

Internal (Marketing)

FootballRugby teams

SCOTLAND Sample: 21st - 25th September 2017



Total	Gender		Age					Social Grade		Scottish Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

****Thinking only about national football (i.e. soccer) teams within the United Kingdom...****

Which ONE, if any, of the following nations do you think is best at football? (Please select the option that best applies. If you do not think that any of the following teams are, in particular, best at football within the UK, please select the "Not applicable" option.)

Unweighted base	1023	477	546	123	127	148	164	461	589	434	157	90	141	108	105	116	173	133
Base: All regional adults	1023	500	523	119	144	171	161	428	532	491	143	92	143	164	102	143	113	123
England	32%	39%	25%	37%	31%	35%	23%	33%	39%	25%	32%	40%	27%	27%	36%	27%	44%	30%
Scotland	15%	13%	17%	19%	17%	17%	16%	11%	13%	16%	14%	9%	14%	17%	13%	17%	12%	20%
Wales	4%	5%	3%	2%	7%	4%	7%	2%	4%	3%	3%	1%	2%	5%	3%	4%	6%	6%
Northern Ireland	1%	2%	0%	1%	-	-	1%	2%	1%	1%	1%	2%	1%	2%	-	-	-	2%
Don't know	16%	11%	22%	15%	11%	13%	15%	21%	15%	17%	17%	21%	20%	12%	15%	17%	15%	14%
Not applicable - I do not think that any of the following teams are, in particular, best at football within the UK	32%	31%	33%	26%	34%	31%	38%	31%	27%	37%	32%	28%	35%	38%	34%	36%	22%	27%

****Thinking only about national rugby union teams within the UK and Ireland...****

Which, if any, of the following nations do you think is best at rugby union? (Please select the option that best applies. If you do not think that any of the following teams are, in particular, best at rugby union within the UK and Ireland, please select the "Not applicable" option.)

Unweighted base	1023	477	546	123	127	148	164	461	589	434	157	90	141	108	105	116	173	133
Base: All regional adults	1023	500	523	119	144	171	161	428	532	491	143	92	143	164	102	143	113	123
England	15%	25%	6%	14%	8%	17%	16%	17%	19%	11%	17%	22%	13%	14%	11%	12%	21%	15%
Scotland	21%	18%	24%	29%	23%	17%	23%	20%	21%	22%	23%	16%	23%	18%	24%	24%	23%	20%
Wales	12%	11%	13%	12%	17%	8%	9%	13%	12%	12%	13%	10%	11%	12%	13%	15%	11%	10%
Ireland	8%	10%	6%	6%	9%	10%	5%	9%	10%	6%	1%	13%	11%	6%	11%	8%	12%	6%
Don't know	24%	18%	30%	24%	25%	19%	23%	26%	23%	25%	26%	20%	25%	28%	21%	20%	21%	28%
Not applicable - I do not think that any of the following teams are, in particular, best at rugby union within the UK and Ireland	19%	17%	21%	14%	18%	29%	24%	16%	15%	24%	20%	19%	18%	21%	19%	21%	13%	21%