

YouGov Survey Results
Fieldwork - 5-6th May 2015

Sample Size 1029 Scottish Adults

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

How interested, if at all, would you say you are in rugby?
 (Please select the option that best applies)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults	1029	489	540	126	135	193	201	375
Very interested	7%	9%	5%	10%	6%	5%	5%	8%
Fairly interested	26%	33%	18%	22%	26%	20%	30%	27%
Not very interested	29%	34%	25%	25%	33%	31%	29%	28%
Not at all interested	38%	24%	51%	42%	35%	43%	36%	37%
Don't know	0%	-	1%	2%	1%	-	-	-
Net: Interested	32%	42%	23%	31%	31%	25%	35%	35%
Net: Not Interested	67%	58%	76%	66%	68%	75%	65%	65%

Before taking this survey which, if any, of the following
 rugby events have you heard of? (Please select all that
 apply)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults	1029	489	540	126	135	193	201	375
HSBC World Sevens Series/ Emirates Airline Rugby 7s	38%	48%	29%	30%	37%	41%	42%	36%
BT Cup Final	17%	23%	12%	16%	20%	18%	17%	17%
Melrose 7s	55%	69%	43%	27%	43%	51%	64%	67%
Autumn International Test Series	23%	36%	11%	25%	24%	28%	20%	20%
RaboDirect PRO12 League	11%	18%	6%	14%	14%	11%	12%	10%
National Cup Finals 'Super Saturday'	13%	15%	11%	15%	12%	14%	10%	12%
None of these	32%	20%	42%	46%	34%	33%	31%	26%
Don't know	3%	1%	4%	6%	5%	2%	1%	2%

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

Previously you said that you had heard of the HSBC World Sevens Series/ Emirates Airline Rugby 7s in Glasgow...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	380	235	145	53	38	60	66	163
Base: All Scottish Adults that have heard of the HSBC World Sevens Series/ Emirates Airline Rugby 7s	388	232	156	38	51	79	84	136
All of it	2%	1%	2%	-	-	4%	1%	2%
Most of it	5%	4%	6%	7%	2%	-	5%	8%
Some of it	39%	47%	28%	40%	39%	43%	33%	40%
None of it	47%	43%	53%	43%	56%	48%	56%	39%
Don't know	8%	6%	11%	10%	3%	6%	5%	12%
Net: All, most, some	45%	51%	36%	47%	41%	46%	39%	50%
Net: All, most	6%	5%	8%	7%	2%	4%	6%	10%

Previously you said that you had heard of the BT Cup Final at Murrayfield Stadium in Edinburgh...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	176	118	58	29	16	23	25	83
Base: All Scottish Adults that have heard of the BT Cup Final	177	113	63	20	27	34	33	63
All of it	10%	9%	12%	7%	-	8%	13%	14%
Most of it	10%	9%	12%	5%	17%	3%	4%	16%
Some of it	35%	36%	33%	60%	30%	25%	28%	39%
None of it	42%	42%	41%	18%	53%	61%	49%	30%
Don't know	3%	4%	2%	9%	-	2%	6%	1%
Net: All, most, some	55%	55%	57%	73%	47%	37%	45%	69%
Net: All, most	20%	18%	24%	13%	17%	12%	17%	30%

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

Previously you said that you had heard of the Melrose 7s...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	581	358	223	51	41	76	104	309
Base: All Scottish Adults that have heard of the Melrose 7s	569	338	231	34	58	99	128	251
All of it	4%	4%	3%	5%	-	5%	4%	3%
Most of it	5%	6%	4%	6%	6%	7%	2%	5%
Some of it	25%	30%	18%	24%	7%	22%	29%	28%
None of it	62%	57%	69%	60%	83%	60%	62%	57%
Don't know	5%	4%	6%	4%	3%	5%	2%	6%
Net: All, most, some	34%	39%	25%	35%	14%	35%	35%	37%
Net: All, most	9%	10%	7%	11%	6%	12%	7%	9%

Previously you said that you had heard of the Autumn International Test Series...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	251	184	67	44	22	41	41	103
Base: All Scottish Adults that have heard of the Autumn International Test Series	236	177	59	32	32	54	41	76
All of it	11%	12%	9%	10%	15%	4%	12%	14%
Most of it	24%	22%	28%	29%	27%	14%	23%	27%
Some of it	43%	42%	45%	37%	43%	53%	50%	33%
None of it	20%	22%	15%	21%	12%	25%	13%	25%
Don't know	2%	2%	3%	3%	3%	4%	2%	1%
Net: All, most, some	77%	76%	82%	76%	85%	71%	86%	75%
Net: All, most	35%	34%	37%	39%	42%	18%	35%	41%

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Sample Size 1029 Scottish Adults

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

Previously you said that you had heard of the RaboDirect PRO12 League, thinking about the matches that will take place at the BT Murrayfield Stadium in Edinburgh...How much, if any, of these matches do you think you will watch? (Please select the option that best applies)

Unweighted base	125	96	29	24	13	14	21	53
Base: All Scottish Adults that have heard of the RaboDirect PRO12 League	118	88	30	17	18	21	24	38
All of it	3%	3%	5%	-	-	-	-	11%
Most of it	11%	8%	17%	13%	-	6%	-	24%
Some of it	45%	47%	37%	46%	45%	45%	55%	37%
None of it	38%	40%	35%	36%	50%	49%	42%	26%
Don't know	3%	2%	7%	5%	5%	-	3%	3%
Net: All, most, some	59%	59%	59%	59%	45%	51%	55%	72%
Net: All, most	14%	11%	21%	13%	-	6%	-	34%

Previously you said that you had heard of the National Cup Finals 'Super Saturday' at Murrayfield Stadium in Edinburgh...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	132	78	54	27	12	19	16	58
Base: All Scottish Adults that have heard of the National Cup Finals 'Super Saturday'	129	71	57	18	17	27	21	46
All of it	7%	6%	9%	-	-	10%	12%	9%
Most of it	11%	6%	16%	8%	-	7%	13%	17%
Some of it	34%	45%	21%	43%	34%	29%	27%	36%
None of it	41%	37%	45%	40%	52%	50%	44%	30%
Don't know	7%	5%	9%	9%	14%	4%	3%	8%
Net: All, most, some	52%	58%	46%	51%	34%	46%	52%	63%
Net: All, most	18%	12%	25%	8%	-	17%	25%	26%

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

Previously you said that you had heard of the HSBC World Sevens Series/ Emirates Airline Rugby 7s in Glasgow...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

	Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the HSBC World Sevens Series/ Emirates Airline Rugby 7s		1029	489	540	126	135	193	201	375
All of it	1%	1%	1%	-	-	1%	0%	1%	
Most of it	2%	2%	2%	2%	1%	-	2%	3%	
Some of it	15%	22%	8%	12%	15%	17%	14%	15%	
None of it	18%	20%	15%	13%	21%	20%	23%	14%	
Don't know	3%	3%	3%	3%	1%	2%	2%	4%	
Not applicable	62%	52%	71%	70%	63%	59%	58%	64%	
Net: All, most, some	17%	24%	10%	14%	15%	19%	16%	18%	
Net: All, most	2%	2%	2%	2%	1%	1%	2%	4%	

Previously you said that you had heard of the BT Cup Final at Murrayfield Stadium in Edinburgh...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

	Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the BT Cup Final		1029	489	540	126	135	193	201	375
All of it	2%	2%	1%	1%	-	1%	2%	2%	
Most of it	2%	2%	1%	1%	3%	1%	1%	3%	
Some of it	6%	8%	4%	9%	6%	4%	5%	7%	
None of it	7%	10%	5%	3%	11%	11%	8%	5%	
Don't know	1%	1%	0%	1%	-	0%	1%	0%	
Not applicable	83%	77%	88%	84%	80%	82%	83%	83%	
Net: All, most, some	10%	13%	7%	11%	10%	7%	7%	12%	
Net: All, most	3%	4%	3%	2%	3%	2%	3%	5%	

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

Previously you said that you had heard of the Melrose 7s...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the Melrose 7s	1029	489	540	126	135	193	201	375
All of it	2%	3%	1%	1%	-	3%	3%	2%
Most of it	3%	4%	2%	2%	3%	4%	1%	4%
Some of it	14%	21%	8%	6%	3%	11%	18%	19%
None of it	34%	39%	29%	16%	36%	31%	40%	39%
Don't know	3%	3%	2%	1%	1%	3%	2%	4%
Not applicable	45%	31%	57%	73%	57%	49%	36%	33%
Net: All, most, some	19%	27%	11%	9%	6%	18%	22%	25%
Net: All, most	5%	7%	3%	3%	3%	6%	4%	6%

Previously you said that you had heard of the Autumn International Test Series...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the Autumn International Test Series	1029	489	540	126	135	193	201	375
All of it	3%	4%	1%	2%	4%	1%	3%	3%
Most of it	5%	8%	3%	7%	7%	4%	5%	5%
Some of it	10%	15%	5%	9%	10%	15%	10%	7%
None of it	5%	8%	2%	5%	3%	7%	3%	5%
Don't know	1%	1%	0%	1%	1%	1%	0%	0%
Not applicable	77%	64%	89%	75%	76%	72%	80%	80%
Net: All, most, some	18%	27%	9%	19%	20%	20%	17%	15%
Net: All, most	8%	12%	4%	10%	10%	5%	7%	8%

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

Previously you said that you had heard of the RaboDirect PRO12 League, thinking about the matches that will take place at the BT Murrayfield Stadium in Edinburgh...How much, if any, of these matches do you think you will watch? (Please select the option that best applies)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the RaboDirect PRO12 League	1029	489	540	126	135	193	201	375
All of it	0%	1%	0%	-	-	-	-	1%
Most of it	1%	2%	1%	2%	-	1%	-	2%
Some of it	5%	8%	2%	6%	6%	5%	7%	4%
None of it	4%	7%	2%	5%	7%	5%	5%	3%
Don't know	0%	0%	0%	1%	1%	-	0%	0%
Not applicable	89%	82%	94%	86%	86%	89%	88%	90%
Net: All, most, some	7%	11%	3%	8%	6%	5%	7%	7%
Net: All, most	2%	2%	1%	2%	-	1%	-	3%

Previously you said that you had heard of the National Cup Finals 'Super Saturday' at Murrayfield Stadium in Edinburgh...How much, if any, of this event do you think you will watch? (Please select the option that best applies)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults that have heard of the National Cup Finals 'Super Saturday'	1029	489	540	126	135	193	201	375
All of it	1%	1%	1%	-	-	1%	1%	1%
Most of it	1%	1%	2%	1%	-	1%	1%	2%
Some of it	4%	7%	2%	6%	4%	4%	3%	4%
None of it	5%	5%	5%	6%	6%	7%	5%	4%
Don't know	1%	1%	1%	1%	2%	1%	0%	1%
Not applicable	87%	85%	89%	85%	88%	86%	90%	88%
Net: All, most, some	7%	8%	5%	8%	4%	6%	5%	8%
Net: All, most	2%	2%	3%	1%	-	2%	3%	3%

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Sample Size 1029 Scottish Adults

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

Which, if any, of the following words or phrases do you associate with rugby in general? (Please select all that apply)

Unweighted base	1029	521	508	181	104	142	161	441
Base: All Scottish Adults	1029	489	540	126	135	193	201	375
Fun	24%	30%	18%	27%	25%	25%	21%	23%
Violent	16%	14%	18%	18%	12%	14%	18%	18%
Pride	29%	33%	25%	25%	26%	28%	33%	28%
Patriotism	28%	30%	26%	25%	29%	32%	34%	24%
Skill	35%	39%	31%	25%	28%	37%	38%	39%
Family and friends	23%	20%	26%	21%	29%	22%	19%	24%
Reminds me of my youth	9%	15%	5%	8%	10%	9%	7%	11%
None of these	26%	24%	27%	33%	23%	26%	26%	24%
Don't know	7%	5%	9%	9%	12%	7%	4%	7%