

This publication will be available in accessible HTML on the [gov.scot](https://www.gov.scot) website.

# **Public attitudes to Coronavirus**

## **November update**

**Public attitudes team, COVID-19 Modelling  
and Analysis Hub**

**November 2020**

## Contents

Introduction.....	3
Data sources .....	3
Limitations .....	3
Overall trends and key points .....	4
1. Impact of Coronavirus .....	5
2. Compliance .....	8
3. Wellbeing.....	16
4. Views on government and information sources .....	20
5. Looking forward.....	25
Annex A: Sample sizes .....	29
Annex B: FACTS campaign evaluation .....	30

## **Introduction**

This report draws together findings on key indicators from polling work on public attitudes to the Coronavirus pandemic in Scotland. Four reports covering earlier survey work were published on [8 May](#), [12 June](#), [5 August](#) and [9 October](#) 2020. As with previous reports, it is not intended to provide comprehensive analysis of the large amount of polling information available, but rather to draw together findings on some key indicators. The report contains brief descriptions and explanations of the included measures, and data from surveys which took place in September and October.

Results should be interpreted on the basis of surveys that were designed and undertaken during a rapidly changing situation and bearing in mind the limitations of the data sources that are noted below.

## **Data sources**

The source is an online polling survey by YouGov. It is a bespoke commission by Scottish Government. Further information about this source can be found in Annex A.

This report contains results from 1 September to 28 October, inclusive. Due to the evolving situation and responses to Coronavirus, questions were introduced at different times, or not asked at all waves. Fieldwork dates that the data point relates to are provided, and these dates should be kept in mind when interpreting the data.

## **Limitations**

A polling survey has a number of limitations. The sample size (see Annex A for details) limits meaningful subgroup analysis and the survey is based on non-probability research panels, which means representativeness is achieved using quotas. Furthermore, the nature of online research inherently excludes those who do not have internet access. The data source nevertheless provides useful and timely information, as long as appropriate caveats are applied.

As the survey has been conducted using a quota sample, rather than a random probability sample, statistical significance can only be used on an indicative basis. Differences over the survey waves are only highlighted if they are likely to be significant, however not all significant differences have been described.

## Overall trends and key points

There are a number of trends observable across the polling data:

- Concerns around a second wave of the virus are evident. Belief that there is a risk of a local outbreak, and worry about going back into lockdown if the number of new cases keeps increasing, were high but fluctuated during September and October.
- The majority of people feel like they are coping okay during the Coronavirus situation, although the proportion who feel lonely all, almost all, or most of the time in the past week increased between September and mid-October. Around four in ten said they are worried about the effect of the restrictions on their mental health.
- There are also concerns about the effect of Coronavirus on jobs and the economy. Around one quarter of those employed perceived there to be a 'very high' or 'high' threat to their job from Coronavirus, and four fifths agreed that they are worried about the long-lasting effect of the restrictions on jobs and the economy.
- Claimed importance of and compliance with FACTS behaviours was high in September and October, with 87% or more rating each of the five behaviours as very or fairly important, and 90% or more reporting that they had followed guidance to wear a face covering when required, wash hands regularly for at least 20 seconds with soap and water, and avoid crowded places very or fairly well.
- Levels of trust in the Scottish Government to decide when and how to lift and re-impose restrictions fell at the beginning of October. However, the majority indicate a positive view of the way the virus is being handled in Scotland, as three quarters agreed that the best thing to do in the current situation is to follow the Government's advice.

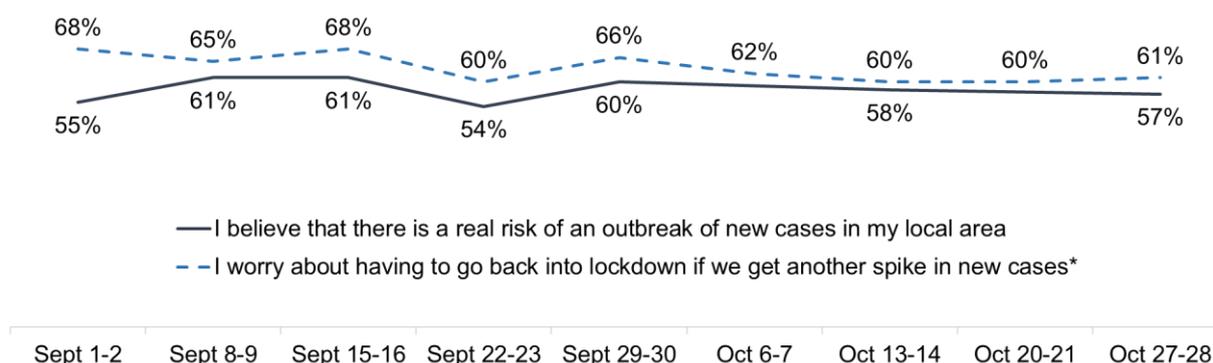
# 1. Impact of Coronavirus

## Threat perception

The Coronavirus pandemic has disrupted many aspects of society and many people are experiencing financial and health concerns as a result. This section presents polling data used to understand the threats people perceive are posed from Coronavirus.

Respondents were asked to what extent they agreed or disagreed with statements about the risk of an outbreak, and worry about going back into lockdown. As shown in Figure 1, the majority agreed with both statements, however belief that there is a risk of a local outbreak and worry about going back into lockdown fluctuated during September.

**Figure 1: Proportion who agreed/agreed strongly with the statements shown<sup>1</sup>**



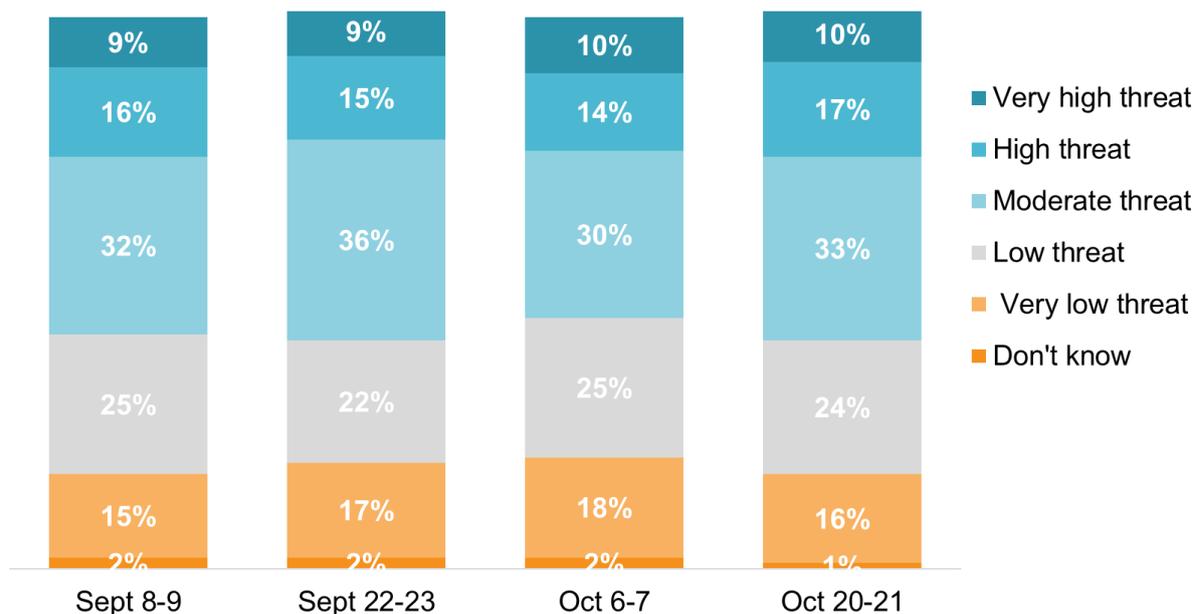
Source: YouGov weekly Scotland survey. Base (n=1000-1053)

## Financial impact

Respondents were asked about their perceived level of threat to their job. Figure 2 shows that around one quarter of those employed perceived a 'very high' or 'high' threat to their job from Coronavirus. This has remained fairly consistent during September and October.

<sup>1</sup> Since 6-7 Oct the statement reads 'I worry about having to go back into lockdown if the number of new cases keeps increasing'

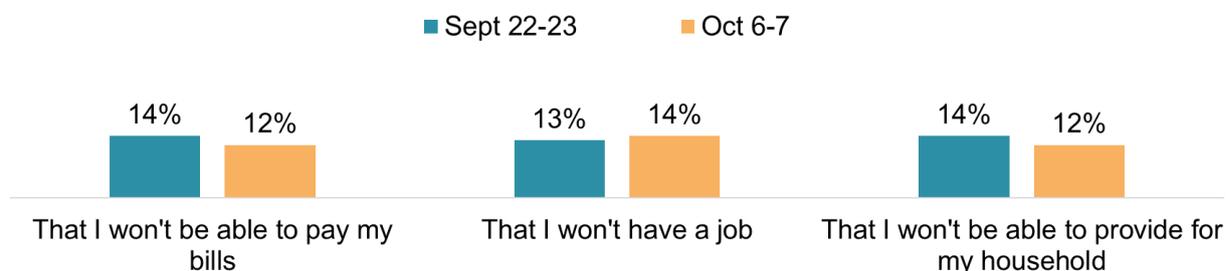
**Figure 2: Perceived threat to job amongst those employed**



Source: YouGov weekly Scotland survey. Base Those in employment (n=405-448)

Respondents were also asked how concerned they were about the impact of Coronavirus on their household finances. As shown in Figure 3, between one in seven and one in eight were 'very' or 'extremely' concerned that they won't be able to pay bills, have a job, or be able to provide for their household in one month's time.

**Figure 3: Proportion of respondents who were very/extremely concerned about the scenarios shown**

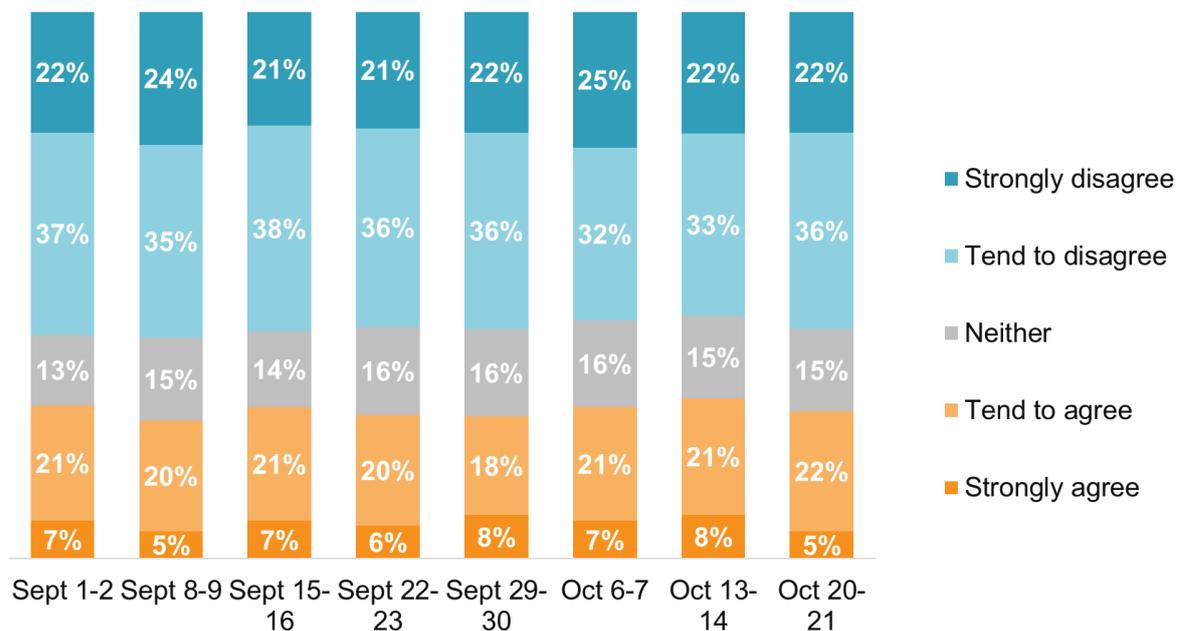


Source: YouGov weekly Scotland survey. Base (n=1005-1012)

### Health impacts

To understand the potential impact on non-COVID related health issues, respondents were asked if they would avoid going to a hospital or GP practice if they had a medical concern unrelated to Coronavirus. As shown in Figure 4, consistently just over one quarter agreed that they would avoid going to a hospital or GP practice.

**Figure 4: Proportion who agreed/disagreed that 'I would avoid going to a hospital or GP practice at the moment even if I had an immediate medical concern (not related to Coronavirus)'**



**Source: YouGov weekly Scotland survey. Base (n=1000-1053)**

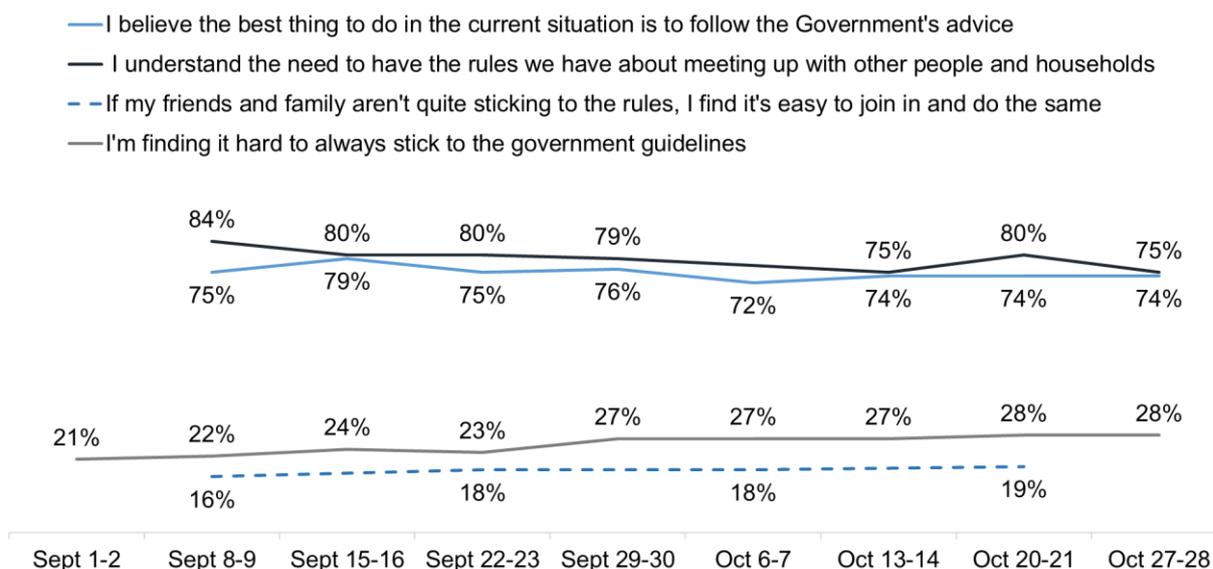
## 2. Compliance

### Views on guidance

As well as tracking the impacts of Coronavirus on people's finances and health, polling surveys have been used to monitor people's attitudes to the Coronavirus response. This section presents data about public awareness of, and reaction to, Coronavirus measures.

Respondents were provided with statements about government advice and guidance, and asked about the extent to which they agreed or disagreed with them. Figure 5 shows that around three quarters agreed that the best thing to do is to follow the government's advice, which has remained stable during September and October. The vast majority agreed that they understand the need to have the rules we have about meeting up, although agreement decreased from early September to early October and then fluctuated around the lower level after that. There was an increase in the proportion who are finding it hard to always stick to the government rules between September and October.

**Figure 5: Proportion who agreed/agreed strongly to the statements shown**

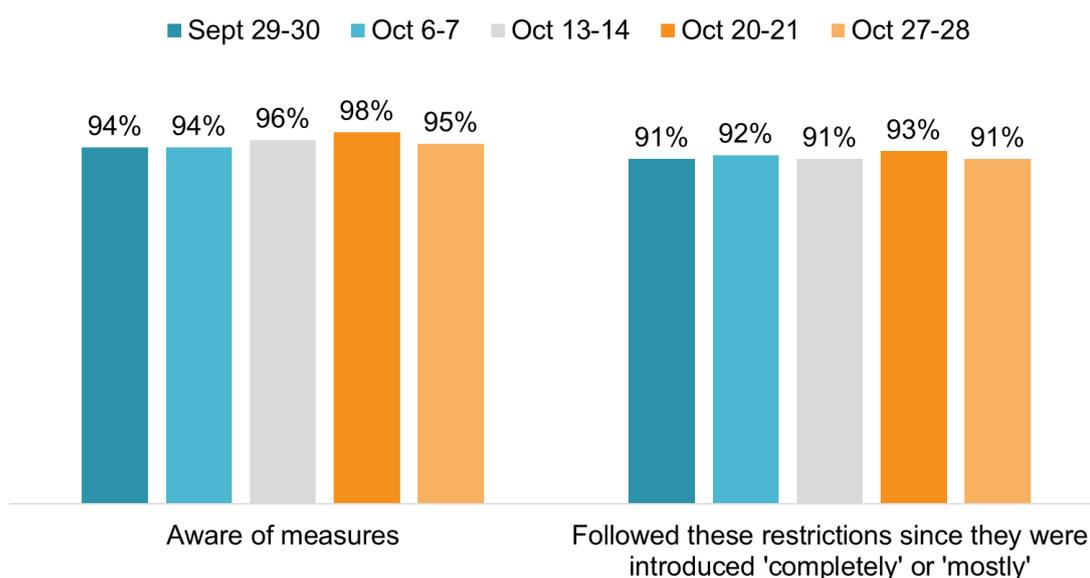


Source: YouGov weekly Scotland survey. Base (n=1000-1053)

## Views on recent restrictions

National restrictions were announced on Tuesday 22 September<sup>2</sup> and additional temporary measures came into effect on Friday 9 October.<sup>3</sup> Respondents were prompted with the details of these restrictions and asked to what extent they were aware of them before taking the survey, and had followed them since they were introduced. As shown in Figure 6, on prompting, the vast majority reported they were 'fully aware' or 'aware of some details', and had 'mostly' or 'fully' followed them.

**Figure 6: Proportion who reported they were aware of the restrictions, and that they have complied with the measures since they were introduced**



Source: YouGov weekly Scotland survey. Base (n=1004-1023)

## Levels of compliance

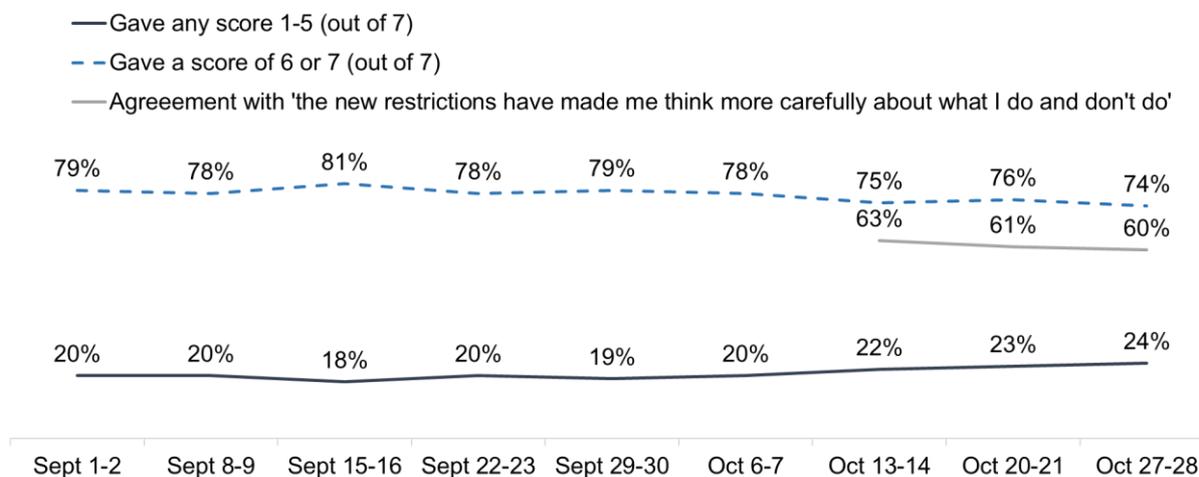
Respondents were asked to assess their compliance with the Coronavirus guidance on a scale of 1 to 7, where 1 is 'not at all' and 7 is 'completely'. At the beginning of September four fifths rated their compliance as complete or almost complete (i.e. scored themselves as 6 or 7 out of 7), while by the end of October this had decreased to three quarters. At the beginning of September around one fifth rated

<sup>2</sup> These restrictions advised that people should not meet inside homes with those that are not part of their household, only meet one other household outside or in public places, and when they do, not meet in a group of more than 6 people. However, under 12s did not count towards the maximum number of households or number of people who can meet outdoors and a maximum of six 12 to 17 year olds could meet in outdoor spaces, with no household limit. It was also advised to continue to work from home where practical.

<sup>3</sup> These measures included that pubs, bars, restaurants and cafes could serve alcohol outdoors until 10pm but indoor venues could not serve alcohol and had to close at 6pm, with exceptions in the Central Belt (where all licensed premises had to close and unlicensed premises could open until 6pm).

their compliance as less good with a score of between 1 and 5. Three fifths of respondents consistently agreed that the new restrictions have made them think more carefully about how they behave.

**Figure 7: Proportion who rated their compliance as 6-7 or 1-5, and proportion who agreed/agreed strongly with the statement shown**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

Respondents were provided with a list of activities and asked, what, if anything, they had done in the past week. The lists included a range of activities, some of which were permitted in the guidance, and others that were outside of the guidance. Table 1 shows that, at the end of September claimed compliance with face coverings was high, with only 3% or less not wearing these when required. A slightly higher proportion reported hugging or kissing someone outside of their household (6%), not keeping a 1 metre distance (6%), and having shared a car with someone aged over 12 not in their household without windows open or face coverings on (5%), all of which were outside of the guidance.

**Table 1: Proportion who reported having done each activity in the past week**

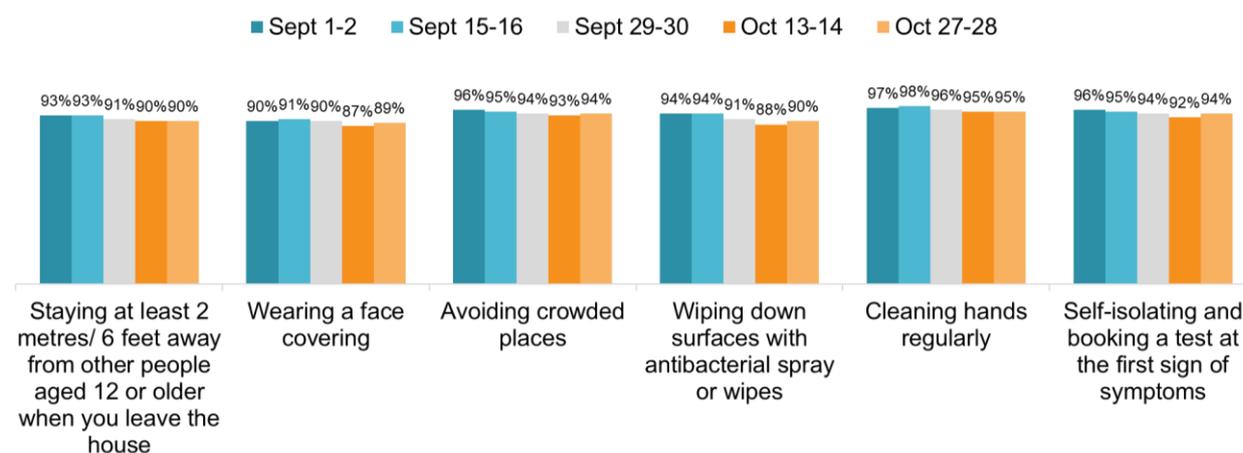
<b>Activity done in the past week</b>	<b>%</b>
Met up with people and managed to stay at least 2 metres/ 6 feet away from anyone aged 12 or older not in my household	24%
Met up with people but didn't manage to stay even 1 metre away from others aged 12 or older not in my household	6%
Shared a car with someone aged 12 or older not in my household with windows open and/ or face coverings on	5%
Shared a car with someone aged 12 or older not in my household without windows open or face coverings on	5%
Met up with people from more than 4 other households in total (whether indoors and/ or outdoors) in a day	2%
Travelled on public transport with a face covering	16%
Travelled on public transport without a face covering	1%
Shopped in a supermarket/ other shop without a face covering	3%
Met up with up to 6 people aged 12 or older from one other household indoors - at home/in someone else's home	3%
Met up with up to 6 people aged 12 or older from one other household indoors - in a bar, pub, café or restaurant	6%
Met up with more than 6 people aged 12 or older and/ or more than one other household anywhere indoors (at home/ in someone else's home / in a bar, pub, café or restaurant)	1%
Met up with up to 6 people aged 12 or older from one other household outdoors (in a garden, other outdoor location or outside area of a bar, pub, café or restaurant)	7%
Met up with more than 6 people aged 12 or older and/ or more than one other household outdoors (in a garden, other outdoor location or outside area of a bar, pub, café or restaurant)	1%
Hugged/ kissed someone aged 12 or older not in my household when meeting up with them	6%
None of these	43%
Don't know	4%
Prefer not to say	2%

Source: YouGov weekly Scotland survey 29-30 September. Base (n=1004)

## Personal protective actions

Respondents were asked how important various personal protective actions (FACTS behaviours) were in helping to keep the spread of Coronavirus under control, and then the extent to which they were following them.<sup>4</sup> As shown in Figure 8, the vast majority consistently viewed each of these protective actions as important.

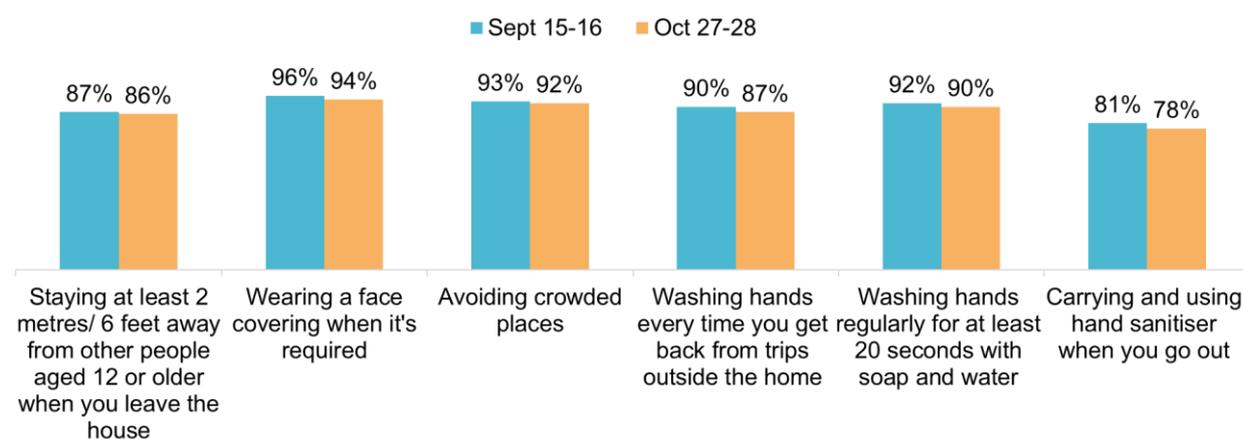
**Figure 8: Proportion who reported each action as 'fairly' or 'very' important**



Source: YouGov weekly Scotland survey. Base (n=1004-1053)

Respondents were asked how well, if at all, they are at following various personal protective actions (FACTS behaviours). Figure 9 shows that the vast majority reported following each action 'well' or 'fairly well'. In particular, more than nine in ten reported good compliance with wearing a face covering when required, avoiding crowded places, and washing hands regularly for at least 20 seconds with soap and water.

**Figure 9: Proportion who claimed to do each action 'fairly' or 'very' well**



Source: YouGov weekly Scotland survey. Base (n=1008-1040)

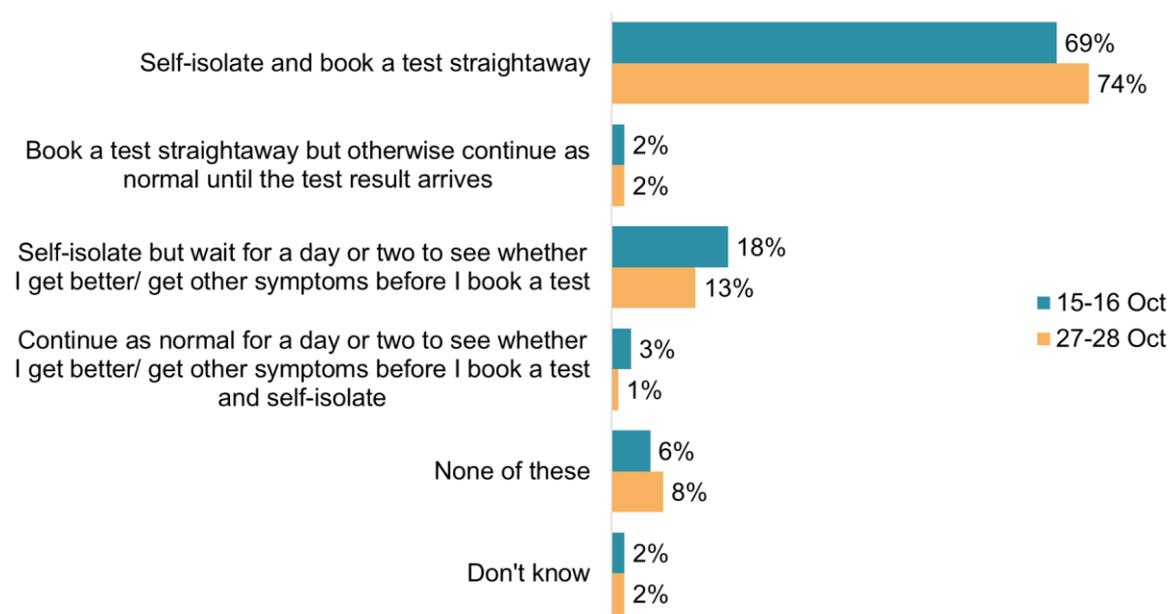
<sup>4</sup> Information about the FACTS campaign evaluation can be found in Annex B

## Testing

### Test and Protect

Respondents were told what the main Coronavirus symptoms are, were provided with a list of response options, and asked which would best describe what they would do if they if they experienced any Coronavirus symptoms.<sup>5</sup> As shown in Figure 10, at the end of October around three quarters said they would self-isolate and book a test straightaway if they had any symptoms, which was an increase from the end of September. Sizable minorities reported that they would take an alternative action not within the guidance, for example, self-isolate but wait a day or two before booking a test, although this decreased from the end of September to the end of October.

**Figure 10: Respondents' descriptions of what they would do they had any COVID-19 symptoms**

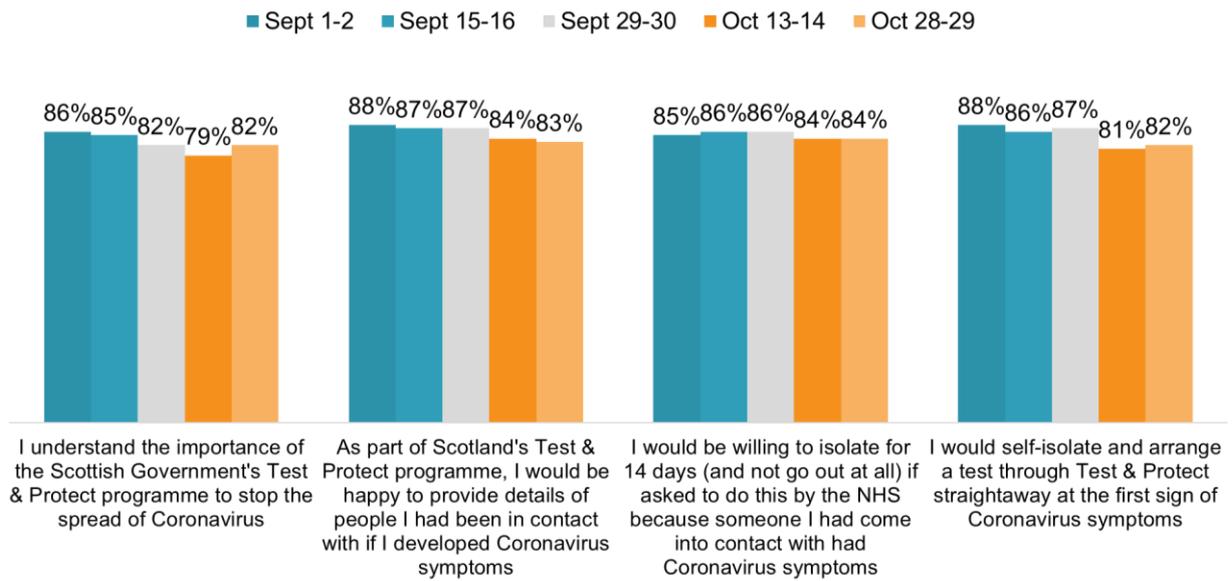


Source: YouGov weekly Scotland survey. Base (n=1004-1008)

Respondents were also asked whether they agreed or disagreed that they understand the importance of the Test & Protect in stopping the spread of Coronavirus, and with other statements about their willingness to comply with the programme. Figure 11 shows that the vast majority agreed that they understand the importance of Test & Protect programme for stopping the spread of the virus, would be willing to provide details of those they had been in contact with if they developed symptoms, and would be willing to comply with self-isolation guidance. Levels of willingness to provide details of other people, and to self-isolate and book a test through Test & Protect were slightly higher at the beginning of September than in the most recent wave.

<sup>5</sup> Wording of options changed slightly between waves. In the most recent wave the statements read in descending order: 'Self isolate and book a test immediately'; 'Book a test immediately but otherwise continue as normal until the test result arrives'; 'Self-isolate but wait for a day or two before I book a test'; 'Continue as normal for a day or two before I book a test and self-isolate'

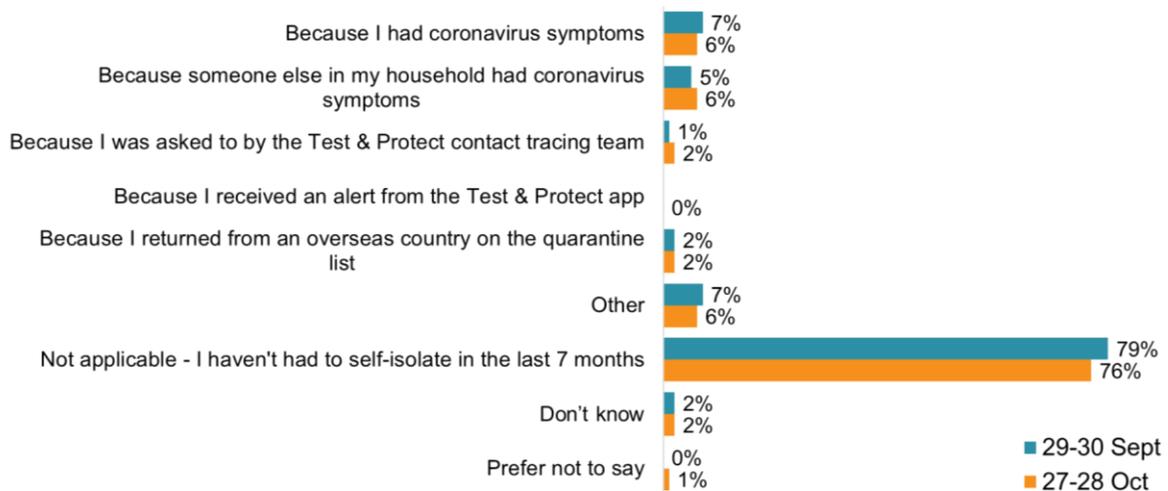
**Figure 11: Proportion who agreed/agreed strongly with the statements shown**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

Respondents were asked to think about whether they had self-isolated since March 2020, and select the reason, if any, for this. As shown in Figure 12, 13% to 14% of all respondents reported that they had self-isolated since March 2020, either because they had Coronavirus symptoms, someone else in their household had symptoms, had returned from overseas and were required to quarantine, or they had been alerted to self-isolate by the Test and Protect programme.

**Figure 12: Proportion who responded with the statements shown**

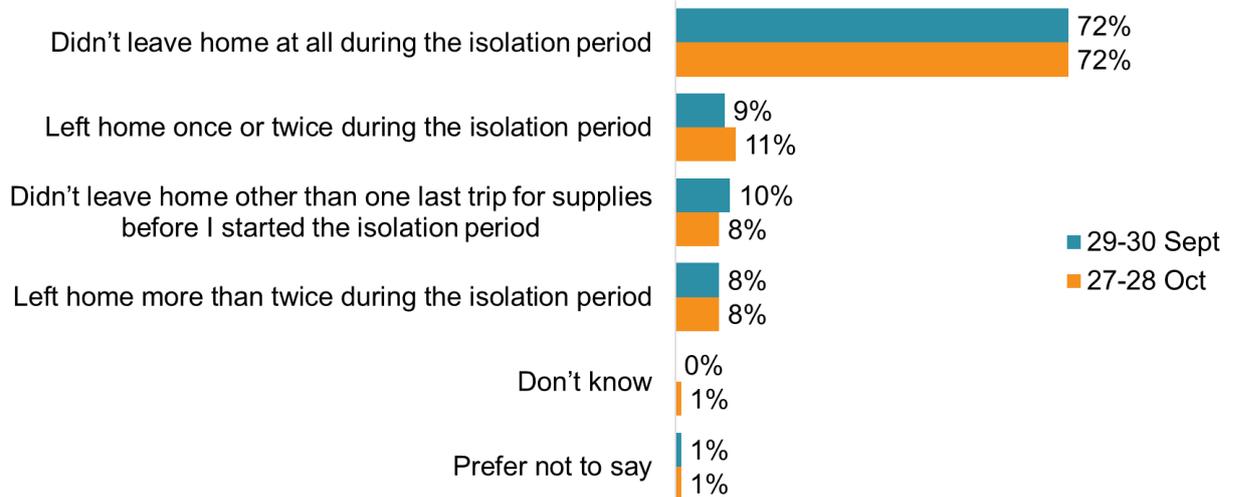


Source: YouGov weekly Scotland survey. Base (n=1004-1008)

Respondents who indicated that they had self-isolated were also asked about the number of many times, if at all, they left their home during their period of self-

isolation.<sup>6</sup> As shown in Figure 13, the majority reported that they had not left their home at all during the isolation period (72%). However, around one quarter reported they had left home during this period, either for one last trip before the period began, once or twice, or more than twice.

**Figure 13: Proportion who responded with the statements shown**



Source: YouGov weekly Scotland survey. Base (n=186-196)

<sup>6</sup> Excluding going for a Coronavirus test or for an essential medical appointment

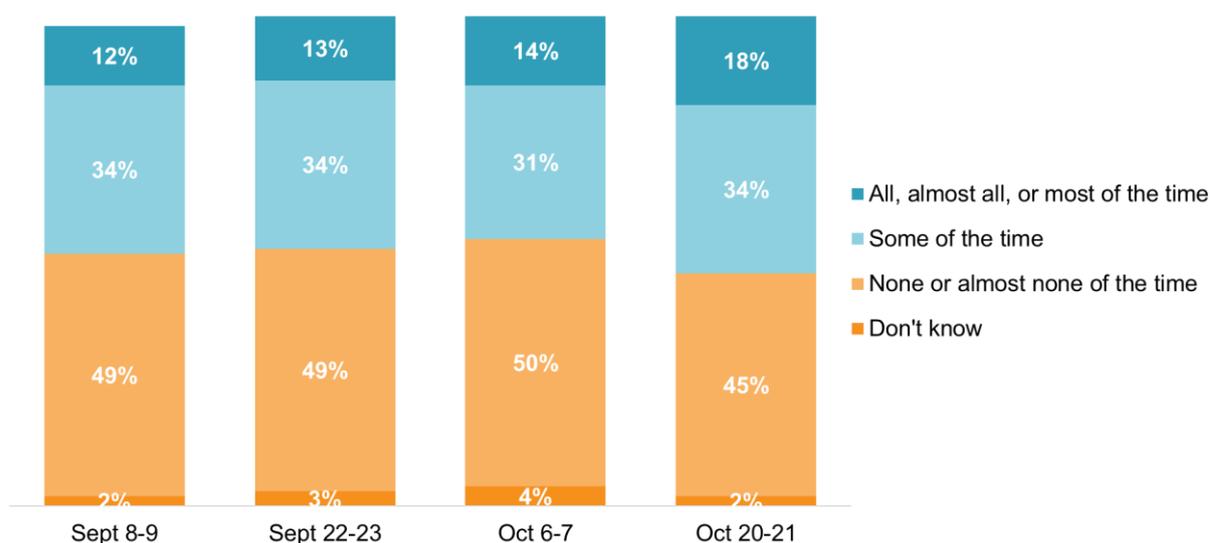
### 3. Wellbeing

#### Levels of loneliness, anxiety and happiness

The Coronavirus pandemic is having a wide range of impacts on personal wellbeing. This section presents polling data about the impacts of Coronavirus and the pandemic response on feelings such as happiness, loneliness, optimism and anxiety.

To understand social isolation, respondents were asked how much of the time during the past week they had felt lonely. As shown in Figure 14, the proportion who felt lonely all, almost all, or most of the time increased between September to mid-October. Around one third of people experienced loneliness some of the time in the past week, and this has remained stable during September and October. This means that the proportion of respondents who experienced loneliness at least some of the time in the past week increased, from 46% in early September to 52% in late October.

**Figure 14: How often respondents felt lonely during the past week**

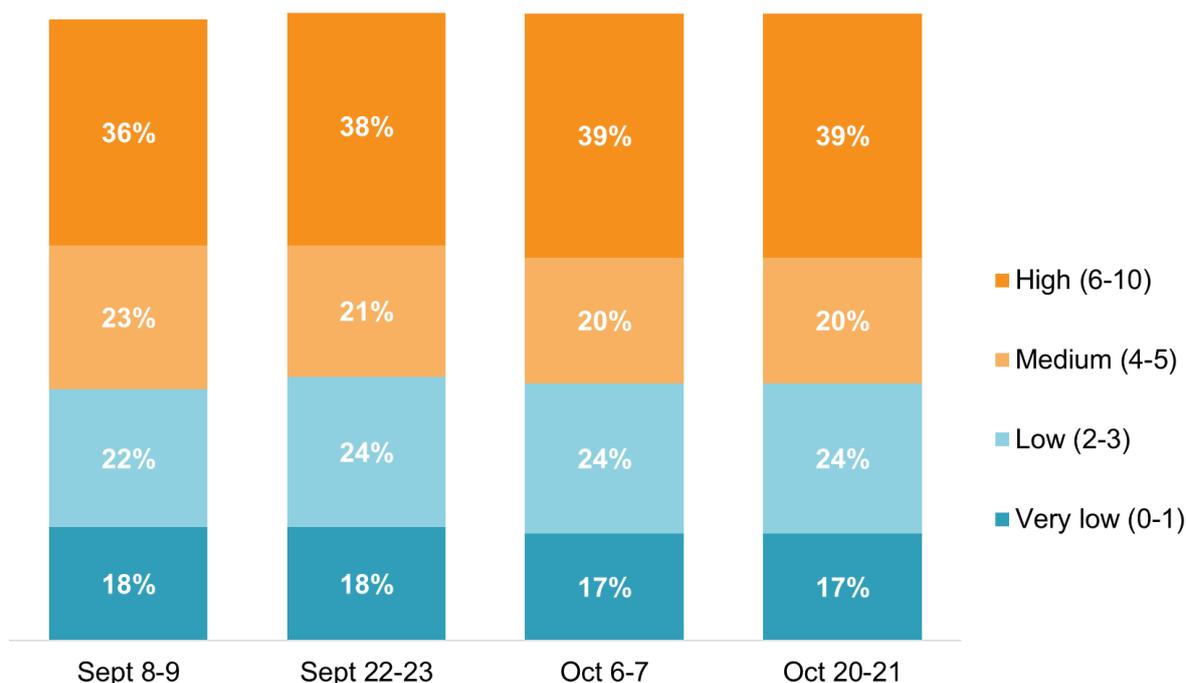


**Source: YouGov weekly Scotland survey. Base (n=1000-1018)**

The survey included two of the Office for National Statistics' (ONS) wellbeing questions<sup>7</sup> to measure levels of anxiety and happiness. Respondents were asked how anxious and how happy they felt 'yesterday', on a scale of 0 to 10. As shown in Figure 15, anxiety levels have remained stable and relatively high during September and October, with around two fifths reporting high anxiety.

<sup>7</sup><https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/methodologies/personalwellbeingssurveyuserguide>

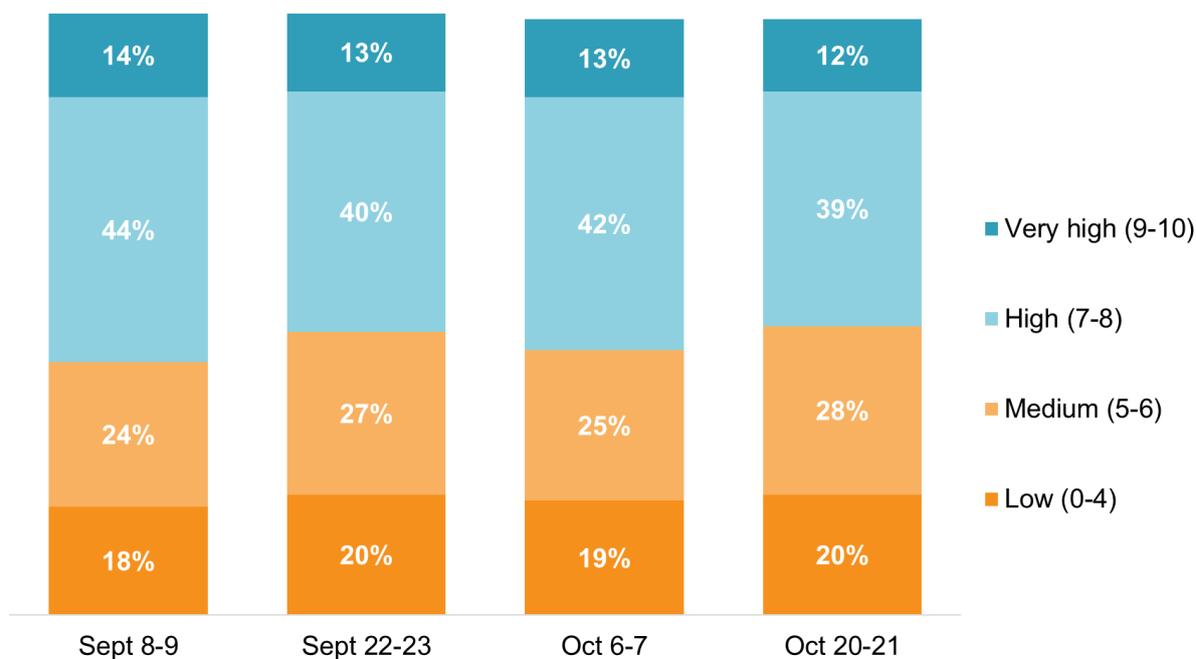
**Figure 15: How anxious respondents felt yesterday on a scale of 0-10**



Source: YouGov weekly Scotland survey. Base (n=1000-1018)

As shown in Figure 16, the majority of respondents reported high or very high levels of happiness (score of 7-10), although the proportion reporting high levels fell slightly between early September and late October. Around one in five felt low levels of happiness (score of 0-4), which has been stable since May.<sup>8</sup>

**Figure 16: How happy respondents felt yesterday on a scale of 0-10**



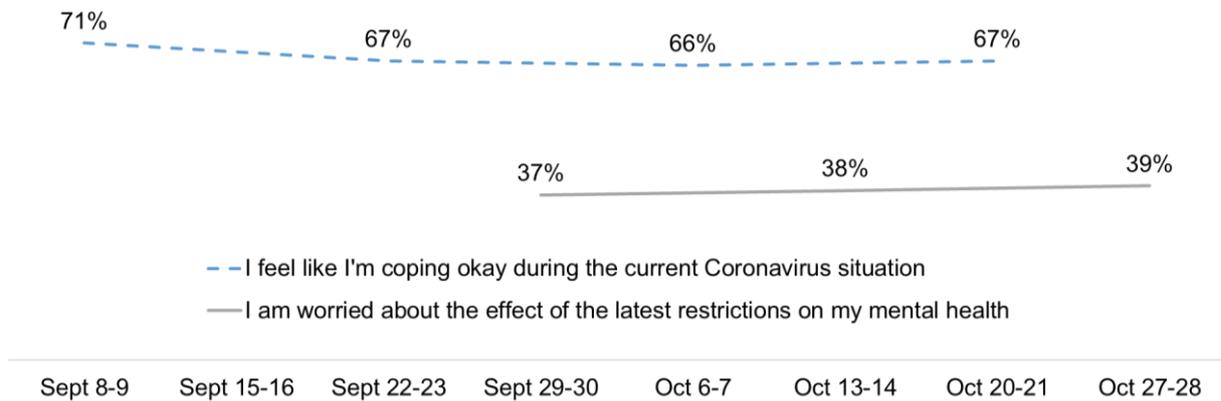
Source: YouGov weekly Scotland survey. Base (n=1000-1018)

<sup>8</sup> <https://www.gov.scot/publications/public-attitudes-coronavirus-summary/pages/7/> Figure 10

## Coping, worries and optimism

Respondents were asked whether they agreed or disagreed with the statements shown below. As shown in Figure 17, over two thirds agreed that they feel like they are coping okay during the Coronavirus situation, however just under four in ten agreed that they are worried about the effect of the latest restrictions on their mental health.

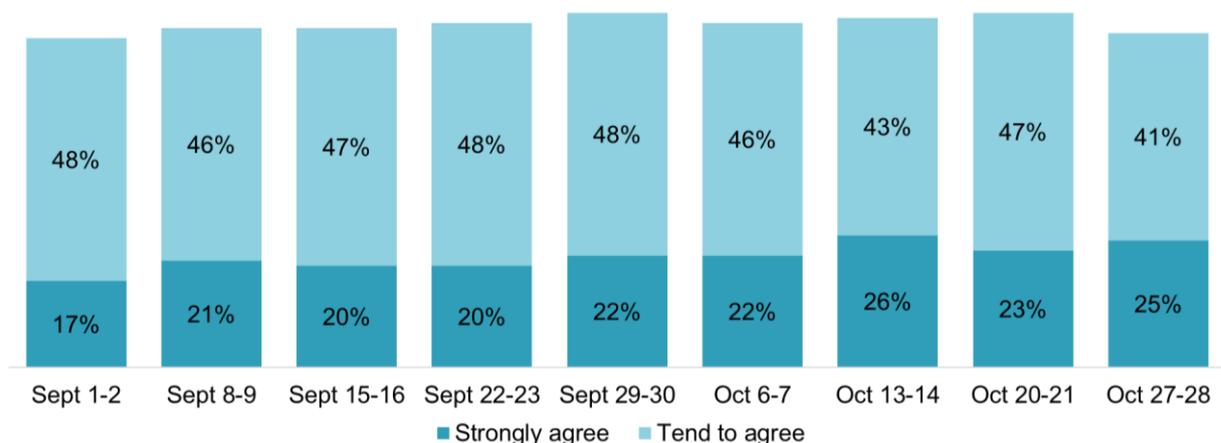
**Figure 17: Proportion who agreed/agreed strongly to the statements shown**



**Source: YouGov weekly Scotland survey. Base (n=1000-1018)**

The proportion who agreed that they are worried about the Coronavirus situation has remained high and stable in September and October, however the proportion who strongly agreed has increased since the beginning of September.

**Figure 18: Proportion who agreed/agreed strongly with the statement 'I feel worried about the Coronavirus situation'**

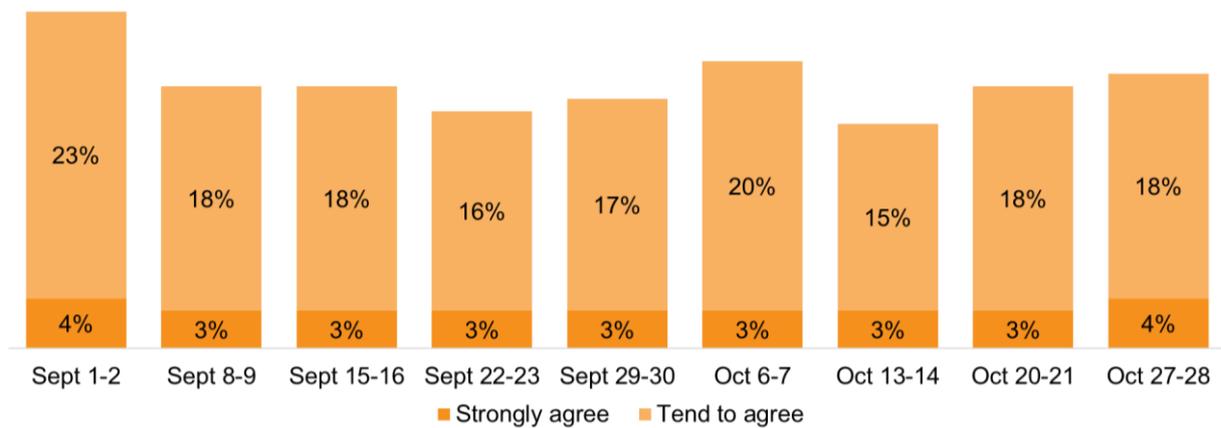


**Source: YouGov weekly Scotland survey. Base (n=1000-1053)**

Levels of optimism decreased in the first week of September. Since then the proportion who agreed with this statement that they are sure that things will start to

get better soon has remained around one fifth. Levels of optimism during September and October were lower than at the beginning of the March lockdown.<sup>9</sup>

**Figure 19: Proportion who agreed/agreed strongly with the statement ‘I’m sure that things will start to get better soon’**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

<sup>9</sup> <https://www.gov.scot/publications/public-attitudes-coronavirus-april-summary/pages/8/> Figure 7

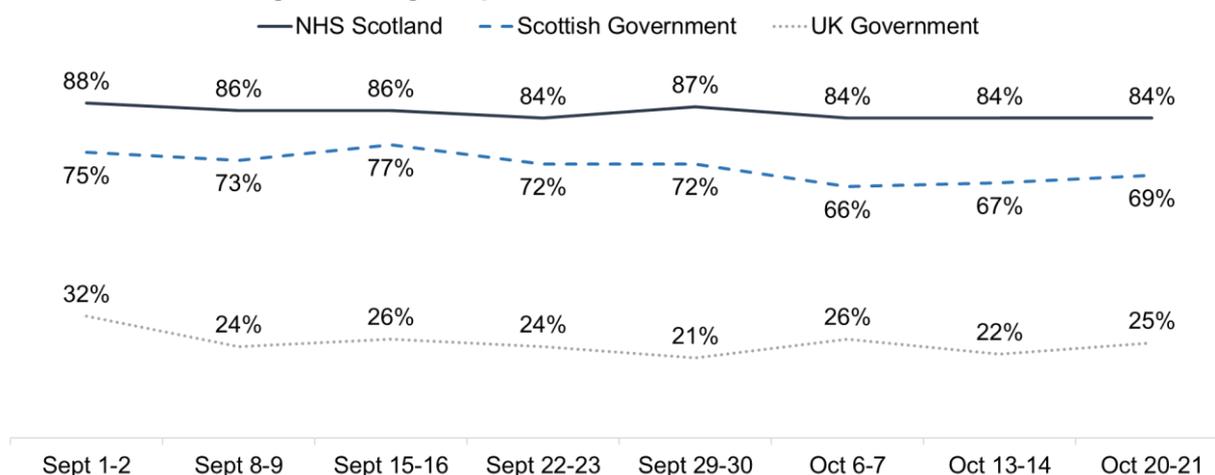
## 4. Views on government and information sources

### Rating of government

Surveys have examined people's reactions to the Scottish Government's approach to the Coronavirus pandemic. This section summarises polling data about public trust in the Coronavirus measures, and trust in various sources to provide information about Coronavirus.

Respondents were asked how good or poor a job various institutions are doing to help their country deal with recovery following the pandemic. As shown in Figure 20, respondents continued to rate the NHS highly. The proportion rating the Scottish Government as doing a good or very good job fell in mid-September and again at the beginning of October but has remained stable since. Around one quarter rated the UK Government as doing a good job following a decrease at the beginning of September.

**Figure 20: Proportion who rated each as doing a good/very good job to help Scotland deal with recovering following the pandemic**

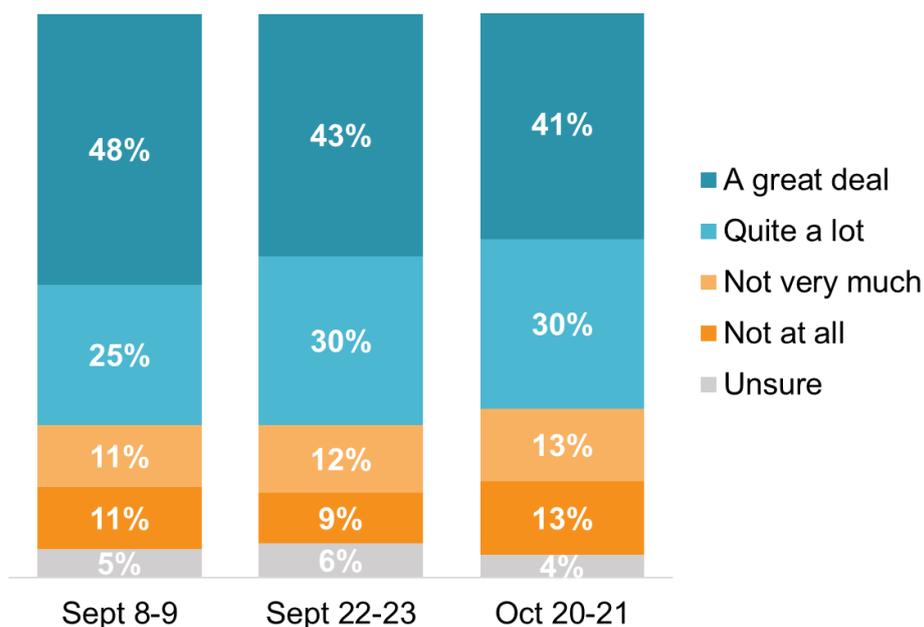


Source: YouGov weekly Scotland survey. Base (n=1000-1053)

### Trust in Scottish Government

Respondents were asked to what extent they trust the Scottish Government to work in Scotland's best interests during the Coronavirus pandemic. As shown in Figure 21, around seven in ten reported to trust the Scottish Government 'a great deal' or 'quite a lot', although the proportion who reported 'a great deal' of trust fell between the early September and late October. Around one quarter reported that they do not trust the Scottish Government to work in Scotland's best interests.

**Figure 21: Whether respondents trust the Scottish Government to work in Scotland’s best interests during the Coronavirus pandemic**

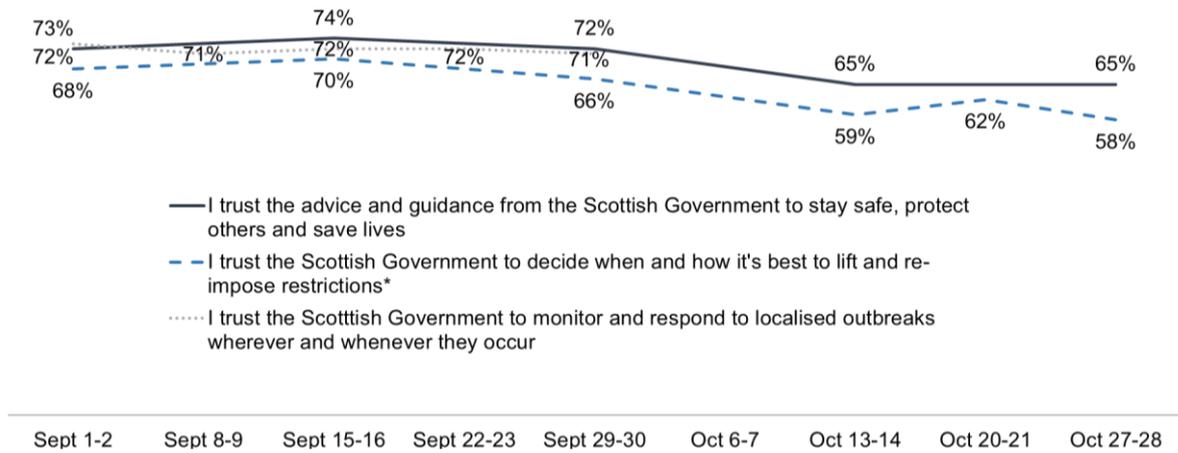


Source: YouGov weekly Scotland survey. Base (n=1000-1018)

### Trust in Scottish Government advice and guidance

Respondents were asked whether they agreed or disagreed with statements about trust in the Scottish Government on various aspects of advice and guidance. Figure 22 shows that majorities agreed with these statements, however, that trust in the Scottish Government to decide when and how to lift and re-impose restrictions, and trust in advice and guidance to stay safe, protect others, and save lives, was lower at the end of October than the beginning of September.

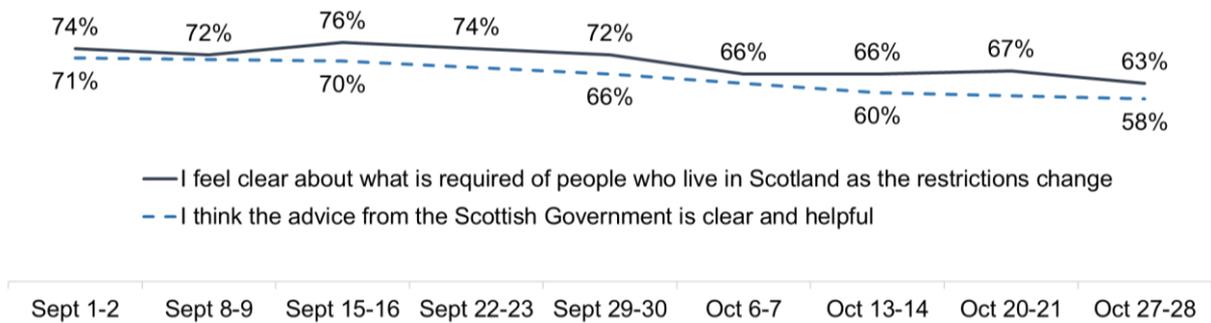
**Figure 22: Proportion who agreed/strongly agreed with the statements shown**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

Similarly, Figure 23 shows that the majority agreed that they feel clear about what is required in September and October, and think that advice from the Scottish Government is clear and helpful. However, levels of agreement fell at the end of September.

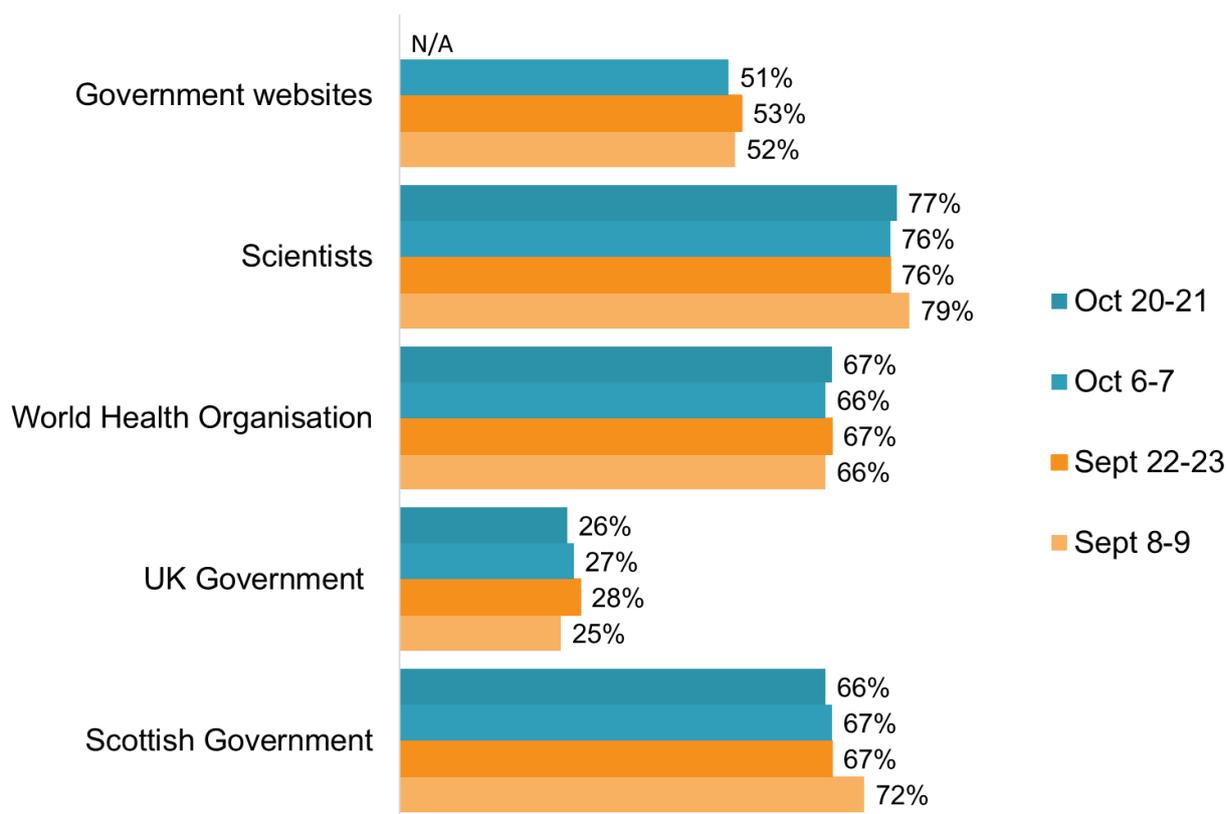
**Figure 23: Proportion who agreed/strongly agreed with the statements shown**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

Respondents were shown a list of information sources and asked about the degree to which they trust the source to deliver information on Coronavirus. As shown in Figure 24, the proportion who said they trust Scottish Government was consistently higher than the proportion who trusted the UK Government to deliver information about Coronavirus. Trust in information from the Scottish Government fell in early September but has since stabilised.

**Figure 24: Proportion who completely or mostly trust each information source to deliver information on Coronavirus**

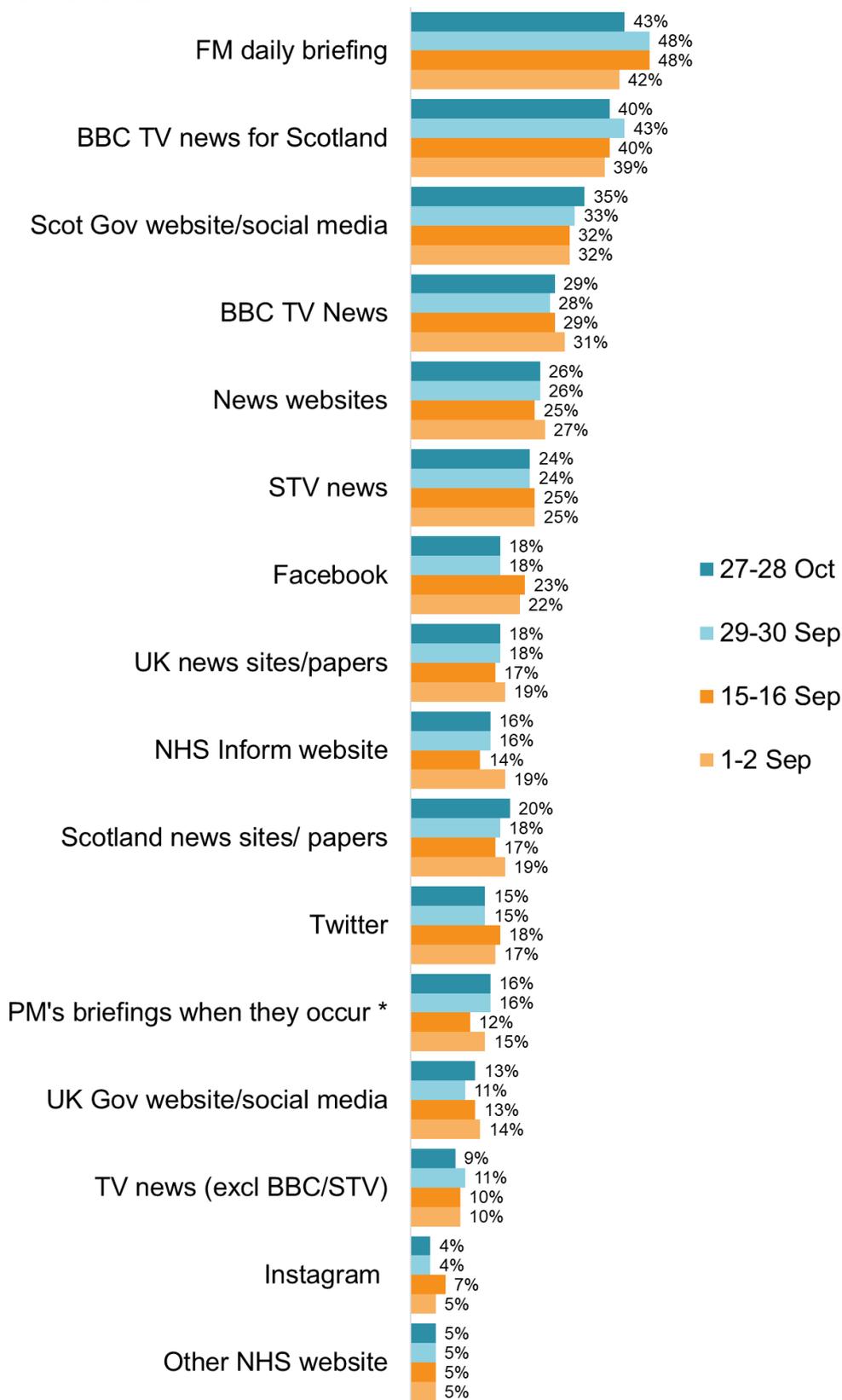


Source: YouGov weekly Scotland survey. Base (n=1000-1018)

### Sources of information

Respondents were shown a list of information sources and asked which they use regularly to access information on coronavirus (i.e. at least three times a week). As shown in Figure 25, Scotland specific sources were used by sizable minorities, including BBC TV News for Scotland and Scot Gov websites/social media. However, the proportion regularly accessing information from the FM daily briefing decreased between the end of September and end of October, to levels seen in early September.

**Figure 25: Proportion using each information source regularly to access information on Coronavirus**



Source: YouGov weekly Scotland survey. Base (n=1004-1053)

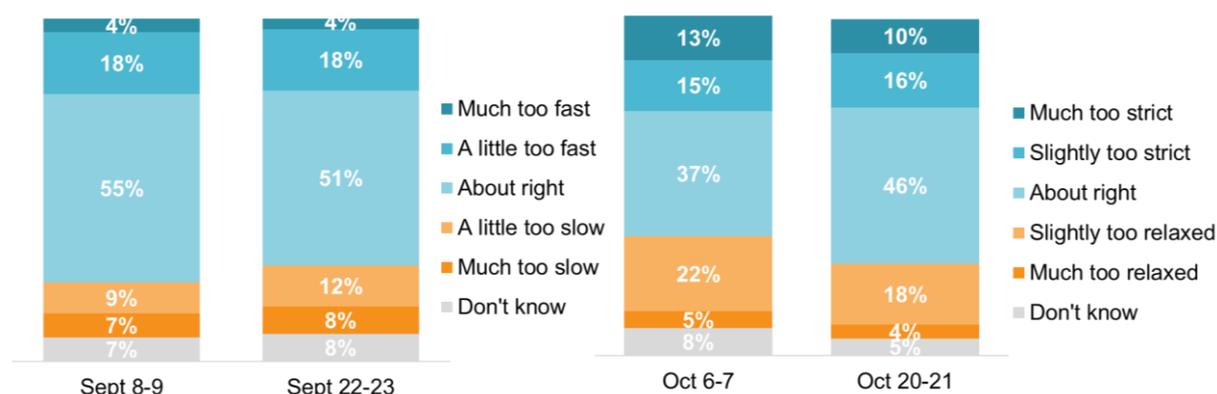
## 5. Looking forward

### Changing restrictions

Finally, surveys have examined people’s attitudes towards support for Coronavirus measures and future plans. This section summarises polling data about public confidence and comfort in resuming activities and current trends in activity across different sectors.

In September respondents were asked how they felt about the speed at which the Scottish Government was easing restrictions, and whether this was too fast, too slow or about right. Later respondents were asked whether they felt the level of restrictions currently in place was too strict, too relaxed, or about right.<sup>10</sup> As shown in Figure 26, around half felt the speed was ‘about right’, while one fifth thought it was too fast and less than one in seven thought it was too slow. Figure 26 also shows that the proportion who thought restrictions were ‘about right’ increased in late October, and the proportion reporting the restrictions were too relaxed fell.

**Figure 26: Proportion who reported that the speed and level of restrictions is ‘about right’ or otherwise**



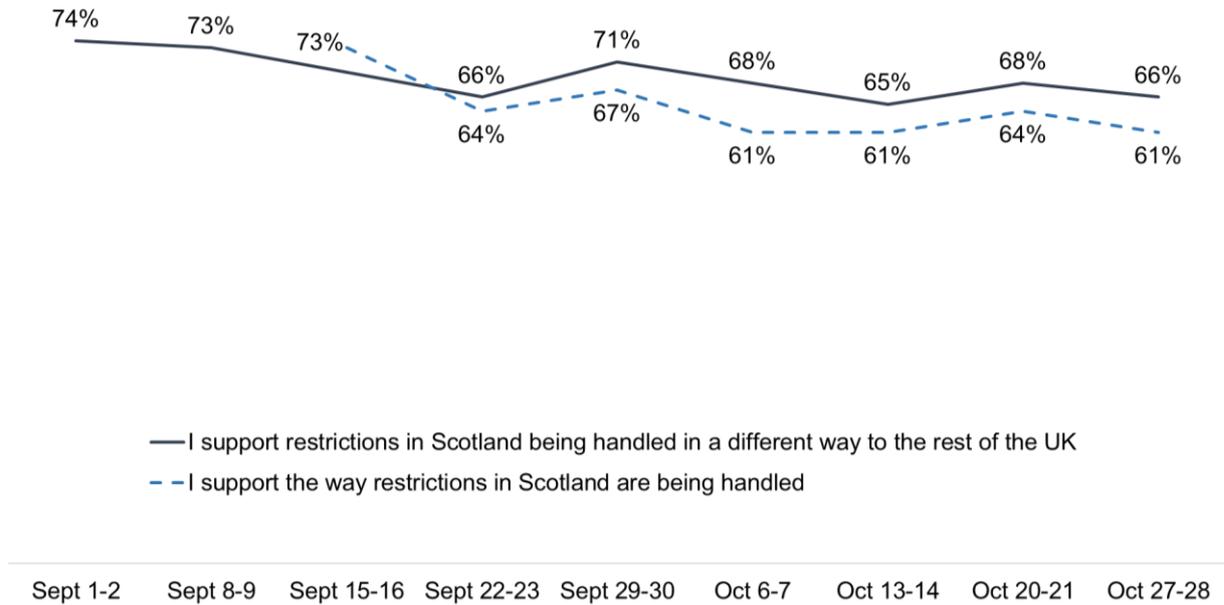
Source: YouGov weekly Scotland survey. Base (n=1000-1018)

### Support for measures

Respondents were also asked whether they agreed or disagreed with two statements about the way restrictions were being handled in Scotland. Figure 27 shows that the majority agreed that they support the way restrictions are being handled, and that they support restrictions being handled in a different way to the rest of the UK. Levels of agreement decreased in the second half of September and have fluctuated since.

<sup>10</sup> On Oct 20-21 The question asked about ‘restrictions that are currently in place in your area’

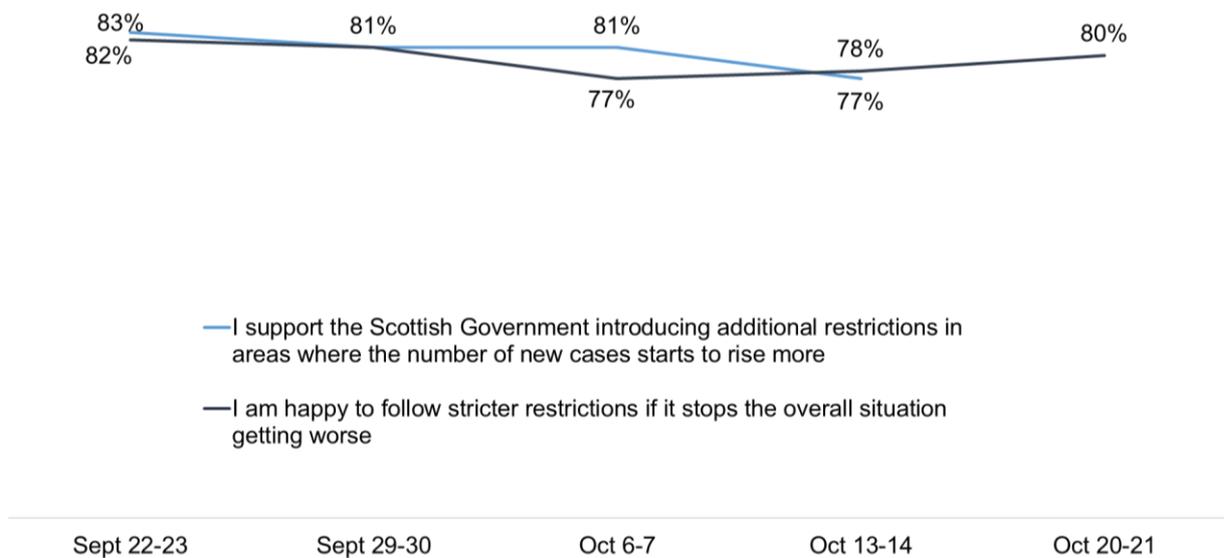
**Figure 27: Proportion who agreed/strongly agreed with the statements shown**



**Source: YouGov weekly Scotland survey. Base (n=1000-1053)**

Respondents were also asked whether they agreed or disagreed with two statements about the prospect of additional or tighter restrictions. Figure 28 shows that around four fifths agreed they would support additional restrictions in areas where case numbers rise, although this fell during early and mid-October. A similar proportion agreed that they would be happy to follow stricter restrictions if it stops the overall situation getting worse.

**Figure 28: Proportion who agreed/agreed strongly with the statements shown**

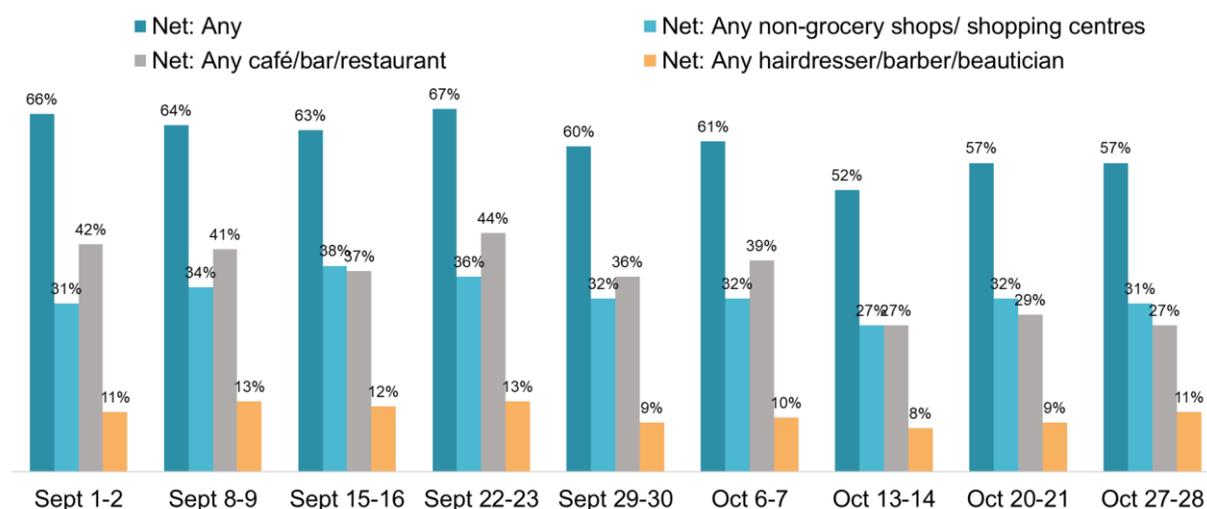


**Source: YouGov weekly Scotland survey. Base (n=1000-1023)**

## Returning to normal

Respondents were asked which places they have visited in the past week, if any, from a list of available options. As shown in Figure 29, there was a decrease in the overall proportion who reported to having visited somewhere in the past week in mid-October due to a decrease in the proportion visiting hospitality.

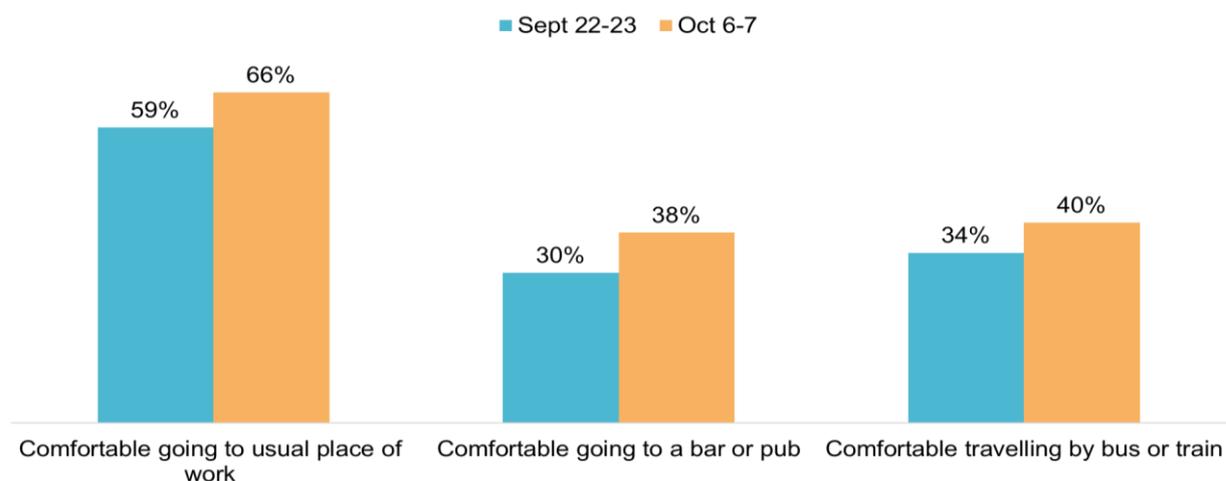
**Figure 29: Proportion who reported visiting each location in the past week**



Source: YouGov weekly Scotland survey. Base (n=1000-1053)

Respondents were asked whether they felt comfortable doing a range of activities in the next month. Figure 30 shows that the proportions who reported feeling comfortable going to their usual workplace were consistently higher than proportion who felt comfortable travelling by public transport, or going to a bar or pub. Levels of comfort for undertaking each of these activities in the next month increased between late September and early October.

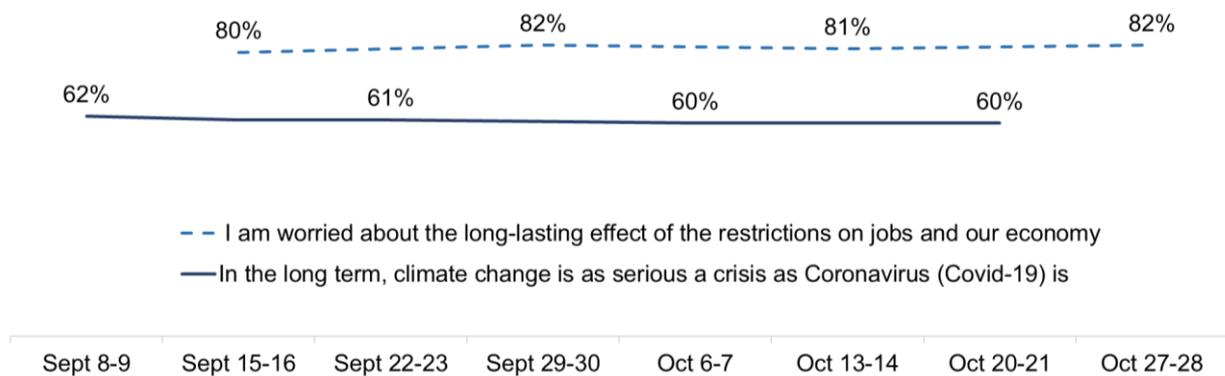
**Figure 30: Proportion who reported they were 'fairly' or 'very' comfortable doing each activity in the next month**



Source: YouGov weekly Scotland survey. Base (n=1005-1012)

Respondents were asked whether they agreed or disagreed with two statements about the future. As shown in Figure 31, around four fifths agreed that they are worried about the long-lasting effect of the restrictions on jobs and the economy, and three fifths agreed that, in the long-term, climate change is as serious a crisis as Coronavirus is.

**Figure 31: Proportion who agreed/agreed strongly with the statements shown**



Source: YouGov weekly Scotland survey. Base (n=1000-1040)

## Annex A: Sample sizes

YouGov results are based on a sample of c.1,000 adults 18+ across Scotland at each wave. YouGov apply weighting to the data to match the population profile to adjust for any over/under representations and to maximise consistency from wave to wave. Parameters used include age, gender, social class, region and level of education.

**Table 2: Fieldwork information**

Name	Sample size	Age group	Field dates
YouGov weekly survey	Wave 24: 1053	18+	Wave 24: 1-2 Sept
	Wave 25: 1018		Wave 25: 8-9 Sept
	Wave 26: 1040		Wave 26: 15-16 Sept
	Wave 27: 1005		Wave 27: 22-23 Sept
	Wave 28: 1004		Wave 28: 29-30 Sept
	Wave 29: 1012		Wave 29: 6-7 Oct
	Wave 30: 1023		Wave 30: 13-14 Oct
	Wave 31: 1000		Wave 31: 20-21 Oct
	Wave 32: 1008		Wave 32: 27-28 Oct

Fieldwork dates cover the period where the bulk of the survey fieldwork was completed.

## Annex B: FACTS campaign evaluation

The FACTS campaign launched on 19 June and was evaluated by Progressive using an online omnibus survey at 23-27 July and 12-15 September. At each point the sample consisted of c.500 adults aged 16+ across Scotland. Samples were representative of the Scottish population (16+) weighted to Census and ONS data for age, gender, region, socio-economic grade and highest education level achieved.

Measures for campaign awareness, knowledge, action and supportiveness are shown below:

- **Awareness:** 79% awareness achieved at 23-27 July / 75% at 12-15 September (prompted campaign recognition)
- **Knowledge:** 87% (23-27 July) / 81% (12-15 September) agreement that the advertising *makes clear what I need to do on an ongoing basis to help stop the spread of coronavirus*
- **Supportiveness:** 80% (23-27 July) / 73% (12-15 September) agreement that the campaign is supportive
- **Action:** 83% claimed action as a result among those who have seen/heard the campaign (at both 23-27 July and 12-15 September)

As noted in the main report, **importance of FACTS** has also been measured through the YouGov polling. The campaign has contributed to the maintenance of / improvement in perceived importance of FACTS. Levels are for mid-June (around start of FACTS), early July, mid-July (around time of 23-27 evaluation wave) and mid-September (around time of 12-15 September evaluation wave):

- Very important to wear a **F**ace covering: 32% / 41% / 64% / 70%
- Very important to **A**void crowded places: 72% / 79% / 73% / 77%
- Very important to **C**lean hands regularly: 86% / 85% / 84% / 88%
- Very important to stay at least **T**wo metres away from others: 61% / 63% / 58% / 69%
- Very important to **S**elf-isolate and book a test at the first sign of symptoms: from 77% / 85% / 82% / 85%

In the September wave of the evaluation, knowledge of the FACTS acronym and individual letters/ behaviours was assessed.

Among those who had seen or heard the FACTS campaign:

- 46% were able to spontaneously name FACTS and 54% were able to spontaneously name FACTS or something close to that as the acronym /series of letters we use to remember what we need to do on an ongoing basis to help control the spread of coronavirus and protect ourselves and others
- 88% were aware of FACTS on prompting.

In terms of what the letters stand for, the percentages below show those who were able to say spontaneously exactly what each letter stands for (again among those who had seen or heard the campaign): F: 61% / A: 35% / C: 37% / T: 41% / S: 40%.



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

© Crown copyright 2020

**OGL**

This publication is licensed under the terms of the Open Government Licence v3.0 except where otherwise stated. To view this licence, visit [nationalarchives.gov.uk/doc/open-government-licence/version/3](https://nationalarchives.gov.uk/doc/open-government-licence/version/3) or write to the Information Policy Team, The National Archives, Kew, London TW9 4DU, or email: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk).

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This publication is available at [www.gov.scot](http://www.gov.scot)

Any enquiries regarding this publication should be sent to us at

The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

ISBN: 978-1-80004-308-4 (web only)

Published by The Scottish Government, November 2020

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA  
PPDAS791626 (11/20)

W W W . g o v . s c o t