

COMMUNICATERESEARCH PARLIAMENTARY PANEL

Business Organisations

Q. How effective or otherwise are each of the following in communicating with you as an MP?

All MPs (excl 'no opinion')

	<i>Very effective</i>	<i>Fairly effective</i>	<i>Fairly ineffective</i>	<i>Very ineffective</i>	<i>Balance +/-</i>
Federation of Small Businesses	15	60	20	5	+50
Confederation of British Industry	10	45	35	7	+13
Institute of Directors	8	35	35	20	-12
British Chambers of Commerce	3	30	42	17	-26
Forum of Private Business	5	25	43	20	-33

Labour MPs (excl 'no opinion')

	<i>Very effective</i>	<i>Fairly effective</i>	<i>Fairly ineffective</i>	<i>Very ineffective</i>	<i>Balance +/-</i>
Federation of Small Businesses	13	50	33	3	+27
Confederation of British Industry	7	40	40	10	-3
British Chambers of Commerce	-	28	47	20	-39
Forum of Private Business	6	17	50	20	-47
Institute of Directors	6	21	47	27	-47

Conservative MPs (excl 'no opinion')

	<i>Very effective</i>	<i>Fairly effective</i>	<i>Fairly ineffective</i>	<i>Very ineffective</i>	<i>Balance +/-</i>
Federation of Small Businesses	16	63	11	11	+57
Institute of Directors	16	47	27	3	+33
Confederation of British Industry	17	41	34	3	+21
British Chambers of Commerce	10	43	26	16	+11
Forum of Private Business	5	26	42	21	-32

Commentary

The FSB stands out as by far the most effective communicator with MPs among all the mainstream business organisations, with a balance of +50. Interestingly the FSB manages to achieve this accolade among MPs of both the main parties.

The party analysis is important in that it places the IOD second for effectiveness among Conservatives but joint bottom among Labour MPs.

The CBI's rating is moderately good but, compared with the relatively scant resources available to the FSB, it is questionable whether it is punching its weight. Certainly the CBI will not be happy at being in third place among Conservative MPs, nor that it attracts a net negative score among Labour MPs.

The BCC scores badly. Almost one in five MPs across all parties rates their communications as 'very ineffective' and the fact it receives a net negative rating of -26 is poor indeed.

Similarly the FPB does badly among MPs of all parties.

Methodology

Fieldwork: CommunicateResearch surveyed 101 MPs on its Online Parliamentary Panel between 26 April and 10 May (52 Labour, 31 Conservative and 18 from the smaller parties). Data may not add up to 100% due to rounding.

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