



The Scottish
Government
Riaghaltas na h-Alba

Human Trafficking

Report of April 2020
Scottish Population
Online Survey

Research Report from
56 Degree Insight Ltd

Data collection:
KANTAR

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20th April 2020

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:

- **2017:** A sample of 1,025 adults aged 16+ was interviewed across Scotland between 1st and 26th March 2017.
- **2018:** A sample of 1,008 adults aged 16+ was interviewed across Scotland between 28th February and 2nd April 2018.
- **2019:** A sample of 1,082 adults aged 16+ was interviewed across Scotland between 20th February and 20th March 2019.
- **2020 (part):** Following the Government-imposed lockdown in response to the COVID-19 Pandemic, interviewing was suspended after the first week of the 4 weeks of planned fieldwork – some 317 interviews had been undertaken between 4th and 10th March 2020. At this stage, it was decided to undertake the 2020 wave using Kantar's Online Omnibus Survey:
- **2020 (online):** A sample of 1,006 adults interviewed online between 2nd and 6th April 2020

For 2017, 2018 and 2019, the face-to-face data was weighted to match population profiles to ensure it was both demographically and geographically representative of the adult population of Scotland. Given the small face-to-face sample in 2020, this data has not been weighted. The online sample has been weighted to be representative of the Scottish population however.

Given the change in methodology in 2020, reporting of the results this year is slightly different. We have presented (unweighted) face-to-face results based on the 317 interviews to provide a broad trend comparison with the previous three years. **As will be evident, even though this sample size is small, there is a great deal of consistency in the F2F results in 2020 compared to previous years. Differences in 2020 data reported online therefore are more a result of the very different methodology than any evidence of changes in trends or behaviours.** The online data from 2020 is presented however as it allows a more detailed analysis of different population groups. For the reasons stated however, extreme caution should be taken in comparing any online results from 2020 with face-to-face results from previous year, as the interview mode effect is significant.



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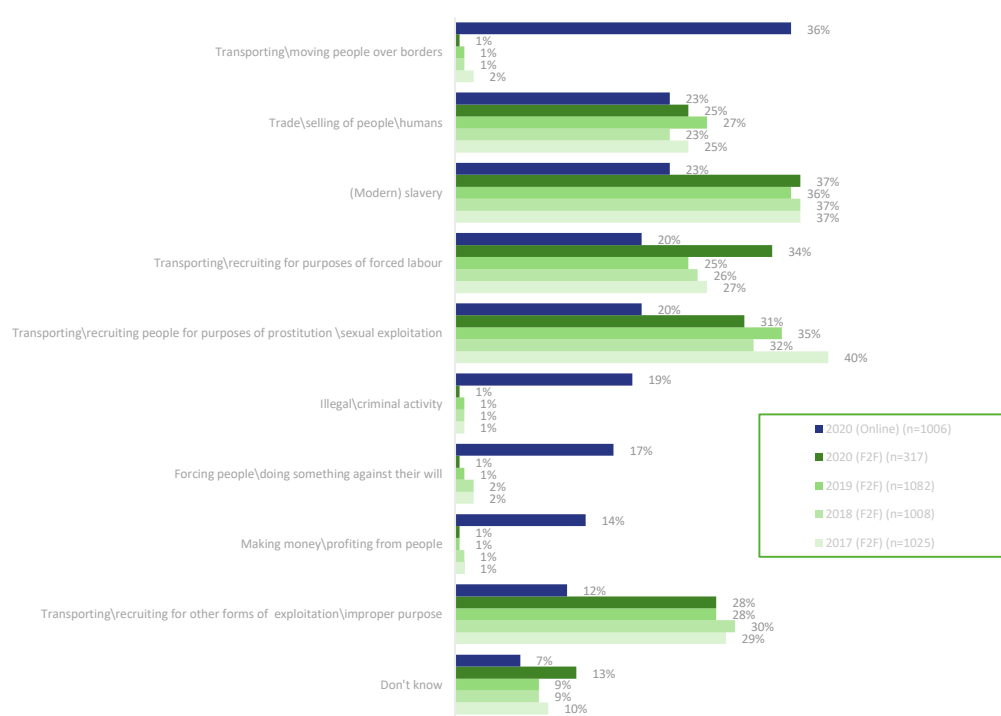
What do you understand by the term human trafficking?

The online approach has resulted in a much broader range of definitions of what the Scottish population understand by human trafficking. In an online survey, respondents tend to provide fuller answers to open ended questions, meaning that a more detailed understanding of human trafficking has been provided (see table opposite).

The most common definition refers to the transportation and movement of people over borders (36%). Five other definitions closely follow, mentioned by one in four or five of the population: modern slavery, the trade of humans, transportation for prostitution, transportation for forced labour and illegal/criminal activity.

In the face-to-face surveys in previous years (and in the limited 2020 sample), 'modern slavery' has been the definition used by around 37% - in the online survey, this equates to 23%. In 2017, direct references to prostitution and sexual exploitation accounted for 40% of the understanding of human trafficking amongst Scots – this declined to the low-mid 30% in subsequent years and accounts for 20% of the online sample.

2020 ONLINE SURVEY	
Transporting\moving people over borders	36%
(Modern) slavery	23%
Trade\selling of people\humans	23%
Transporting\recruiting people for purposes of prostitution \sexual exploitation	20%
Transporting\recruiting for purposes of forced labour	20%
Illegal\criminal activity	19%
Forcing people\doing something against their will	17%
Making money\profiting from people	14%
Transporting\recruiting for other forms of exploitation\improper purpose	12%
Taken\taken away\ kidnapped\stealing people	9%
Brought to this country\brought here	8%
Taking advantage\targeting vulnerable people\giving false hope	8%
Smuggling - any mentions	7%
(Re)moving people from their own\own environment	6%
Children\all references to children being involved	4%
Illegal immigrants - any mentions	3%
Being abused\treated badly	2%
Terrible\bad thing\must be stopped	2%
Other	2%
Drug running\trafficking	1%
Living in poor\substandard accommodation	1%

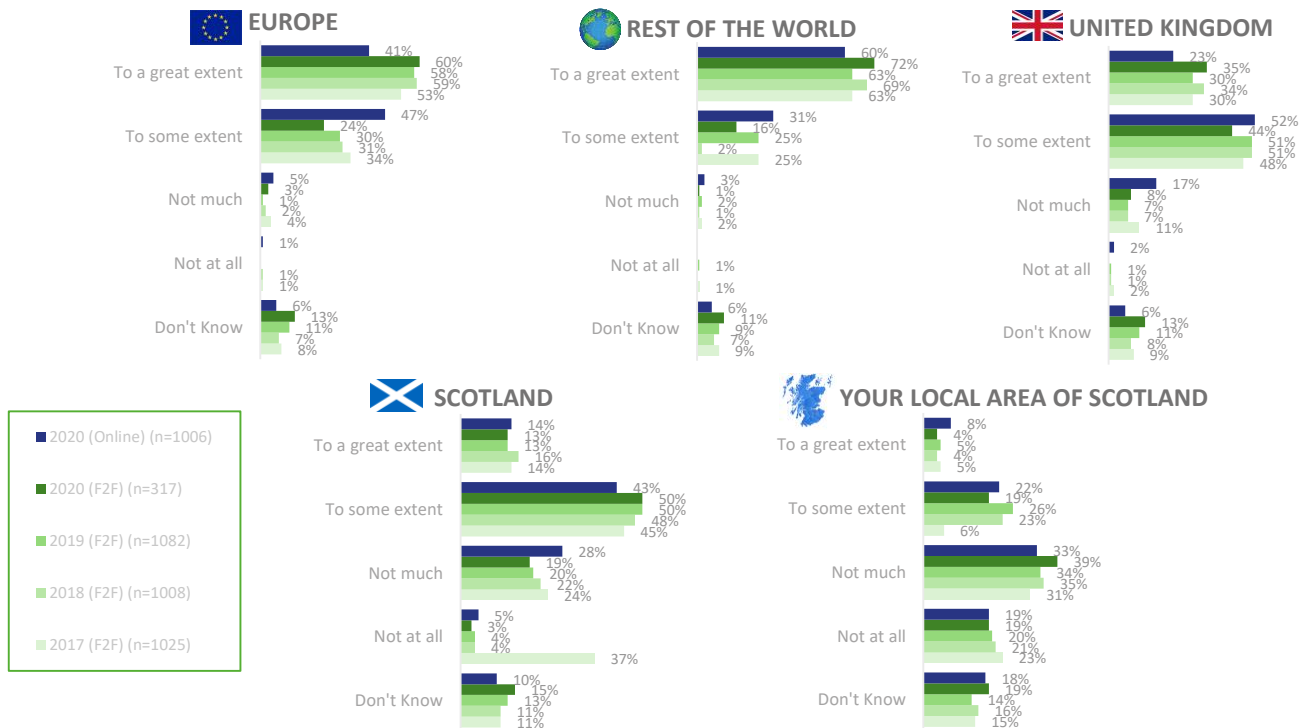


Q1) What do you understand by the term 'human trafficking'?

To what extent would you say human trafficking is an issue in each of the following places?

Respondents were then asked the extent to which they believe human trafficking is an issue in a number of places. Although levels of agreement are slightly lower using the online method in 2020, the results very much follow the patterns of the previous three years and continue to indicate that it is seen as less of an issue closer to home. For Scotland, it is seen as a significant issue among around 14% of the population (as opposed to 23% stating this about the UK in 2020).

It was seen as a greater issue in Scotland in 2020 among males (16%), those aged 25-34 (18%), DE social classes (17%) and importantly, amongst those who had seen the Scottish Government's campaign on TV or online (22%).



Q2) To what extent would you say human trafficking is an issue in each of the following places?

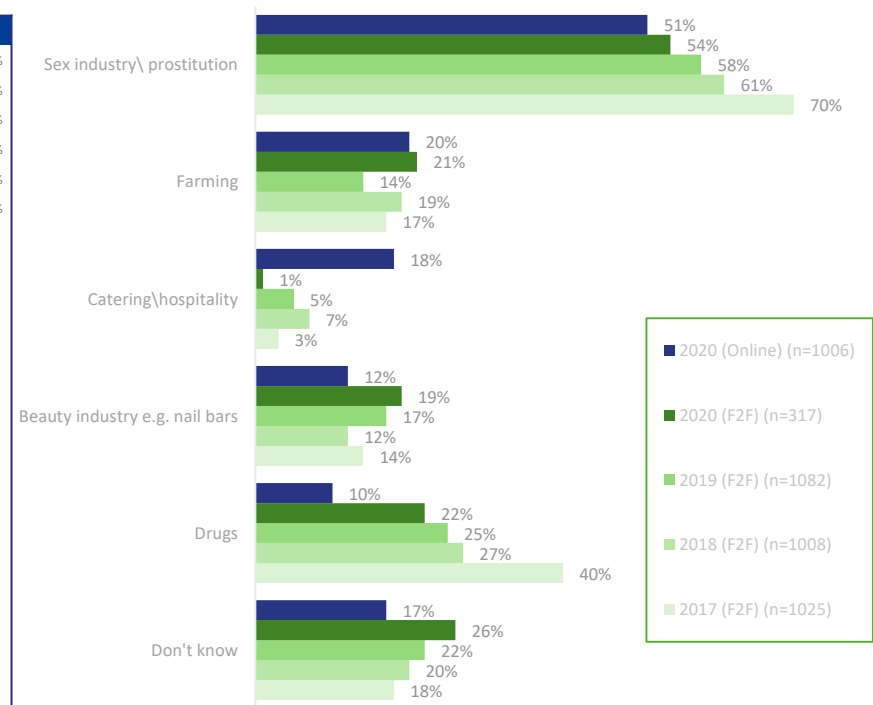
In Scotland which industries and activities do you think might involve adults who are victims of trafficking (Spontaneous)?

As with the previous open-ended question, the online approach has resulted in a much broader range of responses regarding which industries and activities the Scottish population believe might involve adults who are victims of trafficking. To repeat the point made earlier, in an online survey, respondents tend to provide fuller answers to open ended questions, meaning that a wider range of industries and activities tends to be recorded (see table opposite). One very notable difference between online and the face-to-face approaches was a much lower likelihood to mention ‘manual labour’ online (2%) as opposed to 30%+ face-to-face.

It remains the case however that, spontaneously, the sex industry / prostitution is most likely to involve adults who are trafficking victims (51%). Over the 4 years of the survey however, based on the face-to-face approach, this did seem to be declining – as did the mention of the drugs industry with perhaps an increasing body of evidence that human trafficking victims could be found in other work sectors such as the beauty industry.

It is also important to note however, that a significant proportion of Scots were simply unsure – and again, this proportion had been increasing year-on-year suggesting that previous beliefs that trafficking could be simply pigeon holed as victims of the sex and drugs industries was becoming less and less likely to be the case.

2020 ONLINE SURVEY	
Sex industry\ prostitution	51%
Farming	20%
Catering\hospitality	18%
Don't know	17%
Beauty industry e.g. nail bars	12%
Drugs	10%
Working in private houses - domestic servitude\child care	6%
Cheap\slave labour	6%
Factories	5%
Construction\ building	5%
Cleaning	4%
Car wash\car valet	4%
None	4%
Criminal activities	3%
Other	3%
Manual labour	2%
Clothing industry	2%
Shops/retail	2%
Service Industry	2%
Begging	1%
Fishing	1%
Transport/driving	1%



Q3) In Scotland which industries and activities do you think might involve adults who are victims of trafficking? (Spont)

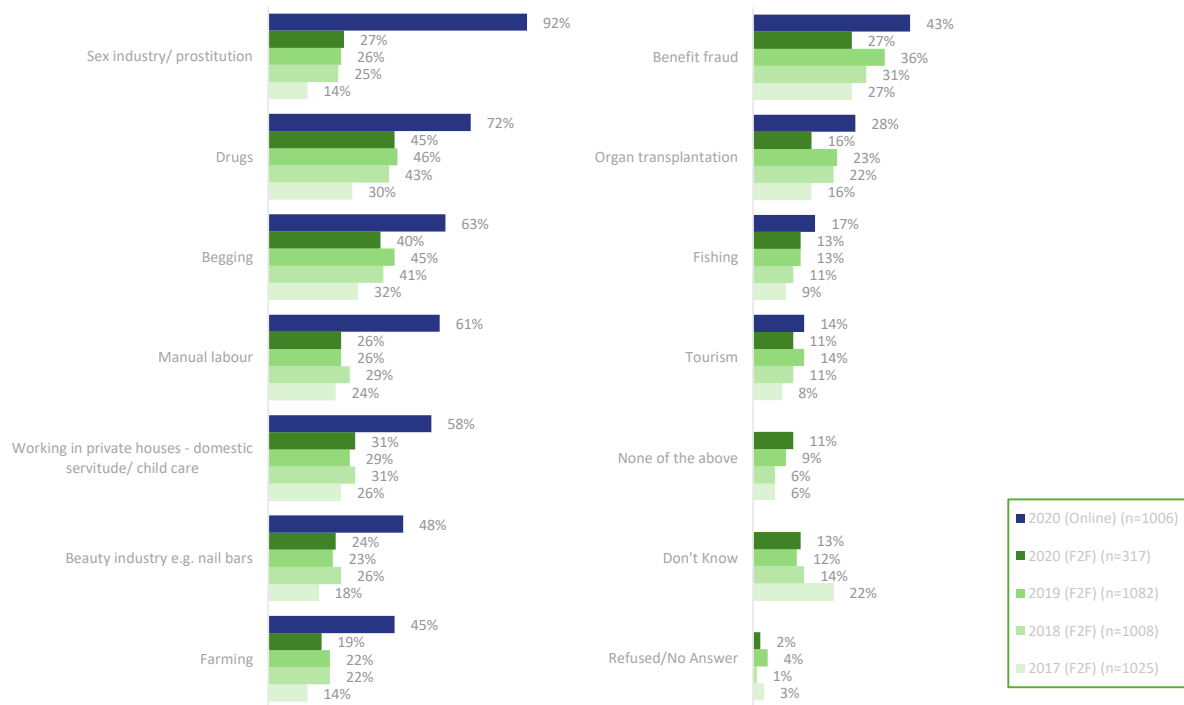
In Scotland which of these do you think might involve *adults* who are victims of trafficking? (prompted)

When prompted with a list of activities, the results provided by respondents in the online survey are very different from the face-to-face approach. In particular, there is more of a willingness to choose a number of multiple categories meaning that most activities receive significantly higher mentions than before.

The general order of activities is not too different albeit with several notable exceptions: in particular, mentions of the sex industry and prostitution was significantly higher – 92% of online respondents associated these activities with trafficking when prompted as opposed to just over a quarter in an interview.

Overall, using the online approach, the following activities were mentioned by over half of respondents when prompted:

- Sex industry/prostitution 92%
- Drugs 72%
- Begging 63%
- Manual labour 61%
- Working in private houses 58%



Q5) In Scotland which of these do you think might involve *adults* who are victims of trafficking? (prompted)

In Scotland which industries and activities do you think might involve children who are victims of trafficking?

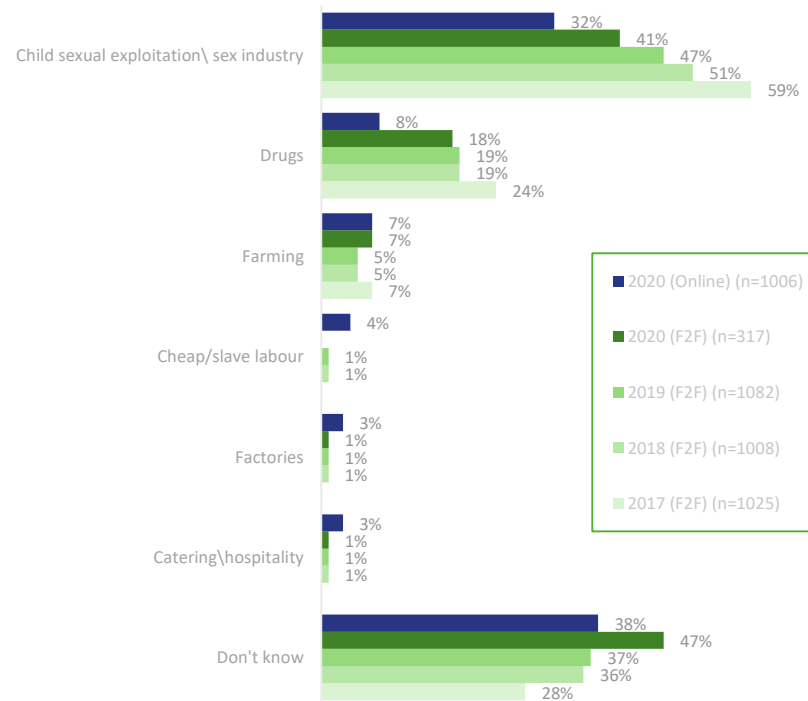
Again, the results to this question are very different from the online approach to those achieved in previous years face to face. Again, there is more of a willingness to provide detailed responses which means that some of the categories that featured only occasionally are more likely to rate a mention – especially those in the 2-5% range.

Looking at trends over the four years, though child sexual exploitation remains the area most likely to be mentioned, it has decreased significantly and year on year from 59% in 2017 to 41% from the limited face-to-face 2020 sample. Online, this is also the main mention but at a slightly lower level (32%). Drugs has also decreased from 24% in 2017 to 18% face to face in 2020.

For a large chunk of Scots however, a lack of knowledge of the industries and activities that might involve trafficked children continues to increase. In 2017, 28% were unsure – but this has increased to 47% face-to-face in 2020 (and the online proportion of 38% is in line with the 2018 and 2019 proportions).

Irrespective of methodological issues, it is clear that a great deal of education is still required among the Scottish population about the nature of child trafficking.

2020 ONLINE SURVEY	
Child sexual exploitation\ sex industry	32%
Drugs	8%
Farming	7%
Cheap/slave labour	4%
Catering\hospitality	3%
Factories	3%
Begging	2%
Working in private houses - domestic servitude\ child care	2%
Beauty industry e.g. nail bars	2%
Criminal activities	2%
Manual labour	1%
Clothing industry	1%
(Illegal) adoption	1%
All/any (of the above)	1%
Cleaning	1%
All references to official agencies (Save the Children, Social Services, Police etc)	1%
All references to children likely to be involved (poor background/vulnerable etc)	1%
Other	6%
None	6%
Don't know	38%



Q4) In Scotland which industries and activities do you think might involve children who are victims of trafficking? (Spont)

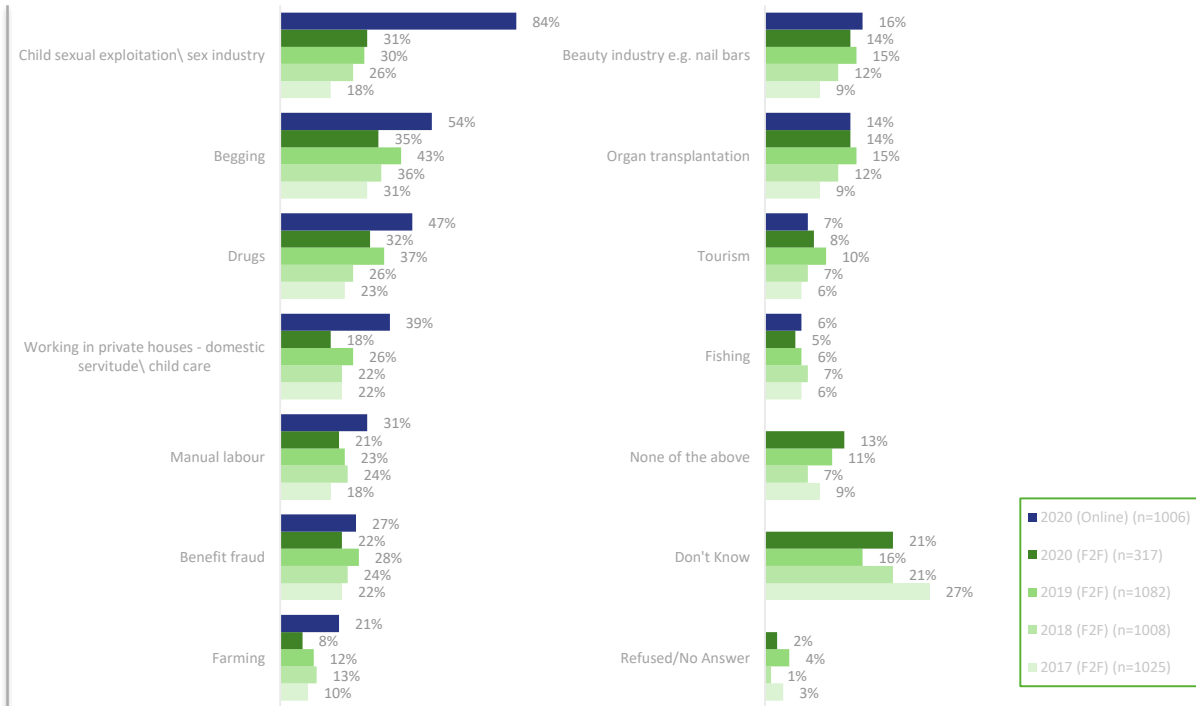
In Scotland which of these do you think might involve *children* who are victims of trafficking? (prompted)

When prompted with a list of activities where children who are victims of trafficking may be involved, the results provided by respondents in the online survey are again rather different from the face-to-face approach. Once again, there is more of a willingness to choose a number of multiple categories meaning that most activities receive higher mentions than before.

The general order of activities is not too different albeit with several notable exceptions: in particular, mentions of child sexual exploitation was significantly higher – 84% of online respondents associated these activities with child trafficking when prompted as opposed to just under a third in an interview.

Overall, using the online approach, the following child activities were mentioned by at least two in five Scots when prompted:

- Child sexual exploitation / sex industry 84%
- Begging 54%
- Drugs 47%
- Working in private houses 39%

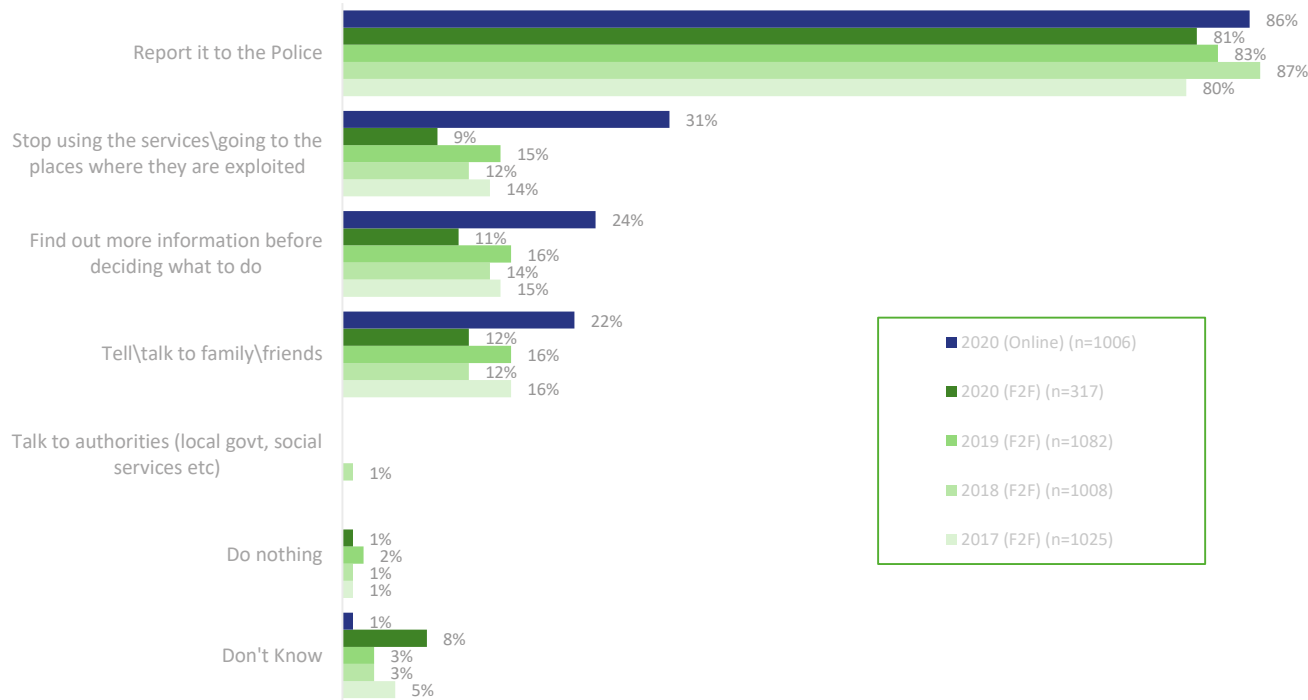


Q6) In Scotland which of these do you think might involve *children* who are victims of trafficking? (prompted)

What do you think you would do if you suspected someone had been trafficked and was being exploited?

As in previous years, for the vast majority of Scots, if they suspected human trafficking, they would report it to the police (86% in 2020 – in line with results from previous years).

The online approach led to respondents claiming they would undertake other actions as well: almost a third would stop using the services/going to the places where they thought there was exploitation (31%), a quarter would find out more before deciding what to do (24%) and just over 1 in 5 would tell family and friends (22%).



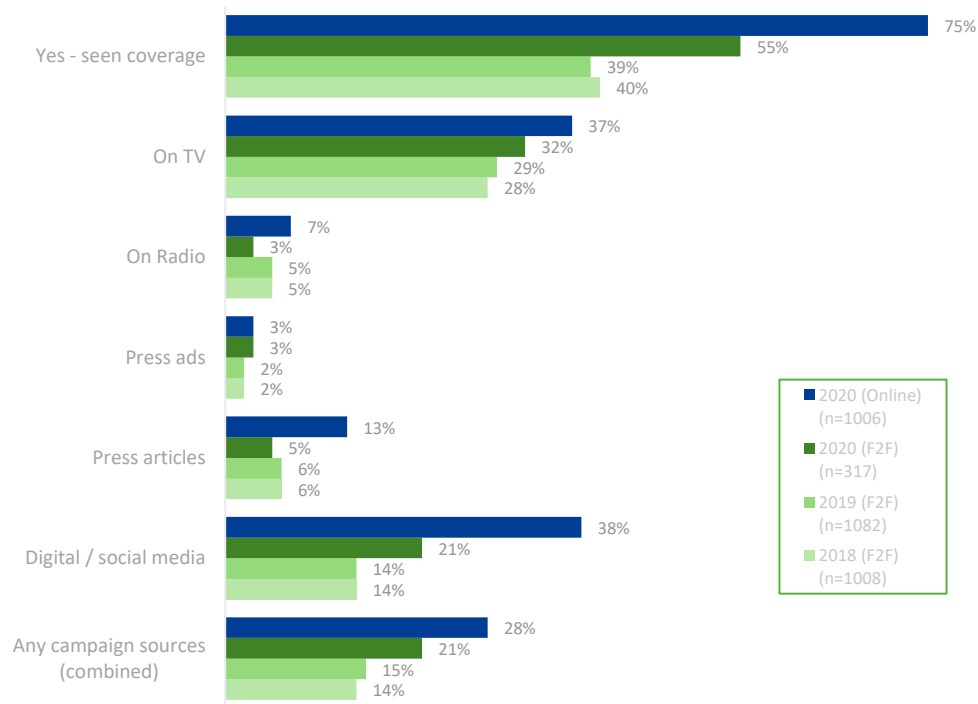
Q7 Human trafficking is when people are sold, traded or recruited for the purposes of forced labour, sexual exploitation or some other form of improper means. What do you think you would do if you suspected someone had been trafficked and was being exploited?

Where have you seen or heard any advertising or media coverage on the topic of human trafficking recently? – 2018 onwards

Two new questions were 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 and in 2020 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. It should be noted that this was a deliberately broad question to capture awareness of any activity, not just that commissioned by Scottish Government.

Once again, the 2020 online approach generates higher levels of claimed recall than the face-to-face approaches used in the previous two years and compared with the limited face-to-face survey in 2020. Three quarters of adults in Scotland sourced online claimed to have seen or heard activity on the topic recently (75%). In 2018 and 2019, the proportions claiming recall were at 40% and 39% respectively. The limited face-to-face 2020 sample did suggest a significant uplift however to 55%. Each year, the most common source has been television (rising to 37% in 2020 online), however from the online survey, digital/social media was mentioned by 38%. This higher recall for these channels reflects the online nature of the respondent population and partly explains the higher overall recall.

When grouping together mentions of channels used by Scottish Government – i.e. TV advertising, adverts on websites and social media mentions – in 2020, 28% claimed to have seen activity on any of these sources (21% in the 2020 face-to-face survey, and increases from 15% and 14% in 2018 and 2017 respectively).



Q8. Have you seen or heard any advertising or media coverage on the topic of human trafficking recently? And if so, where did you see or hear it? (Prompted)

These are images from a TV ad and from some ads which were on websites and social media in 2017. Do you recall seeing these ads on TV or online \ on social media?

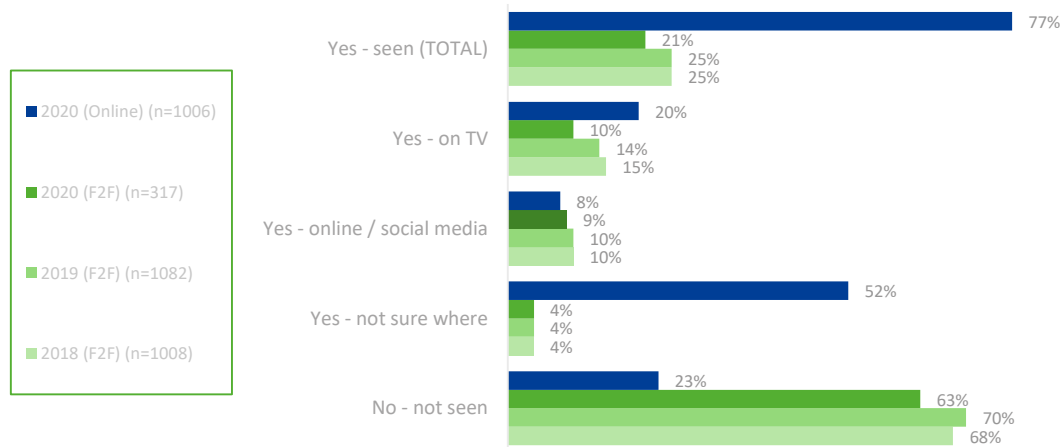
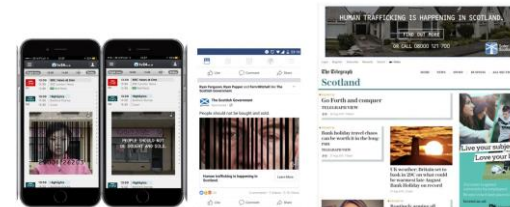
Respondents were also shown examples of the Scottish Government advertising used in September 2017 and asked whether they recalled seeing the ads, either on TV or online / on social media (see opposite). Though this question could not be used to accurately measure campaign recognition on this occasion (given the time that has elapsed since it was live – even more of a consideration in 2019 and 2020), 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, the online survey in 2020 suggests much higher levels of prompted recall than was the case in the previous face-to-face surveys. However, on closer inspection, these figures are probably artificially inflated as over half (52%) claim to have seen them but are not sure where – this proportion has typically been at 4% in the previous surveys. One in five claimed to have seen the TV ads (20%) – higher than the 9-10% citing this source in the face-to-face surveys. 8% said they had seen them online – similar levels to those provided in the face-to-face surveys.

Scenes from the TV ad



Examples of online/social media advertising



Q9. These are images from a TV ad and from some ads which were on websites and social media in 2017. Do you recall seeing these ads on TV or online \ on social media?

Human Trafficking in Supply chains and influence on purchasing goods and services in Scotland (2019 and 2020)

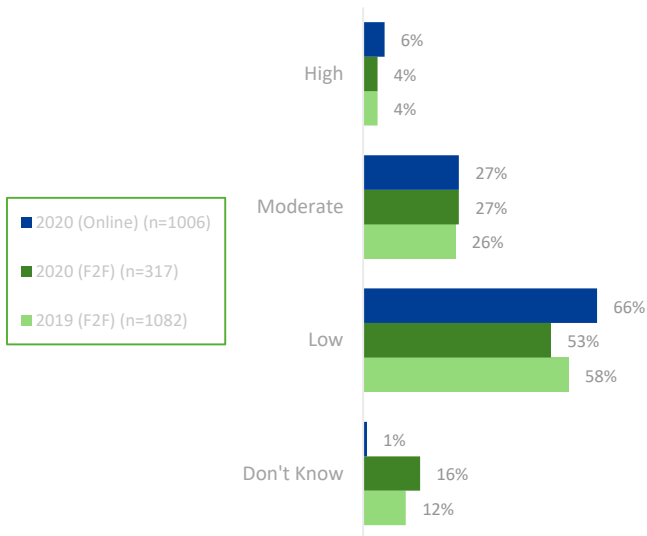
In 2019 and 2020, two additional questions were included which related to supply chains. Firstly, they were asked the extent to which they were aware of human trafficking and exploitation taking place within supply chains in Scotland:

Most Scots believe that awareness levels are low (over two thirds of those interviewed online in 2020 but also well over half of those interviewed face-to-face). Just over a quarter believe that awareness levels could be described as moderate (27%) whilst 6% believe there is high awareness.

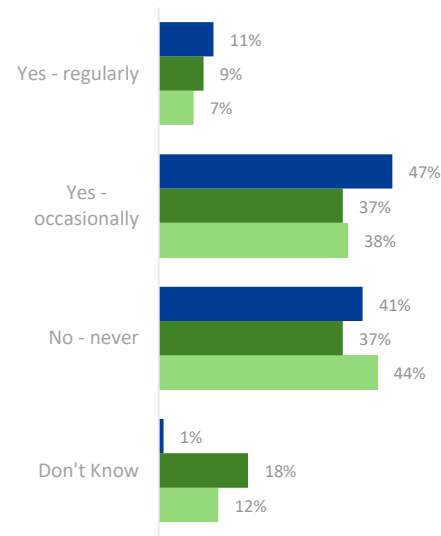
Then, Scots were asked whether awareness of human trafficking influenced people's choices when purchasing goods and services in Scotland:

Amongst the online population, the majority of Scots felt that it had some influence – either regularly (11%) or occasionally (47%). 41% felt it never did. The face-to-face figures are not too dissimilar – other than there is a higher proportion who didn't know the level of influence.

Awareness of Human Trafficking in supply chains



Influence of Human Trafficking on purchasing choices



Q10. To what extent are the public in Scotland aware of human trafficking and related exploitation taking place in Scotland within Supply Chains?
Q11. Do you think that awareness of human trafficking and related exploitation influences people's choices when purchasing goods and services in Scotland?

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Any questions? A follow-up discussion?

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