

SCOTTISH CORPORATE REPUTATION SURVEY 2012
Scottish Independence questions
Survey topline - Final Version (27/11/12)

- 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

SCOTTISH INDEPENDENCE

I would now like to ask you a few questions about the current debate about Scotland's constitutional future

Do you think that Scottish independence would improve or worsen prospects for your business? SINGLE CODE

Base: All		%
		(251)
	Improve	10
	Worsen	56
	Too early to say	26
	Don't know	8
Net (Improve – Worsen)		-46

Do you think that Scottish independence would have a.....? SINGLE CODE

Base: All		%
		(251)
	Positive impact on businesses in Scotland	13
	Negative impact on businesses in Scotland	72
	No impact on businesses in Scotland	9
	Don't know	6
Net (Positive – Negative)		-59

To what extent has your business started to plan ahead for the possibility of Scotland becoming independent from the rest of the UK? SINGLE CODE (PROMPT with factors such as changes to EU membership, currency, import/exports, work permits and immigration etc?)

Base: All		%
		(251)
	A great deal	3
	A fair amount	4
	Just a little	16
	Not at all	76
	Don't know	2
A great deal/A fair amount		6
Just a little/Not at all		92

Demographics

What is your job title?

	%
Chairman	2
CEO	3
Managing Director (MD)	38
Finance Director	5
Company Secretary	1
Other senior director	19
General Manager	16
Operations Manager	4
Company Secretary	1
Other	12

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

	%
Yes	100
No	0

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

	%
Under 50 employees	0
50 – 249 employees	76
250+ employees	24

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

	%
Under 50 employees	0
50 – 249 employees	62
250+ employees	38

Where is your company's head office?

	%
Scotland	80
Elsewhere in the UK	13
USA	4
Europe – EU	2
Europe – Non-EU	*
Elsewhere	1

What business sector are you in? READ OUT. SINGLE CODE ONLY

	%
Manufacturing	19
Accommodation and food service activities	18
Construction	13
Transportation and storage	7
Electricity, gas, steam and air conditioning supply	5
Administrative and support service activities	4
Culture and leisure	4
Agriculture, Forestry and Fishing	3
Information and communication	3
Real estate activities	2
Professional, scientific and technical activities	2
Retail	2
Mining and Quarrying	1
Water supply; Sewerage, waste management and remediation activities	1
Financial and insurance activities	*
Other service activities	11
Other	5