KANTAR TNS

Human Trafficking (260413829) - Summary of Findings 2019

Background and methodology

The Scottish Government has developed a strategy to tackle human trafficking and exploitation in Scotland, and in 2017 ran marketing activity to increase awareness of human trafficking in Scotland. To inform this strategy and monitor its impact, Kantar TNS was commissioned to conduct research among the Scottish population.

The research was conducted using a face-to-face, in-home, CAPI Omnibus survey - the Scottish Opinion Survey (SOS) - as the method for data collection. Three waves of research have now been conducted:

- Wave 1 (2017): A sample of 1,025 adults aged 16+ was interviewed across Scotland between 1st and 26th March 2017.
- Wave 2 (2018): A sample of 1,008 adults aged 16+ was interviewed across Scotland between 28th February and 2nd April 2018.
- Wave 3 (2019): A sample of 1,082 adults aged 16+ was interviewed across Scotland between 20th February and 20th March 2019.

At each wave the data was weighted to match population profiles to ensure it was both demographically and geographically representative of the adult population of Scotland.

Main findings

When asked spontaneously[1] what they understand by the term “human trafficking”, in 2019 respondents were most likely to say ‘(modern) slavery’ (36%), This is similar to the proportions providing this description in 2017 and 2018 (37%). The top mention in 2017 - ‘transporting/recruiting people for purposes of prostitution / sexual exploitation’ (40%) fell to 32% in 2018 but rose slightly again in 2019 to 35%, remaining the second most common mention. The third and fourth most common mentions were the same as 2017 - ‘transporting/recruiting for other improper purposes’ (28% vs 30% in 2018 and 29% in 2017) and ‘transporting/recruiting for purposes of forced labour’ (25% vs. 28% in 2018 and 27% in 2017). A significant change from 2017 to 2018 was a decline in mentions of ‘forced marriage’ from 12% to 7%; this stayed at a similar level in 2019 (8%). Some 30% provided any mentions of illegal immigrants and 27% mentioned the trade/selling of people.

As in the previous two years, around one in ten were unable to say what human trafficking is (9%, as it was in 2018 vs. 10% in 2017). Also, as in 2018, there was no significant difference by gender (8% males and 9% females); previously in 2017, there had been a significant difference by gender. However, other groups previously highlighted as being less aware continue to be so – 12% of 16-34s, 16% of those in the DE social grades and 20% among those in ethnic minority groups (vs. 8% among white respondents)[2].

Respondents were then asked the extent to which they believe human trafficking is an issue in a number of places. The results in 2019 very much follow the patterns of the previous two years and continue to indicate that it is seen as less of an issue closer to home. Indeed, it shows a decline in Scotland from 16% in 2018 to 13% in 2019. However, the significant increases between 2017 and 2018 in the proportion who state that human trafficking is an issue to ‘a great extent’ in Europe and the Rest of the world have been sustained in 2019 suggesting that people believe it is becoming more prevalent, albeit at a distance. The proportion stating that human trafficking is an issue to ‘a great extent’ in each of the areas is shown in the table overleaf:

---

[1] Respondents answered spontaneously, but responses coded to an answer list available to interviewers

[2] NB: Ethnic minority sample size of 36, so caution should be taken when interpreting results.

Table 1: % stating that Human Trafficking is a problem 'to a great extent' in each area

	2017 %	2018 %	2019 %
Europe	53	59	58
Rest of the world (not including Europe)	63	69	67
The UK	30	34	30
Scotland	14	16	13
Your local area of Scotland	5	4	5

As in the previous two years, those in the 'West' of Scotland are significantly more likely to think that human trafficking is an issue 'to a great extent' in Scotland (16% vs. 14% in East/South and 7% in North). If anything however, the differences between west and east are more marginal, whilst the differences are greater vs. the North.

Respondents were asked a series of questions to understand which industries and activities in Scotland they thought might involve human trafficking. Firstly, when asked to consider which industries and activities might involve **adults** who are victims of trafficking, the top three activities mentioned **spontaneously**[3] in 2018 were:

- Sex industry / prostitution (58% - down from 61% in 2018, and significantly lower than the 70% recorded in 2017)
- Manual labour (35% - an increase on the 30% recorded in 2018 and higher than the 33% recorded in 2017)
- Drugs (25% - a drop again from 2018 (27%) which itself was a significant decrease on 2017 (40%))

Respondents were then prompted with a list of possible industries and asked which they thought applied to adults who are victims of trafficking. Taking **both spontaneous and prompted** responses into account, the top six activities mentioned in 2019 were the same as in the previous two years, and mentioned at essentially the same levels:

- Sex industry / prostitution (83% vs 86% in 2018 and 84% in 2017)
- Drugs (70% vs. 69% in the two previous years)
- Manual labour (a slight increase to 60% over the 57% recorded in both 2017 and 2018)
- Begging (another increase to 60% compared to 56% in 2018 and 54% in 2017)
- Benefit fraud (an increase to 48% vs. 44% in 2018 and 47% in 2017)
- Working in private houses (46% - a similar level to the previous two years (45% in 2018 and 47% in 2017)

However, there have been steady increases over the three year period in awareness of trafficked adults being involved in other areas, including:

- Beauty industry (up from 31% in 2017 to 37% in 2018 and 39% in 2019)
- Tourism (up from 15% in 2017 to 19% in 2018 and 21% in 2019)

The same questions were asked about **children** who are victims of trafficking, and the top four **spontaneous** answers respondents gave were:

- Child sexual exploitation/sex industry (continues to drop to 47% in 2019 from 51% in 2018 and 59% in 2017)
- Drugs (19% - a similar level to 2018 which was down significantly from 24% in 2017)

[3] Respondents answered spontaneously, but responses coded to an answer list available to interviewers

- Manual labour (16% - compared to15% in 2018 and 22% in 2017)
- Begging (13% - a slight drop from 2017 (15%), which had been down significantly from 22% in 2017)

After being prompted with the same list, taking **both spontaneous and prompted** responses into account, the top five activities mentioned in relation to children were as follows. Again, these show little change from 2017:

- Child sexual exploitation/sex industry (77%)
- Begging (56%)
- Drugs (55%)
- Manual labour (38%)
- Benefit fraud (37%)

The only significant changes recorded in relation to trafficked children were major year-on-year increases in begging (51% to 53% to 56% in 2019) and drugs (47% in 2017 and 2018 to 55% in 2019).

As in both previous years, the pattern of responses to awareness of activities and industries involved in human trafficking recorded in 2019 was similar across demographic groups. It continues to be the case, however, that those in the AB social grades tended to be significantly more likely than those in the lower social grades to cite a number of industries where adults can be victims of trafficking. In addition, women tended to be more aware than men, and the younger and older age groups least likely to be aware. In relation to children there were fewer significant sub-group differences, though the youngest age group (16-34 years) and those aged 65+ were often significantly less likely to be aware of where children might be involved.

When asked what they would do if they suspected someone had been trafficked / exploited, 83% of respondents said they would report it to the Police, (87% in 2018 and 80% in 2017), and increasing to over nine in ten amongst those in the AB social grades. 16% said they would tell friends/family (12% in 2017 but also 16% in 2017), 16% would find out more information (vs.14% in 2018 and 15% in 2017) and 15% would stop using/visiting the service where the exploitation is taking place (12% in 2018 and 14% in 2017). 2% said they would do nothing (a very slight increase on the previous two years (1%)).

In 2019, two further questions were asked in the survey. The first was to better understand consumer attitudes and awareness of trafficking and exploitation within Supply Chains (all the processes involved in the production and distribution of goods and services). In this case, awareness levels were fairly low: whilst 4% of the population claimed high levels of awareness, three in five (58%) claimed low levels of awareness. Just over a quarter (26%) claimed moderate or varied awareness levels. The under 25s were least likely to claim high awareness (1%), whilst moderate awareness was highest among those aged 35-54 (31%) otherwise there were no major variations by demographic group.

A second question then asked whether awareness of human trafficking and related exploitation influenced their choices when purchasing goods and services in Scotland. This resulted in an interesting split of opinion: 44% claimed that it did (7% regularly, 38% occasionally) while 44%^ claimed it never influenced their behaviour. Some groups were more likely to be influenced than others – 35-44 year olds (55%) and those aged 55-64 (47%) as well as ABs (51%) and C1s (48%).

Two new questions had previously been added to the survey in 2018 to better understand the visibility of the Scottish Government’s marketing activity on the topic, which ran in September 2017. These questions were retained in 2019 to determine the extent of longer term recollection. Firstly, respondents were asked if they had seen or heard any advertising or media coverage recently on the topic of human trafficking. This question was included to obtain a baseline measure for awareness of activity when the campaign has not been on recently. Should the activity be run again, then this question can be repeated afterwards to assess the extent to which the campaign is being noticed. It should be noted that this was a deliberately broad question to capture awareness of any activity, not just that commissioned by Scottish Government.

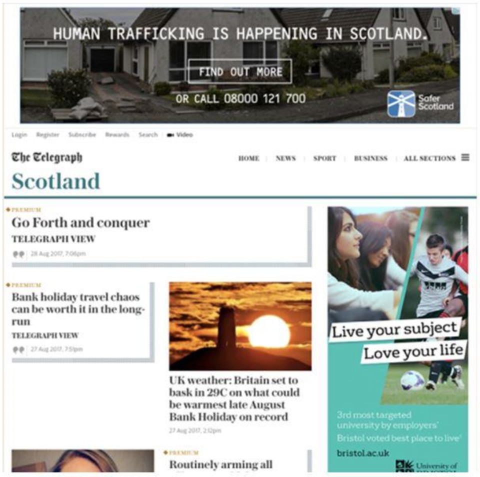
Overall, two-fifths (39%) of adults in Scotland claimed to have seen or heard activity on the topic recently (40% in 2018), with the most common sources being TV programmes / news (24% vs. 23% in 2018), TV advertising (8% vs. 9% previously) and newspaper coverage / articles (6% vs. 8% previously). When grouping together mentions of channels used by Scottish Government – i.e. TV advertising, adverts on websites and social media mentions – 15% claimed to have seen activity on any of these sources (14% in 2018). Awareness was broadly similar by gender and social grade, with those aged 65+ least aware (35%) compared to 46% of 45-64s.

Respondents were also shown examples of the Scottish Government advertising used in September 2017 and asked whether they recalled seeing the ads, either on TV or online / on social media (these are shown in Figure 1 overleaf). Though this question could not be used to accurately measure campaign recognition on this occasion (given the time that has elapsed since it was live – even more of a consideration in 2019), it was included to allow us to identify people who think they had seen the campaign and analyse other measures among those who had seen the campaign and those who had not to see whether other measures are better among those who have.

Overall, one quarter (25%) of adults in Scotland claimed to have seen any of the advertising. 14% claimed to have seen the TV advertising, 10% the online / social media adverts and 4% claimed they had seen the ads but were unsure where. These figures are almost identical to those recorded in 2018 and tends to suggest that recall of the advertising has held up well. However, unlike in 2018 when females were significantly more likely to have seen the activity (27% vs. 22% of males), there was little difference between the sexes in 2019 (26% and 25% respectively). Awareness was broadly similar by social grade and by age with the exception of significantly lower levels among 65+ (14%).

Figure 1: Examples of advertising shown to measure prompted recognition.

Examples of online/social media advertising



Scenes from the TV ad