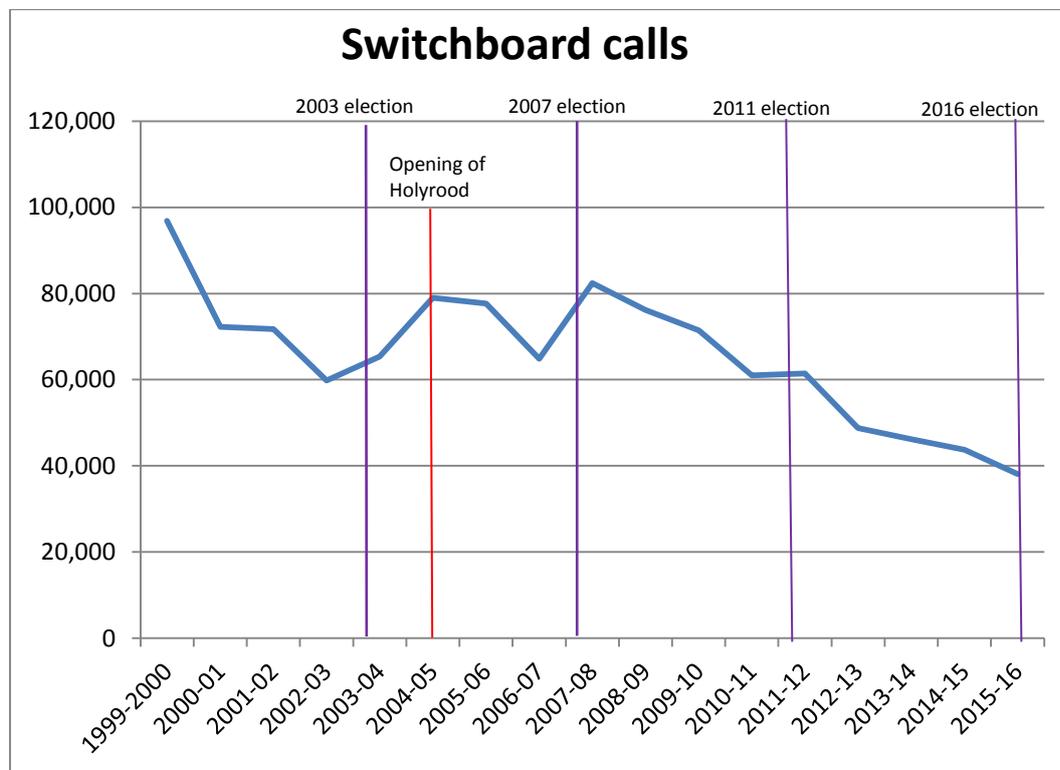


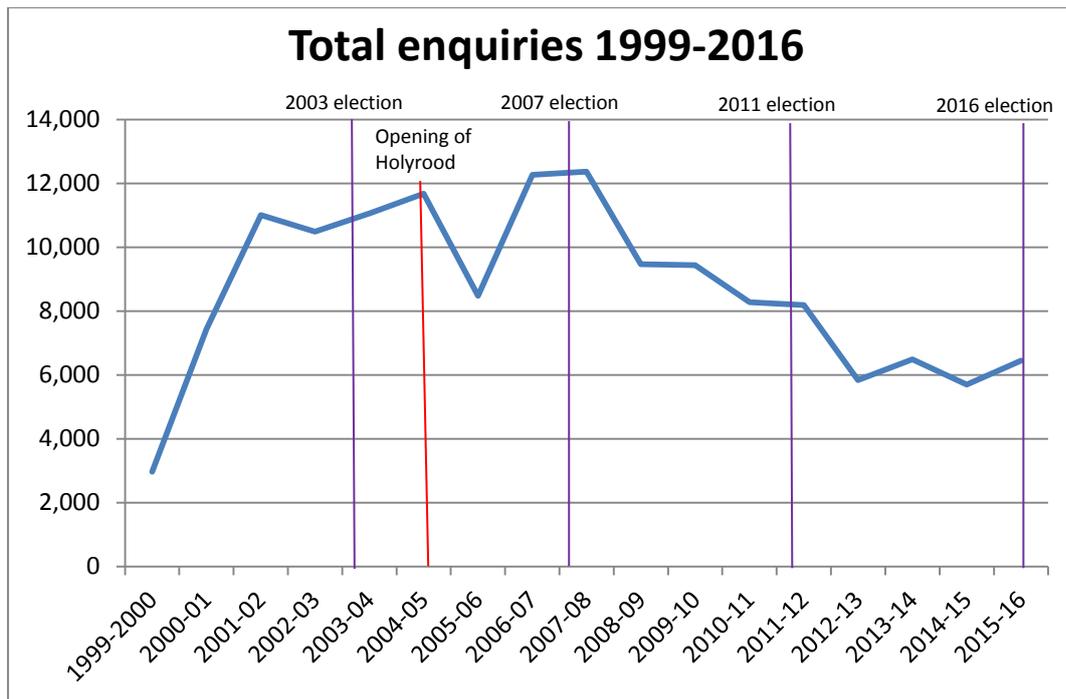
## Public Information Trends and Statistics

### Switchboard calls



- Although there has been a steady decline in calls to the switchboard since 1999, a number of innovations and process changes have played a part in this trend.
- In each pre-election period the number of calls increases and is maintained for a short period, after which they decrease when information is confirmed and conveyed through the website and other channels
- In session 2, calls showed a sharp increase until the move to Holyrood in 2004, after which they plateaued because the new Visitor Services office was established to take responsibility for all calls about visiting the building. The VS direct telephone number was widely advertised and calls taken by this route are not included in these figures.
- Direct dial numbers for MSPs have become more widely available. MSPs now have their own websites which include their direct number contact details. This has reduced reliance on a switchboard service.
- Social media became an increasingly popular public communication tool from 2011 and many now prefer this way of communicating.
- The increased use of smart phones and tablets means that the public can now much more easily contact their Members directly by searching for names online and on social media

## Public Information enquiries



- The purpose of the Public Information strategy has been to improve the provision and accessibility of information by making it available as widely as possible through a growing range of channels and formats. The public can increasingly self-serve for information, resulting in fewer direct enquiries. Our strategy is to continue to improve, refresh and innovate our digital and hard copy resources to keep up with the changing preferences of the public, as well as the changing responsibilities of the Parliament.
- The number of enquires to Public Information has been steadily declining since 2009 albeit with some small recovery around the times of the Scottish Independence Referendum in 2014, and the EU referendum in 2016. The overall picture of public enquiries is now more complicated as these have devolved to other SPS offices as they become involved in public engagement and as other communications channels have opened up. These enquiries are not collated or recorded in the statistics above.
- Social media and the internet is available 24 hours a day, 7 days a week and the public are able to go direct to MSPs for specific answers to specific problems.
- The nature of the enquiries that Public Information answer has changed since 1999 and we now receive a higher proportion of complicated, difficult enquiries which require sensitive handling rather than straightforward factual enquiries.