

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **One fifth of Canadians claim Scottish ancestry**

### **Majority oppose Scottish independence**

TORONTO SEPTEMBER 16<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll among 1541 Canadians 18 years of age and older, one fifth (21%) claimed to come from a Scottish background, and this especially characteristic of Boomers (55 to 64 - 25%), the wealthier (\$80K to \$100K - 28%), in Atlantic Canada (31%), Ontario (26%) and Alberta (34%), Conservatives (26%), the best educated (post grad - 27%), Protestant Christians (34%) and those with a favourable image of Israel (27%).

### **Majority of Canadians in the "No" camp**

More than one half of Canadians (58%) do not favour Scottish independence, and this includes more than two thirds of those who claim Scottish ancestry (68%). Other subgroups who favour independence include the youngest (51%), the least wealthy (53%), Quebeckers (57%), New Democrats (54%) and Francophones (61%).

"We may be the most Scottish country on Earth after Scotland, and yet our populace appears to be less in favour of Scottish independence than the Scots, especially Scots in the diaspora," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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#### **TORONTO**

**September 16<sup>th</sup>, 2014**

#### **HIGHLIGHTS:**

- One fifth (21%) claimed to come from a Scottish background.
- More than one half of Canadians (58%) do not favour Scottish independence, and this includes more than two thirds of those who claim Scottish ancestry (68%).
- "We may be the most Scottish country on Earth after Scotland, and yet our populace appears to be less in favour of Scottish independence than the Scots, especially Scots in the diaspora," said Forum Research President, Dr. Lorne Bozinoff.

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**Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1581 randomly selected Canada 18 years of age and older. The poll was conducted on September 16<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 2.5%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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## **TORONTO**

**September 16<sup>th</sup>, 2014**

### **Scottish Background**

*'Is your ethnic background Scottish?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Yes	21	19	19	24	25	22	23	20
No	79	81	81	76	75	78	77	80

### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Yes	21	31	4	26	21	34	26	27	3
No	79	69	96	74	79	66	74	73	97

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1581	154	281	235	200	184	264
Yes	21	19	22	20	15	28	18
No	79	81	78	80	85	72	82

### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Yes	21	26	16	24	27	2	31
No	79	74	84	76	73	98	69

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## **TORONTO**

**September 16<sup>th</sup>, 2014**

### ***Independent Scotland***

*'Should Scotland be an independent country?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Yes	42	51	45	42	35	27	41	42
No	58	49	55	58	65	73	59	58

#### **Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Yes	42	43	57	32	28	49	41	36	61
No	58	57	43	68	72	51	59	64	39

#### **Federal Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Yes	42	29	35	54	55	72	53
No	58	71	65	46	45	28	47

#### **Scottish Background**

%	Total	Yes	No
Sample	1581	342	1239
Yes	42	32	44
No	58	68	56

For more information:

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