



AND TURNOUT CAMPAIGN 2011

In 2011, the States adopted amendments to the Public Elections (Jersey) Law 2002 to provide the public with more choices in how to vote at election time, and to remove obstacles which might have stood in the way of an elector voting. There were a number of strands to the campaign, explained in more detail below.

The contract for the Voter Registration and Turnout advertising campaign was let in mid-April 2011, to Uba Studio and E-Scape as joint partners. We later recruited Fortress Island Films to create a television advert and YouTube viral video, the soundtrack being used also on radio.

The **individual objectives** of the Campaign were –

- (a) to inform Islanders
 - about the 2011 election;
 - that to vote they needed to be registered;
 - whether they were entitled to vote;
 - how, where, when and why they should register to vote.
- (b) to target hard to reach groups –
 - newly eligible 16 to 18 year olds;
 - members of the Portuguese and Polish communities;
 - those who had been in the Island for a relatively short period, such as ‘J’ Category employees;
 - those who had been in the Island for only 6 months but could provide evidence of living here for a total period of 5 years;
 - those people, generally speaking under 45 years old, who had never considered voting before as they did not believe it would make any difference.
- (c) to provide information to everyone, including experienced voters, on the following changes that had been made to the Law, which would change the voter experience – changes to
 - pre-poll voting;
 - postal voting;
 - arrangements for taking votes from the long term sick, sick on election day or illiterate;
 - arrangements to allow someone to vote where their name had been accidentally omitted from the Electoral Register; and

that there would be a single election day with 3 elections, and 3 ballot papers to be placed in separate ballot boxes;

- (d) to provide independent information –
 - to inform candidates of about life as a States member;
 - to provide them with all the necessary forms;

- to provide information on requirements immediately after nomination and election.
- (e) to publish information on the candidates for election by providing –
- manifestos and photographs on a website (www.vote.je);
 - a printed booklet to be forwarded to all households in Jersey. This booklet would also include the information already uploaded to the website describing the voter experience and giving information on districts, maps showing the polling station for each district and the various ways to cast a vote in the elections.
- (f) to sustain interest in the election, in particular until the closing date for names to be added to the electoral register, but with continued advertising material on pre-poll voting etc and encouraging people to turn out and vote on election day.

Every effort was made to contain the campaign budget. However, it had to achieve more, because it had to inform the public about changes affecting the way in which the public could vote. The eventual spend was £62,288 (2008 - £56,000).

THE CAMPAIGN

Advertising covered traditional and electronic media. The following list demonstrates the range of methods used -

Traditional advertising (Uba Studio Ltd) (Commenced in May)

- Newspaper adverts;
- Gallery and Town Crier pre poll and postal voting adverts;
- Street banners in numerous locations, both in and out of town (printed & erected by TTS);
- Posters using 6 images and aspiration ‘pegs’, with a Portuguese and Polish version, placed at various locations and festivals (printed in-house);
- Articles in newspapers and Parish magazines;
- Leaflets prepared in-house (two versions – adult and youth).

Stands (States Greffe and Youth Service) (Summer)

- Jersey Library for two weeks in July;
- Airport Arrivals Hall for 3 months;
- Jersey Post, Broad Street starting in August;
- Peripatetic – numerous locations in St Helier. The tent at the Gorey Fete was especially popular, as the Hedley video was being shown.
- Youth Enquiry Service had a peripatetic display which they took to Youth Clubs and to Jersey Live to encourage young voters to register. They used a pull up banner, leaflets, posters, drinks mats and Hedley video. The stands included informational posters, registration forms and leaflets.

www.vote.je (E-Scape) (Commenced June)

The website has a clean design and included a lighthearted animation designed by the Assistant Greffier. It provided information for voters and for candidates and incorporated all strands of the campaign; the Uba posters in miniature, the current twitter feed and links to Twitter and Facebook, and the Hedley video.

The website displayed candidates’ manifestos and photos, which were uploaded within 7 days of the second nomination meeting, following a request from the Minister for Education, Sport and Culture that the information be made available electronically at the earliest opportunity for the benefit of students. The website proved to be a popular resource for all ages.

Vote.je also included maps showing the boundaries of all of the electoral districts to advise a prospective voter which district they were eligible to vote in, and including a map showing the location of their polling station.

In certain advertisements, QR codes were used, enabling smart-phone owners to access the website directly without keying in a url.

Internet advertising (E-Scape) (Commenced June)

Banner adverts and small adverts on various websites.

Social media (E-Scape) (Commenced June)

Facebook and Twitter were updated at least twice a day. We included the names of all candidates who declared their intention to stand, or those members retiring from the States.

Television (Fortress Island Films) (Commenced August)

We decided to commission an informative but humorous video, with a distinctly local flavour using the infamous Jerseyman Hedley Le Maistre, rather than continue in the same vein with the style created by our agency partners. We felt that this would be an innovative way to draw attention to a relatively dry subject and this has proven very popular, particularly amongst the 16-45 target age group. A 20 second commercial was repeatedly shown on television and an audio clip was aired on radio to entice the public to visit the vote.je website to find out more about Hedley's voting experience. From vote.je there was a link to the full length Hedley video on Youtube. Hedley's image was also incorporated in a series of posters, banners and drinks mats to spread the 'No vote, no moan' message.

Youtube (Fortress Island Films) (Commenced August)

The Hedley film proved to be very popular. The Hedley link on the front page of the website led to a page which allowed the public to vote on the options for Hedley in the video. ("Protest in the street?" "Storm the JEP?" "Get his face on the TV?" Or "Get out and vote?" *The latter obtained over 50% of the votes....*)

Hedley is quintessentially 'Jersey', and the Hedley TV adverts and viral Youtube video and the way his character and image were utilized, were an extremely persuasive and high profile element of the campaign. This is evidenced by the level of positive feedback received, including people commenting about their intention to vote this year.

Summary

The objective was to keep the campaign informative, light, professional but entertaining and attractive to all sectors of the community. The department received very positive feedback about the campaign, and encouragement to enter the Chartered Institute of Marketing Awards 2011, and the campaign was shortlisted for the Best Integrated Marketing Award. The CIM said: "The judges would like to commend the submission by the States Greffe, which highlighted how an old long-standing topic can be brought to life in an extremely imaginative way to engage audiences more successfully than has been achieved in recent years."

While the success of electronic advertising can be easily measured by studying analytical information, (hits, views, clicks etc) this is less obvious with traditional advertising. We were pleased with the findings of the JEP survey published on 31st August 2011 which showed that most interviewees were aware of the election as a result of the advertising.

We continually responded to opportunities to advertise different campaign aspects, such as getting registered, how to pre-poll vote, what to expect when you vote in person, and used unlocked PDFs of the advertising material to prepare, in-house, flyers and posters to supplement the polished material provided by our agency partners.

TARGETING THE VOTER

The **target audience** was somewhat diverse, including new voters aged 16 to 45, members of the Polish and Portuguese communities, people who might not be currently engaged in the electoral process, as well as those who had regularly voted but who could be unsure of the revised procedures and processes for voting. The styles of approaching these target audiences had to be similarly diverse to engage both those members

of the community used to using electronic means of communication, and those members of the public who relied on traditional methods for their information.

It was decided early on in the project that the campaign should be relatively fresh and light hearted, and break away from the styles favoured usually by the civil service in its advertising. In order to decide which approach to follow it was necessary to determine the behaviours of the target audience, their likes and dislikes. Given the relative youth of the target audience, it was obvious that full use should be made of social media and the tools that it offered.

The target audience could not be treated as one entity. A series of 6 posters were designed to appeal to different parts of the community – here are the messages they conveyed –

“I want good value for money”	Housewife image
“I want my children to have the best chance in life”	Family man image
“I want to be able to get a good job when I leave school”	Young voter image
“I’d like to stay in my own home as long as possible”	Retired person image
“I’d like a nice flat at a fair price” [in Portuguese]	Young male
“I’d like flights to be cheaper to and from Jersey” [in Polish]	Young female

The campaign feedback has been very positive. It is clear that the adverts were noticed and that the Hedley TV adverts and Youtube videos were popular. The Website, Facebook page and Twitter feed have all been used as a resource by the public, and feedback shows that they were viewed daily.

THE TEAM

Our agency partners in the campaign – Uba Studios Limited, E-Scape and Fortress Island Films - were selected to make sure that the campaign material would be relevant, clean, clear, innovative and eye catching.

As a public service, a key objective of the campaign was to limit expenditure to no more than the expenditure committed in 2008 for the last full election.

In this section I would like to comment on the commitment and energy, not only of our agency partners, but also to the Project Team and staff within the States Greffe. Using in-house resources to manage the logistics of the campaign, we were able to prepare leaflets and additional posters using the unlocked Pdf’s that were part of the contract, either preparing literature in-house as a matter of course because of our expertise, or responding to information gaps that were identified as the project evolved. Documents produced in this way included leaflets for adult readers, leaflets for persons in the 16 – 18 age group, Parish magazine adverts, information around pre-poll voting and foreign language information leaflets on how to complete ballot papers when voting on Election Day.

All but the largest posters were printed by the States Greffe Reprographics Unit and distributed at numerous locations Island-wide by staff on their way home after work. Arrangements for banners to be erected were made with the Transport and Technical Services Department and personally by States Greffe staff, and at any one time up to six street banners were in position. These were rotated so that for the most part they would remain in place for two weeks before being replaced with an alternative message to keep the information fresh.

States Greffe staff were also involved in manning the ‘red tent’, a gazebo used as a focus in and around town and also at the Gorey Fete. Staff held interviews with television and radio stations and kept the media fully informed of the progress of the campaign, providing additional information proactively.

The States of Jersey Youth Service was very enthusiastic in its support and held a road-show of events at Youth Clubs to encourage younger voters to register and manned a stand at Jersey Live.

There was strong liaison between the activities of the States Greffe, the Judicial Greffe (which is responsible for the voting process), the secretary of the Comité des Connétables on the role of the Connétables and the

parish secretaries who administer the elections in their parishes. It was not an uncommon sight to see States Greffe employees erecting banners at the Beaumont Cannon, tying banners on railings, distributing flyers in various town locations and delivering posters and Hedley drinks mats to Island businesses. This engendered good team work within the department and with our partners. Thanks are due to the States Greffe staff who contributed much of their time to the campaign.

MEASURES OF SUCCESS

In 2008 there were 55,000 people registered to vote. In October 2011, there were 61,987.

In 2008, 24,338 people voted. In October 2011, 28,212 voted, an increase of 3,874.

Website www.vote.je

Given that the deadline for voter registration was 5th September 2011, the number of visits prior to this date was pleasing. Once the election period was underway, and visitors started to search for candidates' names to see their manifestos and voting information, the numbers climbed dramatically.

Once the manifestos were uploaded onto the website, the number of page views increased dramatically, as follows –

Date	Views
Sep 11, 2011 - Sep 17, 2011 (Manifestos 13/9)	21,495
Sep 18, 2011 - Sep 24, 2011	26,296
Sep 25, 2011 - Oct 1, 2011	13,212
Oct 2, 2011 - Oct 8, 2011	17,348
Oct 9, 2011 - Oct 15, 2011	15,024
Oct 16, 2011 - Oct 22, 2011 (Election 19/10)	61,516
Oct 23, 2011 - Oct 29, 2011	1,623

See Appendix 1 – summary of E-Scape analytics

Traditional advertising

While the success of electronic advertising can be easily measured by studying analytical information, (hits, views, clicks etc) this is less obvious with traditional advertising. We were pleased with the findings of the JEP survey published on 31st August 2011 “Has the general election registered on the voters?” which showed that most interviewees were aware of the election as a result of the advertising. – Appendix 2.(PDF) The number of keyword searches naming the website was also significant, showing that traditional advertising had raised awareness of the website. (Appendix 1)

The Jersey Weekly carried out a survey to establish whether the ‘general’ election had registered on the voters and this showed that 78.8% of respondents were already registered to vote, with a further 10% intending to register, and 36% rating the publicity of registration on the electoral roll as excellent, and a further 39% saying it was good and that they had been reminded to register. 84% stated that they intended to vote.

The full summary is at Appendix 3.

Television and radio

The TV adverts were very popular and much talked about.

Voting

An improved pre-poll voting system was introduced in 2011, and 3,033 Islanders took advantage of the opportunity to cast their vote before election day. In addition to the 2,516 pre-poll voters, 517 Islanders voted by post.

On Election day, the voting and counting processes went relatively smoothly. There was no anecdotal evidence of any confusion amongst voters, and the counts were completed quickly, notwithstanding the fact that there were 3 elections being held simultaneously. The campaign may have played a part in this success. Looking at the Connétables results, for example, there were an increased number of spoiled papers, despite the information included in the manifesto document, JEP advertising and on the website. Further work needs to be done to establish why this might have been. (Appendix 4)

Voter turnout

In 2011, there was a significant increase in the numbers of people voting. This table which shows the senatorial turnout shows that 3,874 additional people voted in 2011. The increase in 2008 over 2005 was 1,181, and the last significant increase in voters turning out to vote was in 2005, the start of the new ministerial style of government, when an extra 2,101 voted.

One of the real successes though is in the number of people voting in the Deputies' elections. These have benefitted from being grouped with the Senators' elections. An extra 9,579 voters turned out and voted in 2011 than did in 2008. Overall, there was an average increase of 10.1% improvement, with St Brelade No. 1 and St Martin showing tremendous improvement of over 19% each.

Appendix 4 Numbers voting for Senators, Connétables and Deputies.

COMMENTS AND RECOMMENDATIONS FOR 2014

Registration procedure

The delay between the last date for registration and the election was 6 weeks. As the deadline for registration occurred at the end of the holiday period one of the problems was to make sure everyone was aware of the need to register, in most cases, before the candidates were known, and during the summer holiday period when members of the public could be off Island.

The Committee might consider

- extending the registration deadline beyond nomination day;(some jurisdictions allow registration up to and including election day)
- electronic registration;
- the ability to check the register online or by email.
-

Deputy R.G. Le Hérisier's proposition P. 174/2011 proposes, inter alia, shortening the period between nomination and the election to 4 weeks.

Letting the contract. Work should again commence early in the year, and the contract should be let in April or sooner - a campaign needs to be running for 3 months for everyone to see and absorb it. The need for time to establish a rapport with the providers should not be overlooked.

The traditional elements. A campaign based on 6 messages/images added flexibility, as did the ability to print in-house having regard to the location/target audience. Keeping some budget aside to respond to how the campaign was going meant we were able to add banners, beer mats, additional adverts as required.

Requesting unlocked PDF's as part of the contract was useful, as we used the images and style in information leaflets which were produced in-house.

Having something new added to the campaign each month kept the message fresh and in the public eye. The media were very helpful in highlighting the campaign, and used all of the material we proactively sent them. Once we decided to use Hedley, Uba/E-Scape incorporated his image in other material.

Youth Service This partnership worked well. The service conducted a road show throughout the summer with material we had provided.

Portuguese and Polish. Decisions to incorporate other languages should be taken early, as translation takes some time. The Health Department assisted with translation.

Pre poll voting ran from 19th September to 17th October (2 days before the election) at St. Paul's Gate. This proved to be very popular, as it was central and there was disabled access.

- A comment was received that this should have been at the bus station.
- The manifesto document was not yet available.

The manifesto document was printed and distributed to 42,000 households during the week prior to the election. The document was very good, but it was delivered too late in the opinion of many. The provider required a period of time to insert manifestos and photographs in the document (which it had designed in advance), and to finalise information to insert in 'blank' pages. It was then sent to printers in the UK, and time again needed to be allowed for delivery to the Island. The documents were delivered to households in the week commencing 10th October, with some households not receiving them until Friday 14th October.

- Voters required the printed material earlier.
- The printed document was not available to those who were pre poll voting (although the manifestos were on vote.je from 14th September 2011).
- A complaint was received that elderly residents of a home had pre poll voted, and then changed their minds once the manifesto document was delivered.
- A way has to be found of printing and distributing sooner, or having print outs of the website available on request, and/or delivered to residential homes, the library etc. Perhaps we could explore local printing and distribution by another provider.

Website. We were very pleased with the website. Incorporating images created by an employee created ownership. The website is relatively easy to use. The website must be kept scrupulously up to date. FAQ can be used for quick information. For the first time, we provided information for candidates (which was impartial), with whatever forms they might require. While this served a relatively small group of people, we feel this was valuable.

The website will continue to be hosted by E-Scape until 2014 for minimal cost, and can be updated and re-used for the next elections.

Social Media.

- The use of **Twitter** was constrained by the need to be scrupulously impartial. This led the Twitter being used as a notice board rather than being able to engage the public in exchanges. However, the page was being used by the media and others to see who had declared their candidacy, who had decided not to run, and the fact that the latest tweet always appeared on every screen of the website meant that those unfamiliar with Twitter could readily see what was being announced. It is important to tweet twice a day, which could be automated using a programme such as Hootsuite, or sourced by an agency partner.
- **Facebook** The same comments apply as on Twitter. There was more opportunity for interaction, and we regularly responded to questions in other tweets. The responses were displayed publicly for the benefit of others. A number of people engaged with us on Facebook, and this was largely self-regulating. (One person put multiple comments on the States election page every day, and was criticised by another user, and the over-use then ceased.) We discovered that Portuguese residents use the internet and Facebook a lot, so we tweeted and made entries on Facebook in Portuguese and Polish also. Modern electronic media (whatever is popular at the time) must be used, and future campaigns should keep up with the times.

Internet advertising. We monitored the progress of this carefully from the point of cost versus benefit. We found that Google ads were the most cost effective because a charge was only levied when clicked on, but even when not clicked on, these ads had done their work. Vertical banner ads were the most visible. Ads on local media sites were not worthwhile, and the cost per click was high. (On many sites, an ad is not visible all the time, but rotates with others. They can also be small in size (Source - 2011-OCT-Online-Marketing-Report.pdf)

Staffing. We used in house staff for all of the tasks, as in some cases, work had run down prior to the elections. This had the benefit of involving our own staff in new teams. However, workload was still unpredictable and took priority, and a part time secondment reduced resource. It may have been more productive to engage a student for 3 months, supplemented by our own staff, to deal with poster and banner erection and rotation, with preparing and manning stands, with our own staff dealing with project planning and review. Considerable senior management time was devoted to project management during this period.

Voting

Looking at the Connétables results, for example, there were an increased number of spoilt papers, despite the information included in the manifesto document, JEP advertising and on the website. Further work needs to be done to establish the extent of spoilt papers, and why this might have been. (Appendix 4)

By the time the next election comes around, it is to be expected that a growing sector of the public will believe the Island should have electronic voting.

WEBSITE - E-SCAPE ANALYTICS - SUMMARY

Website – Pageviews (Source - TopContentReport)

Once the manifestos were uploaded onto the website, the number of page views increased dramatically, as follows –

Date	Views
Sep 11, 2011 - Sep 17, 2011 (Manifestos 13/9)	21,495
Sep 18, 2011 - Sep 24, 2011	26,296
Sep 25, 2011 - Oct 1, 2011	13,212
Oct 2, 2011 - Oct 8, 2011	17,348
Oct 9, 2011 - Oct 15, 2011	15,024
Oct 16, 2011 - Oct 22, 2011 (Election 19/10)	61,516
Oct 23, 2011 - Oct 29, 2011	1,623

Website traffic was directed to www.vote.je as follows –

Search Engines (Google)	50.38%
Direct traffic	25.10%
Referring Sites	24.52%

(referrals mainly by Facebook, www.gov.je and local media sites)

Number of visits	23,264
Number of Pageviews	185,013
Pages viewed per visit	7.95

(Source - Traffic-sources-.pdf)

Website -Keyword searches

Month	Visits
Jun 1, 2011 - Jun 30, 2011	104
Jul 1, 2011 - Jul 31, 2011	699
Aug 1, 2011 - Aug 31, 2011	1,294
Sep 1, 2011 - Sep 30, 2011	3,816
Oct 1, 2011 - Oct 31, 2011	5,798

Keyword searches showed that many people knew the name of the website from the advertising campaign. The following are the highest rated searches –

Keyword	Visits
vote.je	1857
jersey elections 2011	1545
(content targeting)	1508
jersey elections	1179
jersey election	617
vote jersey	371
www.vote.je	251
elections jersey	193
jersey election 2011	158
vote je	95
jersey vote	81
states of jersey elections 2011	72

jersey elections 2011 candidates	63
states of jersey elections	63
jersey election results 2011	56
election jersey 2011	51
election jersey	45
wwwvote.je	40
vote in jersey	38
voting in jersey	38

New Generation phones/tablets

Mobile devices were used to access www.vote.je, possibly as a consequence of the use of VR codes, and this is an area where there is likely to be growth at the next election. iPad, iPhone, Android and iPod were the systems most used, accountable for 2,139 visits out of 2,208 visits made in this way, with an average of 5.38 page views per visit. (Source - Mobile-devices.pdf)

JEP SURVEY PUBLISHED ON 31ST AUGUST 2011
“HAS THE GENERAL ELECTION REGISTERED ON THE VOTERS?”

ELECTIONS 2011: JERSEY WEEKLY ONLINE SURVEY

Jersey Weekly carried out an online survey of their readers to find out their views of the registration and election process. A summary of the results is as follows:

1. Are you registered or will you be registering to vote in the Jersey Elections 2011?		
	Response Percent	Response Count
Yes, I am already registered	78.8%	287
Yes, I intend to register	10.2%	37
No, I do not wish to register	5.2%	19
No, I am not eligible to register	1.1%	4
I did not know about registering	4.7%	17
	Answered question	364
	Skipped question	0

2. If eligible to vote in Jersey, how would you rate the publicity of registration on the electoral role?		
	Response Percent	Response Count
Excellent, I have known about registering for some time	36.1%	126
Good, I have recently been reminded to register	39.3%	137
Average, I had to actively seek the information to register	16.0%	56
Poor, I still don't know how to register	8.6%	30
	Answered question	349
	Skipped question	15

3. Please add any comments you have on the registration process in Jersey...
<p>An overview of the 64 comments received in respect of the registration process:</p> <ul style="list-style-type: none"> • “I have been voting for 30 years but if I was new to the process and had no-one close to guide me, i.e. a parent or older sibling I would have a lack of awareness. Perhaps more could be done to publicise the process and why it is so important to exercise the right to vote.” • “Hedley Le Maistre video is excellent.” • “Really like the Hedley adverts on TV.” • “The Hedley Le Maistre character is an insult to native Jersey people. Does anyone actually know what a true Jersey accent is like now? Clearly no one in the media does - most can't even pronounce our names or place names and are obviously too unprofessional to learn to do so.” • “It would be useful to see all candidates' manifestos as a collective question and answer comparison. Also additional historical information about previous experience that qualifies them for the position. Proven examples would be useful as talk is cheap!” • “Info on 'How to Check' if you're registered or not.” • “My Parish sends the registration form with the rates assessment.”

- “I voted last time, does this mean I am registered????”
- “Seems pretty straight forward. It would be good if we could login to a parish/states website and check on our current status e.g. rates paid/not paid, voting status etc.”
- “Why can it not be done automatically, as the government must hold all the relevant information on any individual potential voter?”
- “Modernise the process and more of the younger generations will get involved. Online registration and voting isn't a particularly complicated proposal for an island of Jersey's size.”
- “Good publicity about the website but very frustrating that you can not check if you are registered but still have to visit the Parish Hall to see if your name is on the list whereas I would rather enter date of birth and name online to see if registered. People who work 9-5 like can not get to Parish Halls in opening hours.”
- “Do not know why it has to be done every year, what a waste of time and paper.”
- “Anybody prepared to vote has known about the election for ages. There is no need to keep spending money advertising what is already very well known.
- It's excessively publicised.”
- “It's very easy.”
- “Not sure it is widely known who qualifies to vote.”
- “I do think you should be able to register once and only have to register again if you change your address.”
- “All registration and voting should be given the option to do on-line through ITIS number as everyone from 16 has one.”
- “I will never register or vote until electoral registers are kept private and unavailable to anyone but the electoral body.”

	Answered question	349
	Skipped question	15

4. Will you be voting in the Jersey Elections 2011?		
	Response Percent	Response Count
Yes, I intend to vote	84.3%	307
No, I do not wish to vote	14.0%	51
No, I am not eligible to vote	1.6%	6
	Answered question	364
	Skipped question	0

5. Do you think enough people in Jersey use their vote?		
	Response Percent	Response Count
Yes	3.8%	14
No	87.9%	320
Don't no	8.2%	30

An overview of the 110 comments received in respect of participation:

- “Too much voting apathy due to politicians being out of touch with Islanders.”
- “There needs to be more young people encouraged to vote.”
- “This will be my first year, apathy doesn't provide a suitable government. My issue is that I am not sure the right people with the right qualifications and experience stand, which is the main reason for the apathy in the island. Mainly because none of them are suitable so why bother.”
- “Allow online voting for everyone.”

<ul style="list-style-type: none"> • “We should do better this time but we need a General Election on a Saturday, online registration and voting.” • “People do not have enough information regarding the various parties and what they stand for. One could be mistaken for thinking there were no parties and that each candidate was standing independently without the backing of a party.” • “I think the Elections should be in a Sunday, and every body must vote...” • “If you don't vote, you can't complain.” • “I and my wife vote at every election if we are in Jersey.” • “The elections this year seem very complicated. There are too many votes on the same day.” • “Don't know who is up for election.” • “Perhaps it might be an idea if it was compulsory to vote, that way everyone would vote.” • “Like a lot of places, everybody loves complaining but most of those people won't take 20 minutes to vote.” 		
	Answered question	364
	Skipped question	0

6. Should voting in Jersey elections be compulsory?		
	Response Percent	Response Count
Yes	33.5%	122
No	48.6%	177
Don't no	17.9%	73
<p>An overview of the 73 comments received in respect of whether voting in Jersey elections should be compulsory:</p> <ul style="list-style-type: none"> • “This is a democratic society so I don't believe Islanders should be forced to vote, but, I think they need to understand why it's important - maybe providing stark examples of life in non-democratic societies or a reflection on the past when women could not vote would help?” • “It works in Australia.” • “We do not have enough quality candidates - so if compulsory voting was introduced I think that in some instances I would be forced to spoil my paper.” • “Our parents/grandfathers fought and even gave their lives so that we could live in a free society so, out of respect for them I feel deeply that we should use our privileged position of being able to vote freely in Jersey elections. There is also something to be said for the maxim that if you don't vote then you have no right to criticise.” • “You have a right to vote, and a right not to vote.” • “That would not be Democracy.” • “Unfortunately this will just mean people with no idea of the candidates cast a completely uneducated vote, this makes the current system fairer.” • “Make it illegal not to vote.” • “I think if you force people into it then you end up getting spoiled papers or people who perhaps don't use their vote as wisely as they should.” • “Just read an article in the Jersey Business Magazine whereby the interviewee suggested that you get fined for not voting but you would have the option to select 'none of the above' if you felt that there none of the candidates represented your beliefs. Excellent idea.” 		
	Answered question	364
	Skipped question	0

7. How do you prefer to find out about the issues candidates stand for and communicate with your elected representatives?		
	Response Percent	Response Count
Question & answer sessions	38.3%	138
Door-to-door canvassing	16.9%	61
Leaflets	44.4%	160
TV	41.4%	149
Radio	32.2%	116
Local press	62.8%	226
A central website	50.0%	180
Their own website	19.7%	71
Facebook	8.6%	31
Email	7.8%	28
Other	1.9%	7
<p>An overview of the 50 comments received in relation to this question:</p> <ul style="list-style-type: none"> • “I think candidates need to do more door-to-door canvassing.” • “I would like to see a CV for all candidates. A comparison of answers to structured questions, without the fluff and bluster but with clear honest answers.” • “Central website would be a great idea.” • “Hustings are important to experience first-hand the candidates' communication skills.” • “Hustings - but these need to managed differently - I was appalled at the behaviour/heckling @ St Saviour's Parish Hall at the last election! [...] Venues for the hustings need to be reviewed as the public are often turned away - perhaps candidates could be split into two groups, over two nights so each has a fair opportunity to respond to more questions by the public if there are a large number of candidates for just a few seats question time at the end is rushed. Candidates need to be quizzed more.” • “A televised Q and A session similar to that undertaken in the UK in the lead up to the elections would be an excellent way to raise awareness within the Island and help individuals to make an informed choice.” • “There ought to be a free postal distribution of all candidates' manifestos. Computer access is not yet universal thus websites are unsuitable.” • “If you could vote on line then you should have short description of who is up for election.” 		
	Answered question	360
	Skipped question	4

8. What issues would you like your elected representatives to address or prioritise?	
<p>Some of the 288 comments received in response to this question:</p> <ul style="list-style-type: none"> • “Schooling, housing and employment.” • “No. of members in the house.” • “Immigration and fairer income tax.” • “Tax relief, Island development, crime and deportation of non-local criminals.” • “Cutting down on States Departments' spending, to include internal spending.” • “Housing, Planning, Health and Ministerial Government or lack of it!” • “More Sport & Recreation facilities.” • “States employee pensions, protection of the coastline, recycling, population.” 	

- “The rising of bills/ food vs salary/gst.”
- “Party Politics is the only way forward.”
- “The car parking situation, witch is a very difficult situation at the moment...”
- “The will of all to contribute towards well-being of the Island.”
- “Immigration, scrutiny of welfare & benefit payments, food costs, taxes for the middle earners, jobs for local school leavers.”
- “States reform, population growth, environment and energy policies.”
- “Transparency and accountability.”

	Answered question	288
	Skipped question	76

9. Do you feel your elected representatives can or will make a difference to the issues you are concerned with?

Some of the 295 comments received in response to this question:

- “I hope so.”
- “A few will try.”
- “Probably not.”
- “I feel completely distrustful of our current system of governance and feel that Island politics is in reality run by an influential few who are only really concerned with their own personal power and pockets. I feel that my elected representative will fail to make a difference as any unwelcome challenges to ministerial policies will be squashed. My previously elected constable made many promises to parishioners to secure votes only to comfortably and without conscience do the complete opposite once in government. I have to say, for such a small island, I feel completely disappointed and disillusioned with the apparent lack of genuine interest in the welfare of Jersey and its residents and visitors in ministerial government.”
- “No one person but a number might.”
- “Reasonably satisfied.”
- “Only time will tell.”
- “Not always as there seems to be a problem with those that want to make a change being coerced by others more long standing members who don’t.”
- “Not necessarily, as all states members have to decide on what happens and what doesn't the majority of things don't as the majority of the states members aren't concerned with the issues that I am.”
- “Unfortunately, I feel that much of the prior damage caused by misguided representatives remains yet to be undone and I also believe that economic conditions will serve to fetter the pursuit of many objectives for this intake of politicians.”
- “Senators will, but overall far too many politicians. Should be far fewer Deputies, NO Constables and more Senators. 35 in the States would be plenty.”
- “To a degree, some do.”
- “No.”
- “Yes.”
- “Maybe.”
- “I would not have voted if I did not think so!”
- “No most have lost touch with reality or, very soon after being elected, realise they cannot change anything and stay on the sidelines doing their time for the money or conform to the 'old guards will' and things do not change.”
- “Unless there is complete reform they are unlikely to make a difference, too many cliques who are self serving - no interest in what the people want.”
- “Nope, there are far too many of them so one or two good members find it very difficult to actually achieve anything. Far too much squabbling and in fighting.”
- “Not at the moment, I am very disappointed in the lack of representation from our

present States members particularly in my own Parish. I only appear to hear about them when they are seeking Re Election. Letters I write are never replied to and matters raised are simply never dealt with!"

- "Only if they are grouped under "party affiliations" with adherence to the set policies upon which they have been elected. Not yet acceptable in Jersey."
- "It is possible, but in my experience too much power is given to too few people when decisions are made."

	Answered question	295
	Skipped question	69

10. Please add any further comments you have on voting in the Jersey Elections 2011 or political representation in Jersey.

Some of the 164 comments received in response to this question:

- "No right candidates."
- "Why not vote on a Sunday."
- "I look forward to casting my vote and hope it will make a difference."
- "Complete overhaul needed."
- "Ministerial candidates for the larger departments should have an Island mandate."
- "I hope more people will take the trouble to vote - you can't complain if you don't vote!"
- "I have never seen any positive changes or improvement to life in Jersey over the past few years but I will vote anyway as in some countries people die for that right."
- "More information is needed in a collective manner."
- "Not a lot of confidence that anything will change in the States."
- "I feel that anyone who pays taxes should have a vote."
- "I would like to be voting for all of the representatives, not just the Senators and Deputies in my district."
- "More publicity should be directed at Employers to get their staff out to vote and polling should be on a Saturday."
- "There needs to be a proper party system and fewer States members."
- "There are too many candidates now to make the right choice."
- "Even though I know about registering to vote etc and filled in the form posted to my address it has been advertised widely to register but not enough information on how to register."
- "I have little or no intention of voting for an incumbent. I haven't seen anyone with demonstrable skill."
- "More places available to vote to avoid waiting time."
- "Ministerial government does not seem to work and seems to have contributed to the increasing debt of Jersey."
- "Other than constantly being asked if I was registered, I am clueless about candidates!"
- "Great that all voting on same day."
- "Introduce on-line voting to encourage younger voters."
- "I believe the voting age should be raised to 21 years or higher."
- "Make it a Saturday when most are off work. Send unique codes in the post and people can vote online..."
- "The new idea of all positions being elected on the same day is likely to be a logistical nightmare and confusing."
- "Compulsory voting works in other places. Jersey should adopt it ASAP."
- "Voting boxes should be placed in accessible locations as waiting in a queue for instructions on how to proceed only annoys people and discourages people from casting a vote."

- “People with any convictions should not be allowed to stand for election.”
- “I would like there to be a box that allows you to vote for none of the listed candidates.”
- “Open the booths from 0700 not 0800 people have to go to work.”
- “Get voting online!”
- “Make a system that allows people to vote at any location not just one.”
- “The election process is extremely complicated, I am not from Jersey but have asked locals how to vote and many don't know themselves! I didn't know I had to register even.”
- “All seats should be up to public vote including Chief Minister.”

	Answered question	164
	Skipped question	200

NUMBERS VOTING FOR SENATORS, CONNÉTABLES AND DEPUTIES

SENATORS					
YEAR	Electorate	Increase over previous election	Numbers voting	Increase over previous election	% poll
2,011	61,987	6,845.00	28,212	3,874.00	45.50
2,008	55,142		24,338	1,181.00	44.10
2,005			23,157	2,101.00	
2,002			21,056		

Average increase in poll 2%

Connétables' elections are not directly comparable because not all posts are contested. The results for 2008 and 2011 are shown for information.

CONNÉTABLES		2008	2008	2008
ELECTION		Electorate	Numbers voting	% poll
St. Clement		5,445	2,601	47.77
St. Lawrence		3,403	1,697	49.87
St. Mary		1,114	661	59.34
St. Peter		3,245	1,712	52.76

CONNÉTABLES		2011	2011	2011
ELECTION		Electorate	Numbers voting	% poll
St Brelade		7,637	3,702	48.00
St Lawrence		3,733	1,805	48.30
St. Ouen		2,990	1,735	58.26
St. Saviour		8,373	3,319	39.60

DEPUTIES ELECTION - increases since 2008			
	Increase In electorate	Increase Numbers voting	Increase % poll
St Brelade 1	168	551	19.83

St Brelade 2	191	476	7.88
St Clement	669	903	11.08
Grouville		N/A	N/A
St Helier 1	635	638	9.24
St Helier 2	691	622	9.51
St Helier 3	844	1,114	10.09
St John	106	92	1.84
St Lawrence	304	N/A	N/A
St Martin	184	613	19.55
St Mary	89	201	13.66
St Ouen	N/A	N/A	N/A
St Peter	264	369	7.02
St Saviour 1	307	251	4.47
St. Saviour 2	339	307	7.03
St Saviour 3	N/A	N/A	N/A
Trinity	N/A	N/A	N/A

Average 10.10%