

# Human Trafficking

Report of March 2021  
Scottish Population  
Online Survey

Research Report from  
56 Degree Insight Ltd

Data collection:  
**KANTAR**



Scottish Government  
Riaghaltas na h-Alba  
gov.scot

14<sup>th</sup> April 2021

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 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 4<sup>th</sup> and 10<sup>th</sup> 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 2<sup>nd</sup> and 6<sup>th</sup> April 2020
- **2021 (online):** A sample of 1,000 adults interviewed online between 17<sup>th</sup> and 24<sup>th</sup> March 2021

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. The online samples in 2020 and 2021 were also similarly weighted to be representative of the Scottish population.

With the change in methodology in 2020, comparative analysis between online data gathered in 2020 and 2021 with face-to-face data gathered in the preceding years shows very different results. In 2020, the analysis of the small number of face-to-face interviews undertaken that year showed a **great deal of consistency compared to previous years. We concluded therefore that differences in 2020 data reported online were more a result of the very different methodology than any evidence of changes in trends or behaviours.** The online data from 2020 and 2021 are comparable however and we recommend that comparisons are limited to these two years. The earlier years are presented for information and context however and as we stated last year, extreme caution should be taken in comparing any online results from 2020 and 2021 with face-to-face results from previous years given the significant interview mode effect.



# Research Results & Insight



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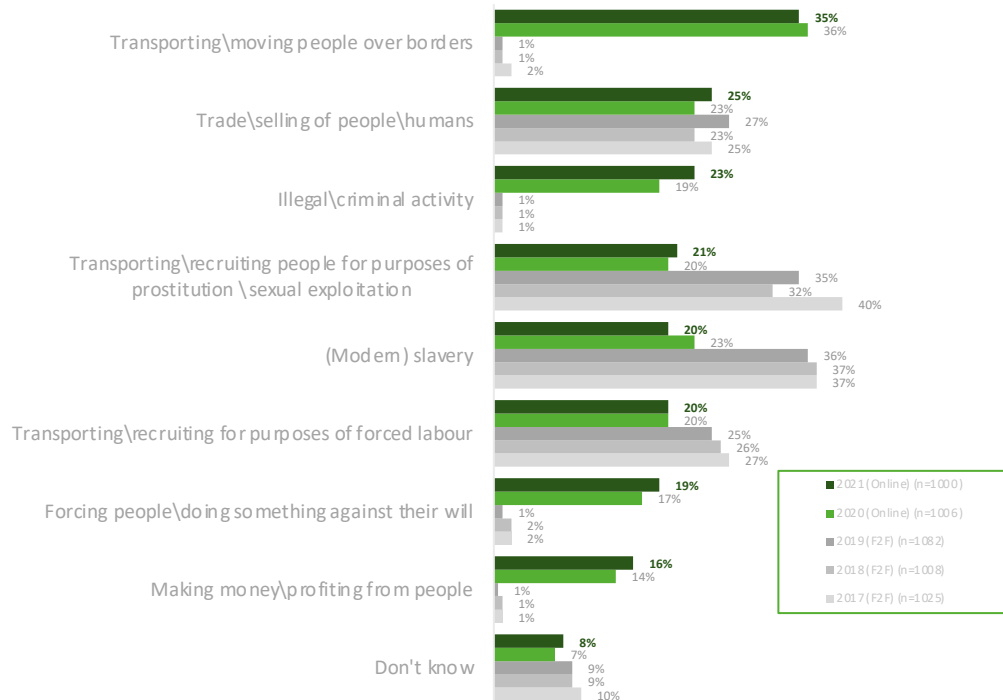
# What do you understand by the term human trafficking?

Continuing the observations from the 2020 survey, the online approach results 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. The table opposite with full analysis for 2021 illustrates this point.

The most common definition continues to centre around the transportation and movement of people over borders (35%). Six other definitions follow, mentioned by at least one in five of the population: the trade of humans, illegal/criminal activity, transportation for prostitution, modern slavery, transportation for forced labour and forcing people to do something against their will. Some 8% were unable to say what human trafficking is.

There are no significant differences between 2020 and 2021.

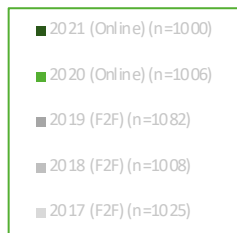
2021 ONLINE SURVEY	
Transporting\moving people (over borders)	35%
Trade\selling of people\humans	25%
Illegal\criminal activity	23%
Transporting\recruiting people for purposes of prostitution \ sexual exploitation	21%
(Modern) slavery	20%
Transporting\recruiting for purposes of forced labour	20%
Forcing people\doing something against their will	19%
Making money\profiting from people	16%
Taken\taken away\kidnapped\stealing people	10%
Taking advantage\targeting vulnerable people\giving false hope	10%
Transporting\recruiting for other form of exploitation\improper purpose	9%
Brought to this country\brought here	8%
Smuggling - any mentions	5%
(Re)moving people from their own\own environment	4%
Illegal immigrants - any mentions	3%
Children\all references to children being involved (use with other codes as relevant)	3%
Being abused\treated badly	3%
Terrible\bad thing\must be stopped	2%
Drug running\trafficking	1%
Living in poor\substandard accommodation	1%
Taking away passports/passports are confiscated	1%



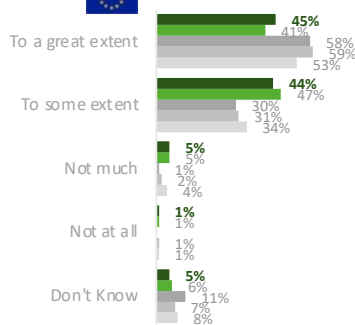
# To what extent would you say human trafficking is an issue in each of the following places?

Respondents were then asked the extent to which they believe human trafficking is an issue in a number of places. In 2020 we discovered that results were slightly lower using the online method compared to face-to-face, but that they very much followed the patterns of the previous three years and continued to indicate that human trafficking was seen as less of an issue closer to home. This remains the case in 2021 where, for Scotland, it is seen as a significant issue among around 15% of the population (as opposed to 25% stating this about the UK, 45% in Europe and 57% in the rest of the world).

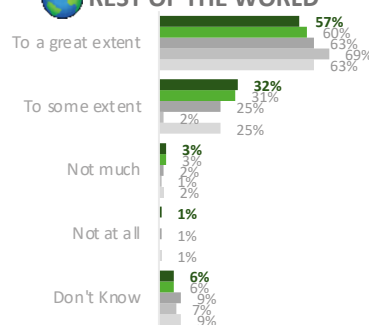
Last year there were some small demographic differences in the proportions who saw it as an issue in Scotland – this is not the case in the 2021 data where differences between groups are very small. As last year however, and importantly, it was seen as more of an issue amongst those who had seen the Scottish Government’s campaign on TV (23%) or online (2=1%).



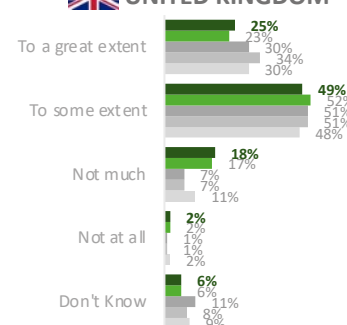
## EUROPE



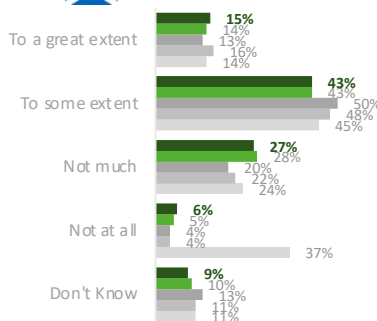
## REST OF THE WORLD



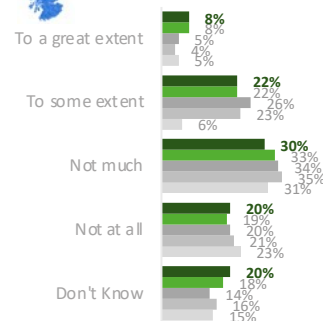
## UNITED KINGDOM



## SCOTLAND



## YOUR LOCAL AREA OF SCOTLAND



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

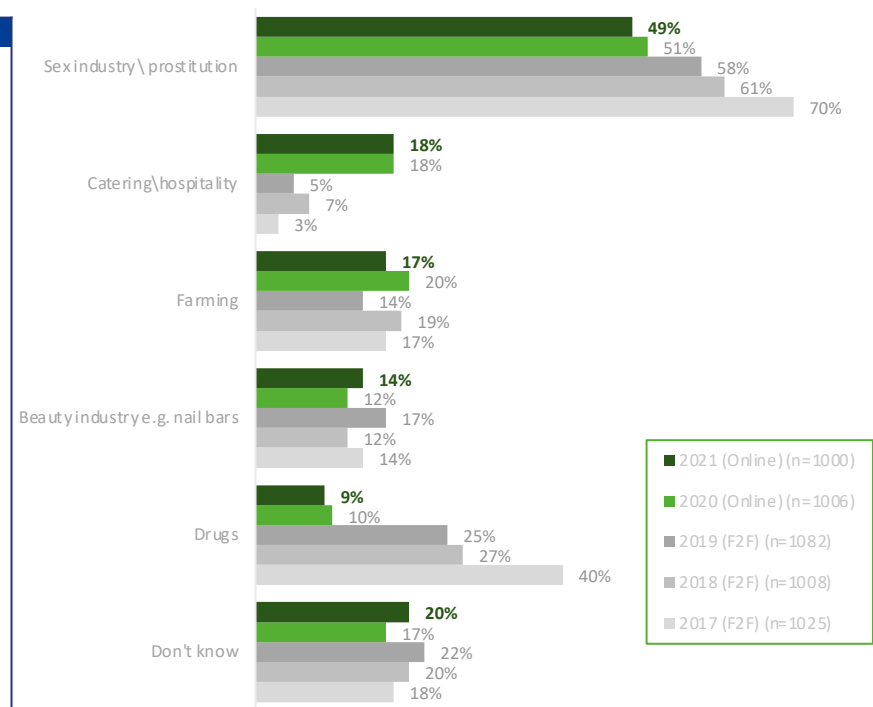
# In Scotland which industries and activities do you think might involve adults who are victims of trafficking (Spontaneous)?

As with the previous open-ended question, the online approach also resulted in a much broader range of responses in 2020 regarding which industries and activities the Scottish population believe might involve adults who are victims of trafficking. This was also the case in 2021 and indeed the results between 2020 and 2021 are quite consistent. If anything, levels of knowledge are perhaps slightly lower than in 2020 – perhaps reflecting the nature of the last 12 months where Coronavirus has been at the forefront of most people’s minds and trafficking has received less coverage.

It remains the case however that, spontaneously amongst Scots, there is a view that the sex industry / prostitution is most likely to involve adults who are trafficking victims (49%). Over the previous 4 years using 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 remain unsure (20% in 2021) – 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.

2021 ONLINE SURVEY	
Sex industry\ prostitution	49%
Catering\hospitality	18%
Farming	17%
Beauty industry e.g. nail bars	14%
Drugs	9%
Factories	8%
Other	7%
Working in private houses - domestic servitude\child care	6%
Car wash\car valet	5%
Cheap\slave labour	5%
None	5%
Manual labour	4%
Cleaning	4%
Construction/ building	4%
Clothing industry	3%
Criminal activities	3%
Begging	1%
Fishing	1%
Transport/driving	1%
Shops/retail	1%
Service Industry	1%
All/any of them	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)

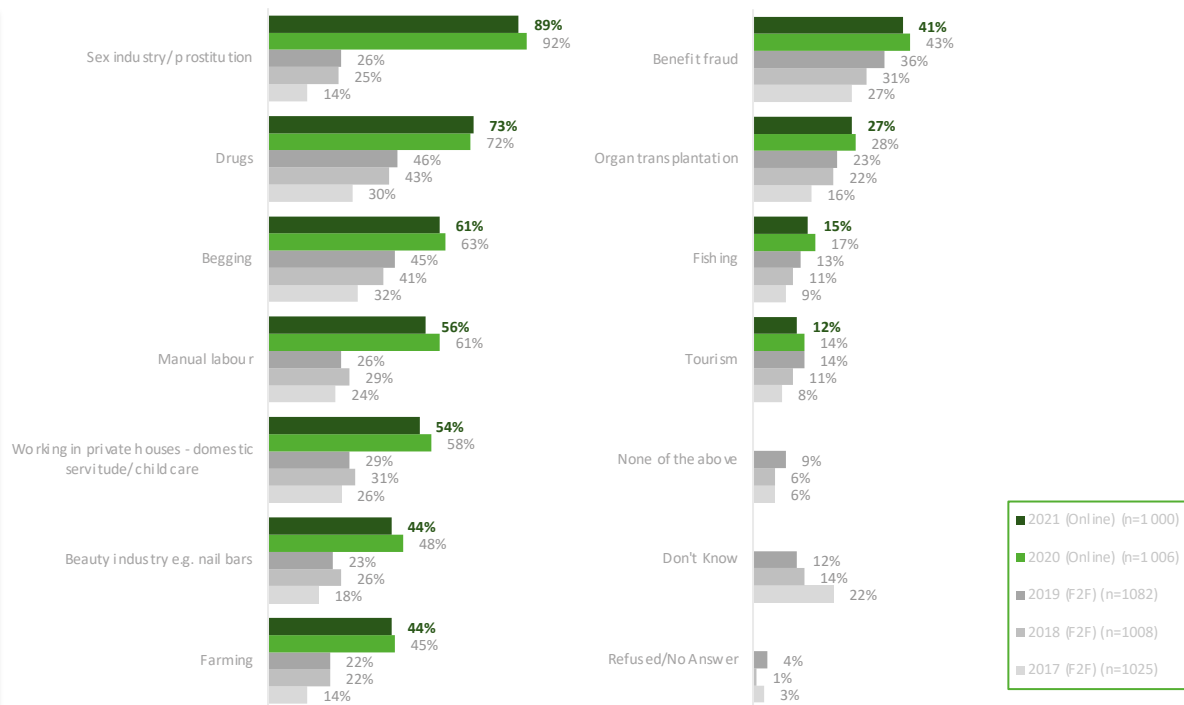
When prompted with a list of activities, the results provided by respondents in the online survey in 2020 were again very different from the face-to-face approach. In particular, there was more of a willingness to choose a number of multiple categories meaning that most activities receive significantly higher mentions than before. This feature has continued in 2021.

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 – 89% in 2021 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 in 2021:

- Sex industry/prostitution 89%
- Drugs 73%
- Begging 61%
- Manual labour 56%
- Working in private houses 54%

There are no significant changes between 2020 and 2021 in terms of the activities mentioned.



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?

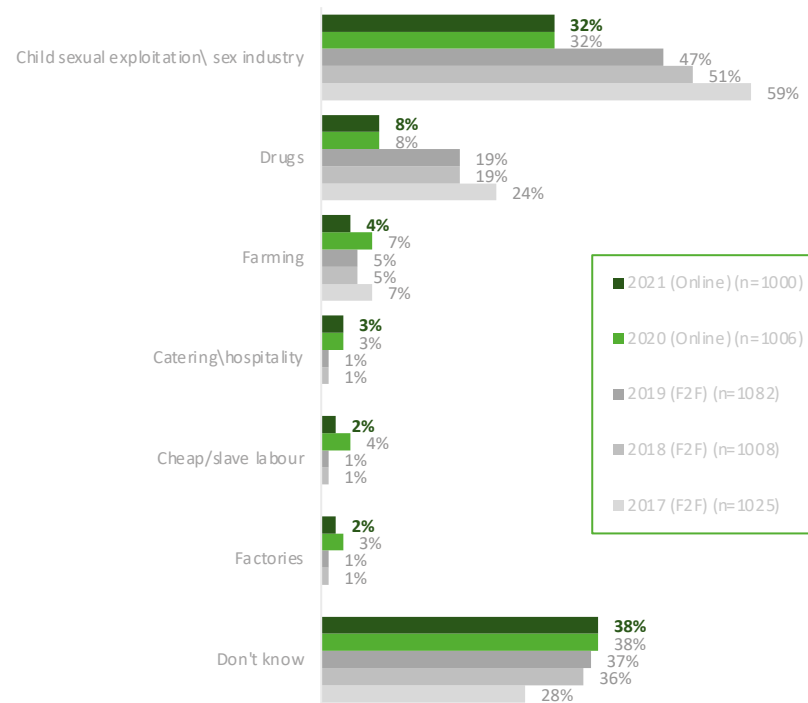
In terms of industries and activities which might involve children who are trafficking victims, again, there are no real differences between 2020 and 2021. Child sexual exploitation remains the most associated activity (32%) – no other single activities are mentioned by more than 8% (Drugs).

For a large chunk of Scots, there is clearly a lack of knowledge of the industries and activities that might involve trafficked children – almost four in ten said they were unsure in both 2020 and 2021 (38%).

In terms of longer term trends, again, we have to tread with caution here. The results to this question are very different in the online approach from 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 (see table opposite).

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

2021 ONLINE SURVEY	
Child sexual exploitation\sex industry	32%
Drugs	8%
Farming	4%
Catering\hospitality	3%
Begging	2%
Working in private houses - domestic servitude\ child care	2%
Beauty industry e.g. nail bars	2%
Criminal activities	2%
Clothing industry	2%
Factories	2%
Cheap/slave labour	2%
Manual labour	1%
(Illegal) adoption	1%
School(s)	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	8%
Don't know	38%



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



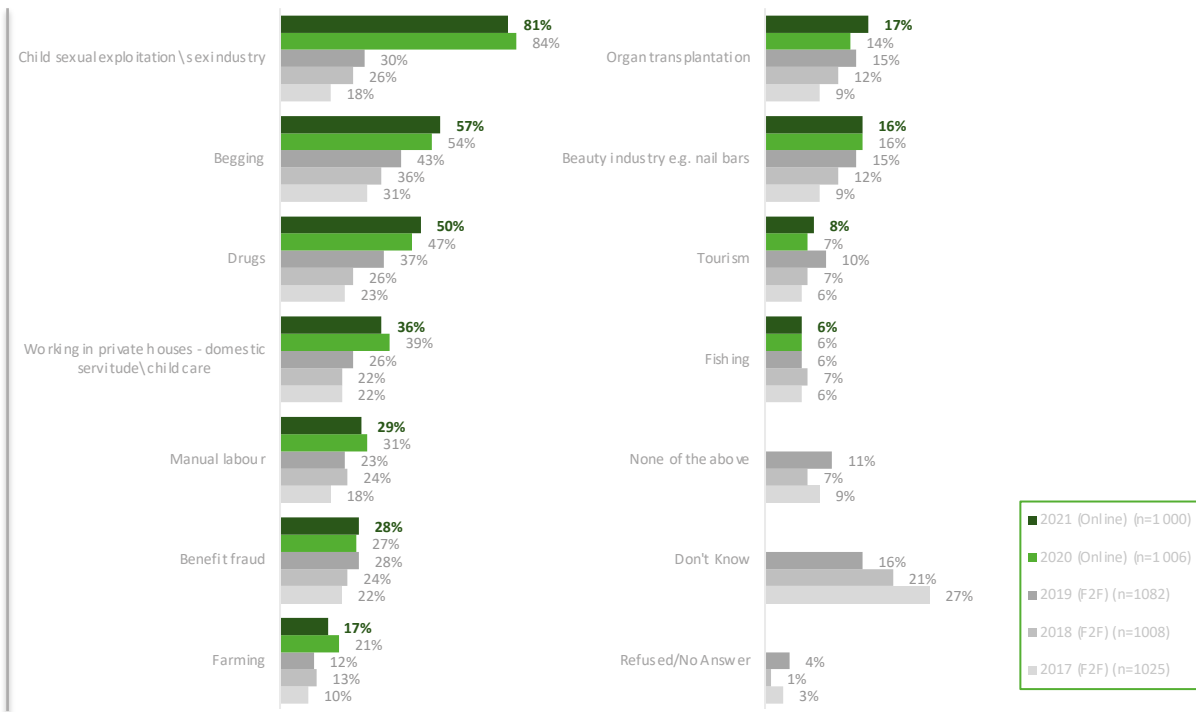
# In Scotland which of these do you think might involve *children* who are victims of trafficking? (prompted)

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 in 2020 were again rather different from the face-to-face approach – and this has continued to be the case in the 2021 survey. 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 – 81% of online respondents associated these activities with child trafficking in 2021 when prompted as opposed to just under a third in an interview.

Overall, in 2021, the following child activities were mentioned by at least two in five Scots when prompted:

- Child sexual exploitation / sex industry 81%
- Begging 57%
- Drugs 50%
- Working in private houses 36%

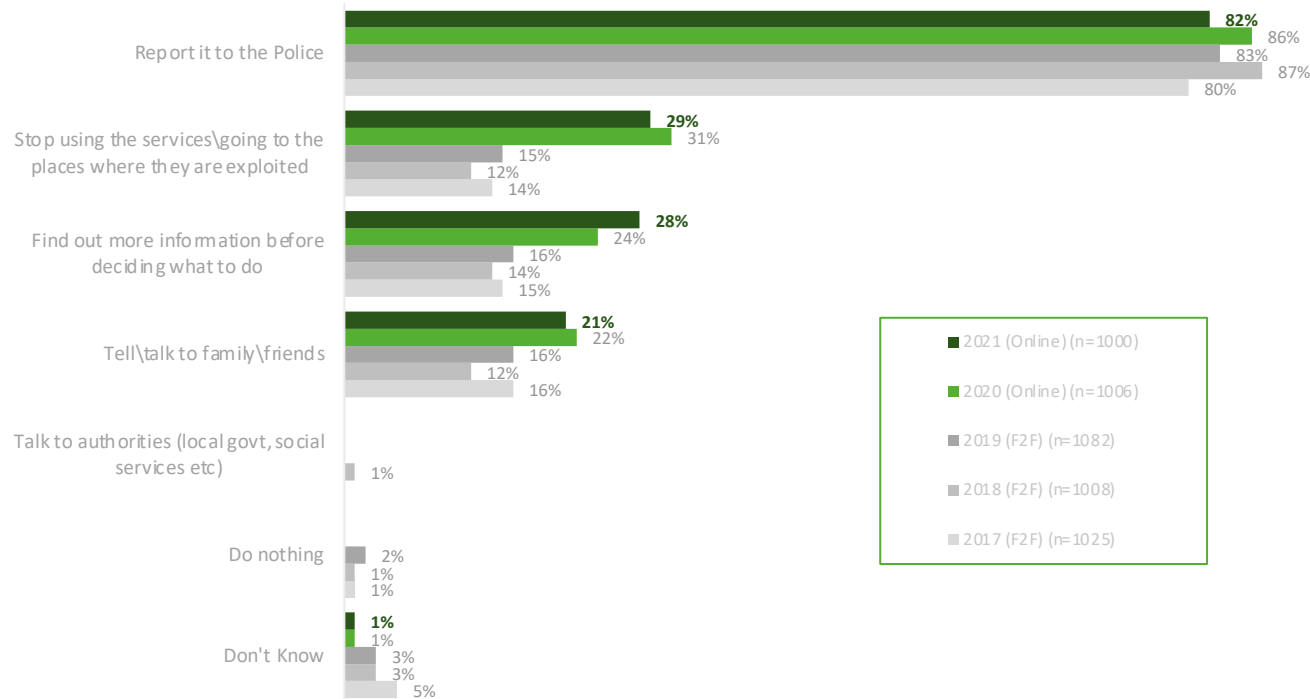


Q6) In Scotland which of these do you think might involve children who are victims of trafficking? (prompted)

# 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. Each year, at least four in five responded in this manner and that is again the case in 2021 (82%).

Other actions were also mentioned by significant numbers: three in ten would stop using the services/going to the places where they thought there was exploitation (29%), while a similar proportion would find out more before deciding what to do (28%) and just over 1 in 5 would tell family and friends (21%).



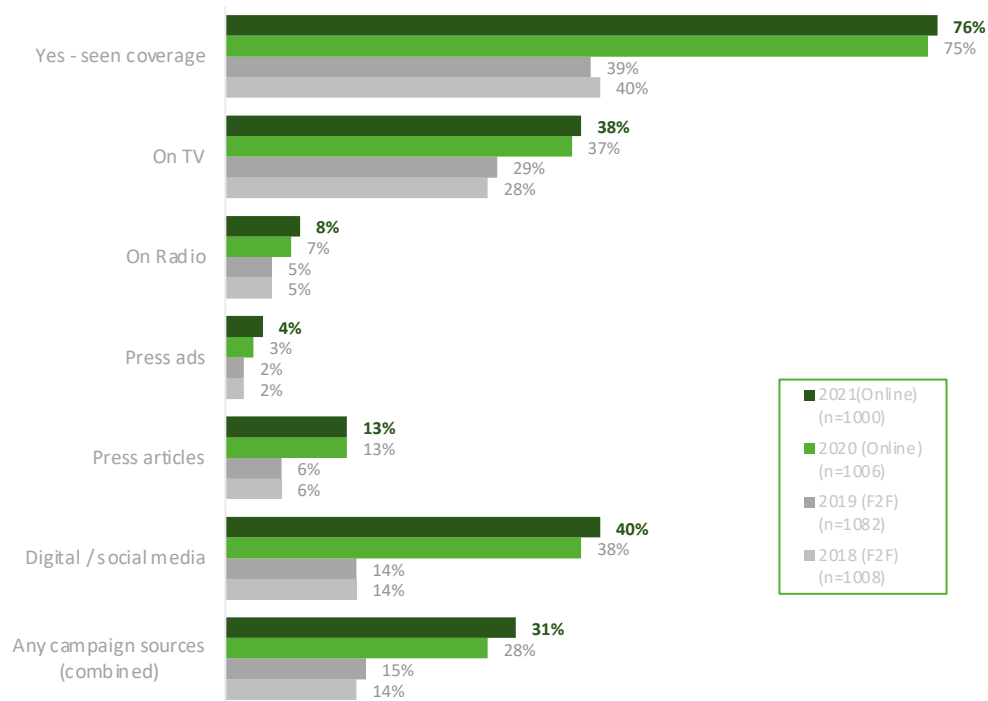
Q7 Human trafficking is when people are sold, traded or recruited for the purposes of forced labour, sexual exploitation or some other form of improper means. What do you think you would do if you suspected someone had been trafficked and was being exploited?

# 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, 2020 and again this year 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.

In both 2020 and 2021, the online approach generated higher levels of claimed recall than the face-to-face approaches used in the previous two years. This year, just over three quarters of adults in Scotland claimed to have seen or heard activity on the topic recently (76%) – a similar proportion to 2020 (75%). In 2018 and 2019, on the other hand, the proportions claiming recall were at 40% and 39% respectively. In 2018 and 2019, the most common source was television, and although it remains high in 2021 (38%), it has been overtaken by digital/social media this year (40%). This higher recall for these channels in 2020 and 2021 of course also 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 2021, 31% claimed to have seen activity on any of these sources (28% last year).



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?

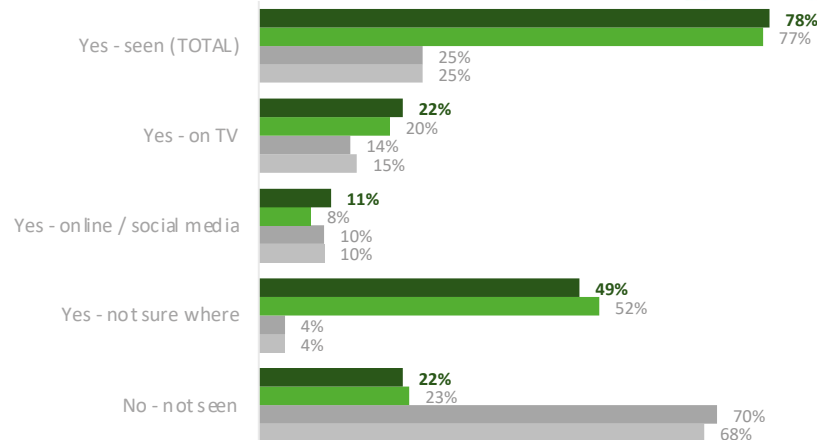
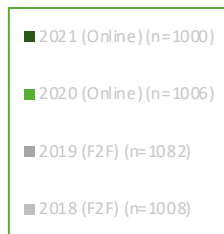
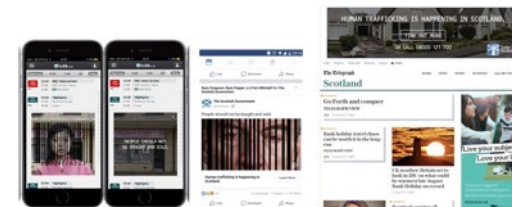
Respondents were also shown examples of the Scottish Government advertising used in September 2017 and asked whether they recalled seeing the ads, either on TV or online / on social media (see opposite). Though this question could not be used to accurately measure campaign recognition (given the time that has elapsed since it was live), 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, in both 2020 and 2021 there appeared much higher levels of prompted recall than was the case in the previous face-to-face surveys (78% in 2021). However, these figures appear artificially inflated as around half in 2021 (49%) claim to have seen them but are not sure where – this proportion was at 4% in the previous face-to-face surveys. Over one in five claimed to have seen the TV ads (22%) – similar to the proportion in 2020, while some 11% said they had seen them online.

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 - 21)

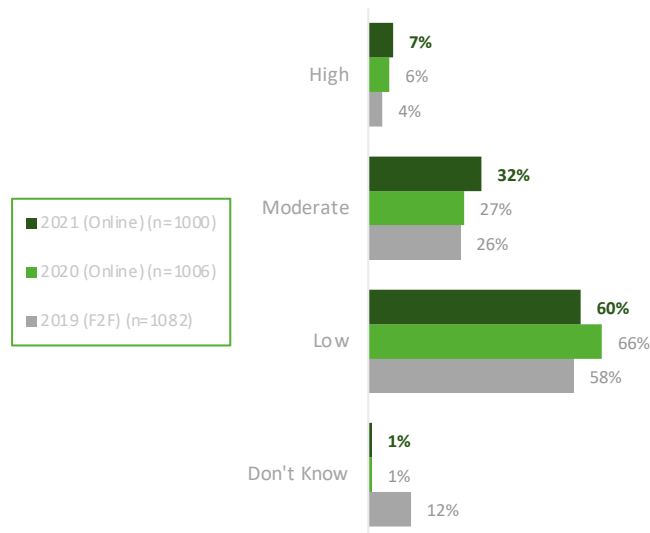
Over the last three years, two additional questions have been included which related to supply chains. Firstly, respondents were asked the extent to which they were aware of human trafficking and exploitation taking place within supply chains in Scotland:

Most Scots believe that awareness levels are low (six in ten in 2021), however there appears to be an increase in the proportion believing it is higher than this. In 2021, just under a third believe that awareness levels could be described as moderate (32%) whilst 7% believe there is high awareness. Between 2020 and 2021, the proportions believing there is moderate or high awareness have increased from 33% to 39%.

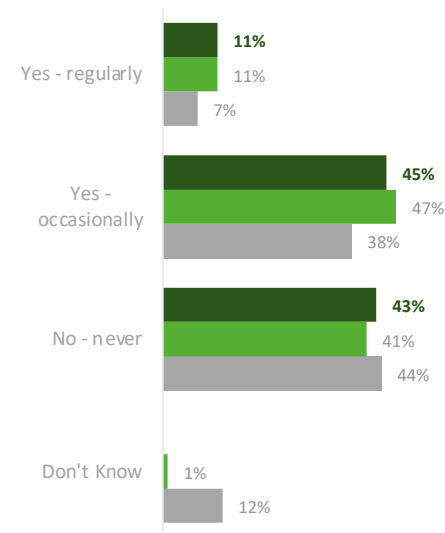
Then, Scots were asked whether awareness of human trafficking influenced people's choices when purchasing goods and services in Scotland:

Amongst the online population, the majority of Scots felt that it had some influence – either regularly (11%) or occasionally (45%) – similar proportions to 2020 whilst 43% felt it never did.

## 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?

**KANTAR**

**56°**  
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