

From: [redacted]  
Sent: 20 October 2017 17:09  
To: [redacted]  
Cc: [redacted][redacted][redacted]  
Subject: **Hate Crime - Evaluation: Pre-wave tabulations**  
Attachments: 260412915 Hate Crime Campaign Evaluation 2017 PRE WAVE  
Tables\_201017.xlsx

Hi [redacted]

I am pretty sure you are not sitting around waiting for these Hate Crime Pre-wave tabulations but apologies nevertheless for sending through so late in the week.

The plan is that I will draft up the post-wave questionnaire early w/c 30 October which will give you a couple of weeks to review this, before we go into field for the post-wave on Thursday 23rd November.

Have a good weekend.

Best regards,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Building Brighter Futures with UNICEF

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

From: [redacted]  
Sent: 11 September 2017 14:40  
To: [redacted]  
Cc: [redacted][redacted]  
Subject: **Hate crime campaign evaluation**  
Attachments: 412752 Hate Crime SoW V1.docx

Hi [redacted]

Hope you had a good weekend.

As promised, please find attached a statement of work for the hate crime campaign evaluation. This has been costed using our soon-to-be launched online omnibus and as long as the pre-wave timings are okay with you, can benefit from some considerable discount through running as part of our second omnibus pilot. I hope this all seems sensible and look forward to hearing back from you.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

All projects are carried out in compliance with our certification to ISO 9001 and ISO 20252 (International Service Standard for Market, Opinion and Social Research).

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*  
This email has been received from an external party and has been swept for the presence of computer viruses.  
\*\*\*\*\*

From: [redacted]  
Sent: 21 September 2017 12:34  
To: [redacted][redacted]  
Cc: [redacted][redacted]  
Subject: **Hate Crime Evaluation - Pre-wave questionnaire\_v1**  
Attachments: 412752\_Hate Crime-Pre-wave Qaire\_V1.docx

Hello [redacted]  
Please find the proposed questionnaire for the pre-wave attached. Any feedback/amendments on wording are very welcome although we are committed to this number/type of questions as our fee has been calculated on a per omnibus question basis.

To make sure we are in field on Thursday 28th September as planned we must have the questionnaire finalised and approved by COB on Monday. So, if you can come back to us with any comments by Monday morning that should be fine.

We also still need to have a PO number so that the project can be formally commissioned.

Look forward to hearing from you.

Best wishes,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

www.kantar.com

Building Brighter Futures with UNICEF

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 25 September 2017 08:54  
To: [redacted]  
Cc: [redacted][redacted]  
[redacted][redacted][redacted][redacted]  
Subject: **Hate Crime Evaluation - Pre-wave questionnaire\_v1**  
Attachments: 412752\_Hate Crime-Pre-wave Qaire\_V1.docx

Morning [redacted]

Thanks for this. Only thought from me is:

Q2 – should we amend / add in examples of Hate Crime that's not physical abuse as depicted in the creative work ie threats, slurs etc? Not sure if Scotland is getting tougher at tackling hate crime is that important if something has to come out.

Also, it is most helpful when you highlight what questions will measure what objectives as you've been doing so could I possibly make a request for that?

I've just sent to Leith so they may have thoughts too.

Hope that's ok?

Thanks

[redacted]

[redacted] | [redacted] | Scottish Government 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] m: [redacted] @scogovmarketing

From: [redacted]  
Sent: 19 January 2018 12:08  
To: [redacted][redacted][redacted][redacted][redacted][redacted][redacted]  
Cc: [redacted]  
Subject: **Hate Crime Evaluation Debrief**

Please find attached the presentation from TNS for the Hate Crime campaign. I'll circulate the new template for the wash up once it has been finalised. The date is now confirmed though.

[redacted]

From: [redacted]  
Sent: 26 September 2017 14:58  
To: [redacted]  
Cc: [redacted] [redacted]  
Subject: **RE: Disability question**

Hello [redacted]

We've had a look at it and think it's fine. Thanks for running it past!

Cheers,  
[redacted]

[redacted]  
The Scottish Government | [redacted]

From: [redacted]  
Sent: 26 September 2017 10:04  
To: [redacted]  
Cc: [redacted] [redacted]  
Subject: FW: Disability question

Hi [redacted]

Please see attached e-mail below from Dan. Dan is leading on the marketing of our hate crime campaign which will launch in October.

Can you see any issue with us using the question as part of our evaluation survey?

Thanks

[redacted]

[redacted] | Scottish Government  
3H North | Victoria Quay | Edinburgh | EH6 6QQ

[redacted]

From: [redacted]  
Sent: 26 September 2017 09:59  
To: [redacted] [redacted]  
**Subject: Disability question**

Hi guys,

As part of our evaluation survey we will be asking people basic questions to describe themselves, such as age, gender, etc. We will also be asking them whether they have a disability and I wanted to make sure we had the correct wording. TNS, our research company have come up with the following:

Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?

Could you please confirm that you are happy with the wording of this question?

Thanks,

[redacted]

[redacted] | Scottish Government | 3WR, St Andrew's House |  
Regent Road | Edinburgh | EH1 3DG | [redacted] | m: [redacted]  
e: [redacted] Twitter: @scogovmarketing

SG Marketing BLOG  
Star Marketing Team of the Year 2016

From: [redacted]  
Sent: 14 December 2017 13:05  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: RE: Hate Crime - C2DEs Only?**

Hello [redacted]  
Thanks for confirming, and for the up-dated objectives.

Best regards,  
[redacted]

[redacted]  
[redacted]  
Kantar TNS

[redacted]  
[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent: 14 December 2017 12:43  
To: [redacted][redacted]  
Cc: [redacted][redacted][redacted][redacted]  
**Subject: RE: Hate Crime - C2DEs Only?**

Hi [redacted]

Thanks for your email. You are correct! We would like to focus the analysis on C2DEs (but also looking to see how different the general population is).

Within C2DEs, it would also be useful to look for differences by age, as the creative testing research suggested that there are big differences between older and younger.

The updated objectives are provided below for your information.

\* Increase the proportion of people in the C2DE social classes in Scotland who have heard of Hate Crime and definitely / think they know what it means by 5 percentage points from 82% to 87% by December 2017

\* Shift the proportion of people in the C2DE social classes in Scotland who think they know what Hate Crime means to be more definititive by 10 percentage

points from 43% (saying have heard of it and definitely know what it means) to 53% by December 2017

\* Increase the number of people in the C2DE social classes in Scotland who claim they would report Hate Crime if they witnessed it by 6 percentage points by December 2017: from 60% who would report it to 66%

\* Achieve a 40% campaign motivation score among C2DEs in the Hate Crime evaluation by December 2017

Long term:

\* Increase the number of people in Scotland who report Hate Crime via 101 or 999 by 7% yoy by December 2018

Please let us know if you have any further queries.

Best wishes

[redacted]

[redacted] Scottish Government 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

[redacted] | @scogovmarketing

From: [redacted]

Sent: 13 December 2017 11:08

To: [redacted][redacted]

Cc: [redacted][redacted][redacted][redacted]

**Subject: Hate Crime - C2DEs Only?**

Hi [redacted][redacted]

Before we start getting too far into our analysis of the 'hate crime' evaluation please can you confirm that we should be reporting on the results for the C2DE audience only. As the surveys have been run on the online omnibus we have data for the wider population but my understanding is that target audience for the media buying was the lower SEGs.

We can of course reference the wider population if there are any pronounced differences but we will need to run a filtered set of tables based on C2DEs if that's where the focus lies.

If you could let us know by Friday morning that would be much appreciated.

Best regards,

[redacted]



[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

www.kantar.com

?

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies).

All project work is carried out in compliance with these standards and in line with The UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

#### Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return. Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil. Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

From: [redacted]  
Sent: 14 December 2017 10:02  
To: [redacted]; [redacted]; [redacted]  
**Subject: RE: Hate Crime - C2DEs Only?**

Thanks [redacted].

We will also update the objectives to reflect that we are focusing on C2DEs.

[redacted]

[redacted] | Scottish Government  
3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] | @scogovmarketing

From: [redacted]  
Sent: 14 December 2017 09:22  
To: [redacted]; [redacted]; [redacted]  
**Subject: RE: Hate Crime - C2DEs Only?**

I have to say I can't completely remember but I did think that it was a C2D focus... certainly think the media was booked in that way and the creative testing done with C2Ds but this segmenting must have happened after the brief went out. I think we hypothesised that the people we needed to talk to lived in areas of social deprivation but it was never concrete. I'm inclined to think that's the case so yes let's look at C2DEs

[redacted] | [redacted] | [redacted]  
Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] m: [redacted] @scogovmarketing

From: [redacted]  
Sent: 14 December 2017 08:48  
To: [redacted][redacted][redacted]  
**Subject: FW: Hate Crime - C2DEs Only?**

Hi All

My understanding (based on the Marketing brief and the objectives and the media schedule) is that TNS should be analysing at an all adults 16+ level (but looking for sub-group differences) but could someone confirm that this is the case?

Many thanks

[redacted]

[redacted] | Scottish Government  
3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] | @scogovmarketing

From: [redacted]  
Sent: 13 December 2017 11:08  
To: [redacted]; [redacted]  
Cc: [redacted]; [redacted]; [redacted][redacted]  
**Subject: Hate Crime - C2DEs Only?**

Hi [redacted][redacted]

Before we start getting too far into our analysis of the 'hate crime' evaluation please can you confirm that we should be reporting on the results for the C2DE audience only. As the surveys have been run on the online omnibus we have data for the wider population but my understanding is that target audience for the media buying was the lower SEGs.

We can of course reference the wider population if there are any pronounced differences but we will need to run a filtered set of tables based on C2DEs if that's where the focus lies.

If you could let us know by Friday morning that would be much appreciated.

Best regards,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

www.kantar.com

?

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with The UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

From: [redacted]  
Sent: 14 November 2017 15:53  
To: [redacted]  
**Subject: RE: Hate Crime - Evaluation: Pre-wave tabulations**

Thanks [redacted].

I'll let Nicole know that we'll stick to existing timings.

Do we need to share the questionnaire with anyone outside our teams or do we sign it off?

[redacted]

[redacted] | [redacted] | Scottish Government 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] | @scogovmarketing

From: [redacted]  
Sent: 14 November 2017 15:51  
To: [redacted]  
**Subject: RE: Hate Crime - Evaluation: Pre-wave tabulations**

Just finalising as we speak but timings are there. I agree we keep to the existing plan. It's just a small amount of budget released for facebook and instagram.

[redacted] | [redacted]  
Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
t: [redacted] | e: [redacted]  
OneScotland.org | ReadyScotland.org | GreenerScotland.org

Star Marketing Team of the Year 2016 | PRCA Scotland Digital & Social Media Campaign of the Year 2016

Please note my working days for November/December are Monday, Tuesday, Wednesday and Friday (Until 12pm)

From: [redacted]  
Sent: 14 November 2017 15:48  
To: [redacted]  
**Subject: RE: Hate Crime - Evaluation: Pre-wave tabulations**

Hi [redacted]

Could you please also send the media schedule just now?

In terms of the timings, it probably makes sense to stick with current timings if the additional facebook and instagram activity is relatively low level but if it's a substantial part of the campaign activity, then we should delay slightly.

I'm around for a bit longer if it would be useful to discuss.

Thanks

[redacted]

[redacted] | [redacted] | Scottish Government 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] | @scogovmarketing

From: [redacted]  
Sent: 14 November 2017 15:40  
To: [redacted]  
**Subject: FW: Hate Crime - Evaluation: Pre-wave tabulations**

FYI

[redacted] | [redacted]  
Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
t: [redacted] | e: [redacted]  
OneScotland.org | ReadyScotland.org | GreenerScotland.org

Star Marketing Team of the Year 2016 | PRCA Scotland Digital & Social Media Campaign of the Year 2016

Please note my working days for November/December are Monday, Tuesday, Wednesday and Friday (Until 12pm)

From: [redacted]

Sent: 20 October 2017 17:09

To: [redacted]

Cc: [redacted]; [redacted]; [redacted]

**Subject: Hate Crime - Evaluation: Pre-wave tabulations**

Hi [redacted]

I am pretty sure you are not sitting around waiting for these Hate Crime Pre-wave tabulations but apologies nevertheless for sending through so late in the week.

The plan is that I will draft up the post-wave questionnaire early w/c 30 October which will give you a couple of weeks to review this, before we go into field for the post-wave on Thursday 23rd November.

Have a good weekend.

Best regards,

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Building Brighter Futures with UNICEF

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

From: [redacted]  
Sent: 19 September 2017 15:22  
To: [redacted]  
Cc: [redacted]; [redacted]  
**Subject: RE: Hate crime campaign evaluation**

Many thanks [redacted].

We'll aim to send through the draft questionnaire on Thursday morning.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

From: [redacted]  
Sent: 19 September 2017 12:30  
To: [redacted]  
Cc: [redacted]; [redacted]  
**Subject: RE: Hate crime campaign evaluation**

Hi [redacted],

Please find attached the current WIP for the creative dev. We are still working on the language used with a small group of stakeholders.

Please also find attached the debrief from the recent creative testing.

Let me know if you have any questions.



Thanks,

[redacted]

[redacted] | [redacted] | Scottish Government | 3WR, St Andrew's House |  
Regent Road | Edinburgh | EH1 3DG | [redacted] | m: [redacted]  
e: [redacted] | Twitter: @scogovmarketing

SG Marketing BLOG  
Star Marketing Team of the Year 2016

From: [redacted]  
Sent: 19 September 2017 10:47  
To: [redacted]  
Cc: [redacted]; [redacted]  
**Subject: RE: Hate crime campaign evaluation**

Hi [redacted]

Hope you had a good weekend.

[redacted] mentioned that you have creative for the campaign and some sense-checking research that may help us with the questionnaire. Would you be able to send this over please?

Many thanks

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and

in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

From: [redacted] [redacted]  
Sent: 13 September 2017 11:54  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: RE: Hate crime campaign evaluation**

[redacted] has the creative so that may help and some stuff around attitudes from the sense checking (wasn't proper creative testing) that we will try to look at too inn PR that would be useful to track around belief / confidence in the police

From: [redacted]  
Sent: 13 September 2017 11:44  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: RE: Hate crime campaign evaluation**

Hi [redacted]

That's great thank you.

If you have any more detail in the meantime about what the campaign is going to look like / messages, please send this on as it will help us develop the questions.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and

in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

From: [redacted]  
Sent: 13 September 2017 11:40  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: RE: Hate crime campaign evaluation**

Hi [redacted]

[redacted] and I are happy with the approach. We can raise a PO for you.

If you could resend the questions in a week we can finalise the prewave ones then once everything has been confirmed.

Thanks

[redacted]

From: [redacted]  
Sent: 11 September 2017 14:40  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: Hate crime campaign evaluation**

Hi [redacted]

Hope you had a good weekend.

As promised, please find attached a statement of work for the hate crime campaign evaluation. This has been costed using our soon-to-be launched online omnibus and as long as the pre-wave timings are okay with you, can benefit from some considerable discount through running as part of our second omnibus pilot. I hope this all seems sensible and look forward to hearing back from you.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street

Edinburgh  
EH2 4PS

www.kantar.com

All projects are carried out in compliance with our certification to ISO 9001 and ISO 20252 (International Service Standard for Market, Opinion and Social Research).

#### Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service. For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service. For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 13 September 2017 09:05  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: RE: Hate crime campaign evaluation**

Hi [redacted]

We have time on our side on the one – relatively speaking (!) – but I just wanted to check that this approach gives you what you need? Are you in a position to sign off the Statement of Work today and if possible provide a bit more detail on the campaign so that we can get a questionnaire over to you on Friday or Monday?

I'm out and about today but can call you if it's easier to chat about anything.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]

[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

www.kantar.com

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

From: [redacted]  
Sent: 11 September 2017 14:40  
To: 'Pauline.Aylesbury@gov.scot'  
Cc: [redacted][redacted]  
**Subject: Hate crime campaign evaluation**

Hi **Pauline**

Hope you had a good weekend.

As promised, please find attached a statement of work for the hate crime campaign evaluation. This has been costed using our soon-to-be launched online omnibus and as long as the pre-wave timings are okay with you, can benefit from some considerable discount through running as part of our second omnibus pilot. I hope this all seems sensible and look forward to hearing back from you.

Best wishes

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

www.kantar.com

All projects are carried out in compliance with our certification to ISO 9001 and ISO 20252 (International Service Standard for Market, Opinion and Social Research).

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and  
has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 13 December 2017 08:58  
To: [redacted][redacted][redacted]  
**Subject: RE: Hate Crime Campaign Objectives**

Hi [redacted]

I have provided below a little bit of further explanation around the proposed objectives but please let me know if you need further details.

Some of the objectives relate to both pre and post waves and changes we are aiming for from one to the next and one relates to the post wave only. The changes and the rationale for each are summarised below

\* Increase the proportion of people in Scotland who have heard of Hate Crime and definitely / think they know what it means by 3 percentage points from 87% to 90% by December 2017

87% at the pre-wave is a high baseline and therefore realistically we wouldn't expect this to increase by a huge amount. However, with the base sizes we have, 3 percentage points would be a significant increase.

\* Shift the proportion of people in Scotland who think they know what Hate Crime means to be more definitive by 10 percentage points from 46% (saying have heard of it and definitely know what it means) to 56% by December 2017

This is like a sub-objective of the above and it seems reasonable to think this could be moved by a larger amount – hence the 10 percentage point figure.

\* Increase the number of people in Scotland who claim they would report Hate Crime if they witnessed it by 5 percentage points by December 2017: from 64% who would report it to 69%

Again, a level of 64% seems like a fairly high baseline and we need to be realistic about what can be achieved especially given the campaign media and spend. A 5 percentage point improvement would, however, be significant.

\* Achieve a 40% campaign motivation score in the Hate Crime evaluation by December 2017

This is based on post wave data only and hasn't changed since the original.

Long term:

\* Increase the number of people in Scotland who report Hate Crime via 101 or 999 by 7% yoy by December 2018

This is based on non-survey data and hasn't changed since the original.

Hope this helps. Please let us know your thoughts.



Best wishes

[redacted]

[redacted] | [redacted] | Scottish Government  
3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
[redacted] | @scogovmarketing

---

From: [redacted]  
Sent: 12 December 2017 12:22  
To: [redacted][redacted]  
Cc: [redacted]  
**Subject: RE: Hate Crime Campaign Objectives**

Hi [redacted]

I'm not too clear on what you mean here – what results are high? Would we be looking to review the 'after campaign' percentage points with a view to increasing them?

Thanks

[redacted]  
[redacted] | [redacted] | Scottish Government  
3H North | Victoria Quay | Edinburgh | EH6 6QQ  
Tel: [redacted]  
Mob: [redacted]  
<< OLE Object: Picture (Device Independent Bitmap) >>

---

From: [redacted]  
Sent: 11 December 2017 15:37  
To: [redacted][redacted]  
Cc: [redacted]  
**Subject: Hate Crime Campaign Objectives**

Hi Both

Hope you are well and easing nicely into the festive season.

[redacted] in our Strategy & Insights team has been reviewing our marketing objectives following the pre wave research results from TNS. We've found some of the results are already quite high so we needed to review the objectives before we get any results back from the post wave evaluation.

Here they are for reference. Please let me know if you have any concerns.

Short term:

- \* Increase the proportion of people in Scotland who have heard of Hate Crime and definitely / think they know what it means by 3 percentage points from 87% to 90% by December 2017

- \* Shift the proportion of people in Scotland who think they know what Hate Crime means to be more definitive by 10 percentage points from 46% (saying have heard of it and definitely know what it means) to 56% by December 2017

- \* Increase the number of people in Scotland who claim they would report Hate Crime if they witnessed it by 5 percentage points by December 2017: from 64% who would report it to 69%

- \* Achieve a 40% campaign motivation score in the Hate Crime evaluation by December 2017

Long term:

- \* Increase the number of people in Scotland who report Hate Crime via 101 or 999 by 7% yoy by December 2018

Chat soon

[redacted]

[redacted] | [redacted]

Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG

t: [redacted] | e: [redacted]

OneScotland.org | ReadyScotland.org | GreenerScotland.org

Star Marketing Team of the Year 2016 | PRCA Scotland Digital & Social Media Campaign of the Year 2016

Please note my working days for November/December are Monday, Tuesday, Wednesday and Friday (Until 12pm)

From: [redacted]  
Sent: 15 January 2018 16:56  
To: [redacted][redacted]  
**Subject: RE: Hate Crime Debrief**

Follow Up Flag: Follow up  
Flag Status: Flagged

Thanks [redacted].

[redacted]

[redacted] | [redacted] | Scottish Government  
3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
dd: [redacted] | @scogovmarketing

---

From: [redacted]  
Sent: 15 January 2018 13:35  
To: [redacted][redacted]  
**Subject: RE: Hate Crime Debrief**

Hi Both

I had a quick catch up with Pauline and asked for 2 further changes to the presentation. We can catch up Tuesday just in terms of how to set the scene prior to the presentation from TNS.

[redacted]

[redacted] | [redacted]  
Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
t: [redacted] | e: [redacted]  
OneScotland.org | ReadyScotland.org | GreenerScotland.org

Please note my working days for January are Monday, Tuesday, Wednesday and Friday (Until 12pm)

---

From: [redacted]  
Sent: 15 January 2018 12:50  
To: [redacted][redacted]  
Cc: [redacted]  
**Subject: RE: Hate Crime Debrief**

Can you arrange a meeting between us all to discuss?

[redacted] | [redacted] | [redacted]

Scottish Government | 3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

dd: [redacted] m: [redacted] @scogovmarketing

---

From: [redacted]

Sent: 15 January 2018 11:57

To: [redacted][redacted]

Cc: [redacted]

**Subject: Hate Crime Debrief**

Hi There

I just wanted to flag up that the Hate Crime evaluation isn't a hugely positive read – see attached. TNS are making some changes following our feedback this morning but you can get the gist of it from the attachment. FYI - We've asked for comparisons against all adults in Scotland v C2DE for some of the areas.

The pre wave results were quite high so impacting on the post wave results not fully achieving objectives. There's some positive results from the campaigner recognisers but overall the impact of the campaign isn't as high as we'd like. Not sure if this is because the media spend was so low (£35k plus PR and platforms), whether we could have targeted further (perhaps a younger demographic) and applied a different media and creative strategy, or whether people struggle to engage with the campaign thinking it won't affect them? There was also a bit in there about people still being scared to report a hate crime.

<< File: Hate Crime\_Evaluation\_141752\_V1.pptx >>

Anyway just wanted to flag up and see if you had any thoughts on how to play the meeting. Policy and agencies will be there.

[redacted]

[redacted] | [redacted]

Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG

t: [redacted] | e: [redacted]

OneScotland.org | ReadyScotland.org | GreenerScotland.org

Please note my working days for January are Monday, Tuesday, Wednesday and Friday (Until 12pm)

From: [redacted]

Sent: 18 October 2017 12:10

To: [redacted]

Cc: [redacted][redacted][redacted][redacted]

**Subject: RE: Hate Crime Evaluation - post-wave questionnaire**

Attachments: Hate Crime - Media Schedule Outline V5.xlsx; EQU29236 Bus passenger panel 203x660 v3.pdf; EQU29236 Train Passenger panel A3 v3.pdf

Follow Up Flag: Follow up

Flag Status: Completed

Hi [redacted],

Yes. Finally got my PC back. What a palaver!

Attached as requested.

Just to also add – which is not on this schedule – we are doing some partnership activity with Scottish Libraries and Hibernian Football Club. I've copied in [redacted] who looks after the partnership work who will be able to provide more details in a week or so on the Hibs activity, which includes social content, video of players, etc. For the libraries we are sending leaflets to all libraries in Scotland. These will be dropping at the end of October.

We also have two platforms for this campaign.

Big Issue advertorial – at the end of October. And Life Matters radio running at the start of November.

Thanks,

[redacted]

From: [redacted]

Sent: 18 October 2017 12:02

To: [redacted]

Cc: [redacted][redacted][redacted]

**Subject: RE: Hate Crime Evaluation - post-wave questionnaire**

Hi [redacted]

Did you manage to get access to your computer yet? If you could send the media schedule for Hate Crime in the first instance that would be really helpful as we are trying to sort out fieldwork/omnibus resources for early in the New Year – when there is lots going on!!

Many thanks in advance,

Best regards,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.

Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent: 17 October 2017 12:08  
To: [redacted]  
Cc: [redacted][redacted][redacted]  
**Subject: Re: Hate Crime Evaluation - post-wave questionnaire**

?Hi [redacted],

I'm still here, just! Last day on Friday.

No problem. I can provide all that. I can't get onto my computer at the moment because IT are on it.

But once I have it back I'll send it over.

Thanks,

[redacted]

Sent from my BlackBerry 10 smartphone.

From: [redacted]  
Sent: Tuesday, 17 October 2017 11:51  
To: [redacted]  
Cc: [redacted][redacted]  
**Subject: Hate Crime Evaluation - post-wave questionnaire**

Hi [redacted]  
Not entirely sure that you are still there .....??

We are not due to up-date the questionnaire for the post-wave evaluation of hate crime until later this month but I am keen to progress this sooner rather than later.

I therefore need the media schedule and final versions of the campaign material. Are you able to provide this, or can you point me in the right direction of someone who can, from SG or Leith/Republic of Media?

Many thanks in advance,

Best regards,

[redacted]

[redacted]

[redacted]

[redacted]

[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Building Brighter Futures with UNICEF

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.

Kantar TNS adheres to the MRS/ESOMAR codes of conduct

Kantar Disclaimer

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil. Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---



From: [redacted]  
Sent: 25 September 2017 17:03  
To: [redacted][redacted]  
Cc: [redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Hi [redacted]  
Your early morning email didn't appear until now [redacted] for some reason so I am just taking a look at the questionnaire now. We can of course replace the statement on getting tougher with something referencing threats.

Regarding the sample, each wave of the online omnibus consists of c.1000 completes with a sample of adults 16+, demographically and geographically representative of the population of Scotland. We anticipate that the resulting sample will include c.450-500 completes with C2DEs and there will be scope for looking at younger versus older groups.

[redacted] – if you do have any thoughts on this I would be really grateful if you could send them over either later today or first thing tomorrow morning as we are due in field on Thursday.

Many thanks,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.  
Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent: 25 September 2017 16:53  
To: [redacted]  
Cc: [redacted][redacted][redacted]  
[redacted][redacted][redacted][redacted]

**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Hi again [redacted]

Can you also remind me what the sample size will be? What the proposed age groups and SEGs are? If possible we'd like to compare older groups with younger in the eval.

[redacted] sense check testing highlighted there was a gap in attitudes between these groups.

Thanks

[redacted]

From: [redacted]

Sent: 25 September 2017 08:54

To: [redacted]

Cc: '[redacted][redacted][redacted]

[redacted][redacted][redacted][redacted]

**Subject: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Morning [redacted]

Thanks for this. Only thought from me is:

Q2 – should we amend / add in examples of Hate Crime that's not physical abuse as depicted in the creative work ie threats, slurs etc? Not sure if Scotland is getting tougher at tackling hate crime is that important if something has to come out.

Also, it is most helpful when you highlight what questions will measure what objectives as you've been doing so could I possibly make a request for that?

I've just sent to Leith so they may have thoughts too.

Hope that's ok?

Thanks

[redacted]

[redacted] | [redacted] | Scottish Government

3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

dd: [redacted] m: [redacted] @scogovmarketing

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadachd a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 25 September 2017 18:14  
To: [redacted]  
Cc: [redacted] [redacted][redacted] [redacted]

**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Attachments: 412752\_Hate Crime-Pre-wave Qaire\_V2.docx

Hello [redacted]

As promised here is the updated questionnaire -with changes tracked/highlighted.

I have replaced the statement on 'getting tougher' statement with 'Insulting or taunting people because of their race or religion is not a 'hate crime'' \_see Q2. I have also found what I think is the correct question for transgender identity (Q14) but we still need some input into Q12 on disability?? The questions relating to campaign objectives are also now flagged.

To ensure that we progress as planned we would be very grateful if you could sign this off as early as you can tomorrow morning (Tuesday 26th September).

Many thanks in advance.

Kind regards,

[redacted]

[redacted]  
[redacted]  
[redacted]  
[redacted]  
[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.

Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent: 25 September 2017 16:53  
To: [redacted]  
Cc: [redacted][redacted]  
[redacted][redacted][redacted]

**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Hi again [redacted]

Can you also remind me what the sample size will be? What the proposed age groups and SEGs are? If possible we'd like to compare older groups with younger in the eval.

[redacted] sense check testing highlighted there was a gap in attitudes between these groups.

Thanks

[redacted]

From: [redacted]

Sent: 25 September 2017 08:54

To: '[redacted]

Cc: [redacted][redacted][redacted][redacted][redacted]

**Subject: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Morning [redacted]

Thanks for this. Only thought from me is:

Q2 – should we amend / add in examples of Hate Crime that's not physical abuse as depicted in the creative work ie threats, slurs etc? Not sure if Scotland is getting tougher at tackling hate crime is that important if something has to come out.

Also, it is most helpful when you highlight what questions will measure what objectives as you've been doing so could I possibly make a request for that?

I've just sent to Leith so they may have thoughts too.

Hope that's ok?

Thanks

[redacted]

[redacted] | [redacted] | Scottish Government

3WR, St Andrew's House | Regent Road | Edinburgh | EH1 3DG

dd: [redacted] m: [redacted] @scgovmarketing

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadachd a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 27 September 2017 12:13  
To: [redacted]  
Cc: [redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

And just to have confirm that we have already signed off the rest of the questionnaire.

Thanks

[redacted]

From: [redacted]  
Sent: 26 September 2017 16:14  
To: [redacted]  
Cc:[redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Excellent – thanks [redacted] We will keep you up to speed with progress next week.

Best regards,  
[redacted]

[redacted]  
[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.

Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent: 26 September 2017 16:12  
To: [redacted]  
[redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Hi [redacted]

Just this minute had confirmation. The wording is approved and the disability policy area appreciated us checking with them – so brownie points all round!

Thanks,

[redacted]

[redacted]

SG Marketing BLOG  
Star Marketing Team of the Year 2016

From: [redacted]  
Sent: 26 September 2017 14:27  
To:[redacted]  
Cc:[redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Hi [redacted]  
In order to keep this moving along, are you happy with the rest of questionnaire? If you are we can start scripting now and then amend the disability question as required.

Look forward to hearing from you.

Many thanks

[redacted]

[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.  
Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]  
Sent:[redacted]  
Cc: [redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Hi[redacted]

I'm just checking the wording of the disability question with the appropriate policy team.

I should have an answer shortly.

Thanks,

[redacted]



[redacted]

SG Marketing BLOG  
Star Marketing Team of the Year 2016

From: [redacted]  
Sent: 26 September 2017 10:36  
To: [redacted][redacted][redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Morning All

Further to [redacted] email yesterday with the updated questionnaire, I wondered whether you have any other comments for us? The questionnaire needs to be all signed and sealed by the end of today at the very latest , so very grateful for any further thoughts as soon as possible.

Many thanks  
[redacted]

[redacted]

[redacted]  
[redacted]

23 Alva Street  
Edinburgh  
EH2 4PS

[www.kantar.com](http://www.kantar.com)

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998. Kantar TNS adheres to the MRS/ESOMAR codes of conduct.

From: [redacted]  
Sent: 25 September 2017 18:14  
To: [redacted]  
Cc: [redacted] [redacted][redacted]  
[redacted]  
**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v2.**

Hello [redacted]  
As promised here is the updated questionnaire -with changes tracked/highlighted.

I have replaced the statement on 'getting tougher' statement with 'Insulting or taunting people because of their race or religion is not a 'hate crime'' \_see Q2. I have also found what I think is the correct question for transgender identity (Q14) but we still need some input into Q12 on disability?? The questions relating to campaign objectives are also now flagged.

To ensure that we progress as planned we would be very grateful if you could sign this off as early as you can tomorrow morning (Tuesday 26th September).

Many thanks in advance.

Kind regards,

[redacted]

[redacted]

[redacted]

[redacted]

Kantar TNS is certified to ISO 20252 (the International Standard for Market, Opinion and Social Research) and ISO 9001 (the International Process Standard for Service Companies). All project work is carried out in compliance with these standards and in line with the UK Data Protection Act 1998.

Kantar TNS adheres to the MRS/ESOMAR codes of conduct

From: [redacted]

Sent: 25 September 2017 16:53

To:[redacted]

Cc: [redacted]

[redacted]

[redacted]

**Subject: RE: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Hi again [redacted]

Can you also remind me what the sample size will be? What the proposed age groups and SEGs are? If possible we'd like to compare older groups with younger in the eval. Thea's sense check testing highlighted there was a gap in attitudes between these groups.

Thanks

[redacted]

From: [redacted]

Sent: 25 September 2017 08:54

To: [redacted]  
Cc: '[redacted]  
**Subject: Hate Crime Evaluation - Pre-wave questionnaire\_v1**

Morning [redacted]

Thanks for this. Only thought from me is:

Q2 – should we amend / add in examples of Hate Crime that's not physical abuse as depicted in the creative work ie threats, slurs etc? Not sure if Scotland is getting tougher at tackling hate crime is that important if something has to come out.

Also, it is most helpful when you highlight what questions will measure what objectives as you've been doing so could I possibly make a request for that?

I've just sent to Leith so they may have thoughts too.

Hope that's ok?

Thanks

[redacted]

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil.

Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and  
has been swept for the presence of computer viruses.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and  
has been swept for the presence of computer viruses.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---

\*\*\*\*\*

This email has been received from an external party and  
has been swept for the presence of computer viruses.

\*\*\*\*\*

From: [redacted]  
Sent: 20 November 2017 16:09  
To: [redacted]  
**Subject: RE: Hate Crime Timings**

Hi [redacted],

As it currently stands we have the debrief in the SoW down for w/c 15th January, however a specific date/time has not yet been confirmed.

Thanks  
[redacted]

From: [redacted]  
Sent: 20 November 2017 15:44  
To: [redacted]  
**Subject: Hate Crime Timings**

Hi [redacted]

Can you send the timing for the post campaign evaluation and reporting plan?

I need to schedule in the wash up and want to time it after we have the research.

Thanks  
[redacted]

[redacted] | [redacted]  
Scottish Government | St Andrew's House | Regent Road | Edinburgh | EH1 3DG  
t: [redacted] | e: [redacted]  
OneScotland.org | ReadyScotland.org | GreenerScotland.org

Star Marketing Team of the Year 2016 | PRCA Scotland Digital & Social Media Campaign of the Year 2016

Please note my working days for November/December are Monday, Tuesday, Wednesday and Friday (Until 12pm)

\*\*\*\*\*

This e-mail (and any files or other attachments transmitted with it) is intended solely for the attention of the addressee(s). Unauthorised use, disclosure, storage, copying or distribution of any part of this e-mail is not permitted. If you are not the intended recipient please destroy the email, remove any copies from your system and inform the sender immediately by return.

Communications with the Scottish Government may be monitored or recorded in order to secure the effective operation of the system and for other lawful purposes. The views or opinions contained within this e-mail may not necessarily reflect those of the Scottish Government.

Tha am post-d seo (agus faidhle neo ceanglan còmhla ris) dhan neach neo luchd-ainmichte a-mhàin. Chan eil e ceadaichte a chleachdadh ann an dòigh sam bith, a' toirt a-steach còraichean, foillseachadh neo sgaoileadh, gun chead. Ma 's e is gun d'fhuair sibh seo gun fhiosd', bu choir cur às dhan phost-d agus lethbhreac sam bith air an t-siostam agaibh agus fios a leigeil chun neach a sgaoil am post-d gun dàil. Dh'fhaodadh gum bi teachdaireachd sam bith bho Riaghaltas na h-Alba air a chlàradh neo air a sgrùdadh airson dearbhadh gu bheil an siostam ag obair gu h-èifeachdach neo airson adhbhar laghail eile. Dh'fhaodadh nach eil beachdan anns a' phost-d seo co-ionann ri beachdan Riaghaltas na h-Alba.

\*\*\*\*\*

---

This email has been scanned by the Symantec Email Security.cloud service.  
For more information please visit <http://www.symanteccloud.com>

---