

ILLINOIS SAINT ANDREW SOCIETY

1900-1910

**Attitudes Towards
Scottish-American Societies**

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Executive Summary

The Illinois St. Andrew's Society contracted research firm Campbell Rinker to conduct quantitative research among its membership and Americans at large who exhibit interest in Scottish culture and heritage, using a questionnaire developed by the ISAS.

Specific goals of the study were to...

- Determine the attitudes, awareness, and interest among Scottish-Americans for engaging in Scottish organizations.
- Learn how organizations may improve membership, event attendance, and fundraising.

Responses to this survey were collected online among members and non-members invited by Scottish organizations known to ISAS during October, 2007.

Respondent Profile

- The typical respondent was a well-educated married man age 55 or older with a media income of approximately \$85,000. About three in four have children, and two in five have grandchildren. Many respondents are retired. Over half the respondents were from North Central states, with 47% from Illinois alone.

Attitudes, Awareness and Interests

- A strong majority of respondents has ancestral ties to Scotland and/or current friends and relatives there. Most (85%) were born in the United States followed by a distant 9% born in Scotland. Even higher is the percentage of respondents who know of prior generations born in Scotland. Furthermore, two-fifths (43%) have friends living in Scotland while 38% have relatives living in Scotland.
- At least three-fourths "Definitely Agree" that their Scottish heritage makes them proud (87%), enhances their sense of self (78%), and makes them feel connected to Scotland (77%).
- Nine in ten respondents say it was most important to pass along elements of Scottish culture to future generations, and close to that (87%) actually share their knowledge with their children and/or grandchildren.
- The overwhelming majority of respondents consider the following Scottish values, traits, or characteristics to be "Completely Scottish": independent/strong-willed/determined (88%), tenacious/hard-working/self-sufficient (83%), pride and patriotism (81%), and loyalty/integrity/honesty (79%).
- More than four in ten or 42% indicated their Scottish heritage influences

where they travel, followed by 32% who said it persuades them to support certain causes, and 29% who believe their heritage impacts with whom they socialize or network.

- One in six respondents visited Scotland within the past year and 23% visited from one to four years ago. In the past 12 months, respondents spent on average \$2,938 on travel to cultural destinations. Approximately one-third have never visited Scotland.
- On average, respondents spent \$943 on self-improvement materials. One-fourth or 25% spent between \$100 and \$249 on self-improvement materials while 17% did not spend any money. Respondents of Scottish ancestry (19%) were significantly more likely to not spend any money on this product type compared to non-Scots (8%).

Membership, Attendance, and Fundraising

- Approximately 79% of those surveyed are currently members of a Scottish organization while six percent once belonged to a Scottish organization; 15% are not members. Respondents with Scottish heritage were more likely to belong to a Scottish organization than non-Scots.
- The three most frequently mentioned reasons for *attending* Scottish events were because they are fun (87%), interest in Scottish culture (82%), and proud of Scottish heritage/identity as a Scot. These themes carry throughout the survey and provide cues to Scottish organizations of how to promote events and engage members.
- The two most important factors in *joining* a Scottish organization were interest in Scottish culture and pride in Scottish heritage/identity as a Scot as mentioned by 82% each. Three in four joined a Scottish organization to preserve Scottish customs. Seven in ten joined because they believe in the Scottish organization's mission, the same percentage said they enjoy the company of Scots and Scots-minded people.

The least frequently mentioned reasons for attending were to offer philanthropic support for charitable missions of Scottish organizations (39%) and because they were invited by family/friends (34%).

These factors also provide cues as to how Scottish organizations may best acquire, engage, and retain members.

- By far, the most-frequented event was the Highland Games, attended by 90% of respondents, followed by the Robert Burns Supper at 59%.

The events attended by the smallest percentage of respondents were the Pub Crawl (23%), the Golf Tournament (14%), and the William McGonnagal Supper (1%).

- Approximately one-half or 51% believe there should be a National

Association of Scottish/Saint Andrews/Caledonian Societies while six percent did not support a National Association and 43% were uncertain. Scottish organization members were significantly more likely to support this idea.

- › Respondents are charitable and philanthropic donors, giving an average of nearly \$4,000 annually per capita.
- › The highest proportion of respondents expressed interest in philanthropic support for arts and culture through their Scottish organization; 52% were willing to support an Endowment for the Scottish Arts and a School of the Scottish Arts. Support for Scottish dance and literature is lower.
- › More than six in ten or 61% would be inclined to support scholarship programs for deserving youth. Significantly lower levels of support are seen for teacher exchange and internship programs.
- › Approximately one-half or 49% would be inclined to support a Scottish American Museum while 45% would support a Scottish American Library and 40% a Scottish American Hall of Fame.

Regardless of their interest in philanthropic support for the Scottish American Hall of Fame™, 51% believe the Scottish American Hall of Fame™ should be a national initiative while 42% are uncertain. Seven percent object to the concept. A higher percentage or 64% believe the Scottish American Hall of Fame™ should ***involve nominations and support from all Scottish organizations*** while 32% are uncertain and four percent are opposed to this concept.

- › Close to four in ten were inclined to support the development of a nationwide Scottish Retirement Foundation, a Scottish Retirement Community or an In-home Health Care Initiative.

Introduction and Methodology

The Illinois St. Andrew's Society contracted research firm Campbell Rinker to conduct quantitative research among its membership and Americans at large who exhibit interest in Scottish culture and heritage. The ISAS seeks to adopt a more focused approach to membership development. Specific goals of the study were to...

- › Determine the attitudes, awareness, and interest among Scottish-Americans for engaging in Scottish organizations.
- › Learn how organizations may improve membership, event attendance, and fundraising.

Responses were collected online among members and non-members of Scottish organizations during October, 2007.

All respondents received an e-mail invitation containing an electronic link to the online survey. The Illinois St. Andrew's Society sent the e-mail invitation as an attachment to a list of approximately 500 known Scottish organization leaders in North America, asking them to distribute the invitation to their members via e-mail. Because of this two-level method of invitation, there may be significant portions of the audience who never received an invitation to respond. Therefore, these results may be taken as directly representative only of members of the Illinois St. Andrew's Society or other Scottish organizations that invited their membership, but not representative of members of Scottish organizations in America as a whole. There is a possibility of bias in the responses that is weighted toward the opinions of members and non-members of Scottish organizations who received the invitation.

A total of 682 respondents completed the online questionnaire. In this report, the survey results are explained through graphs and text. Each survey question is shown verbatim at the top of a page surrounded by a box, followed by a graph showing survey results. This is accompanied by an analysis of the findings and results of banner analyses when appropriate. The number of respondents for any particular question is noted above the graph of those results if the "n" (number of respondents), is significantly smaller than the total response.

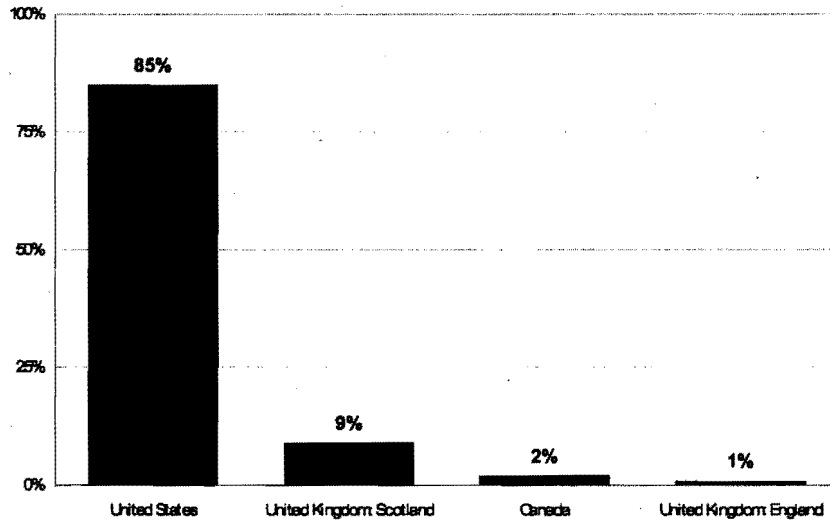
A number of open-ended questions are reported in an independent supplemental document written by the ISAS.

Heritage

Country of Birth

In what country were you born?

(n=688)



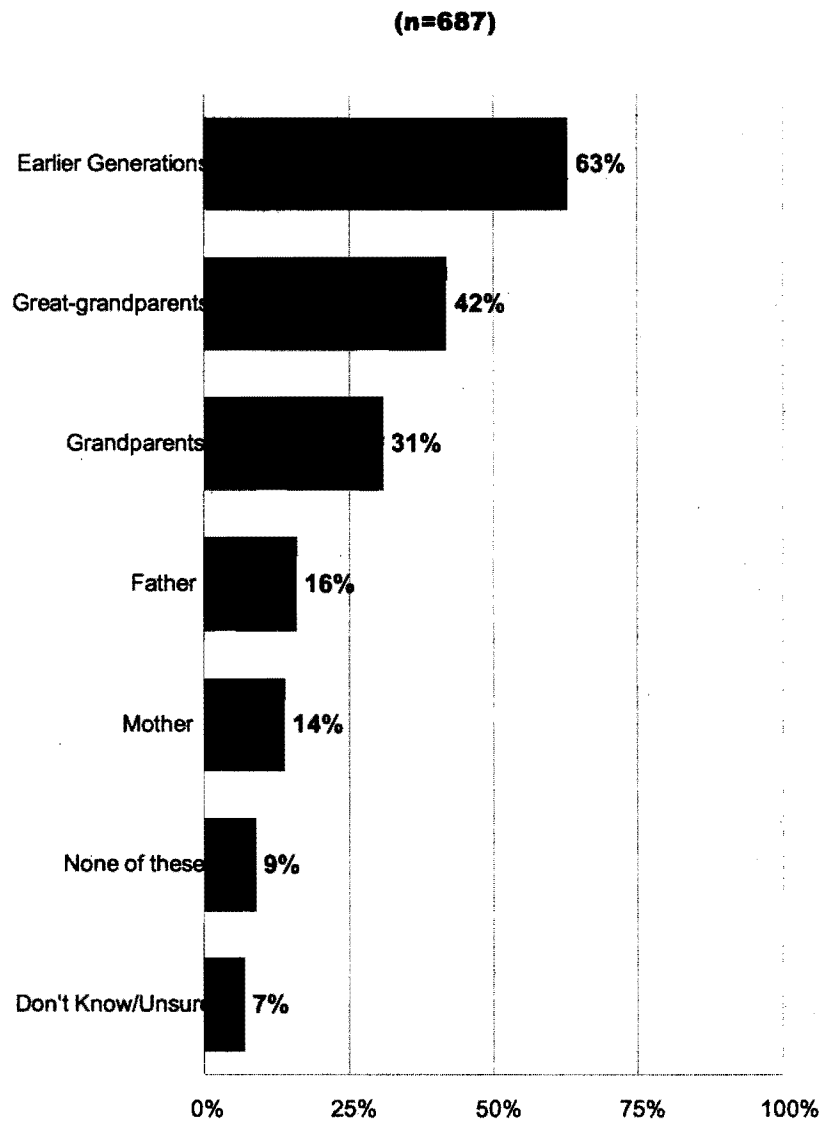
- > The majority of respondents or 85% were born in the United States followed by a distant 9% born in Scotland, 2% in Canada, 1% in England, and the remaining 3% in other countries.
- > The majority or 87% of members of Scottish organizations were more likely to be U.S. natives compared to only 78% of non-members.
- > 15% of non-members of Scottish organizations who responded were born in Scotland compared to members at 7%, a significant difference.

Most Scots surveyed were born in the U.S. and tend to be affiliated with Scottish organizations compared to respondents born in Scotland.

Scottish Relatives

To your knowledge, were any of your relatives born in Scotland? (*Select all that apply.*)

1. Father
2. Mother
3. Grandparents
4. Great-grandparents
5. Earlier generations
6. Don't Know/Unsure
7. None of these



- ▶ Close to two-thirds (63%) of respondents have relatives prior to their great-grandparents born in Scotland, while 42% have great-grandparents and 31% have grandparents born in Scotland. Approximately 15% have a parent born in Scotland.

- Non-members of Scottish organizations were significantly more likely to have great-grandparents, grandparents, or a parent born in Scotland compared to members of Scottish organizations.
- Previous travelers to Scotland were significantly more likely to have parents, grandparents, or great-grandparents born in Scotland compared to those who have never visited Scotland.

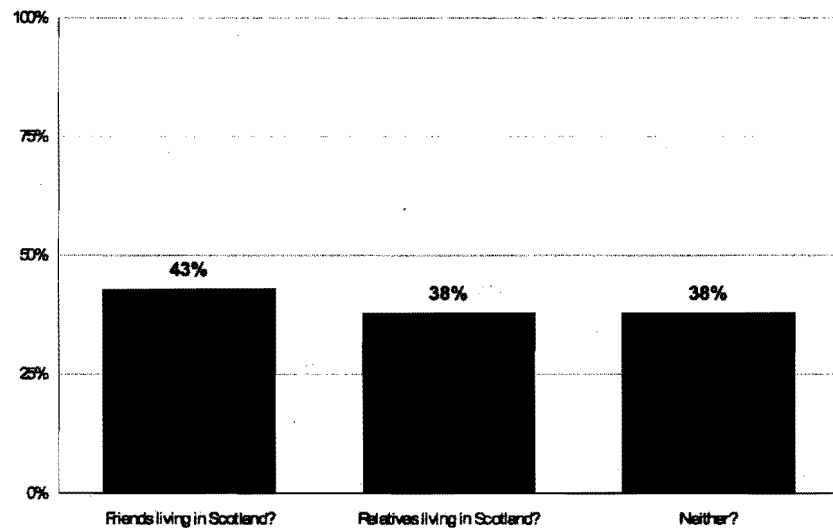
It appears that having parents, grandparents, or great-parents born in Scotland did not influence respondents to join Scottish organizations; however, they were more likely to have visited Scotland if they had these close relatives born in Scotland.

Friends or Relatives Living in Scotland

Do you have ... (Select all that apply.)

1. Friends living in Scotland?
2. Relatives living in Scotland?
3. Neither?

(n=681)



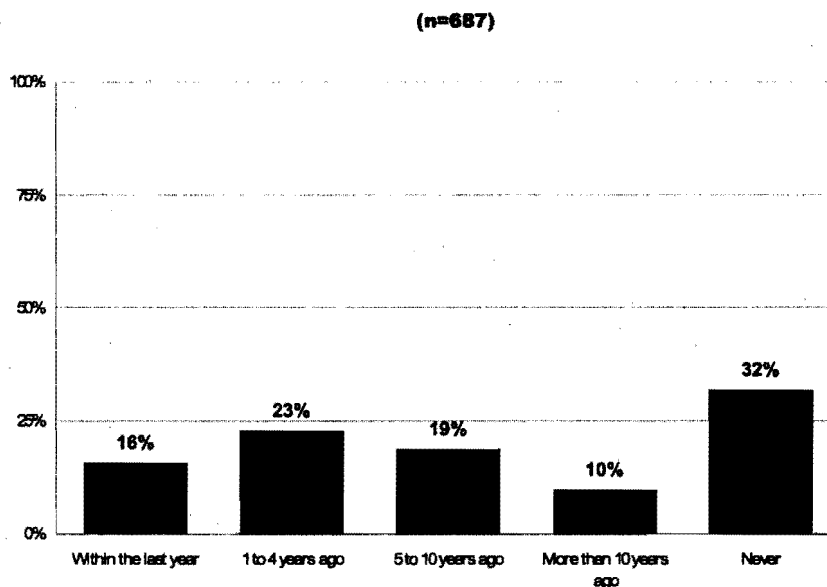
- › Two-fifths of respondents (43%) have friends living in Scotland while 38% have either relatives living in Scotland or neither friends nor relatives in Scotland.
- › Previous visitors to Scotland were significantly more likely to have friends living in Scotland (54% vs. 20%) or relatives living in Scotland (43% vs. 27%) compared to those who have never visited Scotland.
- › In comparison, respondents who have never been to Scotland were significantly more likely not to have friends or relatives living in Scotland compared to previous visitors at 56% and 30%, respectively.

These results suggest that previous visitors to Scotland might have been swayed to visit Scotland by their friends or relatives living in Scotland. The same applies to those who have not yet visited Scotland but have friends and relatives there.

Traveled to Scotland

Have you ever traveled to Scotland? (*Select only one.*)

1. Within the last year
2. 1 to 4 years ago
3. 5 to 10 years ago
4. More than 10 years ago
5. Never
6. Not sure/can't remember



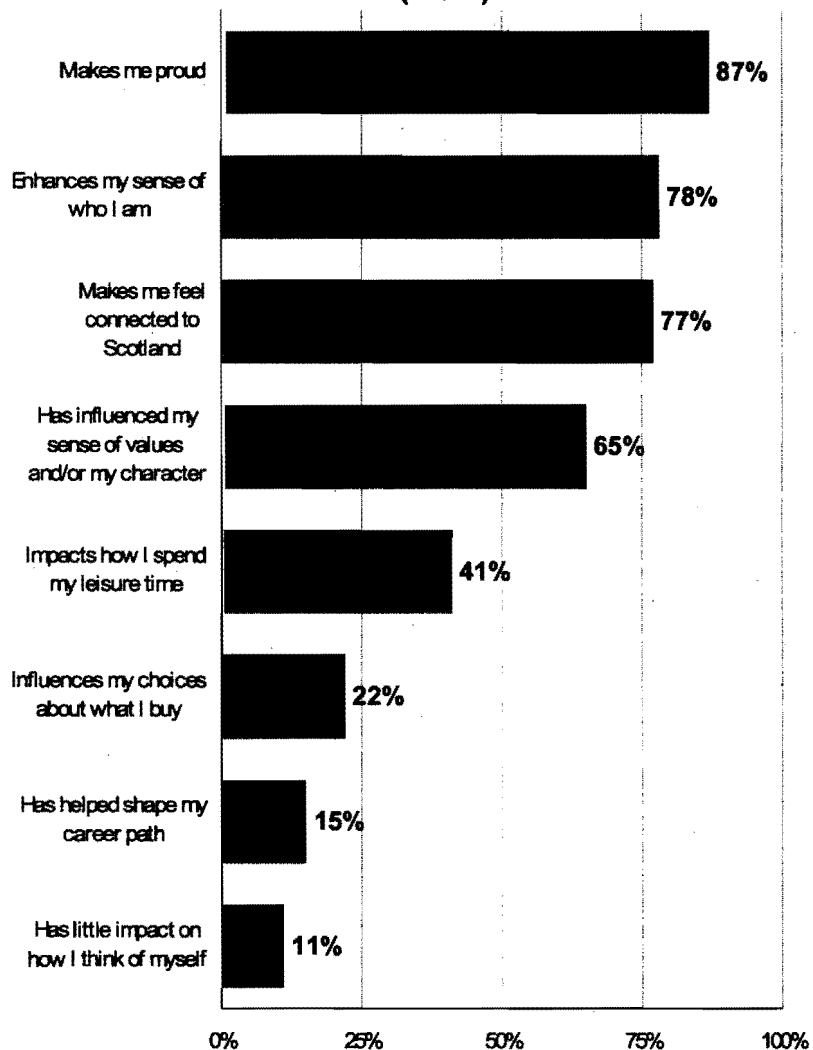
- > Approximately one-third or 32% have never visited Scotland while 16% visited within the past year and 23% from one to four years ago.
- > Moreover, 19% have visited in the past five to ten years and 10% visited at least ten years ago.
- > Respondents with higher income levels of at least \$100,000 were significantly more likely to have visited Scotland in the past year compared to individuals with lower incomes. Conversely, lower income individuals were significantly more likely to have never visited Scotland.

Meaning of Scottish Heritage

What does having Scottish heritage mean to you? Please rate the following statements, with the preface "My Scottish heritage ..."

1. Makes me proud
2. Enhances my sense of who I am
3. Influences my choices about what I buy
4. Makes me feel connected to Scotland
5. Impacts how I spend my leisure time
6. Has helped shape my career path
7. Has influenced my sense of values and/or my character
8. Has little impact on how I think of myself

Combined Ratings of 6 & 7 on a 7-point Scale
(n=571)



Only respondents born outside of Scotland and who knew of ancestors born in Scotland were asked about their Scottish heritage.

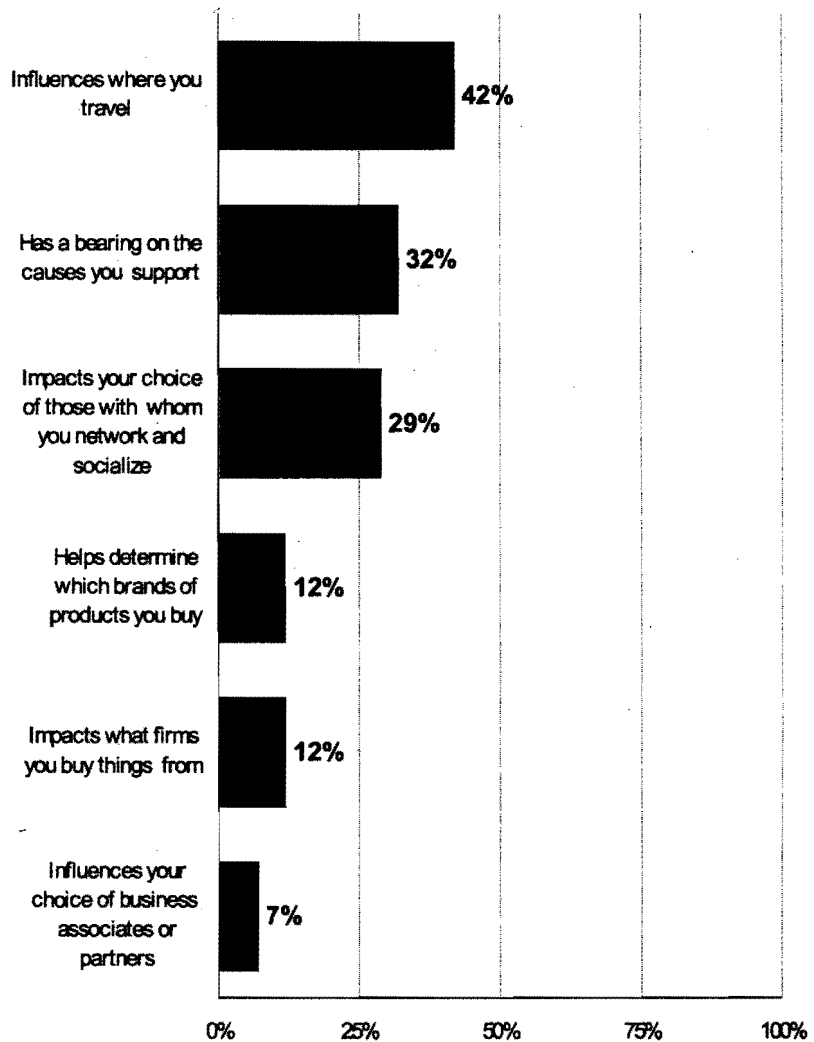
- › At least three-fourths “Definitely Agree” that their Scottish heritage makes them proud (87%), enhances their sense of self (78%), and makes them feel connected to Scotland (77%).
- › Another two-thirds or 65% “Definitely Agree” their Scottish heritage influences their sense of values and/or character.
- › They were least likely to “Definitely Agree” that their Scottish heritage influences their choices on what to buy (22%), shapes their career path (15%), or has little impact on how they think of themselves (11%).
- › People with parents born in Scotland were significantly more likely to select the highest rating “7” than all respondents of Scottish ancestry combined.

Influence of Scottish Heritage

Please rate the degree to which your Scottish heritage...

1. Influences where you travel
2. Has a bearing on the causes you support
3. Impacts your choice of those with whom you network and socialize
4. Influences your choice of business associates or partners
5. Impacts what firms you buy things from
6. Helps determine which brands of products you buy

Combined Ratings of 6 & 7 on a 7-point Scale
(n=572)



Only respondents born outside of Scotland and who knew of specific generations born in Scotland were asked about the degree to which their Scottish heritage influences their lives in these ways.

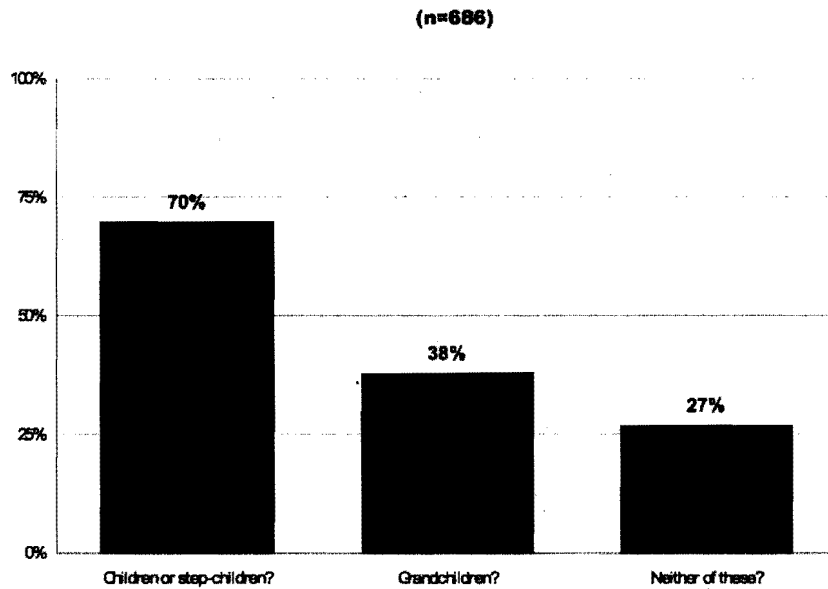
- More than four in ten (42%) indicated their Scottish heritage influences where they travel, followed by 32% who said it persuades them to support certain causes and 29% who believe their heritage impacts with whom they socialize or network.
- Respondents' Scottish heritage was least likely to impact which brands they purchase, from which companies they purchase, or their selection of business associates or partners.
- Previous visitors to Scotland were significantly more likely to indicate their Scottish heritage influenced where they travel compared to those who have never visited Scotland at 50% and 22%, respectively.

This result, and the result of the previous question on what Scottish heritage means to respondents, implies that respondents don't believe their heritage influences their consumption patterns, except perhaps in the area of travel. Therefore, trying to establish brand or product loyalty "because it's Scottish," is unlikely to succeed as a marketing strategy. It might be more effective to simply identify a product or service as culturally or historically Scottish, than it is to identify Scottish origin as a reason for the purchase.

Children or Grandchildren

Do you have...?(Select all that apply.)

1. Children or step-children
2. Grandchildren
3. Neither of these



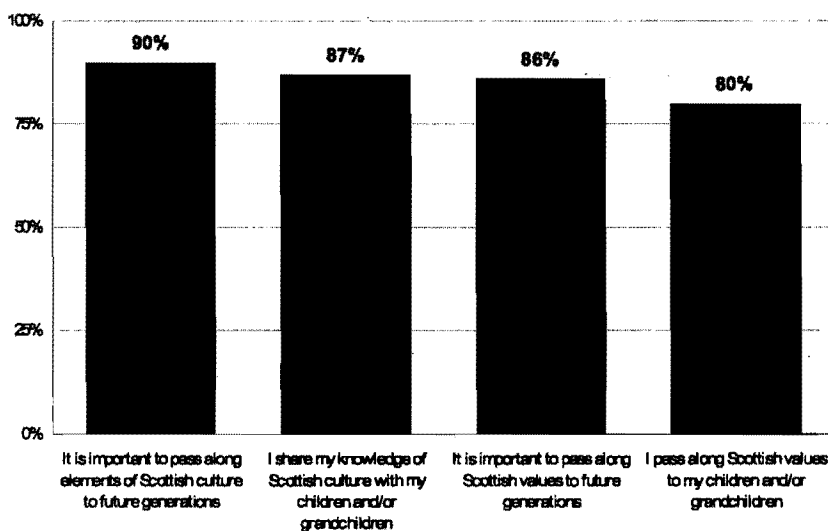
- > Close to three-fourths or 70% have children/stepchildren while 38% have grandchildren and 27% have neither children/stepchildren or grandchildren.
- > Members of Scottish organizations were significantly more likely to have grandchildren compared to non-members at 40% and 31%, respectively.

Passing along Value

Please rate the following statements on a scale of 1 to 7, where 1 is "Definitely do not agree" and 7 is "Definitely agree".

1. It is important to pass along elements of Scottish culture to future generations
2. It is important to pass along Scottish values to future generations
3. I share my knowledge of Scottish culture with my children and/or grandchildren
4. I pass along Scottish values to my children and/or grandchildren

Combined Ratings of 6 & 7 on a 7-point Scale
(n=424)

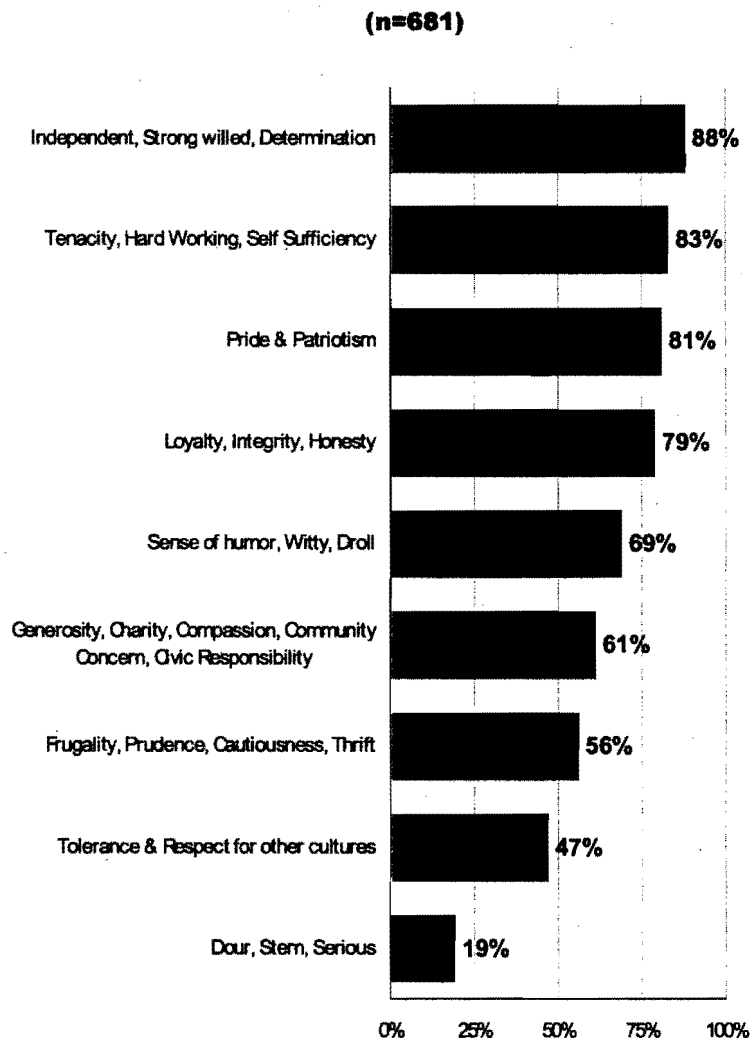


- It was most important to pass along elements of Scottish culture to future generations to 90% of respondents, and close to that (87%) actually share their knowledge with their children and/or grandchildren.
- Similarly, for 86% of respondents it was important to pass along Scottish values to future generations and in practice, 80% of respondents pass along Scottish values to their children and/or grandchildren.

Description of Scottish Values, Traits, and Characteristics

When you think of Scotland, Scots and Scottish culture, how much do you agree with the following as being accurate descriptions of Scottish values, traits and characteristics? Please rate these groups of descriptions on a scale of one to seven, where 1 is "Not at all Scottish," and seven is "Completely Scottish".

1. Tenacity, Hard Working, Self Sufficiency
2. Loyalty, Integrity, Honesty
3. Frugality, Prudence, Cautiousness, Thrift
4. Generosity, Charity, Compassion, Community Concern, Civic Responsibility
5. Sense of humor, Witty, Droll
6. Dour, Stern, Serious
7. Independent, Strong willed, Determination
8. Pride & Patriotism
9. Tolerance & Respect for other cultures



➤ The overwhelming majority of respondents consider the following

Scottish values, traits or characteristics to be "Completely Scottish": independent/strong-willed/determined (88%), tenacious/hard-working/self-sufficient (83%), pride and patriotism (81%), and loyalty/integrity/honesty (79%).

- ▶ Less than one-fifth or 19% perceive dour/stern/serious to be "Completely Scottish" which is not surprising since 69% indicated sense of humor/witty/droll as "Completely Scottish".

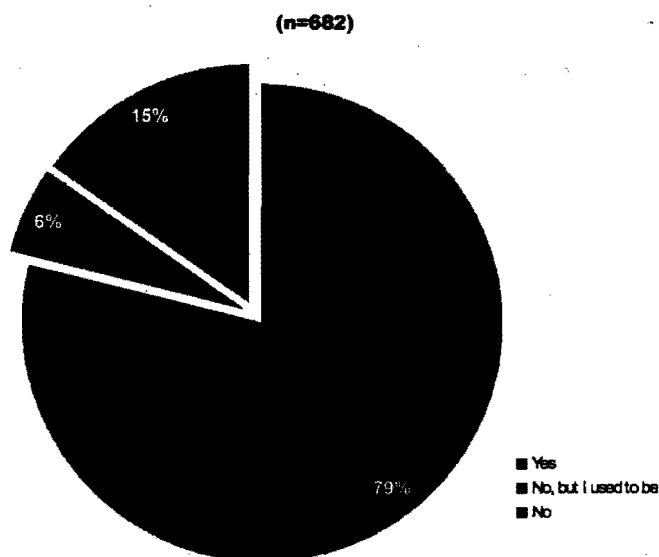
Scottish organizations are advised to emphasize these "completely Scottish" traits in their events, promotional materials, and communications to members.

Membership

Current Scottish Organization Membership

Are you currently a member of any Scottish organizations? (*Select only one.*)

1. Yes
2. No, but I used to be
3. No



- > Approximately 79% of those surveyed are currently members of a Scottish organization while 6% used to belong to a Scottish organization and 15% are not members.
- > Respondents of Scottish ancestry were significantly more likely to belong to a Scottish organization than non-Scots at 79% and 66%, respectively.
- > Conversely, 25% of non-Scottish ancestry respondents were significantly more likely to not belong to such organizations compared to 15% of those of Scottish ancestry.
- > Additionally, 82% of those at least 66 years old were significantly more likely to be members than 73% of those under 46 years of age. Furthermore, 22% of respondents under 46 years of age were significantly more likely not to be members compared to 12% of those over 65.
- > Similarly, 81% of men were significantly more likely to be members compared to 74% of women.

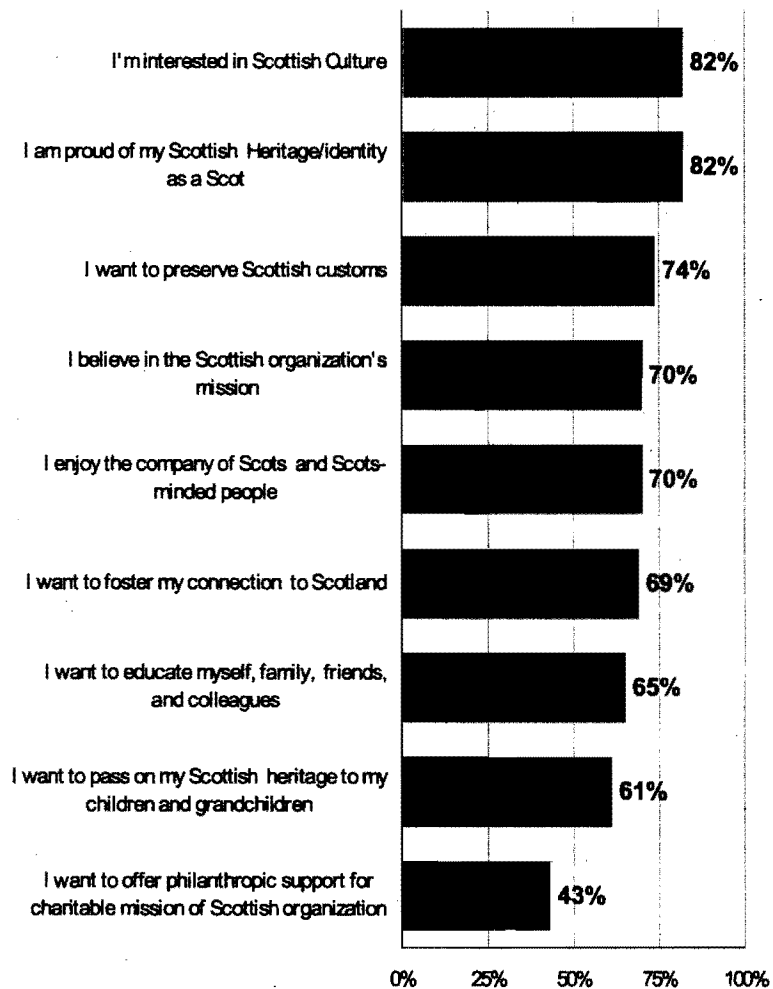
Consequently, members of Scottish organizations are more likely to be older men of Scottish ancestry.

Reason for Joining

Why did you join your Scottish organization? Please rate the following statements, with the preface "I joined my Scottish organization because..."

1. I am proud of my Scottish Heritage/identity as a Scot
2. I'm interested in Scottish Culture
3. I want to educate myself, family, friends, and colleagues
4. I want to pass on my Scottish heritage to my children and grandchildren
5. I want to preserve Scottish customs
6. I enjoy the company of Scots and Scots-minded people
7. I want to foster my connection to Scotland
8. I believe in the Scottish organization's mission
9. I want to offer philanthropic support for charitable mission of Scottish organization
10. Other

Combined Ratings of 6 & 7 on a 7-point Scale
(n=569)



► The two most important factors in joining a Scottish organization were

interest in Scottish culture and pride in Scottish heritage/identity, mentioned by 82% each.

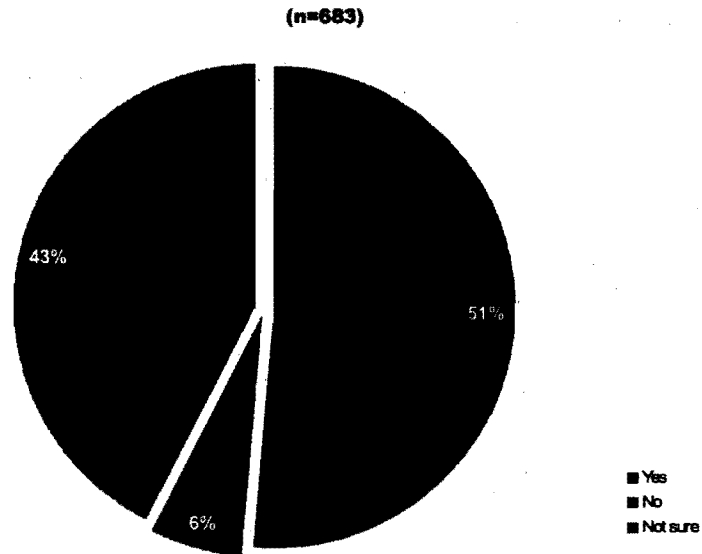
- > Next, 74% joined a Scottish organization to preserve Scottish customs and 70% each joined because they believe in the Scottish organization's mission or enjoy the company of Scots and Scots-minded people.
- > Still, another 69% want to foster their connection to Scotland, 65% want to education themselves, family, friends, and colleagues, and 61% want to pass along their Scottish heritage to their children and grandchildren.
- > Only 43% joined to offer philanthropic support for the charitable mission of the Scottish organization.
- > In general, women tended to indicate each reason as somewhat more important than men in joining, except for belief in the organization's mission.

Surprisingly, though a huge majority of respondents agree on the importance of passing Scottish heritage and culture to succeeding generations, and joining Scottish organizations because of interest in this culture and heritage, a weaker majority say they join expressly to pass their heritage to succeeding generations.

National Association of Scottish/Saint Andrew/Caledonian Societies

Do you think that there should be a national Association of Scottish/Saint Andrew/Caledonian Societies?

1. Yes
2. No
3. Not sure

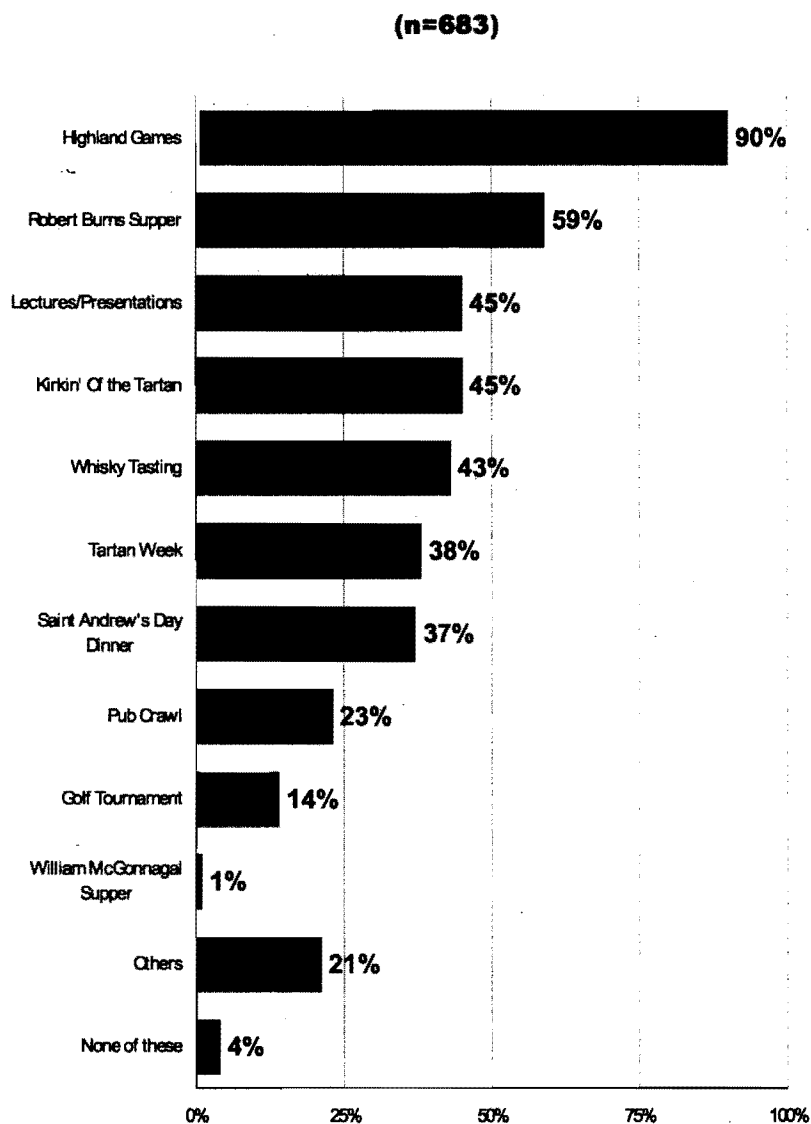


- > A weak majority agrees that a National Association is a good idea. Fewer than one in ten are set against this notion.
- > Approximately one-half or 51% believe there should be a National Association of Scottish/Saint Andrews/Caledonian Societies while 6% did not believe this and 43% were uncertain.
- > Members of Scottish organizations were significantly more likely to support this idea at 54% compared to 44% of non-members.
- > Similarly, 55% of men support a National Society which was significantly higher than the 45% of women.
- > Interestingly, respondents of Scottish descent and non-Scots agreed equally about a National Society.

Scottish Events Attended

Which of the following Scottish events have you attended? *(Select all that apply.)*

1. Robert Burns Supper
2. William McGonagall Supper
3. Kirkin' Of the Tartan
4. Tartan Week
5. Highland Games
6. Saint Andrew's Day Dinner
7. Whisky Tasting
8. Golf Tournament
9. Pub Crawl
10. Lectures/Presentations
11. None of these
12. Others (please specify)



- By far, the most frequented event was the Highland Games by 90% followed by 59% who attended the Robert Burns Supper.

- The events attended by the smallest percentage of respondents were the Pub Crawl (23%), the Golf Tournament (14%), and the William McGonnagal Supper (1%). These were the only events in which members of Scottish organizations attended these events the same as non-members.

It is apparent that members of Scottish organizations are more likely to attend the more popular events even than non-members. Undoubtedly, whether a respondent lives near by where any of these events are held has some bearing on whether the events are well-attended. Not all organizations in all areas sponsor each of these events, and respondents represent certain geographic regions more prominently than others. All these factors could play a role in the popularity of events seen here.

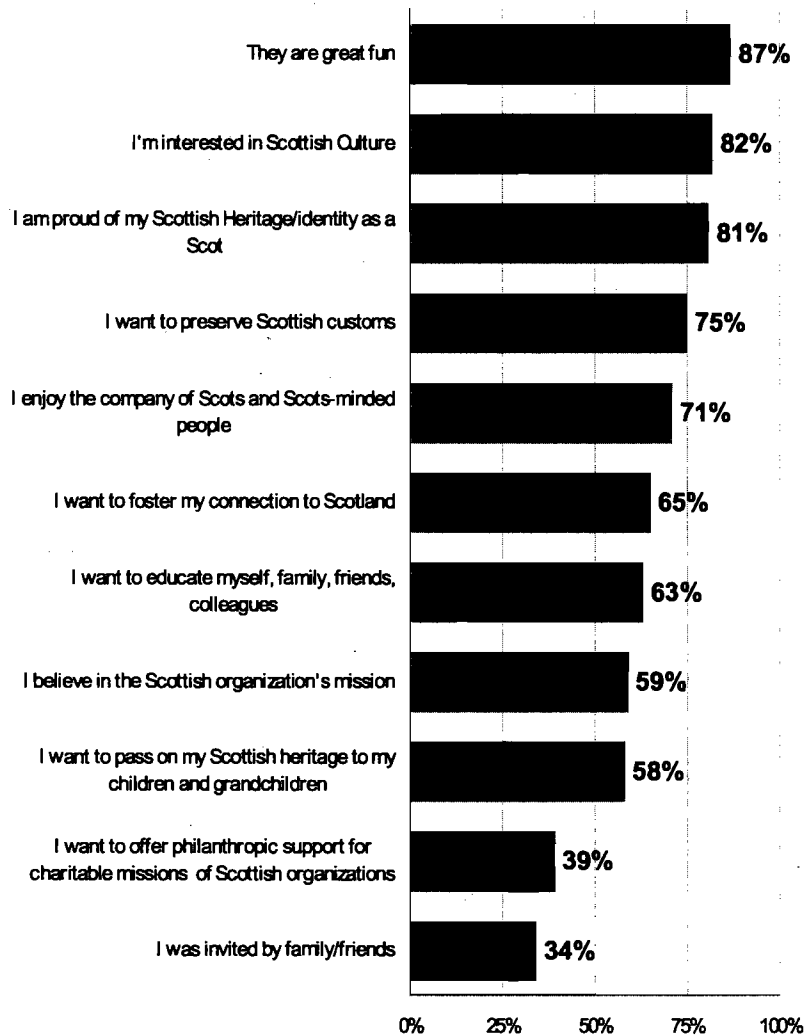
Reason for Attending

Why did you attend these events? Please rate the following statements, with the preface "I attended these Scottish events because..."

1. I am proud of my Scottish Heritage/identity as a Scot
2. I was invited by family/friends
3. I'm interested in Scottish Culture
4. I want to educate myself, family, friends, colleagues
5. I want to pass on my Scottish heritage to my children and grandchildren
6. I want to preserve Scottish customs
7. I enjoy the company of Scots and Scots-minded people
8. I want to foster my connection to Scotland
9. I believe in the Scottish organization's mission
10. I want to offer philanthropic support for charitable missions of Scottish organizations
11. They are great fun

Combined Ratings of 6 & 7 on a 7-point Scale

(n=637)



- The three most frequently mentioned reasons for attending Scottish events were because they are fun (87%), interest in Scottish culture (82%), and proud of Scottish heritage/identity as a Scot (81%).
- Next, 75% want to preserve Scottish customs and 71% enjoy the company of Scots and Scots-minded people.
- Roughly six in ten people want to foster their connection to Scotland (65%), want to educate themselves, family, friends, or colleagues (63%), believe in the Scottish organization's mission (59%), and want to pass along Scottish heritage to their children and grandchildren (58%).
- The least frequently mentioned reasons for attending were to offer philanthropic support for charitable missions of Scottish organizations (39%) and because they were invited by family/friends (34%).
- Respondents with income below \$60,000 were more likely to attend events because they are interested in Scottish culture compared to those with income in excess of \$100,000.
- Females were more likely to attend events because they are proud of their Scottish heritage, are interested in Scottish culture, want to pass along their Scottish heritage to their children and grandchildren, want to preserve Scottish customs, enjoy the company of other Scots, and want to foster their connection to Scotland.
- Interestingly, no significant difference was seen between those of Scottish ancestry and non-Scots or between members of Scottish organizations and non-members.

A common thread throughout these responses is that Americans join Scottish organizations because they are a fun way to engage in a culture and in customs that they see as important. This is true of member and non-members, Scottish-Americans, and non-Scottish Americans.

The implication here is that in order to grow membership and engagement, Scottish organizations must promote the element of enjoyment and fun in all their literature, appeals for members, and promotional materials.

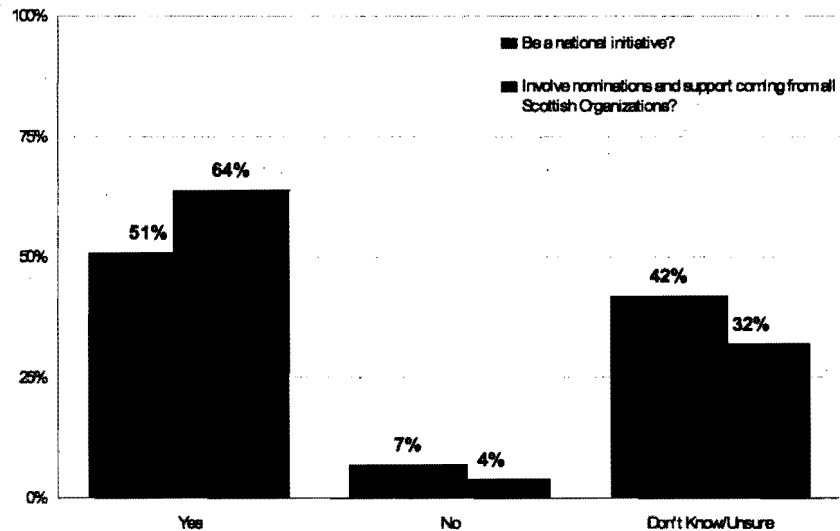
Perhaps this is an area where a national association could have the most far-reaching impact on the growth of Scottish organizations in America, providing a much needed clearinghouse of best practices, information, and marketing support to local organizations.

Preferences for Hall of Fame™

Should the Scottish American Hall of Fame™...

1. Be a national initiative?
2. Involve nominations and support coming from all Scottish Organizations?
3. Unsure

(n=652-653)



- One-half or 51% believe the Scottish American Hall of Fame™ should be a *national initiative* while 7% object to the concept and 42% are uncertain.
- Approximately 53% of members of Scottish organizations were in favor of a national initiative and this was significantly higher than the 42% of non-members.
- Similarly, men were significantly more in favor than women (53% vs. 45%, respectively) as were those of Scottish ancestry compared to non-Scots (52% compared to 37%, respectively).
- A higher percentage or 64% believe the Scottish American Hall of Fame™ should *involve nominations and support from all Scottish organizations* while 4% are opposed to this concept and 32% are uncertain.
- Members of Scottish organizations (67%) were significantly more in favor of this concept than non-members (52%).
- Respondents between 56 and 65 years of age were significantly more likely to support this idea than those between 46 and 55 years of age (70% vs. 59%, respectively).

This clearly shows people are not against these two concepts relative to a Scottish American Hall of Fame™ and perhaps need more information.

Charitable Inclination

As discovered through a question about the reasons respondents give for joining Scottish organizations, the opportunity for philanthropy is at the bottom end of the list of motivators. However, American Scots are very likely to give, as shown in results detailed later in this report. The results suggest that about 95% have given either nominal or substantial amounts during the past 12 months, with an average of over \$3,500 per respondent household. One in five has given \$5,000 or more in the most recent 12 months.

In this section, we see that respondents are most inclined to support organization-sponsored efforts toward preserving Scottish arts and culture. This goal is followed, in declining order of interest by education, a Scottish-American Hall of Fame™, and finally elder care. These findings are detailed in the following pages.

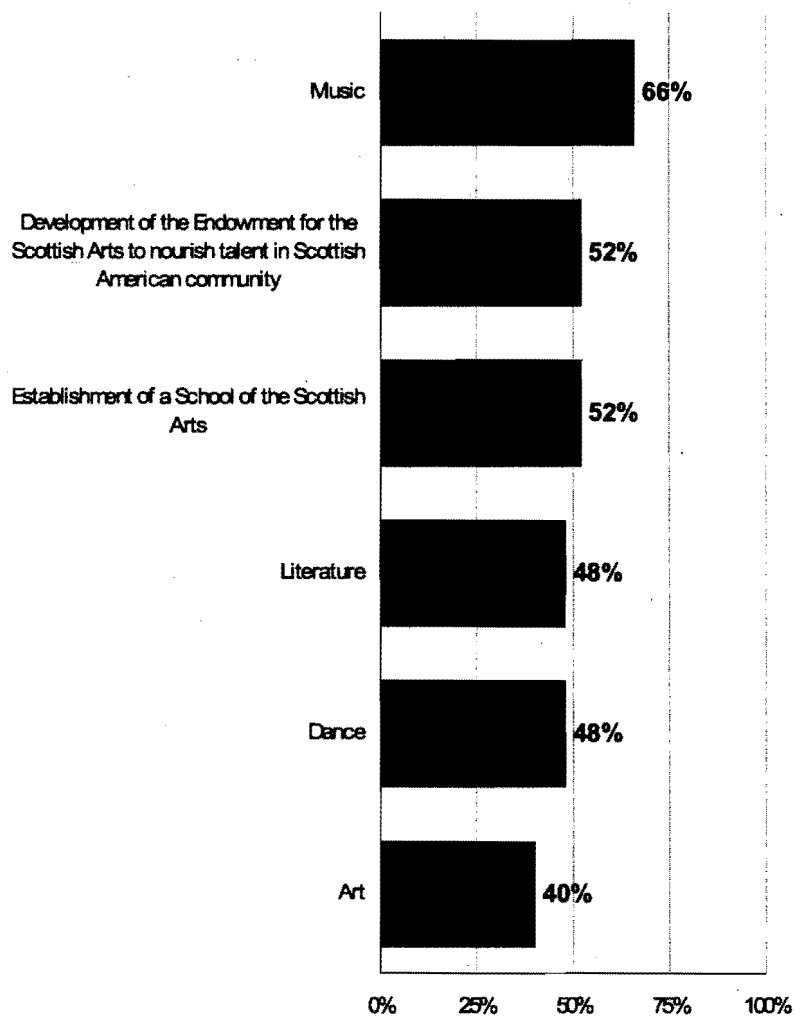
Please remember that there is a possibility of bias in the responses. They are likely to be weighted toward the opinions of members and non-members of Scottish organizations who received the invitation. These opinions may not represent national opinions.

Inclination to Support Art and Culture

Which, if any, of the following *arts and culture* charitable purposes would you be most inclined to support through your Scottish organization?

1. Music
2. Dance
3. Literature
4. Art
5. Establishment of a School of the Scottish Arts
6. Development of the Endowment for the Scottish Arts to nourish talent in Scottish American community
7. Other (specify)

Combined Ratings of 6 & 7 on a 7-point Scale
(n=641)



- Two-thirds or 66% were willing to support music education through their Scottish organization. Respondents are less likely to support literature and dance education, and least likely to support art education.

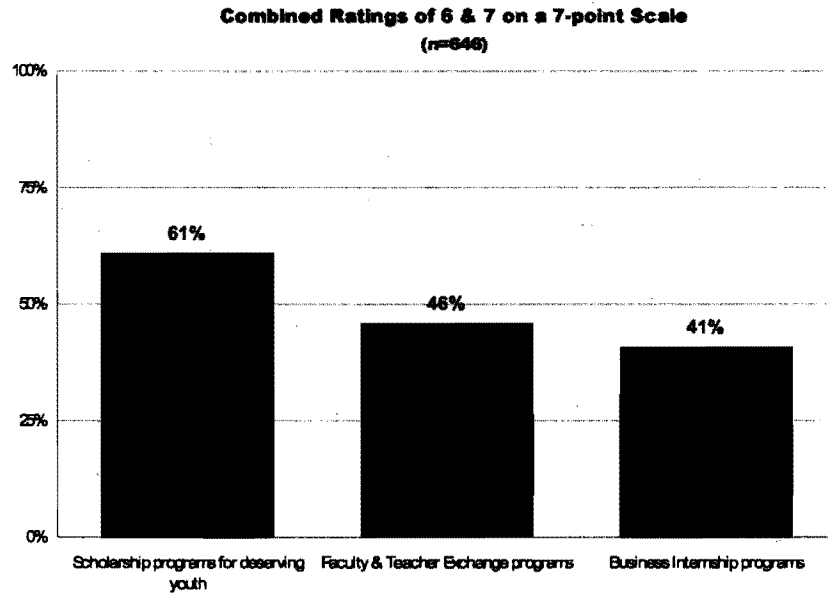
- > In general, between 9% and 16% of respondents felt strongly against supporting these arts and cultural charitable purposes.
- > 52% were willing to support an Endowment for the Scottish Arts and a School of the Scottish Arts.
- > Furthermore, as income levels rose, respondents' propensity to support these arts and cultural purposes decreased.

Only a small percentage of respondents are not willing to support arts and cultural charitable purposes, though the vital support segment of wealthier individuals is less inclined toward these goals.

Inclination to Support Education

Which, if any, of the following *educational* charitable purposes would you be most inclined to support through your Scottish organization?

1. Scholarship programs for deserving youth
2. Faculty & Teacher Exchange programs
3. Business Internship programs
4. Other (specify)



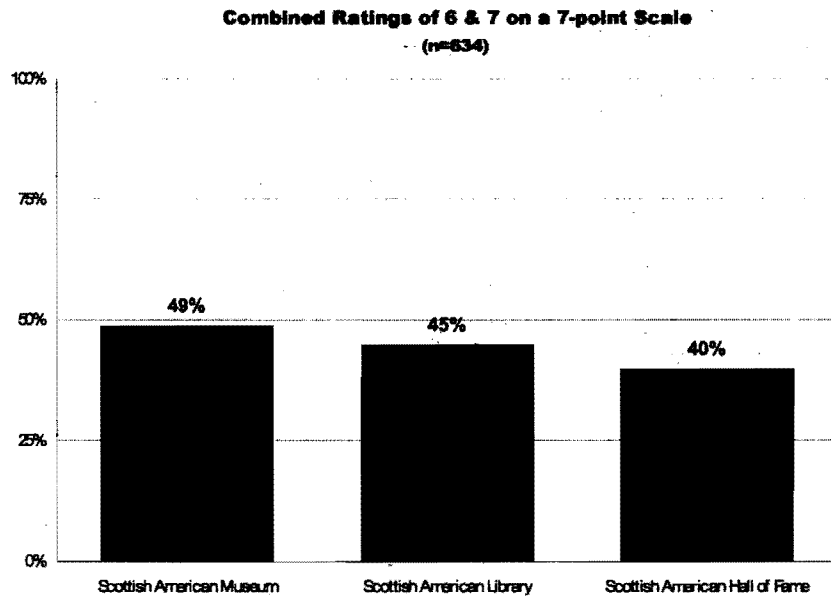
- More than six in ten or 61% would be inclined to support scholarship programs for deserving youth while 46% would support faculty and teacher exchange programs and 41% would support business internship programs.
- For each of these educational charitable purposes, younger respondents were more inclined to support them than older respondents especially business internship programs.
- Approximately 6% would definitely not support scholarships, 8% would not support exchange programs and 15% would not support business internship programs.
- Females were somewhat more likely to support faculty/teacher exchange and business internship programs compared to males.

This majority suggests that scholarship could be a productive appeal among Scottish Americans and those involved in Scottish organizations.

Inclination to Support Scottish American Hall of Fame™

Which, if any, of the following *Scottish American Hall of Fame™* charitable purposes would you be most inclined to support through your Scottish organization?

1. Scottish American Hall of Fame
2. Scottish American Museum
3. Scottish American Library
4. Other (specify)



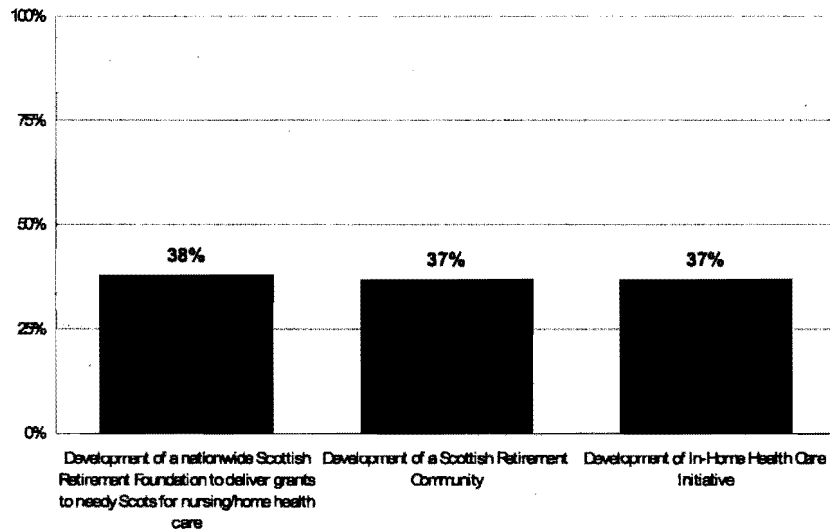
- Approximately one-half or 49% would be inclined to support a Scottish American Museum while 45% would support a Scottish American Library and 40% at Scottish American Hall of Fame.
- Between 10% and 15% each would not be inclined to support a museum, library, or hall of fame.
- Interestingly, younger respondents were somewhat more likely to support a Scottish American Museum compared to older respondents.

Inclination to Support Elder Care

Which, if any, of the following *elder care* charitable purposes would you be most inclined to support through your Scottish organization?

1. Development of a Scottish Retirement Community
2. Development of In-Home Health Care Initiative
3. Development of a nationwide Scottish Retirement Foundation to deliver grants to needy Scots for nursing/home health care
4. Other (specify)

Combined Ratings of 6 & 7 on a 7-point Scale
(n=648)



- Of all philanthropic areas polled, elder care receives the weakest inclination ratings.
- No single Elder care initiative emerges as a prominent favorite among respondents.
- Close to four in ten were inclined to support the development of a nationwide Scottish Retirement Foundation, a Scottish Retirement Community, and In-home Health Care Initiative.
- Members of Scottish organizations, males, and lower income respondents were more likely to support the development of a nationwide **Scottish Retirement Foundation** than non-members, females, and higher income respondents.

More than one-fifth (22%) opposed a Foundation. Non-members (38%) opposed this initiative compared to members of Scottish organizations (17%), and higher income (28%) individuals were significantly more opposed to this than lower income respondents (12%).

Members of Scottish organizations were significantly more likely to support the development of a **Scottish Retirement Community** than non-members. However, as income rises, the propensity to support this development dropped.

Close to one-fourth (23%) opposed a Scottish Retirement Community. 45% of non-members were significantly more against this development than 17% of members of Scottish organizations.

- Females were somewhat more likely to support an **In-Home Health Care Initiative** than males. Those with income under \$60,000 were significantly more likely to support this development than those with income of at least \$100,000 at 29% and 18%, respectively.

Less than one-fifth (18%) opposed an In-Home Health Care Initiative.

Although approximately 45% of members of Scottish organizations were neutral about supporting the development of a Scottish Retirement Foundation, a Scottish Retirement Community, or an In-Home Health Care Initiative, they were more inclined to support these developments than non-members.

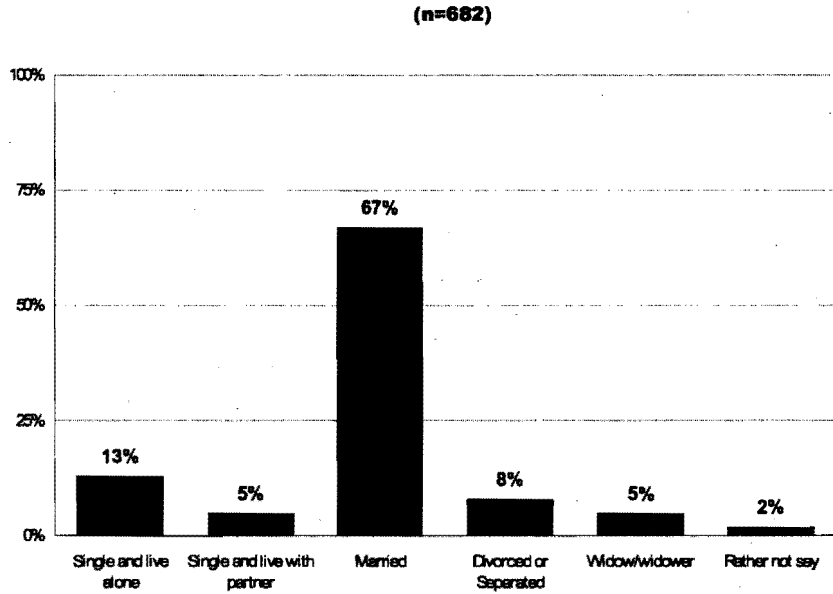
Support for health and/or Elder care initiative among the vital segment of wealthy individuals who might be prone to make a leadership gift is low, regardless of membership status.

Demographics

Marital Status

What is your marital status? (*Select only one.*)

1. Single and live alone
2. Single and live with partner
3. Married
4. Divorced or separated
5. Widow/widower



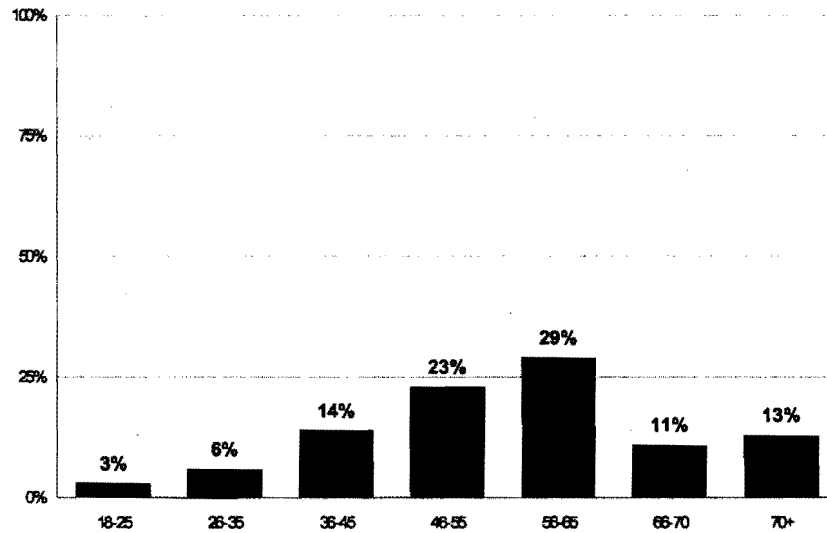
- Two-thirds or 67% of respondents were married while 18% were single and live either alone or with a partner, while 8% were divorced or separated.

Respondent Age

What is your age group? (Select only one.)

1. 18-20
2. 21-25
3. 26-30
4. 31-35
5. 36-40
6. 41-45
7. 46-50
8. 51-55
9. 56-60
10. 61-65
11. 66-70
12. Over 70

(n=682)

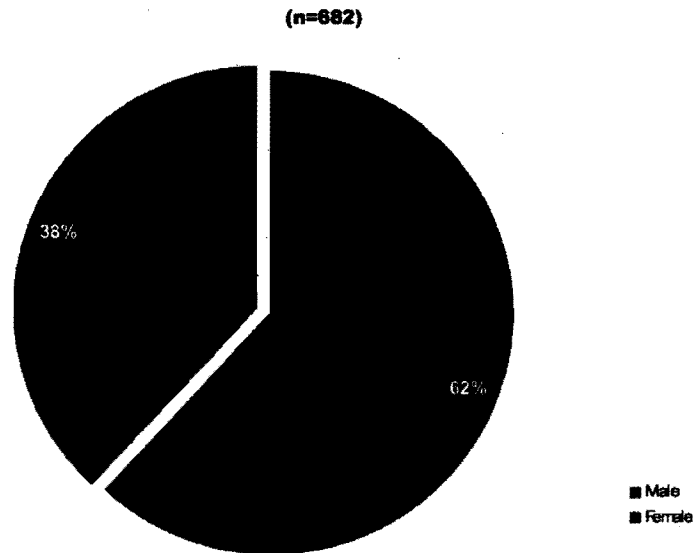


- > Almost three in ten or 29% of respondents were between the ages of 56 and 65 while 24% were at least 66 years of age and 23% were between 46 and 55 years of age.
- > Significantly more females (30%) were in the 46 to 55 years of age category compared to males (18%).

Gender

Are you... (Select only one.)

1. Male
 2. Female
-

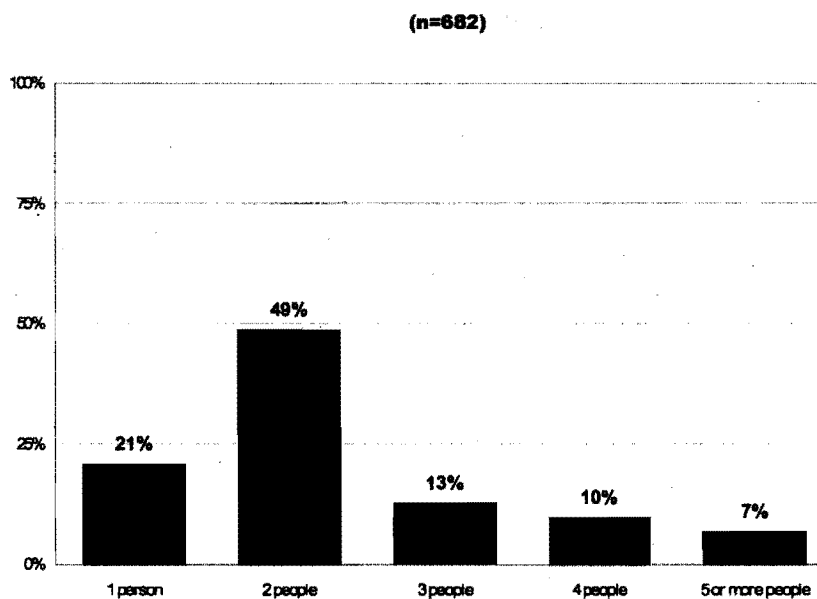


- Close to two-thirds or 62% of the respondents were male while 38% were female.
- Significantly more members of Scottish organizations were males compared to non-members (64% and 54%, respectively).
- Conversely, 46% of non-members were female which was significantly higher than the 36% of members of Scottish organizations.

Number of People Living in Household

How many people live in your household, including you? (*Select only one.*)

1. 1 person
2. 2 people
3. 3 people
4. 4 people
5. 5 or more people



- Close to one-half or 49% reported two people living in their household; this is to be expected since two-thirds were married.
- An additional 21% live alone as indicated by only 1 person in the household and 23% have three to four people in the household.

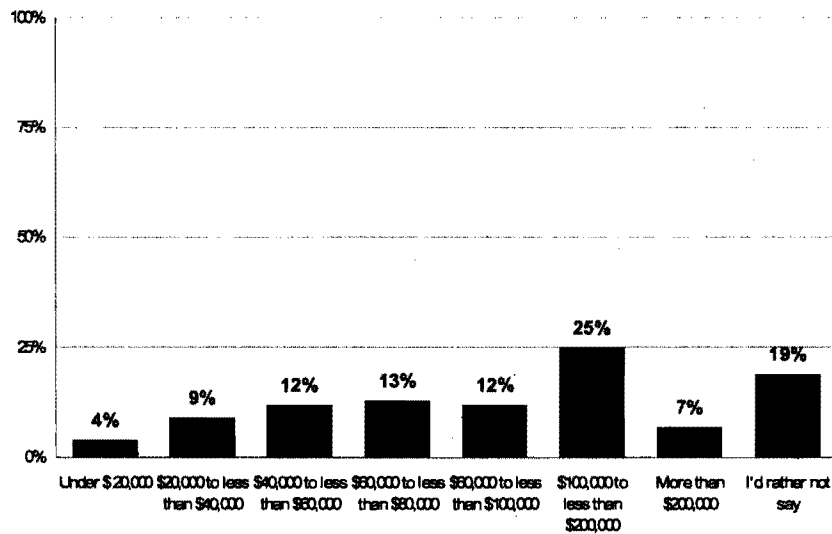
Household Income

What group best describes your household income level?

Under \$ 20,000

1. \$ 20,000 to less than \$ 40,000
2. \$ 40,000 to less than \$ 60,000
3. \$ 60,000 to less than \$ 80,000
4. \$ 80,000 to less than \$ 100,000
5. \$ 100,000 to less than \$ 200,000
6. More than \$ 200,000

(n=682)

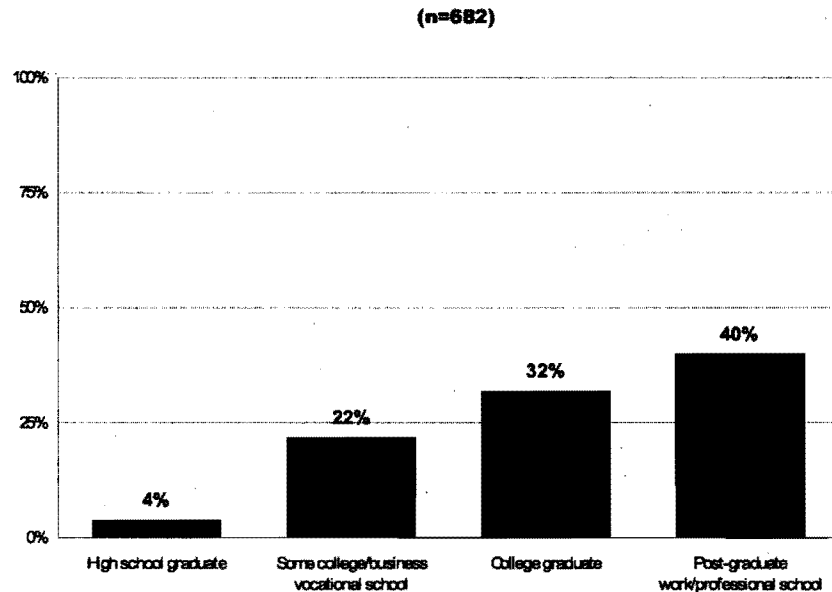


- > Exactly one-fourth reported income between \$100,000 and less than \$200,000.
- > There was a somewhat higher proportion of females in the under \$60,000 income categories compared to males.
- > Respondents under 46 years of age (17%) were significantly more likely to have reported income between \$80,000 and less than \$100,000 compared to respondents older than 65 years of age (7%).

Highest Level of Education

Please share with us your highest level of education.

1. Some high school
2. High school graduate (12th grade)
3. Some college/business vocational school
4. College graduate
5. Post-graduate work/professional school

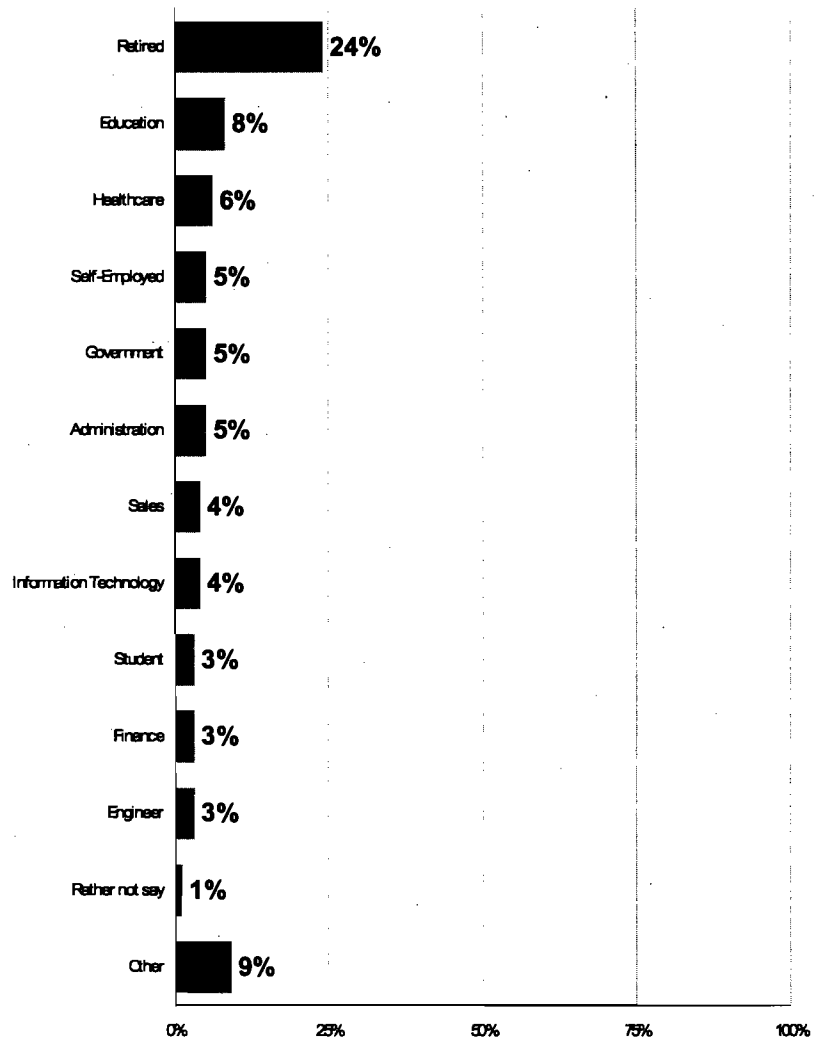


- Respondents are very well-educated; 40% have completed post-graduate work/professional school and 32% are college graduates. These averages are significantly higher than national norms for these education levels.
- The large share of respondents who graduated college or completed post-graduate work further explains the higher income levels seen earlier. In fact, higher income respondents were significantly more likely to have completed post graduate work compared to lower income respondents.

Occupation

What is your occupation?

(n=682)



- Close to one-fourth (24%) of respondents are retired. This number is somewhat expected given the larger share of respondents older than 66 years of age.
- No individual career is strongly preeminent among respondents.
- A total of eight percent work in education while six percent work in healthcare. Five percent each are either self-employed or work in government or administration.

Recent Household Spending

How much did you or your family spend on the following activities in the last 12 months? (Please provide approximate amount, whole numbers only, no dollar signs.)

1. Donations to philanthropic/charitable causes
2. Travel to cultural destinations
3. Self improvement (books, courses, etc.)

Amount	Donations to philanthropic or charitable causes	Travel to cultural destinations
\$0	5%	21%
\$1-499	23%	13%
\$500-999	17%	8%
\$1000-1999	18%	12%
\$2000-4999	17%	21%
\$5000 plus	20%	25%
Total	95%	79%

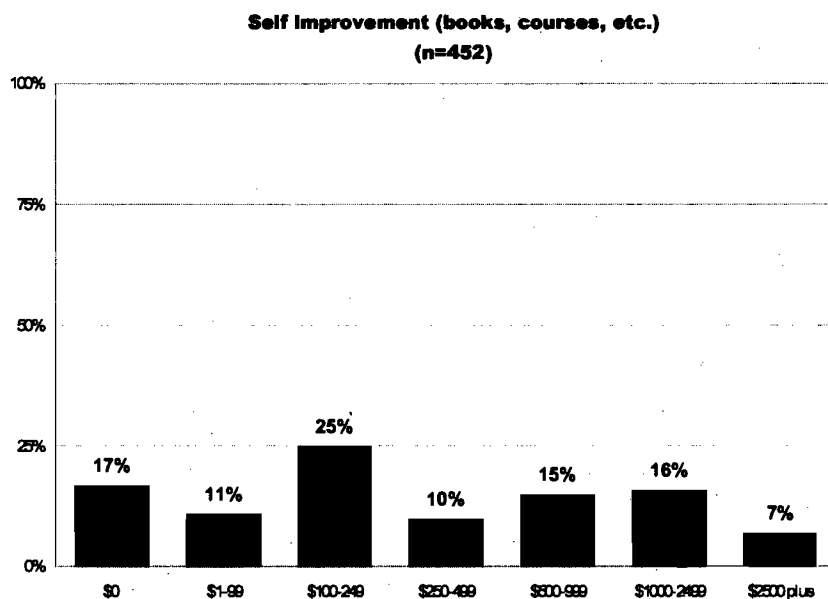
Charitable Donations

- > A majority of respondents donate to charity. On average, donors gave an average of \$3,991 in the previous 12 months.
- > Previous visitors to Scotland donated \$4,620 which was significantly higher than \$2,375 from people who have never visited Scotland.
- > Members of Scottish organizations donated significantly less than non-members or \$3,197 compared to \$6,970, respectively.
- > By age, 56 to 65 year olds donated the most (\$5,822) while those younger than 46 donated the least (\$2,202).
- > As was expected, as income increased so did the amounts donated such that those earning below \$60,000 donated \$648 while those earning in excess of \$100,000 donated \$7,885.

Travel to Cultural Destinations

- > In the past 12 months, respondents spent on average \$2,938 on travel to cultural destinations.
- > Previous visitors to Scotland spent nearly twice as much on travel to cultural destinations compared to those who have never visited Scotland, at an average of \$3,370 compared to \$1,845, respectively.
- > Additionally, respondents with income below \$60,000 spent an average of \$1,033, a quarter of the average \$4,639 spent by those with income of at least \$100,000.

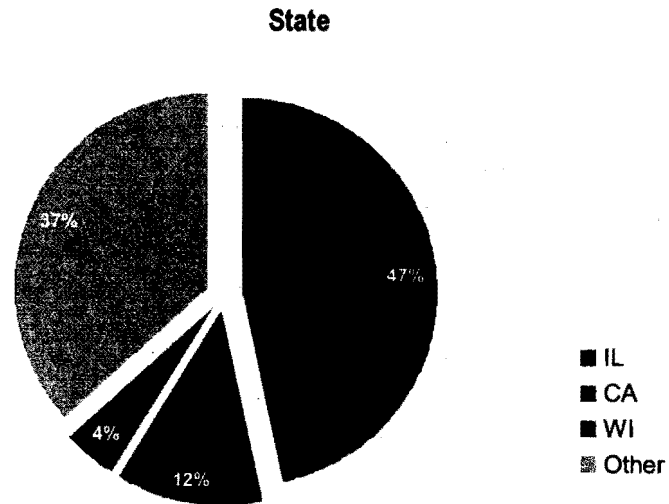
Self Improvement Expenditures



- One-fourth or 25% spent between \$100 and \$249 on self-improvement materials while 17% did not spend any money.
- The distribution was skewed towards the higher dollars amounts and 23% spent at least \$1,000 on self-improvement books, courses and the like. In fact, respondents spent on average \$943 on this product category.
- Respondents of Scottish ancestry (19%) were significantly more likely to not spend any money on this product type compared to non-Scots (8%).
- However, members of Scottish organizations were significantly less likely to not spend any money in this area compared to non-members (14% compared to 31%, respectively).

Respondent Location

Respondents were asked for their zip code. When summarized, these zip codes reveal that respondents originated as follows.



- Half the respondents came from north Central states such as Illinois, and Wisconsin (47% and 4%, respectively).
- One in eight respondents lives in California.
- This chart shows the inherent difficulty of launching an effective second-party recruiting program for survey respondents.
- The responses in this survey may be taken to reflect Illinois opinions much more prominently than opinions from any other state or region. Separate statistical breakouts for respondents from Illinois are available.

Appendix

Questionnaire

Survey Introduction/Preamble

Thank you for taking time to complete this survey. Your thoughtful responses will help Scottish organizations be more effective in meeting the needs of the people they serve.

Q10 In what country were you born?

[Drop down list of all countries, with United States at top of list]

Q20 To your knowledge, were any of your relatives born in Scotland? *(check all that apply)*

1. Father
2. Mother
3. Grandparents
4. Great-grandparents
5. Earlier generations
6. Don't Know/Unsure

Q30 Do you ...*(check all that apply)*

1. Have friends living in Scotland?
2. Have relatives living in Scotland?

Q40 Have you ever traveled to Scotland? *(check one)* [Scale: Never, more than 10 years ago, 5-10 years ago, 1-4 years ago, within the last year]

SCOTTISH IDENTIFY AND SCOTTISH HERITAGE

Q140 In what ways is your identity as a Scot or your Scottish Heritage important to you? [Open-end]

Q180 [IF RESPONDENT OR RELATIVES ARE SCOTTISH] What does having Scottish heritage mean to you? Please rate the following statements, with the preface "My Scottish heritage ..." [rotate options] [7 point scale, 1=Definitely Do Not Agree, 4=Unsure, 7=Definitely Agree]

1. Makes me proud
2. Enhances my sense of who I am
3. Influences my choices about what I buy
4. Makes me feel connected to Scotland
5. Impacts how I spend my leisure time
6. Has helped shape my career path
7. Has influenced my sense of values and/or my character
8. Has little impact on how I think of myself

Q190 [IF RESPONDENT OR RELATIVES ARE SCOTTISH] Please rate the degree to which your Scottish heritage... [7 point scale, 1=None at all, 4=Don't know, 7=Very, Definitely Agree, N/A]

1. Influences where I travel
2. Has a bearing on the causes I support
3. Impacts my choice of those with whom I network and socialize
4. Influences my choice of business associates or partners
5. Impacts what firms I buy things from
6. Helps determine which brands of products I buy

Q235 Do you ... [Yes No]
1. Have children or step-children?
2. Have grandchildren?

Q240 FOR THOSE WHO INDICATED THEY HAVE CHILDREN OR GRANDCHILDREN IN Q235, AND ANY OF THOSE WHO GIVE ANSWER 1-5 ON Q20 (THOSE WITH SCOTTISH HERITAGE) Please rate the following statements on a scale of 1 to 7, where 1 is "Definitely do not agree" and 7 is "Definitely agree".
1. It is important to pass along elements of Scottish culture to future generations
2. It is important to pass along Scottish values to future generations
3. I share my knowledge of Scottish culture with my children and/or grandchildren
4. I pass along Scottish values to my children and/or grandchildren

SCOTTISH IDENTITY AND SOCIAL VALUES

Q125 Please rate the degree to which the following are Scottish cultural values on a scale of one to seven, where one is "Not at all Scottish," four is "Don't Know," and seven is "Completely Scottish"? [Rotate options]
1. Thrift
2. Family Heritage
3. Self-control
4. Perseverance
5. Hard work
6. Discovery
7. Achievement
8. Self-esteem
9. Independence
10. Wealth

MEMBERSHIP

Q244 Are you currently a member of a Scottish organization(s)?
1. No. [If "No" ...] Is there a reason why not? [Open-end]
2. No, but I used to be. [If "No, but I used to be" ...] Why did you let your membership lapse? [Open-end]
3. Yes [If "Yes" ...] Please list Scottish Organization(s) and number of years of membership [Open-end]

Q246 [If 2 or 3 chosen in Q244] Why did you join your Scottish organization? Please rate the following statements, with the preface "I joined my Scottish organization because..." (1-7 scale where 1 is "definitely NOT a factor in my decision to join" and 7 is "a very important factor in my decision to join") [Rotate options; leave open-end at end of list]
1. I am proud of my Scottish Heritage/identity as a Scot
2. I'm interested in Scottish Culture
3. I want to educate myself, family, friends, colleagues
4. I want to pass on my Scottish heritage to my children and grandchildren.
5. I want to preserve Scottish customs.
6. I enjoy the company of Scots and Scots-minded people
7. I want to foster my connection to Scotland
8. I believe in the Scottish organization's mission
9. I want to offer philanthropic support for charitable mission of Scottish organization.
10. Other: _____ [Open-end]

Q248 What do you value most about your membership? [Open-end]

ASSOCIATION OF SCOTTISH ORGANIZATIONS

Q250 Do you think that there should be a national Association of Scottish/Saint Andrew/Caledonian Societies?
1. No
2. Yes
3. If you selected YES, please say why and specify the benefits of establishing an association of Scottish Organizations. [Open-end]

Q252 Where do you think an Association of Scottish Organizations should be headquartered? [Open-end]
--

EVENTS

Q254 Which of the following Scottish events have you attended? (select all that apply) [Rotate options; leave open-end at end of list]
1. Robert Burns Supper
2. William McGonnagal Supper
3. Kirkin' Of the Tartan
4. Tartan Week
5. Highland Games
6. Saint Andrew's Day Dinner
7. Whisky Tasting
8. Golf Tournament
9. Pub Crawl
10. Lectures/Presentations
11. Others? (please specify) [Open-end]

Q256 Why did you attend these events? Please rate the following statements, with the preface "I attended these Scottish events because..."
<i>(1-7 scale where 1 is "definitely NOT a factor in my decision to attend" and 7 is "a very important factor in my decision to attend")</i> [Rotate options; leave open-end at end of list]
1. I am proud of my Scottish Heritage/identity as a Scot
2. I was invited by family/friends
3. I'm interested in Scottish Culture
4. I want to educate myself, family, friends, colleagues
5. I want to pass on my Scottish heritage to my children and grandchildren
6. I want to preserve Scottish customs
7. I enjoy the company of Scots and Scots-minded people
8. I want to foster my connection to Scotland
9. I believe in the Scottish organization's mission
10. I want to offer philanthropic support for charitable missions of Scottish organizations
11. They are great fun
12. Other. Please state: [Open-end]

Q258 If you do not plan to attend any of these Scottish events again, please state event and explain why. [Open end]
--

Q260 Are there any Scottish events that you would like to attend, but are not organized in your area? [Open end]
--

SCOTTISH AMERICAN HALL OF FAME™

Scots and Scottish Americans have made many important contributions to the development of the United States. The Scottish American Hall of Fame™ has been established to recognize the accomplishments of Scottish Americans. Induction into the Scottish American Hall of Fame™ is the highest honor that our Scottish community can give. The Scottish American Hall of Fame™ is being expanded and developed to include a national ceremony for new inductions of Scottish Americans who have achieved excellence in their fields and have made significant contributions to the North American way of life. If you feel that this is an important cause, here is your chance to tell us about it and also name contemporary Scottish Americans who you think would be appropriate and deserving inductees:

Q262 Is the Scottish American Hall of Fame™ important? If yes, please say why? [Open end]

Q264 Please suggest contemporary Scottish Americans for induction. [Open end]

Q266 Should the Scottish American Hall of Fame™: [Yes, No, Unsure, D/K]

1. Be a national initiative?
2. Involve nominations and support coming from all Scottish Organizations?

PHILANTHROPIC SUPPORT

Throughout our history, Scots have always taken care of our own, providing food, shelter, clothing, cemetery plots, scholarships, grants, a nursing home to those who had limited resources.

Q268 What are the most critical needs you see in today's Scottish American community? [Open end]

Q269 Which, if any, of the following charitable purposes would you be most inclined to support through your Scottish organization? Please rate: (1-7 scale where 1 is "I would definitely NOT support this charitable purpose" and 7 is "I would DEFINITELY support this charitable purpose")

1. ELDER CARE [Rotate options; leave open-end at end of list]
 - a. Development of a Scottish Retirement Community
 - b. Development of In-Home Health Care Initiative
 - c. Development of a nationwide Scottish Retirement Foundation to deliver grants to needy Scots for nursing and/or home health care
 - d. Other (please specify) [Open-end]
2. ARTS AND CULTURE [Rotate options; leave open-end at end of list]
 - a. Music
 - b. Dance
 - c. Literature
 - d. Art
 - e. Establishment of a School of the Scottish Arts
 - f. Development of the Endowment for the Scottish Arts to nourish talent in Scottish American community
 - g. Other (please specify) [Open-end]
3. SCOTTISH AMERICAN HALL OF FAME [Rotate options; leave open-end at end of list]
 - a. Scottish American Hall of Fame
 - b. Scottish American Museum
 - c. Scottish American Library
 - d. Other (please specify) [Open-end]
4. Education [Rotate options; leave open-end at end of list]
 - a. Scholarship programs for deserving youth
 - b. Faculty & Teacher Exchange programs
 - c. Business Internship programs
 - d. Other (please specify) [Open-end]

Q380 How much did you or your family spend on the following activities in the last 12

months? <i>(Fill in blank with approximate amount)</i> [Rotate options]
1. Donations to philanthropic/charitable causes _____
2. Travel to cultural destinations _____
3. Self improvement (books, courses, etc.) _____

DEMOGRAPHIC INFORMATION

Q270 What is your marital status? <i>(check one)</i>
1. Single and live alone
2. Single and live with partner
3. Married
4. Widow/widower

Q280 What is your age group? <i>(check one)</i>
1. 18-20
2. 21-25
3. 26-30
4. 31-35
5. 36-40
6. 41-45
7. 46-50
8. 51-55
9. 56-60
10. 61-65
11. 66-70
12. Over 70

Q290 Are you... <i>(check one)</i>
1. Male
2. Female

Q300 How many people live in your household, including you? <i>(check one)</i>
1. 1
2. 2
3. 3
4. 4
5. 5 or more

Q310 What group best describes your household income level?
1. Under \$ 20,000
2. \$ 20,000 to less than \$ 40,000
3. \$ 40,000 to less than \$ 60,000
4. \$ 60,000 to less than \$ 80,000
5. \$ 80,000 to less than \$ 100,000
6. \$ 100,000 to less than \$ 200,000
7. More than \$ 200,000
8. Don't know/Refused

Q320 Please share with us your highest level of education. <i>(check one)</i>
1. High school graduate (12 th grade)
2. Some college/business vocational school
3. College graduate
4. Post-graduate work/professional school

Q325 [IF 3 or 4 in Q320 ABOVE] Do you belong to any alumni association(s) related to Scottish universities? Y/N, if Y then ask...

1. University of Aberdeen
2. University of Abertay Dundee
3. University of Dundee
4. University of Edinburgh
5. University of Glasgow
6. University of Paisley
7. University of St Andrews
8. University of Stirling
9. University of Strathclyde
10. None

Q330 What is your occupation?
1. Administration
2. Construction/Architect
3. Consultant
4. Education
5. Engineer
6. Entertainment
7. Executive
8. Finance
9. Government
10. Healthcare
11. Homemaker
12. Hospitality
13. Human Resources
14. Information Technology
15. Insurance
16. Lawyer/Attorney
17. Manufacturing
18. Marketing
19. Nonprofit
20. Politics
21. Religious
22. Other
23. Real Estate
24. Research & Development
25. Retail
26. Retired
27. Sales
28. Self-Employed
29. Student

Q340 What is your home zip code?

Q350 Which newspapers and journals do you read on a regular basis? [Identify list of top 3 newspapers from each of 8 geographic areas shown below and include in top of selection, filtered by answer to zip code question; include following list]

DC Metro	Washington Post	The Washington Times	Washington Examiner
CA	LA Times	SF Chronicle	Sacramento Bee
GA	Atlanta Journal Constitution	Athens Banner Herald	Atlanta Tribune
IL	Chicago Sun Times	Chicago Tribune	The Telegraph
MA	The Boston Metro	The Boston Globe	The Boston Herald
NY	The New York Times	New York Post	The New York Daily News
NC	Charlotte Observer	The News & Observer	The Dispatch
TX	Houston Chronicle	Dallas Morning News	San Antonio Express-News
1. Local newspaper 1			
2. Local newspaper 2			
3. Local newspaper 3			
4. Wall Street Journal			
5. USA Today			
6. The Economist			
7. Financial Times			
8. The Highlander			
9. The Scottish Banner			
10. U.S. Scots			
11. Local newspaper			
12. I don't read newspapers on a regular basis or at all			

Q360 Which TV stations do you watch to on a regular basis? [rotate]

1. ABC affiliate
2. NBC affiliate
3. CBS affiliate
4. Fox affiliate
5. CNN
6. PBS
7. FX
8. USA
9. Discovery
10. The Golf Channel
11. Nature Channel
12. The Travel Channel
13. History Channel
14. Other Cable network
15. N/A

Q370 Which of the following Internet search engines (or) web sites do you visit on a regular basis? [rotate]

1. MSN
2. Google
3. Yahoo
4. Ask Jeeves
5. Hotbot
6. AOL Search
7. Other

Q375 Which if any web sites do you use that link you to your cultural heritage?
1. Choice one.com
2. Choice two.com
3. I don't use any website like this.com

Q390 Would you say you are more of option A or option B? [1-5 scale, where 1 is "strongly A", 2 is "somewhat A," 3 is neither," 4 is "somewhat B," and 5 is "strongly B." Options randomized by CATI.]
A. Campgrounder
B. Technologist
A. Collector
B. Connoisseur
A. Ecologist
B. Outdoorsman/ Outdoorswoman
A. Handcrafter
B. Home Improver
A. Urbane
B. Salt of the Earth
A. Pet Lover
B. World Traveler
A. Traditional
B. Progressive

Thank you. That concludes our survey.