

## **LOCAL ELECTION CANDIDATE SURVEY, 2013**

Welcome to the Local Elections Candidate Survey 2013. We are conducting this survey to collect information from **candidates** to learn more about the people who stand at local elections, their experience of selection and their opinions of the process. All replies will be treated confidentially.

1. Could you tell us whether you were elected or not at the 2013 election?  
(Please tick one)                      Yes               No
  
2. Did you ever stand for election to a principal authority,  
e.g. London or metropolitan borough, district or county councils before 2013?  
(Please tick one)                      Yes               No  (If "No" please go on to q.4)
  
3. You indicated above that you have stood or election previously. Can you tell us which years you stood as a candidate and whether you won the council seat?  
*Please tick the boxes below to show all the years that you stood as a candidate for elections and any years that you won the council seat.*

Year	Candidate but not elected	Candidate and elected
2012		
2011		
2010		
2009		
2008		
2007		
2006		
2005		
2004		
2003		
2002		
2001		
2000		
1999		
1998		
1997		
1996		
1995		
1994		
1993		
1992		
1991		
1990		
1989		

**YOUR EXPERIENCE OF BECOMING A CANDIDATE FOR THE FIRST TIME**

Below is a list of activities that local election candidates sometimes engage in. Please indicate whether you have done any of these activities and whether you did them before standing for local election.

4. Please tick in the 'Yes' column below for any of the activities that apply to you and also tick the 'Before Standing' column if this occurred before you first stood as a local election candidate:

	<b>Yes</b>	<b>Before Standing</b>
Stood as a Parliamentary candidate		
Held a local party office		
Held office in a professional association and/or charitable organisation		
Held office in a trades union		
Served on a public body		
Had a position of responsibility in a local pressure group and/or community group		

5. When you stood for the 2013 election what was your estimation of the probability of winning this seat on a scale of 0 - 10?

*(Please circle the appropriate number.)*

*Highly improbable* 0 1 2 3 4 5 6 7 8 9 10 *Highly probable*

6. Do you currently live in the division/ward for which you stood at the recent election?

(Please tick one) Yes  No

**(If "Yes" please go on to q.7)**

6b. Have you ever lived in the division/ward for which you recently stood?

(Please tick one) Yes  No

### **YOUR EXPERIENCE OF SELECTION**

**To be answered by candidates for registered political parties only**

If you stood in 2013 as a non-party or Independent candidate, please go straight to **Question 11**

7. For how long have you been a member for the party that you stood for at the 2013 election? (Please tick **ONE** box)

Not a member	Less than 1 year	More than 1 year	More than 5 years
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8. Before the 2013 election were there more people seeking selection for your party in this division/ward than there were available seats?

(Please tick one) Yes  No

9. Did you apply for more than one seat in 2013?

(Please tick one)      Yes       No

10. In your opinion why were you selected to contest this particular seat?

	<i>Tick those that apply</i>
Incumbent	
Previously a councillor	
Local resident	
Likely to win this seat	
Good reputation	
The only volunteer	
Prepared to stand as paper candidate	

### **THE 2013 ELECTION CAMPAIGN**

Some candidates have campaign leaflets to be delivered to residents.

11. In this recent campaign did you have such a leaflet for distribution?

(Please tick one)      Yes       No       (If "No" please go straight to q. 20)

12. How much personal input did you have into the content of your election leaflet?

Please indicate your estimation by marking the scale below, where 0% indicates that the leaflet was prepared entirely for you and 100% suggest that you had full control of the leaflet's content.

(Please tick **ONE** box)

No personal input

Shared input

Entirely my own input

0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

13. When you prepared the campaign leaflet, how important was it to include the following information for voters? *(Please tick **ONE** box in each row)*

	Very Important	Quite Important	Not Very Important	Not At All Important
Your personal background				
Your previous political experience				
Your record of local community involvement				
Your competency for public office				
Comment on the record of other parties / councillors				
Your party's local priorities				
Your party's national priorities				

14. Did you deliver your own campaign leaflets in your division/ward?

*(Please tick one)* Yes  No

15. Approximately how many hours a week in total did you spend delivering leaflets?

Please indicate your estimation by marking the scale below

*(Please tick **ONE** box)*

Hours per week

0	4	8	12	16	20	24	28	32	36	40

16. Did you have any help in delivering these leaflets?

*(Please tick one)* Yes  No

17. 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

(Please tick **ONE** box)

Hours per week

0	4	8	12	16	20	24	28	32	36	40

18. Was your leaflet delivered to all the addresses in your division/ward?

(Please tick one) Yes  No

19. Given that you did not leaflet all addresses, approximately what percentage of addresses was leafleted?

Please indicate your estimation by marking the scale below

(Please tick **ONE** box)

0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

20. Did you “knock up”, “fetch out” or telephone voters on polling day using lists of “promises” based on canvass returns?

(Please tick one) Yes  No

21. During the campaign period did you help in another division/ward?

(Please tick one) Yes  No

22. If you did campaign, approximately what percentage of your time did you spend on each of the following campaign activities?

*(If you did not campaign at all please go straight to q. 27)*

Please indicate your estimation by marking the scale below so that your total for **all** activities = 100%

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Distribute leaflets											
Door canvassing											
Telephone canvassing											
Internet campaigning											
Organising postal votes											
Other											

23. When you spoke to voters on the doorstep, which of the following issues do you feel were important or not important to them?

*(Tick as many as apply)*

	Important	Not Important
Unemployment		
The NHS		
Housing		
Crime/Law & Order		
The Economy		
Pensions & Benefits		
Council Tax		
Education/Schools		
The EU		
Immigration/Race Relations		
Local issues		
The Environment		

24. Overall, did you enjoy campaigning?

*(Please tick one)*

Yes

No

### **Online campaigning**

25. During the recent election did you do any of your campaigning online?

(e.g. Twitter, Facebook, Email contact list, Personal website etc...)

(Please tick one)    Yes           No    (If "No" please go to q. 27)

26. If you did campaign online, which of the following did you use in your campaign?

(Please tick all that apply)

Twitter	Facebook	Email contact list	Personal blog/website	Other

26b. If you feel the use of any of these online source made a difference to the number of votes cast for you, please tick the box below.

(Please tick all that apply)

Twitter	Facebook	Email contact list	Personal blog/website	Other

### **Electoral Fraud**

27. In general, when it comes to being safe from fraud and abuse, how safe or unsafe would you say that voting is?

(Please tick **ONE** box)

Very Safe	Fairly Safe	Neither Safe nor Unsafe	Fairly Unsafe	Very Unsafe
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28. How much, if at all do you think that electoral fraud took place at these elections?

(Please tick **ONE** box)

A lot	A little	Hardly at all	Not at all	Don't know
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29. Did you witness any incidents that you believe constituted electoral fraud at these elections and if so did you formally report this to anyone?

*(Please tick **any** that apply)*

I did not witness any fraud	
I witnessed fraud but did not report it formally	
I witnessed fraud and reported it to the returning officer/election staff	
I witnessed fraud and reported it to the police	

***Standing, Modernisation and Retiring***

30. 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** box in each row).*

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Being a councillor is too time consuming					
Councillors don't have the power to make a difference					
Councillors are insufficiently paid					
Intrusive media coverage of personal life may discourage some people from standing					
Political parties dominate local government and this discourages people who don't want a party allegiance					
Political parties should recruit some local candidates who are not party members					

31. One of the aims of recent modernisation initiatives in local government is to attract a greater cross-section of people to serve as councillors. Do you agree or disagree with the following statements?

(Please tick **ONE** box in each row).

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
There should be more women as councillors.					
There should be more younger (18-35 years) people as councillors					
There should be more Black, Asian and minority ethnic people as councillors					
Greater social diversity amongst councillors would improve the public image of local government					
An independent body should be encouraged to run a formal training programme for all prospective candidates					
Political parties should take full responsibility for recruiting new candidates					

32. In your opinion which of these reasons account for councillors standing down after just one four-year term?

	<b><i>Please tick those that apply</i></b>
They have achieved what they set out to do	
Being a councillor is too time consuming	
Find it difficult to get time off work for council meetings	
Can't balance family commitments with council duties	
Councillors don't have the power to make a difference	
Councillors are insufficiently paid	
Councillors receive insufficient support from the council	
Intrusive media coverage	
Party political domination	

### ***YOUR EXPERIENCE AS A COUNCILLOR***

**Questions 33 – 35 should be answered only by those who have had previous experience as a councillor to a principal authority (e.g. borough, district, county or unitary authorities), *PRIOR* to the 2013 election.**

**Otherwise please go directly to Question 36**

33. Approximately how many hours a week did you spend on council duties?

*(Please tick **ONE** box)*

0	8	16	24	32	40	48	56	64	72	80
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34. In the run-up to this election, did you have an additional responsibility? eg. leader of the council, portfolio holder etc. If so, please select from the list below. If you held more than one role, please select the most senior position you held in your County Council or Unitary authority

Mayor	Portfolio holder
Leader of the Council	Panel/Board/Committee Chair
Leader of the Opposition	Panel/Board/Committee Vice Chair
Deputy leader	Panel/Board/Committee member
Deputy leader of the Opposition	Backbench councillor
Executive	I had no additional responsibility
Cabinet member	Other

35. Approximately how frequently were you involved in the following activities relating to your position as a councillor? (*Please tick **ONE** box in each row.*)

	More than once a week	More than once a month	About once a month	Less than once a month	Never
Hold ward surgeries					
Circulate newsletters					
Receive letters from residents					
Receive telephone calls from residents					
Receive emails from residents					
Contact an MP on behalf of a resident					
Attend community events					
Attend party meetings					
Contact local media to publicise ward news					
Approached by local reporters to give interviews					

36. Before standing as a candidate for local election, many people seek information about the councillor's role.

Before this election, when you were deciding whether or not to stand, did you consult any of the following? *(Please tick **any** that apply)*

Councillors		Friends or Family	
"Be A Councillor" website		Political party website	
Members of a Political Party		Trades Union	
Local Authority website		National Association of Local Councils	
Local Government Association		I did not consult anyone	

37. Based on your own experiences of being a candidate in 2013, if you were to advise someone about standing in the future, which of the following information sources would you recommend?

A local council website		A member of a local party	
"Be a Councillor" website		A local councillor	

38. 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** box in each row).

	Very Positive	Positive	Neutral	Negative	Very Negative	Not Applicable
Your spouse/family						
Friends						
Local Community/Pressure groups						
Party members						
Employers						

39. Thinking about your experience of standing for the **first** time, was the initial decision to put yourself forward for selection? (Please tick **ONE**).

a)	entirely your own decision	
b)	consequence of being approached or encouraged by others	

***If you responded 39a please now answer Q40a,  
If you responded 39b please now answer Q40b***

40a. ***If you answered 39a, “entirely your own decision”*** was this because:  
(Please tick the **ONE** that most applies).

You saw it as an important step in beginning a career in politics	
You felt strongly that you could make a difference	
You did it for general volunteering reasons	
You knew someone else who was serving on the council	

40b. **If you answered 39b, “consequence of being approached or encouraged by others”** was it because you were approached by:

(Please tick the **ONE** that most applies).

A serving councillor	
A member of the local political party	
Someone else	

41. There are various initiatives, some already implemented and others debated 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 in your local area?

(Please tick **ONE** box in each row).

	Strongly Support this initiative	Support this initiative	Neutral	Against this initiative	Strongly Against this initiative
E-petitions (ie. internet petitions)					
Elected Police and Crime Commissioners					
Elected Mayors					
More local referendums					
“Recall” elections where councillors can be removed from office if a quarter of the local electorate petition for this to happen					

**Political Policy Positions**

42. One way that people talk about politics in the UK is in terms of left, right and centre.

Where would you place yourself on that spectrum? (Please tick **ONE**).

Far Left	Left		Left of Centre		Centre	Right of Centre		Right		Far Right
0	1	2	3	4	5	6	7	8	9	10

**43. Regarding the delivery of local services**

Some people believe that public service delivery should be standardised across the country, to avoid the so-called “postcode lottery” of locally provided services. Others believe that the level of service is best decided locally and that diversity in service delivery is a sign of strong local government.

What is your view on this matter?

Please respond on the scale of 0-10, where 0 indicates that locally provided services should be the same everywhere and 10 indicates that decisions on service delivery should be centralised as much as possible.

(Please tick **ONE**).

Services should be the same everywhere	A balance	Services should be decentralised as much as possible
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0	1	2	3	4	5	6	7	8	9	10
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**44. Regarding the economy and migration from other countries**

On a scale of 0 to 10, where 0 is extremely bad and 10 is extremely good, would you say it is generally bad or good for Britain's economy that migrants come to Britain from other countries?

(Please tick **ONE**).

Extremely Bad for the Economy	Neither	Extremely Good for the Economy
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0	1	2	3	4	5	6	7	8	9	10
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**45. Regarding the economy and the environment**

How would you prioritise the balance between encouraging economic growth and protection of the environment?

Please indicate your response on a scale of 0-10, where 0 indicates protection for the environment, even at the cost of economic growth and 10 indicates economic growth, even at the expense of damage to the environment.

(Please tick **ONE**).

Environment a priority	Equal priorities	Economy a priority
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0	1	2	3	4	5	6	7	8	9	10
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**46. Regarding the UK's membership of the European Union (EU)**

Please indicate whether you feel the UK should integrate further or actively withdraw from the EU.

Please respond on a scale of 0-10, where 0 indicates further integration and 10 indicates complete withdrawal.

(Please tick **ONE**).

Further integration	No change in our membership	Complete withdrawal
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0	1	2	3	4	5	6	7	8	9	10
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**47. Regarding taxation and public services**

What are your feelings regarding the current balance of public spending in the UK?

Please give your response on a scale of 0-10, where 0 indicates that there should be more spending on public services, and 10 indicates that there should be less spending on public services.  
(Please tick **ONE**).

More spending on public services	No change	Less spending on public services
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0	1	2	3	4	5	6	7	8	9	10
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**48. Regarding land development and planning regulation in the UK**

How would you prioritise the balance between building & housing development and planning regulation?

Please indicate your response on a scale of 0-10, where 0 indicates that there should be more regulation, even at the cost of development, and 10 indicates that there should be more development, even at the cost of planning regulation.

(Please tick **ONE**).

Regulation a priority	Equal priorities	Development a priority
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0	1	2	3	4	5	6	7	8	9	10
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**FINALLY, A FEW QUESTIONS ABOUT YOU**

49. Are you ?      Male       Female

50. What was your age last birthday?      .....years

51. Ethnic origin

(Please choose **ONE**)

White British, incl. English, Scots, Welsh & N. Irish	Indian	White and Black Caribbean	Caribbean
Irish Republic	Pakistani	White and Black African	Other Black
Other White	Bangladeshi	White and Asian	Chinese
Asian British	Other Asian	Black British	Other

52. Educational qualifications: (Please tick the highest that you have obtained).

No qualifications	<input type="checkbox"/>
GCSEs or equivalent	<input type="checkbox"/>
'A' levels or equivalent	<input type="checkbox"/>
First degree	<input type="checkbox"/>
Higher degree	<input type="checkbox"/>

53. Which of these best describes your current occupation? (Please tick **ONE**).

In full time paid employment	<input type="checkbox"/>
In part-time paid employment	<input type="checkbox"/>
Self-employed	<input type="checkbox"/>
Permanently sick or disabled	<input type="checkbox"/>
In voluntary occupation	<input type="checkbox"/>
Registered unemployed	<input type="checkbox"/>
Full-time student	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Looking after home / family	<input type="checkbox"/>

54. If currently employed, what is your occupation, or if unemployed / retired what was your previous occupation?

.....

55. How would you describe your current or previous occupational status?

(Please tick **ONE**).

Professional occupation	
Managerial and / or Technical occupation	
Skilled occupation, non manual	
Skilled occupation, manual	
Partly skilled occupation	
Unskilled occupation	

Thank you for taking the time to complete this questionnaire - all replies will remain confidential. Your responses are much appreciated and will contribute enormously towards our aim to reflect the opinions of as many candidates as we can in our report. Please feel free to add any observations of your own about the experience of being a candidate.

**If you would be willing to take part in a follow-up interview please write in a telephone number or email address.**

**Telephone No:** .....

**email address:** .....

