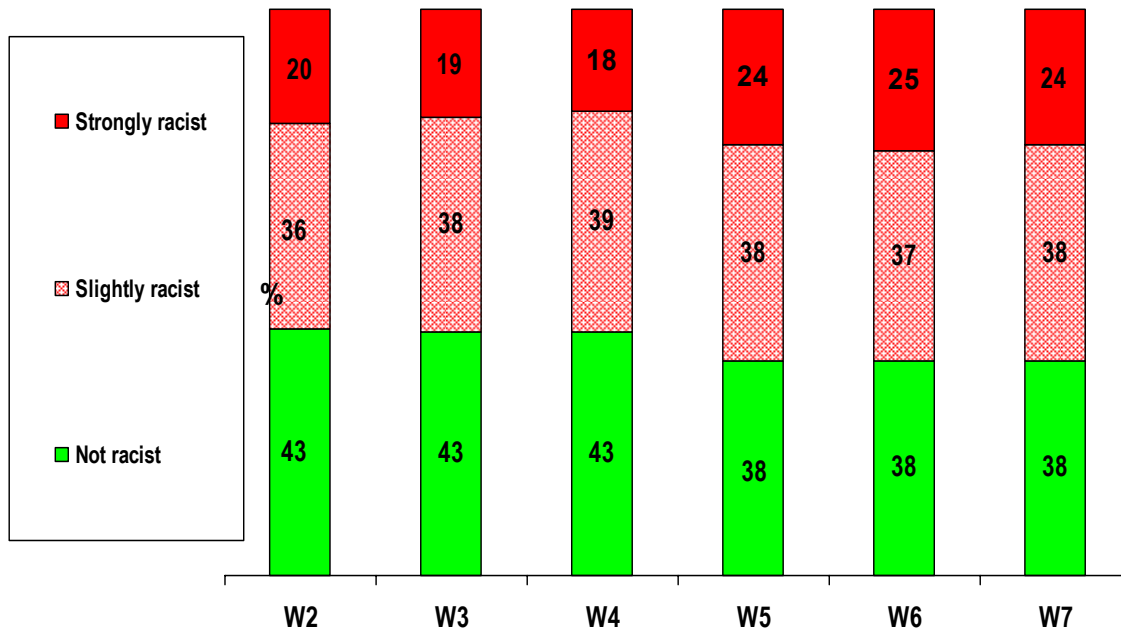
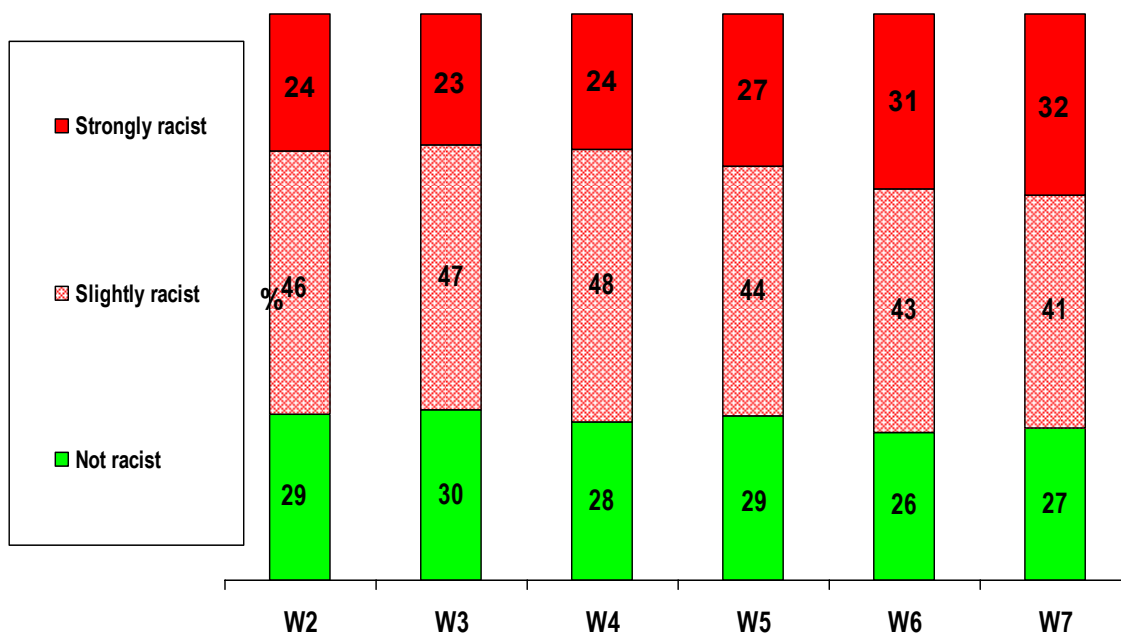


Figure 2.2 – Rating of behaviour as racist: Speaking negatively about people from different ethnic backgrounds to your family or friends in private

Base: All respondents [N (Unweighted) : Wave 2 – 1045; Wave 3 - 905; Wave 4 – 1022; Wave 5 - 941; W6-1011; W7-1033]



2.24 Significant movements were recorded at Wave 5 in terms of the two indirect forms of racist behaviour, namely: *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*. These trends have continued across Waves 6 and 7 where around a quarter at each of the three latest waves perceive *Using terms such as 'Chinky' or 'Paki' in relation to food, shops etc* as *Strongly* racist. Likewise, there has been a trend upwards in those perceiving *Speaking negatively about people from different ethnic backgrounds to your family or friends in private* as *Strongly* racist, reaching 32% at this latest Wave. These results do suggest that there has been a real movement over time in terms of the unacceptability of indirect verbal racist comments.

Figure 2.3 – Rating of behaviour as racist: Being verbally offensive to people from other ethnic backgrounds in person on account of their appearance or ethnicity
 Base: All respondents [N (Unweighted) : W6-1011; W7-1033]

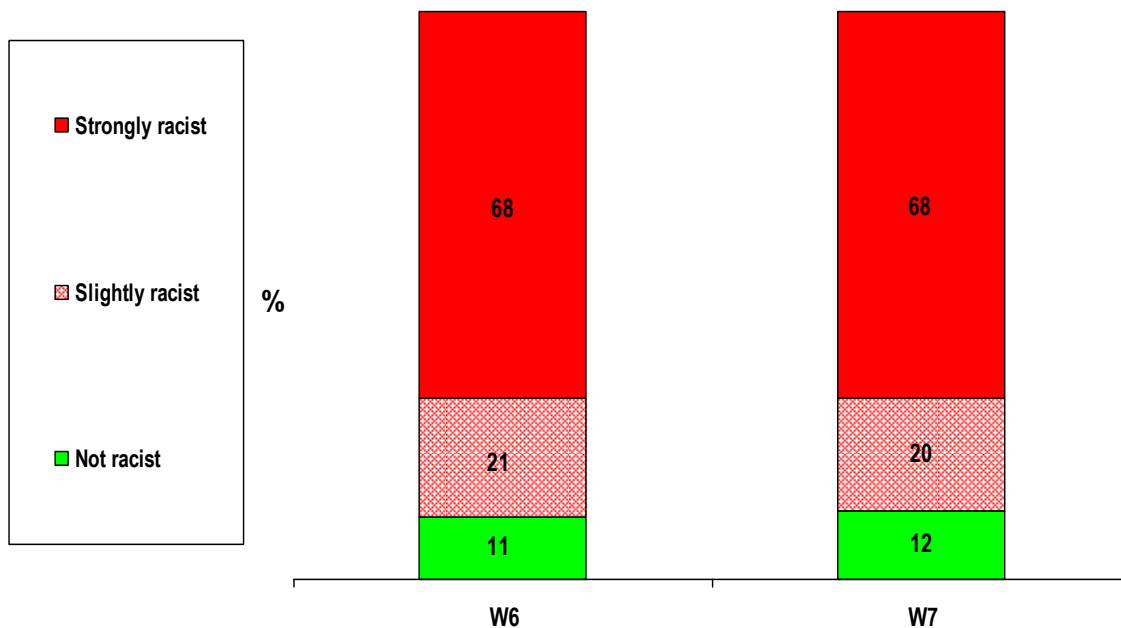
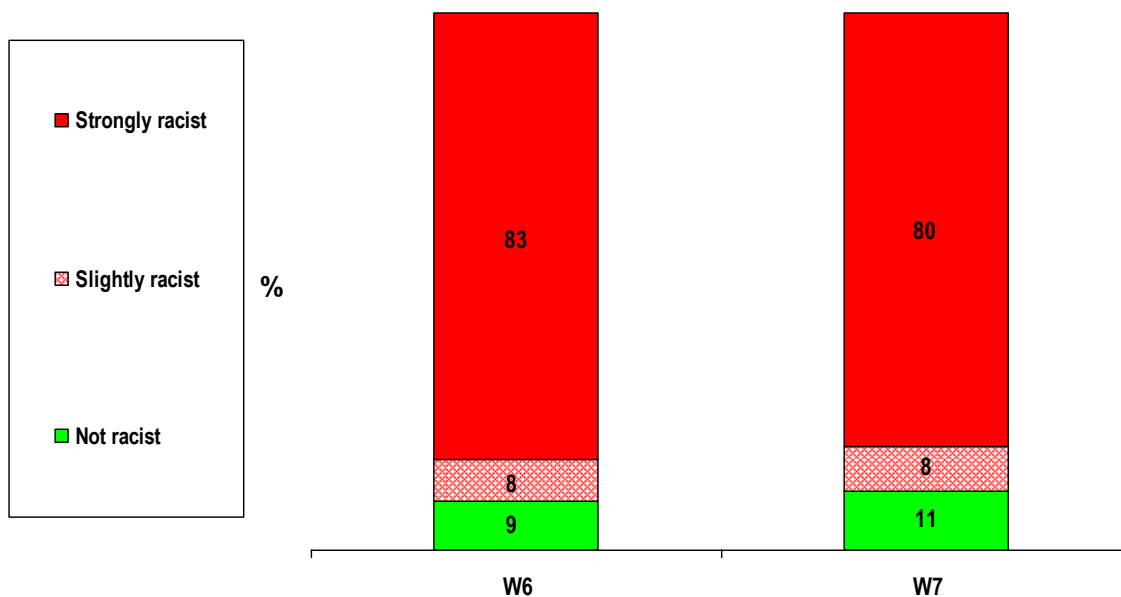


Figure 2.4 – Rating of behaviour as racist: Using violence towards people from other ethnic backgrounds or their property on account of their appearance or ethnicity
 Base: All respondents [N (Unweighted) : W6-1011; W7-1033]



2.25 The wording of the two statements in Figure 2.3 and 2.4 was changed prior to Wave 6 and as such, results can only be compared across the two latest waves. Although the majority at each wave regarded *Being verbally offensive to people from different ethnic backgrounds in person on account of their appearance or ethnicity* (68%) and *Using violence towards people from other ethnic backgrounds or their property on account of their appearance or ethnicity* (80%) as *Strongly racist*, for around one in ten, both of these forms of behaviour were deemed as *Not racist*.

Wider race-related issues

2.26 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 2 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. In addition, a number of new statements were added prior to Wave 5 and thus only two waves of tracking data are currently available for these measures.

2.27 Within some of the attitude statements which have been asked since Wave 2, a number of trends began to emerge at the most recent waves, most of which would appear to be positive. The statements on which these positive movements apply however are not entirely advertising related thus suggesting that something other than advertising is contributing to these movements.

2.28 Specific positive movements include *People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish society*. Indeed, since Wave 2, agreement with this statement has increased from 50% to 62%³ at the latest wave, which is a significant increase. This therefore suggests that the population of Scotland is increasingly identifying with the positive contributions other cultures can have on society and thus becoming more embracing of multiculturalism.

2.29 There also seems to be an increased recognition of the role which **everyone** has to play in making multiculturalism work within Scotland. Specifically, there have been increases over time in those agreeing with three key statements: *People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life* (76% at Wave 7), *Scottish people should do more to respect the different cultures of other ethnic groups who live here* (74% at Wave 7) and *People in Scotland ought to do more to stop racism occurring here* (80% at Wave 7).

2.30 The increased agreement with these three statements indicates that the public sees a role for all groups in Scotland to respect each other. On the one hand there is a feeling that those from ethnic minorities should assimilate with Scottish society (although not to the detriment of their own culture) whilst Scottish people should do more to accept others and stop racism from happening.

2.31 Within the four new statements which were added at Wave 5, there were high levels of recognition that *Scotland benefits from having people from a wide range of ethnic backgrounds living and working here* (70% agreeing at Waves 6 and 7), that *People in Scotland who abuse*

³ This figure (62%) is calculated by adding Agree strongly and Agree slightly absolute numbers together. Any differences between this figure and those in the original data table (Appendix 2) are due to rounding.

others from different ethnic backgrounds let Scotland down and should not be tolerated (88% at Wave 7) and People granted asylum in Scotland have a right to be here and should be made welcome (69% at Wave 7). However, there are still around one in ten (13% at Wave 7) who agreed that they would feel uncomfortable mixing with people from ethnic backgrounds different to my own which indicates some reluctance amongst a minority.

2.32 When the results are explored amongst those who had seen/heard an advert from the Scottish Executive campaign and those who had not, those who had seen or heard an advert were generally more positive, as was seen at the Wave 5 stage of research. There is also a suggestion that some of the statements on which they are more positive are the statements which *Canada* in particular portrays, for example *People in Scotland ought to do more to stop racism occurring here* and *I would be unhappy if someone from a different cultural or ethnic background to me moved in to live next door*. However, not all the statements on which those who had seen or heard an advert were more positive were statements which related specifically to the advertising. Figures which show these differences are outlined below.

⁴Figure 2.5 – Attitudes towards race related issues - Agreement

Base: All respondents

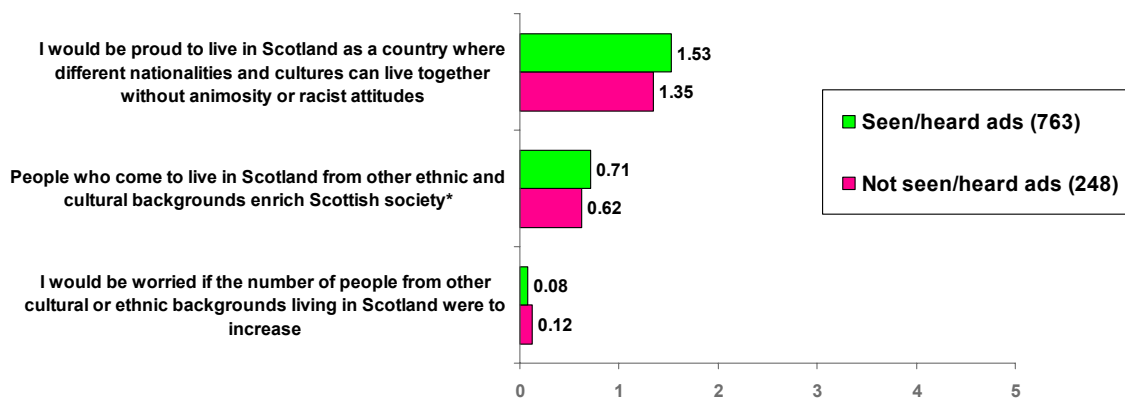
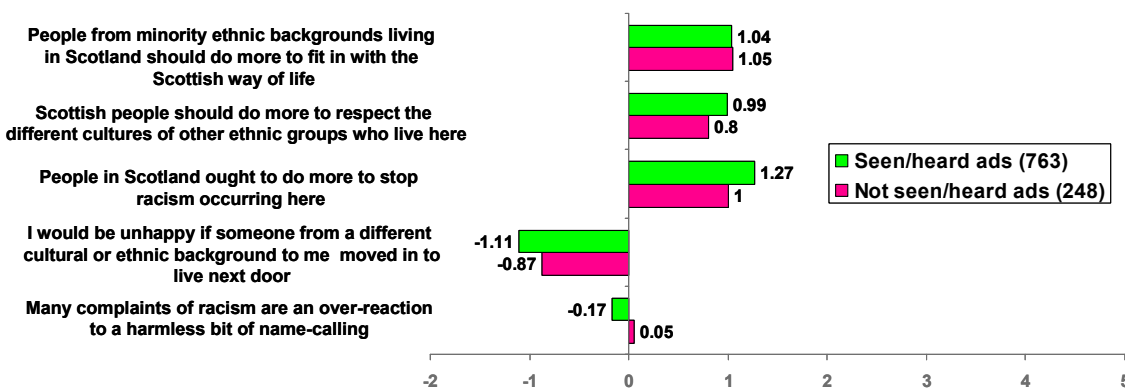


Figure 2.6 – Attitudes towards race related issues - Agreement

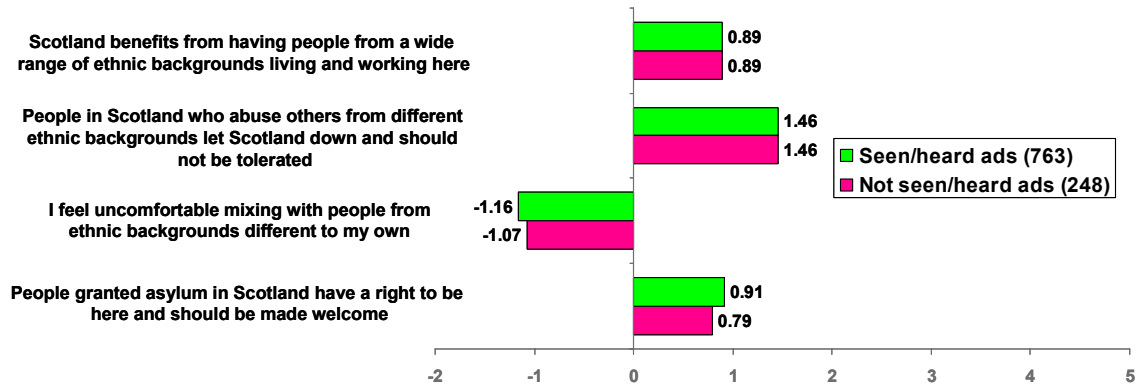
Base: All respondents



⁴ The numbers in Figure 2.6 relate to mean scores. Mean scores are calculated by ascribing a value to each level of the Agreement scale and then calculating an average. Agree strongly is ascribed a value of +2 and Disagree Strongly, a value of -2

Figure 2.7 – Attitudes towards race related issues - Agreement

Base: All respondents



CHAPTER THREE - CONCLUSIONS

3.1 In terms of salience, the latest advertising campaign does not appear to have performed as well as earlier campaigns which consisted of similar media (and a higher media spend). The only TV advert to penetrate at reasonable levels is *Canada* which, when prompted, many people also recall having seen. Although people do recall having seen the advert, the actual recall from the advertising is limited. Those who have seen or heard an advert do however hold more positive attitudes in terms of racism than those who had not seen/heard an advert. This may indicate that at a more subliminal level, they are having some impact.

3.2 Some interesting trends have occurred at the latest wave although without further exploration, it is difficult to ascertain whether some of these are positive or negative. Specifically, there are higher levels of exposure to racist behaviour at this latest wave than previously and there could be a number of reasons for this: is the public more aware of racism as an issue and therefore more likely to identify specific behaviour as racist **or** has there been a **real** increase in racism? Likewise, there is less inclination to regard racism as a serious problem at the latest wave: is this a good thing in that Scots are becoming more accepting **or** is it a bad thing in that Scots are not recognising that racism needs addressed?

3.3 Some other trends however are positive. Over time, we are seeing a gradual increase in acknowledgement that indirect verbal comments are racist and that people from ethnic minorities can make a positive contribution to Scottish society. Indeed, there is also an increased recognition that everyone in Scotland has a role to play in respecting each other and eradicating racism. It is difficult, however, to attribute any of these movements directly to the advertising campaign.

3.4 The concept of multiculturalism does appear to be reaching the Scottish population. However, with the softening perceptions of racism as a problem in Scotland and at the same time evidence of increased exposure to racism, there may be a risk of complacency in attitudes whereby respondents are in a comfort zone by not regarding racism as serious an issue as previously.

3.5 The London bomb attacks in July 2005 do not appear to have affected the population of Scotland in terms of behaviour and attitudes towards racism.

APPENDIX 1 – QUESTIONNAIRE

SECTION B

INTERVIEWER

THE RESPONDENT SHOULD ANSWER B.1 - B.9 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]

B2

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 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.

Scotland benefits from having people from a wide range of ethnic backgrounds living and working here
 I would be worried if the number of people from other ethnic backgrounds living in Scotland were to increase
 People in Scotland who abuse others from different ethnic backgrounds let Scotland down and should not be tolerated
 I feel uncomfortable mixing with people from ethnic backgrounds different to my own
 People granted asylum in Scotland have a right to be here and should be made welcome
 I would be unhappy if someone from a different ethnic background to me moved in to live next door
 People from different 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 backgrounds enrich Scottish society
 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 different from your own? Please select a box

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

B4
 To what extent do you regard each of these types of behaviour as racist? Please select an answer for each.

	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 verbally offensive to people from other ethnic backgrounds in person on account of their appearance or ethnicity [3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using violence towards people from other ethnic backgrounds or their property on account of their appearance or ethnicity [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 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 ethnic background?

- Yes [1]
- No [2]

B7

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

- Yes [1]
- No [2]

B8

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]

B9

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.

B10

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

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

B11

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 [B11 - Where saw or heard advertising or publicity]'1' **Else Go to** [B14 - Seen ads on television recently]

B.12 Please describe the advertising you saw on television on the subject of racism. What did it show and what did it say?

PROBE FULLY : Anything else?

⌘:

B13

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]

B14

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

⌘:

B15 **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]

B16

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]

B17a & b I am now going to play you two TV adverts. PLAY TV ADS – DIFFERENT AND CANADA – DP: alternate order of showing ads and repeat question for each
Have you seen this advert on TV recently?

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

B18 I would now like you to listen to a radio advert. PLAY RADIO AD –
Have you heard this or a similar advert on the radio recently?

- Yes - heard [1]
- No [3]
- (Don't know) [4]

APPENDIX 2 – 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)	I would be worried if the number of people from other ethnic* backgrounds living in Scotland were to increase *NB- prior to Wave 6, the statement referred to ‘..people from other cultural or ethnic backgrounds.....’	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
		Wave 6	18	29	19	16	17	+0.15
		Wave 7	17	28	20	16	19	+0.09
b)	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
		Wave 6	5	8	17	18	52	-1.04
Wave 7	6	7	17	17	53	-1.05		
c)	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	
		Wave 6	12	29	16	23	20	-0.10
Wave 7	11	31	16	21	22	-0.11		
d)	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
		Wave 6	41	35	15	6	3	+1.04
		Wave 7	42	34	15	7	3	+1.04

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
e)	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
		Wave 6	32	38	16	9	5	+0.83
		Wave 7	36	37	16	8	3	+0.95
f)	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
		Wave 6	49	32	12	4	2	+1.22
g)	People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish society* *NB – the word ‘culture’ was changed to ‘society’ at Wave 6	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
		Wave 6	25	36	21	13	5	+0.63
		Wave 7	25	38	23	10	4	+0.69
h)	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
		Wave 6	66	24	7	3	1	+1.50
		Wave 7	66	22	8	3	2	+1.49
i)	People granted asylum in Scotland have a right to be here and should be made welcome	Wave 6	36	33	16	10	5	+0.84
		Wave 7	39	30	17	9	5	+0.88
j)	Scotland benefits from having people from a wide range of ethnic backgrounds living and working here	Wave 6	35	36	16	9	3	+0.87
		Wave 7	33	38	17	9	4	+0.85
k)	People in Scotland who abuse others from different ethnic backgrounds let Scotland down and should not be tolerated	Wave 6	66	21	7	5	2	+1.44
		Wave 7	67	21	6	3	3	+1.45
l)	I feel uncomfortable mixing with people from ethnic backgrounds different from my own	Wave 6	4	7	12	19	52	-1.21
		Wave 7	5	8	12	18	57	-1.14

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