

2012 Scottish Corporate Reputation Survey FINAL

Table 1

QA What is your job title?

Base : All

	Company size in Scotland		Title		Independence				
	Total (z)	Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Managing Director	95	78	17	95	-	9	57	13	69
	38% d	41%	28%	90% zd	-	37%	41%	41%	38%
Other senior director	48	36	12	-	48	5	29	6	39
	19% c	19%	20%	-	33% zc	21%	21%	19%	22%
General Manager	41	31	10	-	41	5	20	7	29
	16% c	16%	16%	-	28% zc	21%	14%	22%	16%
Finance Director	13	7	6	-	13	3	7	2	8
	5% c	4%	9%	-	9% c	12%	5%	6%	4%
Operations Manager	9	7	2	-	9	2	3	2	3
	4% c	4%	3%	-	6% c	8%	2%	6%	2%
CEO	8	7	1	7	1	-	2	-	4
	3% c	4%	2%	7% d	1%	-	1%	-	2%
Chairman	4	2	2	4	-	-	3	-	4
	2% c	1%	3%	4% d	-	-	2%	-	2%
Company Secretary	3	3	-	-	3	-	2	-	3
	1% c	2%	-	-	2%	-	1%	-	2%
Other	31	19	11	-	31	-	18	2	22
	12% c	10%	19%	-	21% zc	-	13%	6%	12%

Respondent type : Senior Business Decision-makers
Fieldwork dates : 25th September - 31st October 2012

Source : Ipsos MORI (JN12-059744-01)

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r/s

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Table 2

QB Are you responsible for making strategic decisions about the company's affairs in Scotland?

Base : All

Unweighted total

Weighted total

Yes

Total (z)	Company size in Scotland		Title		Independence			
	Medium (50- 249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
251	187	64	105	146	24	141	32	181
251	190	61*	106	145	24**	141	32*	180
251	190	61	106	145	24	141	32	180
100%	100%	100%	100%	100%	100%	100%	100%	100%

Respondent type : Senior Business Decision-makers

Fieldwork dates : 25th September - 31st October 2012

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Table 3

QC How many people are employed by your business including subsidiary companies in Scotland?

Base : All

	Company size in Scotland		Title		Independence				
	Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)	
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Under 50 employees	-	-	-	-	-	-	-	-	-
50 - 249 employees	190	190	-	86	104	20	104	28	131
	76%b	100%zb	-	81%	72%	84%	74%	85%	73%
250+ employees	61	-	61	20	41	4	37	5	50
	24%a	-	100%za	19%	28%	16%	26%	15%	27%

Respondent type : Senior Business Decision-makers

Fieldwork dates : 25th September - 31st October 2012

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Table 4

QD How many people are employed by your business including subsidiary companies in total?

Base : All

	Company size in Scotland		Title		Independence				
	Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)	
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Under 50 employees	-	-	-	-	-	-	-	-	-
50 - 249 employees	156	156	-	78	77	18	83	26	104
	62%b	82%zb	-	74%zd	53%	72%	59%	79%qs	58%
250+ employees	95	34	61	28	68	7	57	7	76
	38%ac	18%	100%za	26%	47%c	28%	41%f	21%	42%g

Respondent type : Senior Business Decision-makers

Fieldwork dates : 25th September - 31st October 2012

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Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d - z/g/h/i - z/j/k/l - z/m/n/o - z/p/q/r/s

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Table 5

QE Where is your company's head office?

Base : All

	Company size in Scotland		Title		Independence				
	Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)	
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Scotland	201	163	38	99	102	20	116	29	141
	80%bd	86%b	63%	94%zd	70%	84%	82%	91%	78%
Elsewhere in the UK	32	18	13	4	28	3	14	3	23
	13%c	10%	22%a	4%	19%c	12%	10%	9%	13%
USA	10	5	5	2	8	1	6	-	8
	4%	3%	8%	2%	5%	4%	4%	-	4%
Europe - EU	6	3	3	-	6	-	3	-	6
	2%	2%	5%	-	4%c	-	2%	-	3%
Europe - Non-EU	1	-	1	-	1	-	1	-	1
	*	-	2%	-	1%	-	1%	-	1%
Elsewhere	2	1	1	1	1	-	1	-	2
	1%	1%	2%	1%	1%	-	1%	-	1%

Respondent type : Senior Business Decision-makers
Fieldwork dates : 25th September - 31st October 2012

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Table 6

QF What business sector are you in?

Base : All

	Company size in Scotland		Title		Independence				
	Total (z)	Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Manufacturing	47 19%	37 20%	10 16%	22 21%	25 17%	4 16%	28 20%	7 22%	35 19%
Accommodation and food service activities	45 18%	34 18%	10 17%	11 10%	34 23% c	6 25%	26 18%	7 22%	32 18%
Construction	32 13%	24 12%	9 14%	16 15%	16 11%	3 13%	21 15%	3 10%	23 13%
Transportation and storage	17 7%	12 6%	5 8%	9 8%	8 5%	1 4%	13 9%	1 3%	14 8%
Electric gas, steam and air conditioning supply	13 5%	9 5%	4 6%	6 6%	7 5%	2 9%	4 3%	5 16% zqs	4 2%
Administrative and support service activities	11 4%	8 4%	3 5%	5 5%	6 4%	1 4%	7 5%	-	8 4%
Culture and Leisure	9 4%	6 3%	3 5%	4 4%	5 3%	2 8%	3 2%	2 6%	6 3%
Agriculture, Forestry and Fishing	7 3%	6 3%	1 2%	3 3%	4 3%	-	3 2%	-	4 2%
Information and communication	7 3%	7 4%	-	3 3%	4 3%	1 4%	3 2%	1 3%	5 3%
Professional, scientific and technical activities	6 2%	6 3%	-	3 3%	3 2%	-	4 3%	-	6 3%
Retail	6 2%	5 3%	1 2%	3 3%	3 2%	-	4 3%	-	5 3%
Real estate activities	4 2%	2 1%	2 3%	2 2%	2 1%	-	-	-	3 2%
Mining and Quarrying	3 1%	2 1%	1 2%	1 1%	2 1%	-	2 1%	-	3 2%
Water supply Sewerage, waste management and remediation activities	2 1%	1 1%	1 2%	1 1%	1 1%	-	1 1%	-	2 1%
Financial and insurance activities	1 *	1 1%	-	-	1 1%	-	1 1%	-	1 1%
Other service activities	29 11%	20 11%	9 14%	12 11%	17 12%	3 12%	15 10%	3 9%	22 12%
Other	12 5%	8 4%	4 6%	4 4%	8 6%	1 4%	6 4%	3 9%	7 4%

Respondent type : Senior Business Decision-makers

Fieldwork dates : 25th September - 31st October 2012

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Table 7

INDY.1 Do you think that the general economic condition of Scotland will improve, stay the same or get worse over the next 12 months?

Base : All

	Total (z)	Company size in Scotland		Title		Independence			
		Medium (50-249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Improve (1)	55 22%	43 22%	12 20%	23 22%	32 22%	9 38%	26 18%	14 44%zqs	33 18%
Stay the same (0)	128 51%	94 50%	33 55%	48 46%	79 55%	10 41%	74 53%	12 37%	91 50%
Get worse (-1)	66 26%	52 27%	14 23%	33 31%	33 23%	5 21%	39 28%	6 19%	55 31%
Don't know	2 1%	1 1%	1 2%	1 1%	1 1%	- -	2 1%	- -	2 1%
Net	-11 -5%	-9 -5%	-2 -3%	-10 -10%	-1 -1%	4 17%	-14 -10%	8 25%	-23 -13%
Mean	-0.05	-0.05	-0.03	-0.10	-0.01	0.17	-0.10	0.25zqs	-0.13
Std dev	0.697	0.707	0.672	0.731	0.672	0.763	0.679	0.763	0.692
Std error	0.044	0.052	0.085	0.072	0.056	0.156	0.058	0.135	0.052

Respondent type : Senior Business Decision-makers
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Table 8

INDY.2 Do you think that business for your own company will improve, stay the same or get worse over the next 12 months?

Base : All

	Total (z)	Company size in Scotland		Title		Independence			
		Medium (50- 249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prospects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
Improve (1)	106 42%	80 42%	26 42%	44 42%	62 43%	16 67%	53 38%	21 66% zqs	65 36%
Stay the same (0)	101 40% r	75 39%	26 42%	37 35%	63 44%	4 17%	60 42% r	7 22%	82 45% r
Get worse (-1)	42 17%	33 17%	10 16%	23 22%	19 13%	4 17%	27 19%	4 12%	32 18%
Don't know	2 1%	2 1%	-	1 1%	1 1%	-	1 1%	-	2 1%
Net	64 25%	48 25%	16 27%	21 20%	43 30%	12 50%	26 18%	17 53%zqs	33 18%
Mean	0.26	0.25	0.27	0.20	0.30	0.50	0.18	0.53 zqs	0.18
Std dev	0.729	0.735	0.718	0.782	0.689	0.781	0.737	0.717	0.716
Std error	0.046	0.054	0.090	0.077	0.057	0.159	0.062	0.127	0.054

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Table 9

INDY.3 Thinking about the current economic issues in the Eurozone, what impact do you think it will have on the Scottish economy in the next 12 months? Will it have..?

Base : All

	Total (z)	Company size in Scotland		Title		Independence			
		Medium (50- 249 employees) (a)	Large (250+ employees) (b)	Chairman/CEO/MD (c)	Other senior decision-makers (d)	Improve own business prospects (p)	Worsen own business prosects (q)	Positive impact on businesses (r)	Negative impact on businesses (s)
Unweighted total	251	187	64	105	146	24	141	32	181
Weighted total	251	190	61*	106	145	24**	141	32*	180
A major negative impact	16	13	3	10	6	1	13	3	11
(3)	6%	7%	5%	10%	4%	4%	9%	9%	6%
Some negative impact	129	95	33	47	82	10	77	11	103
(2)	51%	50%	55%	44%	56%	42%	55%^{tr}	34%	57%^{tr}
A minor negative impact	76	58	18	35	41	8	36	12	47
(1)	30%	30%	30%	33%	29%	33%	25%	38%	26%
No negative impact	20	16	4	9	11	4	10	5	12
(0)	8%	9%	6%	9%	8%	17%	7%	15%	7%
Don't know	10	7	3	5	5	1	5	1	8
	4%	4%	5%	5%	3%	4%	4%	3%	4%
Mean	1.58	1.58	1.61	1.58	1.59	1.34	1.69	1.39	1.65
Std dev	0.739	0.755	0.690	0.794	0.699	0.829	0.750	0.879	0.706
Std error	0.048	0.056	0.088	0.079	0.059	0.173	0.064	0.158	0.054

Respondent type : Senior Business Decision-makers
Fieldwork dates : 25th September - 31st October 2012

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