

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 **Face** covering: 32% / 41% / 64% / 70%
- Very important to **Avoid** crowded places: 72% / 79% / 73% / 77%
- Very important to **Clean** hands regularly: 86% / 85% / 84% / 88%
- Very important to stay at least **Two** metres away from others: 61% / 63% / 58% / 69%
- Very important to **Self-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%.