Q1 C	Could you tell us whether you were elected or not at the 2012 election? Please tick only one
_	Elected (1) Not elected (2)
	old you ever stand for election to a principal authority, eg. London or metropolitan borough ict or county council, before 2012? Please tick only one.
_	Yes (1)

Local Election Candidate Survey - Final - Printable Version

Q3 Please tick the boxes below to show all the years that you stood as a candidate for election and any years that you won the council seat

	Candidate but not elected (1)	Candidate and elected (2)
2011 (1)		
2010 (2)		
2009 (3)		
2008 (4)		
2007 (5)		
2006 (6)		
2005 (7)		
2004 (8)		
2003 (9)		
2002 (10)		
2001 (11)		
2000 (12)		
1999 (13)		
1998 (14)		
1997 (15)		
1996 (16)		
1995 (17)		
1994 (18)		
1993 (19)		
1992 (20)		
1991 (21)		
1990 (22)		

Q4 Please tick in the 'Yes' boxes below for any of the activities that apply to you and also tick the 'Before standing' boxes if this occurred before you first stood as a local election candidate

	Yes (1)	Before standing (2)
Stood as a Parliamentary candidate (1)		٥
Held a local party office (2)		٥
Held office in charitable organisation (3)		
Held office in professional association (4)		٥
Held office in a trades union (5)		٥
Held office in women's organisation (6)		
Served on a public body (7)		
Had a position of responsibility in a local pressure group (8)		
Had a position of responsibility in a local community group (9)		

Q5 When you stood for the 2012 election what was your estimation of the probability of winning this seat on a scale of 0 - 10? Please indicate your estimation by marking the scale below.
My estimate of the probability of winning was (1)
Q6 Do you currently live in the ward for which you stood at the recent election? Please tick one.
□ Yes (1)□ No (2)
Q7 Have you ever lived in the ward for which you recently stood?Please tick one.
☐ Yes (1)
□ No (2)

	For how long have you been a member of the party that you represented at the 2012 election? ase tick one.
	Not a member (4) Less than 1 year (3) More than 1 year (2) More than 5 years (1)
	Before the 2012 election were there more people seeking selection for your party in this ward in there were available seats?Please tick one.
	Yes (1) No (2)
Q1	0 Did you apply for more than one seat in 2012?Please tick one.
	Yes (1) No (2)
Q1 yo	1 In your opinion why were you selected to contest this particular seat? (Tick as many as apply to u.)
	Incumbent (1) Previously a councillor (2) Local resident (3) Likely to win this seat (4) Good reputation (5) The only volunteer (6) Prepared to stand as paper candidate (7)
-	2 Some candidates have information leaflets to be delivered to ward residents. In this recent mpaign did you have a campaign leaflet for distribution?Please tick one.
	Yes (1) No (2)

Q13 How much personal input did you have into the content of your election leaflet? Please indicate your estimation by marking the scale below.
My personal input was about (1)
Q14 Did you deliver your own campaign leaflets in your ward?Please tick one. Yes (1) No (2)
Q15 Approximately how many hours a week in total did you spend campaigning?Please indicate your estimation by marking the scale below.
Time spent delivering campaign leaflets (1)
Q16 Did you have any help in delivering these leaflets?Please tick one. Yes (1) No (2)
Q17 Approximately how many hours a week was the average time spent by others delivering your campaign leaflets?Please indicate your estimation by marking the scale below.
Time spent by others (1)
Q18 Was your leaflet delivered to all of the addresses in your ward?Please tick one. Yes (1) No (2)
Q19 Approximately what % of addresses was leafleted?Please indicate your estimation by marking the scale below.
Addresses leafleted (1)

Q20 Did you help deliver campaign leaflets in another ward? Tiack all that apply.

	Did you campaign in another ward?		What did	you do? Tick all t	hat apply.
	Yes (1)	No (2)	Leafleting (1)	Door- Canvassing (2)	Telephone- Canvassing (3)
Campaigning in other wards (1)					

Q21 When you prepared the campaign leaflet how important was it to include the following information for voters?Please tick one for each statement.

	Very important (1)	Quite important (2)	Not very important (3)	Not at all important (4)
Your personal background (1)				٥
Your previous political experience (2)				
Your record of local community involvement (3)				۰
Your competency for public office (4)				
Comment on the record of other parties/councillors (5)				
Your party's local priorities (6)				٥
Your party's national priorities (7)				
Political party information to increase membership (8)				
Political party information to recruit volunteer workers for campaign (9)				
Information on how to donate money to the local campaign (10)				٥

	2 During the recent election did you do any of your campaigning online? (e.g. website, blog, ebook, twitter etc)Please tick one.
	Yes (1) No (2)
	3 If you did campaign online, which of the following did you use in your campaign? Tick all that oly.
	Facebook (1) Twitter (2) Personal Blog (3) Personal Website (4) Other (5)
Q2	4 If you ticked 'Other' for online campaigning. Can you please give greater detail?

Q25 If you did campaign online, do you think that your online presence made a difference to the effectiveness of your campaign in any of the following areas? Please tick one for each statement.

	Very Effective (1)	Somewhat effective (2)	Not particularly effective (3)	Made no difference (4)
Raising my overall profile amongst voters in general (1)				
Helping to recruit volunteer workers for my campaign (2)				
Helping to encourage current volunteers to offer more of their time (3)				
Helping to raise funds for the local campaign/party (4)				
Increasing local party membership (5)				٥
Actually recruiting more people to vote for me (6)				
Gaining coverage from the local media (7)				

Q26 If you did campaign online, how much personal input did you have in compiling the content of
your online campaign media?Please indicate your estimation by marking the scale below.

Personal input (1	٠,
-------------------	----

Q27 Thinking back to the recent campaign, do you agree or disagree with following statements? Please tick one for each statement.

	Strongly Agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)	Not Applicable (6)
Local newspaper coverage of the campaign was fair (1)						٥
Voters were mostly interested in the national campaign issues of the major parties (4)						
Voters on the door- step mainly wanted to talk about the economic recession (5)						
Media stories about the London Mayoral contest dominated the coverage about local elections (6)						

Q28 If you did campaign, approximately what percentage of your time did you spend on each of the following campaign activities? Please indicate your estimation for each by marking the scale below.
Distributing Leaflets (6) Door canvassing (1) Telephone canvassing (2) Internet campaigning (3) Organising Postal Votes (5) Other (4)
Q29 If you have allocated some hours to 'Other', can you please give greater detail about these activities.
Q30 Did you 'knock up' or 'fetch out' voters on polling day using lists of 'promises' based on canvass returns?Please tick one.
☐ Yes (1) ☐ No (2)
Q31 On polling day were some of your 'promises' contacted by telephone to remind them to vote? Please tick one.
☐ Yes (1) ☐ No (2)
Q32 Overall, did you enjoy campaigning?Please tick one.
☐ Yes (1) ☐ No (2)
Q33 In general, when it comes to being safe from fraud and abuse, how safe or unsafe would you say that voting is?Tick one
 □ Very Safe (1) □ Fairly Safe (2) □ Neither safe nor unsafe (3) □ Fairly Unsafe (4) □ Very Unsafe (5)

Q3	4 How much, if at all, do you think that electoral fraud took place at these elections?Tick one
	A lot (1) A little (2) Hardly at all (3) Not at all (4) Don't Know (5)
	5 Did you witness any incidents that you believe constituted electoral fraud at these elections, d if so did you formally report this to anyone? Tick all that apply.
	I did not witness any fraud (1) I witnessed fraud but did not report it formally (2) I witnessed fraud and reported it to the returning officer/election staff (3) I witnessed fraud and reported it to the police (4)

Q36 In local elections many incumbents seeking re-election are successful. Below is a list of possible explanations for why this might be the case. Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Incumbents have greater experience gained from working on the council (1)					
Enjoy a higher local profile than their challengers (2)					
Incumbents put more personal effort into their re- election campaigns (3)					
Incumbents are able to recruit more volunteers for their campaigns (4)					
Incumbents have a stronger relationship with local media (5)					
Support from among local voters is consistent and reliable (6)					
Incumbents no longer have an advantage (7)					٥

Q37 Almost all adults are eligible to become local councillors, yet relatively few come forward to be candidates. Do you agree or disagree with these possible reasons for the non-involvement of most citizens? Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Being a councillor is too time consuming (1)			٥		٥
Councillors don't have the power to make a difference (2)					
Councillors are insufficiently paid (3)					
Intrusive media coverage of personal life may discourage some people from standing (4)					
Political parties dominate local government and this discourages people who don't want a party allegiance (5)					
Political parties should recruit some local candidates who are not party members (6)					٥

Q38 One of the aims of recent modernisation initiatives in local government is to attract a greater cross-section of people to serve as councillors. Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
There should be more women as councillors (1)					٥
There should be more younger (18- 35 years) people as councillors (2)					٥
There should be more Black, Asian and minority ethnic people as councillors (3)					
Greater social diversity amongst councillors would improve the public image of local government (4)					

Q39 Do you agree or disagree with the following general explanations of why there are relatively few women in local politics? Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Women are not interested in politics (1)					_
Women don't have the confidence for politics (2)					
Women put their families above a political career (3)					
Women don't like the confrontational style of politics (4)					
Women are put off by the councillor stereotype of white, male and middle aged (5)					
In general, local parties don't do enough to recruit women candidates (6)					
In general, too few women come forward to be candidates (7)					

Q40 Do you agree or disagree with the following general explanations of why there are relatively few people from Black, Asian and minority ethnic (BAME) backgrounds in local politics? Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
BAMEs are not interested in politics (1)					
BAMEs don't have the confidence for politics (2)					
BAMEs put their families above a political career (3)					
BAMEs don't like the confrontational style of politics (4)					
BAMEs are put off by the councillor stereotype of white, male and middle aged (5)					
In general, local parties don't do enough to recruit Black, Asian and minority ethnic candidates (6)					
In general, too few Black, Asian and minority ethnic people come forward to be candidates (7)					

Q41 Do you agree or disagree with the following general explanations of why there are relatively few younger people (18-35 years age group) in local politics? Please tick one for each statement.

	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly Disagree (5)
Younger people are not interested in politics (1)					٥
Younger people don't have the confidence for politics (2)					
Younger people put their families above a political career (3)					
Younger people don't like the confrontational style of politics (4)					
Younger people are put off by the councillor stereotype of white, male and middle aged (5)					
In general, local parties don't do enough to recruit younger people (6)					
In general, too few younger people come forward to be candidates (7)					

	2 In your opinion which of these reasons account for councillors standing down after just one ur-year term?Please tick on any that apply
	They have achieved what they set out to do (1) Being a councillor is too time consuming (2) Find it difficult to get time off work for council meetings (3) Can't balance family commitments with council duties (4) Councillors don't have the power to make a difference (5) Councillors are insufficiently paid (6) Councillors receive insufficient support from the council (7) Intrusive media coverage (8) Party political domination (9)
PRI	3 The following questions should be answered only by those who had experience as a councillor IOR to the 2012 election. Approximately how many hours a week did you spend on council ties? Please indicate your estimation by marking the scale below. Hours a week spent on council duties (1)
	4 In your capacity as a councillor did you have additional responsibilities e.g. leader of the counci other portfolio holder? Please insert that responsibility in the space below.
	5 Approximately how much time did you spend travelling to and from a council meeting?Please licate your estimation by marking the scale below. Hours travelling to and from each council meeting (1)

Q46 Approximately how frequently were you involved in the following activities relating to your position as a councillor? Please tick one for each statement.

	More than once a week (1)	More than once a month (2)	About once a month (3)	Less than once a month (4)	Never (5)
Hold ward surgeries (1)			_		
Circulate newsletter (2)			٥		
Circulate e- newsletter (3)					
Receive letters from residents (4)					
Receive telephone call from residents (5)					
Receive emails from residents (6)			٥		ם
Contact an MP on behalf of a resident (7)			٥		ם
Attend community events (8)			٥		ם
Attend party meeting (9)			0		
Contact local media to publicise ward news (10)					
Approached by local reporters to give interviews (11)					

Q47 How positive or negative were the following people in encouraging you to become a candidate the FIRST TIME you stood for election? Please tick one for each statement.

	Very positive (1)	Positive (2)	Neutral (3)	Negative (4)	Very negative (5)	Not applicable (6)
Your spouse or partner (1)						٥
Other family members (2)						
Personal friends (3)	٥				٥	
Community groups (4)	٥				٥	
Business associates (5)						
Party members (6)						
Local pressure groups (7)						
Women's groups (8)	ם				٥	
Trades union (9)	٥	ם	ם	ם	٥	
Employers (10)	٥		٥		٥	
Other (11)						

Q48 Thinking about your experience of standing for the first time, was the initial decision to put yourself forward for selection. Tick one.

	l Entire	ly ۱	your	own	d	lecision (1
--	----------	------	------	-----	---	------------	---

[☐] Consequence of being approached or encouraged by others (2)

applies
 You saw it as an important step in beginning a career in politics (1) You felt strongly that you could make a difference (2) You did it for general volunteering reasons (3) You knew someone else who was serving on the council (4)
Q50 If you ticked 'Consequence of being approached or encouraged by others', was it because yo were approached byPlease click on the one that most applies
 □ A serving councillor (1) □ A member of the local political party (2) □ A friend/neighbour (3) □ A member of a local trades union (4) □ A member of a local community group (5) □ A member of a local club, e.g. rotary club (6) □ Other (7)
Q51 If you ticked 'Other' for why you were approached. Can you please give greater detail

Q52 There are various initiatives that seek to encourage more members of the general public to become actively engaged in influencing and shaping local policy. Some, like directly elected mayors and Police and Crime Commissioners (PCCs), are already in place while others are being discussed. What are your views about the following being implemented for your local area? Please tick one for each statement.

	Strongly Support Introduction (1)	Support Introduction (2)	Neutral (3)	Against Introduction (4)	Strongly Against Introduction (5)
Elected Mayors (1)					٥
Elected Police & Crime Commissioners (PCCs) (2)					
Local Referendums (3)		٥			
E-Petitions (i.e. internet petitions) (4)					
Elected district judges (5)		٥			
Elected local magistrates (6)		_			
Internet polling of local citizens (7)		۵			٥
'Recall' elections where councillors can be removed from office if a quarter of the local electorate petition for that to happen (8)					

Q53 This November the first elections for the Police and Crime Commissioners (PCCs) are being held across England and Wales using the Supplementary Vote method used in the election of mayors. Please tick one for each statement.

	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)	Don't Know (6)
Political parties should be able to select candidates (1)						
The Supplementary Vote will be easily understood by voters (2)						
Turnout will not be affected by an election held in November (3)						
The best candidates will be those with direct experience of policing matters (4)						
PCCs will reduce the powers given to local authorities over policing policy (5)						
Local areas should be allowed to determine by referendum whether or not they have a PCC (6)						

	4 Please only answer this question if you have stood for election in Wales. Which of these tements come closest to your view?Please click only one option.
	There should be no devolved government in Wales. (1) The National Assembly for Wales should have fewer powers. (2) We should leave things as they are now. (3) The National Assembly for Wales should have more powers. (4) Wales should become independent, separate from the UK. (5) Don't know. (6)
am We to i	5 Please only answer this question if you have stood for election in Wales. At present, the total ount of money that the Welsh Government can spend is decided by the UK Government in stminster. The National Assembly for Wales has no powers to change the levels of taxes in Wales ncrease or reduce the total amount of money the Welsh Government has to spend. Which of se statements comes closest to your view?
	The Welsh Assembly should have the power to increase or reduce all taxes in Wales. (1) The Welsh Assembly should have the power to increase or reduce some, but not all, taxes in Wales, within limits agreed with the UK Government in Westminster. (2) The Welsh Assembly should not have any powers to increase or reduce taxes in Wales. (3) Don't know. (4)
Q5	5 Are you
	Male (1) Female (2)
Q5	7 What was your age last birthday?

Q58 Ethnic origin (Choose One)					
	White British (incl Scots, Welsh & N. Irish (1) Irish Republic (2) Other white (3) Asian British (4) Indian (5) Pakistani (6) Bangladeshi (7) Other Asian (8) White & Black Caribbean (9) White & Black African (10) White & Asian (11) Black British (12) Caribbean (13) Other Black (14) Chinese (15) Other (16)				
Q59	9 Educational qualifications. Please tick the highest that you have obtained				
	No qualifications (1) GCSEs or equivalent (2) "A" levels or equivalent (3) First degree (4) Higher degree (5)				
Q60	O Which of these best describes your current occupationTick one.				
	In full-time paid employment (1) In part-time paid employment (2) Self-employed (3) Permanently sick or disabled (4) In voluntary occupation (5) Registered unemployed (6) Full-time student (7) Retired (8) Looking after home/family (9)				
	Other (please specify) (10)				

Q6	2 How would you describe your current or previous occupational statusTick one.
	Professional occupation (1)
	Managerial and/or Technical occupation (2)
	Skilled occupation, non-manual (3)
	Skilled occupation, manual (4)
	Partly skilled occupation (5)
	Unskilled occupation (6)
If y	d Thank you for taking the time to complete this questionnaire. All replies will remain confidential ou would be willing to take part in a follow-up interview please write in a telephone contact mber and/or an email address.
	Telephone contact (1) Email address (2)
	If you wish, please use this box to comment about any matters raised in this survey (4)

Q61 If currently employed, what is your occupation, or if unemployed/retired what was your

previous occupation? Please insert your occupation in the space below.