



University of
St Andrews



Supplementary Appendix Document

Scottish Identity Overseas:

An exploration into the identity and experience of
the Scottish diaspora living outside of the United
Kingdom.¹

Campbell MacPherson

Supervised by

Dr. Nick Brooke & Mr. Stephen Gethins

September 2022

1. My sincerest gratitude goes to Lord Laidlaw and the Laidlaw Foundation for their support of this project, and to my two supervisors - Dr. Nick Brooke and Mr. Stephen Gethins - for their endless support and commitment to me and my research.

Introduction

The data presented in this document was collected as part of a research project sponsored by the Laidlaw Foundation. This appendix is supplementary to the final research report which presents the research's core findings and is publicly accessible on the Laidlaw Scholars Network.² The purpose of this document is to publish the quantitative research data in its entirety.

Research Overview

The purpose of this research was to explore the national identity and lives of Scottish expatriates (or expats) and the Scottish diaspora outside of the United Kingdom. The research aimed to develop an understanding of how Scots negotiate their Scottish and non-Scottish national identities whilst living outside of the UK, and how expatriation or emigration affected their nationality. Additionally, the research sought to uncover what constituted the Scottish identity overseas among those with a diminished civic connection to Scotland.

Building off of these questions of national identity, this research explored the ways in which having a sense of Scottishness influenced one's activities and interactions overseas, in their social circles, household, and in their general day-to-day lives. The research was also interested in the international image of Scotland, how both the Scottish diaspora (lived and ancestral)³ and the rest of the world perceives Scotland and Scottish people, and how this perception influences and identity of the Scottish diaspora

All primary data for this research project was collected through interviews and a survey. Interviews were conducted with participants predominantly from the Scottish lived diaspora, and survey participants were a mixture from lived and ancestral diaspora. The data presented in this appendix contains the all of the quantitative data extracted from the interviews and the survey.

Interview Methodology (Appendix A)

A total of 61 interviews took place online and each lasted for a duration of around 20-60 minutes. The primary purpose of these interviews was to collect anecdotal data from Scottish expats and emigrants about their experience and identity overseas. Because interviews were

-
2. MacPherson, Campbell. 2022. *Scottish Identity Overseas*. [online] Laidlaw Foundation. Available at: <<https://laidlaw scholars.network/documents/scottish-identity-overseas-research-report>> [Accessed 24 September 2022].
 3. The 'lived diaspora' refers to Scottish individuals who were born, raised, or have lived in Scotland permanently, and now reside outside of the country. The lived diaspora contains both Scottish expats and emigrants. The 'ancestral diaspora' are individuals with Scottish heritage, but who were not born, raised, or have lived in Scotland on a permanent basis. This group includes 2nd generation, 3rd generation, and 'distant' (4th generation and beyond) ancestral Scots.

focused on collecting qualitative data, there was a limited amount of data which would be quantified. This was intentional, as the survey was intended to gather this type of data so that more detailed and anecdotal data could be collected during the interviews.

The vast majority of interview participants were recruited through Facebook using advertisements posted to relevant Facebook pages and groups; these groups included both general and regionally-specific Scottish and British expat communities.⁴ It must be noted that this recruitment method naturally resulted in the majority of the interview participants living in countries and regions where there is an active online Scottish network, and thus locations with a relatively significant number of Scots. There is an underrepresentation of Scottish expats and emigrants living in locations with fewer Scottish emigrants because these locations generally have no active online Scottish community and therefore could not be reached using Facebook adverts.

A few participants were recruited through contacting British and Scottish embassies and international offices, and by reaching out to blog writers and international Scottish organisations. This method recruited some participants from regions of the world with fewer Scots and subsequently no active online Scottish community group.

The interview participants also represent a demographic within the diaspora who have a greater interest and enthusiasm for their Scottish roots and identity. Because participants were required to actively reach out to the researcher, those who were indifferent to their Scottish identity would naturally be less inclined to participate than those who care more about their Scottish identity.

The majority of interview participants were between the ages of 35 - 65, with especially few young adults.⁵ This is probably connected to the age demographic who are more likely to be active on Facebook, but it could also suggest that Scots between 18-30 who live outside of Scotland are less interested in engaging with Scottish community groups.

Survey Methodology (Appendix B)

A total of 294 survey responses were collected from the lived and distant diaspora. The purpose of the survey was to collect quantitative data from a significant number of diasporic Scots and a more diverse range of participants in terms of their connection to Scotland.

The survey was filtered to remove any responses which were identified as inauthentic. Moreover, responses which failed to answer all participant demographic questions and at least one non-demographic questions were removed to ensure that all answers contained legitimate, usable, and informative data. Participants were not required to answer every question, so total response rates vary per question.

-
4. Some countries with fewer Scottish expat populations did not have Scotland-specific expat Facebook groups. In these instances, British expat pages were used to recruit Scottish expats, and all advertisements clearly targeted Scots specifically.
 5. Participants ages were not recorded during this research, so this is an estimation.

As with the interviews, the survey was circulated using relevant online community groups on Facebook. Adverts were shared onto general 'Scottish descendant' groups as well as on Caledonian, St Andrews, and Scottish society groups from around the world. The majority of survey responses were from distant ancestral Scots from the 'core Anglosphere' (United States, Canada, Australia, and New Zealand) because of the concentration of the ancestral diaspora in these countries.

It is important to note that the survey clearly stated that it was intended for "non-expat Scots" unlike the interviews which were advertised for "Scottish expats". As a result, the 'lived diasporic' survey participants are more likely to be long-term Scottish emigrants who have permanently relocated abroad, because 'expat' is a term generally associated with more temporary and short-term relocations.

Appendix A

(Quantitative Interview Data)

Appendix A1 - Interview participant demographics

A1.1: Participant's relationship to Scotland

Lived diaspora	Ancestral diaspora	Returned migrants	Total
56	3	2	61

A1.2: Country of most recent residence. (lived diaspora and returned migrants only)

North America	South America	Europe	Africa	Asia	Australasia
8	0	14	2	16	18

A1.3: Duration of time spent living outside of Scotland. (lived diaspora and returned migrants only)

0-5 years	6-19 years	20-49 years	50+ years	Ongoing periodic returns
9	24	19	4	2

Appendix A2 - National Identity

A2.1: National identity claims by participants. (lived diaspora and returned migrants only)⁶

Fully Scottish	Scottish-other (host identity)	Scottish-other (non-Scottish home identity)	Not Scottish
45	6	7	0

A2.3: Participant's claim to Scottish 'ancestry/blood' or 'birth/upbringing' (or lack thereof) when describing their Scottish national identity.⁷ (lived diaspora and returned migrants only)

Ancestral/blood claim	Birth/upbringing claim
18	58

-
6. A 'non-Scottish home identity' refers to a non-Scottish national identity which existed before the participant expatriated, usually as a result of a non-Scottish birthplace or having non-Scottish parents.
7. This is based on participants candid response when asked 'What is your connection to Scotland?'. Participants qualify as making an 'ancestral/blood' or 'birth/upbringing' claim as soon as they referenced it as contributing to their Scottish identity. Participants could be recorded as referring to both categories.

Appendix B (Survey Data)

Appendix B1 - Survey participant demographics

B1: Participant's connection to Scotland and current location.

	'Core Anglosphere'	Non-'core Anglosphere'	Total
Lived diaspora	33	11	44
2 nd gen diaspora	28	5	33
3 rd gen diaspora	39	9	48
Distant diaspora	157	12	169
Total	257	37	294

Appendix B2 - Survey results

B2.1: "How would you describe your national identity? ('other' being any non-Scottish identity you may have)"

All responses

	Scottish, not other	More Scottish than other	Equally Scottish and Other	More Other than Scottish	Other, not Scottish	Total
Lived diaspora	26	5	12	1	0	44
2 nd gen diaspora	5	6	12	8	2	33
3 rd gen diaspora	3	10	15	11	9	48
Distant diaspora	3	29	58	62	13	165
Total	37	50	97	82	24	290

'Core Anglosphere' responses

	Scottish, not other	More Scottish than other	Equally Scottish and Other	More Other than Sottish	Other, not Scottish	Total
Lived diaspora	18	5	9	1	0	33
2 nd gen diaspora	4	6	9	7	2	28
3 rd gen diaspora	3	10	12	6	8	39
Distant diaspora	3	28	51	59	13	154
Total	28	49	81	73	23	254

Non-'core Anglosphere' responses

	Scottish, not other	More Scottish than other	Equally Scottish and Other	More Other than Sottish	Other, not Scottish	Total
Lived diaspora	8	0	3	0	0	11
2 nd gen diaspora	1	0	3	1	0	5
3 rd gen diaspora	0	0	3	5	1	9
Distant diaspora	0	1	7	3	0	11
Total	9	1	16	9	1	36

B2.2: “As an individual of the Scottish diaspora, how strongly do you feel part of a community of Scots _____?”

All responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	65	143	51	23	282
Country of residence	66	127	54	31	278
State/ city/ region	58	82	78	58	276

‘Core Anglosphere’ responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	59	122	44	21	246
Country of residence	58	114	43	27	242
State/ city/ region	51	73	66	50	240

Non-‘core Anglosphere’ responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	6	21	7	2	36
Country of residence	8	13	11	4	36
State/ city/ region	7	9	12	8	36

Lived diaspora responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	9	17	7	6	39
Country of residence	10	9	12	8	39
State/ city/ region	7	7	10	13	37

2nd gen diaspora responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	9	19	5	0	33
Country of residence	9	18	5	1	33
State/ city/ region	8	9	12	4	33

3rd gen diaspora responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	12	22	10	3	47
Country of residence	9	22	12	3	46
State/ city/ region	7	20	13	6	46

Distant diaspora responses

	Very strongly	Somewhat strongly	Neutral	Not at all	Total
Worldwide	35	85	29	14	163
Country of residence	38	78	25	19	160
State/ city/ region	36	46	43	35	160

B2.3: “Which of the following activities and practices do you participate in because you are part of the Scottish diaspora? (select all relevant answers).”

All responses (by location)

	‘Core Anglosphere’	Non-‘core Anglosphere’
Keep Scottish things in your house ⁸	18.17%	16.56%
Consume Scottish media ⁹	13.47%	12.58%
Eat/ bake / cook traditional Scottish food ¹⁰	13.11%	13.91%
Use Scottish expressions/ slang	11.84%	14.57%
Discuss Scottish issues/ politics/ culture with friends or family	11.93%	13.25%
Celebrate Burns Night/ St Andrews Day	11.39%	14.57%
Participate in community group/ society	11.75%	10.6%
Celebrate Tartan Day	8.32%	3.97%

-
8. Drawing upon data collected from the interviews, examples of Scottish household items include framed maps of Scotland, Steven Brown art, Scottish whiskey, and mementos from home in Scotland.
 9. This media includes Scottish news channels, newspapers, and Scottish television programmes. Many ancestral Scots reference programmes such as *Outlander* when discussing their consumption of Scottish media, however the lived diaspora are generally more likely to follow Scottish news and more Scottish-produced television via a VPN.
 10. The Scottish food most frequently mentioned by participants was tablet, shortbread, haggis, and black pudding.

All responses (by connection)

	Lived diaspora	Ancestral Diaspora
Keep Scottish things in your house	18.03%	17.84%
Consume Scottish media	12.57%	14.19%
Eat/ bake / cook traditional Scottish food	16.39%	12.36%
Use Scottish expressions/ Slang	18.03%	9.83%
Discuss Scottish issues/ politics/ culture with friends or family	14.75%	11.66%
Celebrate Burns Night/ St Andrews Day	12.57%	11.38%
Participate in community group/ society	5.46%	13.34%
Celebrate Tartan Day	2.19%	9.41%

B2.4: “Because of your connection to Scotland, how likely are you to visit the country in the next ____?”

‘Core Anglosphere’

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	40	17	71	95	223
2 years	91	72	42	29	234
5 years	128	62	18	20	228

Non- ‘core Anglosphere’

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	3	9	7	10	29
2 years	11	10	2	6	29
5 years	17	7	3	5	32

Lived diaspora

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	12	8	7	9	38
2 years	18	11	6	2	37
5 years	22	9	2	3	36

2nd gen diaspora

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	2	3	8	14	27
2 years	13	11	3	3	30
5 years	17	6	3	1	27

3rd gen diaspora

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	8	3	15	14	40
2 years	14	15	8	4	41
5 years	24	9	6	3	42

Distant diaspora

	Very likely	Likely	Unlikely	Very unlikely	Total
6 months	21	12	46	68	147
2 years	57	45	27	26	155
5 years	82	45	10	18	155

B2.5: “When you think of Scotland, which of the following aspects of Scottish culture feature prominently in your image of the country?”

All responses (by location)

	‘Core Anglosphere’	Non-‘core Anglosphere’
Scottish history	13.36%	12.63%
Bagpipe music	12.87%	13.68%
Tartan/ highland dress	11.23%	10.53%
Scottish clan culture	10.87%	7.89%
The Highlands	11.90%	10.53%
The cities	7.47%	8.42%
Robert Burns/ Burns Night	5.95%	8.95%
Scottish politics (parties, debates, leaders)	4.01%	5.26%
Scottish folk music	9.05%	7.89%
Pre-2000’s Scottish music/film/media	4.49%	4.74%
Post-2000’s Scottish music/ film/ media	3.40%	3.16%
Modern Scottish musicians/ bands	5.40%	6.32%

All responses (by connection)

	Lived diaspora	2 nd and 3 rd gen diaspora	Distant diaspora
Scottish history	11.76%	13.86%	13.38%
Bagpipe music	10.59%	13.25%	13.38%
Tartan/ highland dress	9.02%	11.65%	11.44%
Scottish clan culture	6.27%	9.24%	12.18%
The Highlands	9.02%	13.05%	11.81%
The cities	10.59%	6.83%	7.20%
Robert Burns/ Burns Night	7.84%	7.43%	5.35%
Scottish politics (parties, debates, leaders)	8.24%	4.62%	2.95%
Scottish folk music	5.10%	8.84%	9.87%
Pre-2000's Scottish music/film/media	6.67%	4.22%	4.15%
Post-2000's Scottish music/ film/ media	6.27%	2.01%	3.32%
Modern Scottish musicians/ bands	8.63%	5.02%	4.98%