

Fieldwork: 24th - 27th September

Total	Gender		Age					Social Grade		Scottish Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	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	1297	677	620	110	154	213	208	612	764	533	164	151	189	103	196	137	217	140
Base: All Scottish Adults	1297	616	681	158	176	241	250	472	584	713	177	117	181	134	207	149	183	149
Longines	2%	3%	1%	2%	1%	1%	4%	3%	2%	2%	0%	2%	2%	6%	2%	-	3%	5%
Scottish Power	15%	14%	16%	14%	13%	13%	19%	15%	16%	14%	13%	9%	15%	17%	18%	14%	17%	14%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	17%	15%	28%	21%	15%	10%	14%	17%	15%	13%	15%	16%	16%	16%	14%	17%	21%
Virgin Media	7%	6%	8%	6%	7%	6%	8%	8%	7%	7%	1%	4%	8%	13%	12%	3%	9%	7%
BP	6%	4%	7%	6%	5%	6%	6%	6%	7%	4%	6%	4%	6%	9%	7%	0%	4%	7%
Emirates	13%	14%	11%	12%	15%	14%	10%	12%	15%	11%	3%	9%	11%	21%	17%	7%	10%	24%
Sky Sports	6%	5%	8%	6%	5%	6%	7%	7%	6%	7%	4%	4%	4%	9%	9%	9%	6%	7%
Shell	2%	2%	2%	1%	1%	3%	3%	2%	2%	1%	1%	2%	2%	3%	-	3%	2%	
Sainsbury's	8%	7%	8%	10%	10%	7%	6%	7%	9%	7%	6%	5%	7%	14%	9%	6%	5%	10%
Lucozade	7%	7%	7%	8%	5%	10%	9%	5%	6%	8%	7%	5%	9%	7%	8%	5%	9%	5%
Royal Bank of Scotland (RBS)	25%	23%	26%	29%	28%	22%	24%	24%	29%	21%	23%	19%	22%	29%	29%	20%	25%	27%
None of these	1%	1%	1%	1%	2%	1%	2%	0%	1%	1%	0%	1%	2%	-	1%	3%	1%	1%
Don't know	60%	59%	61%	47%	54%	61%	64%	64%	56%	64%	67%	70%	67%	44%	54%	66%	62%	50%

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Total	Marital Status						Working status					
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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	1297	715	113	112	48	263	46	582	142	56	367	40	110
Base: All Scottish Adults	1297	642	136	115	38	322	43	616	157	78	282	46	119
Longines	2%	2%	1%	1%	2%	3%	8%	3%	2%	-	2%	5%	1%
Scottish Power	15%	16%	14%	11%	15%	16%	14%	15%	11%	14%	16%	10%	20%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	12%	19%	10%	9%	24%	20%	16%	10%	30%	15%	6%	18%
Virgin Media	7%	6%	3%	10%	5%	9%	11%	8%	7%	6%	6%	6%	10%
BP	6%	6%	7%	9%	3%	4%	2%	6%	4%	3%	5%	6%	5%
Emirates	13%	11%	15%	10%	9%	15%	15%	13%	12%	14%	13%	12%	9%
Sky Sports	6%	7%	4%	9%	1%	6%	8%	5%	7%	9%	8%	3%	8%
Shell	2%	2%	1%	3%	-	1%	2%	2%	1%	1%	1%	6%	2%
Sainsbury's	8%	7%	9%	7%	9%	8%	15%	7%	6%	16%	8%	5%	7%
Lucozade	7%	6%	10%	6%	-	9%	10%	7%	4%	10%	6%	7%	12%
Royal Bank of Scotland (RBS)	25%	25%	25%	14%	16%	28%	23%	24%	25%	40%	22%	22%	22%
None of these	1%	1%	1%	1%	-	1%	2%	2%	-	1%	-	1%	2%
Don't know	60%	63%	59%	72%	72%	52%	40%	58%	60%	40%	67%	64%	64%

Fieldwork: 24th - 27th September

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	1297	984	148	105	35	25	789	174	73	303	1	392
Base: All Scottish Adults	1297	932	187	115	38	25	848	161	77	349	2	336
Longines	2%	3%	2%	-	2%	-	3%	5%	1%	3%	-	1%
Scottish Power	15%	14%	18%	19%	11%	13%	14%	22%	18%	12%	100%	18%
Scottish and Southern Energy (SSE, also known as Scottish Hydro, SWALEC, Southern Electric and Atlantic)	16%	16%	17%	16%	15%	2%	17%	24%	11%	21%	-	11%
Virgin Media	7%	7%	10%	9%	4%	3%	7%	9%	11%	7%	-	6%
BP	6%	6%	5%	7%	6%	2%	6%	6%	11%	7%	-	4%
Emirates	13%	12%	14%	14%	11%	7%	12%	21%	8%	16%	-	11%
Sky Sports	6%	6%	9%	7%	9%	4%	7%	9%	16%	7%	-	6%
Shell	2%	1%	4%	4%	2%	4%	2%	2%	5%	1%	-	2%
Sainsbury's	8%	8%	6%	11%	4%	4%	7%	7%	12%	9%	-	7%
Lucozade	7%	5%	12%	13%	7%	11%	8%	7%	21%	9%	-	5%
Royal Bank of Scotland (RBS)	25%	25%	26%	29%	10%	18%	26%	39%	34%	26%	-	22%
None of these	1%	1%	1%	-	2%	4%	1%	1%	-	1%	-	1%
Don't know	60%	61%	55%	59%	70%	70%	58%	47%	59%	53%	-	66%

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Harper Macleod	3%	3%	2%	1%	3%	3%	4%	2%	3%	2%	-	3%	5%	3%	2%	3%	4%	1%
Search Consultancy	1%	2%	1%	-	-	2%	4%	0%	1%	1%	-	1%	-	2%	4%	3%	-	0%
EY (Ernst & Young)	4%	4%	4%	6%	4%	2%	4%	4%	5%	3%	3%	5%	3%	4%	7%	2%	1%	6%
Atos	4%	6%	3%	6%	8%	5%	3%	3%	6%	3%	0%	-	3%	11%	4%	4%	4%	9%
Dell	4%	5%	3%	2%	2%	6%	6%	2%	3%	5%	1%	4%	1%	4%	5%	4%	7%	4%
Toshiba	3%	4%	2%	4%	3%	0%	5%	3%	2%	3%	3%	4%	2%	3%	2%	4%	3%	4%
A.G. Barr	15%	16%	13%	11%	11%	12%	18%	17%	15%	14%	12%	12%	15%	17%	18%	14%	15%	12%
NVT Group	1%	1%	1%	-	0%	1%	0%	1%	1%	-	-	-	2%	0%	1%	0%	-	1%
Cisco	3%	4%	2%	7%	2%	2%	4%	1%	2%	3%	0%	5%	1%	3%	7%	-	2%	3%
Highland Spring	19%	18%	19%	19%	23%	16%	15%	20%	20%	17%	20%	15%	19%	16%	17%	19%	21%	20%
Standard Life	6%	8%	5%	6%	4%	5%	8%	7%	8%	4%	2%	3%	7%	9%	6%	4%	12%	4%
Arriva	3%	4%	3%	4%	5%	3%	2%	4%	4%	3%	-	2%	2%	10%	2%	3%	3%	6%
Loganair	3%	4%	2%	1%	2%	2%	4%	4%	3%	3%	1%	5%	2%	4%	3%	3%	3%	3%
Wood Mackenzie	2%	2%	2%	1%	0%	2%	3%	3%	3%	2%	2%	1%	5%	1%	3%	3%	3%	-
The Scotsman	10%	8%	11%	7%	9%	10%	9%	11%	12%	8%	10%	9%	10%	8%	10%	11%	12%	8%
None of these	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%
Don't know	69%	68%	70%	63%	63%	73%	69%	71%	67%	70%	75%	78%	73%	60%	66%	70%	67%	64%

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Search Consultancy	1%	2%	-	3%	-	1%	-	2%	2%	-	0%	7%	-
EY (Ernst & Young)	4%	3%	2%	6%	-	6%	2%	4%	2%	5%	4%	6%	2%
Atos	4%	3%	9%	4%	-	6%	3%	5%	2%	4%	3%	9%	4%
Dell	4%	4%	2%	6%	2%	5%	2%	5%	3%	3%	2%	3%	5%
Toshiba	3%	2%	1%	6%	-	4%	7%	3%	2%	9%	2%	3%	2%
A.G. Barr	15%	17%	11%	12%	5%	12%	31%	15%	12%	5%	22%	8%	11%
NVT Group	1%	1%	-	1%	-	0%	1%	1%	-	-	1%	-	-
Cisco	3%	1%	3%	2%	2%	6%	1%	3%	3%	10%	1%	5%	2%
Highland Spring	19%	18%	16%	12%	10%	23%	26%	18%	15%	21%	22%	8%	20%
Standard Life	6%	8%	2%	4%	-	5%	6%	6%	6%	6%	9%	-	3%
Arriva	3%	3%	2%	1%	-	5%	8%	3%	2%	5%	5%	7%	4%
Loganair	3%	4%	2%	3%	1%	2%	2%	2%	5%	-	4%	-	2%
Wood Mackenzie	2%	3%	0%	1%	-	2%	8%	3%	3%	-	3%	-	-
The Scotsman	10%	11%	6%	7%	2%	10%	6%	9%	12%	5%	11%	3%	12%
None of these	1%	1%	1%	1%	-	1%	1%	1%	-	3%	0%	3%	2%
Don't know	69%	70%	72%	73%	87%	64%	49%	67%	72%	64%	71%	64%	73%

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EY (Ernst & Young)	4%	4%	4%	1%	4%	4%	4%	7%	7%	6%	-	3%
Atos	4%	4%	10%	2%	2%	8%	6%	10%	5%	10%	-	1%
Dell	4%	3%	7%	3%	4%	-	5%	9%	6%	4%	-	2%
Toshiba	3%	3%	6%	1%	2%	-	4%	4%	13%	5%	-	1%
A.G. Barr	15%	15%	16%	14%	15%	7%	15%	23%	13%	14%	-	15%
NVT Group	1%	1%	0%	2%	-	-	0%	1%	2%	1%	-	1%
Cisco	3%	3%	3%	-	8%	1%	3%	6%	5%	5%	-	1%
Highland Spring	19%	19%	20%	16%	8%	6%	20%	25%	28%	20%	-	18%
Standard Life	6%	6%	8%	5%	2%	5%	5%	14%	2%	6%	-	9%
Arriva	3%	3%	3%	5%	6%	1%	3%	5%	7%	4%	-	3%
Loganair	3%	3%	3%	2%	2%	-	3%	5%	1%	2%	-	3%
Wood Mackenzie	2%	2%	3%	4%	-	-	2%	3%	6%	1%	-	2%
The Scotsman	10%	10%	9%	13%	2%	1%	11%	15%	11%	9%	-	9%
None of these	1%	1%	1%	1%	2%	4%	1%	1%	1%	1%	-	2%
Don't know	69%	70%	59%	73%	76%	86%	68%	60%	62%	63%	100%	71%