

THE KING'S CORONATION:

APATHY REIGNS IN SCOTLAND AS FEWER THAN ONE IN THREE SCOTS DISPLAY ANY NOTABLE LEVELS OF INTEREST

Saturday 6th May is the date of the Coronation of King Charles III. As well as the pageantry of the ceremony itself, a whole series of associated events will take place over the whole weekend, with Monday 8th May also designated as an additional holiday for most of the population. All of this will dominate the media coverage and broadcasting airwaves. But how much interest is there amongst the Scottish population?

In late April, 56 Degree Insight polled a representative survey of 1,006 Scottish adults to determine levels of interest in the Coronation and their plans for this weekend. Back in 1952 at the time of Queen Elizabeth II's Coronation, interest and support for the Monarchy was at a peak. However71 years' on, the future of the Monarchy regularly comes up for debate, and this is reflected in the fact that less than a third of Scots claim to have any interest in the Coronation (32%). The remaining 68% are either ambivalent or simply disinterested - indeed almost four in ten describe themselves as 'not at all interested' (38%).

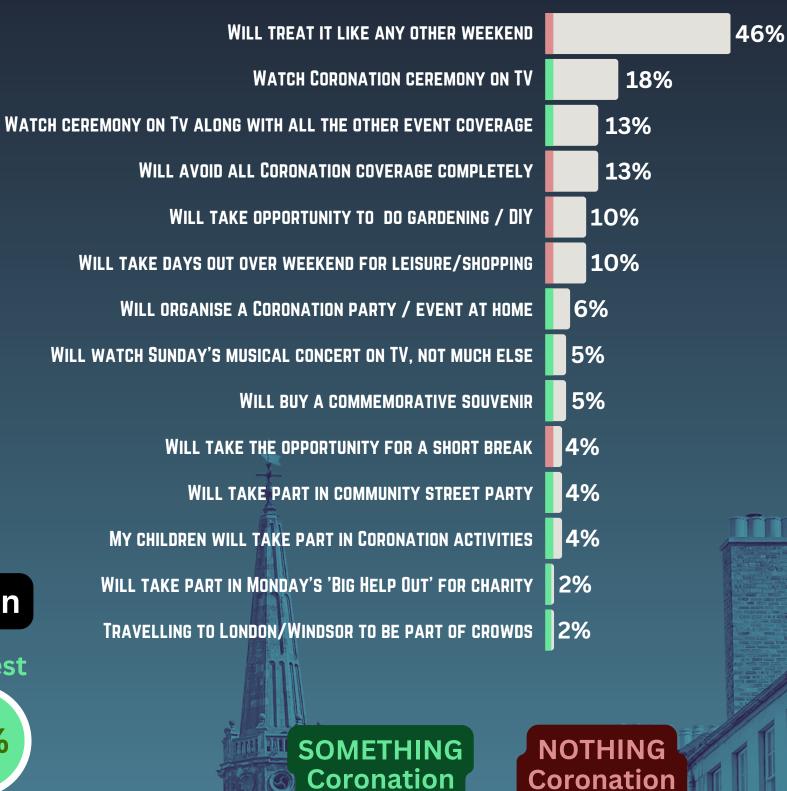
There are , of course, variations within the population: levels of interest are higher amongst women (36%) than men (28%) and amongst those aged 55+ (36%) than those aged 18-24 (23%). They also tend to be higher where there are children in the household (41%) than where there are no children present (28%). They also vary geographically - interest levels are higher in Edinburgh (39%), the South of Scotland (39%) and the Highlands (39%) but lower in other parts of the central belt (26%).

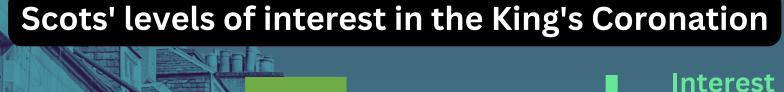
So what plans do Scots have for the coming long Coronation weekend? Six in ten (60%) have no Coronation-related plans at all - indeed almost half will treat it like any other weekend (46%). Some 13% will actively avoid any coverage, whilst 10% will take leisure days out or take the opportunity to do some DIY or gardening. Fewer than one in five will watch the Coronation ceremony on television (18%) - the main Coronation-based activity. Indeed 13% will try to watch as many of the events on television as they can. However only 6% will organise a small Coronation-themed party at home and 4% will join a wider Community street party.

Families appear rather more likely to do something 'Coronation-themed' than those without children (48% and 37% respectively) - especially a party at home (13%) or their children taking part in a specific

Finally, much has been made of the cost of the weekend to the public purse given we are experiencing a prolonged period of spiralling living costs. On that basis, it is notable that those who describe themselves as 'Financially comfortable' are more likely to be actively taking part in Coronation based activities than those who are 'Financially struggling' (48% and 38% respectively).

Scots' plans for Coronation weekend





Very interested 21% **Quite interested Ambivalent 15%** Not very interested 68% Not at all interested 38%

Scotland
The Perfect Stage

Disinterest /ambivalence

40%

Coronation -related

60%



Scotland's Viewpoint is a regular survey of 1,000+ Scots - statistically representative of the Scottish population and undertaken by 56 Degree Insight. It is conducted online over a two-day period on a quarterly basis.

The results displayed here are taken from the 2nd wave of 2023, with fieldwork taking place on the 24th and 25th April. Some 1,006 Scots were interviewed. For further information visit:

Scotland's Viewpoint

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