

**11-012258- 01 Scottish Public Opinion Monitor – Wave8
FOR INTERNAL USE ONLY**

Topline Results_the Royal Wedding

- Results are based on two surveys: 1) 1,001 respondents conducted by telephone between 18th November and 21st November 2010 and 2) 1,002 respondents conducted by telephone between 14th April and 17th April 2011
- Data are weighted by age, sex and working status using census data, tenure using SHS 2007-2008 data, and public-private sector employment by Scottish Government Quarterly Public Sector Employment series data.
- An asterisk (*) indicates a percentage of less than 0.5% but greater than 0.
- Where results do not sum to 100, this may be due to multiple responses or computer rounding
- Where the base size is less than 30 the number (N) rather than the percentage of respondents is given
- Results are based on all respondents (1,001 in November 2010 and 1,002 in April 2012) unless otherwise stated.

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| Royal Wedding |
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ROYA
L **Prince William is marrying Kate Middleton on April 29th. Which, if any, of the following do you think you'll do to mark the occasion?**
READ OUT. MULTICODE OK. ROTATE ORDER OF 1-5

| | Nov 2010 | April 2011 | Change |
|---|-------------|---------------|--------|
| | % | % | % |
| Watch recorded highlights of the wedding | 30 | 38 | +8 |
| Watch the wedding live on TV | 41 | 37 | -4 |
| Have a party with friends and family | 4 | 9 | +5 |
| Buy Royal Wedding souvenirs | 4 | 4 | - |
| Travel to London to be part of the occasion | 2 | 1 | -1 |
| Or will you try to ignore the whole thing (SINGLE CODE ONLY) | 34 | 35 | +1 |
| None of these (DO NOT READ OUT. SINGLE CODE ONLY) | 3 | 5 | +2 |
| Don't know | 1 | * | |