

SHRC

Scottish
Human Rights
Commission



Building a human rights culture in Scotland:

insights from audience research

February 2018



Introduction

Ensuring that people in Scotland understand their human rights and feel empowered to claim them is a vital element of building a strong, positive human rights culture in Scotland, where everyone's rights are fully protected and realised.

The Scottish Human Rights Commission aims to ensure that people in Scotland know and understand their rights, how their rights are relevant to them in everyday life, and what is at risk from the potential loss of protections for their rights, for example, through Brexit or changes to the Human Rights Act.

In 2017, to inform our own work, and to provide insights for other organisations working to advance human rights, the Commission contracted research specialists YouGov Plc to get a better understanding of current knowledge and attitudes towards human rights among people in Scotland. It's the first time such comprehensive research has been carried out.

The findings demonstrate strong support for human rights in Scotland, but also areas where more work is required to build understanding and support for human rights. This report summarises the findings. We hope it will be a useful source of guidance for anyone who shares our aim of building a strong human rights culture in Scotland for generations to come.



“Where after
all, do human
rights begin?
In small places
close to home.”

Eleanor Roosevelt



Why do we need to talk about human rights in Scotland?

Human rights belong to everyone. We all have rights regardless of sex, race, disability, sexual orientation, religion, age, income, gender, country of birth or belief.

Your rights include things like your right to be free from violence, your freedom to follow a religion, your privacy, your rights at work, adequate housing and food, to health and social security, to help from the law, and more. These rights are protected by international and domestic laws.

There are many reasons why it's important to talk about human rights. These include:

- empowering people to understand and claim their rights;
- helping those with a duty to protect human rights (such as public authorities and government officials) to understand their responsibilities and how they can fulfil them; and
- making sure those who are experiencing human rights issues have their voices heard in decision-making.

Many of the concerns and priorities shared by Scotland's civil society organisations are human rights issues. For example:

- Campaigning for access to adequate housing and for poor housing conditions to be addressed.
- Working to ensure everyone can access the services they need, and experience dignity in care within hospitals, care homes and at home.
- Seeking better laws, policies and support to help people get the advice and advocacy support they need.
- Initiatives to tackle discrimination and inequality based on gender, race, ethnicity, age, disability, sexual orientation, gender identity and other social and economic characteristics.

For many civil society organisations, talking about their work in human rights terms can help to ground their campaigning and advocacy efforts in international and domestic laws, and in the principles of empowerment, accountability and equality that are integral to human rights. It can also be an important way of empowering people directly affected by the issues at stake.

What do people in Scotland really think and feel about human rights?

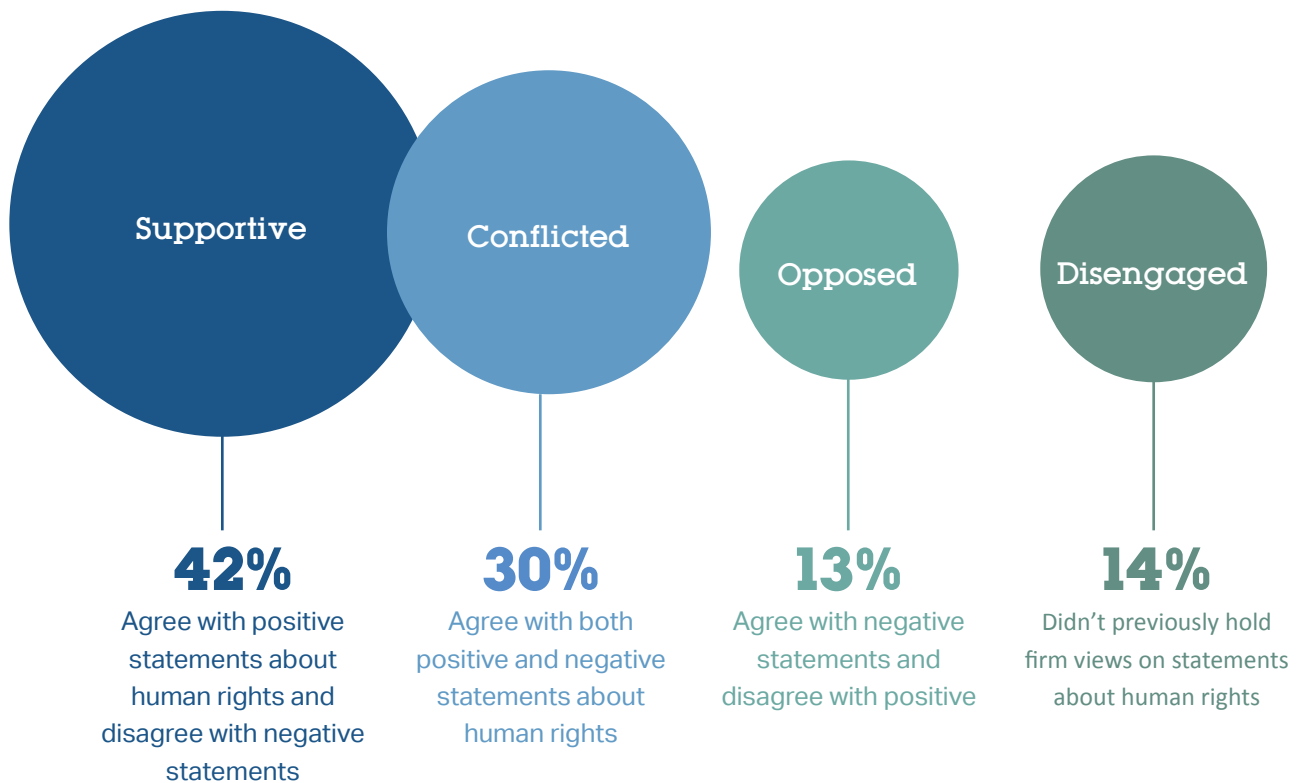
In 2017, YouGov conducted research into public attitudes towards human rights in Scotland, on behalf of the Scottish Human Rights Commission.

As part of this research, they led:

- An online survey which sampled 1,500+ adults (aged 16 years plus) across Scotland to find out how people think and feel about human rights.
- Four focus groups (2 face to face and 2 online) to review how people responded to some key human rights messages.

Through this work we found that:

- There are four broad clusters of attitudes towards human rights in Scotland. The clusters were defined following previous YouGov research based on whether each individual agreed or disagreed with human rights statements:



There are clear differences in how people in each of these segments think and feel about human rights. We've included more detail on this in a series of pen portraits starting on page 9.

- When asked in an open text box to spontaneously describe human rights, the overarching themes of 'freedom of speech' (17%), 'equality' (15%), 'rights' (11%) and 'fairness' (10%) were most often associated with human rights. Relatively few associated negative words or phrases with human rights for example, 'rights have gone too far/ rights are being abused'. However 45% of people surveyed said they didn't know what word they would associate with human rights.
- Survey respondents were split into two randomized groups (unprompted and prompted). In the first group (who did not see any prompts), 73% of people did not know who to approach for human rights assistance. In the second group (who were prompted with a list of options), 53% said they would find out by doing their own online research, 38% would go to an independent research organisation and 29% to a local advice centre.
- The conflicted, disengaged and opposed segments had low detailed knowledge of human rights, especially specific rights, the Human Rights Act and which agencies are responsible for protecting rights.
- For the same segments, justice was most often associated with people being convicted for their crimes.

able
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What influences how people think and feel about human rights?

The research tested and identified the impact of different types of messages on people's attitudes towards human rights.

The research found that:

- Different spokespeople affected the impact of messages. For example across all those surveyed, a disability rights campaigner has more impact than the Chair of the National Human Rights Institution when discussing disability rights.
- When talking about human rights, organisations involved in human rights secured the greatest levels of trust amongst all those surveyed, with 58% of participants saying they would trust them a great deal or fair amount. This compares to 17% for a famous singer, actor, sportsperson or musician who is well known for caring about human rights.
- Demographic groups of women and 16-24 year olds were most likely to become more supportive and engaged with human rights when exposed to key human rights messages.
- By the end of focus groups, following discussions about the messages, many participants (even those who were initially opposed to human rights) recognised that there were rights that mattered to them, such as equality, access to health/care services and discrimination.

We also found that particular ways of talking about human rights increased how positively people felt about them:

- Using case studies to emphasise the relevance of human rights on everyday life, significantly increased how positively every group felt about human rights.
- The use of statistics only marginally increased how positively people felt about human rights.
- The following messages made the greatest impact across participants overall:
 - "We all have the right to an adequate standard of living – that means things like decent housing, healthy food and enough money to live on. It's the Government's responsibility to make sure these rights are realised for everyone."
 - "No matter what happens after Brexit, Scotland can still be progressive and bold when it comes to protecting and realising human rights."

What influences how people think and feel about human rights varies between audience segments - this is highlighted in more detail within the segment pen portraits on page 9.

An overview of the groups

About segmentation

In the past, market research assumed everyone from the same demographic, for example in the same age group or from the same part of the UK acts in a similar way or has the same needs. More recently many organisations have begun to use more bespoke audience segmentation which helps to define groups by their shared values, attitudes, preferences and aspects of their identity, and then draws out common factors and shared communications channels. This type of research approach allows communicators to research more in depth and create much more effective and targeted communications. Using this approach will enable those who protect and promote human rights in Scotland to provide the information that each different group needs and wants, via the communications channels that influence them the most (eg radio, TV, email, online, information leaflets etc).

There are a number of methods of segmenting or breaking a target population down into groups. The model used in this research is based on people's attitudes towards human rights.

The model identifies 4 groups. We have included more detail about each group's characteristics, behaviours and attitudes towards human rights in the following pages:

Segments	Page
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 Supporters	10
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 Conflicted	12
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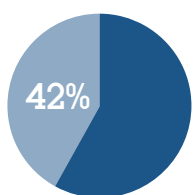
 Opposed	14
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 Disengaged	16
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Supporters

Supporters are those who agree with positive messages about human rights, and disagree with negative messages about human rights. They're much more likely to speak out in support of human rights for every person in Scotland. They tend to have a greater overall knowledge of human rights and believe rights should be protected. They are more likely to view human rights positively as something which should apply to everyone and believe human rights protect vulnerable people.



The survey suggests that 42% of adults aged 16 and over in Scotland are human rights supporters. This equates to around 2.2 million people.

Profile

- Supporters are typically younger than other segments – 17% of supporters are aged 16-24.
- Looking at the overall national age spread, 60% of all 16-24s are 'supporters'; compared to 29% of those aged 65 and over.
- Supporters are equally likely to be female or male (51% of females and 49% of males).



Male 49%

Female 51%

- More than half of this group (56%) earn less than £20,000 and a third (35%) earn £20,000-£39,000 a year.
- 57% come from households with individuals in managerial and professional clerical roles (ABC1s).
- 43% come from households with individuals in manual roles or where individuals are not in work (C2DEs).
- Supporters usually live in urban centres (49% of those from Lothians and also Glasgow overall are Supporters).

Voting preferences

- 54% of those who voted 'Yes' in the Scottish independence referendum are human rights supporters, compared to 32% who voted 'No'.
- Looking at how people voted in the 2015 Westminster elections: 49% of SNP voters, 46% of Lib Dem voters and 43% of Labour voters are human rights supporters; compared to 17% of Conservative voters.

- Supporters are more likely to have voted to remain in Europe or to have abstained from voting: 54% of those who voted to Remain are supporters, compared with 43% of non-voters and 23% of Leavers.

Relationship with Human Rights

- 74% of supporters believe human rights work well for people like them or their family. Only 15% believe human rights don't work well for people like them or their family.
- Most believe that human rights work particularly well for people born in Scotland (76%) and children & young people (71%).
- Over a third believe human rights don't work well for unemployed people (36%) or disabled people (35%).

Key messages

- This group generally responds to human rights messages more positively than other segments.
- A quarter (24%) associate human rights with 'freedom of speech etc.' and/or also 'equality'. They use a slightly wider spread of generally positive words used to describe human rights compared to the other groups, for example 'rights' (14%) and 'protection/safety' (14%).
- The statement specifically about "making human rights a reality for all disabled people in Scotland" is received most positively by this group. This impact increases with the mention of a human rights campaigner compared to the chair of a national human rights institution.

Trusted sources of information

- Supporters show high levels of trust in human rights organisations, human rights lawyers and human rights public bodies (more than 74% trust each of these sources).
- They look at a higher number of sources to find out about human rights than any other segment: personal research into human rights is most popular (64%), followed by an independent human rights organisation (53%).

Technology and media

- On a general basis, 27% regularly read broadsheets, while 43% say they don't read any paper regularly. The most popular newspaper with this segment is the Guardian.
- Around two in five also watch TV news (43%) and also visit news websites (41%) for human rights information.
- 66% use Facebook and 30% use Twitter.



- Their media usage to find out about human rights is more varied and widespread within this group than other segments.

Communications needs

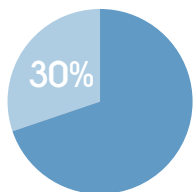
Supporters could play an important role in the promotion and protection of human rights, as they are more likely to engage in and advocate for human rights campaigns.

However, while this group is more knowledgeable about human rights than the other segments, there are still gaps in their knowledge and understanding. This presents an opportunity for organisations promoting and protecting human rights to provide them with more information and encourage them to help spread the word.



Conflicted

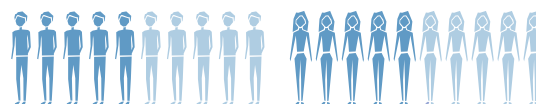
People in this segment agree with both positive and negative messages about human rights. They have very little knowledge about human rights, the Human Rights Act and which agencies have responsibilities for protecting rights. They also tend to distrust jargon or legal language.



The survey suggests that 30% of adults aged 16 and over in Scotland are conflicted about human rights. This equates to around 1.59 million people.

Profile

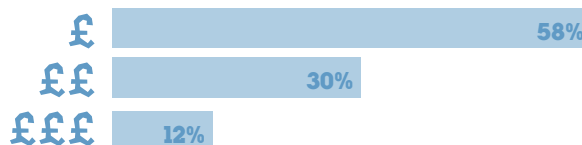
- This group is evenly split between men and women (49% and 51% respectively).



Male 49%

Female 51%

- This group are mostly aged over 25 (25-49 year olds represent 40%, those who are 65 and over represent 28% and 50-64 year olds represent 23%). Just 9% are aged 16-24.
- However, on an overall national level, 40% of those who are aged 65+ are conflicted, compared to around 25-30% of the younger age groups.
- Conflicted individuals are likely to come from more rural regions (11% of people from the Highlands & Islands, 17% from South Scotland and 13% from Mid-Scotland & Fife) but 16% also come from North East Scotland.
- 58% of those in the conflicted group have a personal income of under £20,000, 30% earn £20,000-£39,000 and 12% earn more than £40,000.



- Slightly more people (52%) who live in households with individuals who are in manual roles or where individuals are not in work (C2DEs) feel conflicted about human rights, compared to 48% of people living in households with individuals in managerial or clerical roles (ABC1s).

Voting preferences

- More than a third (34%) of Scottish people overall who voted 'No' in the independence referendum feel conflicted about human rights; as do 27% of 'Yes' voters.
- From those who told us how they voted in the 2015 Westminster elections we know that 38% of Conservative voters are conflicted, compared to 31% Labour, 32% Lib Dem and 30% SNP voters.
- 38% of those who voted to leave the EU are conflicted, compared to 27% of Remainers.

Relationship with human rights

- This group demonstrate low knowledge of human rights or the Human Rights Act.
- They tend to be cynical about the benefits in reality of human rights and don't believe that the Government will make changes/take responsibility.
- Some believe that some groups of people abuse the human rights system.

Key messages

- Messages around social care and health particularly resonate with this group, as they relate to them.
- 17% associate human rights with freedom, 13% with equality.
- People in this group distrust jargon and overly formal language and prefer to be communicated with in plain English.

Trusted sources of information

- People who are conflicted place most trust in human rights lawyers and human rights organisations (57% each) as human rights spokespeople.
- When it comes to methods of sourcing information about human rights, personal research into human rights is most popular (48%), followed by contacting an independent human rights organisation (33%).

Technology and media

- Over one third of this group (35%) read tabloid newspapers and 11% read broadsheets. However 40% say they don't read any paper regularly on a general basis.
- The newspapers most read by this group are the Sun and the Daily Mail.
- 64% use Facebook and 19% use Twitter.



- To obtain human rights information, those in this group prefer using TV news (47%), TV documentaries (33%), news websites (30%) and newspapers (30%).

Communications needs

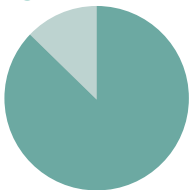
This group have the potential to become supporters of human rights with more information. It is likely that the greatest impact would be made by informing this group about how human rights help people like them and their families, friends and neighbours. To gain their trust and respect, communications must be written in clear plain English (avoiding jargon and legal language).



Opposed

This group of people disagree with positive messages and agree with negative messages about human rights. They believe that there are some people who abuse human rights laws. However, when given information, this group did agree that human rights sound good in theory. They would be more supportive if they were to hear about the benefits of human rights from individuals or groups who have experienced human rights breaches (particularly to address issues that they relate to).

13%



13% of adults aged over 16 in Scotland are opposed to human rights, this equates to around 689,000 people in Scotland.

Profile

- Nearly two in five (37%) people in this group are aged 50-64. Only 1% are aged 16-24.
- Almost a fifth (19%) of all respondents aged over 50 in Scotland overall are opposed to human rights (compared to only 1% of those aged 16-24).
- Men are slightly more likely to be in this Opposed group (55% compared to 45% women).



Male 55%

Female 45%

- People who live in Central Scotland (19% of those from Central Scotland were opposed), Highlands & Islands (16%), and Lothians (15%) were more likely to be opposed. Compared to 5% West of Scotland and 10% Glasgow.
- The majority (55%) earn less than £20,000, and around a third (34%) earn £20,000 - £39,999.



- There is an even split between those in households with individuals who are in managerial or clerical roles (ABC1s) and those in households with individuals in manual roles or where individuals not in work (C2DEs).

Voting preferences

- 18% of those who voted 'No' in the Scottish referendum (on an overall, national level) are opposed to human rights compared to 9% of Yes voters.

- More people in the Opposed group tended to vote Conservatives in 2015 (28%) compared to the other three segments (between 5-14% of all survey respondents voted Conservatives in 2015). 33% of those who voted Conservative in the 2015 Westminster elections are opposed, compared to 12% SNP voters, 11% Labour and 6% Lib Dem.
- Almost 7 in 10 (68%) of everyone opposed to human rights voted to leave the EU compared to a fifth (21%) who voted to remain. 28% of all those people who voted to leave the EU are opposed to human rights.

Relationship with human rights

- This group have much lower trust in human rights protections and politicians than any other group.
- However, when given information about how human rights have protected people like them or those they care about, they can see that they are good in principle.

Key messages

- Health is the most important issue to this group for the country.
- Half (48%) didn't know any words to associate with human rights. However 11% said 'they've gone too far/ being abused'.
- Generally this group have lower trust in human rights messages than any other segment.

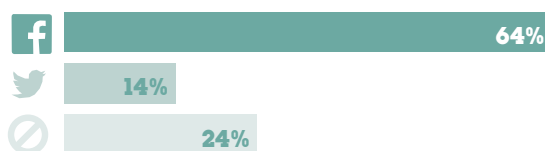
Trusted sources of information

- This group have much lower trust levels in different messengers compared to the other segment groups.

- They are more likely to trust an ex-soldier (37%), an ordinary person from a country whose rights have been breached (27%) or a person who has been affected by lack of rights (27%).
- Half (49%) would do their own online research to find out more about human rights. The next most popular method then drops to 27% for a local advice centre.

Technology and media

- 45% say that they don't read any paper regularly on a general basis, while 21% read tabloids especially the Daily Mail (13%) and The Sun (10%). 42% would use TV news to obtain more human rights information.
- 3 in 5 (61%) use Facebook and 14% use Twitter, though 24% don't use any social media.



- 42% would use TV news to obtain more human rights information and a third would use newspapers (34%).

Communications needs

While this group are generally negative about human rights, the research highlights that there are still some great opportunities to encourage individuals within this group to be more supportive – particularly of specific human rights associated with issues they can relate to, such as the right to health.

The sharing of case studies and interviews with individuals who have lived experience of human rights issues will have the greatest impact on them. They are most likely to be influenced by stories shared by groups and individuals who are similar to them, their family and their friends.



Disengaged

The research highlighted that this group are generally disengaged in human rights and politics and don't hold firm views.

Profile

- This group is evenly spread across all age groups.
- They're more likely to be female where women represent nearly two thirds of this group (63%); only 37% are male.



Male 37%

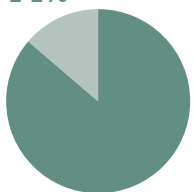
Female 63%

- Those from households with individuals who work in manual roles or who are unemployed (C2DEs) are slightly more likely to be disengaged (52%) than those from ABC1 households with individuals who work in managerial or clerical roles (48%)
- Over half of this group earn less than £20,000 (54%) whilst 39% are in the £20,000-£39,000 group.



- People in the West of Scotland are significantly more likely to be disengaged than any other area (18% of those in the disengaged group come from this area compared to an average of around 11% from elsewhere).

14%



14% of Scottish adults aged over 16 are disengaged. This equates to around 742,000 people.

Voting preferences

- 16% of those who voted 'No' voters in the Scottish independence referendum on an overall, national basis fit within this group; compared to 10% of 'Yes' voters
- Of those respondents who stated how they voted in the 2015 Westminster election, 12% of Conservative voters are disengaged, compared to 15% Labour, 16% Lib Dem and 10% SNP voters
- 23% of those who abstained from voting in the EU referendum are disengaged, compared to 12% of Leave voters and 13% of Remainers.

Relationship with human rights

- People who are disengaged are slightly more positive and trusting than the Conflicted segment.
- However, their knowledge of human rights and the Human Rights Act is low or non-existent.
- They have little awareness of people having their rights threatened in the UK, apart from some criminals.

Key messages

- Human rights are associated with the right to free speech and being treated fairly, regardless of demographics.
- Messages which refer to human rights being threatened in the UK, tend to shock, surprise or anger this segment. However, not all believe the information.
- Just over 3 in 4 (76%) of this group say they don't know which words describe human rights, significantly more than the other segment groups. Fewer than one in ten choose other words such as freedom (7%), fairness (7%) and rights (6%).

Trusted sources of information

- They have relatively low levels of trust in any spokespeople.

Technology and media

- 55% do not read any paper regularly, 26% read tabloid newspapers especially the Sun and the Mirror on a general basis. TV news is much less widely used than other segments for human right information.
- 67% use Facebook, 21% use Twitter.



Their communications needs

Legal and formal language works slightly better with this group, however layperson terms are preferred.

They have low levels of trust or engagement in many communications channels or spokespeople, so they are likely to be the most difficult group to influence.

However, similar to the Disengaged and Conflicted groups, they may be influenced by stories from people who they see as being just like them.

Notes:

- All figures, unless otherwise stated, are from YouGov Plc.
- Full data tables for the online survey are available online at www.yougov.co.uk
- The total sample size for the online survey was 1,513 adults. The figures have been weighted and are representative of all Scottish adults (aged 16+).
- Fieldwork for the survey was undertaken between 6th - 17th April 2017.
- The National Readership Survey (NRS) ABC1 and C2DE group classification is based on various factors, but generally summarised as follows:
 - ABC1s – households with individuals in managerial and professional clerical roles.
 - C2DEs – households with individuals in manual roles (skilled and unskilled) or not in work.
 - Income not part of classification, but there is a strong correlation between income and each of the NRS groups.
- Fieldwork for the focus groups was undertaken in March 2017. The face to face groups were conducted in Dundee.
- The following sample frame was used:
 - Online group 1- conflicted sample
 - Online group 2- disengaged sample
 - Face to face groups 1 and 2: with a mix of segments and demographics including those with protected characteristics.

About the Scottish Human Rights Commission

The Scottish Human Rights Commission is an independent public body, accountable to the people of Scotland through the Scottish Parliament. The Commission has a general duty to promote awareness, understanding and respect for all human rights to everyone, everywhere in Scotland, and to encourage best practice in relation to human rights.

The Commission is accredited as an 'A Status' National Human Rights Institution (NHRI) within the United Nations (UN) system. This is the highest status in the system and means we report directly to the UN on human rights issues. We are the only Scottish organisation that can make direct contributions to the UN Human Rights Council.

The Commission also has powers to recommend changes to law, policy and practice; and to conduct inquiries into the policies and practices of Scottish public authorities. For more information visit www.scottishhumanrights.com





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