

Survey of Members of the Scottish Parliament

Ipsos MORI

December 2009



Sources of information



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Daily Publications

Q Which of these daily publications, if any, do you read regularly (at least 3 issues out of 4)?

	99 %	00 %	01 %	02 %	03 %	04 %	05 %	06 %	07 %	08 %	09 %
The Herald	84	80	74	79	76	68	71	83	88	82	67
The Scotsman	72	73	55	60	49	35	64	50	74	49	56
Press and Journal	20	21	20	26	18	18	23	28	24	24	22
The Daily Record	40	48	32	39	31	23	26	24	27	21	16
The Times	12	9	10	13	8	9	6	7	14	17	14
Metro	-	12	2	8	2	11	5	9	9	14	14
The Guardian	19	16	18	22	6	23	20	18	19	17	13
Evening Times	24	16	15	15	11	11	13	19	15	20	11
The Courier	13	11	6	11	10	18	22	22	23	17	11
The Daily Telegraph	12	11	11	14	9	6	5	7	12	10	11
The Sun	12	5	5	10	5	7	1	24	13	19	10
Evening News	12	15	7	13	14	17	19	17	17	6	10
Daily Mail	14	11	7	13	13	8	9	10	11	7	4
Financial Times	6	3	2	3	3	1	3	6	7	6	4
The Express	10	9	1	2	3	6	2	3	4	6	3
The Independent	7	2	5	1	4	4	4	4	2	4	2

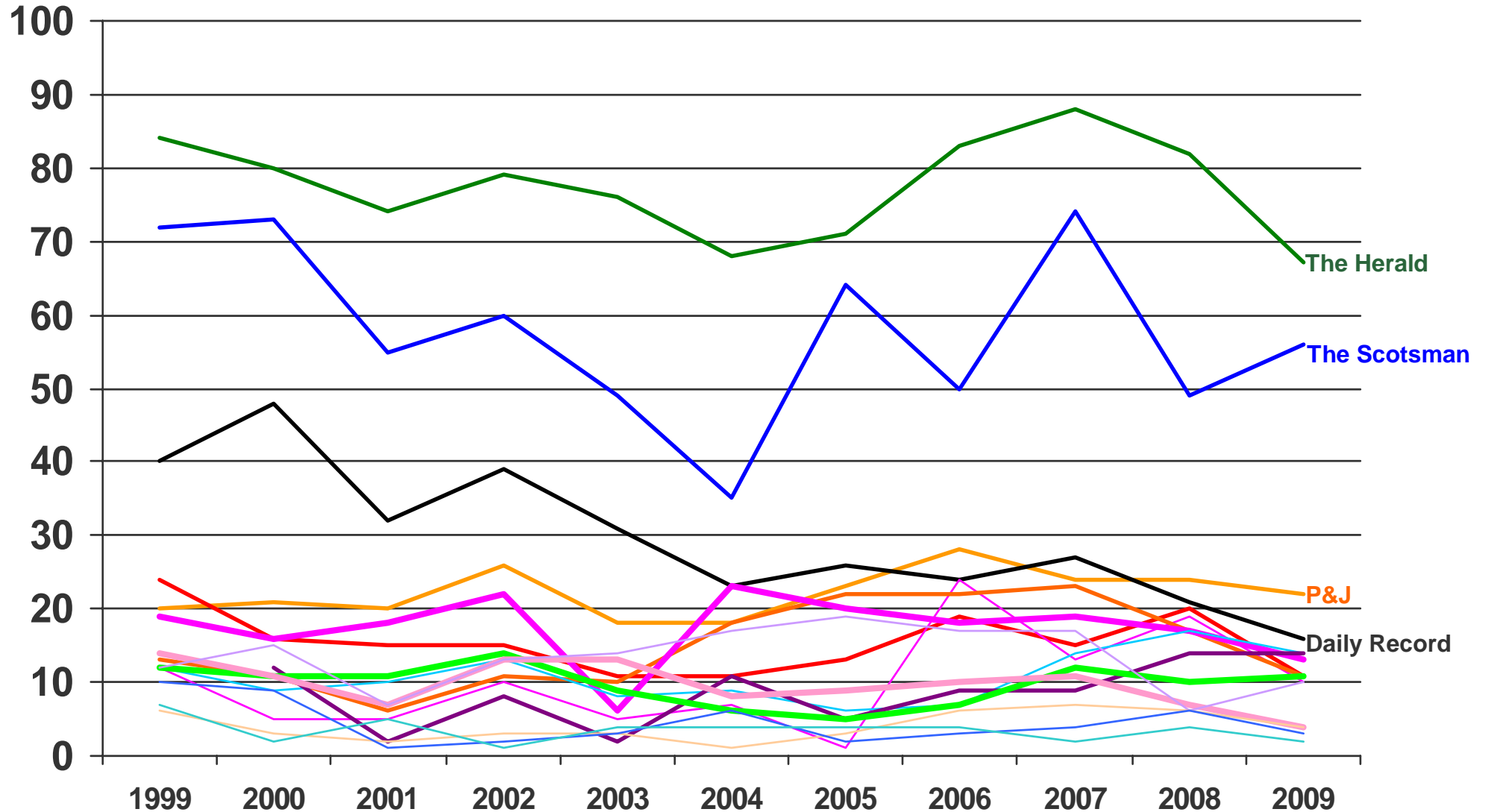
Base: All MSPs (73), 3rd September – 6th November 2009

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Daily Publications

Q Which of these daily publications, if any, do you read regularly (at least 3 issues out of 4)?



Sunday Publications

Q Which of these Sunday publications, if any, do you read regularly (at least 3 issues out of 4)?

	99 %	00 %	01 %	02 %	03 %	04 %	05 %	06 %	07 %	08 %	09 %
Sunday Herald	71	77	72	76	72	72	74	74	83	77	59
Scotland on Sunday	87	88	82	73	73	56	64	68	77	75	68
The Sunday Times	30	31	48	47	24	27	27	28	32	34	20
Sunday Mail	-	-	-	45	31	34	30	28	32	27	20
The Sunday Post	10	16	17	18	16	20	18	19	19	16	16
The Observer	46	21	20	9	22	14	30	19	17	13	13
The Mail on Sunday	17	16	8	15	11	12	8	11	9	13	4
Sunday Telegraph	11	6	6	10	9	2	3	3	4	6	4
News of the World	8	6	11	6	6	3	2	5	6	4	1
The Business	-	-	-	-	-	-	3	1	2	-	1
Independent on Sunday	-	-	-	-	-	-	-	4	3	4	0
Sunday Express	-	-	-	-	-	-	3	1	1	1	0

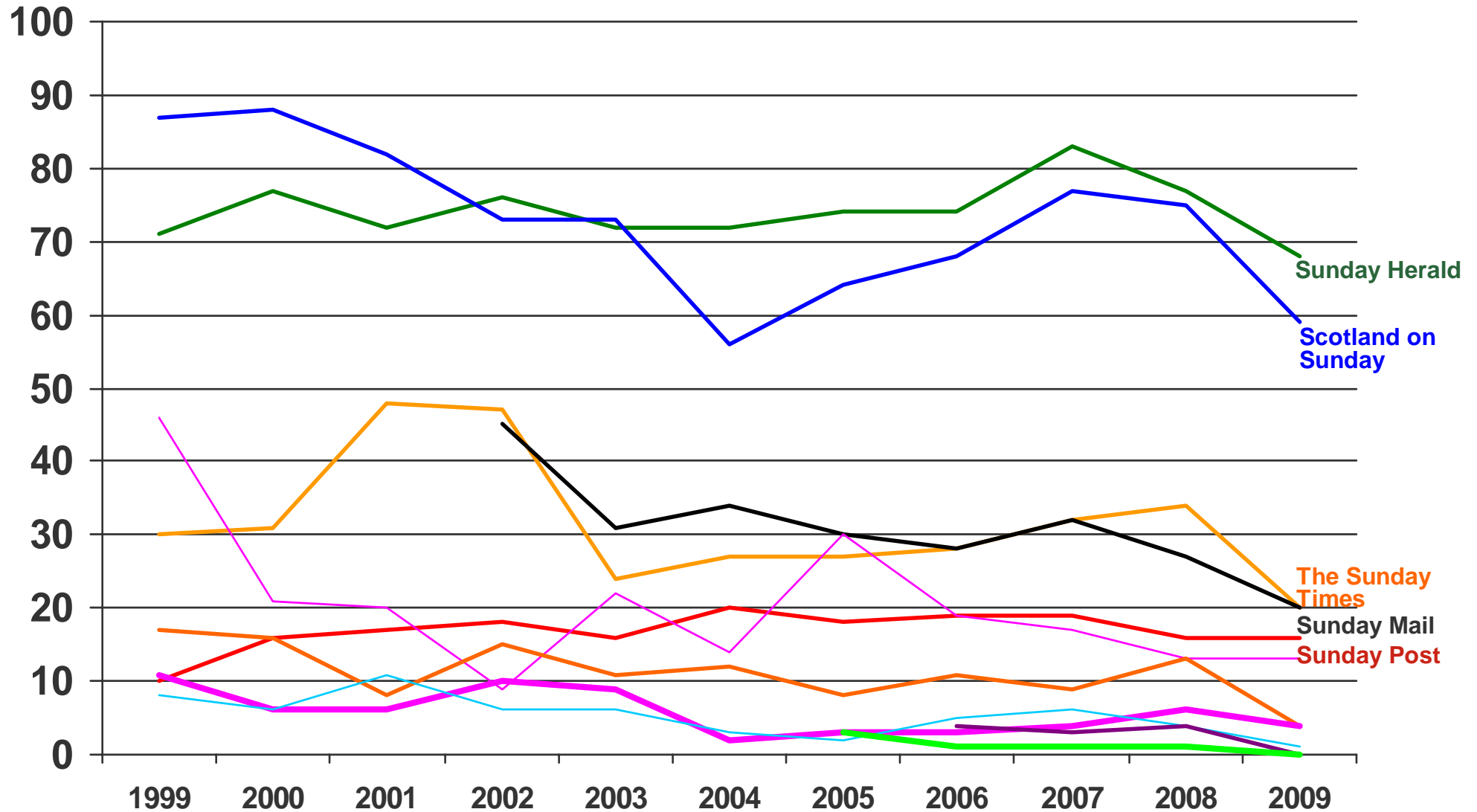
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Sunday Publications

Q Which of these **Sunday publications**, if any, do you read regularly (at least 3 issues out of 4)?



Weekly/Fortnightly Publications

Q Which of these weekly or fortnightly publications if any, do you read regularly (at least 3 issues out of 4)?

	99 %	00 %	01 %	02 %	03 %	04 %	05 %	06 %	07 %	08 %	09 %
Holyrood Magazine	56	51	55	63	58	64	76	64	77	69	62
Private Eye	32	31	20	20	29	29	33	25	29	33	21
The Economist	20	20	19	15	11	17	28	23	22	21	15
New Statesman	25	18	20	13	15	19	17	21	18	14	13
New Scientist	3	2	3	2	7	2	6	6	6	6	9
Business Insider	6	3	2	4	8	7	12	10	9	13	8
Radio Times	5	4	3	1	1	1	2	2	4	5	8
The Spectator	12	8	8	9	8	3	4	8	11	5	6
Newsweek	2	2	4	3	0	1	5	1	3	4	3
Mackay Economic Report	-	-	-	-	-	-	0	3	3	4	2
The European	-	-	-	-	-	-	1	1	-	-	2
Business and Finance Scotland	1	2	1	1	3	1	1	0	3	1	2
Time Magazine	2	2	5	3	5	2	2	3	4	6	0
Computer Weekly	3	2	3	2	1	1	0	3	3	2	0
Investors Chronicle	0	1	0	0	0	1	1	1	2	1	0

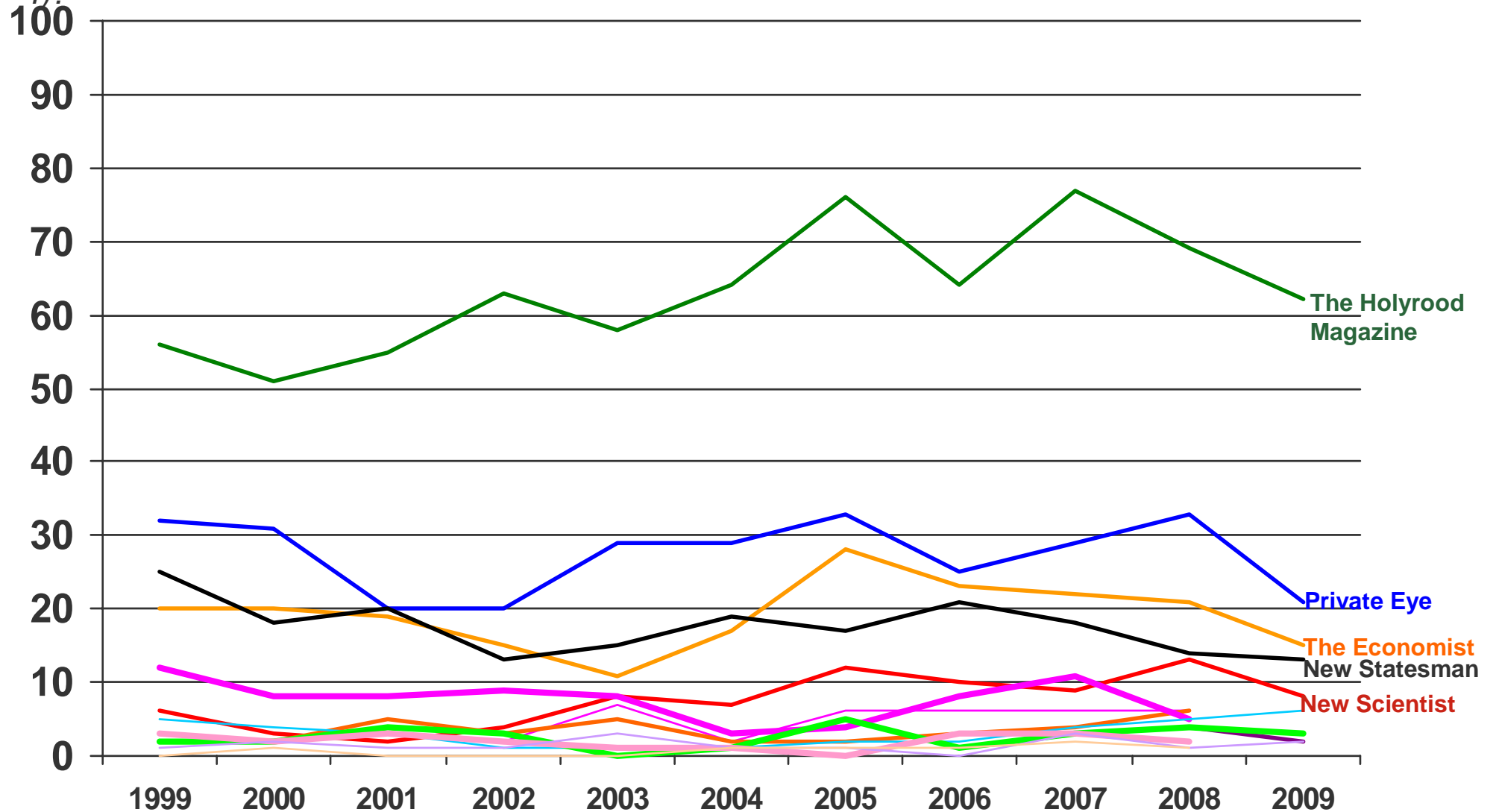
Base: All MSPs (73), 3rd September – 6th November 2009

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Weekly/Fortnightly Publications

Q Which of these **weekly or fortnightly publications** if any, do you read regularly (at least 3 issues out of 4)?



News Web Sites

Q Which, if any, of these internet news sites have you used in the past month?

	01 %	02 %	03 %	04 %	05 %	06 %	07 %	08 %	09 %
www.news.bbc.co.uk	43	50	65	78	70	71	76	81	80
www.scotsman.com	38	42	37	52	49	56	71	65	61
www.theherald.co.uk	40	40	47	60	46	56	70	69	60
www.the-times.co.uk	8	8	8	10	8	9	15	16	23
www.guardian.co.uk	8	12	14	11	22	12	20	24	17
www.skynews.com	3	5	4	9	7	5	7	9	13
www.pa.press.net	5	8	7	17	11	10	8	4	11
www.telegraph.co.uk	2	4	3	2	3	3	7	10	10
www.ft.com	3	2	1	1	2	3	4	7	10
www.itn.co.uk	5	2	2	2	1	1	5	2	7
www.epolitix.com	n/a	0	3	4	2	4	13	6	6
www.reuters.com/news	-	-	-	-	2	2	4	6	4
www.cnn.com	7	2	4	6	4	3	2	7	3
www.economist.com	3	0	6	3	5	2	2	1	2
www.bloomberg.com					0	0	2	4	1
www.newstatesman.co.uk	0	0	1	6	4	3	3	3	1
www.independent.co.uk	-	-	-	-	-	3	4	4	0
www.channel5.co.uk	0	0	1	2	0	0	0	1	0

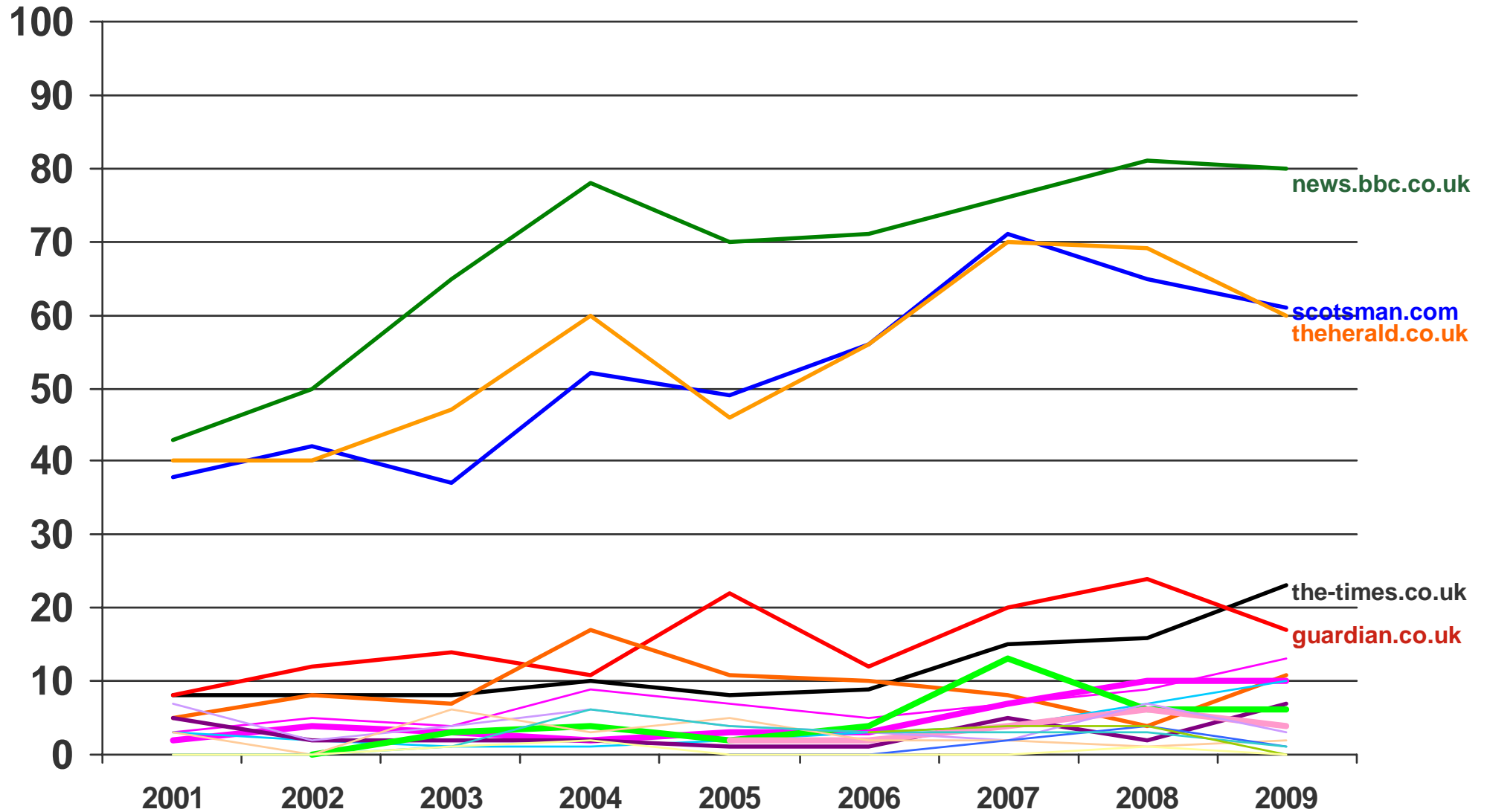
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News Web Sites

Q Which, if any, of these internet news sites have you used in the past month?



Appendices



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Methodology

Fieldwork dates: 3rd September – 6th November 2009

- All MSPs were contacted to ensure that those interviewed closely represent the profile of the Scottish Parliament
- Number of respondents: 73 (SNP 25, Labour 28, Conservative 11, Lib Dem 7 and Others 2)
- Interviews were conducted face-to-face
- The total sample interviewed is closely representative of the Parliament. Data have been individually weighted where necessary to reflect the true balance by party
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories

Statistical Reliability

- Only a sample of the 'population' has been interviewed so we cannot be certain that the figures obtained are exactly those we would have found, had all Members been interviewed (the 'true' values)
- For any percentage given, however, we can estimate 'confidence intervals' within which the true values are likely to fall. For example, if the survey shows that 50% of MSPs believe that 'prospects for the economy in Scotland will improve over the next twelve months' (which 73 MSPs were asked), we can be 95% sure that the 'true' value would be between 43% and 57%, i.e a margin of 7% on each side
- Similar margins for other percentages and sub-groups of the respondents are given in the following table. It should be remembered that, in any case, the 'true' finding is more likely to be towards the centre of the possible range of error than towards the margins
- For similar reasons, apparent differences in results relating to sub groups may, if small, not necessarily reflect genuine attitudinal differences. We can be 95% sure that differences exceeding those in the second table are genuine, or 'significant' differences

Statistical Reliability

95% Confidence Intervals

Sample size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	±	±	±	±	±
(All MSPs - 73)	4.6	6.1	7.0	7.5	7.6
(All Government - 25)	8.3	11.1	12.7	13.6	13.8
(All Opposition - 48)	5.6	7.4	8.5	9.1	9.3

Statistical Reliability

Margins (%) which are just significant (at 95%) - approximate percentage to which margin relates

Sample sizes being compared
(sub-groups or trends)

	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
(2008 v 2009)					
73 v 73	6.5	8.6	9.9	10.6	10.8
(Government MSPs v Opposition MSPs)					
25 v 48	10.0	13.3	15.3	16.3	16.6

Participants



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Participants (all individual responses anonymous)

Scottish National Party

Jamie Hepburn
Stewart Maxwell
Ian McKee
Aileen Campbell
Christina McKelvie
Andrew Welsh
Bruce Crawford
Angela Constance
Christopher Harvie
Bob Doris
Brian Adam
Alasdair Allan
Alasdair Morgan
Sandra White
Linda Fabiani
Bill Kidd
John Wilson
Rob Gibson
Michael Matheson
Maureen Watt
Bill Wilson
Stuart McMillan
Kenneth Gibson

Scottish Labour Party

Jackie Baillie
Richard Baker
Claire Baker
Margaret Curran
Helen Eadie
Karen Gillon
Marlyn Glen
Trish Godman
Charlie Gordon
Hugh Henry
James Kelly
Andy Kerr
Johann Lamont
Lewis Macdonald
Kenneth Macintosh
Frank McAveety
Tom McCabe
Michael McMahon
Pauline McNeill
Des McNulty
Mary Mulligan
Elaine Murray
John Park
Cathy Peattie
Richard Simpson
Elaine Smith
David Whitton

Scottish Conservative and Unionist Party

Mary Scanlon
Bill Aitken
David McLetchie
Jamie McGrigor
John Scott
Murdo Fraser
John Lamont
Derek Brownlee
Alex Fergusson
Ted Brocklebank
Jackson Carlaw

Scottish Liberal Democrats

Mike Rumbles
Mike Pringle
Margaret Smith
John Farquhar Munro
Jim Hume
Jamie Stone
Hugh O'Donnell

Scottish Green Party

Robin Harper
Patrick Harvie

Plus 3 Members
who asked not to
be named