

Public Perceptions of UK and Local Government Communication about COVID-19

**Appendix to the main report:
Results for the Devolved Nations of Scotland and Wales**

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Summary of Findings

These findings are provided in addition to the main report: '**Public Perceptions of UK and Local Government Communication about COVID-19**' and describe the results related to the perception of communication from the devolved governments (i.e., Scottish government and Welsh government). The findings detailed below should be read in the context of the analysis of results and recommendations for actions contained in the main report, which also contains a description of methodology and the measures that were used.

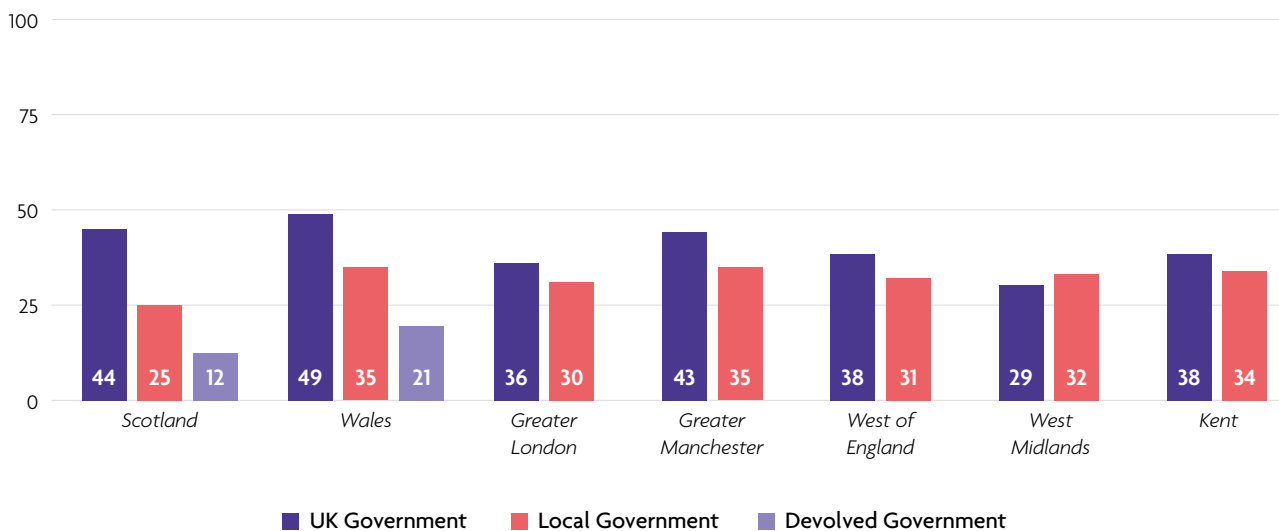
This research examined whether respondents from across the UK found government communication about COVID-19 honest and credible, empathic, clear, accessible, and whether it met the needs of their community.

- The research showed that **UK government communication** is perceived as fairly clear and highly accessible, but also as lacking honesty and credibility, lacking empathy, and not meeting the community's needs. On the other hand, **local government communication** is perceived more positively.
- **Respondents from Scotland** were especially **negative towards the UK government** communication, with a majority finding it to lack honesty, empathy, and not corresponding to the community's needs. On the other hand, respondents from Scotland were more **positive towards their local government** communication, especially in terms of showing honesty and credibility. They were also very **positive towards the Scottish government communication**. On most measures, they rated this as the **best form of communication**, although differences between the local and Scottish government were much smaller than between the local and UK government. Most strikingly, Scottish respondents evaluated the Scottish government communication as being **especially clear** (only 12% found it lacked clarity) and **empathetic** (only 19% found it lacked empathy). In addition, only 13% found it inaccessible. In sum, the Scottish government communication seemed to present the same positive characteristics as local government communication, but was also more accessible than it, which contrasts with results from the English areas.
- Similarly, **respondents from Wales** were especially **negative towards the UK government** communication, with a majority finding it to lack honesty, empathy, and not corresponding to the community's needs. On the other hand, respondents from Wales were more **positive towards their local government** communication. They were also very **positive towards the Welsh government** communication. On most measures, they rated this as the best form of communication, although differences between the local and Welsh government were much smaller than between the local and UK government. Most strikingly, Welsh respondents evaluated the Welsh government communication as being **especially clear** (only 21% found it lacked clarity) and only 21% found it inaccessible. In sum, the Welsh government communication seemed to present the same positive characteristics as local government communication, but was also more accessible than it, which contrasts with results from the English areas.

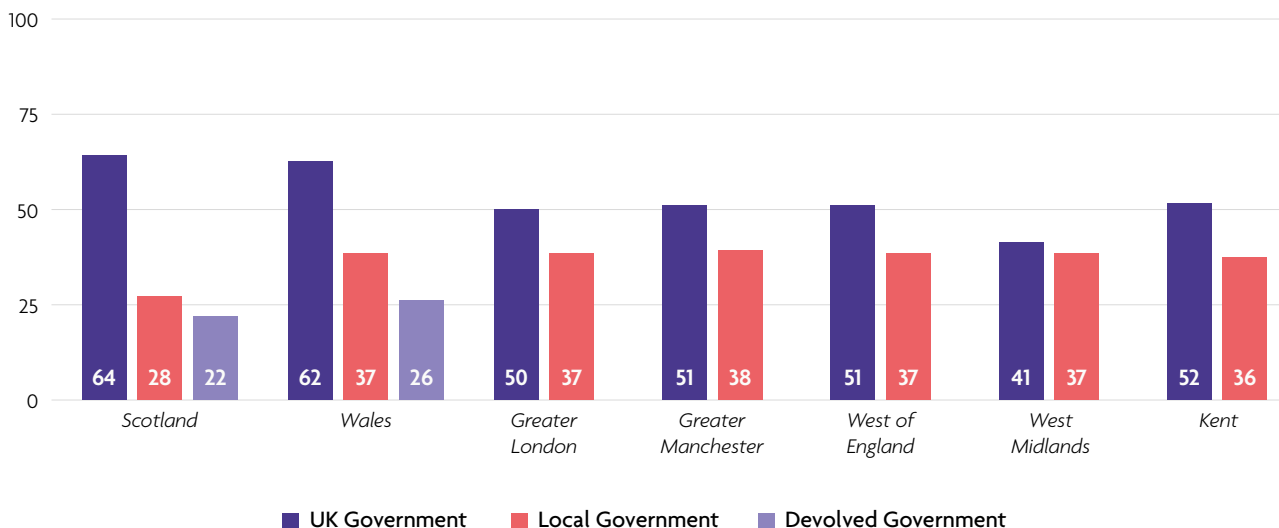
Comparative results: Perception of UK, devolved, and local government communication

The figures below show the percentage of respondents within each place (sample) who regarded the communication quality as low (scoring 1 or 2 on the scale). Results are shown for the UK government and local government, and additionally for the Scottish government in Scotland, and the Welsh government in Wales (Devolved government).

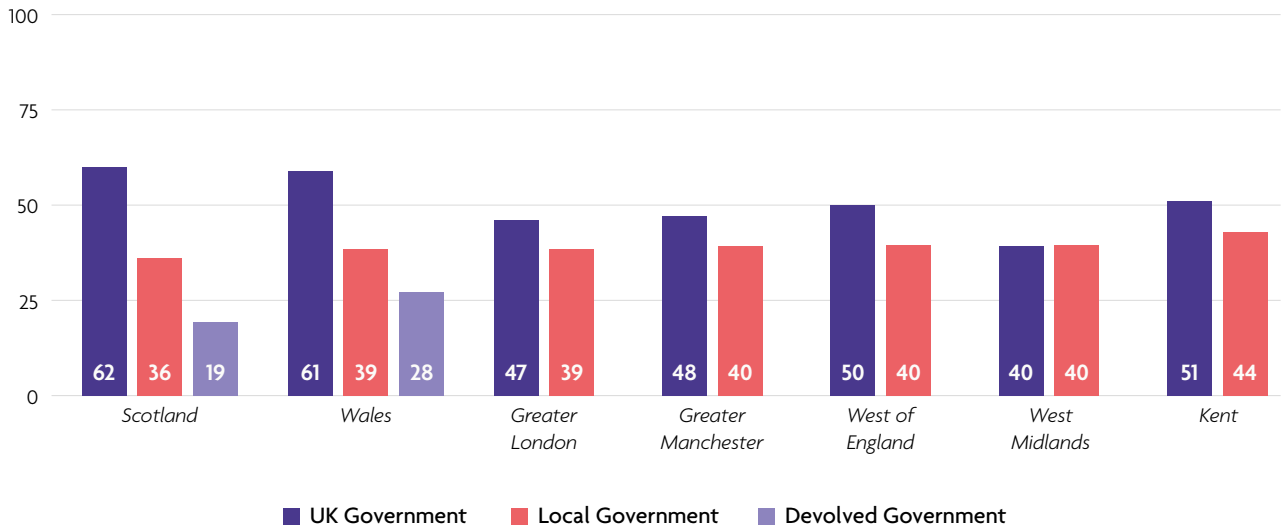
Communication lacked clarity (% respondents)



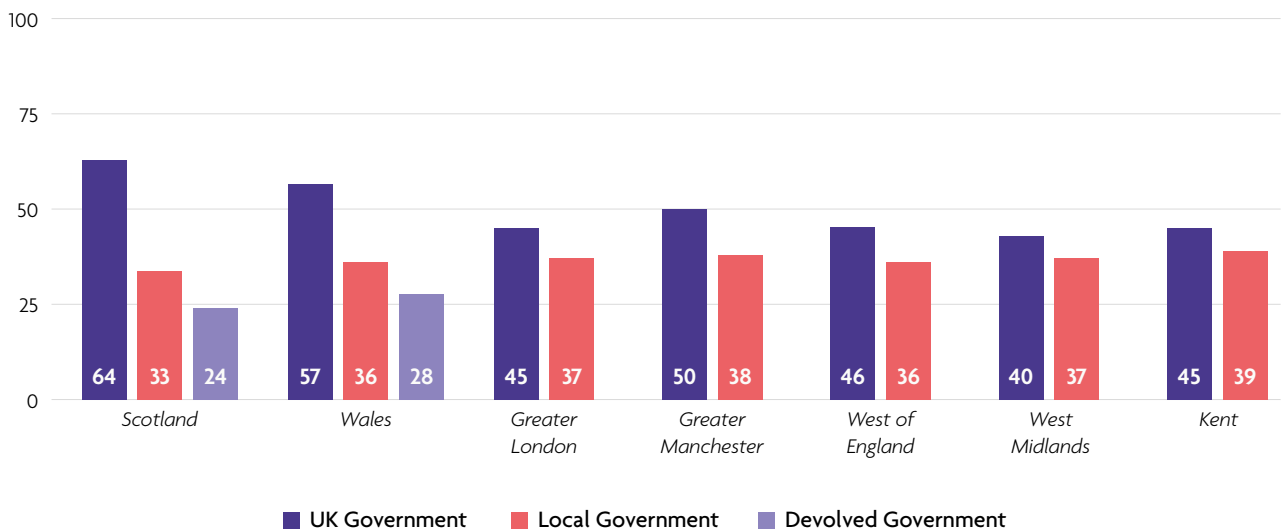
Communication lacked honesty and credibility (% respondents)



Communication lacked empathy



Communication did not correspond to what my community needed



Communication was inaccessible, difficult to find

