



UNIVERSITY OF
BIRMINGHAM



CONSTITUENCY CAMPAIGNING IN THE 2019 GENERAL ELECTION

Dear Election Agent,

We are carrying out an academic study of constituency campaigning in the general election. The study is funded by the Economic and Social Research Council and has received ethical approval from the College of Business, Arts and Social Sciences Research Ethics Committee at Brunel University London.

Similar studies were carried out at the last seven general elections. For 2019, we are seeking to up-date our earlier work, and to explore some new aspects of campaign activity. To do this we are asking for your co-operation in completing this questionnaire, which is being sent to election agents in all British constituencies. Further details of the project can be found at <http://www.brunel.ac.uk/election2019>

We would like the questionnaire to be completed by the person who had day-to-day responsibility for running your party's campaign in your constituency. If you think that you are not the appropriate person to fill in the questionnaire, we would be grateful if you could pass it on to whoever was in charge of your local campaign.

We hope that you will find answering the questions interesting. Most simply involve circling the appropriate number, while some ask you to write your answer in the space provided. Please try to be as objective as you can; in some cases where we ask for figures you may only be able to make a rough estimate, but please do that anyway.

We appreciate that this questionnaire comes just after the campaign has finished, and you may well be feeling tired - and in some cases fed up and disappointed. But we would be most grateful if you could give us the benefit of your experience and find the time to complete the questionnaire. All replies will be treated in complete confidence and no information will be published which is attributable to individuals.

If you have any questions about this survey please do not hesitate to contact us at the address below. The questionnaire can be returned by post using the enclosed FREEPOST envelope.

Thank you very much for your assistance.

Yours sincerely,

Prof. Justin Fisher
Prof. Edward Fieldhouse
Prof. David Cutts

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Please answer each question by circling the most appropriate number, or by writing your answer in the space provided. Where you are not sure of the answer, please make the best guess you can.

YOUR ROLE AND EXPERIENCE

1. Which of the following statements most accurately describes your role in the general election?
 - 1 I was the election agent on a voluntary basis and organised the local campaign
 - 2 I am a full-time or part-time agent employed by the local party
 - 3 I am a full-time or part-time agent/organiser employed by the national party
 - 4 Other (please explain) _____

2. Before this campaign had you previously organised a general election campaign?
 - 1 No
 - 2 Yes How many times? _____

PREPARATIONS FOR THE CAMPAIGN

3. How long ago did you know that you were going to be the person responsible for running the campaign in your constituency?
 - 1 Since October 2019
 - 2 Between July and September 2019
 - 3 Between January and June 2019
 - 4 More than a year ago

4. When did your constituency party start serious planning for the campaign in your constituency?
 - 1 Since October 2019
 - 2 Between July and September 2019
 - 3 Between January and June 2019
 - 4 More than a year ago

10. *In the year before the election campaign started, as far as you know, were voters in your constituency contacted by telephone by the national or regional party?*

1 No 2 Yes 3 Don't Know

11. *In the year before the election campaign started, as far as you know, were voters in your constituency contacted by direct mail by the national or regional party?*

1 No 2 Yes 3 Don't Know

12. *In the year before the election campaign started, as far as you know, were voters in your constituency contacted directly by social media by the national or regional party?*

1 No 2 Yes 3 Don't Know

13a. Constituencies in ENGLAND only

In the six months before the election, how often did your ***national or regional*** headquarters contact you with help or advice about the campaign?

Hardly ever/never	1
Less than once a month	2
Roughly once a month	3
Once a week or more	4

13b. Constituencies in SCOTLAND & WALES only

In the six months before the election, how often did your Scottish/Welsh headquarters contact you with help or advice about the campaign?

Hardly ever/never	1
Less than once a month	2
Roughly once a month	3
Once a week or more	4

13c. ALL CONSTITUENCIES

(if answered ONCE A MONTH OR MORE for either 13a or 13b)

Did you attend meetings (including online meetings/briefings) with officials from your national or regional headquarters to discuss campaign strategy and targeting of seats?

1 No
2 Yes How many times? _____

14a. Did your constituency party build a database of voter preferences prior to the campaign?

1 No 2 Yes 3 Don't Know

(IF YES)

14b. How long have you been compiling the database?

1 Up to 1 year 2 1-3 years 3 4-5 years 4 More than 5 years

15. *In the year before the election campaign started, please indicate on the scale shown below how much effort was put into the following campaign activities, whether very little or no effort (1), a very substantial effort (5), or somewhere in between.*

	<i>Very little or no effort</i>			<i>Very substantial effort</i>	
	1	2	3	4	5
Maintaining a voter database	1	2	3	4	5
Distributing leaflets	1	2	3	4	5
Street Stalls	1	2	3	4	5
Resident Surveys	1	2	3	4	5
Getting media coverage	1	2	3	4	5
Operating and maintaining a website	1	2	3	4	5
Using social networking platforms (e.g. Facebook/Twitter)	1	2	3	4	5

28. During the campaign, did your constituency party contact voters in the constituency by text message?

- 1 No 2 Yes, a little 3 Yes, a substantial amount

29. During the campaign, as far as you know, were voters in your constituency contacted by telephone from outside your constituency, e.g. from call centres, other constituencies?

- 1 No 2 Yes 3 Don't know

30. Did your candidate have a Twitter account that was used for the campaign?

- 1 No 2 Yes

31. Did your candidate have a Facebook account that was used for the campaign?

- 1 No 2 Yes

IF NO TO BOTH QUESTIONS 30 AND 31, PLEASE GO TO QUESTION 37

32. Who was responsible for responding to voters through social media?

- 1 A local party member 2 The regional or national party headquarters
3 A volunteer (non-party member) 4 Yourself
5 The candidate 6 An external company or consultant
7 No one responded to voters

33a. During the campaign, did you make use of Twitter to communicate with voters?

- 1 No 2 Yes, a little 3 Yes, a substantial amount

33b. During the campaign, did you make use of Facebook to communicate with voters?

- 1 No 2 Yes, a little 3 Yes, a substantial amount

34a. Did you take out paid adverts on Facebook to promote the campaign?

- 1 No 2 Yes

34b. Did you take out any promoted posts on Twitter to promote the campaign?

- 1 No 2 Yes

35. Did you use guidelines issued by your national or regional party headquarters for your Twitter or Facebook activity?

- 1 No 2 Yes

36a. Did you use software such as NationBuilder or Westminster Digital to mobilise campaign workers?

1 No 2 Yes, a little 3 Yes, a lot

36b. Did you use other social media (e.g. Twitter/Facebook) to mobilise campaign workers?

1 No 2 Yes, a little 3 Yes, a lot

37. Some local parties target different groups with particular campaign techniques. Did you target any of the following in the ways listed below? (please tick as many as apply)

	Special Leaflet	Facebook	Other Social Media (e.g. Twitter)	Doorstep Canvassing	Telephone Contact	None of these	Don't Know
Young People							
Over 60s							
Ethnic Minority Voters							
Students							
Women							
LEAVE voters							
REMAIN voters							
Tactical voters							
Other Groups (please state)							

38a. Did your campaign make use of computers?

1 No 2 Yes

(IF YES) 38b. What were computers used for? (please circle as many as apply)

- | | |
|--------------------------------------|-----------------------------|
| 1 maintaining web-pages | 2 emailing campaign workers |
| 3 emailing voters | 4 for targeted direct mail |
| 5 to keep records of canvass returns | |

38c. Did you make use of a computerised copy of the electoral register? 1 No 2 Yes

38d. Did you use election software provided by your party headquarters? 1 No 2 Yes

39a. **Constituencies in ENGLAND only**

During the campaign, how important was email as a means of communication between the constituency and your ***national or regional*** headquarters?

1 Very Important 2 Quite Important 3 Not Very Important

39b. **Constituencies in SCOTLAND and WALES only**

During the campaign, how important was email as a means of communication between the constituency and your Scottish/Welsh headquarters?

1 Very Important 2 Quite Important 3 Not Very Important

40a. Did your local party or candidate have their own website as part of the campaign?

1 No 2 Yes

(IF YES)

40b. Did you receive content and design assistance for the website from your party's headquarters?

1 No 2 Yes

40c. Who was mainly responsible for maintaining the website during the campaign?

- | | |
|--|---|
| 1 A local party member | 2 The regional or national party headquarters |
| 3 A volunteer (non-party member) | 4 Yourself |
| 5 The candidate | 6 An external company or consultant |
| 7 No one maintained it during the campaign | |

41a. At a rough estimate, how many people would you say were working for your party in the constituency as a whole on an average day **towards the start of the campaign?** _____

41b. And how many people would you say were working for your party in the constituency as a whole on an average day **towards the end of the campaign?** _____

42. Approximately how many people did the local party help to register for postal votes? _____

43. Apart from the adoption meeting, did your party organise any public election meetings?

1 No public meetings 2 Yes How many? _____

44a. During the campaign, was your constituency visited by your party leader? How many such visits were there?

1 No visits 2 Yes How many visits? _____

(IF YES) 44b. What did your party leader do during the constituency visit?
(please circle as many as apply)?

- 1 Met with local activists and party members
- 2 Helped out with campaigning (leaflet delivery, doorstep canvassing etc)
- 3 Delivered a speech to invited members and supporters
- 4 Conducted a walkabout meeting members of the public
- 5 Spoke at a public event
- 6 Conducted media interviews
- 7 Visited local business/public services to talk about party policy

45. Here is a list of activities which frequently form part of a constituency campaign. Please indicate on the scale shown below how much effort was put into each of them during your campaign, whether very little or no effort (1), a very substantial effort (5), or somewhere in between.

	<i>Very little or no effort</i>			<i>Very substantial effort</i>	
	1	2	3	4	5
Distributing leaflets	1	2	3	4	5
Door-to-door canvassing to draw up lists of supporters	1	2	3	4	5
Door-to-door canvassing to introduce the candidate	1	2	3	4	5
Telephone canvassing	1	2	3	4	5
Sending out election addresses	1	2	3	4	5
Emailing voters	1	2	3	4	5
Organising postal votes	1	2	3	4	5
Getting media coverage	1	2	3	4	5
Maintaining a website	1	2	3	4	5
Facebook	1	2	3	4	5
Other social network platforms (e.g. Twitter)	1	2	3	4	5
Video/image sharing sites (e.g. YouTube/Flickr)	1	2	3	4	5

46a. Were volunteers sent into your constituency by your party from neighbouring constituencies?

1 No 2 Yes

IF NO, PLEASE GO TO QUESTION 47a

46b. When were requests made by your national or regional party headquarters to bring in campaign workers from outside the constituency?

1 In the last two weeks before polling day 2 The last three weeks of November 2019
 3 From July-October 2019 4 Before July 2019

47a. Did you recruit any non-party members to help out with the campaign?

1 No 2 Yes

IF NO, PLEASE GO TO QUESTION 50

47b Of these non-members, were any members of other political parties?

1 No 2 Yes 3 Prefer not to say

48. What were the three most important ways in which non-members were recruited for your campaign? **(PLEASE ANSWER A MAXIMUM OF THREE ONLY)**

- 1 Through friends, family or personal contacts
- 2 Through other face-to-face contact (e.g. street stalls or canvassing)
- 3 Through NationBuilder/ Westminster Digital etc.
- 4 Through online recruitment (e.g. email/social media)
- 5 Through leaflets or telephone calls
- 6 Through previous elections or campaigns
- 7 The volunteers approached the party themselves
- 8 Other (please state)

49a. Roughly how many non-party members were involved in the campaign?

49b. Below is a list of common campaign activities. Please tick which of them were undertaken by party members, which were undertaken by non-party members, and which were undertaken by neither.

	Party Members	Non-Party Members	Neither
Delivering leaflets	_____	_____	_____
Telephoning electors	_____	_____	_____
Polling station number-taker	_____	_____	_____
Doorstep canvassing	_____	_____	_____
Helping out in the campaign office	_____	_____	_____

53a. **Constituencies in ENGLAND only**

During the campaign, how often did your *national or regional* headquarters contact you with help or advice about the campaign?

Hardly ever/never	1
Roughly once a week	2
Nearly every day	3

53b. **Constituencies in SCOTLAND and WALES only**

During the campaign, how often did your Scottish/Welsh headquarters contact you with help or advice about the campaign?

Hardly ever/never	1
Roughly once a week	2
Nearly every day	3

54. Were 'eve of poll' leaflets/ cards delivered ?

1 No 2 Yes

YOUR ASSESSMENT OF THE CAMPAIGN

63a. Thinking about your campaign in the constituency overall, did your campaign messages focus entirely on the candidate or the party's national message? Please answer on a scale from 1 to 10, where 1 means *Focussed entirely on the candidate* and 10 means *Focussed entirely on the party's national message*

*Entirely
on the
candidate*

*Entirely on
the party's
leader* *Don't
Know*

1 2 3 4 5 6 7 8 9 10 ○

63b. Thinking about the campaign in the constituency overall, did your campaign messages focus entirely on local issues or entirely on the party's national message? Please answer on a scale from 1 to 10, where 1 means *Focussed entirely on local issues* and 10 means *Focussed entirely on the party's manifesto pledges*.

*Entirely
on
local issues*

*Entirely on
the party's
national
message* *Don't
Know*

1 2 3 4 5 6 7 8 9 10 ○

63c. In their campaigns political parties can focus on criticising the policies and personalities of other parties, or they can focus on putting forward their own policies and personalities. What was, in your view, the focus of the campaign of the following parties? Please answer on the scale from 1 to 5, where 1 means *Focused mainly on criticising other parties and personalities* and 5 means *Focused mainly on putting forward own policies and personalities*, or somewhere in between.

*Focused mainly
on criticising
other parties
and personalities*

*Focused mainly
on putting forward
own policies and
personalities* *Don't know*

Conservative Party	1	2	3	4	5	○
Labour Party	1	2	3	4	5	○
Liberal Democrats	1	2	3	4	5	○
Green Party	1	2	3	4	5	○
Scottish National Party	1	2	3	4	5	○
Plaid Cymru	1	2	3	4	5	○
Brexit Party	1	2	3	4	5	○

63d. Thinking about the campaign in the constituency overall, did the election being held in December make a difference to how easy it was to organise and run your campaign?

- 1 It was a lot easier than usual
- 2 It was a little easier than usual
- 3 It was about the same as usual
- 4 It was a bit more difficult than usual
- 5 It was a lot more difficult than usual
- 6 Don't Know / I have not previously organised a campaign

64. Overall how satisfied were you with the administration of the general election in your constituency? **Please put an 'X' in one box only**

<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>

65. If you have ticked **Fairly Dissatisfied** or **Very Dissatisfied**, please give the main reason for this using the list below. **Please put an 'X' in one box only**

<i>Nomination process</i>	<i>Management of postal voting and verification</i>	<i>Organisation of Polling Stations</i>	<i>Organisation of the Election Count</i>	<i>Access to the Electoral Register</i>

66. How much electoral fraud, if any, do you think took place at elections in your constituency? **Please put an 'X' in one box only**

<i>A lot</i>	<i>A little</i>	<i>Hardly at all</i>	<i>None at all</i>	<i>Don't know</i>

67. Please indicate how much you agree or disagree with each of the following statements about participating in the election? **Please put an 'X' in one box only for each statement**

	<i>Agree</i>	<i>Tend to agree</i>	<i>Neither agree nor disagree</i>	<i>Tend to disagree</i>	<i>Disagree</i>	<i>Don't know</i>
The nomination process was straightforward						
I received sufficient information from the RO/election staff on the nomination process						

68. Please indicate how much you agree or disagree with each of the following statements about participating in the election? **Please put an 'X' in one box only for each statement**

	<i>Agree</i>	<i>Tend to agree</i>	<i>Neither agree nor disagree</i>	<i>Tend to disagree</i>	<i>Disagree</i>	<i>Don't know</i>
I received sufficient information from the RO/election staff to help me manage my responsibilities as an agent.						
I found the rules on election spending and donations clear						

69. Overall, how satisfied were you with how efficiently the verification and count processes were run (if attended)? **Please put an 'X' in one box only**

<i>Very satisfied</i>	<i>Fairly satisfied</i>	<i>Neither satisfied nor dissatisfied</i>	<i>Fairly dissatisfied</i>	<i>Very dissatisfied</i>

70. Please indicate how much you agree or disagree with each of the following statements about the information provided by the Electoral Commission. **Please put an 'X' in one box only for each statement**

	<i>Agree</i>	<i>Tend to agree</i>	<i>Neither agree nor disagree</i>	<i>Tend to disagree</i>	<i>Disagree</i>	<i>Did not use</i>
Overall, the Electoral Commission was a useful source of advice and guidance during the campaign						
Overall, the Electoral Commission's written <i>Guidance for candidates and agents</i> was clear and easy to use						
The Electoral Commission's written information on what to expect at the verification and count was clear and easy to use						

PERSONAL DETAILS

71. Are you: 1 Male 72. In what year were you born? _____
 2 Female
 3 Prefer not to say

73. Your Constituency _____

74. Your Party _____

Thank you very much for completing this questionnaire. Now please return it using the enclosed FREEPOST envelope to the address below:

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