IPSOS KEY INFLUENCER TRACKING ANNUAL MSPS SURVEY 2024

Report prepared for

Social Security Scotland
Tèarainteachd Shòisealta Alba

February 2025

Ipsos

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PRIMARY THEMES

Primary Themes

Research conducted **October 2024 to January 2025**

41 MSPs participated in research on Social Security Scotland, representative of the House composition by political party

Social Security Scotland has a strong reputational foundation to build upon.

- Familiarity – Most MSPs know at least a fair amount about Social Security Scotland. Familiarity reached its highest level since measurements began. All Government MSPs interviewed know the organisation well/a fair amount.

- Favourability – three in five MSPs have a favourable impression of Social Security Scotland, while only a small proportion hold an unfavourable view, indicating a generally positive perception. Scores mostly recover from the decline seen in 2023. Most Government MSPs favour the organisation, while half of Opposition MSPs have no opinion.

- Advocacy—Around half of MSPs would advocate for Social Security Scotland. Two in five are neutral, presenting an opportunity to engage with and persuade them. Additionally, a quarter of Opposition MSPs are critical, highlighting the need to address their concerns and enhance outreach efforts to engage this specific group effectively.

49% of MSPs would advocate Social Security Scotland.

MSPs recognise Social Security Scotland's benefits to society and encourage a collaborative working approach.

- The most cited reasons for positive advocacy include the organisation's effectiveness, fairness, and responsiveness. Social Security Scotland is viewed more favourably than the DWP. This positive perception reflects well on Social Security Scotland, as the treatment of customers and acting with honesty and integrity are two of the top factors MSPs use when judging organisations.

- However, some critical perspectives focus on perceived inefficiencies and a lack of visibility or engagement and a small number of MSPs believe that Social Security Scotland does not always meet its commitments.

- Government MSPs (at the time of the survey) are generally more positive when speaking about Social Security Scotland.

75% of Advocates feel Social Security Scotland respects service users and treats them fairly.

Strengthen communications with MSPs through events and briefings

- MSPs have indicated that providing relevant information, building relationships, and establishing a regular point of contact is crucial for developing and maintaining good relations with them and when asked ways would like Social Security Scotland to make contact with you in future Parliamentary events and regular briefings

- Verbatims also suggest that MSPs would like Social Security Scotland to engage with them more and are seeking invitations to engage with them and their constituents.

> Invite me to meet with them locally so they can tell me about what they do. I would be interested to know what the problems were, if there were issues, where they think improvements could be made and where, as an MSP, I can actually help and assist them.
>
> Conservative

73% of MSPs would be interested in attending Parliament events hosted by Social Security Scotland.

What next

1 **Leverage existing strengths**

MSPs recognise that Social Security Scotland plays a vital role in enhancing Scotland's social landscape by delivering benefits to constituents in a fair, respectful, and honest manner. Consistently highlighting these benefits is an excellent opportunity to strengthen relationships with MSPs.

Addressing delays and efficiency concerns should be a priority to improve service delivery. Focusing on streamlining claims processing and expanding digital accessibility while ensuring that paper and phone options remain available can help foster greater trust with MSPs and the communities they serve.

Furthermore, organising local outreach and community engagement events can provide a platform for Social Security Scotland to share success stories and illustrate the benefits of a fairer, Scottish-led system. This approach informs MSPs and encourages their support for ongoing initiatives.

2 **Improve engagement and transparency**

MSPs are eager for more frequent and personalised communication from Social Security Scotland. By enhancing transparency about its challenges, the organisation can build stronger connections with MSPs. Embracing a collaborative approach is likely to yield positive results.

Utilising platforms such as Holyrood Magazine and The Herald presents an opportunity to share updates and highlight initiatives. This strategy can help maintain visibility and influence in key discussions. Furthermore, organising more briefings and parliamentary events may attract greater participation from MSPs.

KEY FINDINGS

Social Security Scotland holds a strong position among the organisations measured, ranking as a top-tier organisation that MSPs both recognise and view favourably.

What you need to know…

- Government MSPs are more likely to be favourable of the organisation. Around half of the Opposition are undecided when asked about levels of favourability.

> **They are still a relatively new body; I have had a bit of engagement with them** just in terms of briefings. Slowly but surely, we have more cases coming through in terms of casework where **I or my team are interacting with them**.
>
> **Labour/Co-operative**

What do you need to consider?

1. Despite only operating since 2018, Social Security Scotland is widely recognised among MSPs and enjoys high levels of familiarity and favourability. This strong foundation provides an opportunity to further enhance its reputation, build greater trust particularly with Opposition MSPs, and strengthen relationships with constituents.

Reputation profile – all organisations measured

All MSPs

TIER 2 — Low Familiarity & High Favourability
TIER 1 — High Familiarity & Favourability
TIER 3 — Low Familiarity & Low Favourability
TIER 4 — High Familiarity & Low Favourability
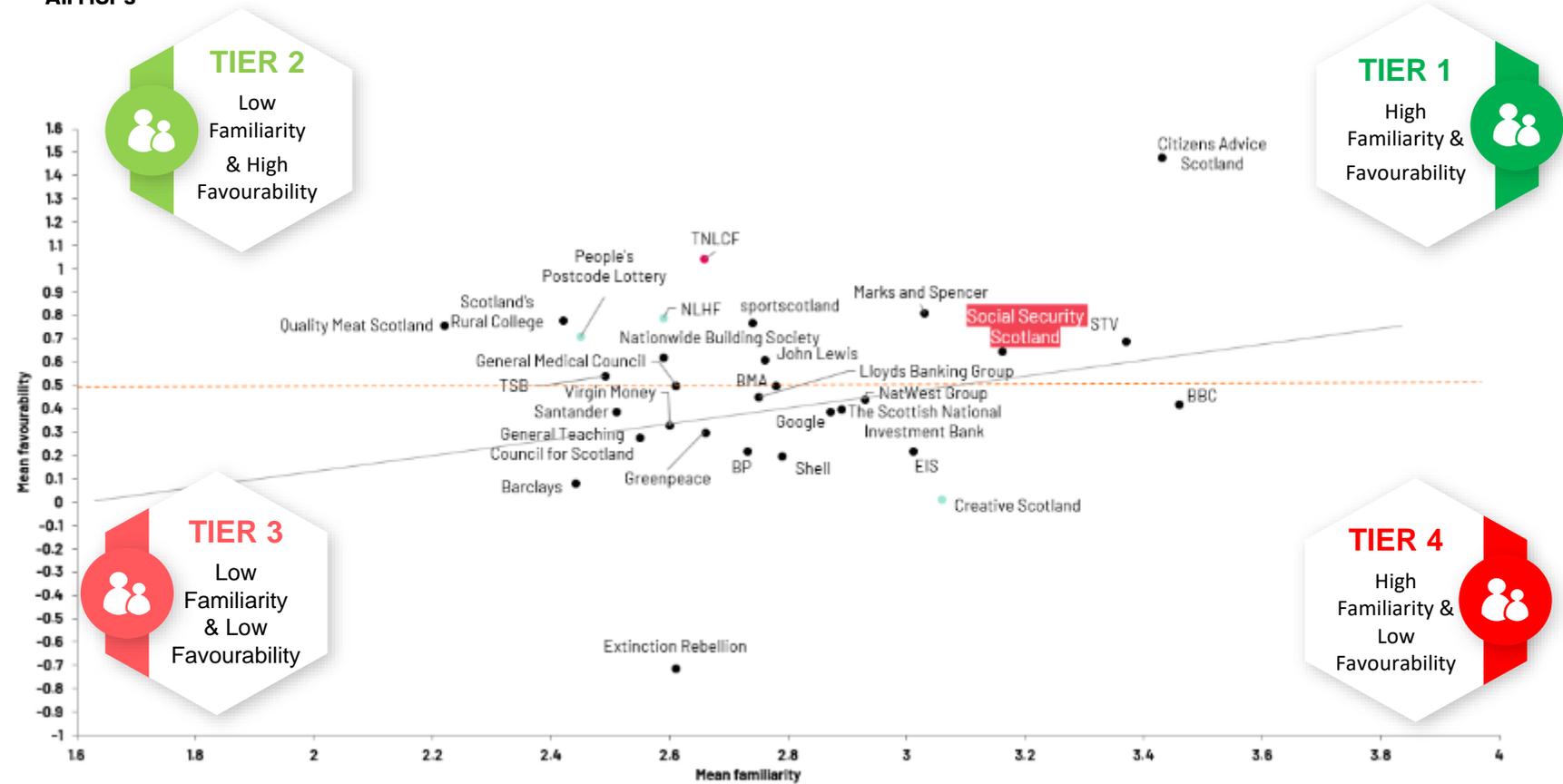
Social Security Scotland	All MPs	Government	Opposition
Know at least a fair amount	90%	100%	80%
Favourable	61%	88%	36%
Unfavourable	8%	0%	16%

Three in five MSPs view Social Security Scotland favourably, with around half actively advocating the organisation.

What you need to know…

- A strong foundation of familiarity contributes to positive levels of favourability towards the organisation.
- While half of MSPs would advocate Social Security Scotland, four in ten remain neutral when asked how they would speak about the organisation.

Key findings

39%

of MSP's are neutral toward Social Security Scotland when asked how they would speak about them.

What do you need to consider?

1. With a notable proportion of MSPs remaining neutral in their views on Social Security Scotland, there is a clear opportunity to engage and convert those who have yet to form a strong opinion.

Favourability with Social Security Scotland
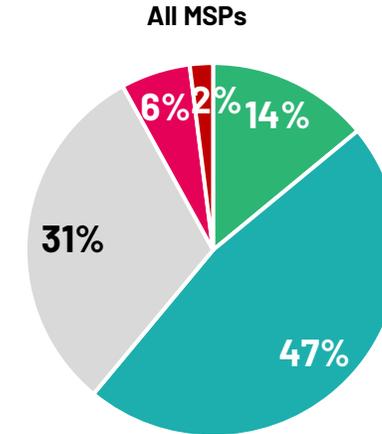
61% Favourable

8% Unfavourable

All MSPs

- ■ % Very favourable
- ■ % Mainly favourable
- ■ % Neither nor / no opinion
- ■ % Mainly unfavourable
- ■ % Very unfavourable

Advocacy towards Social Security Scotland
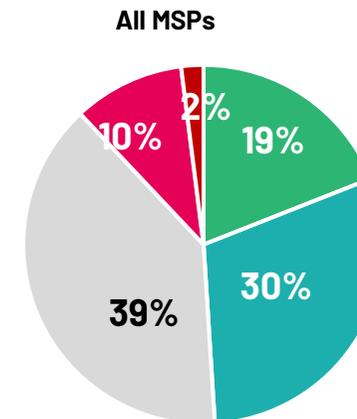
49% Speak highly

12% Critical

All MSPs

- ■ % Speak highly without being asked
- ■ % Speak highly if asked
- ■ % Neutral
- ■ % Critical if asked
- ■ % Critical without being asked

Verbatims suggest that Social Security Scotland is recognised for its compassion and accessibility to the public. Some MSPs also highlight effective communication.

What you need to know...

- •While MSPs acknowledge the visibility of Social Security Scotland, they believe that additional support is needed for their constituents.

- •MSPs recognise the busy nature of the organization; however, they would appreciate more transparency regarding its challenges.

- •Enhanced communication and engagement would be welcomed and highly valued.

What do you need to consider?

1. While MSPs recognise the valuable work Social Security Scotland is doing, they wish to support the organisation in enhancing the service provided to constituents. Increased transparency and regular updates on progress could foster stronger relationships with MSPs.

Reasons for advocating: key themes

- Compassionate and fair.

- Accessibility of services and quality of processes.

- Proactive communication and responsiveness.

> **They have a good relationship with MSPs, whenever I have any queries, they have always responded quickly...** They send regular briefings to MSPs as well.
>
> **Labour/Co-operative**

> They are overworked and stretched but **always try to help. They have a humane approach to members of the public**, which is part of the ethos we are trying to build in our social security system in Scotland."
>
> **Green Party**

Reasons for being critical: key themes

- Can be slow and overly process driven.

- Lack of transparency.

- Limited direct communication and engagement.

> It was promised that **it was going to be transformational, and instead at times it appears worse than the DWP** for bureaucracy. It is **quite difficult for constituents to communicate** properly with them.
>
> **Conservative**

> **They need some improvement in terms of communication.** There is more work to be done.
>
> **Scottish National Party**

MSPs are keen to receive contact from Social Security Scotland, with a large majority showing interest in attending Parliamentary events.

What you need to know…

- Government MSPs preferred communication methods include Parliamentary events, briefings, letters from Minister of Chief Executive, and direct contact from staff.

- Opposition MSPs preferred communication methods include Parliamentary events, briefings and meetings.

What do you need to consider?

1. With MSPs showing interest in receiving direct communication from Social Security Scotland, there is an opportunity to build stronger relationships with them. Hosting Parliamentary events, putting together more regular briefings, and making direct contact with them via emails and meetings could help enhance these relationships and increase advocacy levels.

Ways in which MSPs would like Social Security Scotland to make contact in the future

73% show interest that they would attend Parliamentary events

Other forms of communication MSPs would welcome:

68%	Briefings
54%	Direct contact from staff
54%	Letter to MSPs from Minister or Chief Executive
52%	Meetings
49%	Emails

> "Just **communicate more effectively** about how efficient they are, about disseminating grant funding and there is also a question of how they interact with the DWP on the issue of devolving benefits. Maybe **better direct communication with MSPs**, I haven't heard much about how they operate. Probably **face to face engagement, site visits, briefings, that kind of thing.**
>
> **Labour/Co-operative**

> "**It's about increased engagement.** They have offices in Dundee where I live so that could be a site visit or parliamentary activities, events in parliament. **Offering meetings or things like that.** I don't know a whole lot about them.
>
> **Conservative**

APPENDIX

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REPUTATION KPIS

Reputation profile – Definitions

This reputation profile chart helps Social Security Scotland understand where it is on its reputational journey among different audiences and how to move towards the top right of the grid.

Mean favourability

TIER 2
Low Familiarity
&
High
Favourability

TIER 1
High Familiarity
&
Favourability

Line of best fit – indicates relationship between

Familiarity and Favourability

TIER 3
Low Familiarity
&
Low
Favourability

TIER 4
High Familiarity
&
Low
Favourability

Mean familiarity

Reputation profile – all organisations measured (All MSPs)

Scatter plot with x-axis "Mean familiarity" (1.6 to 4) and y-axis "Mean favourability" (-1 to 1.6).

Data points labelled:
- Citizens Advice Scotland (~3.42, 1.48)
- TNLCF (~2.66, 1.04)
- Marks and Spencer (~3.03, 0.81)
- People's Postcode Lottery (~2.43, 0.78)
- sportscotland (~2.73, 0.77)
- Scotland's Rural College (~2.22, 0.76)
- NLHF (~2.55, 0.79)
- Social Security Scotland (~3.15, 0.65)
- STV (~3.37, 0.69)
- Nationwide Building Society (~2.49, 0.62)
- John Lewis (~2.75, 0.61)
- General Medical Council (~2.50, 0.54)
- Quality Meat Scotland (~2.45, 0.71)
- BMA (~2.75, 0.45)
- Lloyds Banking Group (~2.78, 0.50)
- TSB (~2.58, 0.50)
- NatWest Group (~2.93, 0.44)
- Virgin Money (~2.55, 0.33)
- Santander (~2.51, 0.39)
- Google (~2.88, 0.39)
- The Scottish National Investment Bank (~2.91, 0.40)
- General Teaching Council for Scotland (~2.52, 0.28)
- Greenpeace (~2.62, 0.30)
- BP (~2.73, 0.22)
- Shell (~2.78, 0.20)
- EIS (~3.01, 0.22)
- Barclays (~2.45, 0.08)
- BBC (~3.46, 0.42)
- Creative Scotland (~3.06, 0.01)
- Extinction Rebellion (~2.61, -0.71)

Orange dashed horizontal line at 0.5. Grey trend line sloping upward.

Social Security Scotland Familiarity

How well do you feel you know Social Security Scotland?

90%
Knew at least a fair amount

All MSPs

10%
26%
64%

Government

41%
59%

Opposition

12%
20%
68%
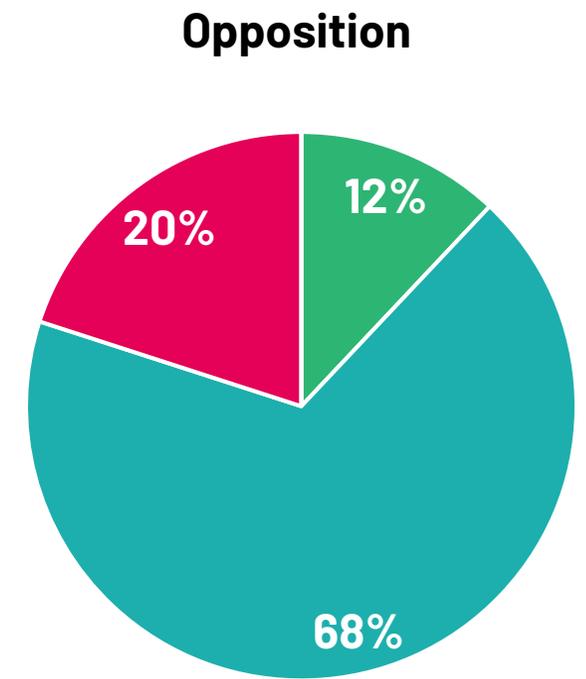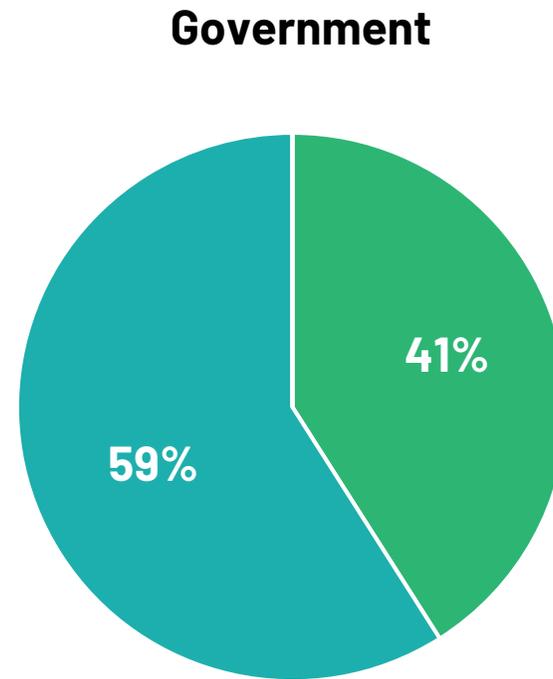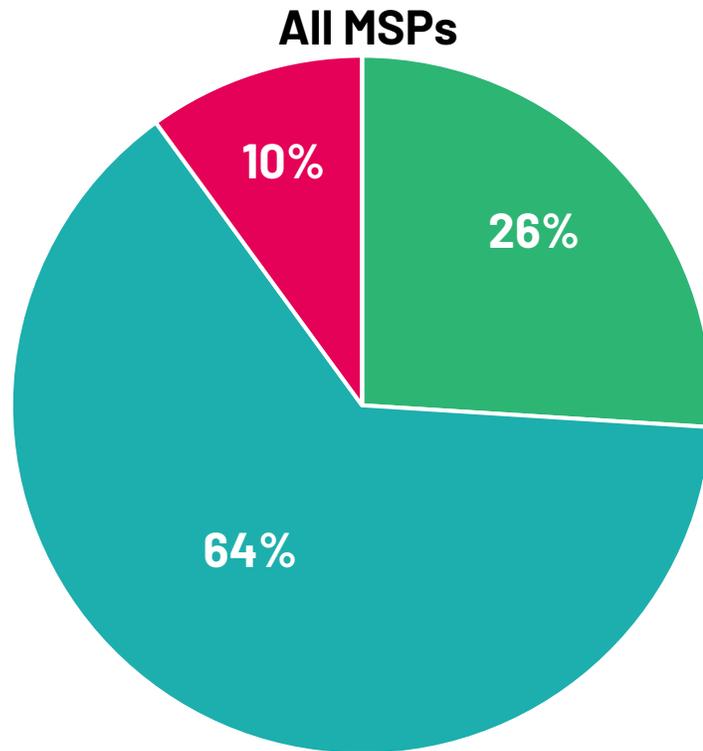
🟩 % Know very well 🟦 % Know a fair amount 🟥 % Know just a little 🟥 % Heard of but know nothing about it ⬜ % Never heard of

Familiarity - trend

How well do you feel you know Social Security Scotland?

% know very well/fair amount

Category	2024	2023	2022
All MSPs	90%	71%	80%
Government	100%	85%	92%
Opposition	80%	53%	65%

Legend:
- 2024 (orange)
- 2023 (dark blue)
- 2022 (teal)
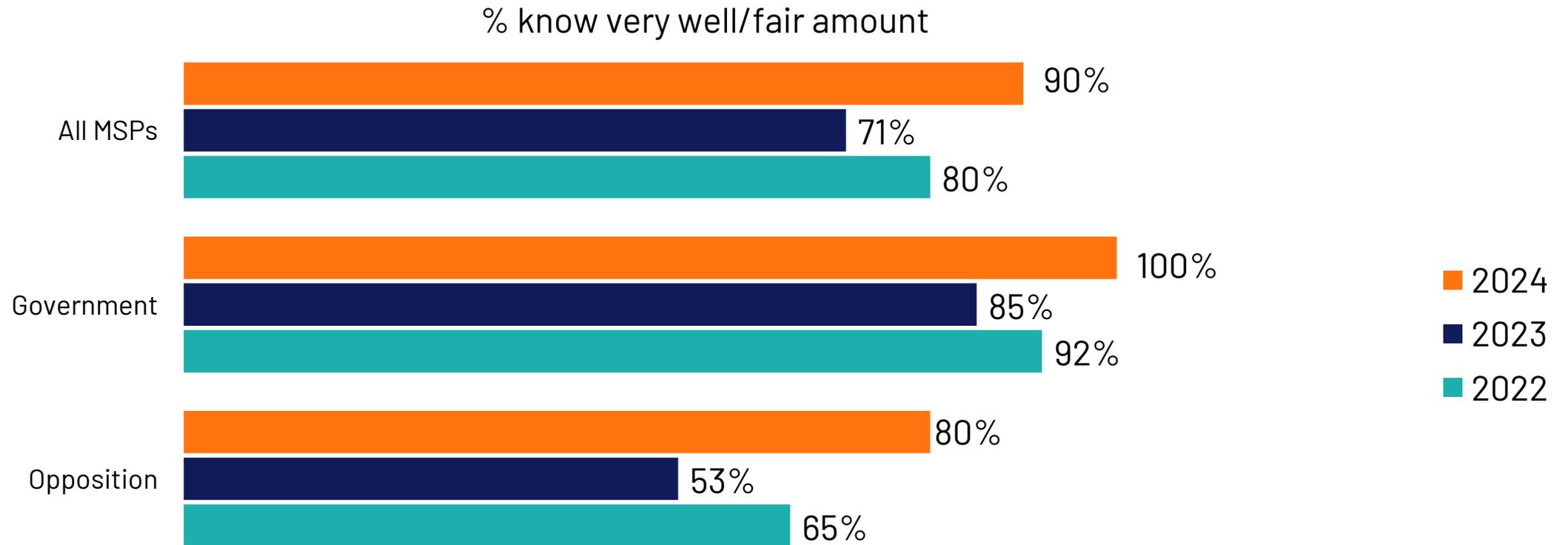
Base: All MSPs asked each year (2024 n=41, 2023 n=42, 2022 n=43)

Social Security Scotland Favourability

How favourable or unfavourable is your overall opinion or impression of Social Security Scotland?

61% Favourable

8% Unfavourable

All MSPs
- 14%
- 6%
- 2%
- 31%
- 47%

Government
- 12%
- 29%
- 59%

Opposition
- 4%
- 12%
- 36%
- 48%

■ % Very favourable ■ % Mainly favourable ■ % Neither nor / no opinion ■ % Mainly unfavourable ■ % Very unfavourable
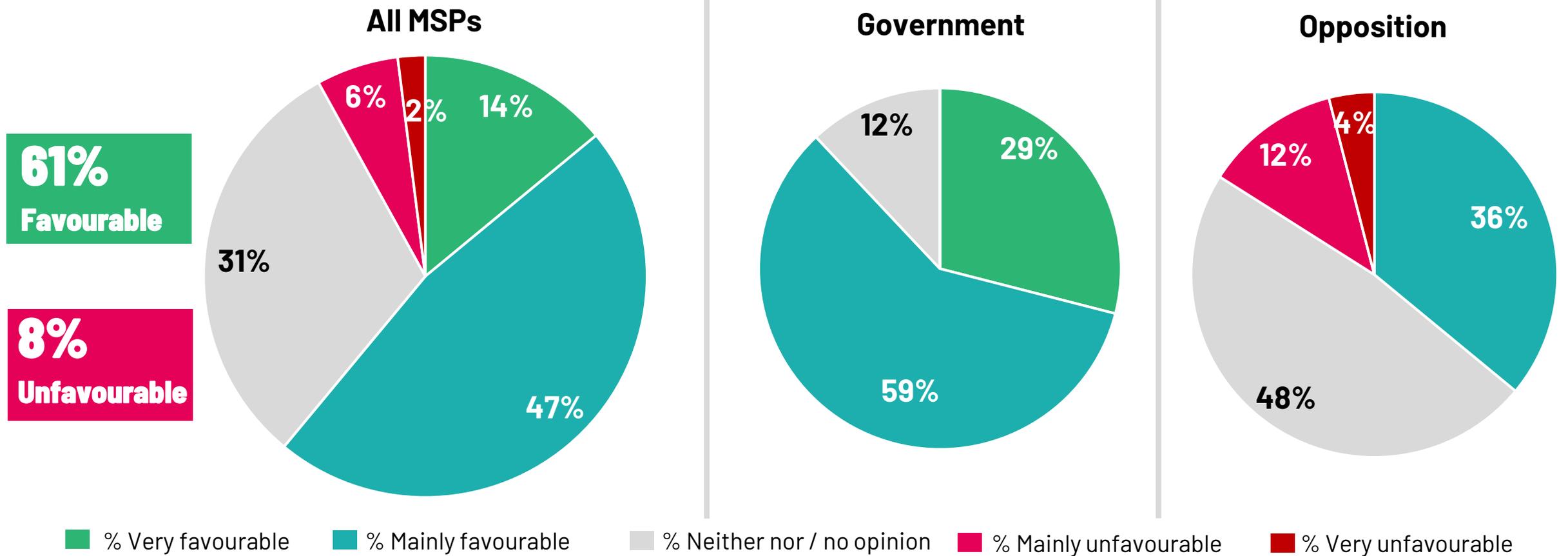
Base: All MSPs who have at least heard of Social Security Scotland: All MSPs (41); Government MSPs (17); Opposition MSPs (24) CAUTION: Low base

Favourability - trend

How favourable or unfavourable is your overall opinion or impression of Social Security Scotland?

% very/mainly favourable

All MSPs
- 2024: 61%
- 2023: 49%
- 2022: 71%

Government
- 2024: 88%
- 2023: 85%
- 2022: 96%

Opposition
- 2024: 36%
- 2023: 5%
- 2022: 40%
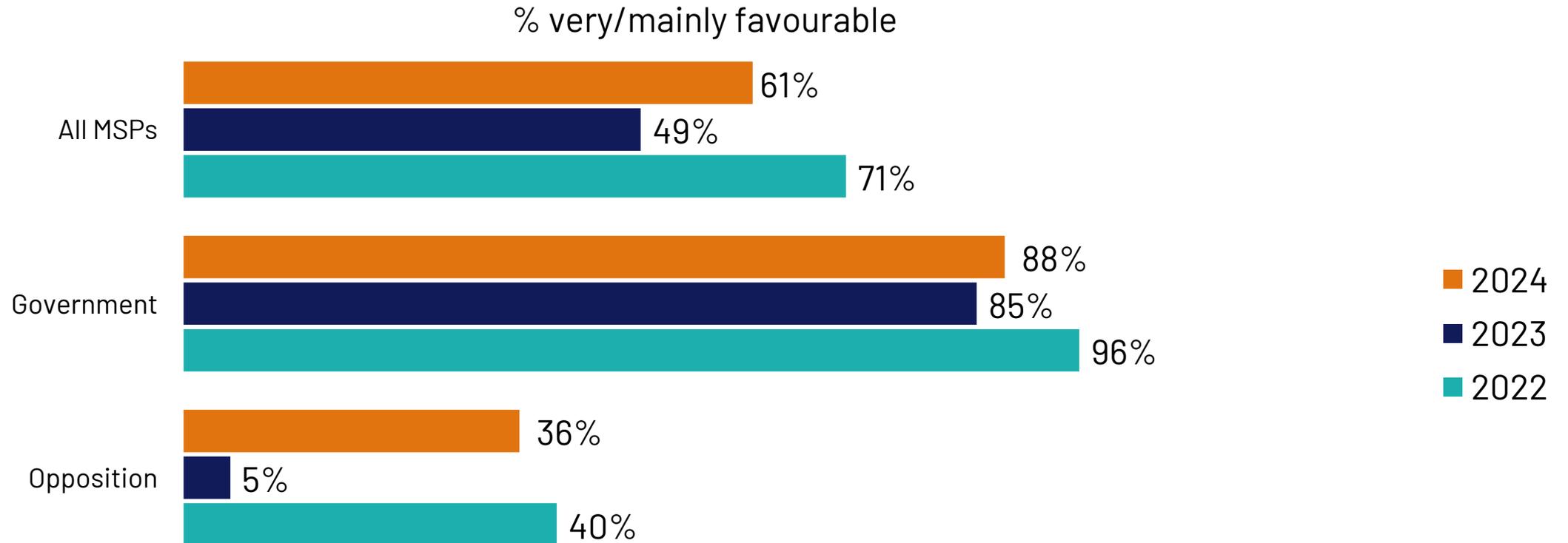
- 2024
- 2023
- 2022

Base: All MSPs asked each year (2024 n=41, 2023 n=42, 2022 n=43)

Social Security Scotland Advocacy

To what extent would you speak highly or critically about Social Security Scotland ?
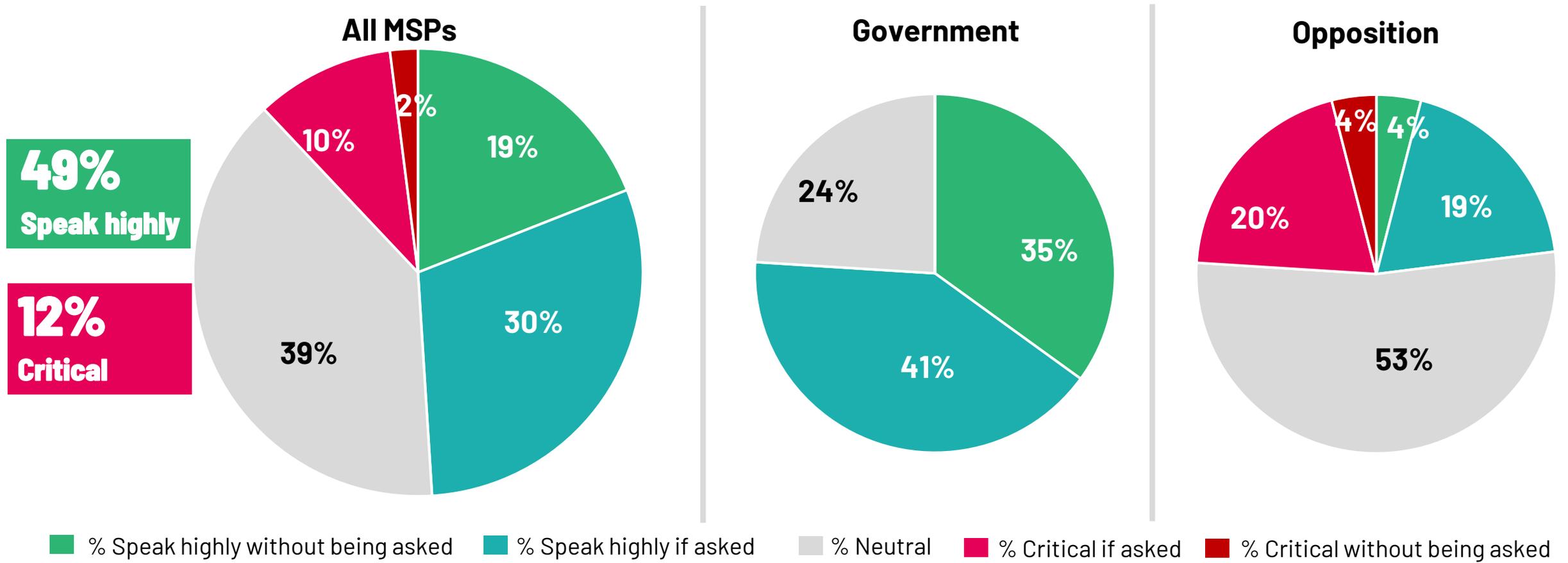
49% Speak highly

12% Critical

All MSPs
- 19%
- 30%
- 39%
- 10%
- 2%

Government
- 35%
- 41%
- 24%

Opposition
- 4%
- 19%
- 53%
- 20%
- 4%

Legend:
- % Speak highly without being asked
- % Speak highly if asked
- % Neutral
- % Critical if asked
- % Critical without being asked

Base: All MSPs who have at least heard of Social Security Scotland: All MSPs (41); Government MSPs (17); Opposition MSPs (24) *CAUTION: Low Base*

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Advocacy - trend

To what extent would you speak highly or critically about Social Security Scotland ?

% speak highly

All MSPs
- 2024: 49%
- 2023: 41%
- 2022: 63%

Government
- 2024: 76%
- 2023: 75%
- 2022: 92%

Opposition
- 2024: 23%
- 2023: 0%
- 2022: 27%

Legend:
- 2024
- 2023
- 2022
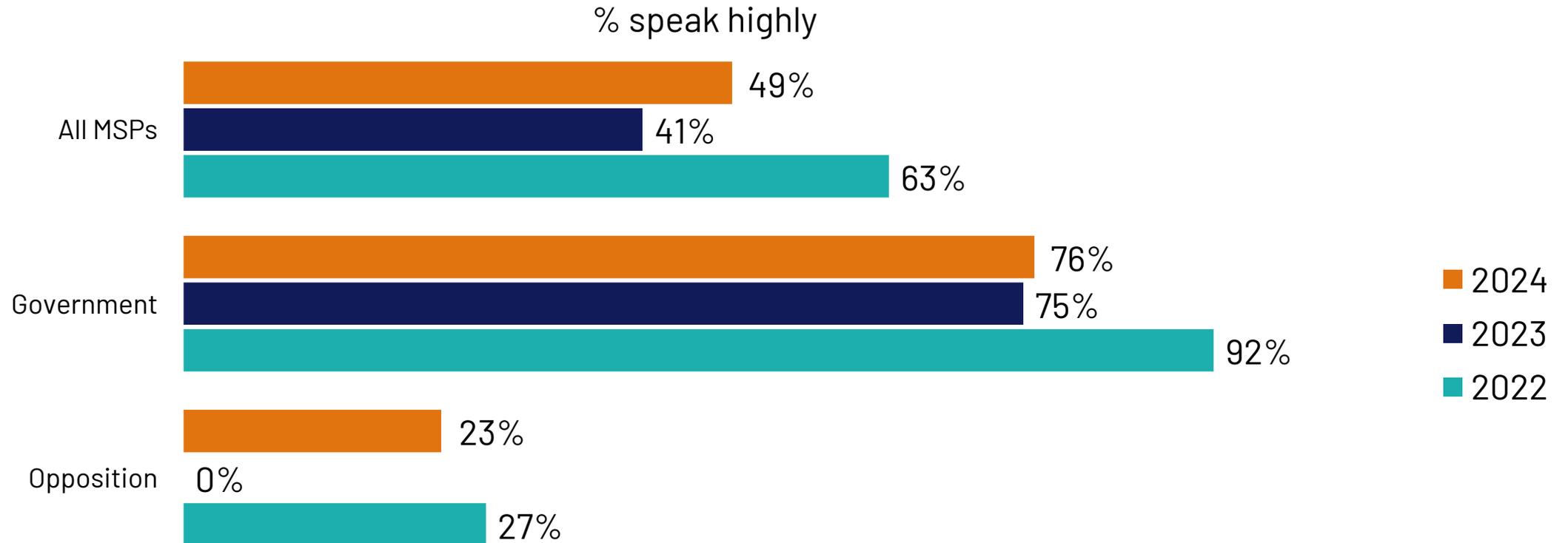
Base: All MSPs asked each year (2024 n=41, 2023 n=42, 2022 n=43)

Reasons for speaking highly of Social Security Scotland

Why do you say you would speak highly of Social Security Scotland?

All MSPs who speak highly of Social Security Scotland

% Top Mentions

		Government	All Opposition	Change vs W23
They respect service users / treat them fairly	75%	77	67	+28
Positive comparison to DWP	62%	62	63	+2
They are easy to contact	37%	38	33	+4
Personal dealings with Social Security Scotland	31%	31	30	+4
Communicate / engage with MSPs / keep updated	29%	15	70	+16
The staff are good / helpful / professional	27%	23	37	+7
They do a good job / efficient organisation	17%	23	0	–23
Positive feedback from service users	17%	23	0	–16
Are responsive to claims / the service is timely	12%	15	0	–8
They provide a simpler application system	10%	8	16	+3

> " The way they work, **the way they treat people and assess their need is transformational compared to the DWP.** They treat people with dignity and respect and assesses them on their need as opposed to the way the DWP did which was more punitive, so **it is a much better system.**
>
> **Scottish National Party**

> " Whenever I have had to contact them in terms of referring constituents, **they have been very prompt and helpful.** They listen to whatever issue happens to be raised with them and they speak directly to the constituents I have referred.
>
> **Scottish National Party**

Reasons for speaking critically of Social Security Scotland

Why do you say you would be critical of Social Security Scotland?

All MSPs who speak critically of Social Security Scotland

% Top Mentions

		Government	All Opposition	Change vs W23
They are overstaffed / too bureaucratic	67%	–	67	N/A
They don't live up to what was promised	51%	–	51	+10
Negative comparison to DWP	35%	–	35	+21
Lack of responsiveness / delays in processing claims	33%	–	33	–57
Lack of communication	18%	–	18	+4
Inefficient use of public money	16%	–	16	–17

> " **Communicate with us a little bit more.** They are a very big organisation, lots of staff, I can't believe there isn't somebody whose job it is to do external relations with politicians. **They should keep us a bit more up to date as to what is going on.**
>
> **Conservative**

> " From a constituency point of view the casework I get showed that **there are lots and lots of delays.** People are waiting months to get their claims settled.
>
> **Labour**

Base: All MSPs who would be critical of Social Security Scotland (6)*, Government MSPs who would be critical of Social Security Scotland (-)*, Opposition MSPs who would be critical of Social Security Scotland (6)* CAUTION: Low base

Improving advocacy for Social Security Scotland

What would Social Security Scotland need to do to make you start speaking more highly of it?

All MSPs who are neutral about Social Security Scotland

% Top Mentions		Government	All Opposition	Change vs W23
Deliver on their promise	33%	25	37	+26
Engage with the MSPs / communicate more	33%	0	46	+17
Be more responsive / less delays with claims	28%	50	20	-1
It is a new organisation / lack of knowledge of Social Security…	25%	0	35	+6
Engage with my constituents	15%	50	0	+5
Be more honest / transparent	5%	0	7	N/A
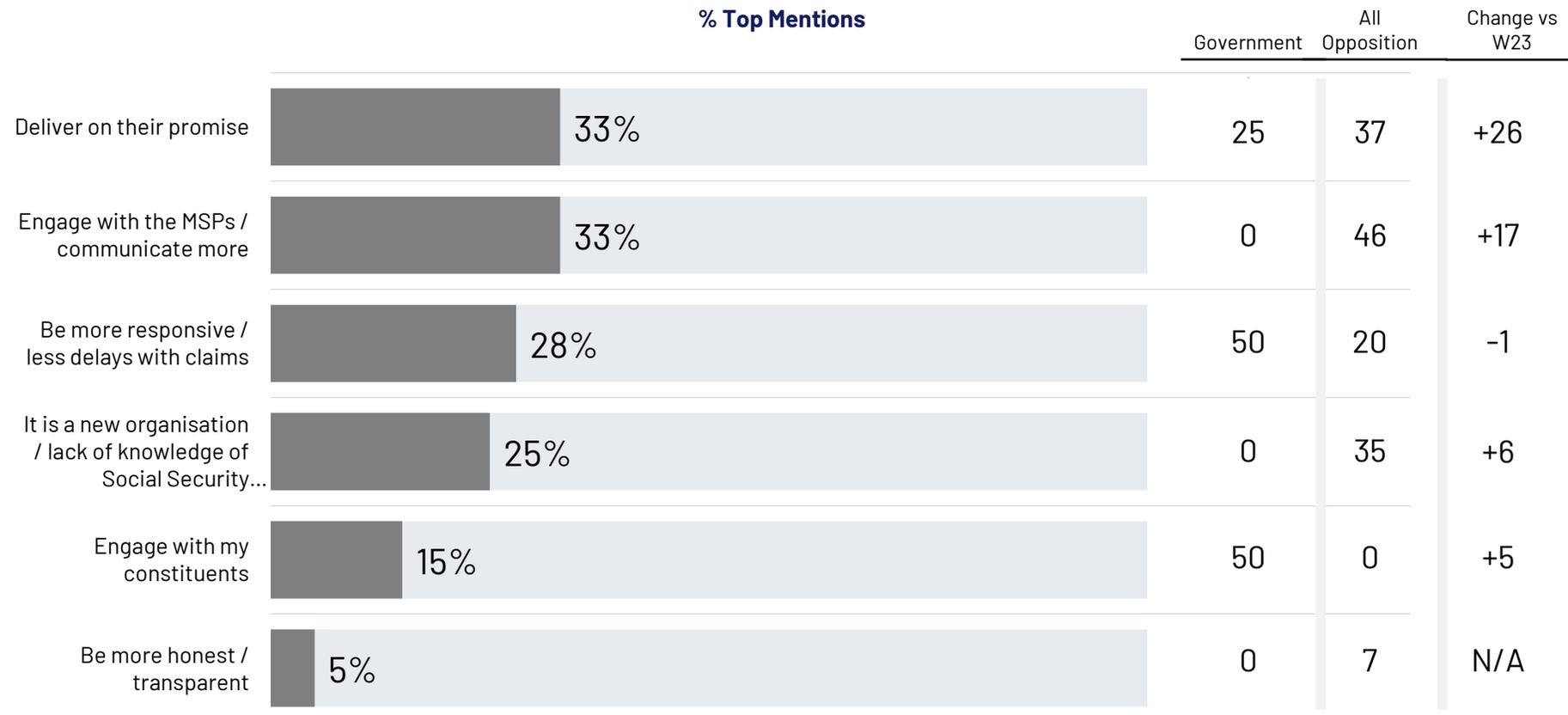
> " **It is just about efficiency in managing applications and enquiries.** It is just about the efficiency of their operations which is the main thing.. and **delivering on what they promised** they would deliver.
>
> **Scottish National Party**

> " **Invite me to meet with them locally so they can tell me about what they do.** I would be interested to know what the problems were, if there were issues, where they think improvements could be made and **where, as an MSP, I can actually help and assist them.**
>
> **Conservative**

Communication

In which, if any, of these ways would you like Social Security Scotland to make contact with you in future?
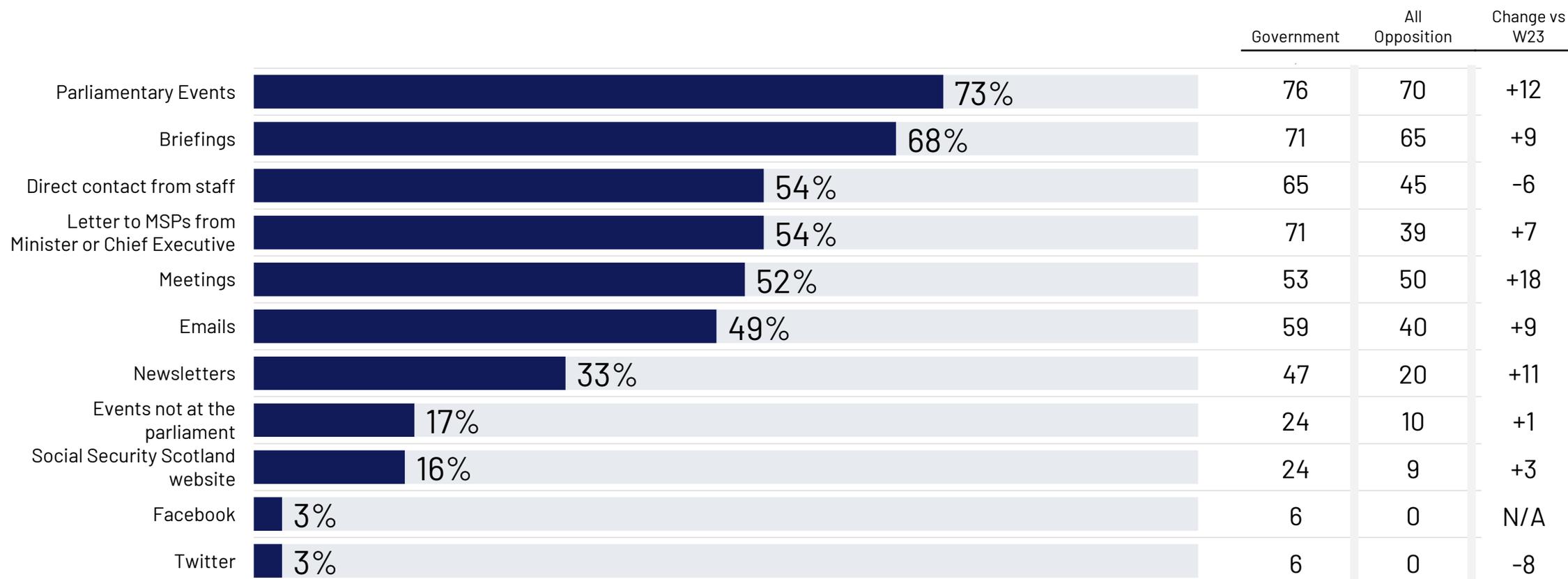
		Government	All Opposition	Change vs W23
Parliamentary Events	73%	76	70	+12
Briefings	68%	71	65	+9
Direct contact from staff	54%	65	45	-6
Letter to MSPs from Minister or Chief Executive	54%	71	39	+7
Meetings	52%	53	50	+18
Emails	49%	59	40	+9
Newsletters	33%	47	20	+11
Events not at the parliament	17%	24	10	+1
Social Security Scotland website	16%	24	9	+3
Facebook	3%	6	0	N/A
Twitter	3%	6	0	-8

Base: All MSPs who have at least heard of Social Security Scotland: All MSPs (41); Government MSPs (17); Opposition MSPs (24) *CAUTION: Low base*

CONTEXT & SECTOR OVERVIEW

Economic Optimism

Do you think the general economic condition of Scotland will improve, stay the same, or get worse over the next 12 months?

All MSPs
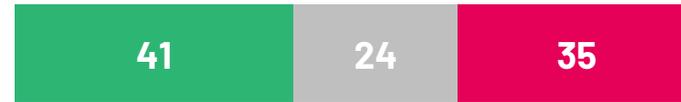
35	27	38

Government

41	24	35

Opposition

29	31	40

All MSPs

Improve

Get Worse

35%

−38%

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024
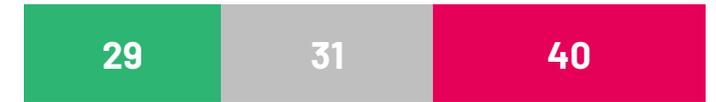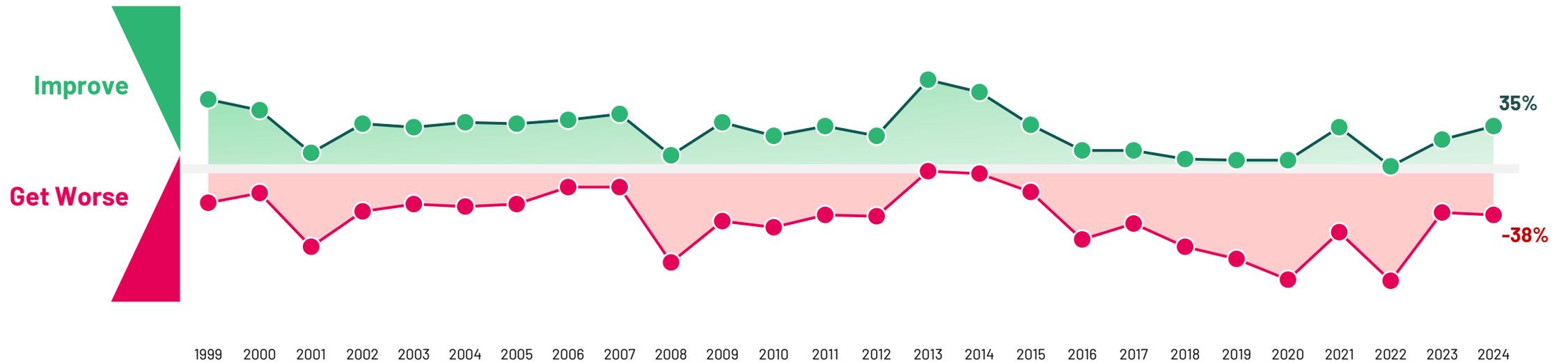
Base: All MSPs (41); Government MSPs (17); Opposition MSPs (24). CAUTION: Low Base

Important industries for growing the Scottish economy over the next 5 years

Looking at this list of industry sectors, which two or three of them do you think are the most important for growing the Scottish economy over the next 5 years?

Top mentions

Industry	All MSPs	Government MSPs	Opposition MSPs
Construction	54	47	61
Electricity and power	48	53	44
Tourism	42	47	38
Financial services	42	29	54
Manufacturing	35	47	23
Technology and internet	27	35	19
Oil and gas	13	0	25
Aerospace and defence	10	12	8
Pharmaceuticals	8	12	4
Farming and agriculture	7	6	8
Transport	7	6	8
High street retail	2	0	4
Rail	2	0	4

Base: All MSPs (41); Government MSPs (17); Opposition MSPs (24). CAUTION: Low Base

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Postbag

Which of the subjects on this list, if any, do you receive most letters about in your post bag, or receive most approaches about from individuals in clinics or other ways?

% Top mentions (1st or other mentions)

	% Government	% Opposition	% All MSPs
Housing	94	71	82
Health Service	88	84	86
Education/schools	71	68	69
Care of the elderly	71	56	63
Cost of living/inflation	71	39	54
Public transport	65	76	71
Social security	59	41	50
Childcare	53	36	44
Rail services	41	47	44
Business support	41	27	34

	% Government	% Opposition	% All MSPs
Environment/pollution	41	24	32
Energy	35	30	32
Debt/consumer debt	35	22	28
Crime/Law & order	29	48	39
Council Tax	29	27	28
Climate change/global warming	24	45	35
Flooding	24	33	28
Homelessness/begging	24	24	24
Tourism	24	10	17
Independence Referendum	24		11
Windfarms	18	35	27

■ % Government   ■ % Opposition

Base: All MSPs (41) Government MSPs (17), Opposition MSPs (24) CAUTION: Low Base

Postbag issue trend

Which of the subjects on this list, if any, do you receive most letters about in your post bag, or receive most approaches about from individuals in clinics or other ways?


86 Health Service
82 Housing
69 Education/schools
63 Care of the elderly
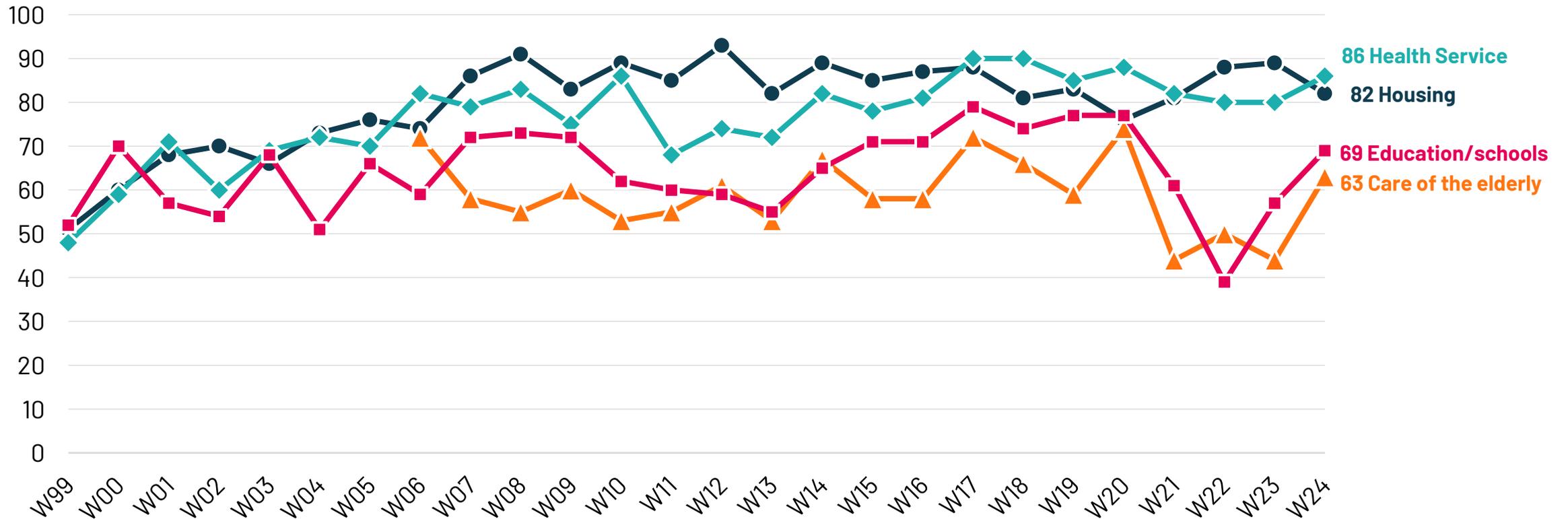
Judgement of companies or organisations

Please say how important each of the following factors are when you judge a company or organisation?
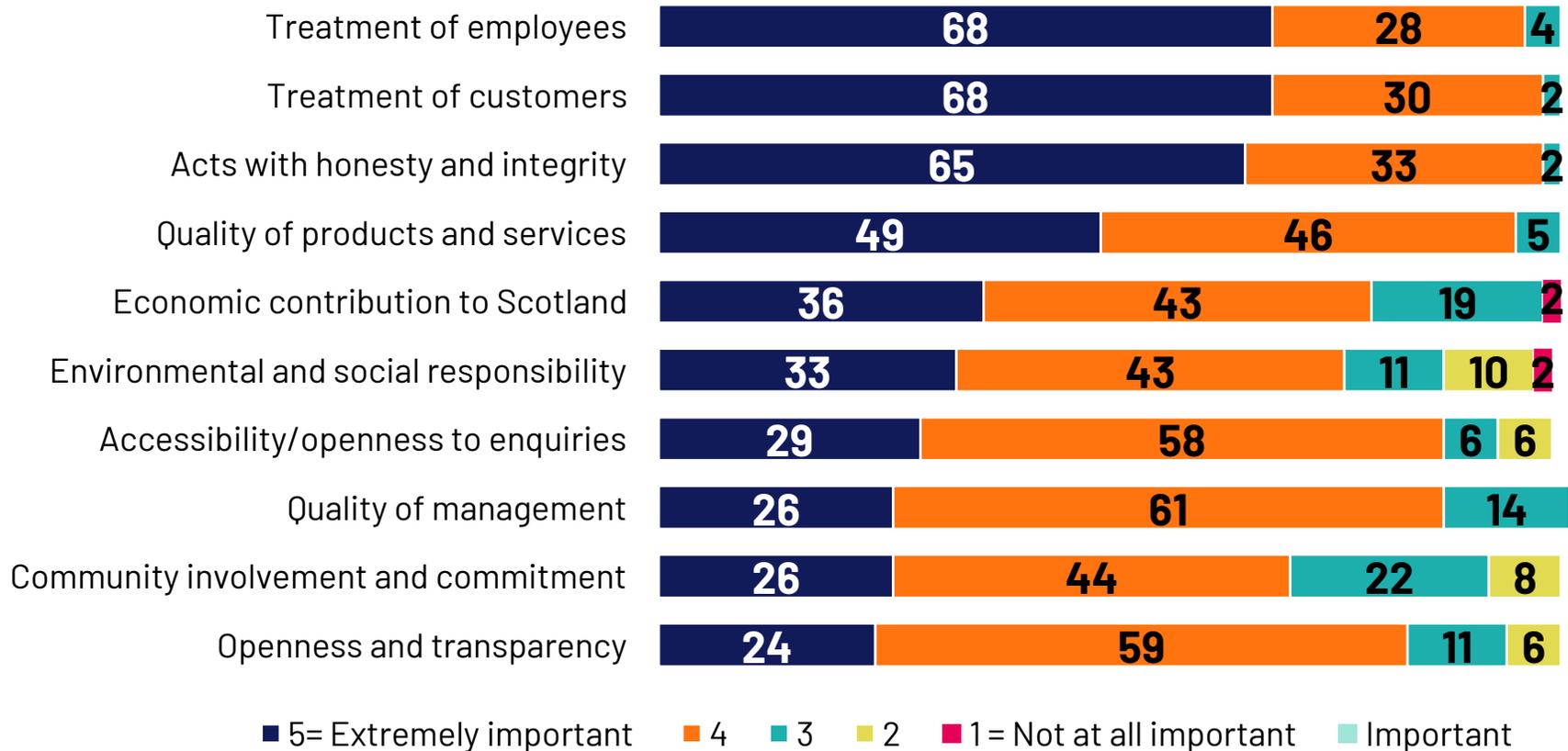
Factors –	Important (+/-%)		
	Government	All Opposition	Change vs W23
Treatment of employees	100	92	-2
Treatment of customers	100	96	+3
Acts with honesty and integrity	100	96	-2
Quality of products and services	94	96	+5
Economic contribution to Scotland	94	66	+4
Environmental and social responsibility	94	60	-6
Accessibility/openness to enquiries	100	75	-5
Quality of management	88	85	-5
Community involvement and commitment	88	53	+4
Openness and transparency	94	72	-1

Chart data (5= Extremely important, 4, 3, 2, 1 = Not at all important):

- Treatment of employees: 68, 28, 4
- Treatment of customers: 68, 30, 2
- Acts with honesty and integrity: 65, 33, 2
- Quality of products and services: 49, 46, 5
- Economic contribution to Scotland: 36, 43, 19, 2
- Environmental and social responsibility: 33, 43, 11, 10, 2
- Accessibility/openness to enquiries: 29, 58, 6, 6
- Quality of management: 26, 61, 14
- Community involvement and commitment: 26, 44, 22, 8
- Openness and transparency: 24, 59, 11, 6

Legend: ■ 5= Extremely important ■ 4 ■ 3 ■ 2 ■ 1 = Not at all important ■ Important

CONTEXT: COMMUNICATION AND MEDIA USAGE

Developing and maintaining good relations with MSPs

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

Top mentions		Government	All Opposition	Change vs W23
Provide relevant information	70%	82	59	N/A
Build relationships	56%	41	69	N/A
Regular contact point of contact	52%	65	40	N/A
Provide quality information	37%	47	28	N/A
Emails	34%	35	33	-7
Do not contact too often	28%	18	38	N/A
Talk about what they do / their remit	15%	18	12	+12
Timely communication	13%	12	14	+4
Newsletters	6%	6	7	-18
Social media	3%	6	0	+1
Telephone	3%	6	0	-6
Be transparent	2%	0	4	N/A
Engage with constituents	2%	0	4	N/A
Better understanding	2%	0	4	N/A

*Base: All MSPs : All MSPs (41); Government MSPs (17); Opposition MSPs (24)*

Daily newspapers

Which of these daily publications, if any, do you read regularly (at least 3 issues out of 4) either in print, online or both.

Top mentions		Government	All Opposition	Change vs W23
The Herald	50%	35	63	+6
The Times	37%	12	61	-1
The Scotsman	36%	18	52	+9
The National	30%	53	9	-3
The Guardian	28%	24	32	=
The Daily Record	25%	24	27	-3
Daily Mail	18%	6	29	+2
Press and Journal	17%	12	22	-4
The Courier	16%	6	25	-3
Evening Times	13%	12	14	-3
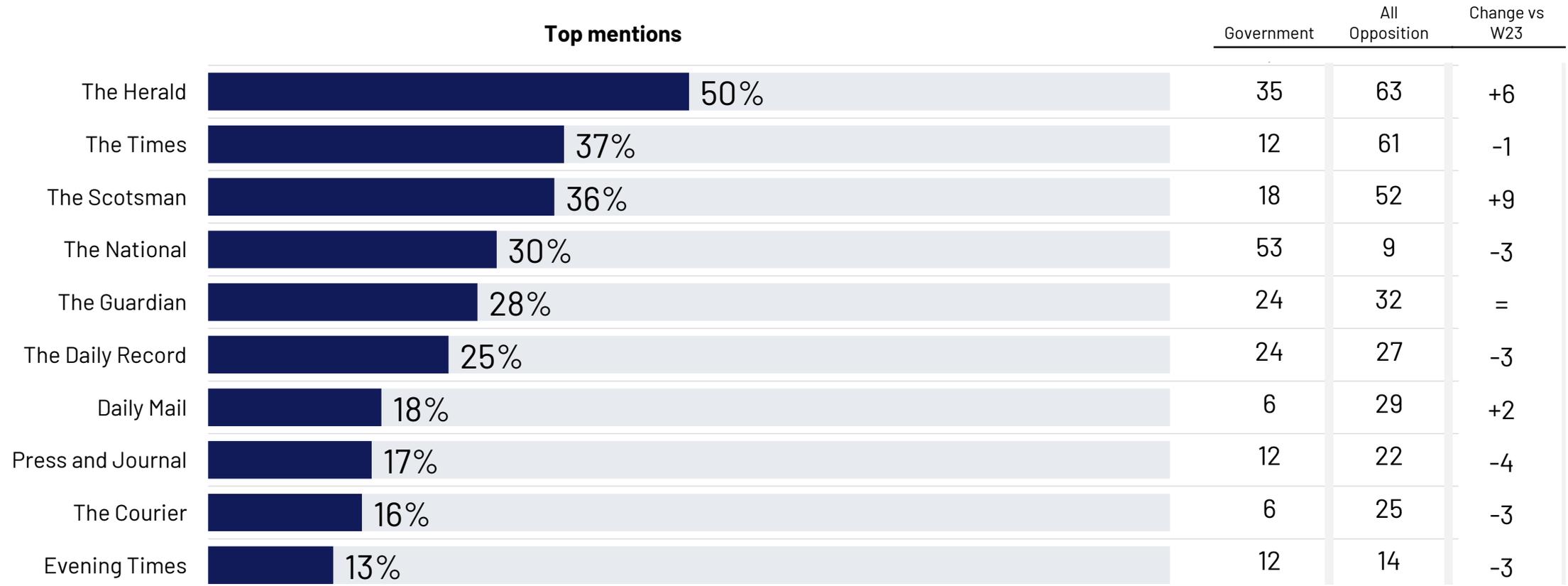
Base: All MSPs (41); Government MSPs (17); Opposition MSPs (24) CAUTION: Low Base

Daily newspapers readership trend

Which of these daily publications, if any, do you read regularly (at least 3 issues out of 4) either in print, online or both.


Legend (right side):
- 50 The Herald
- 37 The Times
- 36 The Scotsman
- 30 The National
- 28 The Guardian
- 25 The Daily Record
- 17 Press and Journal

X-axis: W99, W00, W01, W02, W03, W04, W05, W06, W07, W08, W09, W10, W11, W12, W13, W14, W15, W16, W17, W18, W19, W20, W21, W22, W23, W24

Y-axis: 0 to 100
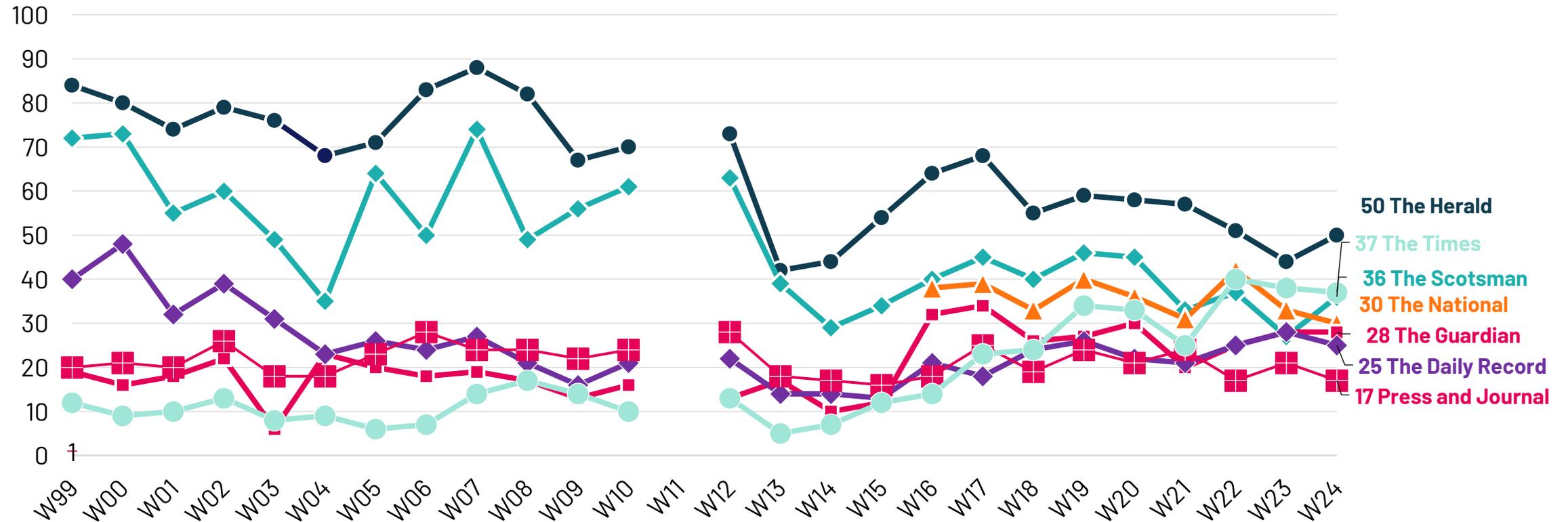
News website usage

Which, if any, of these new-based internet sites do you access regularly?

		Government	All Opposition
www.news.bbc.co.uk	95	94	96
www.stv.tv/news	57	71	45
www.skynews.com	47	65	30
www.channel4.com	28	47	10
www.pa.press.net	22	18	26
www.reuters.com/news	19	29	9
www.itn.co.uk	17	24	10
www.cnn.com	11	24	0
www.huffingtonpost.com	10	18	4
www.bloomberg.com	9	18	0
None	5	6	4

Base: All MSPs (41); Government MSPs (17); Opposition MSPs (24) CAUTION: Low Base

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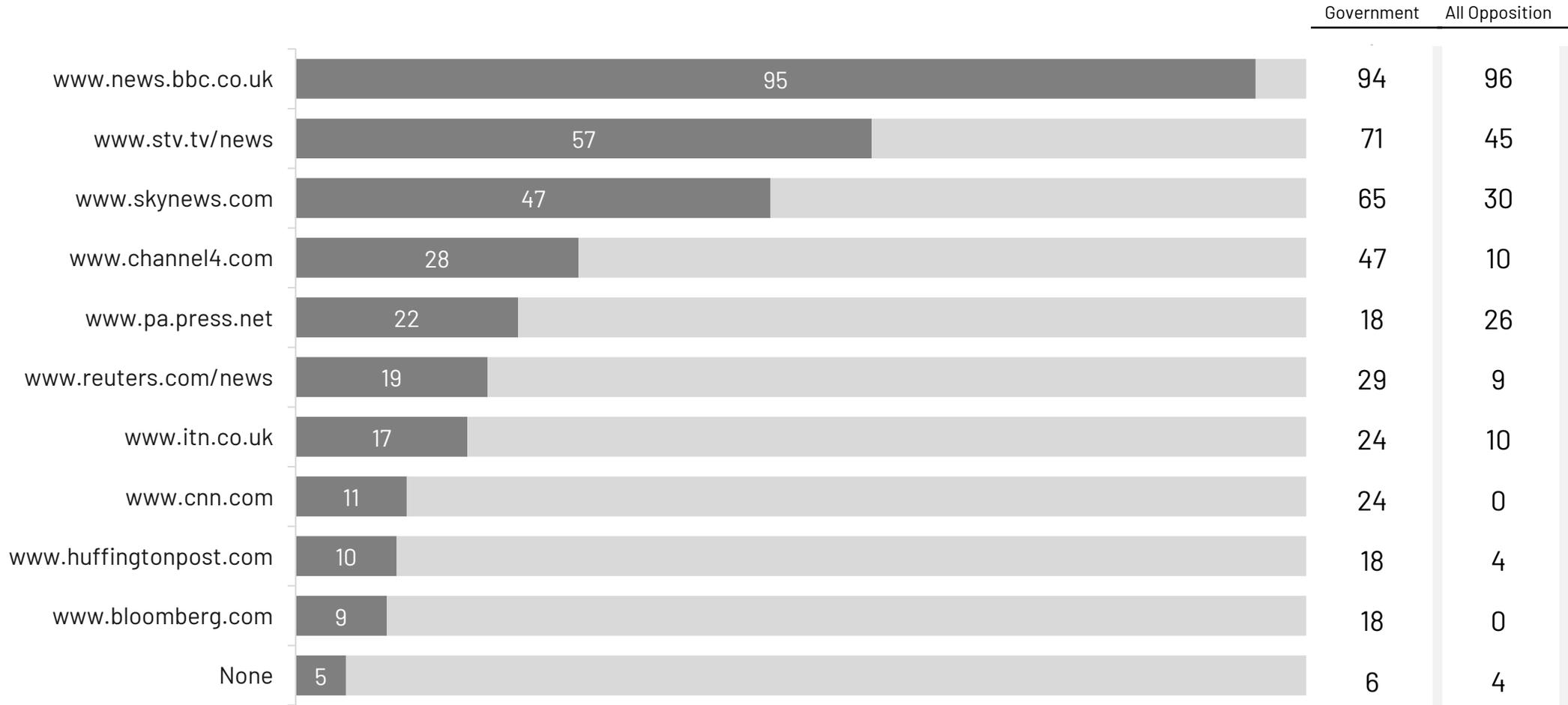
News website usage trend

Which, if any, of these news-based internet sites do you access regularly?

- 95 news.bbc.co.uk
- 57 stv.tv/news
- 47 skynews.com
- 28 channel4.com
- 22 pa.press.net
- 19 reuters.com/news
- 17 itn.co.uk
- 11 cnn.com
- 10 huffingtonpost.com
- 9 bloomberg.com
- 0 epolitix.com
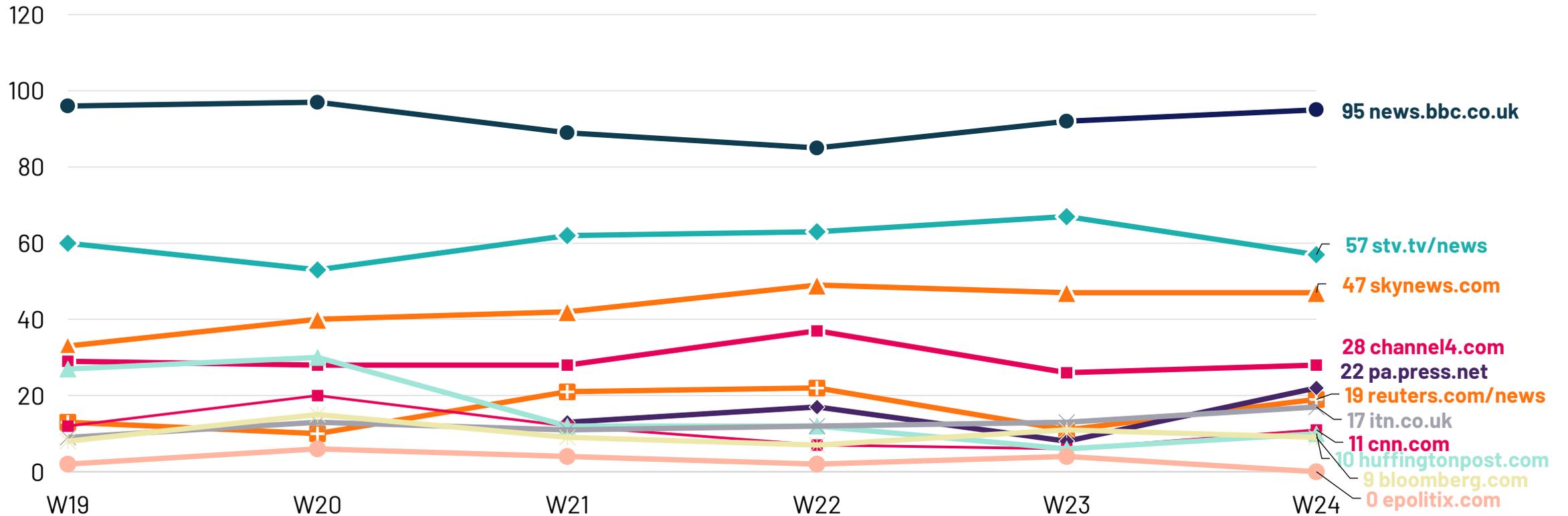
Base: All MSPs asked each year (41)

Weekly/fortnightly publications

Which of these weekly or fortnightly publications, if any, do you read regularly (at least 3 issues out of 4) either in print, online or both?

	Top mentions	Government	All Opposition	Change vs W23
Holyrood Magazine	73%	71	76	+3
New Statesman	32%	18	45	+11
The Economist	30%	29	31	+5
The Spectator	23%	6	39	+1
Private Eye	15%	18	12	−6
New Scientist	14%	18	10	+8
Business Insider	14%	24	4	+7
Newsweek	9%	18	0	+3
Mackay Economic Report	8%	6	9	+6
None	13%	18	8	−2
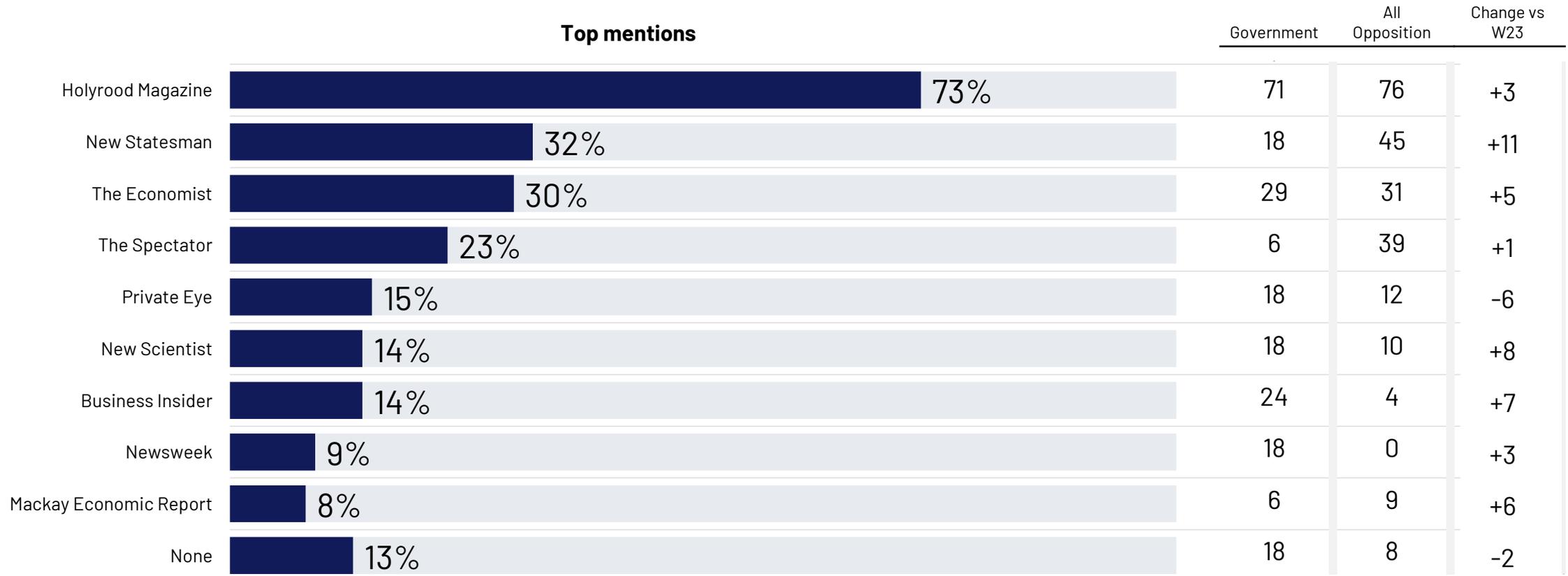
Base: All MSPs (41); Government MSPs (17); Opposition MSPs (24) *CAUTION: Low Base*

CONTEXT: NET ZERO

Change to meet net-zero

Given Scotland is aiming to reduce greenhouse gas emissions to net-zero by 2045, which industries do you think will need to implement the most change to achieve this?

Top mentions

	All MSPs	Government MSPs	Opposition MSPs
Oil and gas	47	35	58
Electricity and power	18	18	18
Transport	15	18	13
Construction	12	12	12
Farming and agriculture	9	18	0
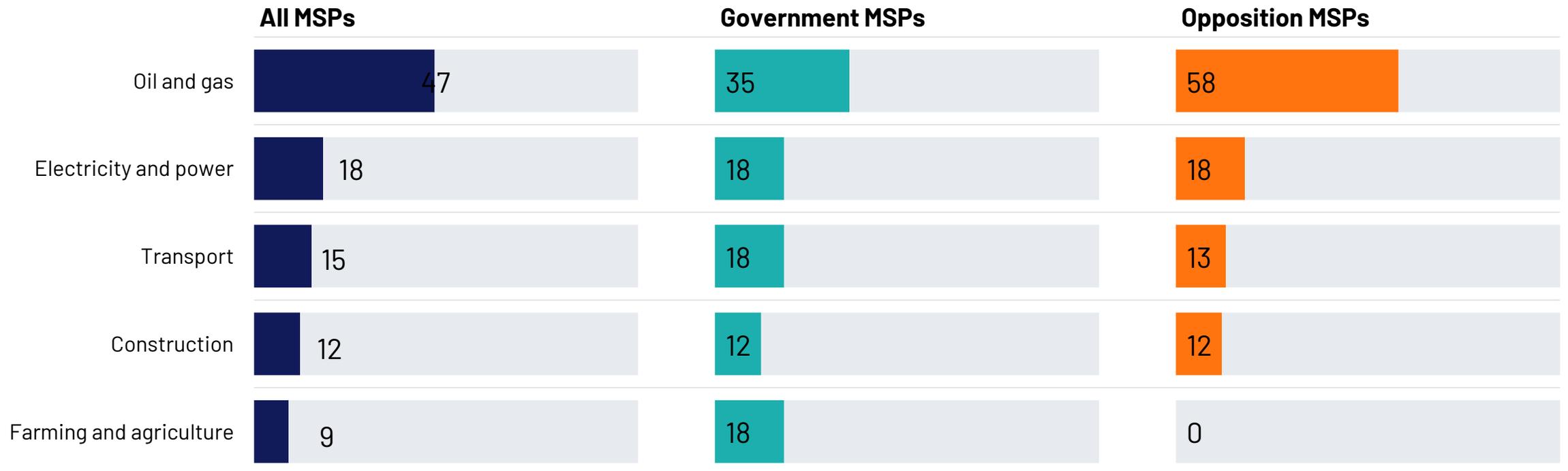
Confidence in reaching net-zero

On a scale of 1 to 10, how confident do you feel that Scotland will meet the target of net-zero carbon emissions by 2045, where 10 is very confident and 1 is not confident at all?

Legend:
- ■ 1 = Not at all confident
- ■ 2
- ■ 3
- ■ 4
- ■ 5
- ■ 6
- ■ 7
- ■ 8
- ■ 9
- ■ 10 = Very confident

| 4% | 9% | 8% | 8% | 10% | 18% | 20% | 16% | 3% | 3% |

40% Not confident (1-5)

60% Confident (6-9)

MSPS INTERVIEWED

MSPs interviewed*

SNP

Annabelle Ewing	Gordon MacDonald
Bill Kidd	Kenneth Gibson
Bob Doris	Kevin Stewart
Clare Adamson	Michael Matheson
Clare Haughey	Neil Gray
Colin Beattie	Paul McLennan
David Torrance	Stuart McMillan
Elena Whitham	
Emma Roddick	
Fulton MacGregor	

Conservative

Alexander Burnett

Jamie Greene

Jeremy Balfour

Liam Kerr

Maurice Golden

Miles Briggs

Murdo Fraser

Oliver Mundell

Sharon Dowey

Stephen Kerr

Tim Eagle

Labour

Jackie Baillie

Mark Griffin

Martin Whitfield

Michael Marra

Colin Smyth

Daniel Johnson

Neil Bibby

Paul Sweeney

Pauline McNeill

Liberal Democrat

Beatrice Wishart

Liam McArthur

Green Party

Maggie Chapman

Independent

John Mason

*All MSPs that agreed to be named in this report

METHODOLOGY

Methodology

Ipsos has been running syndicated stakeholder surveys for over 40 years.

Interviews were conducted 1st October 2024 to 17th January 2025. All interviews were conducted by experienced interviewers by telephone: these were proper conversations with journalists, giving in-depth insight and understanding of what's driving their opinions

All 129 Members of the Scottish Parliament (MSPs) were invited to take part in the survey. Interviews were carried out with 41 MSPs.

The final data have been weighted to be representative of the Parliament in terms of the balance by political party. 46% of MSPs interviewed in Winter 2023 were also interviewed in the Summer 2023 wave.

There generally needs to be a +/-10% point difference between two results before it can be considered as statistically significant (or, when looking at trends within the main two parties, a +/-16% point shift).*

Generally, we'd call smaller differences (e.g. between 5-9% points) as "slight".

Any smaller differences (0-4% points) would usually be described as "marginal/ largely stable/ no real difference".

Interpretation: Where results do not sum to 100%, this may be due to computer rounding, weighting, multiple responses or the exclusion of "Don't know" and "Not stated" figures.

Aggregate percentages (e.g. "very favourable/mainly favourable") are calculated from the absolute values. Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals

Statistical reliability

Notes on confidence intervals for this study

- 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 90% of MSPs believe that 'prospects for the economy in Scotland will improve over the next twelve months' (which 42 MSPs were asked), we can be 95% sure that the true value would fall be between 83% and 97%, i.e. a margin of 7.4% 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 table below are genuine, or 'significant' differences.

95% Confidence intervals			
	10% or 90%	30% or 70%	50%
All MSPs	7.4	11.4	12.4
All Government	11.9	18.2	19.9
All Opposition	9.9	15.1	16.5
2023 vs 2024	12.9	19.7	21.5
Government vs Opposition MSPs	18.7	28.5	31.1

Composition of sample

	SNP	Conservative	Labour	Scottish Greens	Liberal Democrats	Other
Current Parliament *All MSPs – 129*	62	31	22	7	4	
Unweighted Sample *All MSPs – 41*	17	11	9	1	2	1
Weighted Sample *All MSPs – 41*	20	10	7	2	1	1

- SNP
- Labour
- Liberal Democrats
- Conservative
- Scottish Greens
- Other
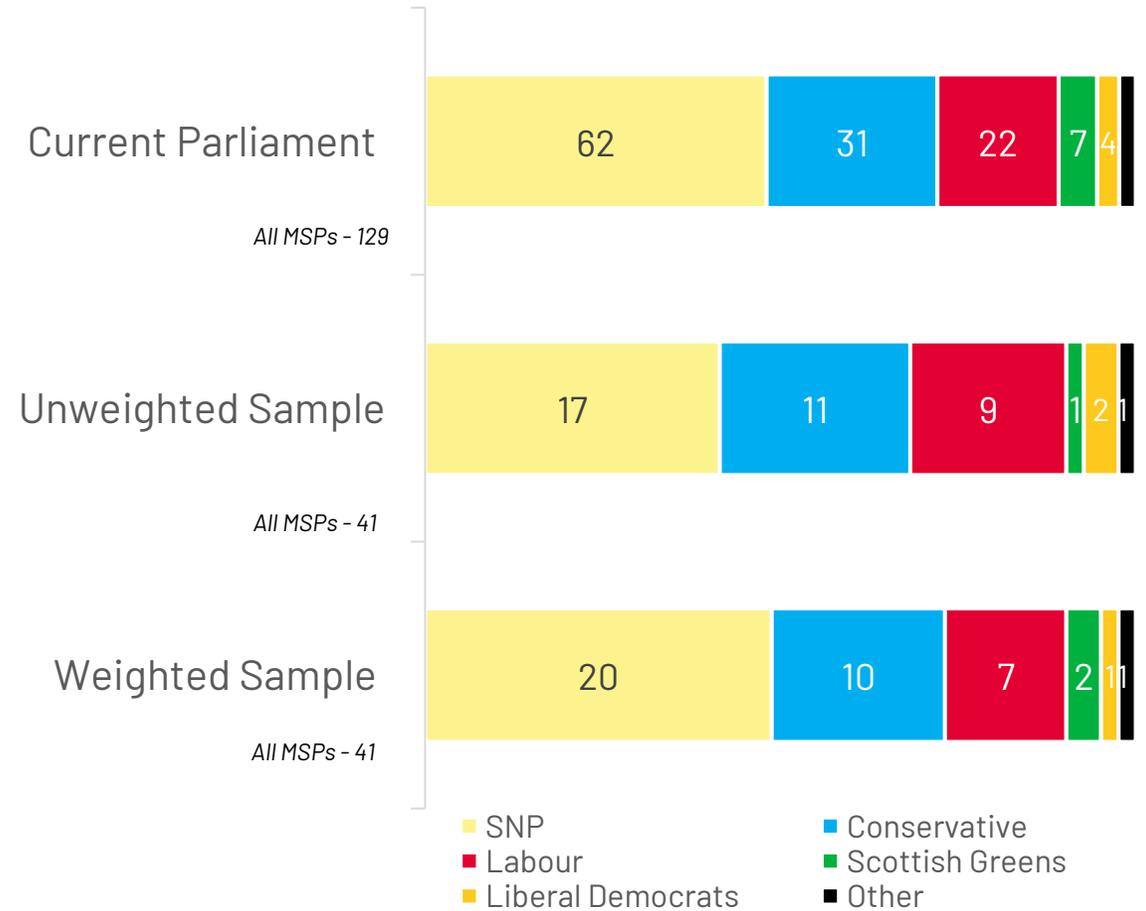
* Base: All MSPs (42)

**Data weighted by party. All results in this report are weighted results.

THANK YOU

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