YouGov Survey Results



Sample Size - 1225 Scottish Adults Fieldwork: 12th - 14th November 2013

Yo	u	G)VC	
What	the	world	thinks	

Scottish Saint?

Total	Ger	nder			Age			Social	Grade	Marital Status			
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed
1225	660	565	121	104	150	234	616	634	591	697	98	93	44
1225	582	643	149	163	211	255	446	551	674	629	118	105	42
1%	1%	1%	0%	-	1%	1%	1%	0%	1%	1%	-	-	-
0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	-	-	-
9%	10%	8%	2%	10%	9%	11%	9%	8%	9%	8%	9%	11%	5%
2%	1%	2%	-	0%	3%	1%	2%	3%	1%	2%	-	1%	1%
0%	0%	-	-	1%	-	-	-	0%	-	0%	-	-	-
2%	1%	2%	3%	1%	0%	3%	1%	1%	2%	1%	3%	1%	5%
8%	8%	9%	9%	8%	5%	8%	10%	12%	5%	10%	5%	11%	14%
0%	0%	0%	-	-	0%	-	0%	0%	0%	0%	-	-	-
	1225 1225 1% 0% 9% 2% 0% 2% 8%	1225 660 1225 582 1% 1% 0% 0% 9% 10% 2% 1% 0% 0% 2% 1% 8% 8%	Base Male Female 1225 660 565 1225 582 643 1% 1% 1% 0% 0% 0% 9% 10% 8% 2% 1% 2% 0% 0% - 2% 1% 2% 8% 8% 9%	Base Male Female 18-24 1225 660 565 121 1225 582 643 149 1% 1% 0% 0% 0% 0% 0% - 9% 10% 8% 2% 2% 1% 2% - 0% 0% - - 2% 1% 2% 3% 8% 8% 9% 9%	Base Male Female 18-24 25-34 1225 660 565 121 104 1225 582 643 149 163 1% 1% 1% 0% - 0% 0% 0% - 0% 9% 10% 8% 2% 10% 2% 1% 2% - 0% 0% 0% - - 1% 2% 1% 2% 3% 1% 8% 8% 9% 9% 8%	Base Male Female 18-24 25-34 35-44 1225 660 565 121 104 150 1225 582 643 149 163 211 1% 1% 1% 0 - 1% 0% 0% 0 - 0 0% 9% 10% 8% 2% 10% 9% 2% 1% 2% - 0% 3% 0% 0% - - 1% - 2% 1% 2% 3% 1% 0% 8% 8% 9% 9% 8% 5%	Base Male Female 18-24 25-34 35-44 45-54 1225 660 565 121 104 150 234 1225 582 643 149 163 211 255 1% 1% 1% 0% - 1% 1% 0% 0% - 0% 0% - 9% 10% 8% 2% 10% 9% 11% 2% 1% 2% - 0% 3% 1% 0% 0% - - 1% - - 2% 1% 2% 3% 1% 0% 3% 8% 8% 9% 9% 8% 5% 8%	Base Male Female 18-24 25-34 35-44 45-54 55+ 1225 660 565 121 104 150 234 616 1225 582 643 149 163 211 255 446 1% 1% 1% 0% - 1% 1% 1% 0% 0% 0% - 0% 0% - 0% 9% 10% 8% 2% 10% 9% 11% 9% 2% 1% 2% - 0% 3% 1% 2% 0% 0% - - 1% - - - 2% 1% 2% 3% 1% 0% 3% 1% 0% 0% - - 1% - - - 2% 1% 2% 3% 1% 0% 3% 1% 8% 8% <td>Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 1225 660 565 121 104 150 234 616 634 1225 582 643 149 163 211 255 446 551 1% 1% 1% 0% - 1% 1% 0% 0% 0% 0 - 0% 0% - 0% 0% 9% 10% 8% 2% 10% 9% 11% 9% 8% 2% 1% 2% 3 1% 2% 3% 1% 2% 3% 0% 0% - - 1% - - - 0% 2% 1% 2% 3% 1% 0% 3% 1% 1% 2% 3% 0% 0% - - - - - - -<</td> <td>Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE 1225 660 565 121 104 150 234 616 634 591 1225 582 643 149 163 211 255 446 551 674 1% 1% 1% 0% - 1% 1% 0% 0% 1% 0% 0% 0% - 0% 0% - 0% 0% 0% 0% 0% 9% 10% 8% 2% 10% 9% 11% 9% 8% 9% 2% 1% 2% - 0% 3% 1% 2% 3% 1% 0% 0% - - 19% - - - 0% - - 0% - - 0% - - 0% - - 0%</td> <td>Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership 1225 660 565 121 104 150 234 616 634 591 697 1225 582 643 149 163 211 255 446 551 674 629 1% 1% 1% 0% - 1% 1% 1% 0% 1% 1% 1% 0% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%</td> <td>Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership Living as married 1225 660 565 121 104 150 234 616 634 591 697 98 1225 582 643 149 163 211 255 446 551 674 629 118 1% 1% 1% 1% 0% - 1% 1% 1% 0% 1% 1% 1% - 0% 0% 0% 0% - 0% 0% - 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%</td> <td>Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership Divorced 1225 660 565 121 104 150 234 616 634 591 697 98 93 1225 582 643 149 163 211 255 446 551 674 629 118 105 1% 1% 1% 0% - 1% 1% 1% 0% 1% 0% 11% 19% 0% 0% 0% 0 - 0% 0% - 0% 0% 0% 0% 0% - 0 9% 10% 8% 2% 10% 9% 11% 9% 8% 9% 8% 9% 111% 2% 1% 2% - 0% 3% 11% 2% 3% 11% 2% 3% 11% 2% 1 1% 0% 0% 0 1% - 0% 0% 0 - 0% 0 - 0% 0% 0 - 0% 0% 0% 1% 0 - 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%</td>	Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 1225 660 565 121 104 150 234 616 634 1225 582 643 149 163 211 255 446 551 1% 1% 1% 0% - 1% 1% 0% 0% 0% 0 - 0% 0% - 0% 0% 9% 10% 8% 2% 10% 9% 11% 9% 8% 2% 1% 2% 3 1% 2% 3% 1% 2% 3% 0% 0% - - 1% - - - 0% 2% 1% 2% 3% 1% 0% 3% 1% 1% 2% 3% 0% 0% - - - - - - -<	Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE 1225 660 565 121 104 150 234 616 634 591 1225 582 643 149 163 211 255 446 551 674 1% 1% 1% 0% - 1% 1% 0% 0% 1% 0% 0% 0% - 0% 0% - 0% 0% 0% 0% 0% 9% 10% 8% 2% 10% 9% 11% 9% 8% 9% 2% 1% 2% - 0% 3% 1% 2% 3% 1% 0% 0% - - 19% - - - 0% - - 0% - - 0% - - 0% - - 0%	Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership 1225 660 565 121 104 150 234 616 634 591 697 1225 582 643 149 163 211 255 446 551 674 629 1% 1% 1% 0% - 1% 1% 1% 0% 1% 1% 1% 0% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership Living as married 1225 660 565 121 104 150 234 616 634 591 697 98 1225 582 643 149 163 211 255 446 551 674 629 118 1% 1% 1% 1% 0% - 1% 1% 1% 0% 1% 1% 1% - 0% 0% 0% 0% - 0% 0% - 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Base Male Female 18-24 25-34 35-44 45-54 55+ ABC1 C2DE Married/ Civil Partnership Divorced 1225 660 565 121 104 150 234 616 634 591 697 98 93 1225 582 643 149 163 211 255 446 551 674 629 118 105 1% 1% 1% 0% - 1% 1% 1% 0% 1% 0% 11% 19% 0% 0% 0% 0 - 0% 0% - 0% 0% 0% 0% 0% - 0 9% 10% 8% 2% 10% 9% 11% 9% 8% 9% 8% 9% 111% 2% 1% 2% - 0% 3% 11% 2% 3% 11% 2% 3% 11% 2% 1 1% 0% 0% 0 1% - 0% 0% 0 - 0% 0 - 0% 0% 0 - 0% 0% 0% 1% 0 - 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%

41%

3%

33%

33%

5%

37%

36%

4%

42%

38%

3%

36%

28%

1%

55%

30%

7%

38%

40%

6%

29%

KG_q2. St Andrew's Day is celebrated annually on the 30th November...Do you think you will celebrate St Andrew's Day in any way this year?

Saint Andrew

Don't know

Other

35%

4%

40%

39%

4%

37%

31%

5%

42%

30%

4%

51%

27%

3%

49%

34%

3%

44%

KG_q1. Which ONE of the following is your favourite

year?														
Unweighted base	1225	660	565	121	104	150	234	616	634	591	697	98	93	44
Base: All Scottish Adults	1225	582	643	149	163	211	255	446	551	674	629	118	105	42
Yes, I will	20%	22%	18%	32%	13%	26%	19%	16%	22%	18%	20%	7%	20%	11%
No, I won't	64%	63%	64%	47%	70%	58%	66%	68%	63%	64%	63%	80%	61%	77%
Don't know	16%	15%	18%	21%	16%	15%	16%	15%	15%	17%	17%	13%	18%	11%

33%

8%

36%

YouGov Survey Results



Sample Size - 1225 Scottish Adults Fieldwork: 12th - 14th November 2013

YouGov

Scottish Saint?

JGOV ne world thinks				Working status							Children in Household				
io word diffice	Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused		
Which ONE of the following is your favourite Saint?															
Unweighted base	271	22	482	125	72	407	35	104	969	131	80	22	23		
Base: All Scottish Adults	312	19	547	142	80	289	50	118	904	180	88	32	21		
Saint William of Perth	0%	-	1%	-	0%	0%	-	3%	1%	1%	-	-	1%		
Saint Oda of Scotland	-	-	0%	-	-	-	-	0%	0%	0%	-	-	-		
Saint Mungo	10%	13%	9%	7%	1%	9%	-	18%	10%	5%	5%	28%	1%		
Saint Magnus, Earl Magnus Erlendsson of Orkney	2%	-	1%	3%	-	2%	-	-	2%	1%	1%	-	-		
Saint Laserian	-	-	0%	-	-	-	-	-	0%	-	-	-	-		
David I of Scotland	2%	-	1%	-	3%	2%	6%	1%	1%	3%	1%	-	4%		
Saint Columba	4%	8%	7%	10%	5%	10%	6%	10%	8%	7%	9%	3%	12%		
Saint Blane	0%	-	0%	-	-	0%	-	1%	0%	-	1%	-	-		
Saint Andrew	33%	33%	37%	33%	29%	39%	30%	22%	35%	36%	33%	34%	23%		
Other	7%	-	4%	3%	7%	3%	8%	7%	5%	2%	-	5%	11%		
Don't know	43%	46%	39%	44%	55%	35%	50%	38%	38%	46%	50%	30%	49%		

KG_q2. St Andrew's Day is celebrated annually on the 30th November...Do you think you will celebrate St Andrew's Day in any way this ye

KG_q1. Which ONE of the following is your favourite

s year?														
Unweighted base	271	22	482	125	72	407	35	104	969	131	80	22	23	
Base: All Scottish Adults	312	19	547	142	80	289	50	118	904	180	88	32	21	
Yes, I will	26%	38%	22%	20%	37%	16%	19%	11%	20%	16%	28%	25%	39%	
No, I won't	59%	39%	62%	69%	38%	68%	63%	69%	64%	68%	53%	72%	24%	
Don't know	16%	23%	16%	11%	25%	16%	18%	20%	16%	16%	19%	3%	37%	

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YouGov What the world thinks

Scottish Saint?

Social Media (monthly or more) Scottish Region North East Highlands & South West Mid-Scotland Facebook LinkedIn Google+ Twitter Myspace None of these Central Lothians Glasgow Scotland Islands Scotland Scotland & Fife 777 124 Unweighted base 138 65 245 394 157 126 183 114 166 154 201 5 Base: All Scottish Adults 848 124 55 295 9 328 168 110 171 126 196 140 173 141 Saint William of Perth 0% 2% 2% 0% 2% 0% 0% 0% Saint Oda of Scotland 0% 0% 0% 0% 0% 0% 0% Saint Mungo 6% 5% 4% 3% 6% 9% 3% 13% 1% 9% 16% 15% 3% 17% Saint Magnus, Earl Magnus Erlendsson of Orkney 1% 3% 3% 3% 1% 0% 7% 0% 1% 5% 1% Saint Laserian 2% 0% 1% David I of Scotland 1% 1% 1% 2% 0% 1% 4% 1% 2% 2% 1% 1% Saint Columba 8% 18% 5% 7% 8% 6% 9% 9% 4% 8% 7% 12% 10% Saint Blane 0% 0% 0% 0% 1% 0% 0% Saint Andrew 35% 29% 30% 38% 66% 36% 38% 35% 38% 34% 35% 42% 32% 24% Other 5% 3% 2% 3% 4% 9% 3% 4% 8% 6% 3% 4% 6% Don't know 41% 33% 53% 33% 33% 38% 40% 37% 40% 42% 39% 39% 41% 40%

KG_q2. St Andrew's Day is celebrated annually on the 30th November...Do you think you will celebrate St Andrew's Day in any way this year?

KG_q1. Which ONE of the following is your favourite

year:														
Unweighted base	777	138	65	245	5	394	157	126	183	114	166	154	201	124
Base: All Scottish Adults	848	124	55	295	9	328	168	110	171	126	196	140	173	141
Yes, I will	22%	33%	25%	27%	67%	14%	26%	22%	18%	21%	15%	22%	24%	12%
No, I won't	62%	61%	55%	60%	33%	69%	56%	68%	64%	63%	70%	62%	61%	65%
Don't know	16%	6%	19%	14%	-	17%	17%	9%	18%	16%	14%	15%	16%	23%