

Survey of Members of the Scottish Parliament

Ipsos MORI

December 2009



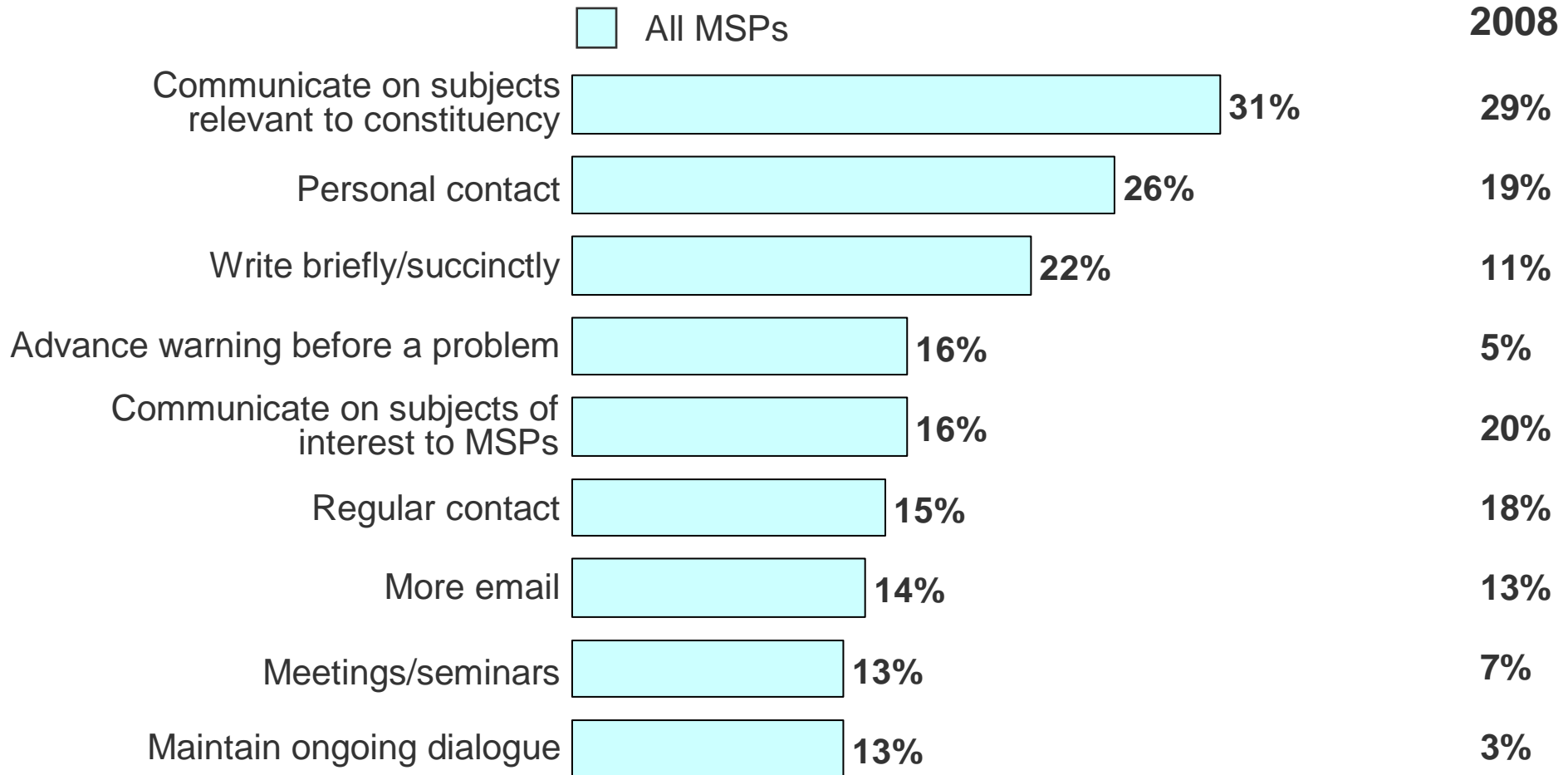
Maintaining relations with Members



Ipsos MORI

Good relations with MSPs

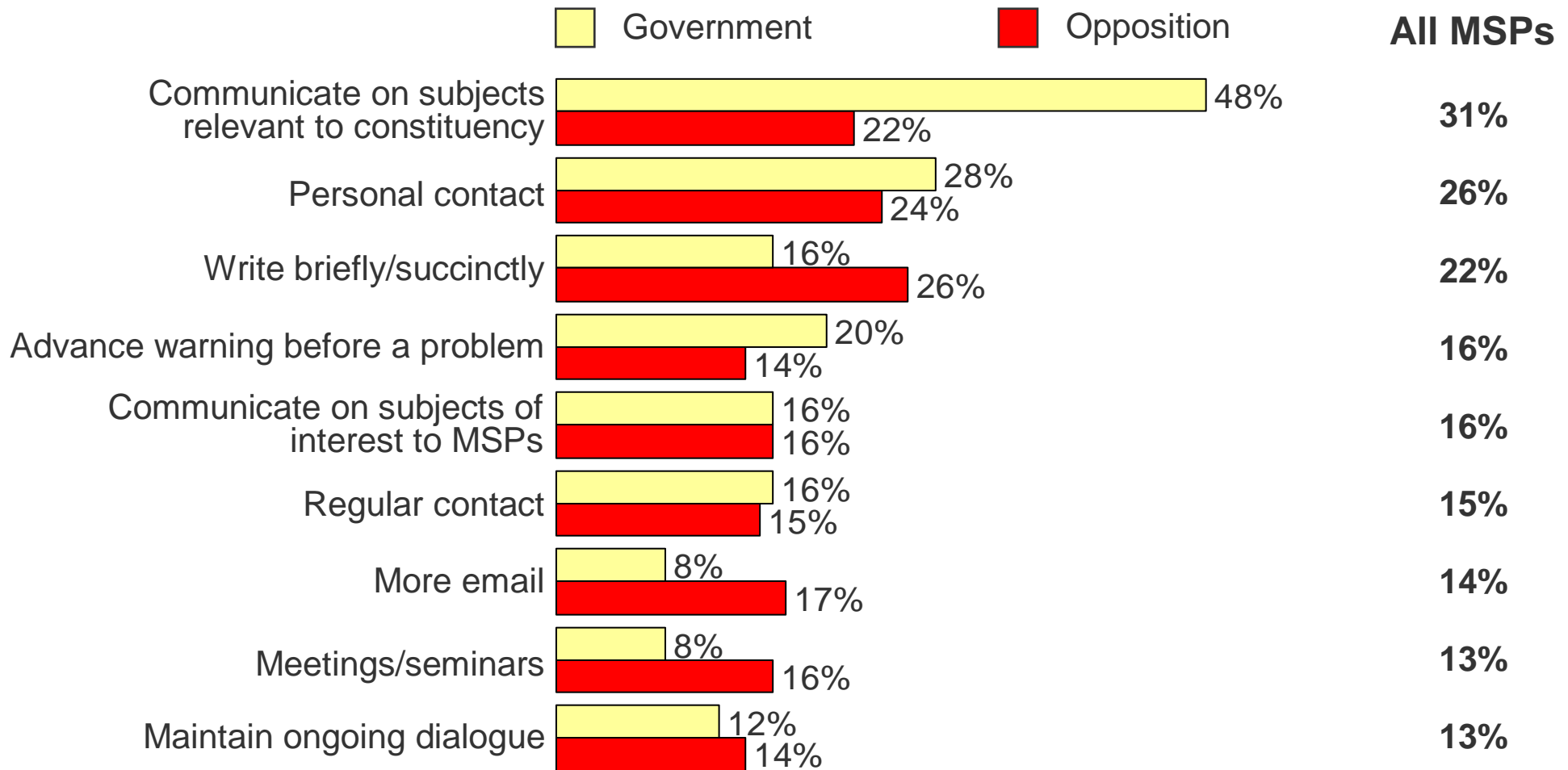
Q *What are the most important things companies and organisations can do to develop and maintain good relations with MSPs?*



Base: All MSPs (73), Government MSPs (25) and Opposition MSPs (48), 3rd September – 6th November 2009

Good relations with MSPs

Q *What are the most important things companies and organisations can do to develop and maintain good relations with MSPs?*

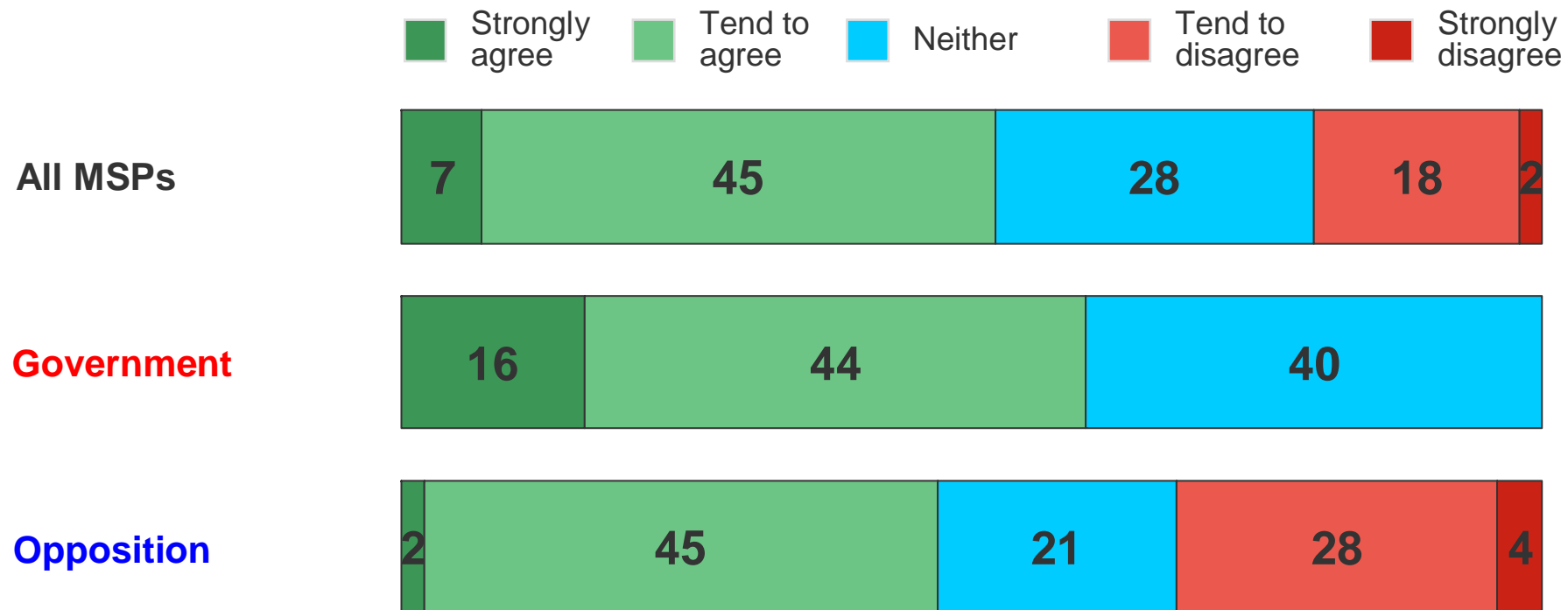


Base: All MSPs (73), Government MSPs (25) and Opposition MSPs (48), 3rd September – 6th November 2009

Role of industry and commerce - 1

Q To what extent do you agree or disagree with each of the following statements?

“Industry and commerce do not pay enough attention to their social responsibilities”



Base: All MSPs (73), Government MSPs (25) and Opposition MSPs (48), 4th September – 6th November 2009

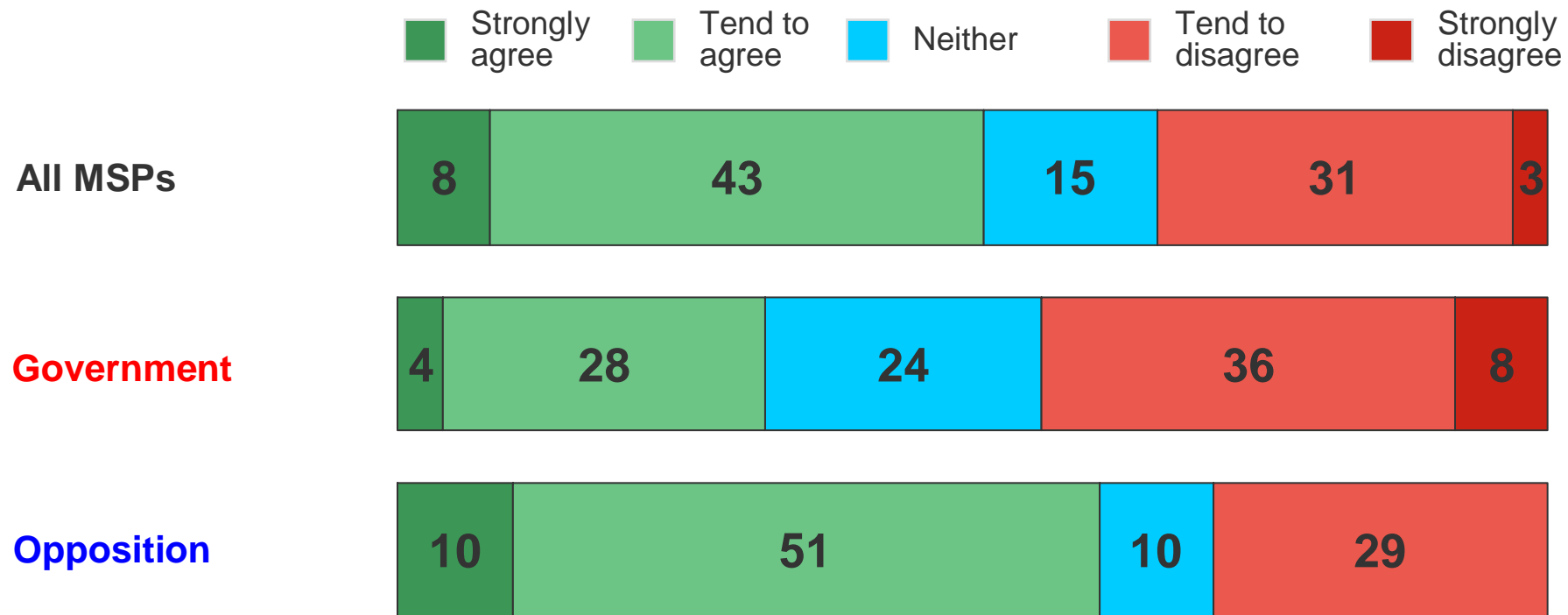
Ipsos MORI



Role of industry and commerce - 2

Q *To what extent do you agree or disagree with each of the following statements?*

“The main responsibility of companies is to perform competitively, even when this means reducing the number of people they employ”

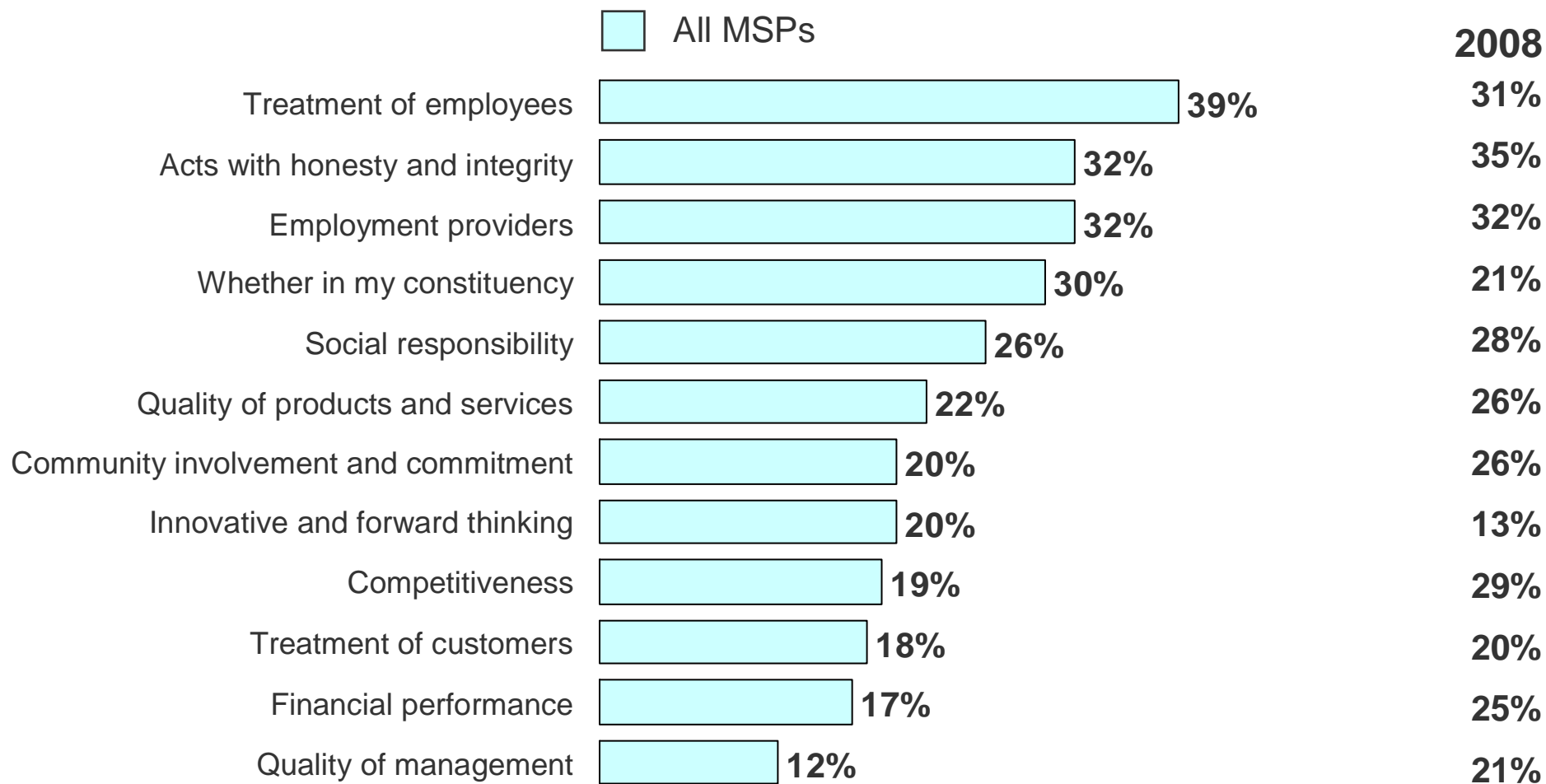


Base: All MSPs (73), Government MSPs (25) and Opposition MSPs (48), 4th September – 6th November 2009

Ipsos MORI

Judging organisations

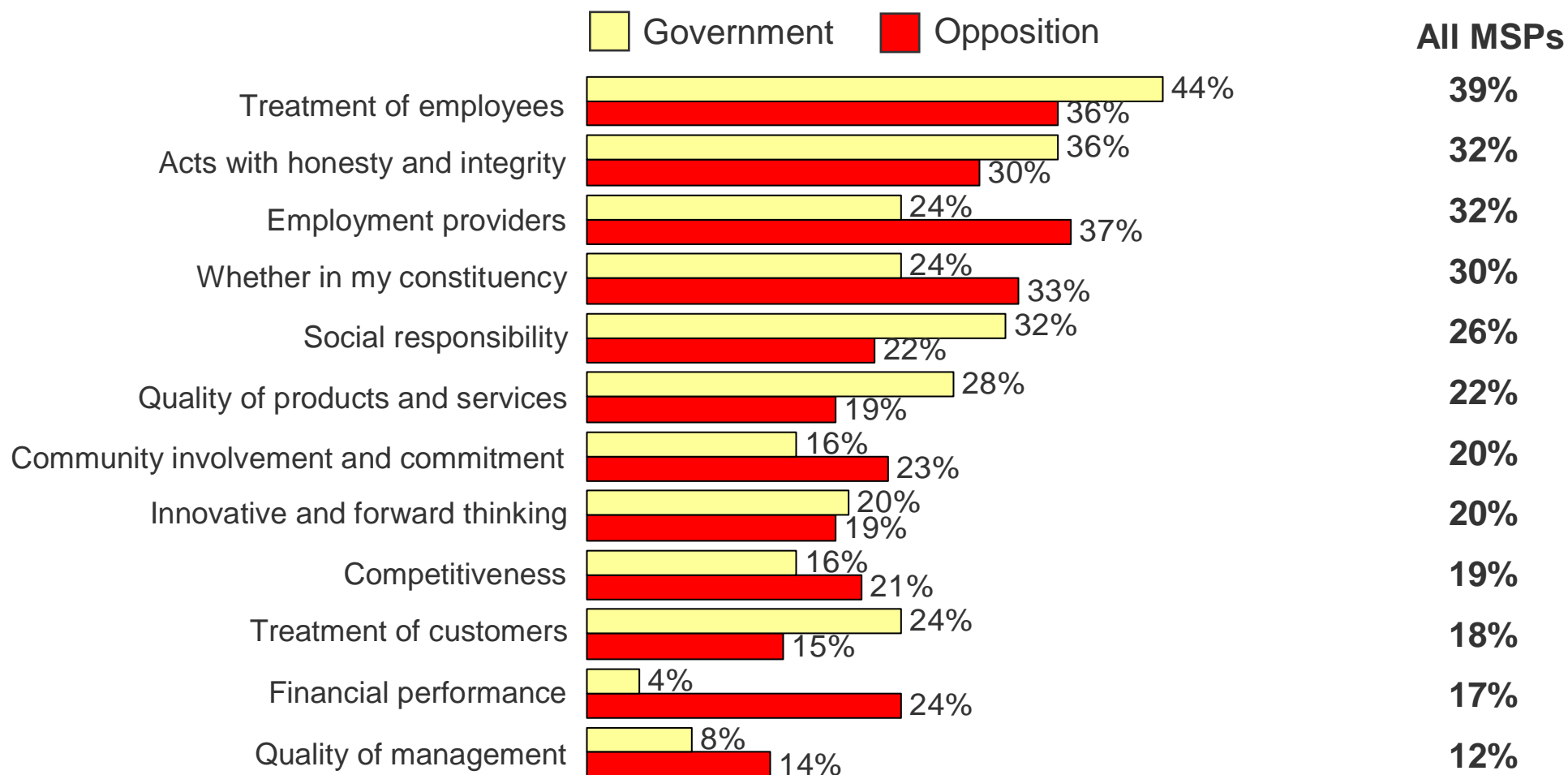
Q *What are the most important factors you take into account when making your judgement about specific companies and organisations?*



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

Judging organisations

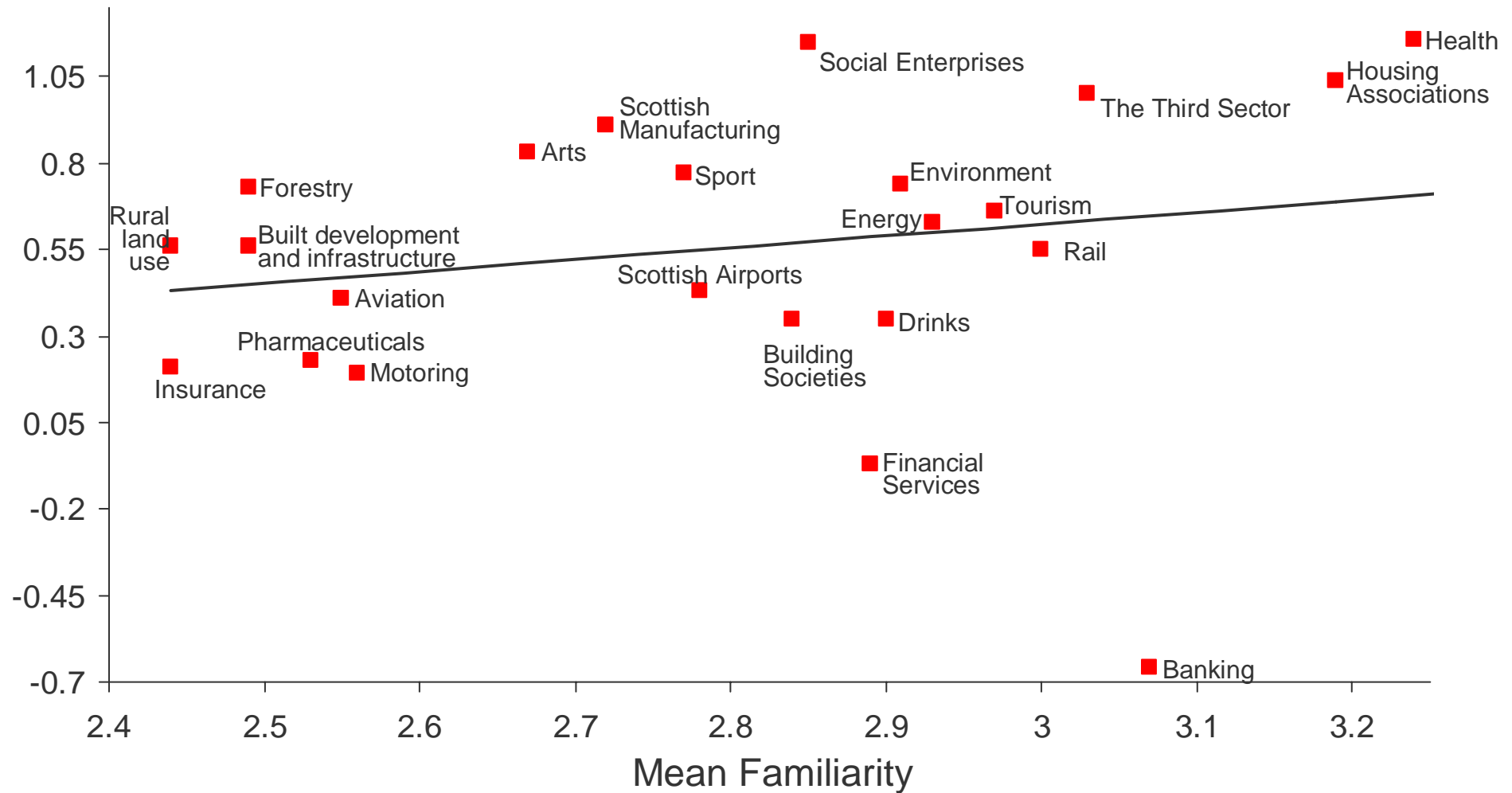
Q *What are the most important factors you take into account when making your judgement about specific companies and organisations?*



Base: All MSPs (73), Government MSPs (25) and Opposition MSPs (48), 3rd September – 6th November 2009

Industry Familiarity and Favourability

Mean Favourability



Base: All MSPs asked (71), 3rd September – 6th November 2009

Appendices



Ipsos MORI

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

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 |

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 |

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

Participants



Ipsos MORI

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