

YouGov Survey Results

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



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

KG_q1. Which ONE of the following is your favourite Scottish Saint?

	Unweighted base	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
Saint William of Perth	1%	1%	1%	0%	-	1%	1%	1%	0%	1%	1%	-	-	-
Saint Oda of Scotland	0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	-	-	-
Saint Mungo	9%	10%	8%	2%	10%	9%	11%	9%	8%	9%	8%	9%	11%	5%
Saint Magnus, Earl Magnus Erlendsson of Orkney	2%	1%	2%	-	0%	3%	1%	2%	3%	1%	2%	-	1%	1%
Saint Laserian	0%	0%	-	-	1%	-	-	-	0%	-	0%	-	-	-
David I of Scotland	2%	1%	2%	3%	1%	0%	3%	1%	1%	2%	1%	3%	1%	5%
Saint Columba	8%	8%	9%	9%	8%	5%	8%	10%	12%	5%	10%	5%	11%	14%
Saint Blane	0%	0%	0%	-	-	0%	-	0%	0%	0%	0%	-	-	-
Saint Andrew	35%	39%	31%	30%	27%	34%	33%	41%	33%	36%	38%	28%	30%	40%
Other	4%	4%	5%	4%	3%	3%	8%	3%	5%	4%	3%	1%	7%	6%
Don't know	40%	37%	42%	51%	49%	44%	36%	33%	37%	42%	36%	55%	38%	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?

	Unweighted base	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%

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		Working status						Children in Household				
Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

KG_q1. Which ONE of the following is your favourite Scottish 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 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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Social Media (monthly or more)						Scottish Region							
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

KG_q1. Which ONE of the following is your favourite Scottish Saint?

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
Saint William of Perth	0%	-	-	0%	-	2%	-	-	2%	0%	-	2%	0%	0%
Saint Oda of Scotland	0%	-	-	0%	-	0%	0%	0%	-	-	-	0%	0%	-
Saint Mungo	9%	6%	3%	13%	1%	9%	5%	4%	3%	16%	15%	3%	6%	17%
Saint Magnus, Earl Magnus Erlendsson of Orkney	1%	3%	3%	3%	-	1%	0%	7%	0%	-	-	1%	5%	1%
Saint Laserian	0%	-	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	4%	9%	3%	5%	-	4%	8%	6%	3%	3%	2%	4%	3%	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?

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%