

From: [redacted]
Sent: 12 February 2021 11:30
To: [redacted]
Subject: FW: Media enquiry - Vaccine rollout - Scotsman

Hello [redacted]

How's all?

Did [redacted] attach tables he wanted comment on In his original email?

Thanks
[redacted]

[redacted]

And, we're running a story on Sunday on the vaccine rollout.

Our poll shows that almost half of Scots say the vaccine rollout in Scotland is going well, with one in five saying it is going poorly. It comes as Scots become more confident key areas of Scotland such as the NHS, the economy and the education system will get better in the coming months. Concerns about the 12 week wait for a second dose have also dropped slightly, with more people keen to take the vaccine than ever before.

The main tables are attached for your reference

[redacted]

From: [redacted]
Sent: 12 February 2021 11:11
To: [redacted]
Cc: [redacted]
Subject: Media enquiry - Vaccine rollout - Scotsman

Hi [redacted]

Please can you take this one about vaccine roll out? Attached is the recent insights that [redacted] sent me with no explanation – so am assuming he meant them in relation to this 😊

[redacted]

From: [redacted]
Sent: 12 February 2021 11:04
To: [redacted]
Subject: RE: Vaccine rollout and SQA

Adding [redacted] here to alloc

[redacted] best way to deal with this one is probs to quote from most recently published SG research/polling? Will ping on something I had this week

From: [redacted]
Sent: 12 February 2021 10:49
To: [redacted]
Subject: FW: Vaccine rollout and SQA

Two here from Scotsman – one on education and one on vaccines for Sunday

[redacted]

From: [redacted]
Sent: 12 February 2021 10:39
To: [redacted]
Subject: Vaccine rollout and SQA

Hi [redacted],

Good to chat.

[redacted]

And, we're running a story on Sunday on the vaccine rollout. Our poll shows that almost half of Scots say the vaccine rollout in Scotland is going well, with one in five saying it is going poorly. It comes as Scots become more confident key areas of Scotland such as the NHS, the economy and the education system will get better in the coming months. Concerns about the 12 week wait for a second dose have also dropped slightly, with more people keen to take the vaccine than ever before.

The main tables are attached for your reference - if I could have something back by 4pm today that would be great.

Best wishes,
[redacted]

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From: [redacted]
Sent: 12 February 2021 16:08
To: [redacted]
Subject: Re: media inquiry - vaccine rollout

Thanks [redacted],

On polling dates - it's the same SavantaComRes poll as our headline one earlier this week, so 1,002 adults online in Scotland between Feb 4 and 9.

On Fri, 12 Feb 2021 at 16:05, [redacted] wrote:

Hi [redacted]

Still working on your response but will forward to those other emails.

#

Can I just check when your poll was conducted?

Thanks

[redacted]

[redacted]

From: [redacted]
Sent: 12 February 2021 12:31
To: [redacted]
Subject: Re: media inquiry - vaccine rollout

Hi [redacted]

If the response is coming late - please email it to [redacted]

[redacted]

Cheers,
[redacted]

On Fri, 12 Feb 2021 at 12:10, [redacted] wrote:

Yep - we're going to lead on the main well/poorly table. Half of Scots (just about) think it's going well etc.

On Fri, 12 Feb 2021 at 12:02, [redacted] wrote:

Thanks [redacted] – we'll come back to you.

Is vaccines rollout/uptake your main focus?

[redacted]

From: [redacted]
Sent: 12 February 2021 12:00
To: [redacted]
Subject: Re: media inquiry - vaccine rollout

Hi [redacted]

Happily - should be there for you now.

Best,
[redacted]

On Fri, 12 Feb 2021 at 11:58, [redacted] wrote:

Good afternoon [redacted]

Looking at your inquiry on vaccines/poll.

Could you please forward me the tables you mention below.

Thanks

[redacted]

we're running a story on Sunday on the vaccine rollout. Our poll shows that almost half of Scots say the vaccine rollout in Scotland is going well, with one in five saying it is going poorly. It comes as Scots become more confident key areas of Scotland such as the NHS, the economy and the education system will get better in the coming months. Concerns about the 12 week wait for a second dose have also dropped slightly, with more people keen to take the vaccine than ever before.

The **main tables are attached for your reference** - if I could have something back by 4pm today that would be great.

[redacted]

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Best wishes,

[redacted]

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Best wishes,

[redacted]

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Best wishes,

[redacted]

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Best wishes,

[redacted]

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From: [redacted]
Sent: 12 February 2021 16:47
To: [redacted]
Cc: [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek); [redacted]Duffy K (Karen)
[redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]
Subject: RE: media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Thanks [redacted]

[redacted] - if no amends, will put to spads for views at 17.00, mainly recent, previously issued lines.

Thanks
[redacted]

[redacted]

From: [redacted]
Sent: 12 February 2021 16:34
To: [redacted]
Cc: [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek); [redacted]Duffy K (Karen)
[redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]
Subject: RE: media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Hi [redacted]

Yes this should be fine thanks.

Not sure whether it helps but we have been publishing a little bit on vaccine uptake. This is from last week's 'state of the epidemic report': [Coronavirus \(COVID-19\): state of the epidemic in Scotland - 5 February 2021 - gov.scot \(www.gov.scot\)](https://www.gov.scot/publications/state-of-the-epidemic-in-scotland-5-february-2021/pages/1-to-5.aspx)

The proportion of people surveyed who said they would be likely to be vaccinated for COVID-19 remains high. Just over four fifths (83%) reporting they are likely to be vaccinated when a vaccine becomes available to them.

Another update is due today but I don't think it's on the website yet.

Thanks
[redacted]

[redacted]

From: [redacted]
Sent: 12 February 2021 16:16
To: [redacted]
Cc: [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek); [redacted]Duffy K (Karen)
[redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]
Subject: RE: media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Hi [redacted] and colleagues

As this poll was - 1,002 adults online in Scotland between Feb 4 and 9 - think we can add that it was conducted before we hit milestone on Wed 10th Feb.

Please see revised lines below.

Thanks
[redacted]

Please reply to this email

[redacted]

From: [redacted]

Sent: 12 February 2021 16:06

To: [redacted]

Cc: [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek); [redacted]Duffy K (Karen)
[redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]

Subject: media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Good afternoon [redacted] and colleagues

Scotland on Sunday has asked for a response to a poll conducted for it (attached), focusing on attitudes to the vaccine rollout – their poll shows half of Scots think vaccine rollout is going well and more people keen to take than before.

[redacted] – I know internal polling details for internal use only and shouldn't be shared outside SG, but have added brief line, without details, saying that "We are aware, from our own research that the majority of people are feeling optimistic as a result of our vaccination programme."
Just wanted to check you're ok with that.

[redacted] – have combined Recent NRs and lines highlighting recent successes on rollout.

Grateful for any updates/amends. If no comments will put ot spads at 16.30.

Thanks
[redacted]

PROPOSED LINES

Health Secretary Jeane Freeman said:

"We are aware, from our own research that the majority of people are feeling optimistic as a result of our vaccination programme.

“Thanks to the enormous efforts of our vaccination teams, Scotland’s COVID-19 vaccination programme is now delivering ahead of our expectation.

“This poll was conducted before we reached the milestone of more than one million people at greatest risk from Coronavirus (COVID-19) in Scotland having had their first dose of the vaccine.

“We reached this milestone in the biggest vaccination programme ever delivered in Scotland last week and I would like to thank everyone who is working tirelessly to make this a success, and also every individual who has taken up their offer of a vaccine.

“Our aim is to vaccinate as many people as possible with both their first and second doses as quickly as possible but the speed at which we can do this depends on supply and we expect a dip in supplies UK wide towards the end of this month.

“We continue to urge everyone to take up their appointment when they are offered one. The vaccination programme is one of three key ways we are working to beat this virus, along with our expanded testing programme to identify cases and break chains of transmission and the important lockdown restrictions everyone in Scotland must follow. All these measures work to greatest effect when they work together.”

MEDIA INQUIRY

We’re running a story on Sunday on the vaccine rollout.

Our poll shows that almost half of Scots say the vaccine rollout in Scotland is going well, with one in five saying it is going poorly. It comes as Scots become more confident key areas of Scotland such as the NHS, the economy and the education system will get better in the coming months. Concerns about the 12 week wait for a second dose have also dropped slightly, with more people keen to take the vaccine than ever before.

The main tables are attached for your reference

+

We're going to lead on the main well/poorly table. Half of Scots (just about) think it's going well etc.

Q. Which of the following best describes how you think the vaccine rollout is going in Scotland?

Very well	14%
Quite well	33%
Somewhere in the	28%

The Scotsman / Savanta ComRes

[LinkedIn](#) | [Twitter](#)

middle	
Quite badly	15%
Very badly	6%
Don't know	4%
Sum: Well	47%
Sum: Badly	21%

From: [redacted]

Sent: 12 February 2021 17:54

To: Nicolson S (Stuart) Special Adviser [redacted] Ingebrigtsen R (Ross) [redacted] Hutchison D (David) [redacted] Bowman K (Katy) [redacted]

Cc: [redacted] Lea-Ross S (Stephen) [redacted] Grieve DA (Derek) [redacted] Duffy K (Karen) [redacted] Strath A (Alison) [redacted] Grieve DA (Derek) [redacted]

Subject: RE: SPAD VIEW - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Thanks Stuart – will put up now

[redacted]

From: Nicolson S (Stuart) Special Adviser [redacted]

Sent: 12 February 2021 17:53

To: [redacted] Ingebrigtsen R (Ross) [redacted] Hutchison D (David) [redacted] Bowman K (Katy) [redacted]

Cc: [redacted] Lea-Ross S (Stephen) [redacted] Grieve DA (Derek) [redacted] Duffy K (Karen) [redacted] Strath A (Alison) [redacted] Grieve DA (Derek) [redacted]

Subject: RE: SPAD VIEW - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Ok thanks.

From: [redacted]

Sent: 12 February 2021 17:26

To: Ingebrigtsen R (Ross) [redacted] Nicolson S (Stuart) Special Adviser [redacted] Hutchison D (David) [redacted] Bowman K (Katy) [redacted]

Cc: [redacted] Lea-Ross S (Stephen) [redacted] Grieve DA (Derek) [redacted] Duffy K (Karen) [redacted] Strath A (Alison) [redacted] Grieve DA (Derek) [redacted]

Subject: SPAD VIEW - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday

Good afternoon spads

Scotland on Sunday has asked for a response to a poll conducted for it (attached), focusing on attitudes to the vaccine rollout – their poll shows nearly half of Scots think vaccine rollout is going well and more people keen to take than before.

Have combined Recent NRs and lines highlighting recent successes on rollout, highlighting that polling conducted before vaccination programme ramped up.

As this poll was - 1,002 adults online in Scotland between Feb 4 and 9 - think we can add that it was conducted before we hit milestone on Wed 10th Feb.

Grateful for views – are you happy for lines to go to CabSec?

[redacted]

PROPOSED LINES

Health Secretary Jeane Freeman said:

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[LinkedIn](#) | [Twitter](#)

middle	
Quite badly	15%
Very badly	6%
Don't know	4%
Sum: Well	47%
Sum: Badly	21%

[redacted]

From: [redacted]
Sent: 12 February 2021 18:41
To: [redacted]
Subject: vaccine lines to mail

Hello both

Just to flag that for this one –

FOR CLEARANCE - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday/Daily Mail

vaccine lines are to issue for [redacted] Daily Mail query too.

[redacted]

Hope tonight goes well.

Thanks
[redacted]

From: [redacted]

Sent: 12 February 2021 19:10

To: Cabinet Secretary for Health and Sport [redacted]

Cc: [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek) [redacted]Duffy K (Karen) [redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]Nicolson S (Stuart) Special Adviser [redacted]Ingebrigtsen R (Ross) [redacted]Hutchison D (David) [redacted]Bowman K (Katy) [redacted]Minister for Public Health and Sport [redacted]Minister for Mental Health [redacted]Leitch J (Jason) [redacted]

Subject: RE: FOR CLEARANCE - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday/Daily Mail

Thanks, [redacted]. Will issue this now.

[redacted]

[redacted]

From: [redacted] **On Behalf Of** Cabinet Secretary for Health and Sport

Sent: 12 February 2021 19:09

To: [redacted] Cabinet Secretary for Health and Sport [redacted]

Cc: [redacted]; [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek) [redacted]Duffy K (Karen) [redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]Nicolson S (Stuart) Special Adviser [redacted]Ingebrigtsen R (Ross) [redacted]Hutchison D (David) [redacted]Bowman K (Katy) [redacted]Minister for Public Health and Sport [redacted]Minister for Mental Health [redacted]Leitch J (Jason) [redacted]

Subject: RE: FOR CLEARANCE - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday/Daily Mail

[redacted] – the Cab Sec is content.

Thanks,
[redacted]

From: [redacted]

Sent: 12 February 2021 18:19

To: Cabinet Secretary for Health and Sport [redacted]

Cc: [redacted]; [redacted]Lea-Ross S (Stephen) [redacted]Grieve DA (Derek) [redacted]Duffy K (Karen) [redacted]Strath A (Alison) [redacted]Grieve DA (Derek) [redacted]Nicolson S (Stuart) Special Adviser [redacted]Ingebrigtsen R (Ross) [redacted]Hutchison D (David) [redacted]Bowman K (Katy) [redacted]Minister for Public Health and Sport [redacted]Minister for Mental Health [redacted]Leitch J (Jason) [redacted]

Subject: FOR CLEARANCE - media inquiry - Vaccine rollout/SoS poll - Scotland on Sunday/Daily Mail

Good evening CabSec/PO

Scotland on Sunday has asked for a response to a poll conducted for it focusing on attitudes to the vaccine rollout – their poll shows nearly half of Scots think vaccine rollout is going well and more people keen to take than before.

Have combined recent NRs and lines highlighting recent successes on rollout, highlighting that polling was conducted before vaccination programme ramped up.

As this poll was - 1,002 adults online in Scotland between Feb 4 and 9 - think we can add that it was conducted before we hit milestone on Wed 10th Feb.

The **Daily Mail** has also asked about rollout – propose issuing to them too

Grateful for clearance on lines below.

[redacted]

(Duty comms colleagues cc-ed)

LINES TO CLEAR

Health Secretary Jeane Freeman said:

“We are aware, from our own research that the majority of people are feeling optimistic as a result of our vaccination programme.

“Thanks to the enormous efforts of our vaccination teams, Scotland’s COVID-19 vaccination programme is now delivering ahead of our expectation.

“This poll was conducted before we reached the milestone of more than one million people at greatest risk from Coronavirus (COVID-19) in Scotland having had their first dose of the vaccine.

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Background

The proportion of people surveyed who said they would be likely to be vaccinated for COVID-19 remains high. Just over four fifths (83%) reporting they are likely to be vaccinated when a vaccine becomes available to them.

MEDIA INQUIRY

We're running a story on Sunday on the vaccine rollout.

Our poll shows that almost half of Scots say the vaccine rollout in Scotland is going well, with one in five saying it is going poorly. It comes as Scots become more confident key areas of Scotland such as the NHS, the economy and the education system will get better in the coming months. Concerns about the 12 week wait for a second dose have also dropped slightly, with more people keen to take the vaccine than ever before.

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The Scotsman / Savanta ComRes

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[redacted]