

YouGov Survey Results

Fieldwork - 18-20th July

Sample size - 1051 Scottish Adults

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which, if any, of the following historic figure do you believe have been important for Scotland's history?
(Please select all that apply)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
	1022	542	480	75	132	156	183	476	612	410
Base: All Scottish adults	1015	493	522	118	136	173	215	373	463	552
Alexander Fleming - Biologist, pharmacologist and botanist who discovered penicillin	87%	84%	91%	85%	73%	85%	89%	93%	88%	87%
William Wallace - One of the Scottish leaders during the wars of Scottish Independence. Defeated the English army at the Battle of Stirling Bridge in 1297	70%	65%	75%	79%	68%	72%	66%	70%	75%	66%
Alexander Graham Bell - Inventor of the telephone and worked on developments in understanding hearing	86%	81%	90%	83%	76%	82%	90%	90%	87%	85%
Alex Ferguson - Achieved unprecedented success as football manager of Aberdeen and Manchester United, winning 49 major trophies in the process. This also included a record 27 years as manager of Manchester United	24%	25%	24%	14%	25%	30%	23%	25%	26%	23%
James Watt - Mechanical engineer, whose Watt steam engine, an improvement of the Newcomen steam engine, was fundamental to the changes brought about by the Industrial Revolution	82%	78%	85%	82%	65%	78%	82%	90%	86%	78%
Robert the Bruce - King of Scots (1306-1329) who eventually led Scotland during the first war of Scottish Independence against England	71%	67%	74%	74%	69%	71%	67%	72%	75%	67%
John Logie Baird - Engineer and inventor, who demonstrated the first televised moving objects and later colour TV	86%	83%	88%	79%	71%	89%	89%	90%	87%	85%
Elsie Inglis - Innovative Scottish doctor, suffragist, and founder of the Scottish Women's Hospitals	53%	42%	63%	60%	36%	53%	47%	60%	56%	50%
Mary, Queen of Scots - Queen of Scotland (1542 - 1567) who plotted to assassinate Queen Elizabeth I of England	49%	44%	53%	65%	42%	57%	44%	44%	54%	44%
Adam Smith - Scottish philosopher, political economist, and a key figure in the Scottish Enlightenment	55%	58%	51%	63%	43%	50%	49%	62%	64%	47%
James Keir Hardie - Scottish socialist and the first Labour Party Member of Parliament	48%	52%	44%	40%	29%	47%	45%	60%	54%	43%
None of these	1%	0%	2%	4%	2%	1%	0%	1%	1%	1%
Don't know	-	-	-	-	-	-	-	-	-	-

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And which ONE, if any, of the following historic figures do you believe has been MOST important to Scotland's history?

	Unweighted base	936	500	436	63	115	142	172	444	557	379
Base: All Scottish adults		925	444	481	94	116	159	203	353	424	501
Alexander Fleming - Biologist, pharmacologist and botanist who discovered penicillin		28%	25%	31%	20%	19%	22%	28%	36%	27%	29%
William Wallace - One of the Scottish leaders during the wars of Scottish Independence. Defeated the English army at the Battle of Stirling Bridge in 1297		15%	13%	16%	20%	15%	16%	15%	12%	13%	16%
Alexander Graham Bell - Inventor of the telephone and worked on developments in understanding hearing		6%	4%	7%	11%	5%	11%	3%	4%	7%	5%
Alex Ferguson - Achieved unprecedented success as football manager of Aberdeen and Manchester United, winning 49 major trophies in the process. This also included a record 27 years as manager of Manchester United		1%	1%	-	1%	4%	-	0%	-	-	1%
James Watt - Mechanical engineer, whose Watt steam engine, an improvement of the Newcomen steam engine, was fundamental to the changes brought about by the Industrial Revolution		10%	10%	9%	4%	11%	13%	11%	9%	12%	8%
Robert the Bruce - King of Scots (1306-1329) who eventually led Scotland during the first war of Scottish Independence against England		17%	20%	13%	22%	21%	12%	20%	15%	14%	19%
John Logie Baird - Engineer and inventor, who demonstrated the first televised moving objects and later colour TV		5%	4%	5%	2%	4%	3%	5%	6%	5%	4%
Elsie Inglis - Innovative Scottish doctor, suffragist, and founder of the Scottish Women's Hospitals		3%	1%	5%	7%	2%	4%	3%	2%	2%	4%
Mary, Queen of Scots - Queen of Scotland (1542 - 1567) who plotted to assassinate Queen Elizabeth I of England		2%	1%	3%	0%	5%	2%	2%	1%	2%	2%
Adam Smith - Scottish philosopher, political economist, and a key figure in the Scottish Enlightenment		7%	9%	6%	5%	5%	10%	8%	7%	8%	7%
James Keir Hardie - Scottish socialist and the first Labour Party Member of Parliament		7%	10%	4%	7%	7%	7%	5%	8%	7%	6%
None of these		1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
Don't know		-	-	-	-	-	-	-	-	-	-

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To what extent do you agree or disagree with the following statement?"Scottish people are well-represented in the UK media"

Unweighted base	1051	549	502	80	138	164	186	483	627	424
Base: All Scottish adults	1051	499	552	128	141	182	217	383	473	578
Strongly agree	8%	11%	5%	6%	6%	6%	9%	11%	10%	7%
Tend to agree	33%	33%	33%	31%	25%	30%	31%	40%	35%	32%
Tend to disagree	33%	27%	39%	34%	43%	38%	31%	29%	31%	36%
Strongly disagree	18%	22%	14%	22%	18%	18%	21%	14%	17%	18%
Don't know	8%	7%	8%	7%	8%	7%	9%	7%	7%	8%

To what extent do you agree or disagree with the following statement?"Scottish people are well-represented in the UK media"

Unweighted base	972	508	464	74	131	151	170	446	586	386
Base: All Scottish adults	971	462	508	119	130	170	197	355	438	532
Strongly agree	9%	12%	6%	6%	6%	7%	10%	12%	11%	7%
Tend to agree	36%	36%	36%	33%	27%	33%	34%	43%	37%	35%
Tend to disagree	36%	29%	43%	37%	47%	41%	34%	31%	33%	39%
Strongly disagree	19%	23%	15%	24%	20%	20%	23%	15%	19%	19%
Don't know	-	-	-	-	-	-	-	-	-	-

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Which ONE, if any, of the following is your favourite Scottish celebrity? (If your answer doesn't appear in the list below, please type it in the 'other' box. If you don't have a favourite Scottish celebrity, please select the 'Not applicable' option)

Unweighted base	1029	532	497	77	136	162	178	476	618	411
Base: All Scottish adults	1030	483	547	124	140	181	206	378	469	561
Ewan McGregor	8%	12%	5%	13%	15%	9%	7%	4%	8%	8%
Tilda Swinton	-	-	-	-	-	-	-	-	-	-
James McAvoy	-	-	-	-	-	-	-	-	-	-
David Tennant	10%	7%	13%	10%	10%	15%	10%	8%	14%	7%
Andy Murray	17%	19%	16%	10%	10%	16%	16%	23%	17%	17%
Kelly Macdonald	0%	0%	0%	-	1%	-	1%	-	0%	0%
Robert Carlyle	-	-	-	-	-	-	-	-	-	-
Peter Capaldi	-	-	-	-	-	-	-	-	-	-
Susan Boyle	1%	1%	2%	1%	1%	-	2%	2%	1%	2%
Sean Connery	7%	8%	6%	4%	6%	5%	10%	7%	6%	8%
J.K. Rowling	7%	6%	8%	14%	4%	11%	6%	4%	8%	6%
Annie Lennox	3%	3%	3%	-	2%	3%	3%	4%	3%	3%
Calvin Harris	3%	2%	4%	11%	11%	-	2%	-	2%	5%
Chris Hoy	5%	4%	7%	4%	5%	2%	3%	8%	5%	5%
Lorraine Kelly	5%	4%	7%	1%	7%	3%	7%	6%	5%	5%
Kirsty Young	2%	2%	2%	-	1%	2%	3%	2%	2%	1%
Other	10%	13%	7%	14%	13%	11%	8%	7%	9%	10%
Don't know	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't have a favourite Scottish celebrity	21%	20%	21%	18%	12%	23%	20%	24%	20%	22%