

ELECTIONS

Welcome to the Local Elections Candidate Survey 2014

Election History

Q1. Could you tell us whether you were elected or not at the 2014 election?

Elected Not elected

Q2. Did you ever stand for election to a principal authority, eg. London or Metropolitan Borough, District or County Council, before 2014?

Yes No

Q3. You indicated above that you have stood for election previously. Can you tell us which years you stood as a candidate and whether you won the council seat?

Using the drop-down boxes, please indicate whether you won or lost in the years that you stood.

2013

2012	<input type="text" value="▼"/>
2011	<input type="text" value="▼"/>
2010	<input type="text" value="▼"/>
2009	<input type="text" value="▼"/>
2008	<input type="text" value="▼"/>
2007	<input type="text" value="▼"/>
2006	<input type="text" value="▼"/>
2005	<input type="text" value="▼"/>
2004	<input type="text" value="▼"/>
2003	<input type="text" value="▼"/>
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1999	<input type="text" value="▼"/>
1998	<input type="text" value="▼"/>
1997	<input type="text" value="▼"/>
1996	<input type="text" value="▼"/>
1995	<input type="text" value="▼"/>
1994	<input type="text" value="▼"/>

1993

1992

1991

1990

Q4. 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.

(Please tick all that apply)

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

Q5. When you stood for the 2014 election what was your estimation of the probability of winning this seat on a scale

of 0 - 10?

	Highly improbable					Highly probable					
	0	1	2	3	4	5	6	7	8	9	10
My estimate of the probability of winning was...											

Q6. Do you currently live in the division/ward for which you stood at the recent election?

- Yes No

Q7. Have you ever lived in the division/ward for which you recently stood?

- Yes No

Q8. For how long have you been a member of the party that you stood for at the 2014 election?

- Not a member
 Less than 1 year
 More than 1 year

More than 5 years

- Stood as an Independent

Q9. Before the 2014 election, were there more people seeking selection for your party in this division/ward than available seats?

- Yes No Not applicable

Q10. Did you apply for more than one seat in 2014?

- Yes No

Q11. In your opinion why were you selected to contest this particular seat? (Click as many as apply to you.)

- Incumbent
- The only volunteer
- Prepared to stand as paper candidate
- Previously a councillor
- Local resident
- Good reputation
- Likely to win this seat

The Campaign

Q12. ...now some questions about the recent electoral campaign

Q13. Some candidates have campaign leaflets to be delivered to residents. In this recent campaign did you have such a leaflet for distribution?

Yes No

Q14. How much personal input did you have into the content of your election leaflet? Please drag the slider below to show your estimate, where 0 indicates that the leaflet was prepared entirely for you and 100 suggest that you had full control of the leaflet's content.

	No personal input			Shared input				Entirely my own input			
	0	10	20	30	40	50	60	70	80	90	100
I estimate my personal input as...											

Q15. When you prepared the campaign leaflet how important was it to include the following information for voters?

	Very important	Quite important	Not very important	Not at all important
Your personal background	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your previous political experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your record of local community involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your competency for public office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on the record of other parties/Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your party's local priorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your party's national priorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16. When you prepared the campaign leaflet how important was it to include the following information for voters?

	Very important	Quite important	Not very important	Not at all important
Your personal background	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your previous political experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your record of local community involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your competency for public office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on the record of other parties/Councillors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17. Did you deliver your own campaign leaflets in your division/ward?

Yes No

Q18. Approximately how many hours a week in total did you spend delivering campaign leaflets?

	Hours per week										
	0	4	8	12	16	20	24	28	32	36	40
Time spent delivering leaflets											

Q19. Did you have any help in delivering these leaflets?

Yes No

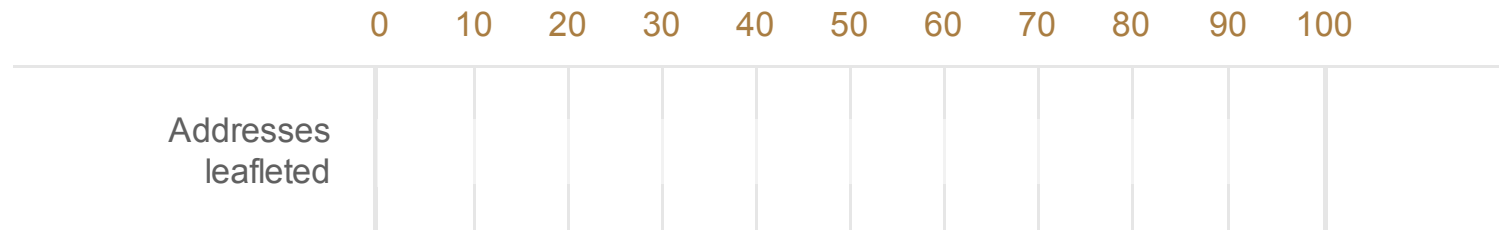
Q20. Approximately how many hours a week was the average time spent by others delivering your campaign leaflets?



Q21. Was your leaflet delivered to all of the addresses in your division/ward?

Yes No

Q22. Given that you did not leaflet all addresses, approximately what percentage of addresses was leafleted?



Q23. Did you 'knock up', 'fetch out' or telephone voters on polling day using lists of 'promises' based on canvass returns?

Yes No

Q24. During the campaign period did you help in another division/ward?

Yes No

Q25. Approximately what percentage of your time did you spend on each of the following campaign activities?

NOTE: The numbers must sum to 100

NOTE: If you did not campaign, simply make the 'Other' category **100**.

Percentage of campaigning. Click & drag. Bars must sum to 100

	0	10	20	30	40	50	60	70	80	90	100
Distributing Leaflets											0
Door canvassing											0
Telephone canvassing											0
Internet campaigning											0
Organising Postal Votes											0

Q28. When you spoke to voters on the doorstep, which of the following issues do you feel were important or unimportant to them?

Please drag and drop these issues into the relevant box.
Feel free to drop in as many or as few as you like.

ITEMS

- Unemployment
- Immigration/Race Relations
- Crime/Law & Order
- The Environment
- The EU
- Education/Schools
- The NHS
- Council Tax
- Housing
- Pensions & Benefits
- Local Issues
- The Economy

IMPORTANT
NOT IMPORTANT

Q29. Overall, did you enjoy campaigning?

Yes No

Online Campaigning

Q30. During the recent election, did you do any of your campaigning online? (e.g. website, blog, facebook, twitter etc...)

- Yes No

Q31. Which of the following did you use in your campaign? Tick any that apply.

- Email contact list Facebook Twitter Personal Blog/Website Other

Q32. You indicated above that you used **Facebook** as part of your campaign. Do you feel this made a difference to the number of votes cast for you?

- Yes No Don't Know

Q33. You indicated above that you used **Twitter** as part of your campaign. Do you feel this made a difference to the number of votes cast for you?

- Yes No Don't Know

Q34. How often did you tweet during the election campaign?

- More than once a day

- Once a day
- Once every couple of days
- Once a week
- Once a fortnight
- Less than once a month
- Hardly ever

Q35. You indicated above, that you used a personal **Blog/Website** as part of your campaign. Do you feel this made a difference to the number of votes cast for you?

- Yes No Don't Know

Q36. How often did you blog during the election campaign?

- More than once a day
- Once a day
- Once every couple of days
- Once a week
- Once a fortnight
- Less than once a month
- Hardly ever

Q37. You indicated above, that you used an **Email Contact List** as part of your campaign. Do you feel this made a difference to the number of votes cast for you?

- Yes No Don't Know

Q38. You ticked '**Other**' for online campaigning. What was that?

Q39. You indicated above, that you used a different method of online campaign to those listed. Do you feel this made a difference to the number of votes cast for you?

- Yes No Don't Know

2013 Electoral Commission Questions

Q40. ...on electoral fraud

Q41. In general, when it comes to being safe from fraud and abuse, how safe or unsafe would you say that voting is?

- Very safe
 Fairly safe

- Neither safe nor unsafe
- Fairly unsafe
- Very unsafe

Q42. How much, if at all, do you think that electoral fraud took place at the May 22nd European elections? Would you say it happened...

- A lot
- A little
- Hardly at all
- Not at all
- Don't Know

Q43. And how much, if at all, do you think that electoral fraud took place at the May 22 local elections? Would you say it happened...

- A lot
- A little
- Hardly at all
- Not at all
- Don't know

Q44. Did you witness any incidents that you believe constituted electoral fraud at these elections, and if so did you formally report this to anyone?

Tick all 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

Q45. As a local election candidate how satisfied or dissatisfied were you with how the verification and count process was conducted?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very Dissatisfied

Q46. Would you support, or oppose, or neither support nor oppose, people having to show photographic proof of identity at polling stations?

- Support
- Oppose

- Neither support nor oppose

Q47. You indicated that you are opposed to people being required to show photographic proof of identity at polling stations. We are interested in your reasons for taking this view. Please use the box below to state your reasons.

Q48. Would you support, or oppose, or neither support nor oppose, people having to show proof of identity (other than photographic proof) at polling stations?

- Support
- Oppose
- Neither support nor oppose

Q49. You indicated that you are opposed to people being required to show proof of identity, other than photographic proof, at polling stations. We are interested in your reasons for taking this view. Please use the box below to state your reasons.

Standing, Retiring & Modernization

Q50. ...do you agree or disagree with the following statements?

Q51. 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 why people do not come forward?

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

Q52. 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?

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

Q53. In your opinion which of these reasons account for councillors standing down after just one four-year term?
(please click any that apply)

- Being a councillor is too time consuming
- Councillors are insufficiently paid
- Party political domination
-

They have achieved what they set out to do

- Councillors don't have the power to make a difference
- Intrusive media coverage
- Councillors receive insufficient support from the council
- Can't balance family commitments with council duties
- Find it difficult to get time off work for council meetings

Councillor Experience

Q54. ...your time as a Councillor

Q55. You answered earlier in this survey that you had previously been elected. During your time as a Councillor, approximately how many hours a week did you spend on council duties?

	0	8	16	24	32	40	48	56	64	72	80
Hours a week spent on council duties											

Q56.

When you were a councillor did you have an additional responsibility? e.g. leader of the council, portfolio holder etc..

If so can you please select it from the drop-down list below.

NOTE: If you have had more than one role, please select the most senior position you held on your Council or Unitary Authority

Q57. Approximately how frequently were you involved in the following activities relating to your position as a Councillor?

	More than once a week	More than once a month	About once a month	Less than once a month	Never
Hold ward surgeries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Circulate newsletter/e-newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive letters from residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive telephone call from residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive emails from residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact an MP on behalf of a resident	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

events

Attend party meeting

Contact local media to
publicise division/ward
newsApproached by local
reporters to give
interviews

First Experiences

Q58. ...your experience of standing for the first time

Q59. How positive or negative were the following people in encouraging you to become a candidate the FIRST TIME you stood for election?

	Very positive	Positive	Neutral	Negative	Very negative
Spouse/family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Community/Pressure groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Party members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Employers

Q60.

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

- Entirely your own decision
- Consequence of being approached or encouraged by others

Q61. You indicated that it was entirely your own decision, why was this?

(please select 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

Q62. You indicated that you stood as a consequence of being approached. By whom were you approached?

(please select the one that most applies)

- A serving councillor
- A member of the local political party

Someone else

2014 Questions

Q63. ...the final set of questions are about democratic initiatives & policy positions

Q64.

There are various initiatives that seek to encourage more of the public to become actively engaged in influencing 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 initiatives?

	Strongly Support Initiative	Support Initiative	Neutral	Against Initiative	Strongly Against Initiative
E-Petitions (i.e. internet petitions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
'Recall' elections where councillors can be removed from office if a quarter of the local electorate petition for that to happen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More local referendums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Elected Police & Crime
Commissioners (PCCs)



Elected Mayors



Q65. One way people talk about politics in the UK is in terms of left, right and centre.

Where would you place yourself on that spectrum?

Please drag the slider to appropriate point on the scale

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

Q66.

Some people believe that public service delivery should be standardised, to avoid the so-called 'post code 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 ?

Services should be
the same
everywhere

A balance

Services should be
decentralised as
much as possible

0 1 2 3 4 5 6 7 8 9 10

Please drag the slider

Q67.

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?

Extremely Bad for Economy Neither Extremely Good for Economy

0 1 2 3 4 5 6 7 8 9 10

Please drag the slider

Q68. Regarding the economy and the environment

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

Environment a

	priority			Equal priorities				Economy a priority			
	0	1	2	3	4	5	6	7	8	9	10
Please drag the slider											

Q69. 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.

	Further Integration			No Change in our membership				Complete Withdrawal			
	0	1	2	3	4	5	6	7	8	9	10
Please drag the slider											

Q70. Regarding taxation and public services

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

Less spending on
public services

No change

More spending on
public services

0 1 2 3 4 5 6 7 8 9 10

Please drag the slider

Q71. Regarding land development and planning regulation in the UK

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

Regulation a priority Equal priorities Development a priority

0 1 2 3 4 5 6 7 8 9 10

Please drag the slider

Demographics

Q72. ...finally a few details about you

Q73. Are you

- Male Female

Q74. What was your age last birthday?

Q75. Ethnic origin (Choose One)

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

Q76. Educational qualifications: (Please click the highest that you have obtained)

- No qualifications
- GCSEs or equivalent
- "A" levels or equivalent
-

First degree

- Higher degree

Q77. Which of these best describes your current occupation

- In full-time paid employment
- In part-time paid employment
- Self-employed
- Permanently sick or disabled
- In voluntary occupation
- Registered unemployed
- Full-time student
- Retired
- Looking after home/family
- Other (please specify)

Q78. If currently employed, what is your occupation, or if unemployed/retired what was your previous occupation?
Please insert your occupation in the space below.

Q79. How would you describe your current or previous occupational status

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

Follow-Up Details**Q80. Thank you for completing this questionnaire.**

All replies will remain confidential.

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

Telephone contact

Email address

If you wish, please use this box to comment about any matters raised in this survey

Q81. To finish the survey please click next.

**WITH
PLYMOUTH
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