

YouGov Survey Results

Sample Size: 1,021 GB Adults

Fieldwork: 24th - 26th June

Total	Gender		Age					Social Grade		Marital Status					
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which, if any, of the following Scottish events have you EVER attended? (Please tick all that apply)

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
The Edinburgh Fringe Festival	43%	45%	42%	53%	54%	40%	46%	36%	48%	39%	38%	38%	34%	35%	57%	45%
The Royal Edinburgh Military Tattoo	32%	31%	32%	26%	12%	13%	32%	50%	39%	26%	38%	23%	28%	68%	23%	42%
The Scottish Highland Games	20%	17%	22%	26%	15%	13%	18%	24%	18%	21%	21%	14%	20%	19%	20%	31%
None of these	36%	34%	37%	24%	34%	50%	38%	32%	33%	38%	37%	48%	41%	27%	27%	25%
Can't recall	1%	2%	0%	2%	2%	-	1%	0%	0%	1%	1%	-	-	-	2%	-

Which, if any, of the following Scottish events did you attend last year (i.e. in 2012)? (Please tick all that apply)

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
The Edinburgh Fringe Festival	17%	19%	15%	19%	29%	16%	16%	13%	20%	15%	14%	17%	19%	6%	23%	17%
The Royal Edinburgh Military Tattoo	3%	4%	3%	5%	1%	3%	4%	4%	6%	1%	4%	3%	6%	4%	2%	-
The Scottish Highland Games	3%	4%	3%	8%	8%	1%	1%	2%	3%	4%	2%	1%	8%	-	5%	-
None of these	77%	73%	80%	65%	60%	81%	79%	84%	74%	79%	81%	80%	69%	93%	68%	83%
Can't Recall	1%	2%	0%	2%	2%	-	1%	0%	0%	1%	1%	-	-	-	2%	-

How likely, if at all, are you to attend each of the following Scottish events this year (i.e. in 2013)? (Please tick one option per row)

The Edinburgh Fringe Festival :

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
Very likely	14%	15%	12%	25%	23%	7%	12%	11%	15%	13%	12%	17%	13%	4%	16%	17%
Fairly likely	18%	20%	17%	28%	30%	21%	12%	12%	21%	17%	13%	19%	21%	12%	27%	26%
Not very likely	20%	21%	19%	13%	17%	27%	18%	20%	19%	21%	22%	18%	21%	18%	17%	2%
Not at all likely	43%	41%	44%	29%	27%	41%	49%	52%	42%	44%	48%	42%	40%	54%	34%	55%
Don't know	5%	2%	8%	4%	3%	3%	9%	5%	4%	6%	5%	5%	7%	12%	5%	-

YouGov Survey Results

Sample Size: 1,021 GB Adults

Fieldwork: 24th - 26th June

Total	Working status						Children in Household					Social Media (monthly or more)					
	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None

Which, if any, of the following Scottish events have you EVER attended? (Please tick all that apply)

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
The Edinburgh Fringe Festival	43%	46%	36%	51%	37%	50%	42%	46%	33%	49%	5%	30%	46%	64%	33%	60%	54%	36%
The Royal Edinburgh Military Tattoo	32%	24%	29%	20%	57%	12%	25%	34%	19%	34%	20%	17%	30%	32%	18%	22%	5%	35%
The Scottish Highland Games	20%	17%	19%	22%	25%	11%	20%	19%	19%	17%	11%	54%	18%	22%	35%	14%	5%	21%
None of these	36%	36%	51%	32%	28%	37%	43%	32%	51%	38%	73%	23%	35%	19%	30%	27%	46%	40%
Can't recall	1%	1%	-	5%	-	-	2%	1%	-	2%	-	-	1%	-	-	1%	-	1%

Which, if any, of the following Scottish events did you attend last year (i.e. in 2012)? (Please tick all that apply)

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
The Edinburgh Fringe Festival	17%	21%	9%	26%	14%	13%	6%	18%	13%	25%	2%	19%	20%	37%	25%	32%	48%	9%
The Royal Edinburgh Military Tattoo	3%	3%	5%	3%	4%	-	2%	3%	7%	7%	2%	-	4%	5%	6%	3%	-	2%
The Scottish Highland Games	3%	4%	-	-	3%	7%	5%	2%	2%	5%	7%	46%	2%	8%	17%	5%	-	4%
None of these	77%	72%	86%	67%	82%	80%	86%	78%	80%	65%	89%	35%	76%	50%	53%	62%	52%	84%
Can't Recall	1%	1%	-	5%	-	-	2%	1%	-	2%	-	-	1%	-	-	1%	-	1%

How likely, if at all, are you to attend each of the following Scottish events this year (i.e. in 2013)? (Please tick one option per row)

The Edinburgh Fringe Festival :

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
Very likely	14%	15%	9%	21%	11%	26%	8%	14%	14%	19%	2%	8%	17%	16%	23%	19%	-	6%
Fairly likely	18%	24%	20%	14%	13%	8%	10%	18%	12%	23%	7%	57%	20%	44%	28%	33%	48%	13%
Not very likely	20%	19%	19%	21%	22%	22%	17%	20%	25%	9%	13%	12%	18%	18%	8%	18%	-	25%
Not at all likely	43%	39%	50%	36%	46%	38%	60%	43%	43%	44%	77%	18%	40%	22%	38%	29%	52%	51%
Don't know	5%	3%	3%	8%	8%	6%	6%	5%	7%	5%	-	5%	5%	1%	4%	2%	-	5%

YouGov Survey Results

Sample Size: 1,021 GB Adults

Fieldwork: 24th - 26th June

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

Which, if any, of the following Scottish events have you EVER attended? (Please tick all that apply)

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
The Edinburgh Fringe Festival	43%	39%	27%	33%	30%	40%	44%	79%	44%
The Royal Edinburgh Military Tattoo	32%	28%	30%	23%	27%	28%	52%	48%	19%
The Scottish Highland Games	20%	26%	25%	8%	11%	24%	32%	16%	14%
None of these	36%	43%	46%	56%	51%	29%	20%	8%	39%
Can't recall	1%	-	3%	0%	-	-	1%	3%	1%

Which, if any, of the following Scottish events did you attend last year (i.e. in 2012)? (Please tick all that apply)

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
The Edinburgh Fringe Festival	17%	11%	5%	11%	5%	15%	15%	54%	13%
The Royal Edinburgh Military Tattoo	3%	3%	2%	1%	9%	4%	1%	7%	1%
The Scottish Highland Games	3%	8%	2%	-	2%	5%	3%	1%	6%
None of these	77%	79%	90%	88%	88%	79%	80%	39%	79%
Can't Recall	1%	-	3%	0%	-	-	1%	3%	1%

How likely, if at all, are you to attend each of the following Scottish events this year (i.e. in 2013)? (Please tick one option per row)

The Edinburgh Fringe Festival :

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
Very likely	14%	10%	4%	11%	7%	7%	12%	45%	8%
Fairly likely	18%	20%	6%	8%	7%	27%	24%	24%	25%
Not very likely	20%	22%	19%	24%	26%	16%	32%	8%	15%
Not at all likely	43%	47%	60%	53%	54%	40%	31%	18%	49%
Don't know	5%	1%	11%	4%	6%	10%	1%	5%	2%

Fieldwork: 24th - 26th June

Total	Gender		Age					Social Grade		Marital Status					
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

The Royal Edinburgh Military Tattoo :

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
Very likely	4%	4%	3%	8%	3%	4%	3%	2%	5%	2%	3%	0%	0%	1%	6%	-
Fairly likely	5%	6%	5%	3%	13%	3%	4%	5%	6%	5%	6%	3%	4%	1%	6%	-
Not very likely	26%	30%	23%	31%	19%	31%	21%	29%	21%	30%	28%	26%	34%	33%	20%	71%
Not at all likely	59%	58%	60%	54%	60%	53%	66%	60%	61%	57%	58%	58%	57%	59%	62%	29%
Don't know	6%	3%	9%	4%	5%	9%	7%	4%	6%	5%	5%	13%	4%	6%	5%	-

The Scottish Highland Games :

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
Very likely	2%	3%	2%	11%	1%	3%	2%	0%	4%	1%	2%	1%	8%	-	3%	-
Fairly likely	5%	6%	4%	6%	13%	3%	3%	4%	5%	5%	4%	2%	7%	1%	8%	-
Not very likely	25%	23%	27%	20%	22%	31%	19%	29%	23%	27%	25%	30%	33%	24%	22%	31%
Not at all likely	61%	65%	57%	58%	58%	55%	69%	62%	61%	61%	64%	56%	49%	63%	62%	52%
Don't know	6%	3%	9%	5%	5%	9%	7%	5%	7%	6%	5%	12%	3%	12%	5%	17%

Before today, were you aware that the Edinburgh Fringe Festival is the world's largest arts festival?

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
Yes, I was	71%	80%	63%	67%	68%	66%	73%	74%	80%	63%	72%	68%	60%	82%	72%	76%
No, I wasn't	29%	20%	37%	33%	32%	34%	28%	26%	20%	37%	28%	32%	40%	18%	28%	24%

The 2014 Commonwealth Games will take place in Glasgow next summer...

How excited, if at all, are you about this?

Unweighted base	1021	503	518	90	88	125	173	545	616	405	543	97	98	34	242	7
Base: All Scottish adults	1021	485	536	125	145	188	192	372	459	562	489	119	90	28	283	12
Very excited	10%	10%	10%	24%	13%	7%	4%	10%	11%	9%	10%	8%	17%	11%	10%	22%
Fairly excited	29%	24%	33%	25%	27%	32%	28%	29%	30%	27%	29%	25%	28%	40%	27%	47%
Not very excited	39%	38%	41%	40%	29%	44%	45%	38%	36%	42%	37%	55%	35%	30%	39%	28%
Not at all excited	22%	28%	16%	11%	31%	17%	23%	23%	23%	21%	24%	12%	19%	19%	24%	3%

Fieldwork: 24th - 26th June

Total	Working status						Children in Household					Social Media (monthly or more)					
	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None

The Royal Edinburgh Military Tattoo :

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
Very likely	4%	4%	4%	5%	3%	9%	1%	4%	2%	4%	2%	-	5%	9%	13%	7%	48%	1%
Fairly likely	5%	6%	5%	3%	6%	5%	5%	4%	7%	4%	7%	47%	4%	5%	16%	6%	-	9%
Not very likely	26%	25%	32%	34%	28%	17%	21%	27%	27%	33%	6%	13%	26%	27%	22%	15%	-	26%
Not at all likely	59%	61%	55%	50%	57%	63%	63%	61%	52%	54%	84%	35%	59%	60%	45%	69%	52%	59%
Don't know	6%	5%	4%	8%	6%	6%	10%	5%	12%	5%	-	5%	6%	-	4%	3%	-	6%

The Scottish Highland Games :

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
Very likely	2%	3%	-	2%	0%	9%	4%	2%	4%	5%	-	-	2%	8%	5%	2%	-	1%
Fairly likely	5%	5%	5%	2%	5%	11%	3%	4%	3%	7%	7%	47%	4%	10%	24%	5%	48%	6%
Not very likely	25%	25%	28%	27%	31%	11%	14%	26%	30%	28%	5%	3%	26%	16%	20%	15%	-	26%
Not at all likely	61%	61%	61%	63%	58%	63%	69%	63%	50%	55%	88%	44%	61%	66%	47%	72%	52%	62%
Don't know	6%	5%	6%	7%	7%	6%	10%	5%	13%	5%	-	5%	7%	1%	4%	6%	-	5%

Before today, were you aware that the Edinburgh Fringe Festival is the world's largest arts festival?

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
Yes, I was	71%	72%	57%	67%	78%	65%	59%	72%	71%	62%	93%	38%	72%	89%	68%	78%	100%	67%
No, I wasn't	29%	28%	44%	33%	22%	35%	41%	28%	29%	38%	7%	62%	28%	11%	32%	22%	-	33%

The 2014 Commonwealth Games will take place in Glasgow next summer...

How excited, if at all, are you about this?

Unweighted base	1021	426	71	61	356	32	75	839	85	64	14	19	601	108	40	194	3	365
Base: All Scottish adults	1021	509	82	61	256	37	76	781	130	68	20	22	675	105	34	211	6	294
Very excited	10%	9%	12%	21%	11%	9%	3%	10%	11%	12%	-	11%	12%	17%	27%	11%	48%	4%
Fairly excited	29%	26%	33%	24%	29%	37%	39%	27%	40%	22%	69%	9%	32%	21%	40%	30%	52%	23%
Not very excited	39%	43%	34%	37%	38%	20%	37%	41%	35%	40%	21%	33%	40%	42%	18%	34%	-	41%
Not at all excited	22%	22%	22%	19%	22%	34%	20%	22%	13%	26%	10%	48%	17%	20%	15%	25%	-	32%

Fieldwork: 24th - 26th June

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

The Royal Edinburgh Military Tattoo :

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
Very likely	4%	0%	-	2%	4%	2%	4%	9%	5%
Fairly likely	5%	11%	1%	5%	2%	6%	6%	6%	3%
Not very likely	26%	27%	19%	23%	26%	23%	38%	31%	23%
Not at all likely	59%	60%	69%	55%	62%	62%	50%	52%	66%
Don't know	6%	2%	11%	14%	6%	7%	2%	2%	2%

The Scottish Highland Games :

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
Very likely	2%	1%	1%	2%	4%	1%	3%	3%	6%
Fairly likely	5%	12%	6%	5%	3%	3%	3%	3%	4%
Not very likely	25%	23%	25%	18%	29%	28%	33%	25%	25%
Not at all likely	61%	64%	57%	62%	58%	61%	59%	62%	63%
Don't know	6%	1%	12%	13%	5%	6%	2%	7%	2%

Before today, were you aware that the Edinburgh Fringe Festival is the world's largest arts festival?

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
Yes, I was	71%	57%	70%	63%	81%	70%	70%	85%	72%
No, I wasn't	29%	43%	30%	37%	19%	30%	30%	15%	28%

The 2014 Commonwealth Games will take place in Glasgow next summer...

How excited, if at all, are you about this?

Unweighted base	1021	157	102	144	89	120	118	178	113
Base: All Scottish adults	1021	140	92	143	105	163	117	144	117
Very excited	10%	14%	16%	3%	12%	9%	3%	5%	24%
Fairly excited	29%	16%	32%	36%	40%	37%	15%	31%	20%
Not very excited	39%	42%	33%	40%	30%	34%	58%	39%	37%
Not at all excited	22%	28%	19%	21%	18%	20%	24%	24%	19%