



## Executive Advisory Body

<b>Date of Meeting</b>	Tuesday 29 April 2025
<b>Subject</b>	IPSOS Mori results of Members of the Scottish Parliament's perceptions of Social Security Scotland
<b>Paper No.</b>	5.1
<b>Prepared By</b>	Parliamentary, Briefing and Correspondence Team
<b>Purpose</b>	Discuss
<b>Sponsor</b>	Ally MacPhail

## 1. Background

- 1.1. The results of the third IPSOS survey of Members of the Scottish Parliament's (MSPs) perceptions of Social Security Scotland were shared with the Cabinet Secretary and Executive Team on 3 April 2025. IPSOS asked MSPs about their perceptions of Social Security Scotland as part of an omnibus survey involving a number of public, private and third sector organisations. This is the third year of our participation, following 2022 and 2023.
- 1.2. Invitations were sent to all 129 MSPs by IPSOS, and 41 agreed to take part in phone interviews between October 2024 and January 2025 (compared to 43 in 2022 and 42 in 2023). The results were weighted slightly to reflect the political make-up of the Scottish Parliament.
- 1.3. This paper will be accompanied by a presentation of the key findings from the survey and how we are using it to strengthen our ongoing engagement with Parliamentarians.

## 2. Key Points

- 2.1 This year's results are broadly similar in many categories. General favourability and familiarity ratings have increased slightly following challenges with disability benefits processing times last year, although some remain lower than 2022.
- 2.2 Our reputation profile is broadly in line with organisations including Marks and Spencer and STV. To provide context, Citizens Advice Scotland is viewed most favourably, and Extinction Rebellion least.
- 2.3 Participants also had the opportunity to provide comments about the organisation, and a representative sample of these are contained in the summary report which is attached at Annex A.
- 2.4 The key themes IPSOS has drawn from the survey are:
  - Social Security Scotland has a strong reputational foundation to build on



- MSPs recognise Social Security Scotland's benefits to society and encourage a collaborative working approach
  - strengthen communication with MSPs through events and briefings.
- 2.5 This survey provides a useful measure of the organisation's favourability and familiarity with MSPs, a key audience for our engagement, and helps inform the activity of our Parliamentary Team.
- 2.6 As well as ongoing routine but critical activity on Parliamentary Questions and correspondence, the team is taking a more proactive approach to engagement with Parliamentarians and their staff and the Social Justice and Social Security Committee to pre-empt and mitigate issues and concerns.
- 2.7 The Committee and a number of MSPs have already visited our offices, members of the Executive team also write to the Committee and to individual MSPs on a regular basis and MSPs receive our stakeholder newsletter. The Chief Executive has also provided written updates to all MSPs.
- 2.8 As part of this strengthened and co-ordinated approach, the Executive Team will hold another briefing session at the Parliament in May – the survey highlights this is the preferred way for them to receive information, with an increase in favourability following last year's event.

### 3. Conclusion

- 3.1 The Executive Advisory Body is invited to provide their view on what they think our priority messages for parliamentarians should be this year and to offer any insight into other engagement methods that they have found to be valuable in the past.
- 3.2 We would also ask the Executive Advisory Body if they would like any involvement in our engagement with parliamentarians and to suggest how we can use members as advocates.