



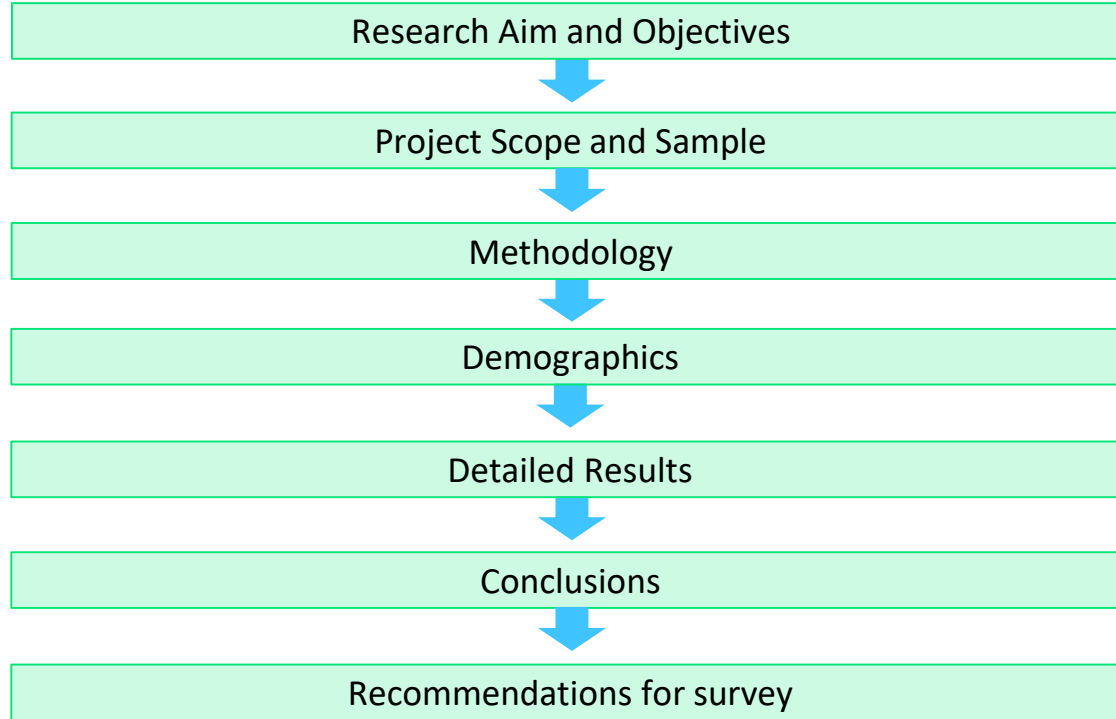
Privileges and Procedures Committee, PPC

Election Reform Results Presentation

Prepared for PPC sub committee and Lisa Hart

31.10.19

Presentation outline



Research Aim and Objectives

The research project **aim** was to conduct independent professional research and explore islanders views on potential election reform. This was aimed to supplement the information that the PPC has gathered, plus the various reports that have been reviewed.

Specific **objectives** included exploring:

- A broad range of islanders views on the current States Assembly composition
- The perceived equity and fairness of the current system
- The PPC proposed changes for reform to the composition and election of the States Assembly

Outcome: provide insights and key information from a broad range of islanders on the PPC proposed electoral reforms, prior to the States Assembly debate.

Project scope and sample

Scope:

Jersey islanders eligible to vote



Sample:

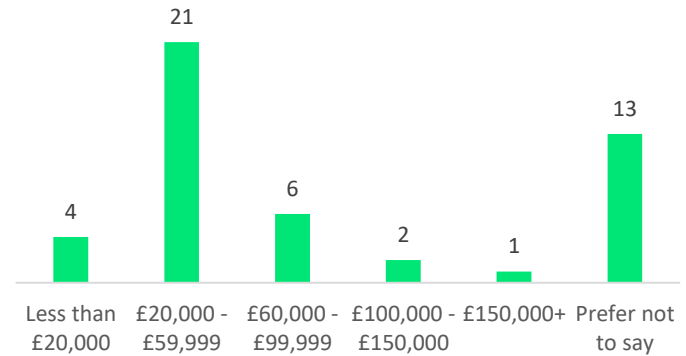
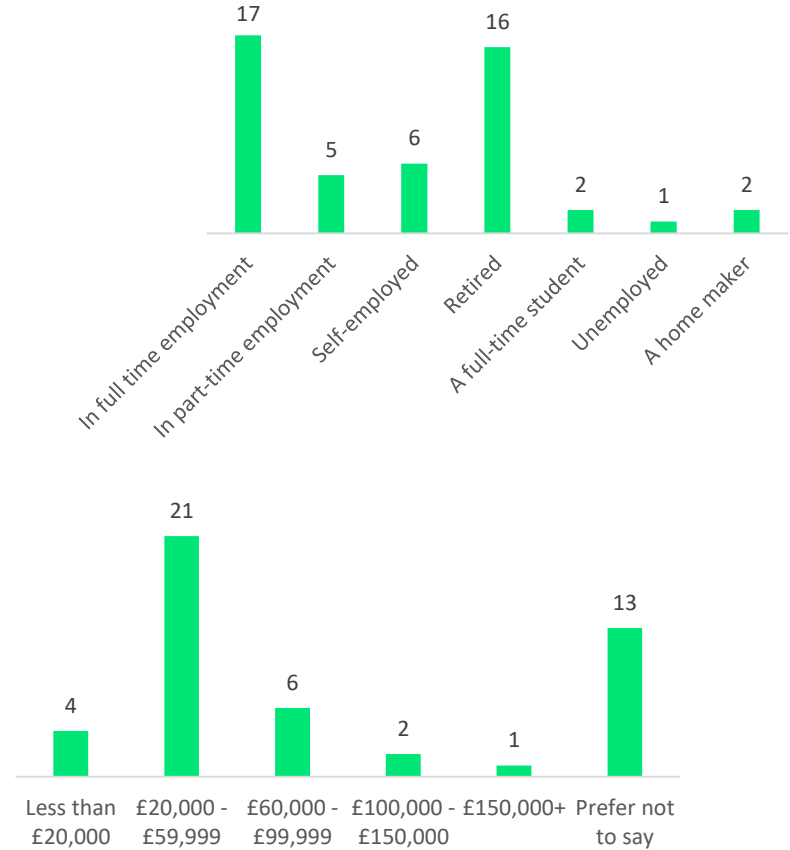
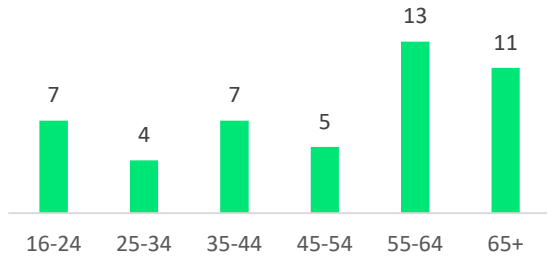
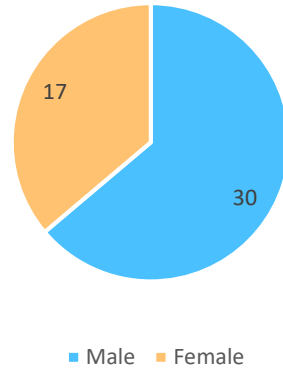
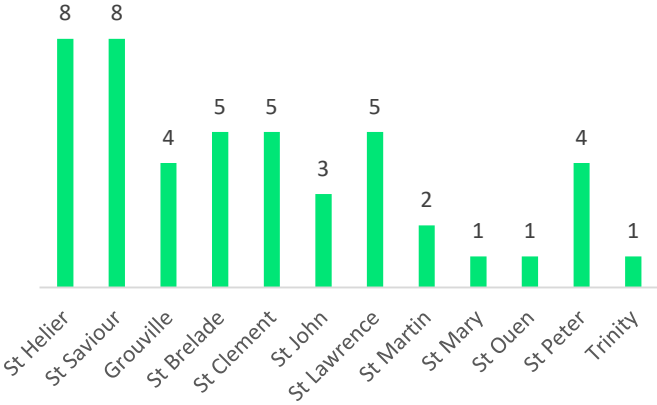
The target sample was a broad range of islanders including younger eligible voters, 16 years old plus.

Invitations to participate in this **independent** research were developed and sent by 4insight to our broadly representative panel of over 2,700 islanders.

When potential respondents contacted 4insight, they were screened to an agreed screener questionnaire, which included asking questions to obtain a mix of demographics such as age, gender, parish lived in, employment status, income level, ethnicities, Jersey born vs non-Jersey born and family situations etc. The screening also excluded any islanders who are, or have immediate family who are either in the media, market research sector or politically active (States members past, present or stood for, as well as political bloggers). The screening criteria were discussed at the kick off briefing meeting, along with the actual target structure for each focus group. The screener questionnaire was designed by 4insight as well as reviewed and agreed with yourselves, prior to use.

For the follow up survey, promotion will be on traditional and social media plus again sending to 4insight's panel.

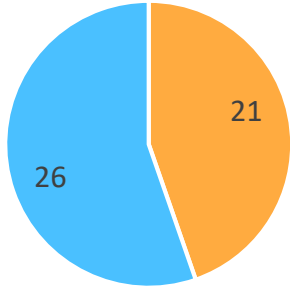
Demographics: Gender, Age and Annual Household Income, Parish, Employment Status



n=47

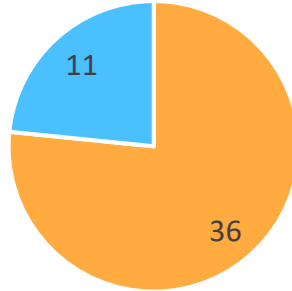
Demographics: Voting behaviour & Political engagement

Q. Born in Jersey?



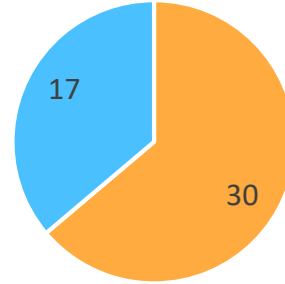
Yes No

Q. Registered to vote?
(currently)



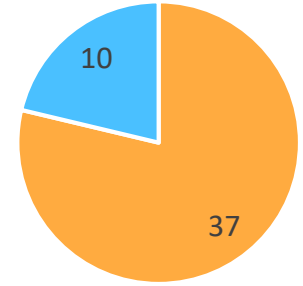
Yes No

Q. Voted in 2018 election?



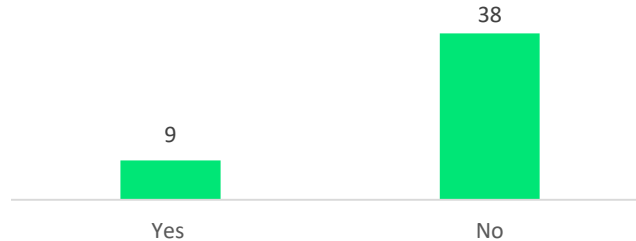
Yes No

Q. Voted in Jersey?



Yes No

Q. Attended a parish hall meeting?



Detailed Results

Varied first word associations to “Jersey States Assembly”

X3 Inefficient & Government



X2 States, Elected, Long winded, Complicated, Out of touch, Politicians, Senators, Failing, Chaos

Overall majority aware of the different types of members in the States Assembly

Majority were aware of names however roles were deemed confusing and many were unable to answer what they were responsible for

Those aware of the roles said:

- **Chief Minister** – most aware that the Chief Minister chooses his “Cabinet of Ministers”. A few mentioned they are who the Chief Minister has picked up along the way
- **Ministers** – most aware of Ministers, knew they had a department that they headed up, with Civil Servants under their wing
- **Senators** – majority aware that Senators were Island-wide, some thought there were 12, some aware there are 8
- **Deputies** – majority knew they were parish based, not all were aware of how many deputies there are
- **Constables** – most knew that there is 1 Constable per parish

- Awareness that some members that did not have any responsibilities

- Scrutiny Panels – majority had heard of Scrutiny, most were able to define their role as challenging other politicians

“Ministers have civil servants heading up a department, they haven’t got in depth experience in that field”

“I think we understood the States when it worked under a committee system someone in charge of each department, whereas now we have this committee of gods who have got unlimited power and not a lot of knowledge.”

“It’s all a bit of a mish mash...everybody that went to church with the Chief Minister’s granny.”

“Ministers aren’t hands on, they just set policy.”

Overall opinion of the States Assembly system

- Most groups mentioned the current system was confusing and overcomplicated due to the different layers and there being too many politicians. This confusion was mentioned as being a reason for the perceived low turnout overall, especially younger voters
- Poor equity was mentioned many times, under-representation/over-representation of constituencies, uncontested politicians were all perceived as unfair e.g. unelected Constables running a Ministry
- The States Assembly was deemed as still being “an old boys club” with personalities not wanting to lose power
- Several felt it was unfair that some Senators had no responsibilities
- Many alluded to there being a lot of tradition within the States Assembly, however improving fairness overruled keeping this factor for majority

“We find it difficult to get our head around it and we are interested!”

“Look at that picture! Delusions of grandeur. An island of 100,000 people, 9 by 5 who are all those people, all these different roles? The Clothier report said this is ridiculous, you need one type of politician here for such a small place.”

Overall opinion of the uncontested

Uncontested Constables deemed overall **unfair**

“Never challenge a Constable.”

“That can not be fair, doesn't stack up, ridiculous”

“It's overcomplicated, shouldn't have that number unopposed, shouldn't even be a thing, shouldn't be able to just get in because no ones else is willing to put their hand up.”

“It's not the fault of the candidate, it doesn't make them less valid, no one chooses to, it's democracy.”

“Need someone for the role but shouldn't get in because they fall in.”

“A Constable should be elected for parish favours, then a talented Constable should have opportunity to go into the States.”

“They got voted in for turning up.”

Importance of each voter having the same number of votes

Each voter having the same number of votes

- Many felt that being under-represented was a big problem in the system
- All groups mentioned an example of a big issue with St Helier to St Mary as having unequal representation
 - Some did not know this, after having been showed the “current system” video, they were appalled
 - One respondent suggested dividing the districts into cultures such as age, gender etc, rather than parish/area, due to some areas being wealthier than others

Importance of equality

- It was mentioned by all groups that the current system had very low equity
- Having bigger districts with fewer (and equal) numbers of politicians, was a huge attraction to the respondents; they felt that this would increase the amount of people running, leading to a stronger diversity and true representation of the population of Jersey
- Most felt that improving the overall equality of the system and its voters would increase voter turnout, however some felt that this would not make a difference

“Better to have a larger representation, not quotas, best person for job, then you would get a better mix.”

“Everybody’s vote is important, don’t matter if work in corner shop, everyone counts, this will make it a bit more equal”

"It's over-complicated!"

"It's not representative."

**40/47, 85%
said the system
should change**

"It's appalling."

"I'm shocked! I didn't know I was under-represented, but I don't want any more! There's too many!"

Video #1

Initial reaction to PPC proposal video

- Overall, the initial reaction to the proposal video was positive. It was deemed as much clearer and presentable. The proposition was explained as being overall much fairer and balanced in terms of constituencies and voter equity
- Many said it was not perfect but it was definitely a stepping stone in the right direction
- Some did not understand whether the overall number of politicians was increasing or decreasing or had questions about the Constables responsibilities
- The idea of having one type of politician was positive, however a few preferred keeping Senators for their island-wide responsibility

Perceived pros & cons of new system



- Majority said the new system was much better, fairer and understandable
- Majority deemed it as being more equitable, having every vote the same
- Brilliant idea – more representatives to choose from
- Many said it's simplified, not being too different so that it would be easily understood by all interests and ages etc
- Many mentioned that if this was passed through the Assembly, that it should be advertised and communicated to all channels

- Some didn't understand the balance of the numbers, deeming it to be "one step too far". Some also wondered what the optimum number would be for representatives in Jersey
- Many mentioned however improved, the number of politicians overall was still far too many
- There was a strong element of the respondents not having faith in the Assembly to get it passed
- Some may think of it as being too "radical" especially for those who are used to the tradition of the Assembly
- A couple had reservations about taking away the Senators, due to taking away a role who has an island-wise responsibility

"It's the most positive thing I've seen that I think could work, it's a great idea, well presented, it's got rationale behind it, I think it would work."

"It's much fairer, and equitable, it'll encourage more people to vote."

"The constituencies aren't equal. Its still quite complicated. They can't get passed this, because they see it as their position being taken away from them."

"I don't think a lot of older Jersey people would like that because of the parishes."

Views on Constable proposed changes

New proposed Constable role deemed overall much fairer

- Many felt that their idea of a Constable is someone who looks after the parish and holds the parish responsibilities, rather than specifically a politician, therefore this proposition seemed fair to them
 - However, many felt that this proposition will not be voted for due to the tradition of having Constables
- A few mentioned that older generation islanders may struggle with this idea if they are people who are very involved in the parish
- There was a mix of opinion on whether this specific part of the proposition would increase voter turnout

“More Constables would run if only in parish duties.”

“Constables should be elected for parish favours.”

Mixed views on whether a new system on its own will help with voter turnout

However, it was perceived to make a difference if partnered with:

- **Digital voting**, not just for younger participation but also those who are disabled or do not drive
 - A digital system so that you can **vote in any polling station**, as well as a registration form automatically emailed to islanders once they have lived here 2 years
- **Easier accessible locations** such as the bus station, Co-op, schools, library/ mobile library, Post Office
- **Advertising** the new system, **more information** easily accessible to everyone to help with confusion
 - Teaching younger students much earlier on about the system
 - **Streamlining** online more e.g. vlogs, hustings
 - Running the election for a couple of weeks instead of one day
- An event specifically for those who do not understand Jersey's election system

"Being elected unopposed it's the biggest thing that puts people off voting!"

"I don't think we don't go and vote because there's unelected people? They just don't go because it's all crap and no one's good. No one does that!"

"My grandson, he's 16, he knows nothing, no one's told him, no schools. If they want that generation to come up, they need to get up there and be involved."

"I think everyone's confused, too many involved, promote it better!"

"Different communication channels. A youngster won't go and sit in a parish hall, I'm not sure an older person would either!"

Video #2

42/47, 89%
were in favour of this
PPC proposition

Would this new proposed system affect your likelihood to vote next time?

26/47

**Yes, more likely to
vote next time**

20/47

**Makes no difference
(18/20 vote anyway)**

1/47

**No, less likely to vote
next time**

This PPC proposal would be so much better if...

The most often response was to explain the logic behind the system, compared with the current, and make it much easier to understand

Many said the PPC proposition was a great idea

Some said to implement it now, rather than later

Some also said online voting would improve the system and voter turnout

This proposal would be so much better if...

Group 1

This idea would be ok if this system is implemented sooner as this appears make equal. Candidates to make the funding. Online voting. Flexible voting places.

Simplify more information, what that person will do for my future

Honest, transparent, accountable

If less total representatives. Politics as a whole needs to actually address the immediate problems and make progress.

Good, start Clothier now though! Less members and pay them more to attract better candidates. Online voting!

Yes better to simplify. Listen to public opinion. Online voting.

This proposal would be so much better if...

Group 2

Explain the logic and fairness of the proposed electoral system and the unfairness of unelected politicians. DO NOT emphasise we are simply complying internationally

Needs to happen, reform is necessary

Very informative and explanatory for election reform

Start the young children at school

Reform is overdue. it will not solve the current imbalance but will go some way towards a better representation in the 'States'

Fairer, easier to understand

Take any proposal to referendum

Simplify the structure of elected individuals. Make voting easier to understand - just the mechanics. Mailshot households with bullet point strategy

This proposal would be so much better if...

Group 3

This I think would work, but would take a lot of explaining.

Our government needs to be reformed, and this is a good option so please vote for it

Love the proposition - vote for it!

Leave well alone

Proposition - needed but has it gone too far - too soon to be voted in. No island wide mandate

I agree with the proposition but I think you will struggle to get it through

This seems a good idea, I need some more information, not sure

New idea great, Senators - out, Constables - in with or without vote

This proposal would be so much better if...

Group 4

Support the boundary change to help prevent one candidate non elections and make every vote equal
Please make every effort to publicise the change good luck with the Constables

1. Reaching out/ attracting more people
2. Easier system to understand

Make it happen . It's so undemocratic at present. 5 members per 11000 voters makes sense

Engagement - keep it simple!

Could we change the titles of the elected politician from Deputy to MSJ - Member of the States of Jersey

Equal representation is good. Can we make it simple, can we go further.

Think the most important factor is people should be proportionally represented. A great idea

Voter representation
Remove Constables from the States
Easier to vote = internet, voti

This proposal would be so much better if...

Group 5

Good idea to have just one States member i.e. they are all the same no Senators, Deputies, Constables
Educate at school level upwards politics/ how the States work
Reduce total numbers of politicians - i.e. make demographic area bigger
Make voting easier - electronic/ digital so can vote anywhere maybe an app for the phone

Its a very complicated problem and it is a good first step. I don't know enough about its details to suggest any sensible changes. Removing Constables is a very emotional problem, I agree they should go but it could be a problem to get this proposition past the States

It would be good to make it clear what long term benefit having this reform/ new proposal would make to the running of the Island. The proposal makes it clear that the voting system would be more even between parishes but not how this can improve the decision making process overall.

Make sure the public are well educated about the proposition allow the public to make the decision, don't rely on States Assembly. Educate kids in schools and win their hearts with positive promises and make sure you deliver.

Good idea I think the public should be allowed to vote on whether they agree and result made law

This proposal would be so much better if...

Group 5

Equality in voting will not bring greater numbers to the polls - the problems around the Assembly are mostly due to the lack of ability of the members - many islanders are put off entering the States because of remuneration and time wasted on unimportant matters. There are too many politicians

Good - put it forward to voters to agree on (fixed percentage in favour either way) binding referendum
Halfway - still need to reduce number of States members as far too many for island and population of our size

Carry on - keep it all simple. If you make voting compulsory by making the ? as accessible as possible i.e. pre voting

This proposal would be so much better if...

Group 6

Go for it, ensure communication is clear to all islanders

Push through simple category States members!
More education and public information

I think this proposition would be very helpful in the Jersey electoral process since it would bring about more diversity, competition and even out the power of the votes held by the various elected parties. This would however require a lot of public briefing/ satisfaction for it to work. The video we watched for instance was very informative/ helpful

I think it's a good start. It makes the election more clear. It will help people to get interested and see more votes

This proposal would be so much better if...

Group 6

Propose flexible pop. boarders? Perhaps gain public support and educate the population on how reform will change the system. It is important to maintain the sovereignty of the parishes whilst improving the representation of the population

Keep pushing it, people are scared of change but change = difference
Work on voter turnout
Both go hand in hand (voter turnout + new proposition)

Really good idea - focus on international standards and equality with each voter. Will be a difficult sell and can't see how it would pass in the States Assembly without a referendum

Go back to the drawing board, new system must be substantially simplified or improved before even being proposed

Consider what reform you want to propose, radical? Or PPC plan?
Consider referendum on what type of electoral reform. But overall agree with PPC proposal

Conclusions

- Majority of respondents were aware of the specific types of States Members in the States Assembly, however many were confused as to what their specific responsibilities were
- Overall opinion of the current system was:
 - It's confusing, overcomplicated
 - There are too many politicians
 - Some parishes are under-represented
 - The system is unfair and inequitable
- 85% of respondents stated that the system should change, and 89% in favour of this PPC proposition
- Overall reaction to the proposal was very positive;
 - Perceived much clearer, simplified
 - Perceived fairer, equitable
 - Perceived to better address the constituencies/districts than previous options
 - Perceived to address the non contested seats problem
- Voter equity was very important to most
- Mixed views on whether the proposed new system alone could change voter turnout, however partnered with online voting, flexible voting locations, (including schools), more education in secondary schools etc will ultimately help to increase the turnout and help recruit more quality candidates
- There were some calls for a binding referendum, as many felt that the current States would not pass this election reform proposition

Recommendations for survey & discussion

Key questions:

- Voting habits e.g. Are you registered, did you vote in 2018, do you vote regularly?
- Scale of 1/10 confidence on the States Assembly current composition
- Opinion of the current system (e.g. scale 1-10, happy face)
- Should the current system change
- Importance of voter equity
- Proposed system opinions
- Pros/ cons
- Improve voter turnout
- Improvements/suggestions for further voter turnout
- In favour of proposition
- Likelihood to convert non voters

QUESTIONS





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