

Fieldwork: 9th - 12th August 2013

Total	Gender		Age					Scottish Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow

Which, if any, of the following companies do you think are the official sponsors of the 2014 Glasgow Commonwealth Games? (Please tick all that apply)

Unweighted base	1101	530	571	121	103	146	203	528	152	122	157	97	138	133	186	116
Base: All Scottish adults	1101	523	578	134	135	211	220	401	151	99	154	113	176	126	155	127
Longines	4%	6%	2%	1%	5%	2%	5%	5%	5%	2%	4%	4%	4%	4%	3%	6%
Scottish Power	13%	15%	11%	9%	8%	10%	12%	18%	14%	5%	12%	10%	21%	9%	17%	11%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	18%	13%	26%	16%	9%	11%	18%	16%	10%	14%	20%	18%	17%	12%	18%
Virgin Media	9%	10%	9%	4%	12%	5%	11%	11%	8%	6%	9%	6%	12%	9%	7%	13%
BP	7%	8%	6%	4%	7%	2%	7%	11%	6%	5%	6%	9%	8%	6%	7%	7%
Emirates	10%	13%	7%	9%	14%	11%	7%	10%	6%	4%	7%	9%	18%	7%	7%	21%
Sky Sports	9%	7%	10%	7%	3%	7%	8%	12%	8%	8%	12%	4%	11%	10%	9%	5%
Shell	3%	3%	4%	4%	1%	4%	2%	4%	7%	-	1%	5%	4%	3%	1%	5%
Sainsbury's	11%	11%	11%	11%	5%	6%	11%	15%	8%	5%	15%	8%	15%	7%	15%	8%
Lucozade	8%	9%	7%	8%	3%	7%	8%	10%	10%	3%	11%	7%	10%	8%	5%	6%
Royal Bank of Scotland (RBS)	25%	26%	25%	33%	17%	19%	24%	30%	30%	24%	28%	18%	26%	27%	29%	17%
None of these	2%	3%	1%	1%	9%	1%	1%	1%	7%	1%	1%	-	1%	1%	3%	1%
Don't know	62%	58%	65%	44%	60%	71%	61%	63%	59%	70%	62%	66%	61%	66%	58%	55%

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Total	Social Grade		Marital Status						Working status					
Base	ABC1	C2DE	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other

Which, if any, of the following companies do you think are the official sponsors of the 2014 Glasgow Commonwealth Games? (Please tick all that apply)

Unweighted base	1101	648	453	567	99	110	44	277	4	483	96	73	322	44	83
Base: All Scottish adults	1101	495	606	561	104	99	42	287	7	534	87	71	258	53	98
Longines	4%	2%	5%	4%	16%	3%	2%	1%	-	4%	4%	1%	3%	10%	4%
Scottish Power	13%	12%	14%	12%	20%	21%	16%	10%	13%	11%	7%	13%	17%	14%	19%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	15%	16%	12%	25%	23%	13%	17%	13%	13%	17%	33%	18%	21%	10%
Virgin Media	9%	7%	11%	8%	20%	18%	14%	5%	-	6%	16%	3%	11%	20%	11%
BP	7%	6%	8%	5%	15%	12%	14%	5%	-	5%	7%	7%	9%	15%	7%
Emirates	10%	10%	10%	8%	18%	8%	13%	11%	13%	11%	14%	9%	9%	10%	7%
Sky Sports	9%	8%	10%	9%	14%	13%	13%	4%	18%	6%	10%	9%	12%	3%	16%
Shell	3%	2%	4%	2%	12%	8%	4%	1%	-	4%	5%	2%	2%	1%	6%
Sainsbury's	11%	10%	11%	11%	18%	10%	14%	8%	-	9%	7%	14%	12%	10%	17%
Lucozade	8%	6%	9%	8%	14%	8%	6%	5%	-	7%	9%	8%	7%	1%	15%
Royal Bank of Scotland (RBS)	25%	22%	28%	25%	33%	27%	27%	24%	13%	23%	18%	40%	31%	21%	24%
None of these	2%	2%	2%	1%	1%	-	-	5%	-	3%	-	-	1%	1%	2%
Don't know	62%	65%	59%	66%	58%	58%	69%	55%	69%	64%	64%	29%	63%	62%	66%

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Total	Children in Household					Social Media (monthly or more)					
Base	0	1	2	3+	Refused	Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

Which, if any, of the following companies do you think are the official sponsors of the 2014 Glasgow Commonwealth Games? (Please tick all that apply)

Unweighted base	1101	865	106	74	32	24	644	120	35	223	2	386
Base: All Scottish adults	1101	782	142	94	50	33	697	111	32	219	5	341
Longines	4%	4%	9%	1%	3%	-	3%	8%	10%	4%	-	6%
Scottish Power	13%	14%	10%	16%	6%	1%	14%	14%	26%	11%	-	12%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	17%	17%	14%	9%	3%	15%	23%	28%	21%	-	15%
Virgin Media	9%	8%	20%	7%	3%	-	9%	9%	21%	9%	-	10%
BP	7%	7%	9%	2%	5%	1%	6%	10%	12%	4%	-	8%
Emirates	10%	9%	16%	6%	10%	9%	11%	14%	16%	12%	-	8%
Sky Sports	9%	8%	10%	12%	5%	7%	8%	11%	26%	6%	-	10%
Shell	3%	3%	5%	7%	2%	-	3%	10%	14%	2%	81%	3%
Sainsbury's	11%	11%	7%	13%	7%	7%	10%	11%	22%	10%	-	11%
Lucozade	8%	8%	10%	13%	4%	-	7%	10%	12%	5%	-	10%
Royal Bank of Scotland (RBS)	25%	26%	19%	39%	22%	12%	26%	33%	47%	25%	-	25%
None of these	2%	1%	0%	1%	-	30%	1%	2%	5%	1%	19%	4%
Don't know	62%	63%	61%	50%	72%	50%	63%	55%	35%	64%	-	62%

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Base: All Scottish adults	1101	523	578	134	135	211	220	401	151	99	154	113	176	126	155	127
Harper Macleod	3%	3%	3%	6%	4%	2%	2%	3%	-	1%	0%	7%	3%	5%	3%	6%
Search Consultancy	1%	1%	0%	1%	-	-	1%	1%	-	-	-	1%	1%	2%	1%	-
EY (Ernst & Young)	4%	6%	2%	2%	5%	5%	3%	4%	2%	3%	6%	2%	1%	4%	6%	6%
Atos	3%	4%	2%	3%	6%	1%	1%	3%	1%	1%	1%	1%	3%	2%	3%	9%
Dell	5%	8%	3%	3%	6%	3%	6%	6%	2%	3%	10%	4%	5%	7%	3%	8%
Toshiba	5%	7%	3%	3%	6%	4%	7%	5%	6%	2%	6%	3%	3%	7%	4%	6%
A.G. Barr	14%	18%	10%	9%	11%	11%	14%	19%	8%	14%	10%	7%	19%	18%	15%	23%
NVT Group	1%	2%	0%	-	4%	0%	1%	1%	-	-	-	0%	-	4%	1%	5%
Cisco	3%	5%	2%	1%	4%	2%	4%	4%	5%	2%	2%	2%	4%	3%	2%	5%
Highland Spring	16%	18%	15%	17%	7%	12%	16%	21%	15%	10%	16%	15%	19%	24%	19%	11%
Standard Life	9%	11%	7%	3%	2%	11%	8%	13%	7%	5%	6%	7%	17%	11%	12%	4%
Arriva	3%	5%	2%	2%	3%	2%	3%	5%	1%	1%	5%	1%	7%	5%	4%	2%
Loganair	2%	3%	2%	-	0%	1%	2%	4%	2%	1%	1%	2%	4%	4%	2%	1%
Wood Mackenzie	2%	2%	1%	1%	-	1%	1%	3%	1%	2%	1%	2%	-	3%	4%	1%
The Scotsman	10%	12%	8%	13%	3%	6%	7%	14%	5%	6%	10%	4%	12%	12%	16%	9%
None of these	2%	3%	1%	1%	9%	2%	1%	1%	7%	1%	1%	0%	0%	1%	1%	1%
Don't know	70%	65%	75%	62%	71%	73%	71%	71%	72%	79%	74%	71%	68%	71%	70%	60%

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Search Consultancy	1%	0%	1%	1%	-	1%	1%	1%	-	0%	-	2%	0%	1%	2%
EY (Ernst & Young)	4%	4%	4%	4%	12%	2%	4%	2%	-	4%	1%	1%	3%	10%	7%
Atos	3%	3%	2%	2%	6%	5%	-	2%	-	2%	2%	5%	1%	9%	5%
Dell	5%	4%	6%	4%	11%	8%	13%	3%	-	4%	4%	3%	6%	13%	9%
Toshiba	5%	3%	6%	5%	13%	1%	14%	2%	-	5%	4%	3%	5%	13%	4%
A.G. Barr	14%	13%	15%	15%	22%	15%	17%	10%	-	14%	7%	21%	16%	10%	16%
NVT Group	1%	0%	2%	1%	6%	1%	1%	-	-	0%	-	-	1%	10%	2%
Cisco	3%	2%	5%	3%	12%	1%	4%	1%	-	3%	3%	-	4%	10%	4%
Highland Spring	16%	16%	16%	15%	23%	19%	25%	14%	13%	14%	8%	19%	22%	19%	18%
Standard Life	9%	9%	9%	9%	13%	13%	17%	5%	-	10%	3%	2%	11%	3%	14%
Arriva	3%	3%	4%	3%	7%	5%	3%	2%	18%	2%	1%	3%	4%	3%	10%
Loganair	2%	2%	3%	2%	5%	4%	4%	0%	-	2%	3%	1%	3%	1%	4%
Wood Mackenzie	2%	2%	1%	2%	1%	2%	3%	0%	-	1%	3%	2%	3%	1%	2%
The Scotsman	10%	10%	9%	9%	11%	13%	18%	8%	13%	9%	7%	9%	12%	6%	9%
None of these	2%	1%	2%	1%	1%	0%	1%	5%	-	3%	-	-	0%	2%	2%
Don't know	70%	72%	69%	73%	64%	67%	73%	68%	69%	70%	83%	49%	73%	65%	68%

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Search Consultancy	1%	0%	2%	-	1%	-	1%	1%	9%	1%	-	1%	
EY (Ernst & Young)	4%	3%	7%	6%	-	1%	4%	8%	21%	5%	-	3%	
Atos	3%	2%	5%	2%	-	-	2%	3%	7%	5%	-	2%	
Dell	5%	4%	13%	0%	7%	2%	5%	3%	14%	6%	-	6%	
Toshiba	5%	4%	11%	10%	-	1%	4%	7%	11%	4%	-	6%	
A.G. Barr	14%	13%	18%	16%	20%	3%	11%	20%	18%	15%	-	19%	
NVT Group	1%	1%	4%	1%	-	2%	1%	1%	9%	1%	-	1%	
Cisco	3%	3%	7%	5%	1%	-	3%	5%	10%	3%	-	3%	
Highland Spring	16%	18%	13%	17%	8%	6%	18%	20%	38%	19%	-	14%	
Standard Life	9%	8%	13%	13%	7%	3%	7%	8%	24%	7%	-	14%	
Arriva	3%	3%	6%	1%	2%	1%	3%	4%	13%	5%	-	5%	
Loganair	2%	2%	3%	1%	-	-	2%	2%	9%	3%	-	3%	
Wood Mackenzie	2%	2%	2%	0%	2%	-	2%	3%	11%	2%	-	2%	
The Scotsman	10%	11%	8%	6%	6%	10%	9%	13%	32%	8%	81%	11%	
None of these	2%	1%	-	1%	1%	30%	1%	2%	5%	1%	19%	4%	
Don't know	70%	73%	62%	67%	68%	58%	73%	61%	39%	70%	-	69%	