



# Scottish Corporate Reputation Survey 2012

## Attitudes towards independence

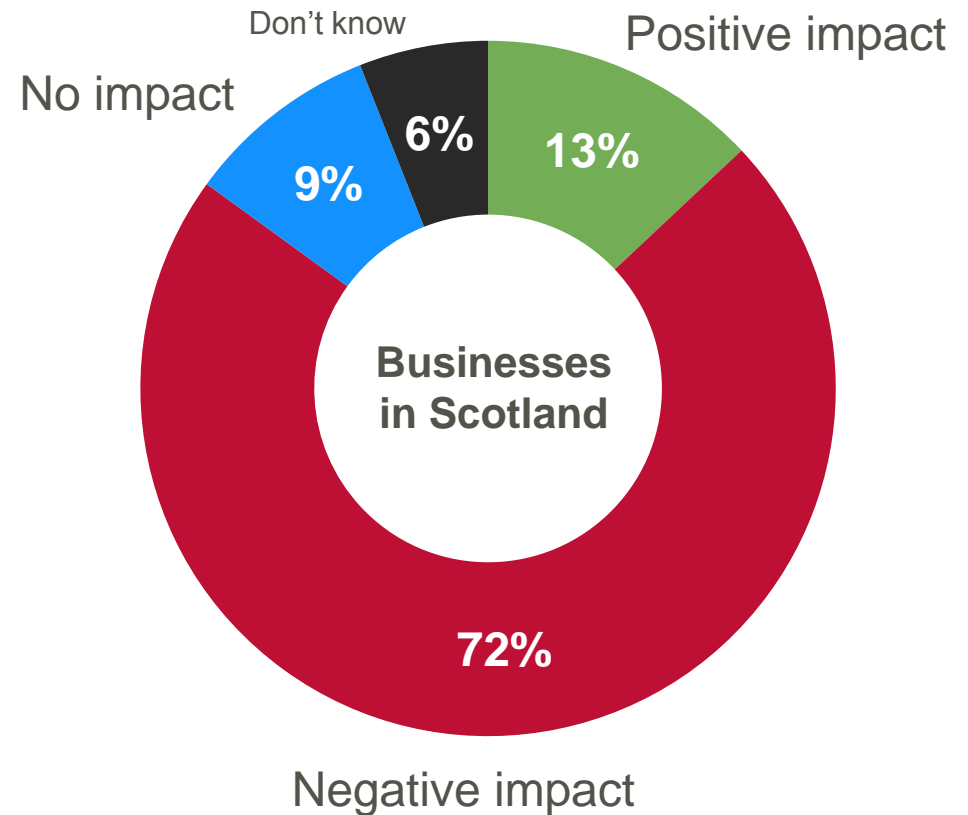
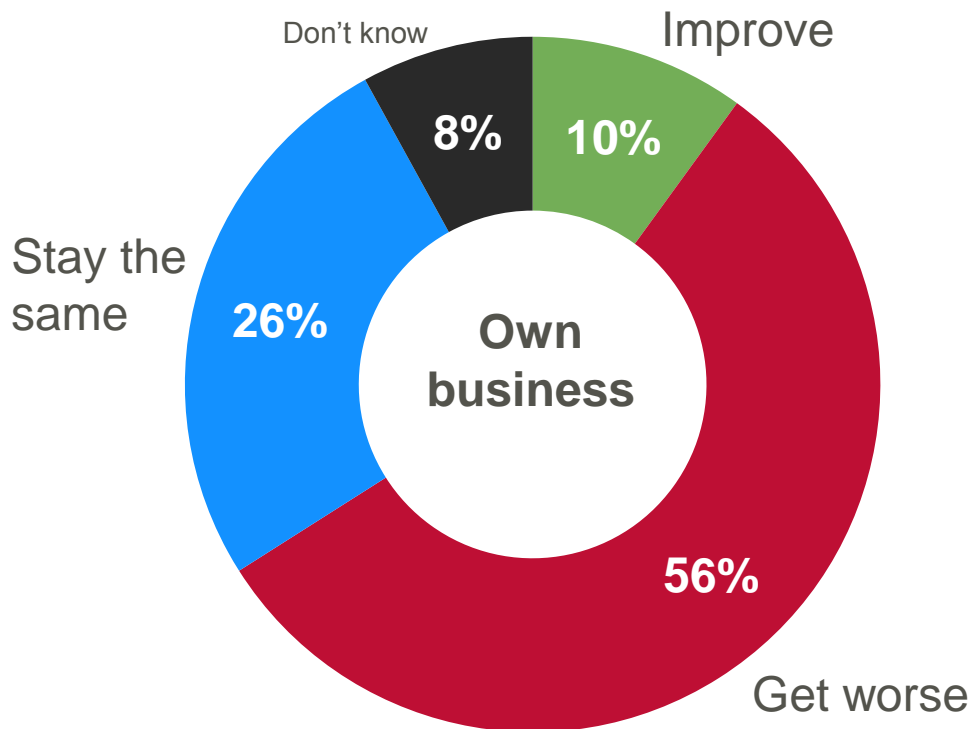
November 2012



# Impact of Scottish independence

*Q. Do you think that Scottish independence would improve or worsen prospects for your business?*

*Q. Do you think that Scottish independence would have a... on businesses in Scotland?*



Base: All business decision-makers (251), 25th September – 31st October 2012

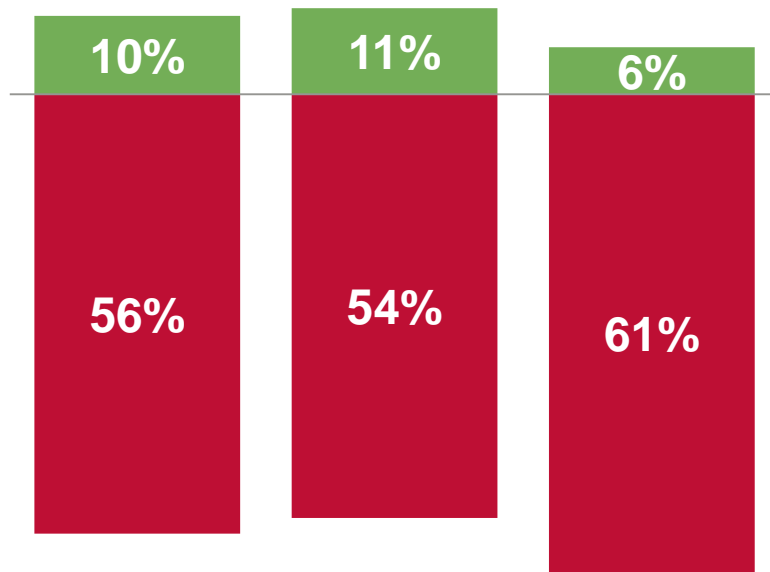
# Impact of Scottish independence

*Q. Do you think that Scottish independence would improve or worsen prospects for your business?*

*Q. Do you think that Scottish independence would have a... on businesses in Scotland?*

## Own business

■ Improve ■ Get worse



All

Medium

Large

Net

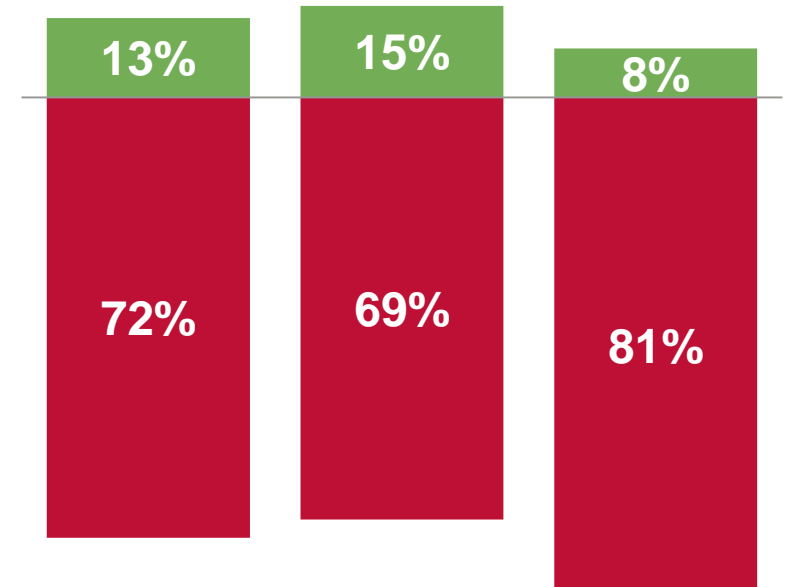
-46%

-43%

-55%

## Businesses in Scotland

■ Positive impact ■ Negative impact



All

Medium

Large

Net

-59%

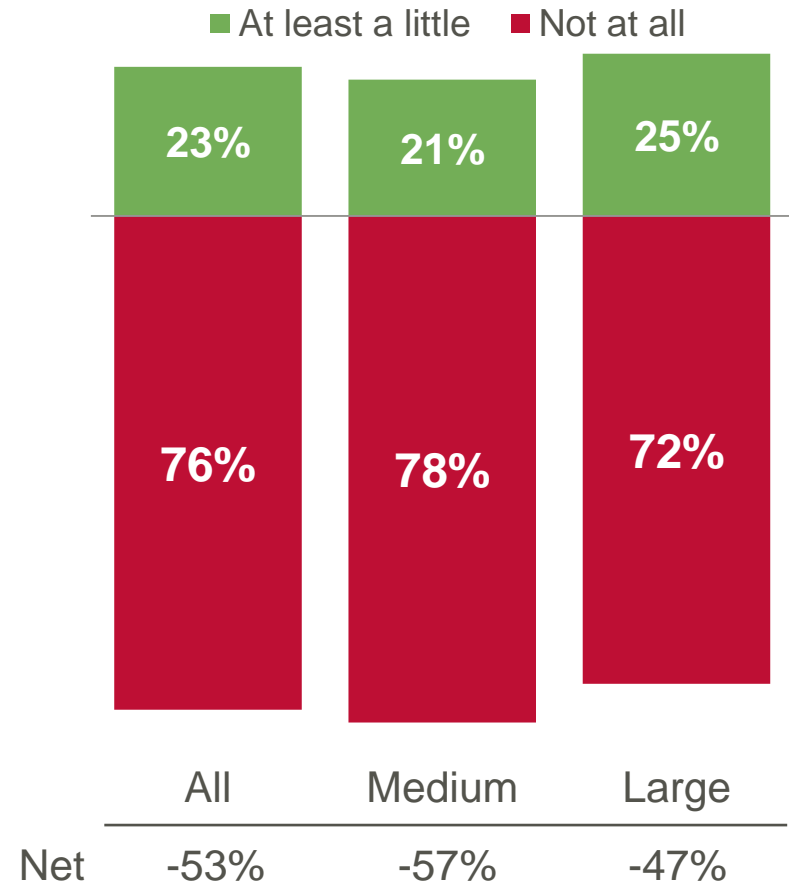
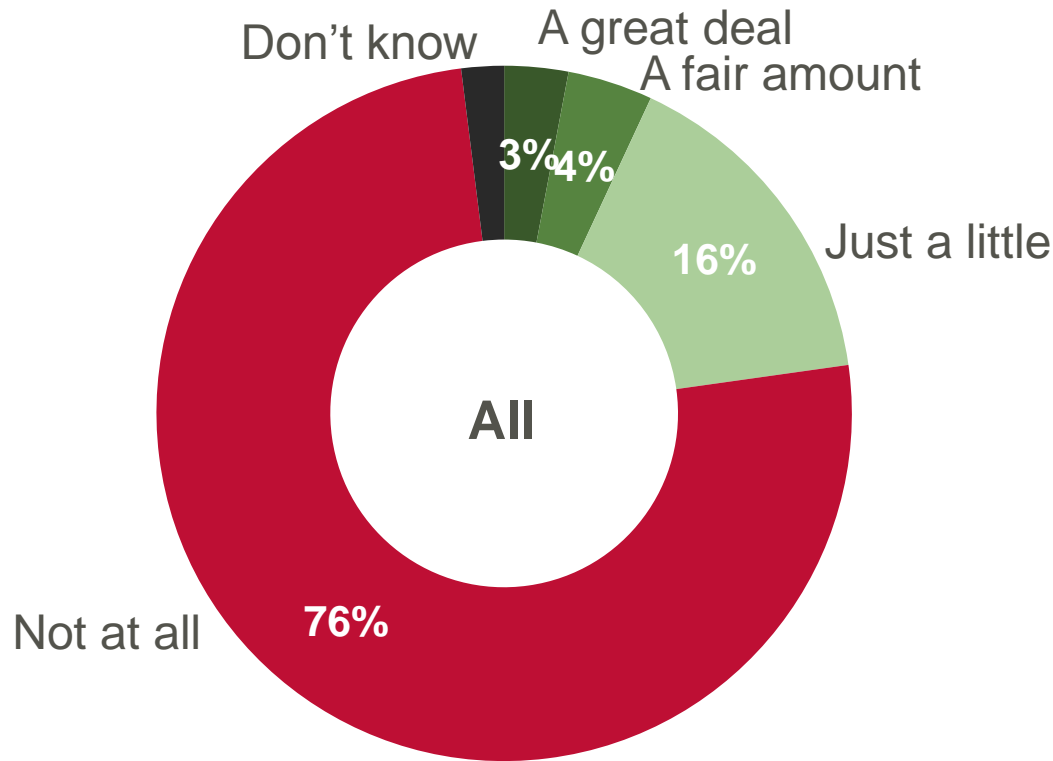
-54%

-73%

Base: All business decision-makers (251), 25th September – 31st October 2012

# Preparation for independence

**Q. To what extent has your business started to plan ahead for the possibility of Scotland becoming independent from the rest of the UK?**



Base: All business decision-makers (251), 25th September – 31st October 2012

# Technical details

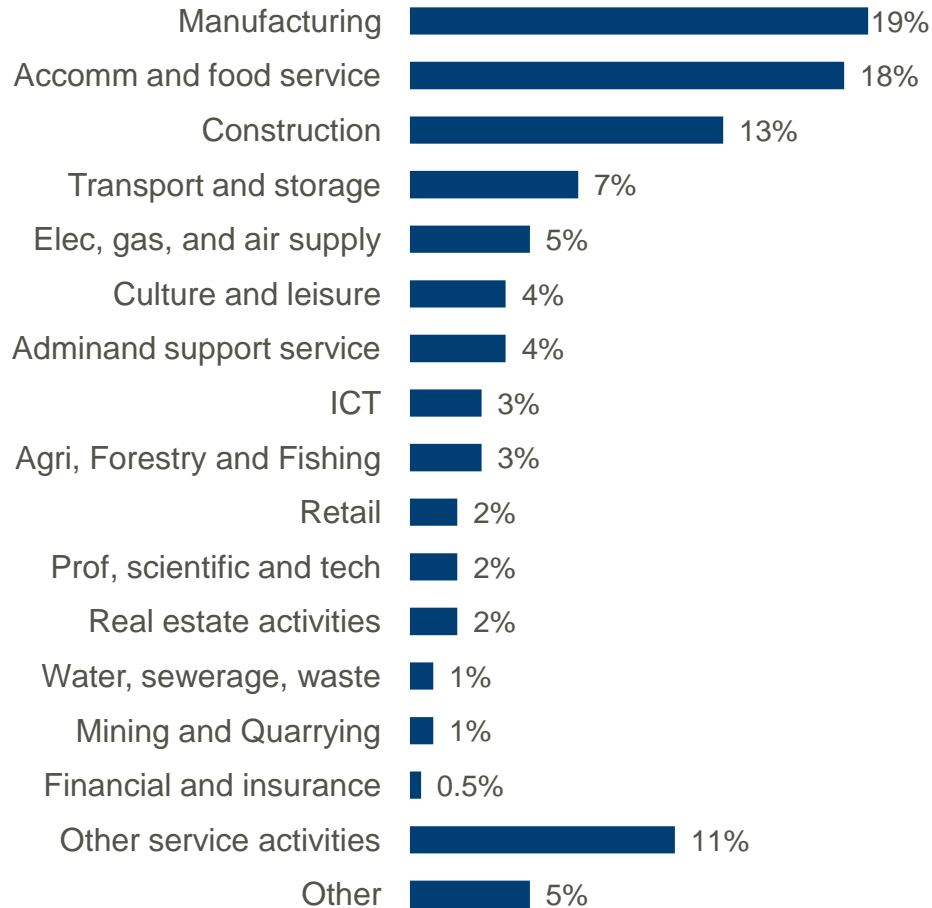
Ipsos MORI's survey of senior business decision-makers for affairs in Scotland is designed to measure the views of corporate decision-makers and help organisations understand their profile and reputation in the Scottish corporate sector.

- 251 telephone interviews were conducted between 25 September and 31 October 2012
- Data are weighted by business size to ensure overall results are a representative of the profile of business in Scotland
- Where results do not sum to 100, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated
- Results are based on all respondents unless otherwise stated
- An asterisk (\*) represents a value of less than one half of one percent, but not zero
- Aggregate percentages (e.g. 'know very well/fair amount) are calculated from the absolute values. Therefore, aggregate percentages may differ from the sum of the individual scores due to rounding of percentage totals.

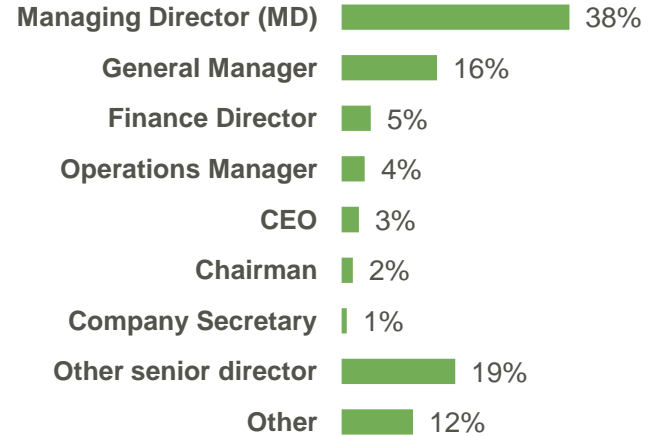


# Sample details

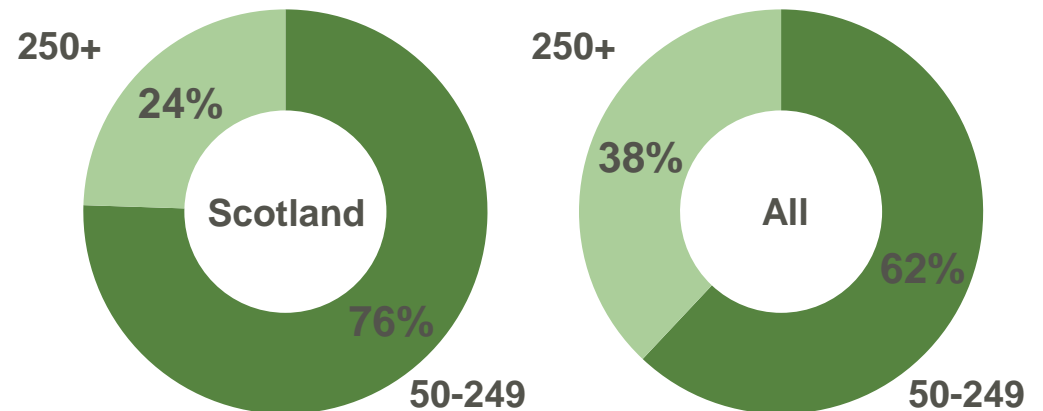
## Sector



## Title



## No. of employees





**Thank you**

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**SCOTTISH CORPORATE  
REPUTATION SURVEY**



**Ipsos MORI**  
Reputation Centre

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