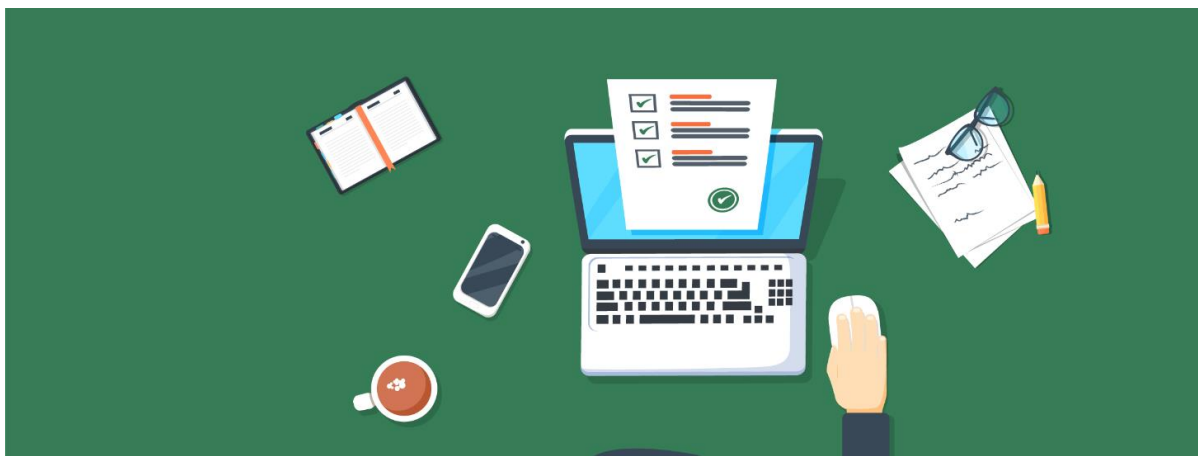


**Receiving information from the States of Guernsey
about candidates in the lead up to the 2020 General Election**



The States' Assembly & Constitution Committee launched a questionnaire in July 2019 to help it understand how the public would like to receive information from the States of Guernsey about candidates in the lead up to the General Election in June 2020.

The Committee had provisionally considered the following options to assist voters and candidates:

- producing a 'combined manifesto booklet' that incorporates all of the candidate manifestos into one document; and
- the creation of video and audio clips for candidates to broadcast their message; and
- enabling the general public to submit questions to candidates online.

It wished to find out the public views on the above and give the option for further suggestions to be put forward. The consultation ran from 3rd July to 14th August, 2019 and **1186** people responded. The Committee is grateful to everyone who took the time to complete the questionnaire, provide additional feedback and for providing such a good response.

The attached report summarises the findings of the questionnaire. Appendix 1 includes the statistics and graphs from the questionnaire.

The consultation responses will help inform the Committee's next policy letter which will be presented to the States of Deliberation in 2019.

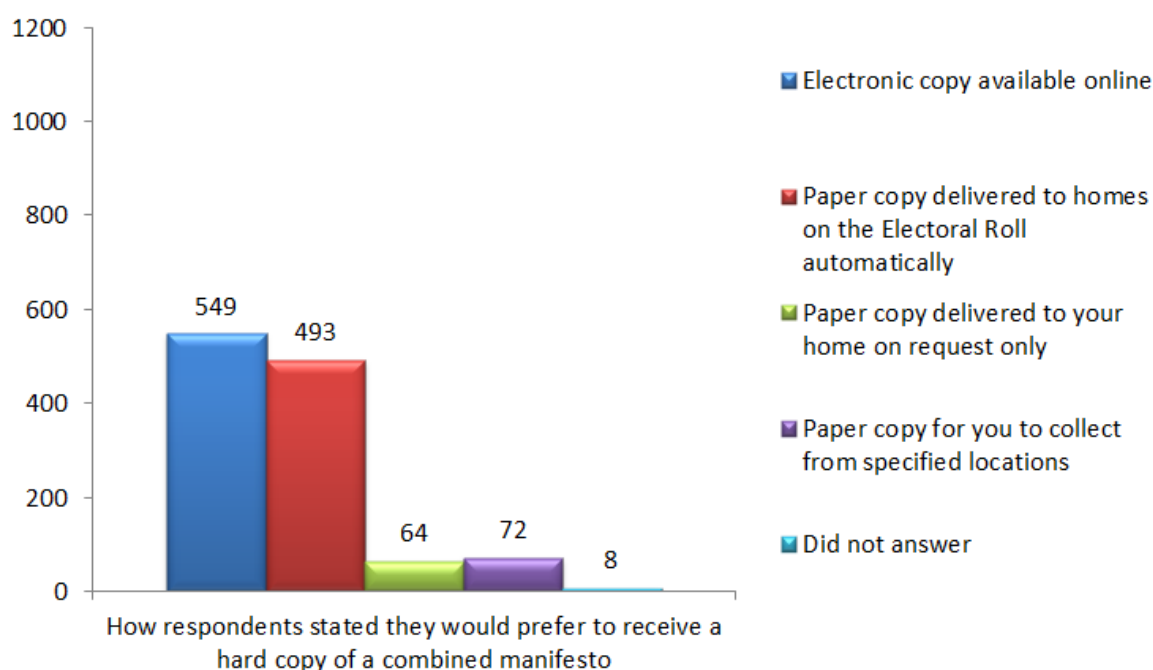
General Election 2020: Questionnaire response

The first three questions related to the production of a booklet including all of the candidate’s individual manifestos. The Committee was interested to learn:

- how the public would prefer to have a copy; and
- what they would prefer to see in the booklet – full manifestos or a summary or other; and
- how many pages each manifesto should be.

How the public would prefer to receive a copy of a manifesto booklet

Q. If a combined booklet of manifestos was produced by the States of Guernsey, how would you prefer to get a copy?



There was a fairly even split between respondents wishing to have the booklet electronically or in hard copy delivered to their home automatically:

- 46% of respondents wanted an electronic copy available online.
- 42% of respondents wanted a paper copy delivered to their home automatically.

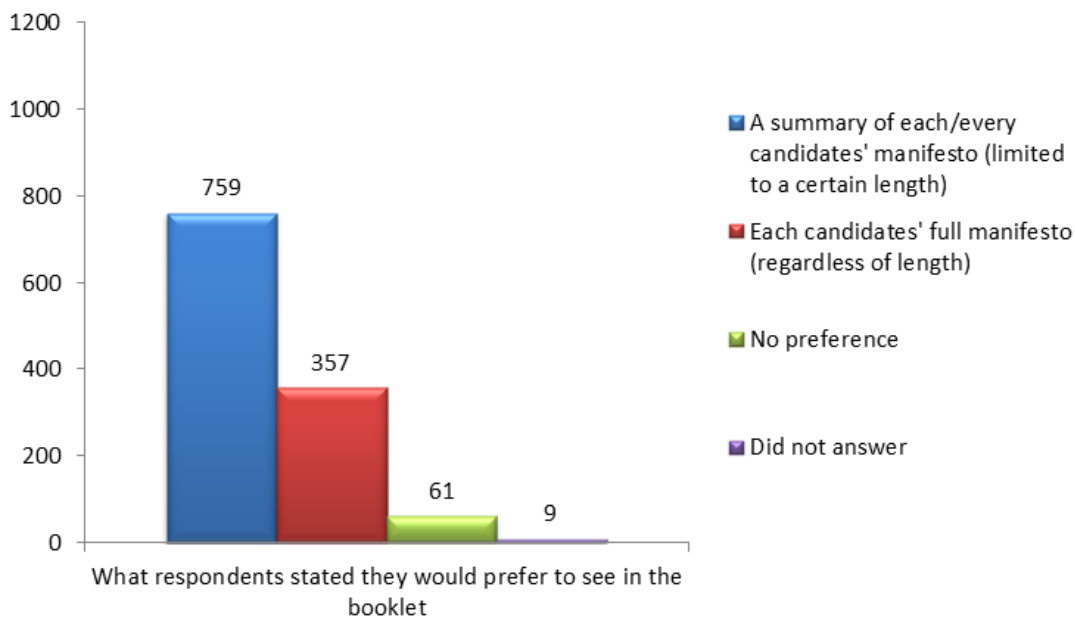
Only 5% of respondents wished to have a paper copy delivered to their home on request only and only 6% wanted the option of collecting it from specified locations.

In the comments section, some respondents supported the suggestion that the paper copy should automatically be delivered to every home. Others stated that the focus should be online and paper copies provided on request or to be collected from convenient locations in

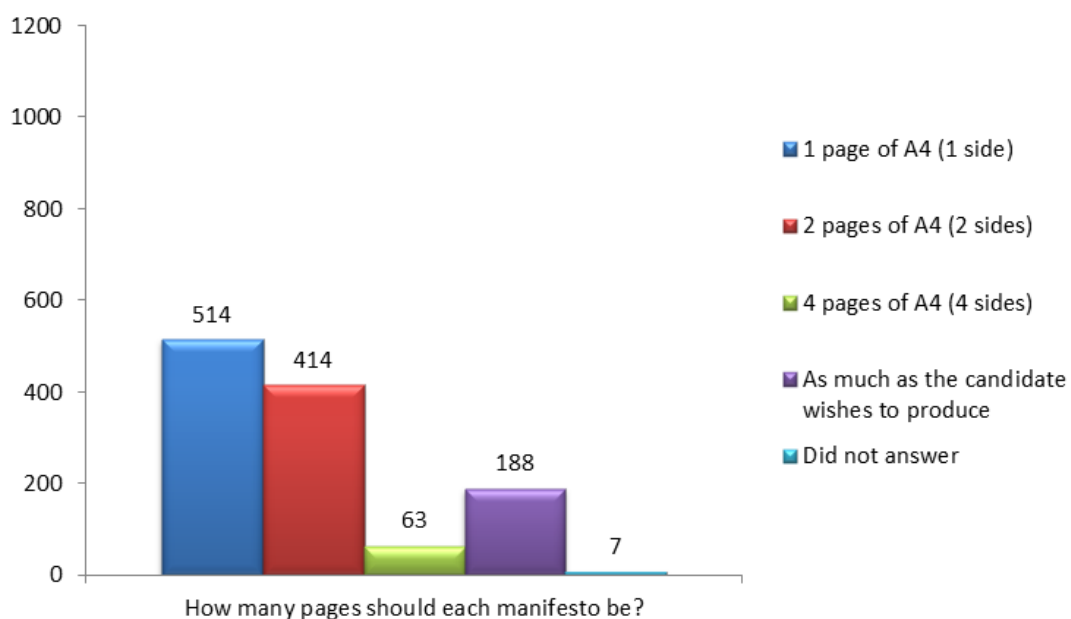
the Island (e.g. the Douzaine Rooms, the Guille Allès Library, Beau Sejour etc.). Environmental concerns were raised by some respondents, noting the significant volume of printing that would be required to produce such a document at such a volume. It was noted by a number of respondents that a number of people would not have internet access and needed to be catered for with hard copies.

The length of manifestos in the booklet

Q. We would like to understand what you would prefer to see in the booklet



Q. How many pages should each manifesto be?



The Committee wished to understand how much information the public wanted to receive on each candidate in the combined manifesto. The two questions above were asked to understand this.

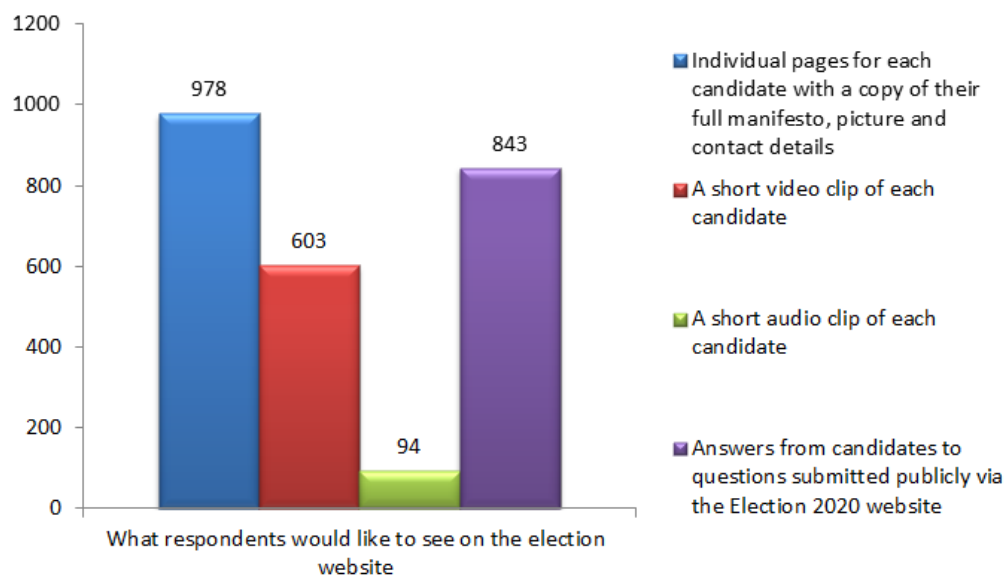
It is clear from the findings that a majority of respondents do not wish to see lengthy manifestos as part of the combined booklet. 43% of respondents wanted the manifesto to be 1 side of A4 and 35% wanted it to be 2 sides of A4 (i.e. 78% want the length limited to 1 or 2 sides). Only 16% of respondents were happy for candidates to submit manifestos of any length.

64% of respondents stated they wanted a summary of every candidate's manifesto but limited to a certain length. Only 30% wanted to see every candidate's full manifesto, regardless of length.

Some respondents wished to see the manifestos set out in a uniform format to be easily digestible. Others felt it was important that the style was left to the candidates. A number of respondents had suggestions regarding what manifestos should include, which will be briefly detailed later in this document.

What information should be on the election website?

Q. What would you like to see on the election website (tick as many options as you would like to see):



82% of respondents wanted to see individual pages for each candidate with a copy of their full manifesto, picture and contact details. It was also suggested that people should be able to contact candidates through this page and that candidates should be able to provide updates on this page.

Just over half of respondents wanted to see a short video clip of each candidate at around 2 – 3 minutes in length and for such videos to be shared via social media. It was highlighted such videos should also contain a subtitle option. It was also suggested for uniformity of the style and length of videos, this initiative should be undertaken by the States of Guernsey.

There was limited enthusiasm for short audio clips of each candidate. Many respondents wished candidates to receive coverage on traditional radio – with suggestions for brief recordings of candidates, phone-ins and hustings included.

71% of respondents wanted there to be a Q&A page on the website to enable the public to ask **all** candidates questions and for these responses to be published. There was a range of views on this proposal – some respondents thought questions should be limited to around ten whereas others wished for up to 30 questions to be asked. Some wished to see a ‘yes/no’ or graded (i.e. 1 – Strongly agree, 5 – strongly disagree) questionnaire submitted on ‘hot’ or ‘important’ topics whereas others wished there to be the opportunity for candidates to respond to specific questions within a word limit. It was suggested that a question could be given to candidates on a daily basis to respond on the website or via social media.

As well as members of the public posing questions, it was suggested that third sector organisations could be encouraged to produce questions. The ability to sort by subject and to compare responses from candidates was raised as important by a number of respondents.

It was also suggested that the questions should also be published on social media for accessibility.

Other suggestions received

Further initiatives

People were asked if they had any suggestions regarding initiatives the States of Guernsey could carry out to further inform people about candidates and provided a comment box to put forward ideas. 451 responses were received to this request. Some of the suggestions put forward are summarised below:

- Matrix of key issues: A number of respondents wished to have the means to compare and contrast candidates on a number of key topics and to have a format/grid whereby this was possible.
- Social Media: Effective use of Social Media (Facebook, Twitter, Instagram and YouTube) was raised by a number of respondents. It was suggested a specific 2020 General Election page be set up on social media to provide a one-stop shop for information.
- Online discussion forum: It was suggested that an online forum for discussion would be useful, however noted that this would not be suitable for all candidates. It was also suggested that online meetings could be facilitated.

- Printed press: It was suggested that a pull-out supplement on all the candidates was produced as part of the Guernsey Press, as has been produced in previous elections.
- TV: Segments on the BBC Spotlight and ITV Channel news were suggested, including having TV debates or videos shown.
- Radio: Having short audio clips of candidates summarising their manifesto on BBC Radio Guernsey or Island FM was also suggested. Radio debates and phone-in's was also put forward.
- Mobile apps: Some respondents thought the development of an Election App with all the candidates' information on would be helpful.
- Information from candidates: A number of respondents listed some of the information they would wish to see from candidates/to be included in their manifesto. This included:
 - A CV including relevant experience and qualifications.
 - Declarations of Interest.
 - Whether the candidate is affiliated to a party.
 - The candidates' aims if elected.
 - An indication of the Committees they wished to serve on.
 - How many hours the candidate would dedicate to the role.
 - Voting records (for existing Members) i.e. how they voted on key issues.
- Information for candidates: It was suggested that workshops and information for candidates should be provided in advance of the General Election to assist in their preparation.

Some respondents did not believe the States of Guernsey should provide any assistance to candidates above what it had suggested. The need to ensure the 'hard to reach' and those without computer access was raised regularly, particularly in regard to older voters.

Meeting the candidates

The Committee asked what people would like the States of Guernsey to do to enable the public to meet with candidates. 837 responses were received and a number of suggestions put forward.

A number of respondents did not believe that the States should do anything to facilitate this, stating the onus was on the candidate to meet the voters. A number of respondents stated they did not wish to receive house visits from candidates, stating the information in the manifesto and videos should suffice.

A large number of people wished to see the retention of some form of hustings, although the practical difficulty of achieving this with a large number of candidates was also acknowledged by many. It was stated on a number of occasions that hustings could be televised, streamed online and broadcast on the radio to facilitate engagement from voters who would not be able to attend all hustings. It was suggested that hustings could be organised by topics or by parish.

Other suggestions for public engagement include:

- All day event(s) with all candidates: stalls where the public can sit down and speak to candidates and where general information about the election could also be provided.
- Drop-in sessions: it was suggested this could be set up in the weeks leading up to the General Election in different locations around the Island.
- Surgeries.
- ‘Speed-dating’ style sessions with candidates.
- Roadshow event in each parish.
- Parish based meetings.
- Virtual meetings.
- The use of Facebook Live for Q&As and presentations.
- Ability to make appointments to meet with candidates (including via the website).
- Webinars.
- Candidates being available in town on a Saturday to meet with the public.

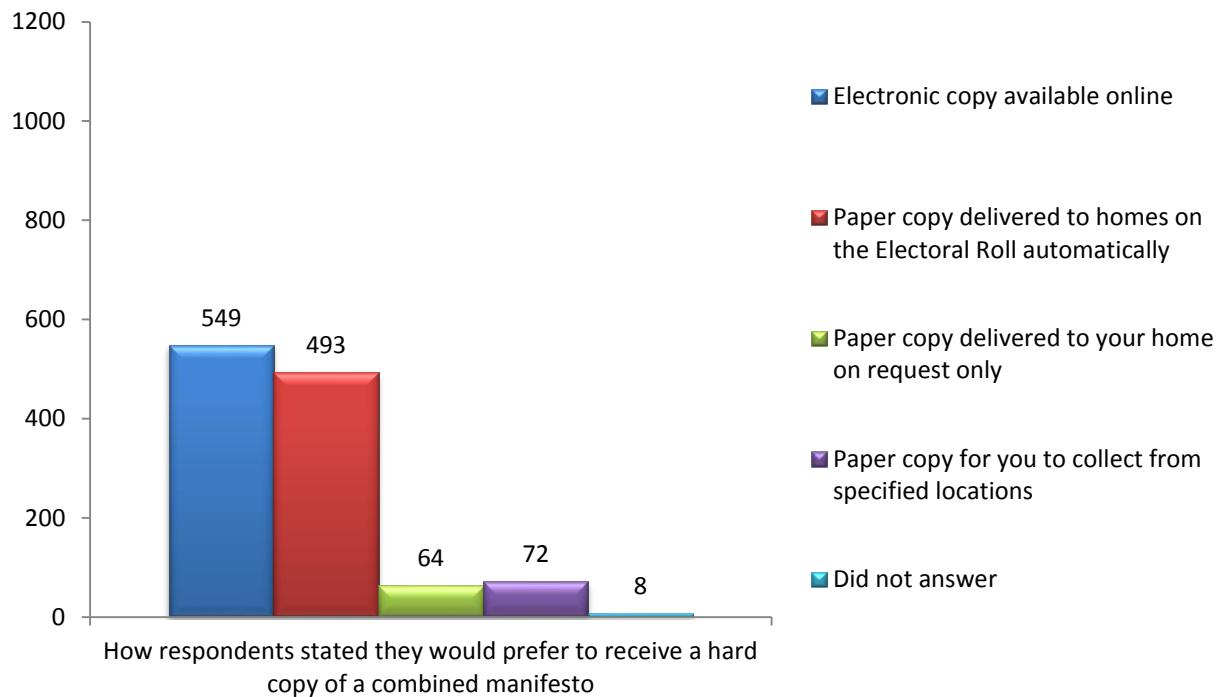
Conclusion

The States’ Assembly & Constitution Committee is very grateful to everyone who completed and returned the questionnaire. It is giving careful consideration to all of the feedback provided to assist it in developing its proposals.

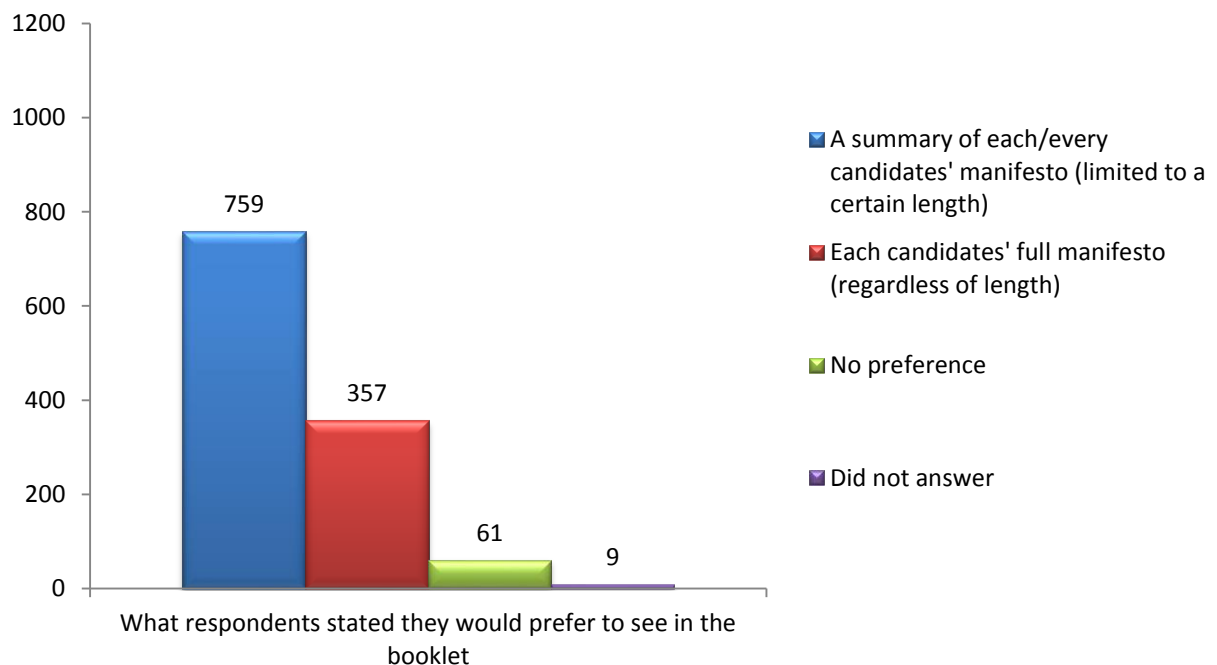
2019 General Election Questionnaire Results

Q. If a combined booklet of manifestos was produced by the States of Guernsey, how would you prefer to get a copy?		
Preference	%	No.
Paper copy delivered to homes on the Electoral Roll automatically	42%	493
Paper copy delivered to your home on request only	5%	64
Paper copy for you to collect from specified locations	6%	72
Electronic copy available online	46%	549
Did not answer question	1%	8
		1186
Q. We would like to understand what you would prefer to see in the booklet		
Preference	%	No.
Each/every candidates' full manifesto (<i>regardless of length</i>)	30%	357
A summary of each/every candidates' manifesto (<i>limited to a certain length</i>)	64%	759
No preference	5%	61
Did not answer	1%	9
		1186
Q. How many pages should each manifesto be?		
Preference	%	No.
1 page of A4 (1 side)	43%	514
2 pages of A4 (2 sides)	35%	414
4 pages of A4 (4 sides)	5%	63
As much as the candidate wishes to produce	16%	188
Did not answer	1%	7
		1186
Q. What would you like to see on the election website (tick as many options as you would like to see):		
Preference	%	No.
Individual pages for each candidate with a copy of their full manifesto, picture and contact details	82%	978
A short video clip of each candidate	51%	603
A short audio clip of each candidate	8%	94
Answers from candidates to questions submitted publicly via the Election 2020 website	71%	843
		1186

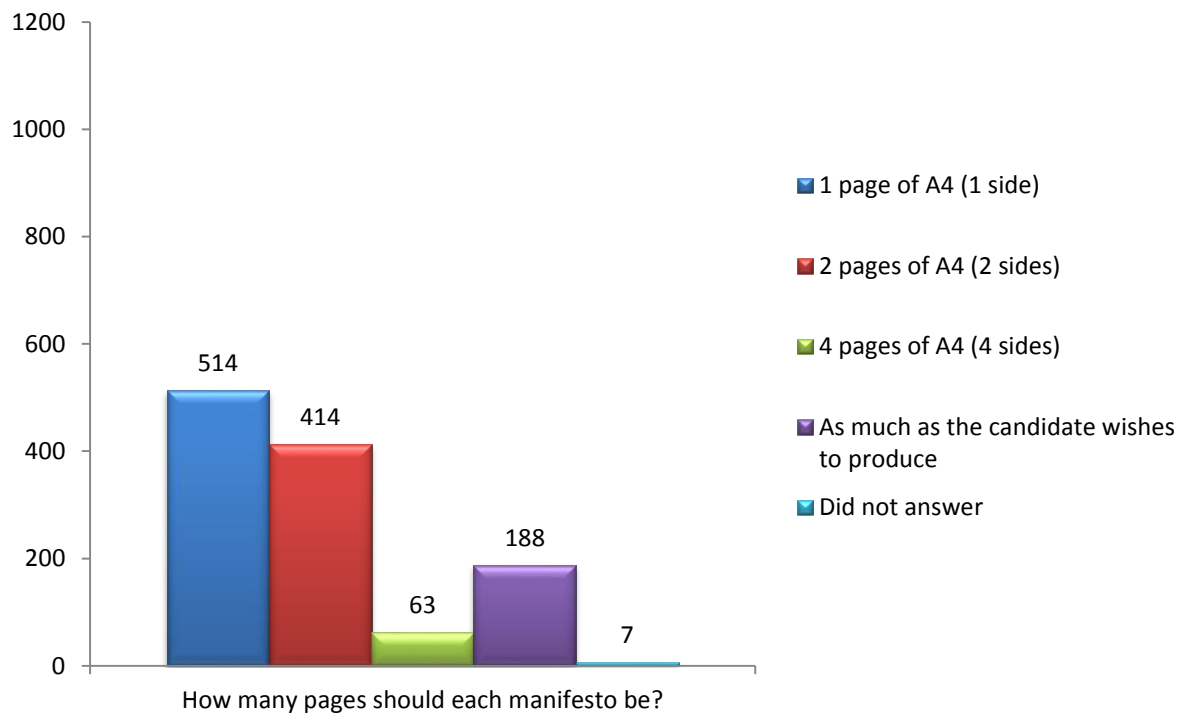
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Q. We would like to understand what you would prefer to see in the booklet



Q.How many pages should each manifesto be?



Q. What would you like to see on the election website (tick as many options as you would like to see):

