

FOI request for research the Scottish Government has carried out or commissioned in the past 12 months on public attitudes towards Covid-19

- Compliance with emergency Covid-19 regulations and advice
  - Vaccination
- Adherence or compliance with self-isolation advice and requirements

March 2021

# 01 Insight gathering – prospect of lifting lockdown restrictions

## Project overview:

April 2020

Insight gathering to explore how people feel about the prospect of lockdown restrictions being eased and what the criteria should be.

Sample  
+ - Mix of the Scottish population- skewed to the lower SEGs

TOTAL	Number
<b>Gender</b>	
• Male	8
• Female	13
<b>Age</b>	
• 16-24yrs	8
• 25-45yrs	5
• 46-70yrs	6
• 70+yrs	4
<b>SEG</b>	
• AB	2
• C1	4
• C2	5
• DE	11
<b>Financially Vulnerable (Personal Perspective)</b>	
• Very or quite	16 (9 very; 7 quite)
<b>Key Group</b>	
• Vulnerable (age)	2
• Vulnerable (health condition)	3
• Shielding	2
• Mental health issues	2
• Young person	8
• Living alone	3
• Carer (unpaid)	1
• BAME- Muslim	2
• BAME- Non Muslim	2
<b>Lifestage</b>	
• Young family (DE)	4
• Young family (ABC1C2)	1
• Families with kids in nursery school or primary school	5
• Families with kids in high school	4

# 01 Insight gathering – prospect of lifting lockdown restrictions

## Summary of conclusions and recommendations

- For respondents it was clear that the order of priority in terms of criteria for lifting restrictions should be:
  1. HEALTH- save lives, avoid a second peak and help the NHS cope
  2. ECONOMY- get things moving and allow people to get back to work so that household finances can be eased in the short term and in the long term we can get things back to normal
  3. PERSONAL FREEDOMS- a distant third
    - Social Distancing maintained to allow some personal freedoms to be allowed
    - Priority for most- engagement with family and friends at home
    - Not a priority- pubs and clubs and general gatherings of large groups of people
- In terms of priority steps and in relation to the criteria- there is a sense that most are happy for workplaces to be opened up (once it is safe), and based on economic priority. And for schools to be opened (to help the kids and to allow parents to get back to work)....WHEN IT IS SAFE.

# 02 Insight gathering - What next – attitudes to latest restrictions

## Project overview:

May 2020

Insight gathering research to explore restrictions, attitudes to Test & Protect and face coverings.

### Sample

+ - 15 respondents representing a broad mix of the Scottish population

TOTAL	Number
<b>Gender</b>	
- Male	6
- Female	9
<b>Age</b>	
- 16-24yrs	4
- 25-45yrs	5
- 46-70yrs	4
- 70+yrs	2
<b>SEG</b>	
- AB	4
- C1	3
- C2	3
- DE	5
<b>Financially Vulnerable (Personal Perspective)</b>	
- Very or quite	10
<b>Key Group</b>	
- Vulnerable (age)	3
- Vulnerable (health condition)	1
- Shielding	1
- Mental health issues	
- Young person	3
- Living alone	1
- Carer (unpaid)	1
- BAME	4
<b>Lifestage</b>	
- Pre-family	4
- Young family	6
- Older family	2
- Post family	3

# 02 Insight gathering - What next – attitudes to latest restrictions

## Summary of conclusions and recommendations

- General sense of clarity around the current SG restrictions.
- And universal agreement that this is the right approach for now, and that they will continue to comply.
- Strong sense that although lockdown living is getting harder, it shouldn't be ended too soon
  - Concern about a second spike
  - Feeling that the efforts and hardships to date will have been worthless / a waste of time
  - Concern about catching (and spreading) the virus
- Testing considered to be a “good thing” and increasing testing capacity is very important to help move forward with confidence.
  - Thought to be an inevitable aspect of the future when restrictions begin to lift
- No real sense of reluctance to wear a face covering, but more guidance is required about the reasons behind the recommendation, and the benefits of wearing a mask, as well as more practical information such as when to wear, what constitutes an appropriate face covering and whether it needs to be a specific material or not.



# 03 Insight gathering – Parental compliance

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## Project overview:

Oct 2020

Insight gather research to explore how to support and encourage compliant behaviours in parents (and their families).

## Methodology and sample:

3 x 60 min group discussions with C2D parents (5 per group)

- 1 x parents of teenagers aged 12-16
- 1 x parents of primary aged 5-11
- 1 x parents of pre-school aged 0-4



# 03 Insight gathering – Parental compliance

## Summary of conclusions and recommendations

Compliance has changed since March:

- Start of lockdown: Universality, sacrifice, simplicity and logic of messaging, ignorance about virus/deaths, well-being and care of the nation: **Credibility and Compliance + threat of enforcement**
- 7 months in: Regulations constantly changing, complexity of messages, specific groups and businesses targeted, reality of virus/not lethal, lack of enforcement, confusion, economic factors over care of the nation: **Overall lack of credibility and rise in power of individual logic**

The focus has moved from physical harm and fear to a deep awareness that mental health should not be sacrificed for the sake of a non-lethal virus. Parents believe that it is better to follow basic common sense and logical disease prevention measures whilst still ensuring their families are supported and resilient enough to go the distance.

Parents have moved from ‘acute’ compliance into ‘long-term viability’ compliance.

# 04 Insight gathering – Parental audience behaviours

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## Project overview:

Jan 2021

Insight gather research to explore how the current state of attitudes, behaviours and needs of parents (and their families).

## Methodology and sample:

3 x 60 min group discussions with C2D parents (5 per group)

- 1 x parents of teenagers aged 12-16
- 1 x parents of primary aged 5-11
- 1 x parents of pre-school aged 0-4





# 04 Insight gathering – Parental audience behaviours

## Summary of conclusions and recommendations

- Things have changed significantly for parents from last year, and even from November. Compliance and restrictions are less top of mind now, instead parents are dealing with coping in the here and now of daily life and surviving.
- The mood is palpably more negative and pessimistic with the strain of the last 10 months seemingly coming to a head and really taking its toll. The expectations placed on parents is significant and a burden many are struggling to bear.
- Mental wellbeing is at its lowest and most fragile with many unsure how much more they can take. This is equally reflected in children, who are suffering from many of the same struggles as parents at the moment. As a result, many parents allow themselves emotional loopholes in the restrictions to be able to cope and still have the support of friends and family.
- Parents feel supported by schools and nursery, nonetheless taking on the extra role of teacher is not sustainable for most going forward.
- Parents would appreciate emotional and moral support to show that they are not alone and everyone is finding this difficult. However, being told about things to try, advice and information is not something many parents wish to hear about at this moment in time in as they have become worn out and jaded.

# 05 Covid Vaccine – Insight Gathering

## Project overview:

Jan-Feb 2021

Insight gather research to explore motivations for and barriers to uptake of any potential COVID-19 vaccine, amongst health and social care workers, and how these can be overcome.

## Methodology and sample:

6 x 90 min group discussions with Health and Social Care Workers

- 1 x Allied Health
- 2 x Social Care Workers
- 1 x Nurses
- 2 x Doctors

Additionally, 8 x depth interview with a range of health and social care workers including hospital porters, paramedic, midwife

# 05 Covid Vaccine – Insight Gathering

## Summary of conclusions and recommendations

**Tailored messages for different roles:** Information needs and priorities differ between roles, especially clinical vs. non-clinical, so need to reflect this.

Messaging for non-clinical staff should focus on reassurance on safety, return to normality for them and their clients. Keep in mind this group are more troubled by unsubstantiated social media chatter on COVID-19  
Clinical staff require reassurance on safety, but in more detail. They need full, transparent access to impartial scientific data on trials, risks and safety e.g. nature and prevalence of side effects. Bear in mind they will be fielding many questions, including ‘conspiracy theories’, from patients

**Main source of information should be work related:** All staff would expect to receive information from professional sources – via management and professional bodies for their professions.

**Timing of information and messaging matters:** Whilst the Scottish Government daily briefings were seen as useful, staff would expect to hear detailed information on the vaccine rollout before it enters the public domain

**Recognise primary care staff will have key role in roll-out:** PC staff wanted a collaborative, consultative approach to messaging that involves them in the planning of the roll-out and recognises their experience and expertise in rolling out previous vaccine programmes

# 06 Covid Vaccine – Insight Gathering 2

## Project overview:

Oct 2020

Insight gathering research to establish attitudes and barriers to vaccination amongst next priority cohorts and identify insights which could optimise communications through speaking with those already vaccinated.

## Methodology and sample:

9 x 90 min group discussions with Health and Social Care Workers

- 3 x Underlying Health Issues (16-64/ age splits)
- 4 x Younger No Health Issues (18-35/ age splits)
- 2 x Patient Facing Health Care Professionals
- Additionally,
  - 3 x depth interview with members of public already vaccinated
  - 5 x depth interviews with Patient-facing Health Care professionals from Minority Ethnic groups

# 06 Covid Vaccine – Insight Gathering 2

## Summary of conclusions and recommendations

While overall anxiety levels appear to be rising there are groups of people who are more vigilant and concerned about covid than others.

Older people with multimorbidity are highly compliant to the rules. They respond to advice from their GPs and are unlikely to drop all safety precautions as a result of having the CV.

On the whole young people (18 – 22) do not see themselves as vulnerable to Covid~19. The majority claim to be exercising strong adherence to FACTS and they do so in order to keep their elderly relatives safe.

The vast majority are happy to get the coronavirus vaccine. Of all the groups interviewed the 25 to 35 healthy adults were the most sceptical. They are happy to wait for it because they want to see proof of lack of side effects.

Many feel that there is a need to challenge some of the misinformation that is circulating. This is particularly important for minority ethnic communities

The 'Roll Up Your Sleeves' campaign was well received. Refinements suggested included:

- Increase diversity (people with disabilities, more culturally diverse, less westernised, less middle class)
- Link it to more information about safety and testing of the coronavirus vaccine