



helping non-profits thrive

nfpSynergy's research in Scotland

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SCEM Methodology

Sample

A nationally representative sample of 1,001 adults 16+ in Scotland

Methodology

Online questionnaire

2 waves per year – Spring (April) and Autumn (November)

Fieldwork

Fieldwork carried out for nfpSynergy by Research Now

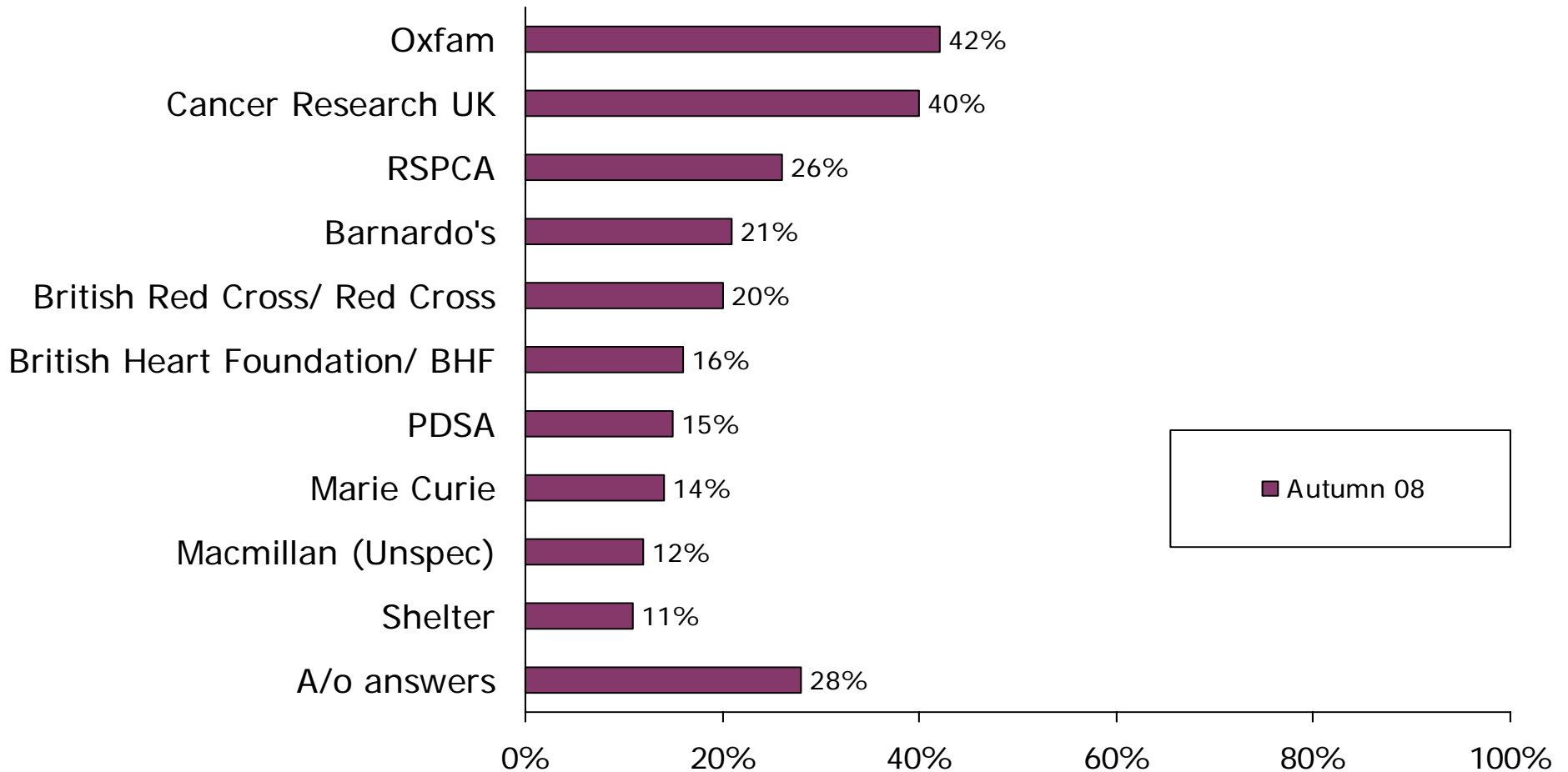
Spontaneous Awareness

Please can you name the first charity, voluntary organisation or pressure group that comes to mind" / "And which other charities, voluntary organisations, pressure groups can you think of?

Spontaneous awareness

Top 10 charities that first come to mind

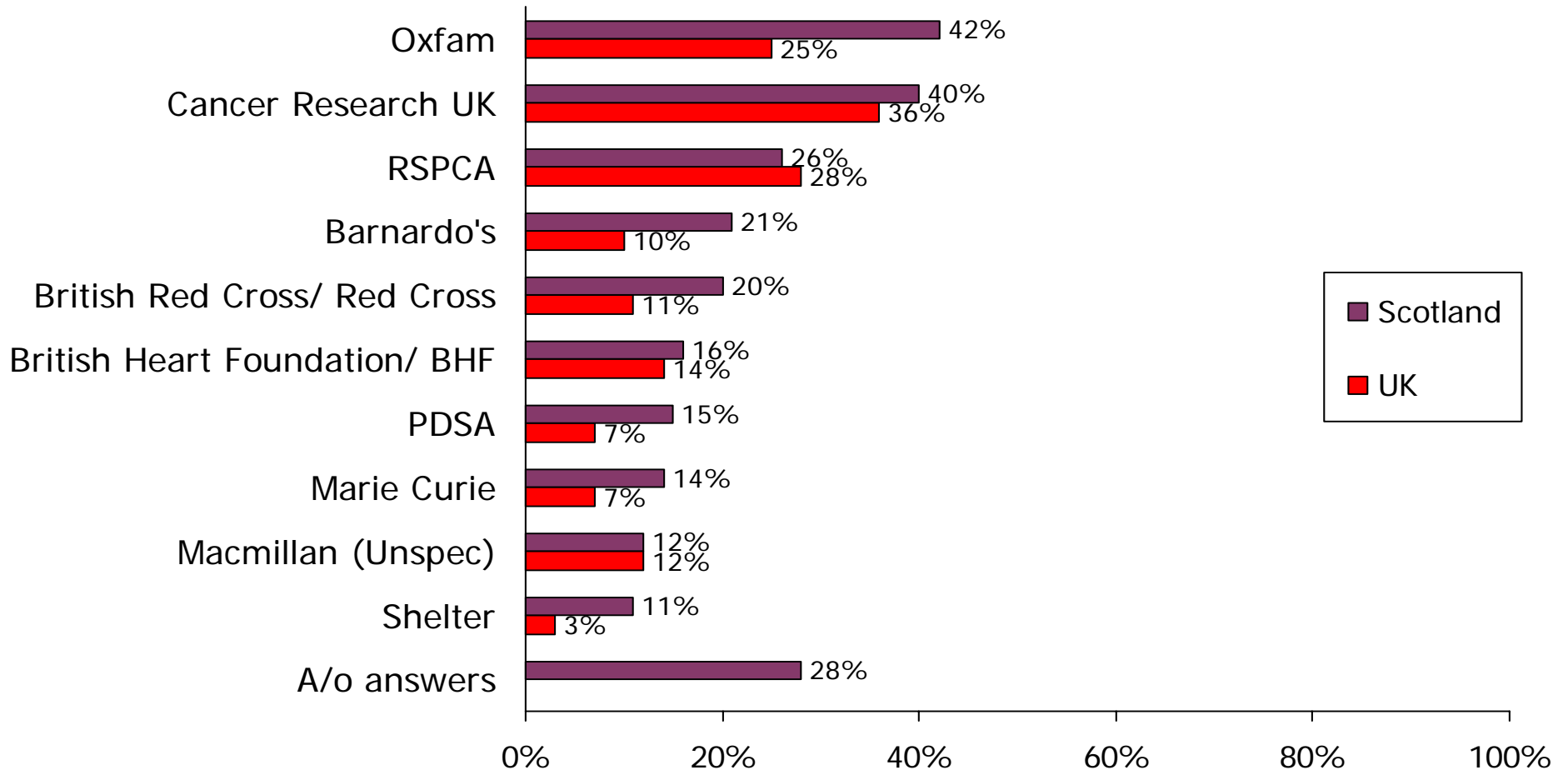
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Spontaneous awareness

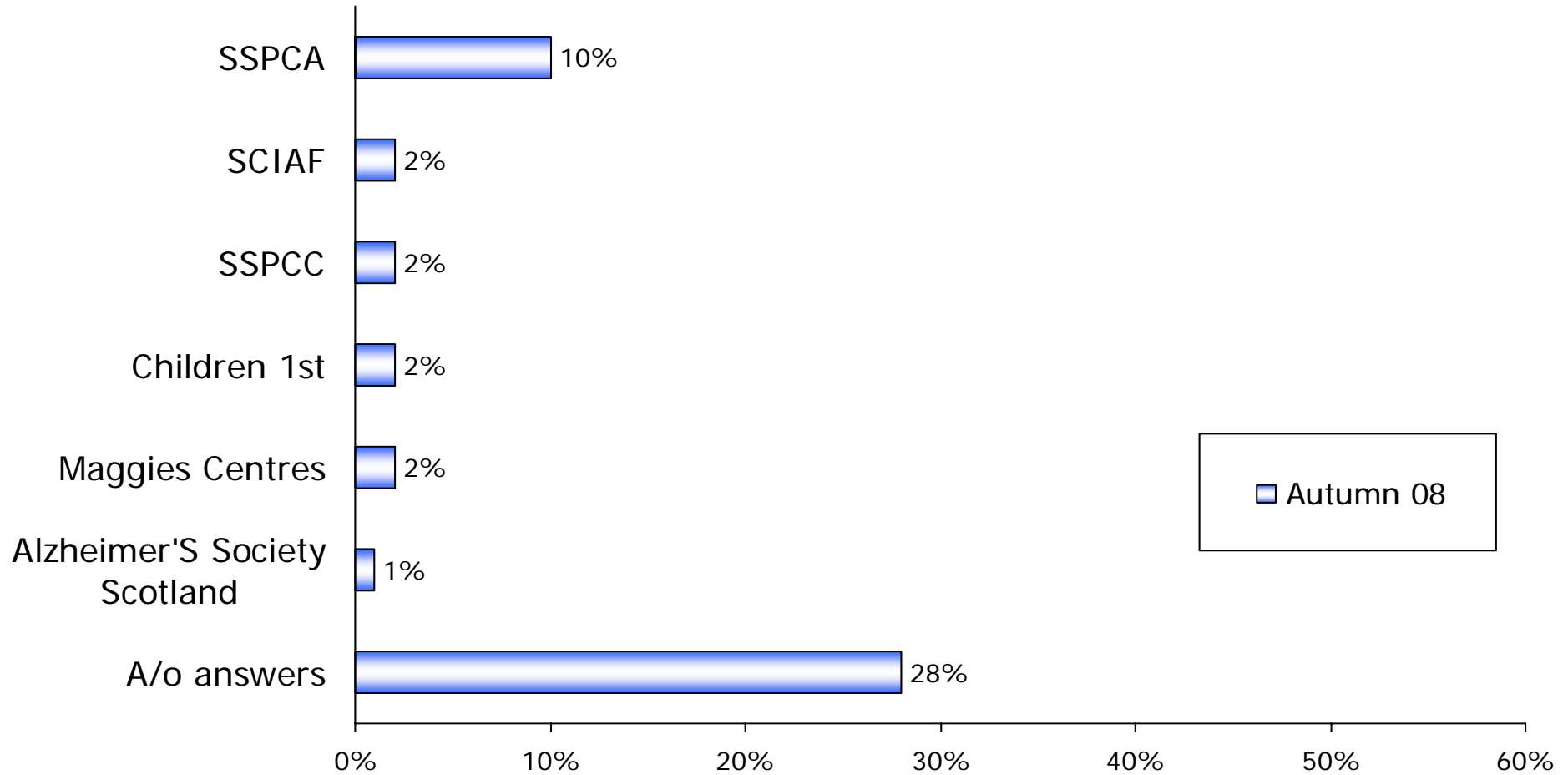
Top 10 charities that first come to mind

"Please can you name the first charity, voluntary organisation or pressure group that comes to mind" / "And which other charities, voluntary organisations, pressure groups can you think of?"



Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Spontaneous awareness Scottish charities



Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Prompted awareness levels

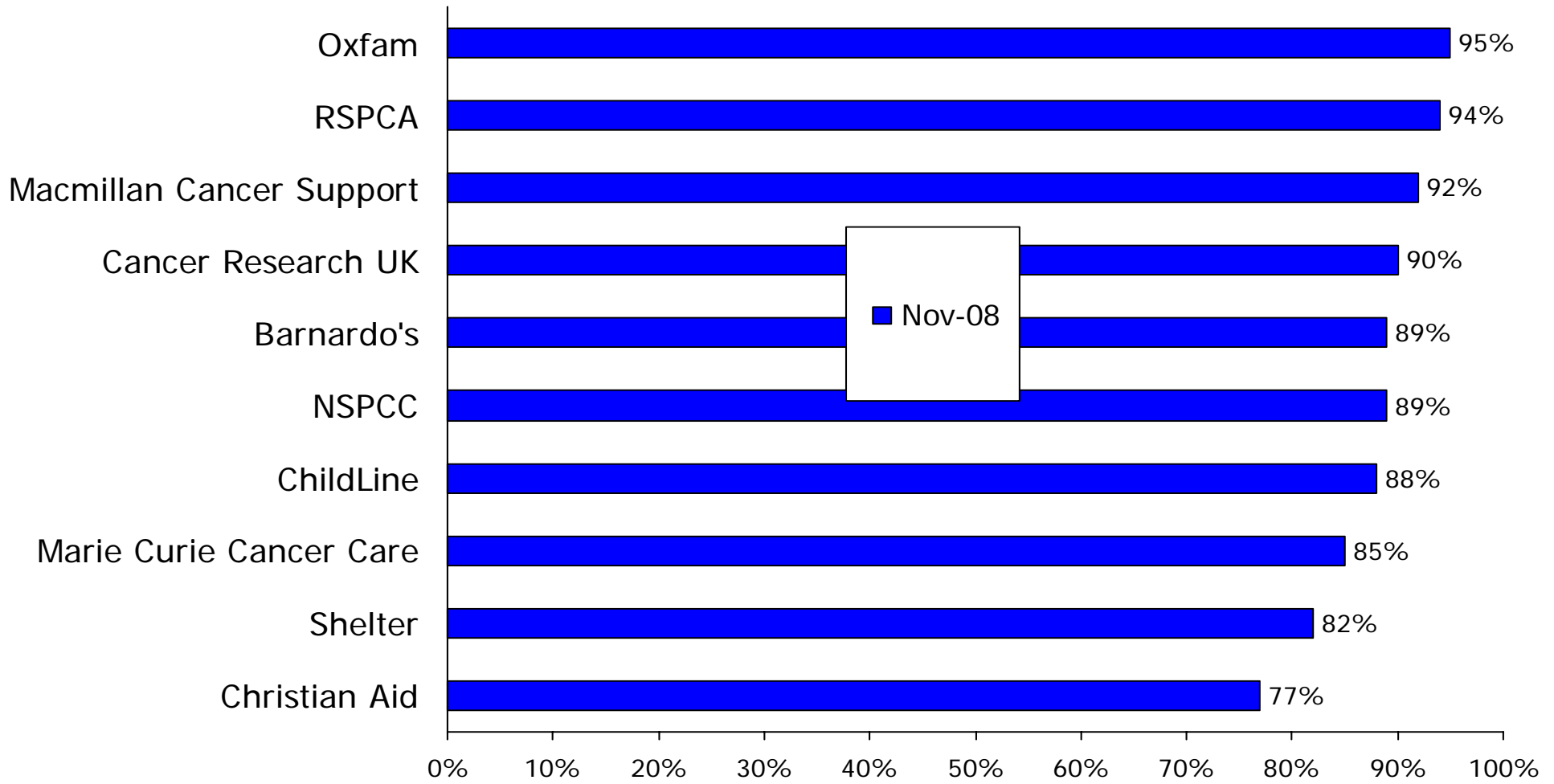
Previous charts have shown what proportion of the Scottish population are able to spontaneously name certain Scottish charities.

The next set of charts detail the results to our “prompted awareness” questions. This is when we ask respondents directly “have you heard of charity X?”

Prompted awareness

Top 10 charities

“Have you heard of any of the following?”

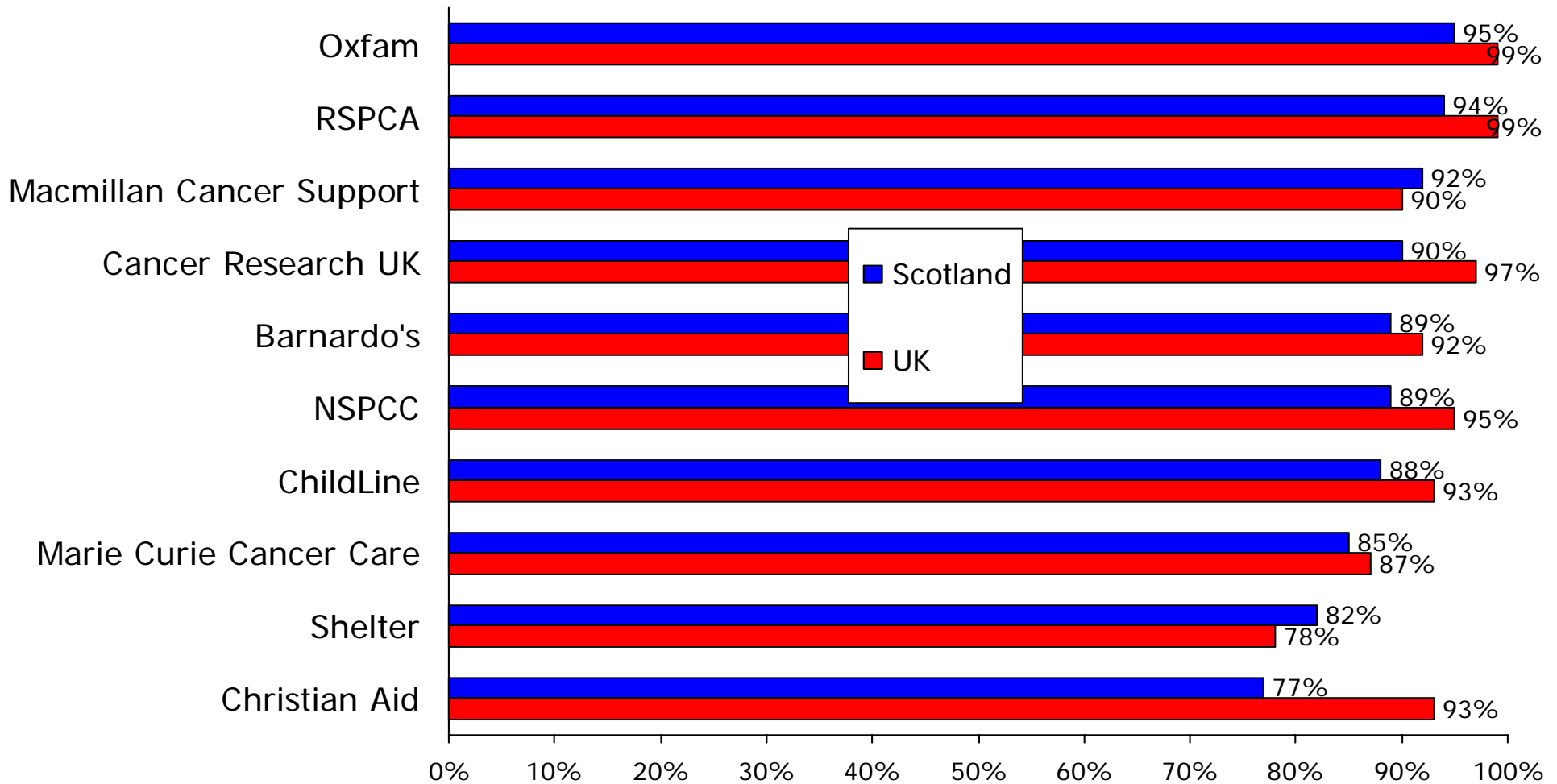


Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Prompted awareness

Top 10 charities

"Have you heard of any of the following?"

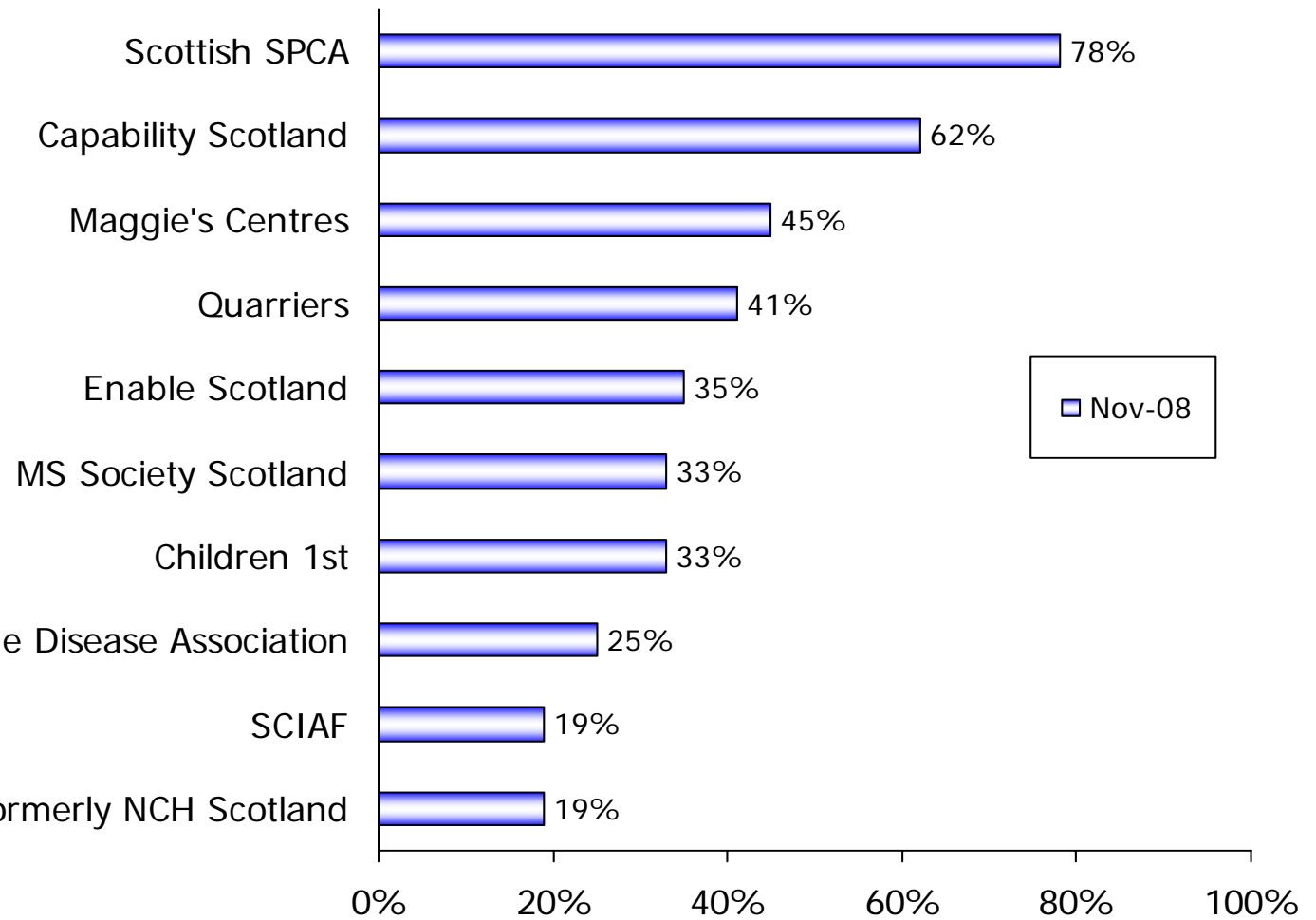


Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Prompted awareness

Scottish charities

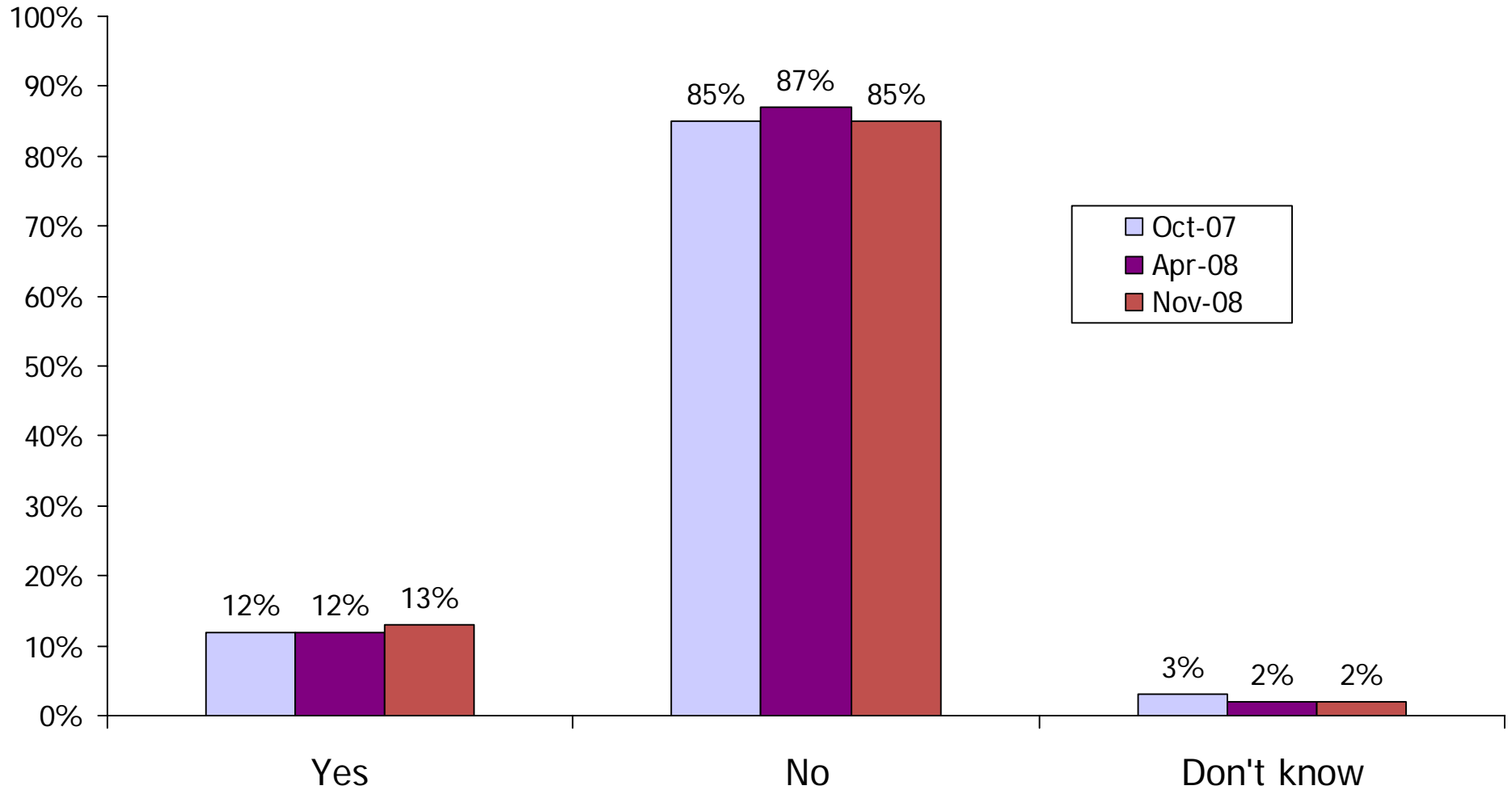
“Have you heard of any of the following?”



Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Prompted awareness: OSCR

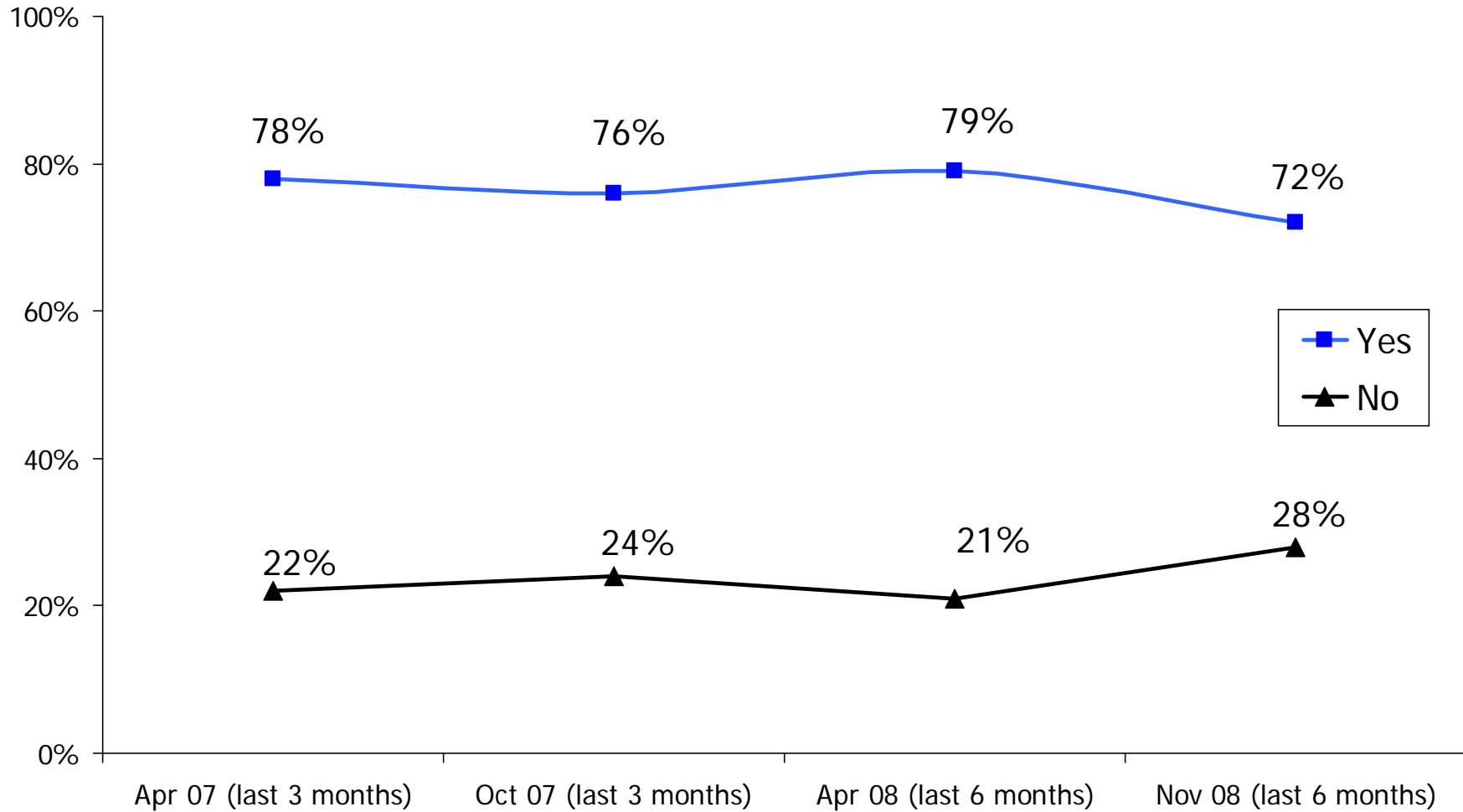
“Have you heard of OSCR (Office of the Scottish Charity Regulator)?”



Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy

Donating to charity

"Have you donated to any charity in the last 6 / 3 months?"

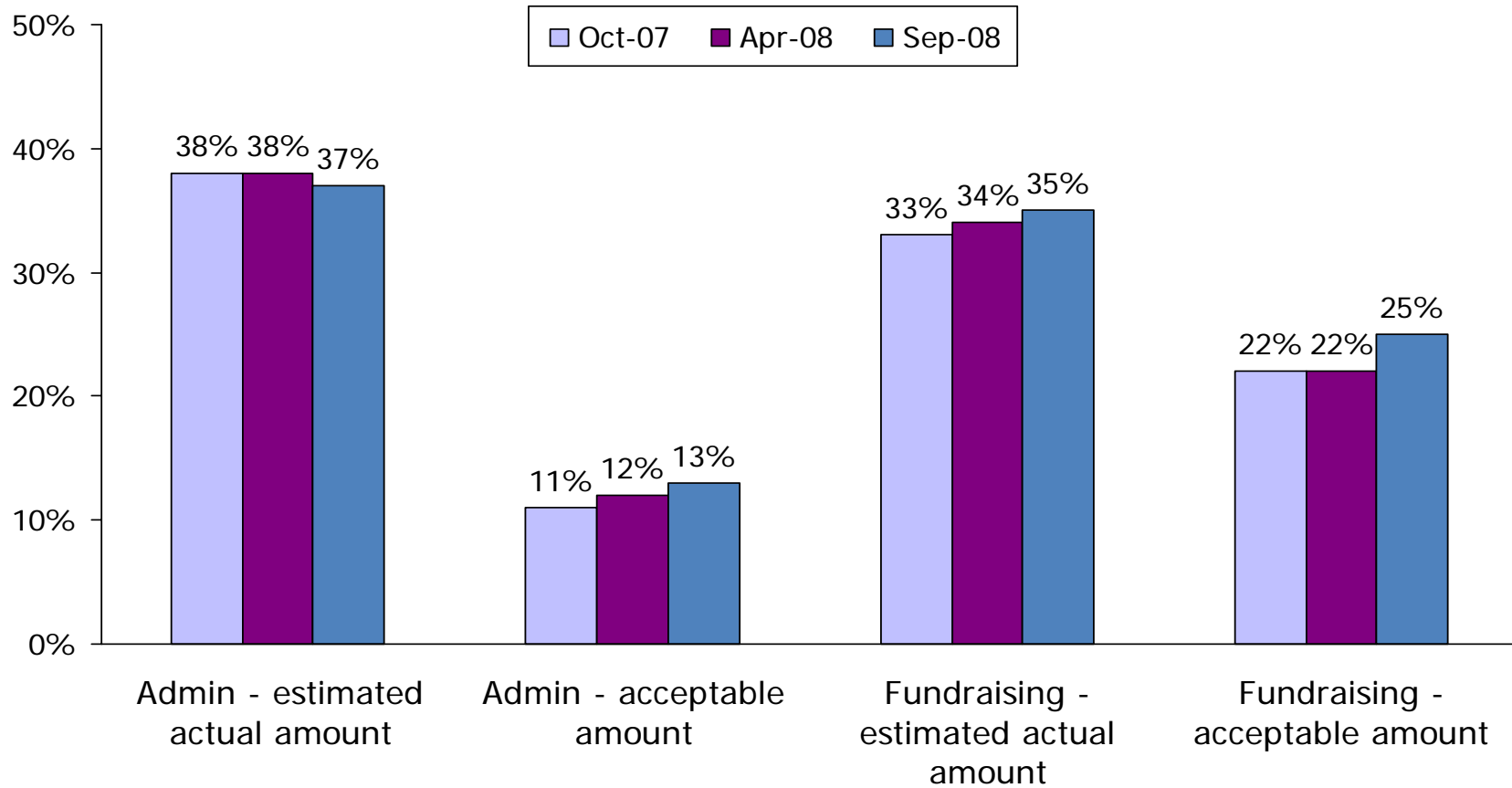


Base: 1,085 adults 16+, Scotland
Source: SCEM April09, nfpSynergy

Perceived spending on fundraising and admin

Mean summary

“What would you estimate would be an acceptable percentage of the average charity’s income to be spent on fundraising and administration costs?”/ “What would you estimate is the actual percentage of an average charity’s income that goes on fundraising and administrations costs?”

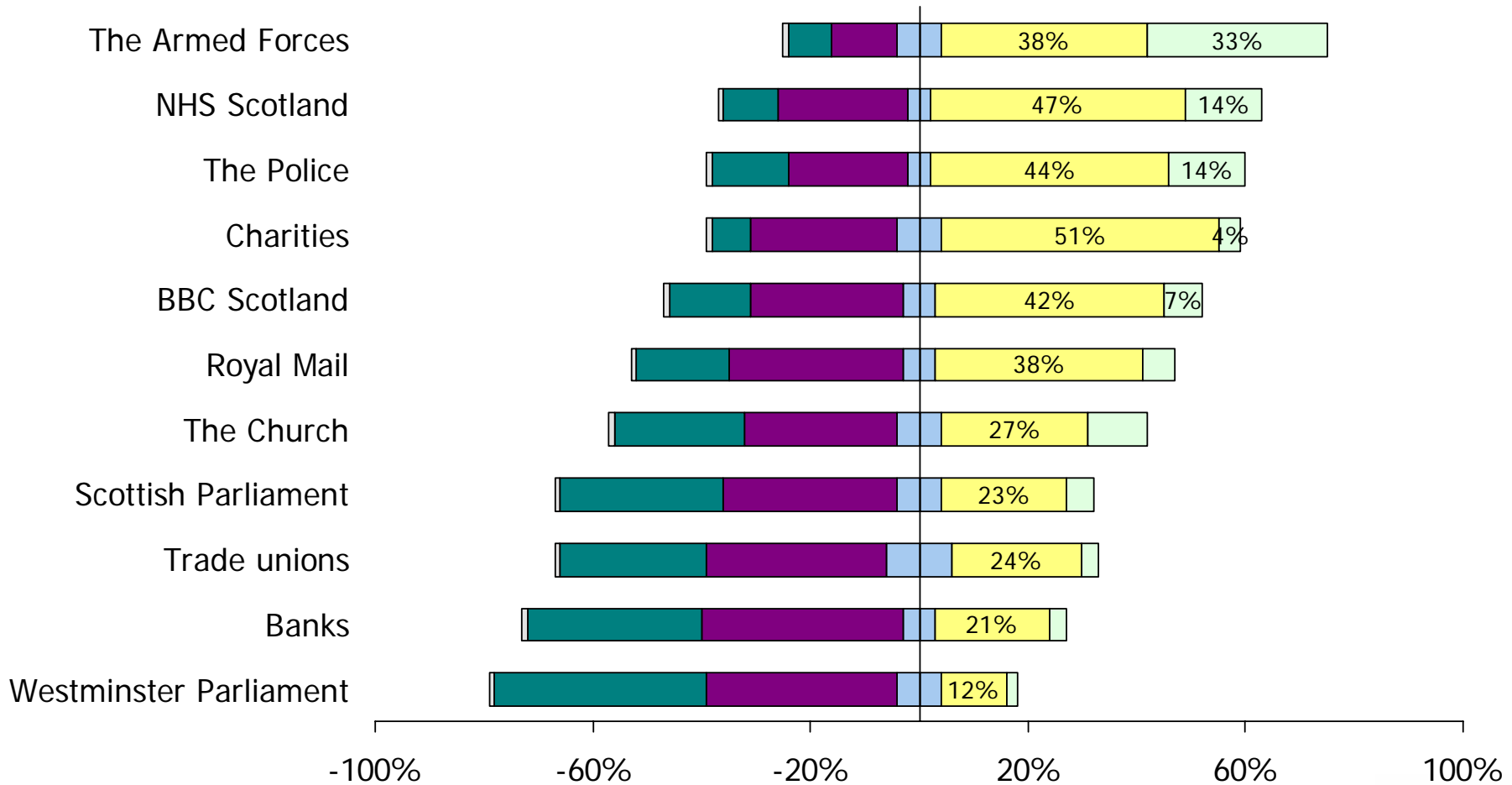
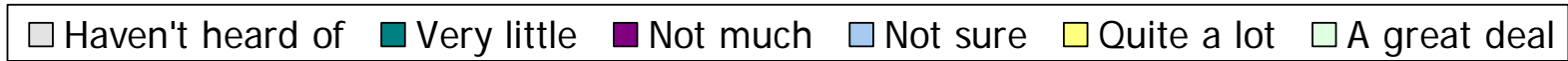


Trust in organisations

“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much trust you have in each of the bodies”

Trust in public bodies and institutions

“Below is a list of public bodies and institutions. Please indicate, by ticking in the appropriate column, how much **trust** you have in each of the bodies”



Base: 1,001 adults 16+, Scotland
Source: SCEM Nov08, nfpSynergy



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Survey of Members of the Scottish Parliament

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Methodology

Fieldwork dates

10th November 2008 to 12th January 2009

Sample

Sample of 46 MSPs

Methodology

Paper questionnaire

Fieldwork

Fieldwork carried out for nfpSynergy by ComRes

Respondents by political affiliation

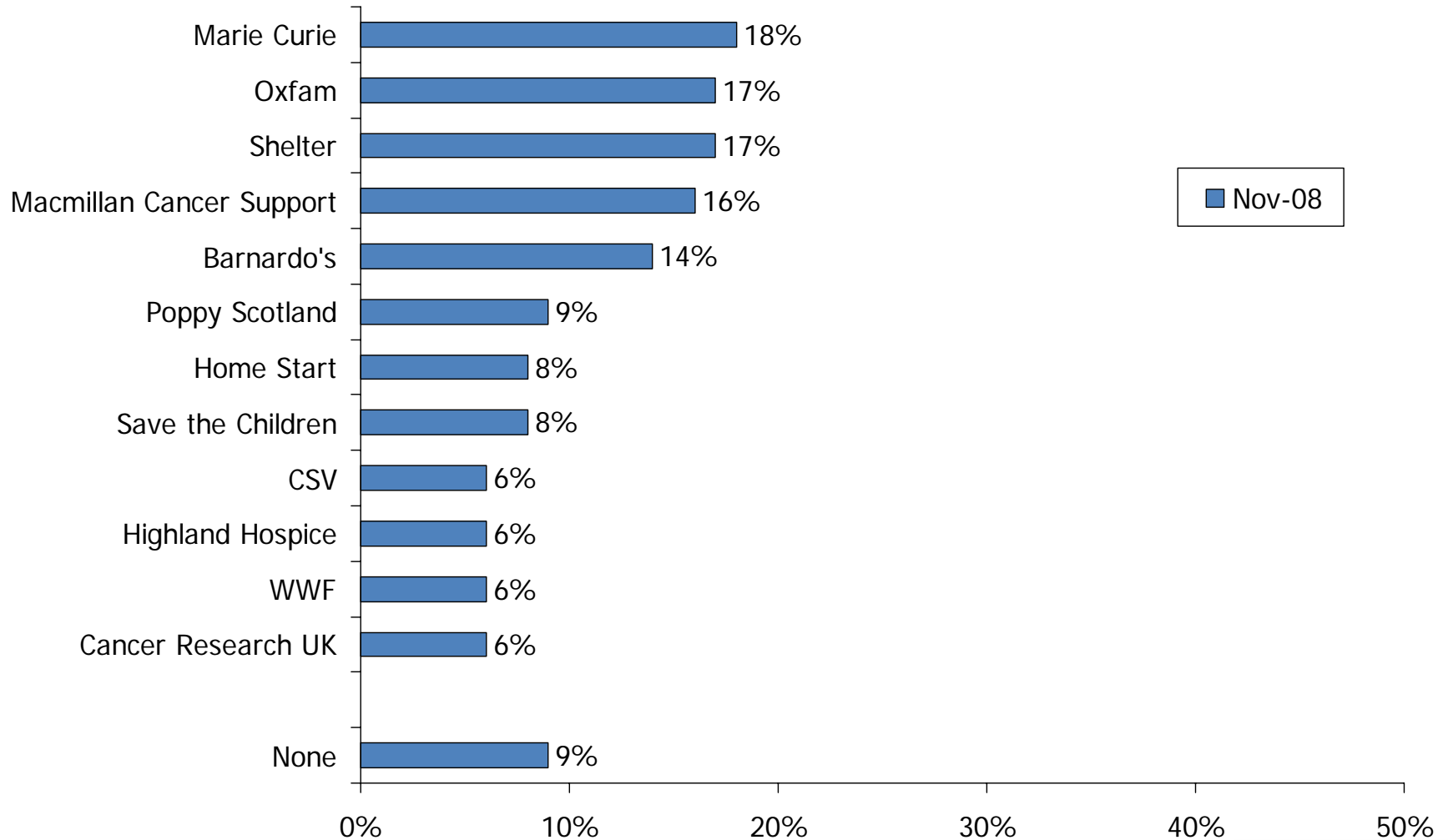
Political Party	Number of respondents
SNP	17 (37%)
Labour	16 (35%)
Liberal Democrats	6 (13%)
Conservative	6 (13%)
Other	1 (2%)
Total	46 MSPs

Charities which have impressed MSPs

Which charities have directly impressed you in the last 6 months in your role as an MSP?

Please list up to 4 charities, voluntary organisations or pressure groups. For local or lesser known groups please indicate what they do e.g. animal welfare, cancer care etc.

Which charities have directly impressed you in the last 6 months? Top 12 charities which have impressed MSPs

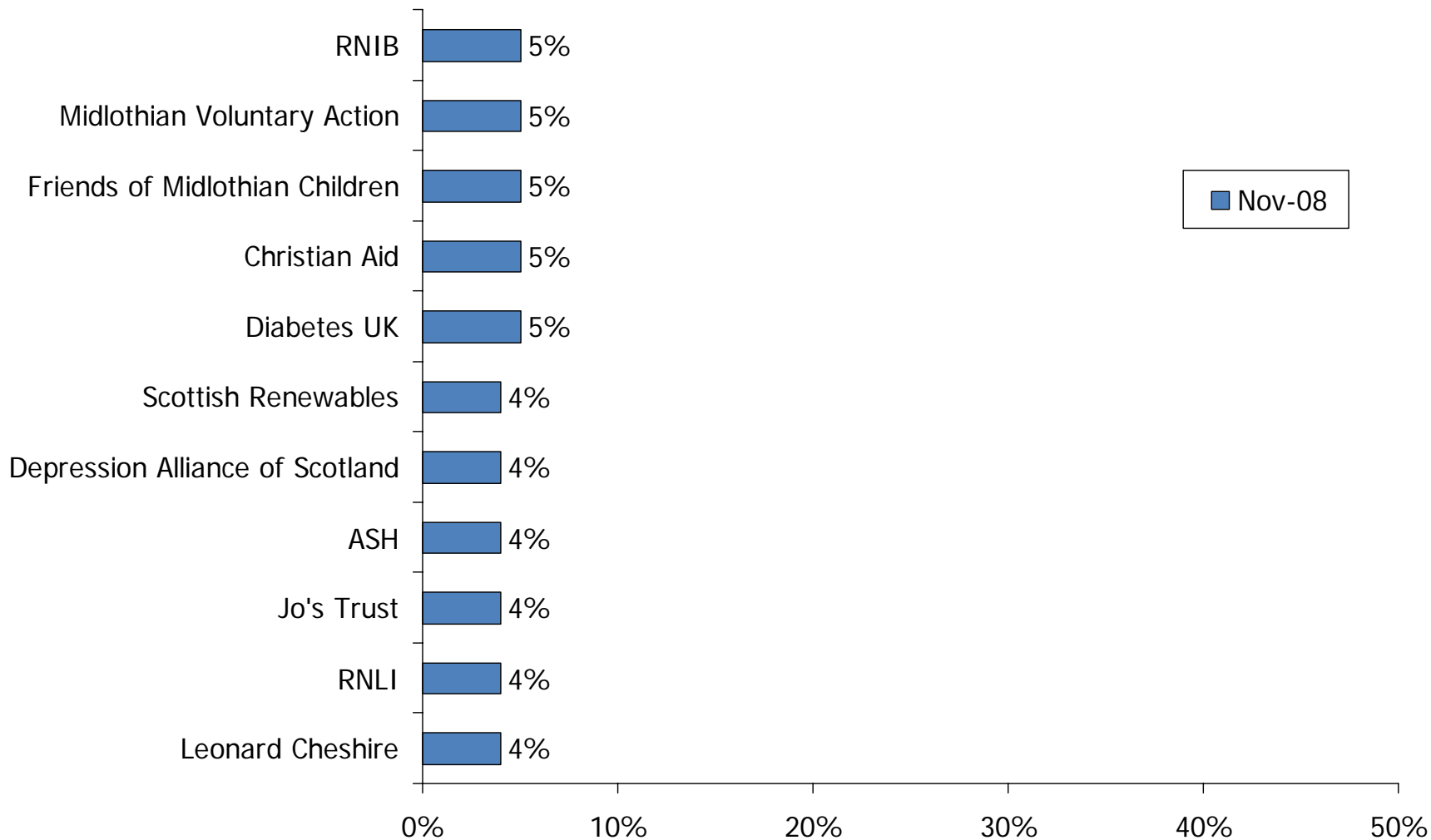


Base: 46 MSPs, Nov08

Source: Survey of Scottish Parliament, nfpSynergy

Which charities have directly impressed you in the last 6 months?

Charities which have impressed 4-5% of MSPs

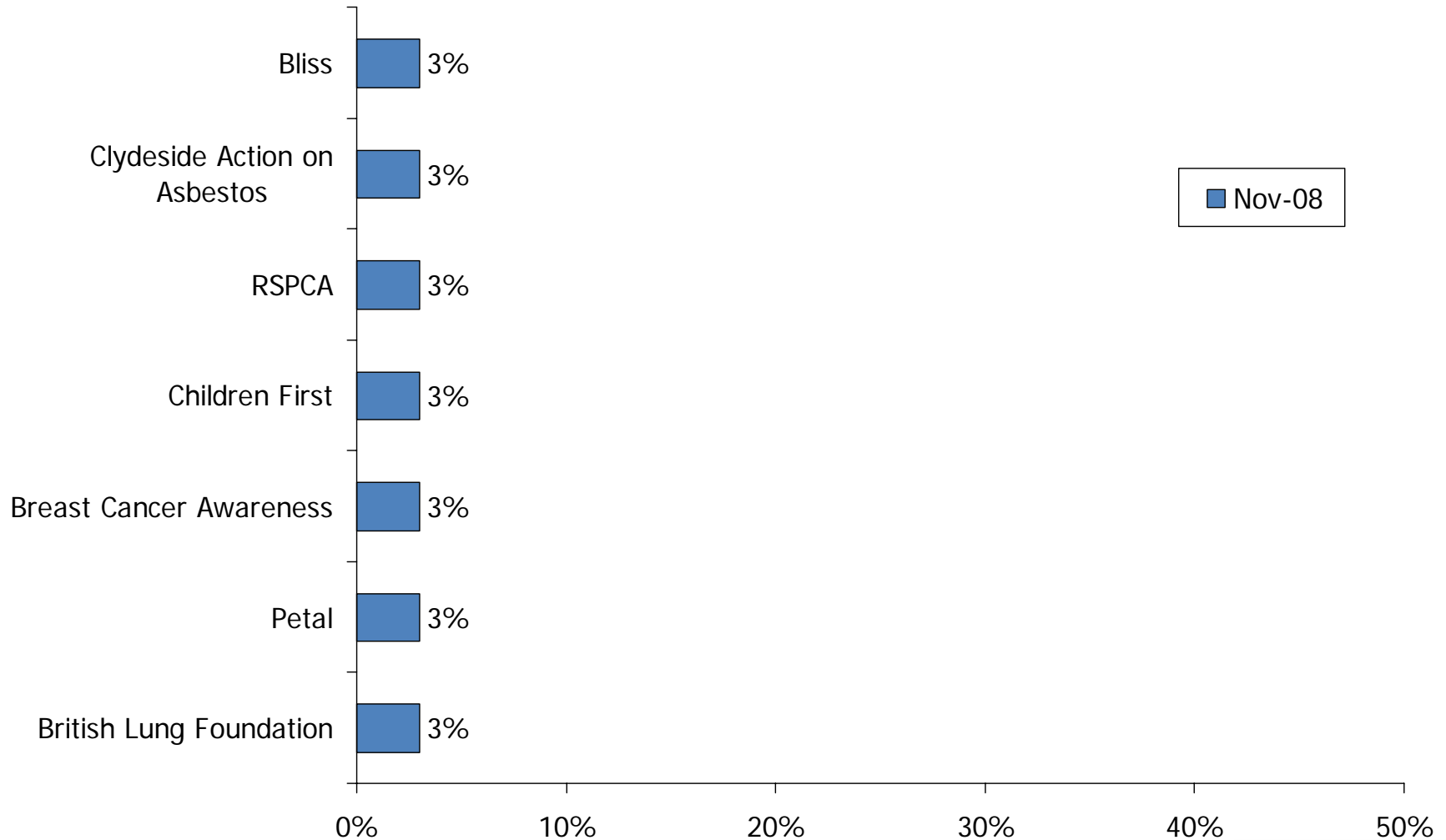


Base: 46 MSPs, Nov08

Source: Survey of Scottish Parliament, nfpSynergy

Which charities have directly impressed you in the last 6 months?

Charities which have impressed 3% of MSPs



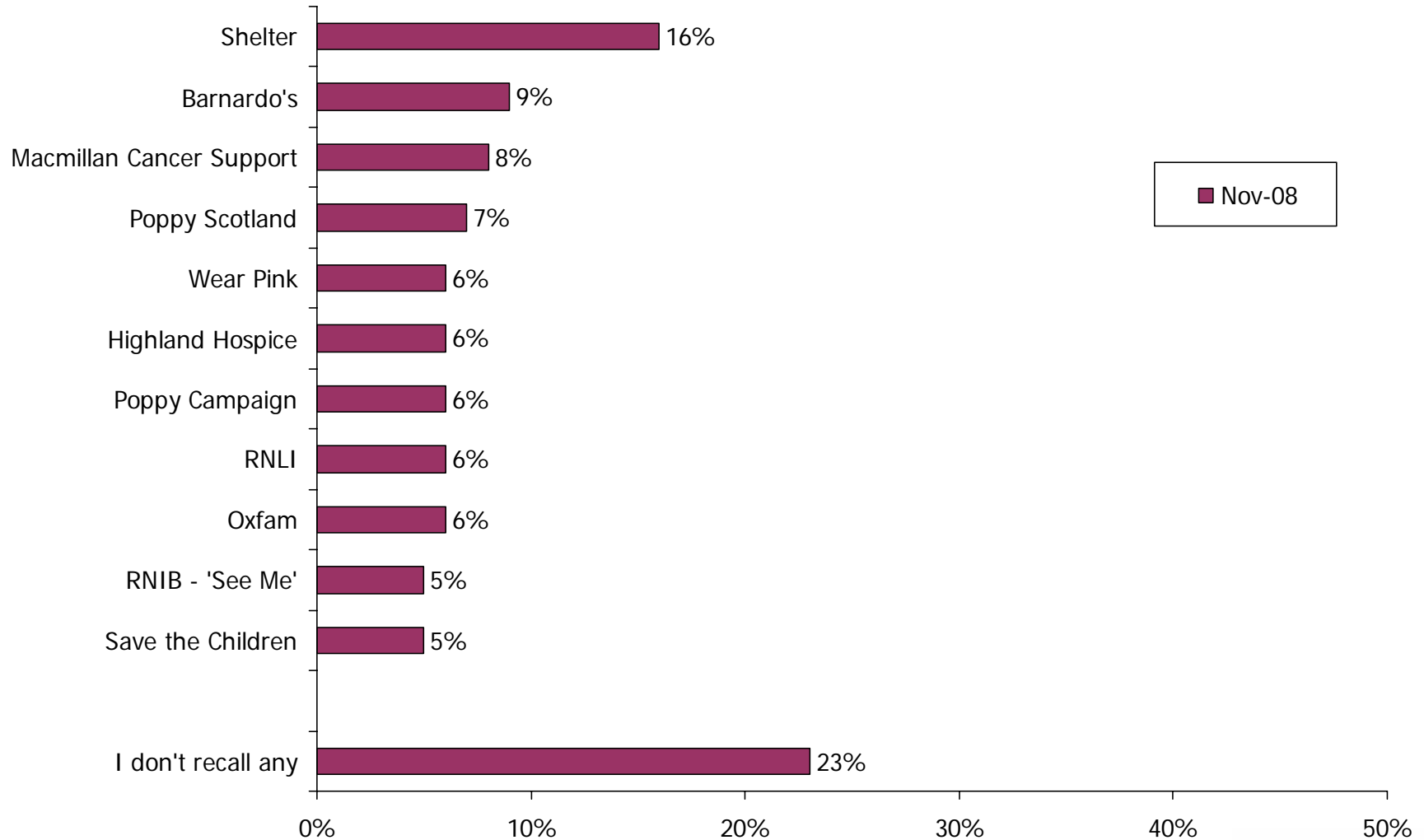
Base: 46 MSPs, Nov08

Source: Survey of Scottish Parliament, nfpSynergy

Campaigns

Do you recall any specific campaigns, media coverage, or advertising carried out by charities, voluntary organisations or pressure groups, over the last 6 months? Please list up to 4 charity campaigns that you recall.

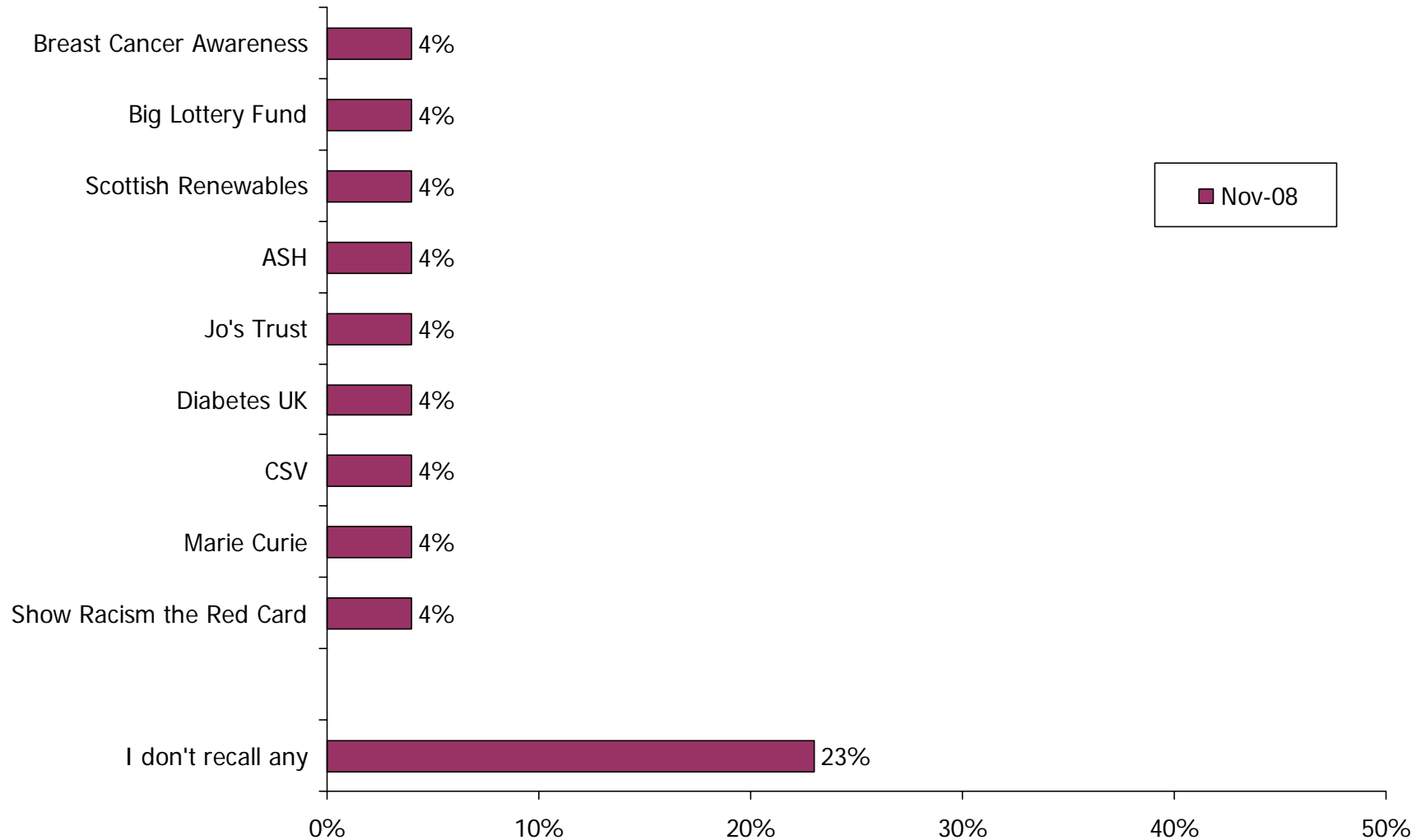
Do you recall any specific campaigns, media coverage, or advertising carried out by charities, voluntary organisations or pressure groups, over the last 6 months? Top 11 campaigns recalled by MSPs



Base: 46 MSPs, Nov08

Source: Survey of Scottish Parliament, nfpSynergy

Do you recall any specific campaigns, media coverage, or advertising carried out by charities, voluntary organisations or pressure groups, over the last 6 months? Campaigns recalled by 4% of MSPs



Base: 46 MSPs, Nov08

Source: Survey of Scottish Parliament, nfpSynergy

How can you lobby MSPs and get your message across more effectively at the Scottish Parliament?

The following slides show how MSPs responded to the question:

How do you think charities can lobby MSPs and get their message across more effectively in the Scottish Parliament?
Please give us your comments.

How can you lobby MSPs and get your message across more effectively at the Scottish Parliament?

What the Conservative MSPs said...

Keep in regular contact and highlight local activity in constituencies

Face to face briefings

It is a problem. Pressure of work and demands on members' time means charities need to target specific MSPs with a particular interest in the charity.

Very specific objective which is achievable. Open statements/campaigns full of good intent and works get nowhere. One to one briefings

How can you lobby MSPs and get your message across more effectively at the Scottish Parliament?

What the Labour MSPs said...

Targeted campaigns, short sharp lobby opportunities - materials which are brief - postcard campaigns are good

More one to one meetings

Having a good idea for a picture and local media activity is always worthwhile. Getting someone who is interested to have a members debate will attract others.

Personal contact. Short, to the point briefings

By taking the time to make contact

Liaise more with cross party groups and take less of a "scatter-gun" approach with all MSPs

Events in Parliament tying in with photo call for local press release

How can you lobby MSPs and get your message across more effectively at the Scottish Parliament?

What the SNP MSPs said...

Concrete examples of results and future developments

By personal contact.

Short briefing meetings for individual MSPs or small groups in addition to 'receptions' which cannot always be attended. Local constituency contacts are always helpful.

I think they are very effective, the personal approach is always better than the deluge of mass mailings we receive.

Material for debates is by far the most effective – and sent on time.

Focus on MSPs who have/show direct interest in the subject area

Contact individual MSPs

How can you lobby MSPs and get your message across more effectively at the Scottish Parliament?

What the Liberal Democrat MSPs said...

I think they do very well at present but briefings should be brief

Target to sympathetic members

By meeting them instead of simply sending emails and literature. Pick up the phone!

More lobby groups to Holyrood

Taking time for representatives to arrange 1:1 meeting with MSPs

It is a crowded market therefore being relevant (i.e. timely) and creative are key strengths in any campaign