



# Survey of Members of the Scottish Parliament **Topline Results**

Research Study Conducted for  
Royal Pharmaceutical Society of Great Britain

# Contents

- Background
- Methodology
- Main findings
  - Industry Familiarity
  - Industry Favourability
  - Familiarity
  - Favourability
  - Advocacy
- Appendices
  - Statistical reliability
  - List of respondents

# Background

- This is the tenth annual survey of the Scottish Parliament. Once again we are grateful for the very positive response that we received from Members.
- This year's study has been very popular among our clients. It maintains trends, and forms an important benchmark for business and organisations. It allows us to look at the views of Members in their second term, as well as those newly elected in May 2007.
- Interest in the views of Members has continued to develop since the first study in 1999. We believe this reflects a growing recognition among the business community, and other organisations, of the significance of the Scottish Parliament.
- This is the ninth time that the Royal Pharmaceutical Society of Great Britain has been measured in this study.

# Methodology

- This presents the findings of the 2008 study of Members of the Scottish Parliament, part of Ipsos MORI's programme of regular multi-sponsored studies among key audiences
- Methodology details:
  - Fieldwork dates: 4th September – 10th November 2008
  - All MSPs were contacted to ensure that those interviewed closely represent the profile of the Scottish Parliament
  - Number of respondents: 73 (SNP 26, Labour 23, Conservative 13, Lib Dem 9 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

# Ipsos MORI Reputation Measurement: Explanation

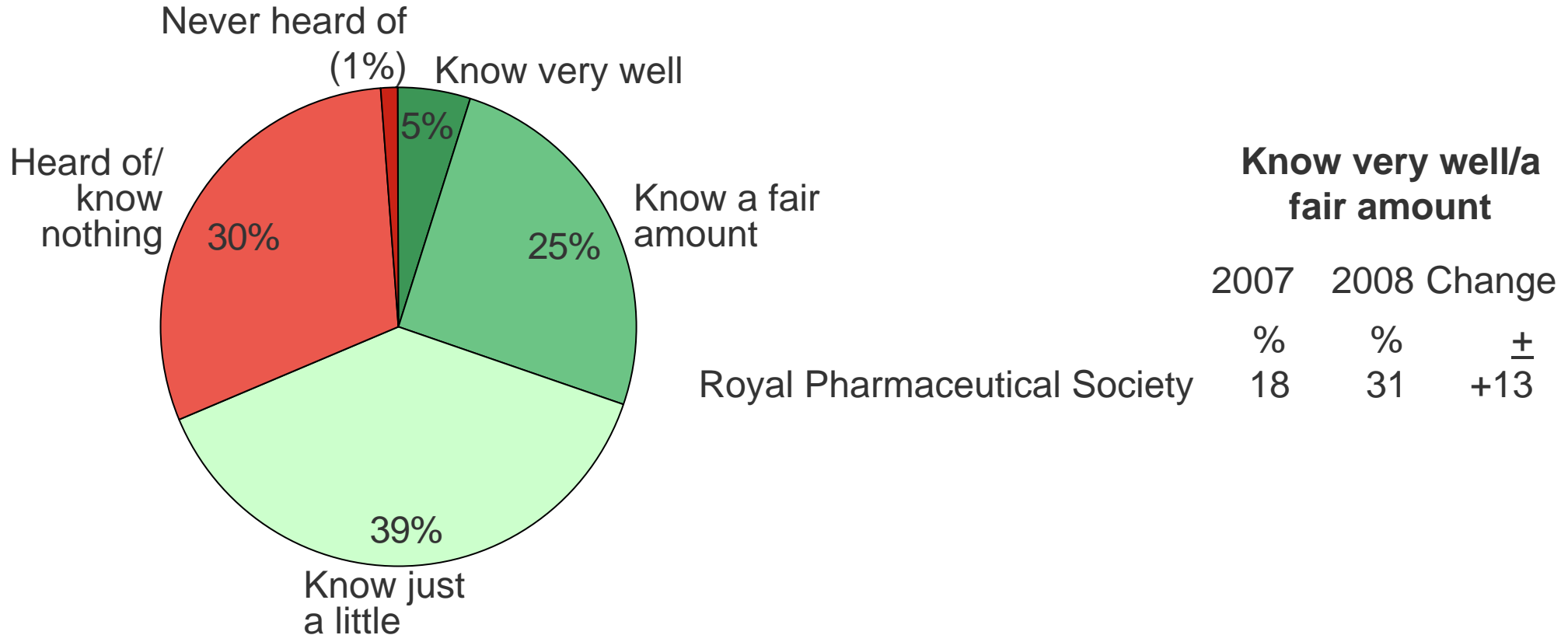
- This report is designed to help you understand the current reputation of your organisation amongst MSPs
- Ipsos MORI measures a range of different aspects about an organisation and combines this analysis to show your reputation in the context of other organisations and the wider world in which you operate
- We measure:
  - Familiarity (depth of knowledge about your organisation)
  - Favourability (degree of overall warmth toward your organisation)
  - Advocacy (degree of endorsement of your organisation)
  - Your performance on specific attributes of most importance when MSPs make judgements
- Through statistical analysis we can show:
  - Your Reputation Profile in the context of a range of organisations
  - The underlying drivers of your Reputation
  - Which aspects of your organisation you need to focus on to maximise your profile among MSPs

# Understanding your reputation: Main findings



# Royal Pharmaceutical Society Familiarity

Q *How well do you feel you know the Royal Pharmaceutical Society of Great Britain?*



Base: All MSPs (73), 4th September – 10th November 2008

# Familiarity – Subgroups and trends

Q *How well do you feel you know ...?*

## Know very well/a fair amount

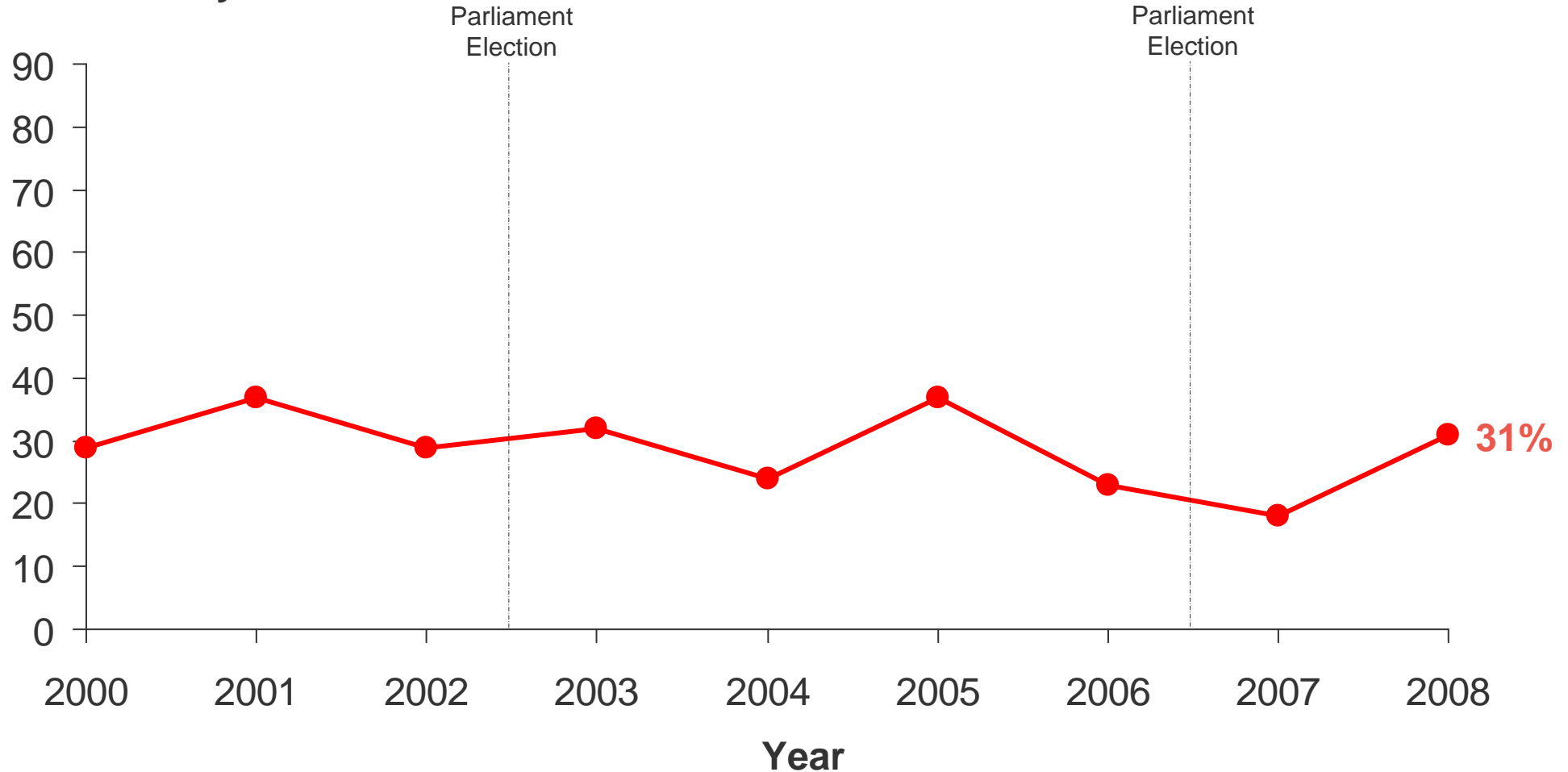
	All		Government		Opposition	
	2008 %	Change 07-08 ±	2008 %	Change 07-08 ±	2008 %	Change 07-08 ±
Royal Pharmaceutical Society	31	+13	27	+10	33	+14

Base: All MSPs (73), Government MSPs (26) and Opposition MSPs (47), 4th September – 10th November 2008

# Familiarity – Trends

—●— Royal Pharmaceutical Society (31%)

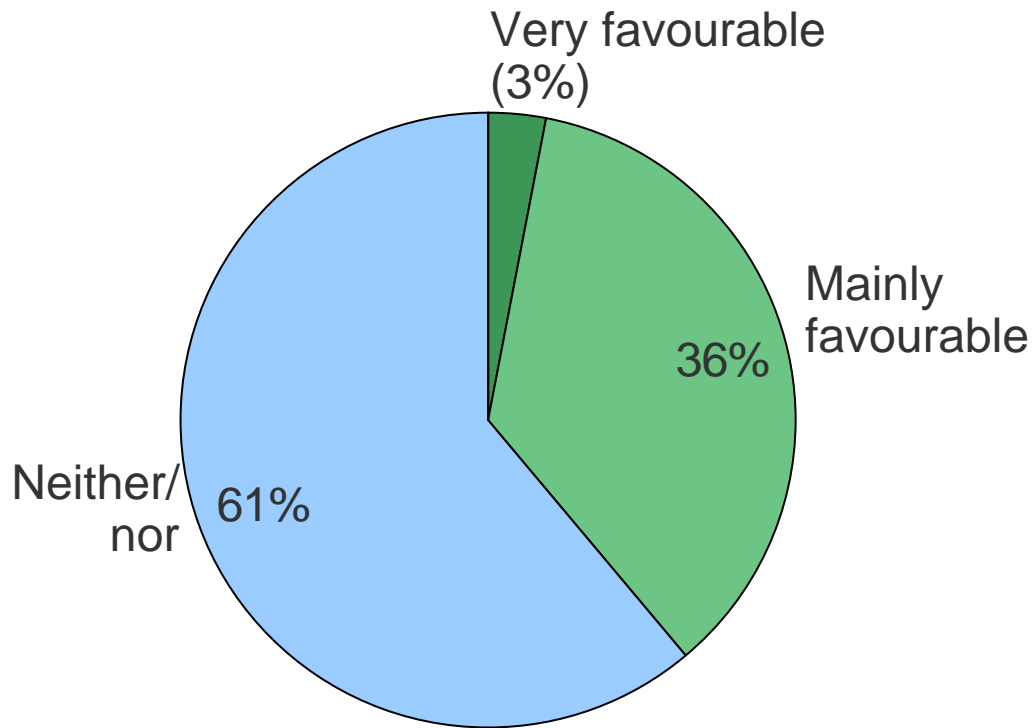
% know very well/a fair amount



Base: All MSPs (73), 4th September – 10th November 2008

# Royal Pharmaceutical Society Favourability

Q *How favourable or unfavourable is your opinion or impression of the Royal Pharmaceutical Society of Great Britain?*



			<b>Favourable</b>		
			07	08	
			%	%	+/-
Royal Pharma. Society	38	39	+1		

			<b>Unfavourable</b>		
			07	08	
			%	%	+/-
Royal Pharma. Society	2	0	-2		

Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),

4th September – 10th November 2008

# Favourability – Subgroups and trends

Q *How favourable or unfavourable is your overall opinion or impression of ...?*

## Very/mainly favourable

	All		Government		Opposition	
	2008	Change	2008	Change	2008	Change
	%	±	%	±	%	±
Royal Pharmaceutical Society	39	+1	44	+7	36	-2

Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),  
4th September – 10th November 2008

# Favourability – Subgroups and trends

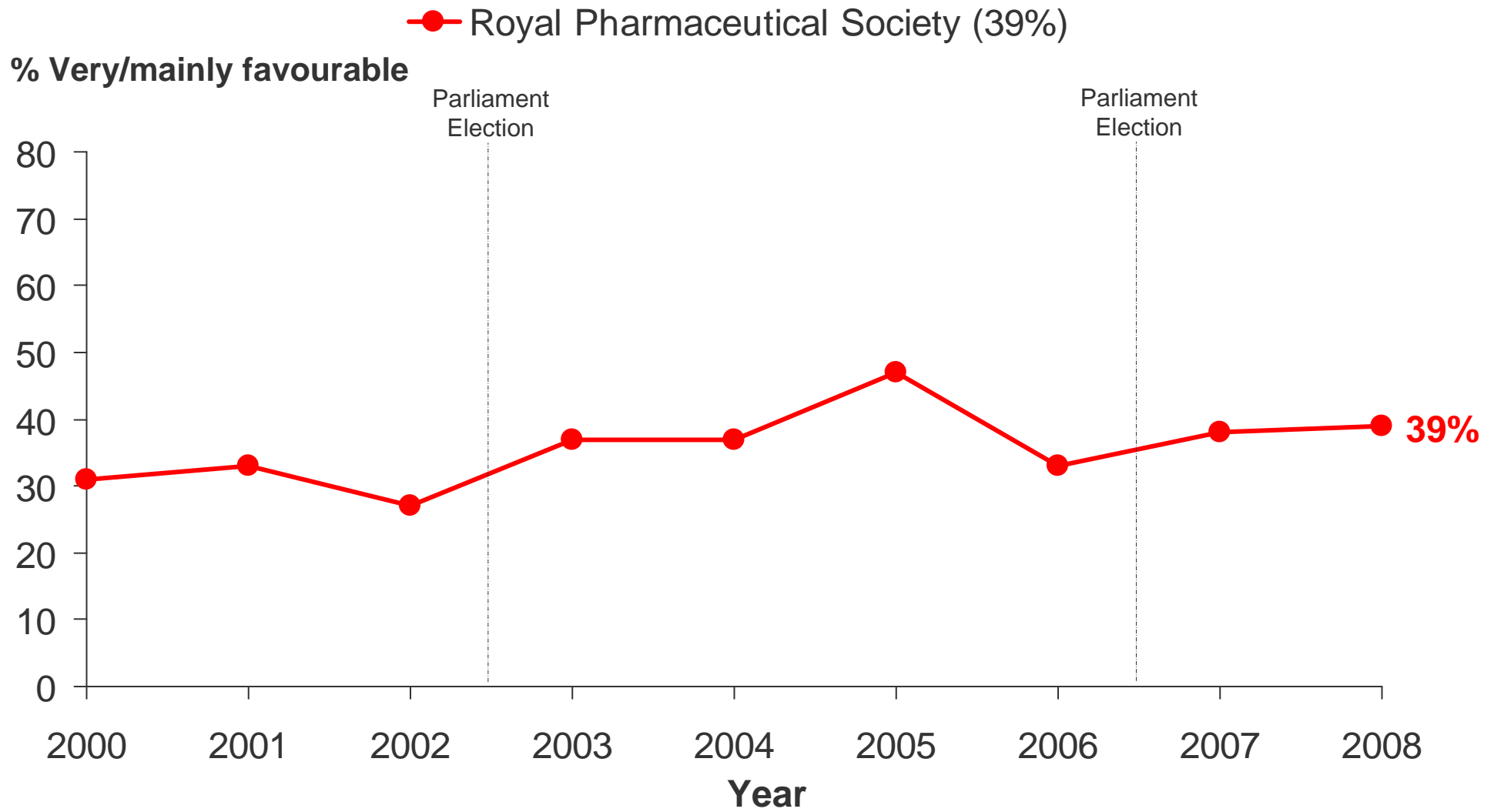
Q *How favourable or unfavourable is your overall opinion or impression of ...?*

## Very/mainly unfavourable

	All		Government		Opposition	
	2008 %	Change 07-08 ±	2008 %	Change 07-08 ±	2008 %	Change 07-08 ±
Royal Pharmaceutical Society	0	-2	0	-5	0	0

Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),  
4th September – 10th November 2008

# Favourability – Trends



Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),

4th September – 10th November 2008

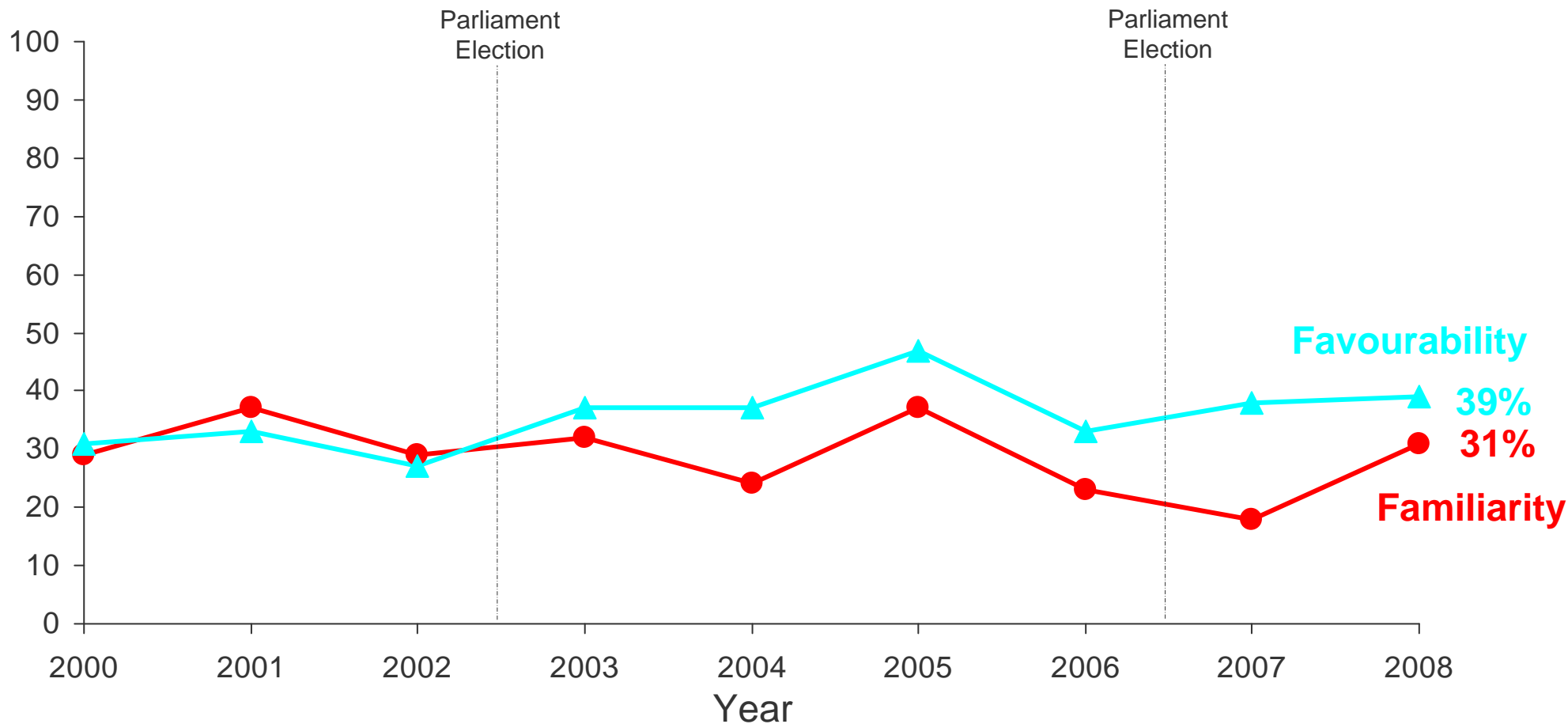
Ipsos MORI

# Royal Pharmaceutical Society Familiarity & Favourability - Trends

● Familiarity

▲ Favourability

% Familiar/favourable



Base: Familiarity - All MSPs (73)

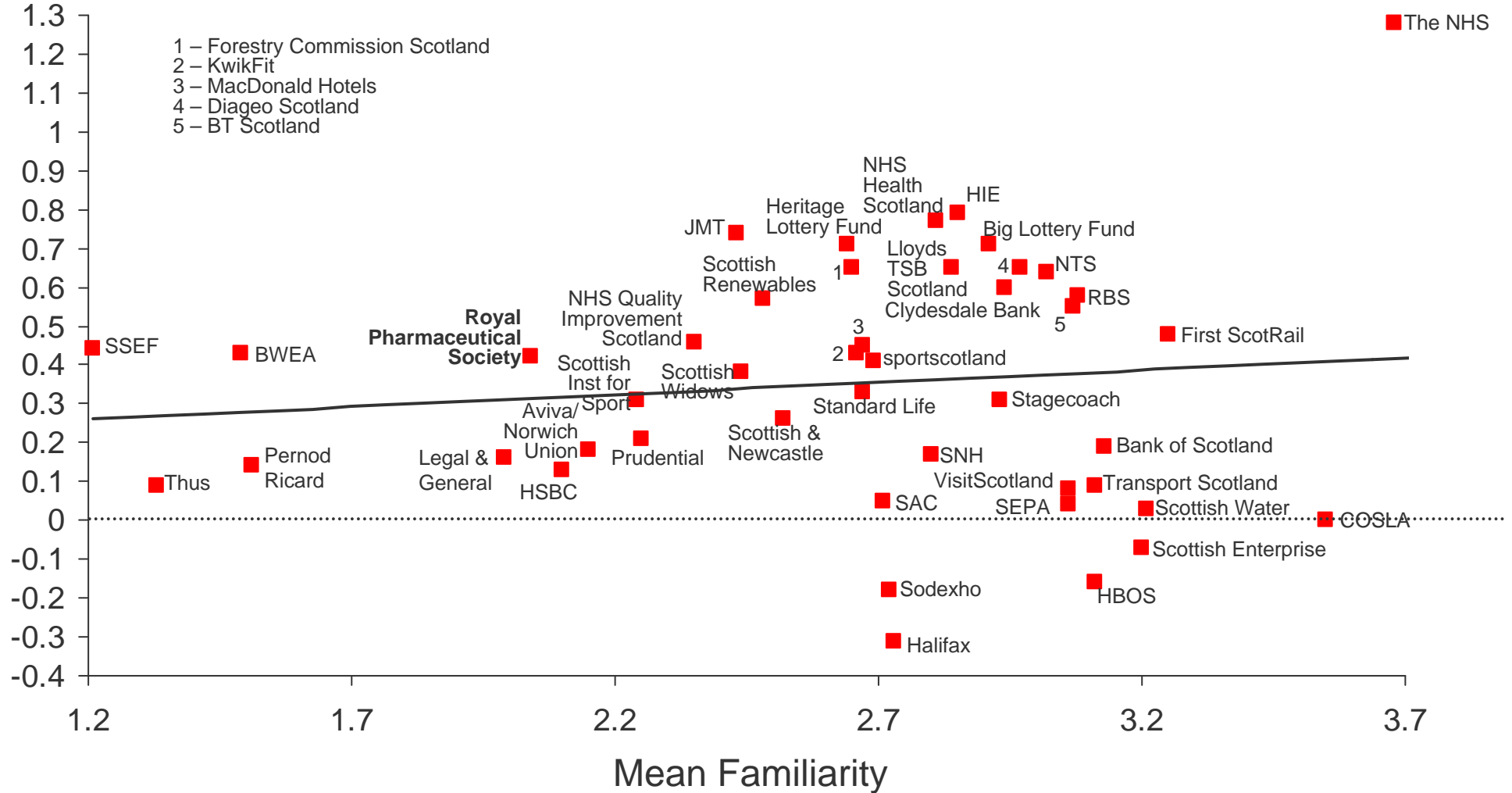
Favourability - All MSPs who have at least heard of the Royal Pharmaceutical Society (72)

# Reputation Profile – An explanation

- While with the general public, familiarity tends to breed favourability, among opinion leader audiences such as MSPs and journalists, there tends to be more of a fanning effect - familiarity can breed either favourability or unfavourability
- The following Reputation Profile shows an example of the relationship between these measures: familiarity (depth of knowledge) and favourability (overall disposition) in the context of a range of other organisations. The position of each is calculated from average scores of familiarity and favourability
- Organisations with relatively strong reputations compared to others measured, are those which are both well known (familiarity) and well regarded (favourability)
- The line of best fit indicates the broad relationship between familiarity and favourability:
  - distance from the line is one indication of positive or negative profile
  - favourability levels falling on 'line of best fit', are what we would expect given familiarity
  - organisations above the line are held in relatively high regard for their familiarity; those below are less well regarded

# Organisation familiarity and favourability

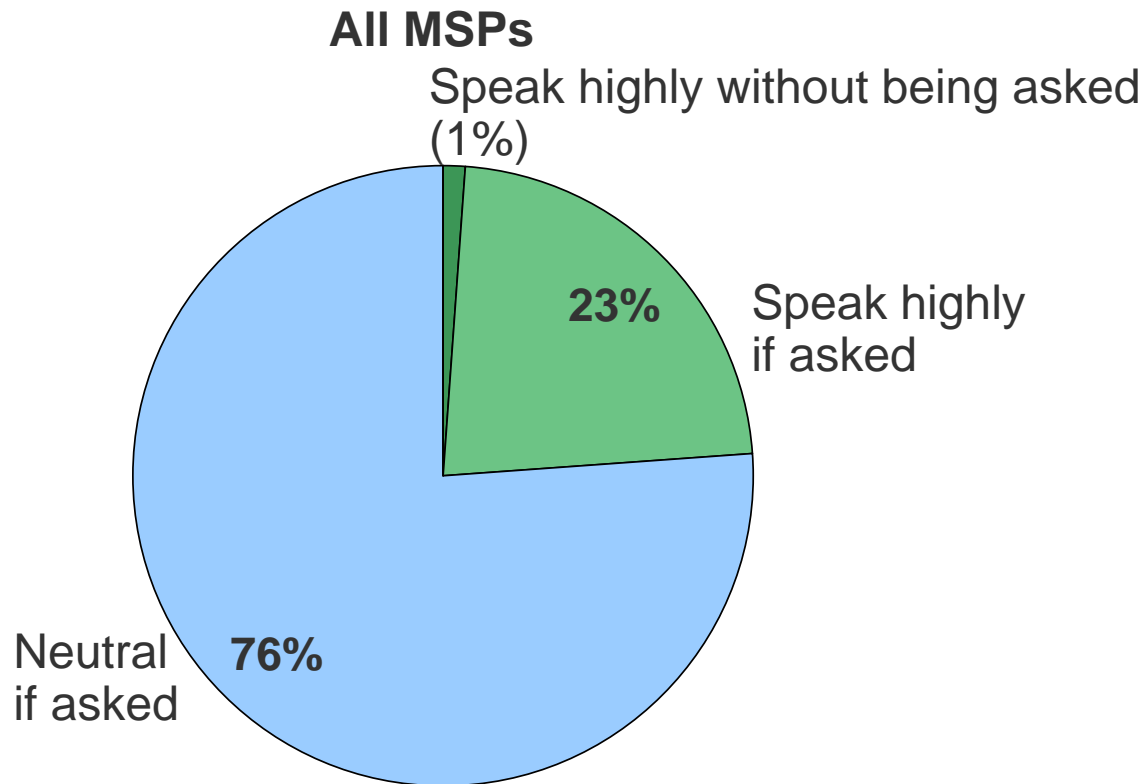
## Mean Favourability



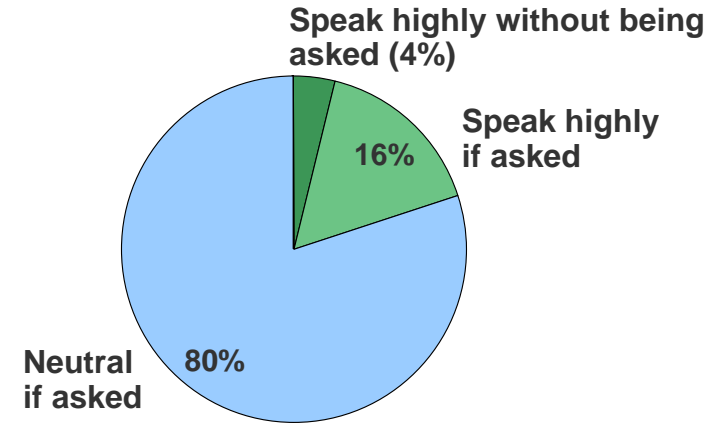
Base: All MSPs asked (familiarity) who have at least heard of each company (favourability), 4th September – 10th November 2008

# Royal Pharmaceutical Society Advocacy

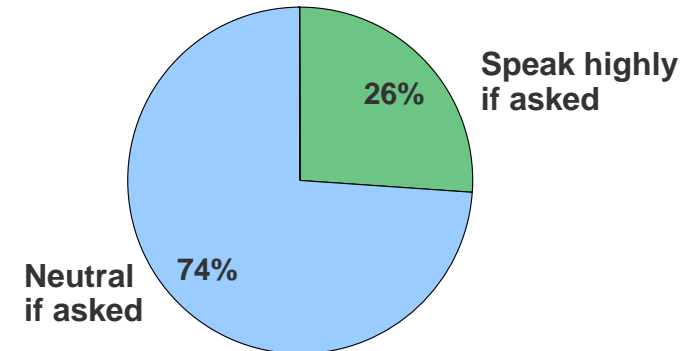
Q *To what extent would you speak highly or critically about the Royal Pharmaceutical Society?*



## Government



## Opposition



Base: All MSPs who have at least heard of the Royal Pharmaceutical Society (72)

# Speak highly – Subgroups and trends

Q *How favourable or unfavourable is your overall opinion or impression of ...?*

## Speak highly

	All		Government		Opposition	
	2008	Change	2008	Change	2008	Change
	%	±	%	±	%	±
Royal Pharmaceutical Society	24	-1	20	-6	26	+1

Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),  
4th September – 10th November 2008

# Favourability – Subgroups and trends

Q *How favourable or unfavourable is your overall opinion or impression of ...?*

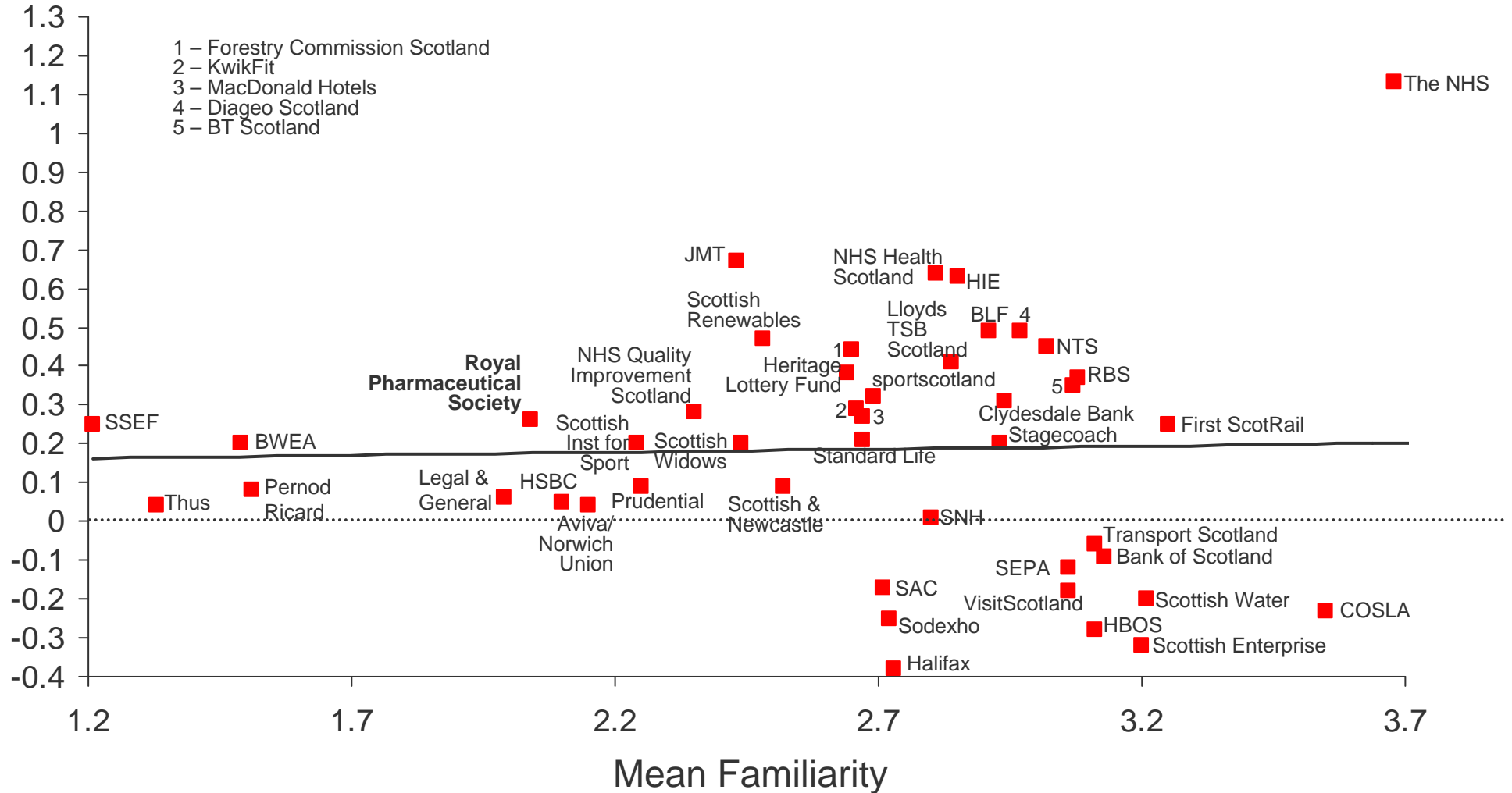
## Be critical

	All		Government		Opposition	
	2008	Change	2008	Change	2008	Change
	%	±	%	±	%	±
Royal Pharmaceutical Society	0	-2	0	-5	0	0

Base: All MSPs who have at least heard of the Royal Pharmaceutical Society of Great Britain (72),  
4th September – 10th November 2008

# Organisation familiarity and advocacy

## Mean Advocacy



Base: All MSPs asked (familiarity) who have at least heard of each company (advocacy), 4th September – 10th November 2008

# Appendices



# 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 - 26)	8.1	10.9	12.4	13.3	13.6
(All Opposition - 47)	5.7	7.6	8.7	9.3	9.5

# 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 2007)					
73 v 74	6.4	8.6	9.8	10.5	10.7
(Government MSPs v Opposition MSPs)					
26 v 47	9.8	13.0	14.9	16.0	16.3

# Participants



# Participants (all individual responses anonymous)

## **Scottish National Party**

Alasdair Morgan  
Brian Adam  
Bruce Crawford  
Sandra White  
Alex Neil  
Keith Brown  
Christopher Harvie  
Jamie Hepburn  
Bill Kidd  
Ian McKee  
Stuart McMillan  
John Wilson  
Andrew Welsh  
Roseanna Cunningham  
Tricia Marwick  
Michael Matheson  
Alasdair Allan  
Joe FitzPatrick  
Christina McKelvie  
Bill Wilson  
Rob Gibson

## **Scottish Green Party**

Robin Harper  
Patrick Harvie

## **Scottish Labour Party**

Jackie Baillie  
Karen Gillon  
Trish Godman  
Kenneth Macintosh  
Tom McCabe  
Michael McMahon  
Des McNulty  
Marlyn Glen  
Charlie Gordon  
George Foulkes  
David Whitton  
Wendy Alexander  
Margaret Curran  
Helen Eadie  
Rhoda Grant  
Andy Kerr  
Lewis Macdonald  
Pauline McNeill  
Richard Baker  
James Kelly  
Johann Lamont  
Frank McAveety

## **Scottish Conservative and Unionist Party**

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

## **Scottish Liberal Democrats**

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

Plus 7 Members  
who asked not to  
be named