

## YouGov Survey Results

Sample Size: 1027 Scottish Adults

Fieldwork: 1st - 3rd July 2013

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

	Unweighted Base	1027	509	518	120	108	130	156	513	610	417
	Base: All Scottish adults	1027	488	539	125	156	165	206	374	462	565
Andy Murray		72%	81%	64%	66%	73%	70%	69%	76%	78%	67%
Serena Williams		13%	9%	16%	20%	18%	13%	15%	8%	9%	16%
Don't know		15%	10%	20%	14%	9%	17%	17%	16%	14%	16%

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted Base	1027	509	518	120	108	130	156	513	610	417
	Base: All Scottish adults	1027	488	539	125	156	165	206	374	462	565
Andy Murray makes me proud to be Scottish		44%	43%	44%	54%	47%	44%	37%	42%	45%	43%
I think Andy Murray should be put on a Scottish bank note		12%	11%	12%	11%	18%	16%	9%	9%	12%	11%
I would like to go for dinner with Andy Murray		15%	15%	15%	18%	23%	16%	10%	13%	17%	13%
I think that Andy Murray is overrated		10%	11%	8%	16%	15%	11%	8%	6%	11%	9%
None of these		35%	37%	34%	23%	24%	31%	44%	41%	35%	36%
Don't know		4%	3%	4%	5%	2%	3%	3%	4%	3%	4%

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Andy Murray will win Wimbledon this year

	Unweighted Base	1027	509	518	120	108	130	156	513	610	417
	Base: All Scottish adults	1027	488	539	125	156	165	206	374	462	565
Strongly agree		11%	13%	10%	11%	13%	13%	9%	12%	9%	13%
Tend to agree		44%	43%	44%	41%	45%	45%	41%	44%	45%	42%
<b>NET: Agree</b>		<b>55%</b>	<b>56%</b>	<b>54%</b>	<b>52%</b>	<b>57%</b>	<b>58%</b>	<b>50%</b>	<b>56%</b>	<b>54%</b>	<b>56%</b>
Tend to disagree		15%	18%	12%	16%	17%	15%	16%	13%	17%	13%
Strongly disagree		4%	5%	2%	2%	1%	7%	6%	2%	3%	4%
<b>NET: Disagree</b>		<b>18%</b>	<b>23%</b>	<b>14%</b>	<b>18%</b>	<b>18%</b>	<b>22%</b>	<b>22%</b>	<b>15%</b>	<b>20%</b>	<b>17%</b>
Don't know		27%	21%	32%	30%	25%	20%	28%	29%	26%	27%

## YouGov Survey Results

Sample Size: 1027 Scottish Adults

Fieldwork: 1st - 3rd July 2013

Total	Scottish Region							
Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

	Unweighted Base	1027	131	103	131	94	132	124	181	131
	Base: All Scottish adults	1027	144	92	144	103	164	113	144	123
Andy Murray	72%	73%	59%	67%	82%	73%	77%	82%	61%	
Serena Williams	13%	11%	23%	16%	11%	11%	7%	9%	18%	
Don't know	15%	16%	18%	16%	7%	16%	16%	9%	21%	

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted Base	1027	131	103	131	94	132	124	181	131
	Base: All Scottish adults	1027	144	92	144	103	164	113	144	123
Andy Murray makes me proud to be Scottish	44%	51%	30%	39%	41%	44%	54%	50%	36%	
I think Andy Murray should be put on a Scottish bank note	12%	15%	10%	10%	12%	7%	20%	11%	11%	
I would like to go for dinner with Andy Murray	15%	20%	9%	8%	19%	12%	19%	22%	12%	
I think that Andy Murray is overrated	10%	9%	11%	14%	12%	6%	3%	8%	16%	
None of these	35%	26%	49%	39%	35%	36%	30%	34%	37%	
Don't know	4%	6%	6%	2%	4%	7%	1%	1%	3%	

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Andy Murray will win Wimbledon this year

	Unweighted Base	1027	131	103	131	94	132	124	181	131
	Base: All Scottish adults	1027	144	92	144	103	164	113	144	123
Strongly agree	11%	11%	6%	15%	16%	13%	13%	6%	10%	
Tend to agree	44%	53%	33%	34%	29%	39%	58%	51%	47%	
<b>NET: Agree</b>	<b>55%</b>	<b>64%</b>	<b>39%</b>	<b>49%</b>	<b>45%</b>	<b>52%</b>	<b>72%</b>	<b>57%</b>	<b>57%</b>	
Tend to disagree	15%	7%	25%	13%	16%	12%	13%	22%	14%	
Strongly disagree	4%	2%	2%	4%	7%	6%	1%	2%	5%	
<b>NET: Disagree</b>	<b>18%</b>	<b>8%</b>	<b>26%</b>	<b>17%</b>	<b>23%</b>	<b>18%</b>	<b>13%</b>	<b>24%</b>	<b>20%</b>	
Don't know	27%	28%	35%	34%	32%	30%	15%	19%	24%	

## YouGov Survey Results

Sample Size: 1027 Scottish Adults

Fieldwork: 1st - 3rd July 2013

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

	Unweighted Base	1027	452	82	534	73	332	31	57
	Base: All Scottish adults	1027	505	94	599	64	243	36	86
Andy Murray	72%	75%	64%	73%	75%	77%	61%	55%	
Serena Williams	13%	13%	8%	12%	13%	7%	22%	31%	
Don't know	15%	12%	28%	15%	12%	16%	17%	14%	

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted Base	1027	452	82	534	73	332	31	57
	Base: All Scottish adults	1027	505	94	599	64	243	36	86
Andy Murray makes me proud to be Scottish	44%	44%	44%	44%	57%	42%	48%	35%	
I think Andy Murray should be put on a Scottish bank note	12%	13%	17%	13%	15%	6%	16%	11%	
I would like to go for dinner with Andy Murray	15%	17%	8%	16%	26%	15%	5%	4%	
I think that Andy Murray is overrated	10%	12%	9%	11%	14%	4%	8%	13%	
None of these	35%	32%	37%	33%	24%	42%	35%	40%	
Don't know	4%	2%	7%	3%	2%	4%	3%	8%	

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Andy Murray will win Wimbledon this year

	Unweighted Base	1027	452	82	534	73	332	31	57
	Base: All Scottish adults	1027	505	94	599	64	243	36	86
Strongly agree	11%	12%	8%	11%	12%	13%	14%	8%	
Tend to agree	44%	46%	45%	46%	29%	42%	53%	39%	
<b>NET: Agree</b>	<b>55%</b>	<b>57%</b>	<b>53%</b>	<b>57%</b>	<b>41%</b>	<b>55%</b>	<b>67%</b>	<b>47%</b>	
Tend to disagree	15%	16%	5%	14%	24%	14%	4%	22%	
Strongly disagree	4%	5%	1%	5%	1%	1%	2%	5%	
<b>NET: Disagree</b>	<b>18%</b>	<b>21%</b>	<b>6%</b>	<b>19%</b>	<b>25%</b>	<b>15%</b>	<b>6%</b>	<b>27%</b>	
Don't know	27%	22%	41%	25%	34%	30%	26%	27%	

## YouGov Survey Results

Sample Size: 1027 Scottish Adults

Fieldwork: 1st - 3rd July 2013

Total	Marital Status						Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

	Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
	Base: All Scottish adults	1027	506	120	90	31	264	15	764	118	78	45	241	22
Andy Murray	72%	76%	72%	57%	68%	72%	51%	72%	76%	65%	76%	73%	53%	
Serena Williams	13%	10%	14%	15%	14%	16%	45%	13%	13%	9%	14%	12%	19%	
Don't know	15%	14%	13%	29%	19%	12%	4%	14%	11%	26%	9%	15%	27%	

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
	Base: All Scottish adults	1027	506	120	90	31	264	15	764	118	78	45	241	22
Andy Murray makes me proud to be Scottish	44%	41%	53%	31%	35%	49%	49%	44%	46%	49%	31%	44%	39%	
I think Andy Murray should be put on a Scottish bank note	12%	10%	15%	11%	13%	13%	-	9%	15%	14%	41%	20%	19%	
I would like to go for dinner with Andy Murray	15%	14%	14%	11%	9%	20%	8%	15%	16%	19%	6%	15%	12%	
I think that Andy Murray is overrated	10%	9%	11%	8%	1%	11%	53%	9%	15%	7%	12%	12%	20%	
None of these	35%	39%	25%	44%	55%	31%	1%	38%	26%	29%	40%	30%	21%	
Don't know	4%	4%	2%	6%	2%	4%	-	3%	3%	6%	-	4%	20%	

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Andy Murray will win Wimbledon this year

	Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
	Base: All Scottish adults	1027	506	120	90	31	264	15	764	118	78	45	241	22
Strongly agree	11%	12%	12%	11%	1%	12%	1%	9%	17%	11%	20%	16%	38%	
Tend to agree	44%	45%	49%	35%	36%	44%	19%	45%	46%	45%	27%	42%	15%	
<b>NET: Agree</b>	<b>55%</b>	<b>57%</b>	<b>61%</b>	<b>46%</b>	<b>37%</b>	<b>56%</b>	<b>20%</b>	<b>54%</b>	<b>63%</b>	<b>56%</b>	<b>47%</b>	<b>58%</b>	<b>53%</b>	
Tend to disagree	15%	16%	14%	12%	11%	15%	26%	15%	11%	17%	26%	16%	13%	
Strongly disagree	4%	3%	3%	4%	-	5%	-	4%	4%	1%	-	2%	5%	
<b>NET: Disagree</b>	<b>18%</b>	<b>19%</b>	<b>17%</b>	<b>16%</b>	<b>11%</b>	<b>20%</b>	<b>26%</b>	<b>18%</b>	<b>15%</b>	<b>18%</b>	<b>26%</b>	<b>18%</b>	<b>17%</b>	
Don't know	27%	25%	22%	37%	52%	25%	54%	27%	22%	26%	28%	24%	29%	

## YouGov Survey Results

Sample Size: 1027 Scottish Adults

Fieldwork: 1st - 3rd July 2013

Total	Social Media (monthly or more)			
	Facebook	LinkedIn	Google+	Twitter
Total				

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

	Unweighted Base	1027	632	120	43	228
<b>Base: All Scottish adults</b>		1027	677	104	36	227
Andy Murray	72%	73%	87%	83%	73%	
Serena Williams	13%	12%	6%	3%	12%	
Don't know	15%	16%	7%	14%	15%	

Which, if any, of the following apply to you? (Please tick all that apply)

	Unweighted Base	1027	632	120	43	228
<b>Base: All Scottish adults</b>		1027	677	104	36	227
Andy Murray makes me proud to be Scottish	44%	44%	52%	39%	43%	
I think Andy Murray should be put on a Scottish bank note	12%	12%	11%	14%	14%	
I would like to go for dinner with Andy Murray	15%	16%	23%	19%	31%	
I think that Andy Murray is overrated	10%	10%	13%	8%	10%	
None of these	35%	35%	24%	24%	30%	
Don't know	4%	4%	3%	18%	5%	

To what extent do you agree or disagree with each of the following statements? (Please tick one option per row)

Andy Murray will win Wimbledon this year

	Unweighted Base	1027	632	120	43	228
<b>Base: All Scottish adults</b>		1027	677	104	36	227
Strongly agree	11%	12%	7%	15%	12%	
Tend to agree	44%	45%	65%	54%	48%	
<b>NET: Agree</b>	<b>55%</b>	<b>57%</b>	<b>72%</b>	<b>69%</b>	<b>60%</b>	
Tend to disagree	15%	14%	15%	6%	15%	
Strongly disagree	4%	4%	1%	-	3%	
<b>NET: Disagree</b>	<b>18%</b>	<b>18%</b>	<b>16%</b>	<b>6%</b>	<b>18%</b>	
Don't know	27%	25%	12%	24%	22%	

Fieldwork: 1st - 3rd July 2013

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

Unweighted Base	1027	509	518	120	108	130	156	513	610	417
<b>Base: All Scottish adults</b>	1027	488	539	125	156	165	206	374	462	565

Andy Murray is the greatest tennis player that Great Britain has ever had

Unweighted Base	1027	509	518	120	108	130	156	513	610	417
<b>Base: All Scottish adults</b>	1027	488	539	125	156	165	206	374	462	565
Strongly agree	19%	22%	16%	15%	20%	26%	17%	17%	20%	18%
Tend to agree	32%	32%	31%	34%	29%	25%	30%	36%	33%	31%
<b>NET: Agree</b>	<b>50%</b>	<b>54%</b>	<b>47%</b>	<b>49%</b>	<b>50%</b>	<b>52%</b>	<b>47%</b>	<b>53%</b>	<b>53%</b>	<b>48%</b>
Tend to disagree	19%	16%	22%	16%	16%	18%	23%	20%	20%	18%
Strongly disagree	5%	7%	3%	3%	7%	3%	8%	5%	7%	4%
<b>NET: Disagree</b>	<b>24%</b>	<b>23%</b>	<b>26%</b>	<b>19%</b>	<b>23%</b>	<b>21%</b>	<b>30%</b>	<b>25%</b>	<b>27%</b>	<b>22%</b>
Don't know	25%	24%	27%	32%	27%	27%	23%	23%	21%	30%

Andy Murray has a boring personality

Unweighted Base	1027	509	518	120	108	130	156	513	610	417
<b>Base: All Scottish adults</b>	1027	488	539	125	156	165	206	374	462	565
Strongly agree	8%	11%	5%	9%	7%	7%	11%	7%	9%	7%
Tend to agree	22%	20%	24%	21%	16%	27%	18%	25%	23%	22%
<b>NET: Agree</b>	<b>30%</b>	<b>31%</b>	<b>29%</b>	<b>29%</b>	<b>23%</b>	<b>34%</b>	<b>29%</b>	<b>32%</b>	<b>31%</b>	<b>29%</b>
Tend to disagree	31%	32%	30%	27%	34%	34%	36%	28%	28%	33%
Strongly disagree	21%	24%	19%	30%	22%	15%	12%	26%	26%	18%
<b>NET: Disagree</b>	<b>53%</b>	<b>56%</b>	<b>49%</b>	<b>57%</b>	<b>56%</b>	<b>48%</b>	<b>48%</b>	<b>54%</b>	<b>54%</b>	<b>51%</b>
Don't know	17%	13%	21%	14%	20%	18%	23%	14%	14%	20%

If Andy Murray makes it to the Wimbledon tennis final this year (i.e. 2013), how likely are you to watch the final?

Unweighted Base	1027	509	518	120	108	130	156	513	610	417
<b>Base: All Scottish adults</b>	1027	488	539	125	156	165	206	374	462	565
Very likely	48%	47%	48%	36%	48%	62%	36%	51%	52%	44%
Fairly likely	25%	30%	21%	34%	25%	20%	31%	21%	24%	26%
Not very likely	13%	10%	15%	12%	11%	9%	13%	15%	11%	14%
Not at all likely	15%	13%	17%	18%	16%	8%	21%	13%	13%	16%

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 1st - 3rd July 2013

Total	Scottish Region							
Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

Unweighted Base	1027	131	103	131	94	132	124	181	131
<b>Base: All Scottish adults</b>	1027	144	92	144	103	164	113	144	123

Andy Murray is the greatest tennis player that Great Britain has ever had

Unweighted Base	1027	131	103	131	94	132	124	181	131
<b>Base: All Scottish adults</b>	1027	144	92	144	103	164	113	144	123
Strongly agree	19%	15%	18%	18%	25%	19%	23%	18%	14%
Tend to agree	32%	39%	18%	20%	32%	36%	34%	38%	32%
<b>NET: Agree</b>	<b>50%</b>	<b>54%</b>	<b>37%</b>	<b>38%</b>	<b>58%</b>	<b>55%</b>	<b>57%</b>	<b>56%</b>	<b>46%</b>
Tend to disagree	19%	16%	16%	23%	25%	12%	17%	26%	19%
Strongly disagree	5%	4%	2%	6%	7%	6%	3%	2%	11%
<b>NET: Disagree</b>	<b>24%</b>	<b>20%</b>	<b>18%</b>	<b>30%</b>	<b>32%</b>	<b>18%</b>	<b>20%</b>	<b>28%</b>	<b>30%</b>
Don't know	25%	26%	46%	32%	11%	28%	23%	17%	24%

Andy Murray has a boring personality

Unweighted Base	1027	131	103	131	94	132	124	181	131
<b>Base: All Scottish adults</b>	1027	144	92	144	103	164	113	144	123
Strongly agree	8%	4%	7%	16%	14%	5%	3%	6%	11%
Tend to agree	22%	23%	28%	20%	25%	27%	14%	23%	17%
<b>NET: Agree</b>	<b>30%</b>	<b>27%</b>	<b>35%</b>	<b>36%</b>	<b>39%</b>	<b>32%</b>	<b>17%</b>	<b>29%</b>	<b>28%</b>
Tend to disagree	31%	29%	19%	24%	31%	30%	41%	36%	38%
Strongly disagree	21%	23%	16%	15%	20%	20%	37%	24%	18%
<b>NET: Disagree</b>	<b>53%</b>	<b>52%</b>	<b>34%</b>	<b>39%</b>	<b>51%</b>	<b>50%</b>	<b>78%</b>	<b>60%</b>	<b>56%</b>
Don't know	17%	21%	30%	26%	10%	18%	5%	11%	16%

If Andy Murray makes it to the Wimbledon tennis final this year (i.e. 2013), how likely are you to watch the final?

Unweighted Base	1027	131	103	131	94	132	124	181	131
<b>Base: All Scottish adults</b>	1027	144	92	144	103	164	113	144	123
Very likely	48%	46%	36%	41%	50%	51%	49%	63%	39%
Fairly likely	25%	23%	23%	23%	27%	21%	38%	18%	31%
Not very likely	13%	18%	18%	10%	5%	13%	7%	13%	17%
Not at all likely	15%	13%	22%	26%	18%	15%	7%	6%	13%

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 1st - 3rd July 2013

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

Unweighted Base	1027	452	82	534	73	332	31	57
<b>Base: All Scottish adults</b>	1027	505	94	599	64	243	36	86

Andy Murray is the greatest tennis player that Great Britain has ever had

Unweighted Base	1027	452	82	534	73	332	31	57
<b>Base: All Scottish adults</b>	1027	505	94	599	64	243	36	86
Strongly agree	19%	22%	15%	21%	15%	16%	11%	15%
Tend to agree	32%	29%	27%	29%	38%	36%	38%	29%
<b>NET: Agree</b>	<b>50%</b>	<b>51%</b>	<b>42%</b>	<b>50%</b>	<b>53%</b>	<b>53%</b>	<b>49%</b>	<b>45%</b>
Tend to disagree	19%	21%	8%	19%	20%	18%	18%	21%
Strongly disagree	5%	6%	4%	5%	2%	5%	2%	7%
<b>NET: Disagree</b>	<b>24%</b>	<b>27%</b>	<b>13%</b>	<b>25%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>	<b>28%</b>
Don't know	25%	22%	46%	26%	25%	24%	31%	28%

Andy Murray has a boring personality

Unweighted Base	1027	452	82	534	73	332	31	57
<b>Base: All Scottish adults</b>	1027	505	94	599	64	243	36	86
Strongly agree	8%	9%	4%	8%	6%	5%	2%	19%
Tend to agree	22%	22%	18%	22%	20%	25%	28%	17%
<b>NET: Agree</b>	<b>30%</b>	<b>31%</b>	<b>22%</b>	<b>30%</b>	<b>26%</b>	<b>30%</b>	<b>30%</b>	<b>36%</b>
Tend to disagree	31%	32%	27%	31%	36%	30%	14%	36%
Strongly disagree	21%	22%	19%	21%	25%	26%	25%	7%
<b>NET: Disagree</b>	<b>53%</b>	<b>54%</b>	<b>47%</b>	<b>53%</b>	<b>61%</b>	<b>56%</b>	<b>39%</b>	<b>43%</b>
Don't know	17%	15%	32%	18%	12%	15%	31%	21%

If Andy Murray makes it to the Wimbledon tennis final this year (i.e. 2013), how likely are you to watch the final?

Unweighted Base	1027	452	82	534	73	332	31	57
<b>Base: All Scottish adults</b>	1027	505	94	599	64	243	36	86
Very likely	48%	51%	41%	49%	43%	51%	52%	28%
Fairly likely	25%	27%	20%	26%	28%	22%	23%	23%
Not very likely	13%	11%	18%	12%	13%	15%	11%	9%
Not at all likely	15%	10%	22%	12%	15%	12%	15%	40%

All figures, unless otherwise stated, are from YouGov Plc.



Fieldwork: 1st - 3rd July 2013

Total	Marital Status						Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
<b>Base: All Scottish adults</b>	1027	506	120	90	31	264	15	764	118	78	45	241	22

Andy Murray is the greatest tennis player that Great Britain has ever had

Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
<b>Base: All Scottish adults</b>	1027	506	120	90	31	264	15	764	118	78	45	241	22
Strongly agree	19%	20%	25%	10%	8%	17%	14%	16%	29%	22%	23%	26%	41%
Tend to agree	32%	32%	29%	37%	38%	31%	21%	35%	24%	22%	26%	24%	18%
<b>NET: Agree</b>	<b>50%</b>	<b>52%</b>	<b>53%</b>	<b>47%</b>	<b>46%</b>	<b>48%</b>	<b>35%</b>	<b>50%</b>	<b>53%</b>	<b>44%</b>	<b>48%</b>	<b>49%</b>	<b>58%</b>
Tend to disagree	19%	20%	19%	15%	30%	18%	12%	20%	11%	19%	26%	16%	8%
Strongly disagree	5%	5%	4%	2%	-	7%	-	5%	6%	2%	-	4%	8%
<b>NET: Disagree</b>	<b>24%</b>	<b>25%</b>	<b>24%</b>	<b>17%</b>	<b>30%</b>	<b>25%</b>	<b>12%</b>	<b>26%</b>	<b>17%</b>	<b>21%</b>	<b>26%</b>	<b>20%</b>	<b>16%</b>
Don't know	25%	23%	23%	36%	24%	26%	53%	24%	30%	35%	26%	31%	26%

Andy Murray has a boring personality

Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
<b>Base: All Scottish adults</b>	1027	506	120	90	31	264	15	764	118	78	45	241	22
Strongly agree	8%	7%	10%	10%	4%	9%	2%	8%	5%	10%	4%	7%	29%
Tend to agree	22%	22%	21%	24%	22%	21%	28%	24%	18%	17%	14%	17%	12%
<b>NET: Agree</b>	<b>30%</b>	<b>30%</b>	<b>31%</b>	<b>34%</b>	<b>26%</b>	<b>30%</b>	<b>30%</b>	<b>32%</b>	<b>23%</b>	<b>27%</b>	<b>19%</b>	<b>24%</b>	<b>41%</b>
Tend to disagree	31%	33%	26%	24%	36%	31%	31%	30%	33%	33%	49%	36%	20%
Strongly disagree	21%	19%	26%	13%	25%	27%	4%	23%	20%	18%	6%	17%	19%
<b>NET: Disagree</b>	<b>53%</b>	<b>53%</b>	<b>52%</b>	<b>37%</b>	<b>60%</b>	<b>57%</b>	<b>35%</b>	<b>53%</b>	<b>53%</b>	<b>52%</b>	<b>55%</b>	<b>53%</b>	<b>39%</b>
Don't know	17%	18%	17%	29%	14%	13%	35%	15%	24%	21%	26%	23%	20%

If Andy Murray makes it to the Wimbledon tennis final this year (i.e. 2013), how likely are you to watch the final?

Unweighted Base	1027	533	123	88	37	234	12	825	93	66	18	177	25
<b>Base: All Scottish adults</b>	1027	506	120	90	31	264	15	764	118	78	45	241	22
Very likely	48%	49%	53%	41%	40%	46%	26%	47%	57%	50%	36%	51%	24%
Fairly likely	25%	23%	27%	27%	29%	27%	27%	25%	27%	25%	26%	26%	27%
Not very likely	13%	13%	10%	18%	17%	12%	-	14%	6%	15%	11%	10%	8%
Not at all likely	15%	15%	10%	13%	14%	15%	47%	14%	10%	11%	26%	13%	41%

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 1st - 3rd July 2013

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

If Serena Williams and Andy Murray were to play a three set tennis match against each other...

Which ONE of the following do you think would win?

Unweighted Base	1027	632	120	43	228
Base: All Scottish adults	1027	677	104	36	227

Andy Murray is the greatest tennis player that Great Britain has ever had

Unweighted Base	1027	632	120	43	228
Base: All Scottish adults	1027	677	104	36	227
Strongly agree	19%	18%	22%	17%	25%
Tend to agree	32%	32%	36%	31%	22%
<b>NET: Agree</b>	<b>50%</b>	<b>51%</b>	<b>58%</b>	<b>47%</b>	<b>47%</b>
Tend to disagree	19%	19%	18%	23%	23%
Strongly disagree	5%	4%	5%	6%	5%
<b>NET: Disagree</b>	<b>24%</b>	<b>23%</b>	<b>23%</b>	<b>29%</b>	<b>28%</b>
Don't know	25%	27%	19%	23%	25%

Andy Murray has a boring personality

Unweighted Base	1027	632	120	43	228
Base: All Scottish adults	1027	677	104	36	227
Strongly agree	8%	8%	9%	5%	9%
Tend to agree	22%	21%	15%	34%	22%
<b>NET: Agree</b>	<b>30%</b>	<b>29%</b>	<b>24%</b>	<b>39%</b>	<b>31%</b>
Tend to disagree	31%	31%	48%	31%	31%
Strongly disagree	21%	23%	21%	22%	26%
<b>NET: Disagree</b>	<b>53%</b>	<b>53%</b>	<b>69%</b>	<b>53%</b>	<b>57%</b>
Don't know	17%	18%	8%	8%	12%

If Andy Murray makes it to the Wimbledon tennis final this year (i.e. 2013), how likely are you to watch the final?

Unweighted Base	1027	632	120	43	228
Base: All Scottish adults	1027	677	104	36	227
Very likely	48%	47%	57%	60%	59%
Fairly likely	25%	27%	24%	16%	22%
Not very likely	13%	11%	10%	14%	10%
Not at all likely	15%	14%	8%	10%	9%

All figures, unless otherwise stated, are from YouGov Plc.