CAWI
Questionnaire

Hate Crime Campaign Evaluation – PRE-WAVE

SCOTTISH GOVERNMENT - SAFER

This questionnaire was written according to Kantar TNS quality procedures

checked by

Repeating study (if this survey has been previously conducted)	
Name of survey	**Hate Crime Campaign Evaluation**
Language	**English (United Kingdom)**
Survey length (minutes)	**7**
Version	**2**
Author(s)	**[redacted]**
Contact	**[redacted]** **[redacted]** **[redacted]** **[redacted]**
Panel	
Sample size	**Gross: c1000** **Net: c1000**
Sample description	
Quota	
If several countries: indicate the countries	
If several targets	
Check-in site	**http://www.tnsglobal.com**
Comments	

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OBJECTIVE THREE (AD EVAL MOTIVATION) WILL BE MEASURED AT POST-WAVE ONLY - Achieve a 40% campaign motivation score (among campaign recognisers) in the Hate Crime evalution by December 2017

Q001 | Single coded

Not back

How familiar are you with the term 'hate crime'? - TO MEASURE OBJECTIVE ONE

Normal

1   Have heard of it and definitely know what it means
2   Have heard of it and think I know what it means
3   Have heard of it but not sure what it means
4   Haven't heard of it
5   Don't know *Position fixed*

Q002 | Matrix

Not back | Number of rows: 7 | Number of columns: 5

For each of the following, to what extent do you think it applies to the term 'hate crime'?

> Even if you are not familiar with the term, we are still interested in your opinion

Rows: Normal | Columns: Normal

Rendered as Dynamic Grid

	Definitely applies	Probably applies	Doesn't really apply	Doesn't apply at all	Don't know *Position fixed*
The police can charge you for 'hate crime' as it is a criminal offence	○	○	○	○	○
'Hate crime' is a crime motivated by 'hate' towards any groups or individuals	○	○	○	○	○
'Hate crime' happens online	○	○	○	○	○
'Hate crime' doesn't have to be physical to be a criminal offence	○	○	○	○	○
It is a crime committed against people because of their race, religion, sexuality, disability or transgender identity	○	○	○	○	○
The police will take action if 'hate crime' is reported to them	○	○	○	○	○
~~Scotland is getting tougher at tackling 'hate crime'~~ Insulting or taunting people because of their race or religion is not a 'hate crime'	○	○	○	○	○

Q003

Here are some statements made by other people about hate crime. Please indicate how much you agree or disagree with each one.

Rows: Rotated | Columns: Rotated

Rendered as Dynamic Grid

	Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	Don't know *Position fixed*
I would be scared to report a 'hate crime' incident	○	○	○	○	○	○
It is important to report hate crime to reduce it happening	○	○	○	○	○	○
It is important to stop 'hate crime' across Scotland	○	○	○	○	○	○
I feel confident that the police can tackle 'hate crime' if they know about it	○	○	○	○	○	○

Q004   Text

The following questions are about your personal experiences with hate crime, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your experiences.

Q005   Multi coded

Which, if any, of the following apply to you?

> *Please select all that apply*

Rotated

1   Have witnessed a hate crime incident against someone I know
2   Have witnessed a hate crime incident against someone I didn't know
3   Have been the victim of a hate crime incident
4   Have committed a hate crime
8   Have been with someone who has committed a hate crime
5   None of these *Position fixed *Exclusive*
6   Prefer not to answer *Position fixed *Exclusive*

Q006　　　　　　　　　　　　　　　　　　　　　　　　　　　**Multi coded**

Not back | Min = 1

Which of these describes what you would do if you witnessed a hate crime incident? – <mark>TO MEASURE OBJECTIVE TWO</mark>

> ***Please select all that apply***

Rotated

1　　Try to stop it
2　　Call 999 immediately
3　　Report it to the police afterwards / call 101
4　　Report it to another person in authority (Eg teacher / tutor / councillor/lawyer) afterwards
9　　Report online at onescotland.org
5　　Discuss with friends or family
6　　Other (PLEASE TYPE IN DETAILS) *Open *Position fixed*
7　　Nothing *Position fixed *Exclusive*
8　　Don't know *Position fixed *Exclusive*

Q007　　　　　　　　　　　　　　　　　　　　　　　　　　　**Multi coded**

Have you seen any advertising or media coverage about hate crime in any of these places?

> Please select all that apply

Inverted

1　　TV / Video streaming / On Demand advertising (inc. YouTube, catch-up TV, etc)
2　　TV programme
3　　Advertising / promotion on the radio
4　　Programme on the radio
5　　On posters on public transport (e.g. bus, train)
6　　On bus shelters
7　　On posters but not sure where
8　　Social media sites (e.g. Facebook, Snapchat, Instagram)
9　　Any other advertising on websites / the internet
10　　No, not seen any advertising or media coverage
996　　Other (specify) *Open *Position fixed*
999　　Don't know *Position fixed *Exclusive*

Q008　　　　　　　　　　　　　　　　　　　　　　　　　　　**Open**

Please describe the advertising or media coverage you saw / heard about hate crime. What did it show and what did it say?

> Please give as much detail as possible

Q009　　　　　　　　　　　　　　　　　　　　　　　　　　　**Text**

Not back

The next few questions are to help us analyse the responses of everyone who takes part in the survey

Q010   **Single coded**

Not back

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

> **Comment [WC(1):** Please confirm if this is right question to establish whether or not respondent would belong to the 'disability' group.

Normal

1   Yes
2   No
3   Prefer not to answer *Position fixed*

Q011   **Single coded**

What is your ethnic group?

> *(Choose one option that best describes your ethnic group or background)*

Normal

1   White (HEADER ONLY DO NOT SHOW AS CODE)
2   Scottish
3   Other British
4   Irish
5   Gypsy/Traveller
6   Polish
7   Any other White ethnic group
8   Mixed or Multiple ethnic groups (HEADER ONLY DO NOT SHOW AS CODE)
9   Any Mixed or Multiple ethnic groups
10   Asian, Asian Scottish or Asian British (HEADER ONLY DO NOT SHOW AS CODE)
11   Pakistani, Pakistani Scottish or Pakistani British
12   Indian, Indian Scottish or Indian British
13   Bangladeshi, Bangladeshi Scottish or Bangladeshi British
14   Chinese, Chinese Scottish or Chinese British
15   Any other Asian
16   African (HEADER ONLY DO NOT SHOW AS CODE)
17   African, African Scottish or African British
18   Any other African
19   Caribbean or Black (HEADER ONLY DO NOT SHOW AS CODE)
20   Caribbean, Caribbean Scottish or Caribbean British
21   Black, Black Scottish or Black British
22   Any other Caribbean or Black
23   Other ethnic group (HEADER ONLY DO NOT SHOW AS CODE)
24   Arab, Arab Scottish or Arab British
25   Any other ethnic group
26   Would prefer not to say

Q012   `Single coded`

[Not back](#)

Which religion, religious domination or body, if any, do you belong to?

[Normal](#)

1	None
2	Church of Scotland
3	Roman Catholic
4	Other Christion
5	Muslim
6	Buddhist
7	Sikh
8	Jewish
9	Hindu
10	Pagan
996	other, namely... *Open *Position fixed*
11	Prefer not to say
999	don't know *Position fixed *Exclusive*

Q013   `Single coded`

[Not back](#)

Which of these do you identify as?

[Normal](#)

1	Bisexual
2	Gay man
3	Gay woman / lesbian
4	Heterosexual / straight
996	other, namely... *Open *Position fixed*
5	Prefer not to say

Q014   `Single coded`

[Not back](#)

Is your gender identity the same as the sex you were assumed to be at birth?

[Normal](#)

1	Yes
2	No
3	Prefer not to say