



South Staffordshire Council

Questionnaire Analysis - Stakeholders in Elections

All Electoral agents/candidates who participated in the Parliamentary Election on the 6th May 2010 were sent a questionnaire for their comments and feedback to Electoral Services.

5 questionnaires were sent out and 4 completed questionnaires were returned back, totalling an 80% response rate.

Staff

The section where Candidates could rate the conduct, efficiency, helpfulness and availability of Council Electoral Staff. We asked them to rate the following:

How do you rate?	Majority answer (rating)	Percentage(%)	Other rating and percentage (%)
Conduct -	10 (Excellent)	100%	-
Efficiency -	10 (Excellent)	100%	-
Helpfulness -	10 (Excellent)	100%	-
Availability -	10 (Excellent)	75%	7 (25%)

These statistics show that the staff overall were rated as 'excellent'.

Specific comments Mentioned:

- 'One of the best set of Council Officials I have had the pleasure to work with or encounter'

Information

We asked how they rated the information we provided to them regarding the following:

How do you rate?	Majority answer (rating)	Percentage (%)	Other rating and percentage (%)
The nomination pack -	10 (Excellent)	100%	-
Other Council communication on elections -	10 (Excellent)	100%	-
The quality of information provided -	10 (Excellent)	100%	-
Electoral Forms -	10 (Excellent)	75%	7 (25%) 8

<i>(If they attended)</i> The Candidates/Agents Briefing -	<i>(Only 3 of the 4 answered this)</i> 10 (Excellent)	66.7%	9 (33.3%)
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Results rate information as 'excellent'.

Website

Candidates who used the website were asked to rate the following on a scale of one (poor) to ten (excellent):

How do you rate?	Answer (rating 1-10)	Percentage(%)
Ease of finding electoral information -	9	33.3%
	10	33.3%
	5	33.3%
How useful was the information -	9	33.3%
	5	33.3%
	7	33.3%

Only 3 of the 4 candidates answered this section, but those that did were satisfied with the website and it was averaged as 'ok'.

Council accommodation

How do you rate?	Majority answer (rating)	Percentage (%)	Other rating and percentage (%)
Accessibility -	10 (Excellent)	75%	9 (25%)
Facilities provided -	10 (Excellent)	75%	9 (25%)

Note - Only 3 of the 4 candidates answered this section.

Poll Cards

Question	Yes	No
Did you find the Poll Cards clear and easy to understand?	4 (100%)	0
Was it helpful that the absent vote deadline and despatch dates were included?	4 (100%)	0
Did you think it helpful that a polling station map was included?	4 (100%)	0

Poll cards were overall rated very highly as no negative opinion was given by any candidate.

Postal and Proxy Voting

If candidates had or saw any postal vote packs or any other absent vote material, they were asked to rate the following on scale of one (poor) to ten (excellent):

How do you rate?	Answer (rating 1-10)	Percentage (%)
Our postal poll card sent to postal voters?	Two chose 10 One chose 1*	66.7% 33.3%
Our one piece mailer postal vote pack?	Two chose 10 One chose 1*	66.7% 33.6%
Our postal vote application form?	Two chose 10 One chose 1*	66.7% 33.3%
Our proxy vote application form?	Two chose 10 One chose 1*	66.7% 33.3%

Note – only 3 of the four candidates answered this section.

***Other comments** - one candidate said that they did not agree with postal voting, hence the 'poor' rating.

Polling Stations

If candidates visited Polling Stations, they were asked to rate the following again on a scale of one (poor) to ten (excellent):

How do you rate?	Answer (rating 1-10)	Percentage (%)
Friendliness/helpfulness of staff	One chose 8 Three chose 10	25% 75%
Accessibility	All four chose 10	100%
Overall suitability	One chose 8 Three chose 10	25% 75%

Count(s)

The candidates who attended the counting of votes after the close of poll were asked answer the questions below using the rating scale of 1 (poor) -10 (excellent):

Question	Answer (rating 1-10)	Percentage (%)
How well do you feel that the count was organised?	Three chose 10 One chose 8	75% 25%
How did you rate the facilities/refreshments etc provided?	One chose 5 One chose 3 One chose 8 One chose 10	25% 25% 25% 25%
Do you think you were kept informed about the process?	One chose 4 Two chose 5 One chose 6	25% 50% 25%

- Overall the candidates felt that the count was organised well.

- Two of the four candidates rated the facilities and refreshments provided as poor/average. The other two candidates thought they were very good.
- Overall the candidates felt that a rating of 'average' reflected how well they thought they were kept informed about the process.
- A comment made by one of the candidates was that the refreshments table got messy very quickly and unattractive to use.

Engagement with the public

One candidate provided an opinion to the following question which was put to them:

Q. 'Is there anything else you think that Electoral Services could do to engage more with the electorate to maximise registration/election turnout and publicity of the election?'

A. 'Until Electronic voting is introduced there isn't any more you can do apart from going to schools to explain the process to new voters. A video could be used online to show people what to do. This could be produced fairly cheaply.'

**Philip Hardy,
Electoral and Concessionary Services Manager
9th July 2010**