

**For immediate release**  
**11 March 2010**

### **Local food in flavour with Scots**

Traditional Scottish foods such as haggis and shortbread are a big hit with locals, according to new research from YouGov.

Following a push last year by the Department for Rural Affairs and the Environment to encourage Scots to source local food, it seems the Scottish population has embraced its country's traditional dishes.

The survey of over 1,000 Scottish adults revealed that around three quarters of Scots love or like haggis (76%), black pudding (72%) and shortbread (96%). Oysters which are locally farmed off the coast of Scotland are not so popular, with 47% of Scots admitting to disliking or hating the shelled seafood.

Black pudding is a hit amongst the older generation, with 81% of 45-54 year olds and 76% of over 55s stating that they liked or loved the traditional breakfast dish compared to only 57% of 18-24 year olds.

Haggis is also more popular amongst Scottish men than women, with only 13% of men saying they dislike or hate the dish compared to over a quarter of women (26%).

#### **Notes to editors:**

All figures, unless otherwise stated, are from YouGov Plc. The survey was carried out online. Total sample size was 1,002 Scottish adults. Fieldwork was undertaken between 2<sup>nd</sup> – 4<sup>th</sup> March 2010.

YouGov's Scotland Omnibus interviews 1,000 Scottish adults aged 18+ on a weekly basis.

#### **Contact:**

For more information on this release please contact the press office on +44 (0)20 7012 6000

For more information on YouGov's Omnibus services, please contact:

**T:** +44 (0)20 7012 6231

**E:** [omnibus@yougov.co.uk](mailto:omnibus@yougov.co.uk)

**W:** [www.yougov.co.uk/omnibus](http://www.yougov.co.uk/omnibus)

**General YouGov enquiries:**

**T:** +44(0)20 7012 6000

**E:** [info@yougov.co.uk](mailto:info@yougov.co.uk)

**W:** [www.yougov.co.uk](http://www.yougov.co.uk)

**About YouGov**

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 250,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

**For further information visit [www.yougov.com](http://www.yougov.com)**