

YouGov Survey Results
Fieldwork - 1st - 3rd May 2015
 Sample Size - 1033 Scottish Adults

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, by "impact", we would like you to think about things such as whether you remember the advert for a while after you have seen it, or if the advert is likely to make you donate or find out more about the campaign in question etc....**Which ONE, if any, of the following advertising formats would you say tends to leave the MOST impact on you? (Please select the option that best applies)

	Unweighted base	1033	537	496	94	153	196	172	418
Base: All Scottish Adults	1033	491	542	126	145	185	201	376	
On TV	49%	45%	52%	37%	41%	46%	46%	59%	
On the radio	4%	6%	3%	5%	9%	5%	5%	2%	
On public transport	4%	4%	3%	4%	7%	6%	3%	1%	
On outdoor advertising (e.g. billboards)	5%	6%	5%	10%	8%	7%	4%	3%	
In a magazine or newspaper	7%	6%	7%	4%	3%	5%	8%	9%	
On a product endorsement (e.g. on a drink or food etc.)	2%	2%	3%	8%	5%	2%	2%	0%	
Online (e.g. on a website banner, social media etc.)	5%	7%	4%	8%	7%	4%	5%	4%	
None of these	18%	20%	17%	12%	14%	19%	22%	20%	
Don't know	5%	5%	5%	12%	6%	7%	6%	2%	

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Which, if any, of the following charities have you heard of? (Please select all that apply)

	Unweighted base							
	1033	537	496	94	153	196	172	418
Base: All Scottish Adults	1033	491	542	126	145	185	201	376
Aberlour Child Care Trust	33%	31%	34%	10%	22%	30%	38%	42%
CHILDREN 1st	43%	37%	48%	38%	44%	47%	49%	39%
The Scottish Association for Marine Science	4%	4%	4%	4%	3%	4%	4%	4%
NSPCC Scotland	86%	85%	86%	62%	81%	86%	90%	93%
Barnardo's	93%	92%	94%	80%	90%	91%	96%	96%
British Heart Foundation	91%	90%	92%	78%	89%	92%	92%	96%
SSPCA (i.e. Scottish Society for the Prevention of Cruelty to Animals)	89%	88%	90%	77%	85%	84%	93%	94%
Quarriers	59%	55%	62%	28%	56%	54%	61%	72%
SAMH	29%	25%	33%	19%	31%	31%	39%	26%
National Trust for Scotland	85%	83%	87%	68%	78%	84%	90%	92%
Scottish Book Trust	19%	15%	22%	13%	30%	23%	17%	15%
Breakthrough Breast Cancer	39%	23%	54%	16%	36%	42%	40%	46%
CHAS (i.e. Children's Hospice Association Scotland)	64%	61%	68%	44%	59%	70%	74%	66%
None of these	2%	3%	1%	5%	4%	2%	1%	1%
Don't know	1%	1%	2%	3%	2%	2%	1%	0%

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Which, if any, of the following activities have you done in the past 12 months (i.e. since May 2014) in support of a charity? (Please select all that apply)

	Unweighted base							
	1033	537	496	94	153	196	172	418
	1033	491	542	126	145	185	201	376
Donated money on an adhoc basis (e.g. in a charity box, over the phone, online etc.)	57%	55%	59%	35%	63%	54%	63%	60%
Donated money on a regular basis (e.g. via direct debit)	27%	24%	30%	13%	27%	28%	25%	33%
Taken part in a fundraising event (e.g. bake sale, fun run etc.)	20%	17%	24%	23%	29%	26%	21%	13%
Bought goods from a charity shop	46%	35%	56%	30%	39%	35%	44%	60%
Donated goods to a charity shop	58%	46%	68%	26%	43%	60%	56%	75%
Shared information via social media to raise awareness for a charity or issue	26%	19%	32%	21%	44%	33%	21%	19%
Written to a politician/ signed a petition for a specific cause	21%	20%	23%	20%	27%	22%	15%	23%
Sponsored someone who was raising money for a charity	49%	45%	53%	29%	54%	59%	50%	48%
Other	3%	3%	3%	4%	1%	3%	2%	4%
Don't know/ can't recall	3%	3%	2%	6%	2%	5%	3%	1%
Not applicable - I have not done anything to support a charity in the past 12 months	6%	9%	4%	16%	10%	5%	3%	4%