

**ATTITUDES TOWARDS RACISM  
IN SCOTLAND**

**OCTOBER 2002**

Prepared for:  
**The Scottish Executive  
And  
Barkers Advertising**

Prepared by:  
**NFO SYSTEM THREE**

19 Atholl Crescent  
Edinburgh, EH3 8HQ

Telephone: 0131 656 4000  
Facsimile: 0131 656 4001  
e-mail: [nfos3@nfoeurope.com](mailto:nfos3@nfoeurope.com)

321B/SOS 002  
22 November 2002

# Contents

<b>A. Background and Method .....</b>	<b>1</b>
<b>B. Main Findings .....</b>	<b>3</b>
B.1. Ethnicity.....	3
B.2. Exposure to racism.....	5
B.3. The advertising.....	7
B.4. Self-assessment as racist .....	10
B.5. What constitutes racist behaviour?.....	11
B.6. Racism as a problem in Scotland.....	13
B.7. Attitudes towards race-related issues.....	15
<b>Appendix .....</b>	<b>18</b>
i) Attitude battery summary tables .....	18
ii) Note on sampling.....	22
iii) Questionnaire.....	23

## **A. Background and Method**

As part of a long term strategy to address problems of racism in Scotland, The Scottish Executive launched a major advertising campaign through Barkers in late September 2002. A tracking exercise has been set up to monitor the impact of this campaign in terms of both awareness and its effect on public attitudes. Two previous waves of fieldwork were conducted in July and November 2001, both to feed in to the development of the campaign and to provide a benchmark against which future progress might be assessed. This document reports on a further wave conducted immediately following the initial five week advertising burst, primarily to establish campaign cut-through and reach. Attitudinal measures were also repeated to detect any immediate effect on public opinion, although it was not anticipated that any major shifts would be recorded as the result of only five weeks' advertising, in view of both the nature of the issue and the relatively entrenched opinions of many in relation to race.

Using our CAPI (Computer Assisted Personal Interviewing) omnibus, Scottish Opinion Survey, as the vehicle for data collection, 905 adults aged 16 and over were interviewed in-home in 41 sampling points throughout Scotland over the period 24 October – 3 November 2002. To ensure that the sample was representative of the adult population in terms of age, sex and social class, it was weighted to match population estimates from the National Readership Survey of April 1998 - March 1999. The sample profile, both unweighted and weighted, is shown overleaf:

**Table 1 - Sample profile**

Base: 905 (%)

		<b>Unweighted</b>	<b>Weighted</b>
SEX:	Male	44	48
	Female	56	52
AGE:	16-24	11	14
	25-34	18	19
	35-44	20	19
	45-54	15	15
	55-64	16	13
	65+	20	20
CLASS:	AB	16	19
	C1	31	28
	C2	24	20
	DE	30	33

A copy of the questionnaire used in the survey is appended. Although advertising and classification data were collected in a face-to-face interview situation, in view of the potentially sensitive nature of the subject matter and to encourage honesty in responding, the questions on racism were answered on a self-completion basis. Respondents were handed a computer to enable them to complete this section of the interview confidentially. By providing this degree of confidentiality in responding, we can ourselves have greater confidence in the accuracy of the data as reliably representative of Scottish attitudes and opinion.

## B. Main Findings

The main findings are highlighted in this section of the report. Reference is made to the previous findings as appropriate. Due to a number of alterations made to the questionnaire at Wave 2, there is no data available from Wave 1 for comparison on some measures.

### B.1. Ethnicity

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 format of these questions was altered at Wave 2 to separate colour from ethnic grouping and this is reflected in the presentation of findings below.

**Table 2 – Colour consider self to be**

Base: All respondents

	<b>Wave 2</b>	<b>Wave 3</b>
	<b>(%)</b>	<b>(%)</b>
White	98	99
Black	*	*
Other	2	1
<b>N (Unweighted):</b>	<b>1045</b>	<b>905</b>

(\* = less than 1%, but not zero)

It is estimated that members of non-white minority ethnic communities account for approximately 2% of the Scottish population, which is reflected in the profile of our samples in this respect.

**Table 3 – Ethnic group**

Base: All respondents

	Wave 2	Wave 3
	(%)	(%)
Scottish	77	75
British	42	39
European	7	5
African	1	*
Caribbean	*	-
Indian	*	*
Pakistani	*	*
Chinese	*	*
Other	2	2
<b>N (Unweighted):</b>	<b>1045</b>	<b>905</b>

(\* = less than 1%, but not zero)

A number continued to select more than one option - usually both Scottish and British. Once again, the percentage classifying themselves as Scottish on this measure was lower than had been born in Scotland, as shown in the table below.

**Table 4 – Country of birth**

Base: All respondents

	Wave 1	Wave 2	Wave 3
	(%)	(%)	(%0
Scotland	90	88	86
England	6	7	9
Wales	*	*	*
Northern Ireland	1	1	1
Republic of Ireland	*	1	*
India	*	*	*
Pakistan	*	-	*
Other	2	2	2
<b>N (Unweighted):</b>	<b>1081</b>	<b>1045</b>	<b>905</b>

(\* = less than 1%, but not zero)

It is interesting to note the decline in Scottish-born respondents and increase in those from England since Wave 1 within the sample, although one should clearly not read too much into this pattern of movement over a period of 15 months!

## B.2. Exposure to racism

Data were collected on the level of exposure to racist behaviour either as victim, perpetrator or witness. The general picture was as follows.

**Table 5 - Exposure to racist behaviour**

Base: All respondents

	Wave 1	Wave 2	Wave 3
	(%)	(%)	(%)
Personally a victim	11	13	15
Responsible for racist abuse	4	4	5
Witnessed racial abuse	36	30	32
Any exposure	40	35	37
<b>N (Unweighted):</b>	<b>1081</b>	<b>1045</b>	<b>905</b>

The most common exposure to racist behaviour was as a witness, with around one third of the sample having had an experience of this nature. The slight fluctuation in the percentages on this measure between waves was the main influence on movement in the overall scoring. However, within the latter, it is the upward trend in the percentage of victims which is the more significant. This may reflect either a real increase in racist behaviour, or increased recognition or classification of certain types of behaviour as racist. Whichever, it is clear that the number of people in Scotland who believe that they have been subject to abuse that was racist in nature or intent is increasing.

At the same time, the percentage prepared to admit to having been responsible for racist abuse has remained virtually static. Perhaps the key issue in these figures is the extent to which individuals recognise certain types of behaviour as racist. Those responsible may be less sensitive to what is racist behaviour, or less prepared to acknowledge behaviour as racist, than are those on the receiving end.

Exposure to racist abuse within demographic sub-groups at Wave 3 is shown in the table overleaf. Figures are shown as row percentages - that is, the percentage in each sub-group exposed to racist behaviour in that category.

**Table 6 - Exposure to racist behaviour by demographics**

Base: All respondents

		Victim	Responsible	Witnessed
GENDER:	Male	16	10	37
	Female	13	1	28
AGE:	16-24	21	13	59
	25-34	22	8	38
	35-44	13	4	42
	45-54	17	5	31
	55-64	14	3	22
	65+	4	1	7
SEG:	AB	21	8	38
	C1	18	5	36
	C2	15	7	31
	DE	8	4	27

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

Although there have been some fluctuations in patterns between waves - most notably in relation to age, in view of the smaller samples within age bands - there are equally some consistent findings which have emerged. Men continue to have wider experience of racism generally, and to be more likely to admit to racist behaviour. In terms of age, it is the younger age groups which have been more involved and the oldest least so. Socio-economically, findings suggest that racism is more prevalent among the higher groupings.

Yet these latter results highlight the danger in taking figures at face value in relation to racism, since views and opinions are largely dictated by each individual's subjective assessment of what qualifies as racist behaviour. As discovered on subsequent measures, willingness to acknowledge racist behaviour as exactly that decreases down the socio-economic scale. DEs in particular are less inclined to recognise even some extreme forms of behaviour towards other ethnic groups as racist. Against this background, the findings above do not so much indicate that lower SEGs are less exposed to racist behaviour than ABs. It is more a case of their reluctance to regard such behaviour, when it occurs, as racist.

### B.3. The advertising

Although the questions on advertising were asked after the attitudinal data were collected to avoid prompting, the findings are reviewed earlier in the report to enable any developments on these measures of opinion to be assessed against the background of ad awareness levels. The main campaign activity took place over a five week period throughout October, using television, radio, cinema and outdoor media. The four week television burst involved three ads - 'Tug of war', 'Circles' and 'Vox pop'. Only 'Tug of war' ran during the first week, with all three ads then shown in equal rotation over the remaining weeks.

#### *i) Spontaneous recall*

When asked whether they had seen or heard any advertising or publicity on the subject of racism issues recently, 68% claimed to have done so. This represents a particularly high level of impact from a relatively short burst of advertising and reflects both the sensitive and controversial nature of the subject and the effectiveness of the campaign in grabbing public attention. Of the various campaigns monitored by NFO System Three on behalf of the Scottish Executive, only Domestic Abuse has succeeded in achieving this level of public awareness.

#### *ii) Media*

Among those who had seen or heard any campaign activity, the media mentioned spontaneously as the source of this awareness are shown in the table below:

**Table 7 - Where seen or heard advertising or publicity**

Base: Seen or heard racism campaign activity

	(%)
Advertising on TV	82
Programmes on TV	12
Advertising in papers	8
Articles in papers	8
Posters/buses	23
Radio	7
Cinema	*
Don't know/not stated	1
<b>N (Unweighted):</b>	<b>612</b>

While the dominance of television advertising was to be expected, there are several other issues worth noting in these results:

- the level of mention of other media generally, which demonstrates the cut-through of the campaign more widely
- mention of outdoor specifically by 23%, which is exceptionally high for spontaneous mention of this medium when part of a multi-media campaign in conjunction with television. The posters were clearly highly visible
- the figures for programmes on TV and also for newspapers, although there was no press advertising. This might reflect the interest generated and editorial coverage received by the launch of the campaign.

*iii) Content recall from television advertising*

Respondents spontaneously mentioning television advertising as the source of their racism campaign awareness - 55% of the sample - were asked to describe what they had seen, with the following results:

**Table 8 - Details recalled from television advertising**  
Base: All seen television advertising about racism recently

	(%)
<b>Any details, current campaign</b>	<b>79</b>
Any details, 'Circles'	43
- in paper shop	14
- calls it Pakis/is racist	19
- two sides/racist and non-racist	14
Any details, 'Vox pop'	19
- 'Chinky' incident	15
- football incident	2
Any details, 'Tug of war'	4
Don't use terms like Paki/Chinky	5
Making aware of racist terms/offensive	4
One Scotland. Many cultures (any version)	12
Don't know	14
<b>N (Unweighted):</b>	<b>503</b>

Some other details were recorded.

Overall, 79% of those claiming to have seen advertising about racism on television recently were able to describe details which could be directly related to the recent campaign. This represents a verified cut-through level of 44% of the total sample - that is, who were spontaneously able to recall sufficient detail of the campaign to confirm their claimed awareness as accurate. This represents a high level of advertising impact.

Of the various executions, 'Circles' was by far the most widely recalled (43%), followed by 'Vox pop' (19%). Within these two ads, the references to 'Paki' and 'Chinky' were also the main features mentioned, which suggests the campaign has succeeded in raising this use of terminology as a public issue. The extent to which these ads, and specific incidents, were mentioned ahead of 'Tug of war' demonstrates the sensitivity and contentiousness of the subject matter. As anticipated, they are more challenging and controversial than 'Tug of war', and this is reflected in the relative levels of salience. The strapline - 'One Scotland. Many cultures' - was mentioned in some form by 12%.

#### *iv) Campaign reach*

To establish the initial reach of the campaign, respondents were shown a photoprompt for each of the ads and asked which, if any, they had seen on television recently. Two-thirds (66%) had seen any of the ads, which must be seen as a high level of reach and recognition from this first burst of campaign activity. Awareness was highest amongst the 16-34 age group (77%) which, as noted above, was the most likely to have been involved in behaviour of a racist nature. Socio-economically, reach was also higher among C2DEs (69%).

In line with patterns of spontaneous ad recall, 'Circles' was by far the most familiar (51%), followed by 'Vox pop' (33%) and 'Tug of war' (26%). In addition to subject matter, the impact of 'Circles' will have been enhanced by its two-part status, resulting in greater exposure compared to the other executions.

#### *v) Strapline*

When asked to name the slogan or catch-phrase used recently in advertising and publicity on the subject of racism, 20% correctly mentioned 'One Scotland. Many cultures'. After prompting, acknowledgement of having seen or heard the strapline increased to an exceptional 70%. It is clear from these high scores that the theme of 'One Scotland. Many cultures' is being strongly communicated by the campaign.

#### B.4. Self-assessment as racist

While it is possible to identify those of a more racist nature from their response to the battery 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 below.

**Table 9 - Own attitudes toward people of different ethnic background/nationality**  
Base: All respondents

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

The pattern in terms of admission to racist tendencies has remained largely consistent across the three waves of the survey to date, with no movement of significance having taken place. Very few admit to being strongly racist, with between 22-25% acknowledging that they are at all racist in attitude. As observed previously in the report, however, this self-classification will depend very much on one's personal definition of racism. Since some are clearly less sensitive than others in this respect, it is likely that these figures represent a best-case scenario, and that the incidence of racist attitudes within Scotland is higher than stated.

### B.5. What constitutes racist behaviour?

The extent to which individuals may acknowledge that they are racist will 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 below. This question was included for the first time in Wave 2.

**Table 10 – Rating of behaviour as racist**

Base: All respondents [N (Unweighted) : Wave 2 - 1045; Wave 3 - 905(%)]

			<b>Not racist</b>	<b>Slightly racist</b>	<b>Strongly racist</b>
i) Using terms such as 'Chinky' or 'Paki' in relation to food, shops etc	Wave 2		43%	36%	20%
	Wave 3		43%	38%	19%
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%
iii) Being impolite or verbally offensive to people from other ethnic backgrounds in person	Wave 2		12%	24%	63%
	Wave 3		13%	25%	62%
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%

The latest findings are very similar to those recorded at Wave 2, with no shift of any significance in the level of acknowledgement of any of the types of behaviour assessed as racist. As before, the distinction is drawn between that which goes on in private, as potentially less racist, and behaviour directed against people from other ethnic backgrounds in person, which is more clearly so. Negative attitudes towards people from different ethnic backgrounds only become racist for some when they are translated into overt behaviour.

While overall attitudes appear not to have changed as a result of the initial campaign activity, it is interesting to compare opinions in relation to exposure to the advertising. The table below presents perceptions of each type of behaviour as racist, analysed on the basis of awareness of the advertising.

**Table 11 – Rating of behaviour as racist, in relation to ad awareness**

Base: All respondents

	<b>Seen ads</b>	<b>Not seen</b>
	<b>(%)</b>	<b>(%)</b>
i) Using terms such as 'Chinky' or 'Paki' in relation to food, shops etc	60	51
ii) Speaking negatively about people from different ethnic backgrounds to your family or friends in private	73	66
iii) Being impolite or verbally offensive to people from other ethnic backgrounds in person	87	87
iv) Physically assaulting or using violence towards people from other ethnic backgrounds or their property	89	92
<b>N (Unweighted):</b>	<b>596</b>	<b>309</b>

Those who had seen the advertising were more likely to recognise use of terms such as 'Chinky' or 'Paki' or speaking negatively in private - both of which were featured in the campaign - as racist. This suggest that it may be starting to have some effect on attitudes, although some improvement in the total figures will be required as confirmation of this.

## B.6. Racism as a problem in Scotland

A four point scale was used to assess perceptions of the seriousness of racism as a problem in Scotland today, with the following results. Figures in brackets represent the values applied to ratings in calculating mean scores. It should be noted that the purpose of mean scores on rating scales is purely for comparison of strength of opinion either between different waves of the tracking study or between sub-groups within waves.

**Table 12 - Seriousness of racism as a problem**

Base: All respondents

		Wave 1	Wave 2	Wave 3
		(%)	(%)	(%)
A very serious problem	(4)	13.	15	19
A serious problem	(3)	33	41	42
A slight problem	(2)	41	36	33
Not a problem at all	(1)	8	9	6
Don't know/not stated		5	-	-
Mean score		2.53	2.61	2.74
<b>N (Unweighted):</b>		<b>1081</b>	<b>1045</b>	<b>905</b>

There has been a significant strengthening in perceptions of the seriousness of racism as a problem in Scotland. 61% now regarded this as at least 'a serious problem', as against 56% at Wave 2, with the increase to be found largely in the percentage opting for the extreme rating of 'a very serious problem'. People in Scotland are now more aware of racism as a Scottish problem, and there is strong evidence that the new campaign has been a factor in raising this awareness. Not only have attitudes generally shifted, but the marked difference in opinion in relation to ad recognition also indicates the role of the campaign in this context, as shown in the table overleaf.

**Table 13 – Rating as a problem, in relation to ad awareness**

Base: All respondents

	<b>Seen ads</b>	<b>Not seen</b>
	<b>(%)</b>	<b>(%)</b>
A very serious problem	22	13
A serious problem	43	40
A slight problem	30	37
Not a problem at all	4	9
<b>N (Unweighted):</b>	<b>596</b>	<b>309</b>

Respondents who had seen any of the television advertising in the campaign regarded racism as a significantly more serious problem than those who had not done so. In the short term, then, the campaign has been effective in moving racism up the scale as an issue in Scotland today.

### **B.7. Attitudes towards race-related issues**

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, with the figures in brackets again denoting the range of values ascribed to ratings in calculating mean scores. The tables in the Appendix present a summary of the statements used, percentage ratings and also the mean scores recorded on each. 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.

Developments on attitude batteries such as this can be assessed in two ways. Firstly, one can identify the individual statements on which significant movement has occurred and the possible factors behind this. On this occasion, there are 3 statements showing significant change:

- a decline in acknowledgement of worry if the number of people from other cultural or ethnic background living in Scotland were to increase
- a smaller majority now agreeing that people from different ethnic or cultural backgrounds living in Scotland expect too much help from the Government
- fewer perceiving there to be a real danger of race riots occurring soon in parts of Scotland.

We do not believe that this is the result of the advertising, for two reasons. Firstly, the issues addressed in these statements do not feature directly in the campaign communication and, secondly, an analysis in relation to ad awareness shows no consistently more positive attitudes among those who have seen the ads. On the contrary, these particular developments are a factor of timing and topicality and related specifically to the issue of asylum seekers. This had a much higher profile around the time Wave 2 fieldwork was conducted, but does not feature on the news agenda to the same extent nowadays. Public concerns have clearly eased as a result and it is this which is reflected in these attitude shifts.

In addition to movement on individual statements, however, it is also important to look for any patterns which might be emerging across the attitude battery as a whole. Beliefs and opinions tend to alter gradually over time rather than overnight, and more especially so when these may be relatively firmly held. In such circumstances, trend data may be as much an indicator of progress, and this applies in this situation. Although the level of significant change is limited, the pattern of movement is consistently positive in direction across a number of statements relevant to the campaign messages, and sufficiently so to suggest that the campaign has had

some initial effect on public attitudes on race-related issues in Scotland. It is worth looking at how this ties in with specific features of the campaign.

While the comfortable image of Scottish people as hospitable and less racist than others is still strongly endorsed, there has been a slight weakening in conviction as the campaign challenges this perception. Other statements on which the executional context of 'Circles' in particular would appear to have had some influence are those relating to racist complaints as an over-reaction to harmless name-calling ('Paki' and 'Chinky' incidents), racist attacks as a common occurrence (the graffiti incident) and, interestingly, the perception that people from different ethnic backgrounds can be racist to Scots (boy in shop incident). In the table overleaf, attitudes on these various statements in relation to exposure to the campaign are presented on the basis of mean scores. The more positive the mean score, the stronger the level of agreement with the statement.

**Table 14 – Attitudes towards race-related issues, in relation to ad awareness**

Base: All respondents

	<b>Seen ads</b>	<b>Not seen</b>
	<b>(%)</b>	<b>(%)</b>
i) Scottish people are generally warm and friendly towards people from other backgrounds who live here	+0.93	+1.01
ii) Scots are generally less racist than people in other parts of the UK	+0.44	+0.49
iii) Racist attacks on people and their property are a common occurrence in some parts of Scotland	+0.55	+0.20
iv) Many complaints of racism are an over-reaction to a harmless bit of name-calling	-0.08	+0.09
v) People from other cultural or ethnic backgrounds can be racist in their attitudes towards Scottish people	+0.89	+0.79
<b>N (Unweighted):</b>	<b>596</b>	<b>309</b>

The pattern of scoring is consistent with ad content and communication.

Perhaps more important are the broader issues relating to Scotland as a multi-cultural society, as reflected in the statements on the second table in the Appendix. Once again, movement in mean scores is marginally in the desired direction, but with no significant progress on any individual ratings. Analysis in relation to campaign awareness on the basis of mean scores is again shown overleaf.

**Table 15 – Further attitudes towards race-related issues, in relation to ad awareness**

Base: All respondents

	<b>Seen ads</b>	<b>Not seen</b>
	<b>(%)</b>	<b>(%)</b>
i) People from minority ethnic backgrounds living in Scotland should do more to fit in with the Scottish way of life	+0.77	+0.93
ii) Scottish people should do more to respect the different cultures of other ethnic groups who live here	+0.78	+0.58
iii) People in Scotland ought to do more to stop racism occurring here	+1.16	+0.89
iv) People who come to live in Scotland from other ethnic and cultural backgrounds enrich Scottish culture	+0.49	+0.32
v) I would be proud to live in Scotland as a country where different nationalities and cultures can live together without animosity or racist attitudes	+1.59	+1.40
<b>N (Unweighted):</b>	<b>596</b>	<b>309</b>

Across all statements, attitudes are more positive among those who have seen the television advertising. If ratings overall have not changed significantly, then, the indications are that such progress as has been made may be attributed to the campaign. It is starting to shift opinion and attitudes in Scotland on race-related issues in the desired direction.

As was apparent from the campaign development research, however, such attitudes are firmly entrenched in some quarters. As such, this will not be, nor should it be expected to be, a quick fix exercise, to be resolved by a single five week advertising campaign. It will be a long haul. Against this background the new campaign must be adjudged to have made an effective start in the drive to create a more multi-cultural society within Scotland, based on:

- high ad impact
- increased recognition of racism as a serious problem
- more positive attitudes emerging among those exposed to the advertising.

Real success will only be achieved if the campaign continues to build on this foundation however.

## **Appendix**

### **i) Attitude battery summary tables**

**Table 10 – Attitudes towards race-related issues**

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
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
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
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
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
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
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
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
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
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
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

**Table 10 – Attitudes towards race-related issues (cont'd)**

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

			<b>Agree strongly (+2)</b>	<b>Agree Slightly (+1)</b>	<b>Neither agree nor disagree (0)</b>	<b>Disagree slightly (-1)</b>	<b>Disagree strongly (-2)</b>	<b>Mean score</b>
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
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
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
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
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

**ii) Note on sampling**

Sampling points are selected firstly on the basis of Scottish Parliamentary constituencies, to reflect the general population distribution geographically. A specific sampling point is then allocated within the constituency, although interviewers are free to move areas within their allotted constituency if necessary for quota purposes. The range of constituencies and sampling points covered varies each month.

Within each sampling point, a quota sampling method is adopted for respondent selection, with quotas set in relation to demographics and working status. Only one interview is permitted per household. Statistical theory dictates that only probability sampling allows for the calculation of error rates and confidence intervals. Any estimates of change as significant within the report are therefore empirically based and should be regarded as indicative, rather than absolute.

### iii) Questionnaire

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.

B.1

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]

- **Set** [dummy\_qB2] = {'1', '2', '3', '4', '5', '6', '7', '8', '9', '10', '11', '12', '13', '14', '15'}

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
There is a real danger of race riots occurring soon in parts of Scotland
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

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.

- **Ask All Questions Until Form** [B3 - Attitudes towards a different race], [lp\_cB2] Loop Over [dummy\_qB2] Times.

""{state}""

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

B.3

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]

B.4

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 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"/>

B.5

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]

B.6

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]

B.7

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

- Yes [1]
- No [2]

B.8

What colour do you consider yourself to be?

- White [1]
- Black [2]
- Other [3]

B.9

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]

B.10

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.

B.11

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

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

- **Continue If** [B11 - Whether seen or heard any advertising or publicity on the subject of racism issues recently]'1' **Else Goto** [B14 - Seen ads on television recently]

B.12

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]
- Posters/ buses [5]
- 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' **Else Goto** [B14 - Seen ads on television recently]

B.13

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?

☒:

**B.14 SHOW PROMPTS OF 3 ADS**

Have you seen any of these ads on television recently?

**IF YES** Which have you seen?

- Yes - Ad 1 [1]
- Yes - Ad 2 [2]
- Yes - Ad 3 [3]
- No - none of these [4]
- (Don't know) [5]

**B.15**

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

- **Continue If** [B15 - Slogan or catchphrase used recently]'2', '3', '4', '5', '6'

**B.16**

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

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