
STATES OF JERSEY



SURVEY ON ELECTORAL REFORM IN JERSEY, 2007

**Presented to the States on 7th March 2007
by the Privileges and Procedures Committee**

STATES GREFFE

Survey on Electoral Reform in Jersey, 2007

Research Study Conducted for
States of Jersey



February 2007

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Introduction

Objectives

This report contains the findings of a survey of residents conducted by Ipsos MORI on behalf of the Privileges and Procedures Committee of the States of Jersey. It contributes to their programme of work to better understand and address the issue of electoral reform in Jersey, and follows an initial survey conducted by Ipsos MORI in summer 2006. The objective of the first survey was to obtain the views of a representative sample of Jersey residents about their attitudes towards voting and to establish the main factors that have contributed to low electoral turnout.

In the light of that survey, five possible options for reform were developed (see Appendix 2). These were publicised across the island, with a leaflet entitled ‘States Reform – the Next Steps’ sent to every household. Ipsos MORI was commissioned to conduct a survey to establish which option or options were the most preferred among Jersey residents, in order to move the reform programme forward.

Methodology

Ipsos MORI interviewed a representative sample of 1,000 Jersey residents aged 18+ across Jersey. Interviews were conducted between 5th and 11th February 2007. Quotas were set by age, gender and work status. The profile of the sample, which was a close match of the Jersey population on our nominated demographic indicators, is outlined in Appendix 1.

The data have been weighted by age, gender and work status to reflect the known profile of residents according to the Jersey Census 2001. Because of the close match of the sample with the actual population profile, weighting has had little impact upon findings.

The questionnaire was designed by Ipsos MORI in partnership with the Privileges and Procedures Committee. A copy is included in this report along with the marked-up results in Appendix 5.

Presentation and Interpretation of the data

The fact that a sample, not the entire population of Jersey, has been interviewed for this research means that all results are subject to sampling tolerances. Not all differences are therefore statistically significant. A note explaining statistical reliability, and defining social class, can be found in Appendices 3 and 4.

Where percentages do not sum to 100, this may be due to computer rounding or multiple responses. Throughout the volume an asterix (*) denotes any value between zero and 0.5 per cent.

This survey identified the *perceptions* of Jersey residents, not *facts*. But, of course, to the residents concerned these perceptions *are* facts. Equally, because we interviewed a representative sample of residents, a proportion of respondents will inevitably be relatively disengaged with the subject matter or may not understand it. This will result in inconsistencies in their responses. For example, we included an ‘open-ended’ question in the survey to give respondents an opportunity to say why they preferred their favoured option (see pages 12-15). Some stated reasons do not make logical sense in light of the option they are referring to. The States will be gratified to see that this only applies only to around 2% to 5% of responses. This is a very small proportion of the population when the subject matter is, for some residents, relatively

esoteric.

In the report, reference is made to ‘net’ figures. This represents the balance of opinion on attitudinal questions, and provides a particularly useful means of comparing results for number variables. In the case of ‘net satisfaction’ figures, this represents the percentage satisfied on a particular issue, less the percentage dissatisfied. For example, if 40 per cent of residents were satisfied and 25 per cent dissatisfied, the ‘net satisfaction’ figure is +15 points.

Comparison with other research

This report makes use of data from the previous survey conducted by Ipsos MORI for the States in summer 2006. This will allow us to track changes in opinion over the last few months.

Publication of data

As with all our studies, findings from this survey are subject to our standard Term and Conditions of Contract. Any press release or publication of the data requires the advance approval of Ipsos MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

Acknowledgements

Ipsos MORI is grateful to the Chairman and members of the Privileges and Procedures Committee for their assistance in developing the questionnaire and undertaking this research. We would also like to thank Mr Michael de la Haye, States Greffe, for his practical help throughout the survey process.

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Executive Summary

Residents are generally satisfied with Jersey as a place to live (78%), but fewer are satisfied with the way the States run the island (32%).

Political interest and engagement appears high, with a large proportion saying they are registered to vote (89%) and two thirds knowing at least a fair amount about the way the States work (67%).

Around a half of residents say they know at least a fair amount about the issue of electoral reform in Jersey (49%). Almost half of residents said they definitely did receive the leaflet ‘States Reform – the Next Steps’ (33%), although a half claim they definitely did not receive it (46%). Encouragingly, of those who did receive it, 48% read all or most of it. It is also important to consider the effects of the publicity about both the survey and the issue of reform generally, since these may well have informed residents about the proposed options, even if they did not receive the leaflet per se.

Option 1 emerges as the favoured way forward for electoral reform on the island, with two thirds of residents saying they think it is better than the current system (67%) and three in ten (31%) saying it is the option they most strongly support. This is reinforced by the views of the ‘informed’ (that is to say, those who have read the leaflet or who know at least a fair amount about the way the States work), who are even more likely to rate Option 1 as their preferred option.

Option 3 is second most preferred, with 58% rating it better than the status quo and a quarter (24%) saying it is the option they most strongly support. This is slightly less popular among the ‘informed’, who rate Option 5 more favourably than residents as a whole.

Option 4 is the least favoured option: a strong indication that residents are in favour of some sort of reform and do not want to retain the present system.

Reasons for choosing their preferred option focus around convenience, ease of voting, making it cheaper and boosting turnout at elections (36%). A quarter of residents say that they chose their favoured option because there are **too many politicians for the size of the island** (24%). Reform of the role of **Constables** is a factor for 13% overall.

Setting the Scene

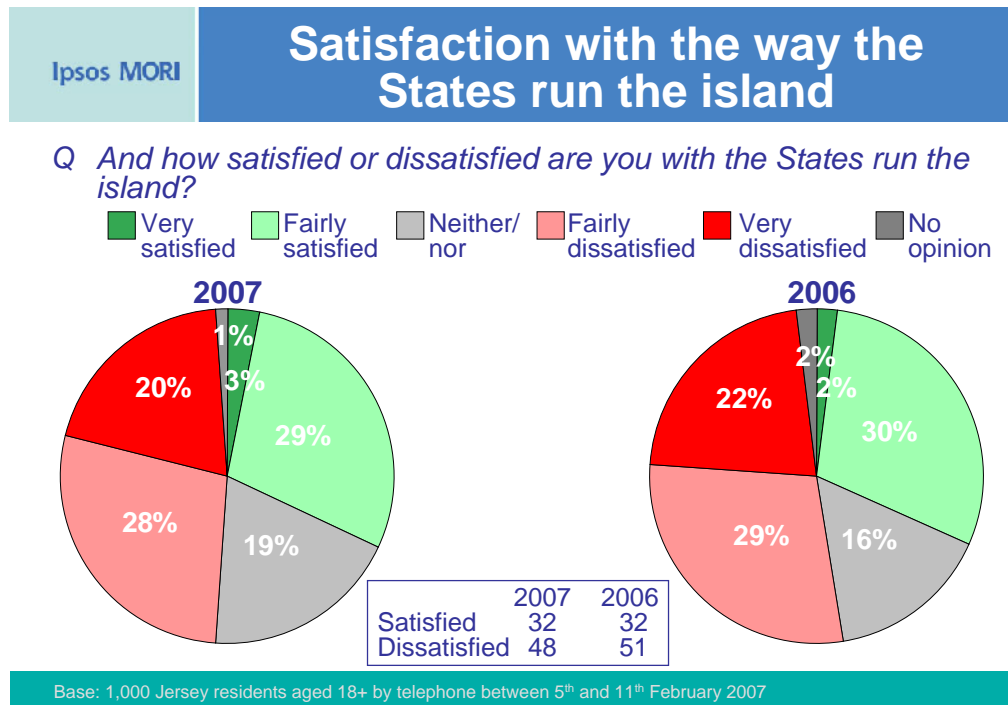
Quality of Life in Jersey

Satisfaction with the island as a place to live is high, with a large proportion of residents saying that they are satisfied (78%). A quarter (27%) are very satisfied. Only 16% say they are dissatisfied.

This is consistent with the findings of our autumn 2006 survey (80% satisfied, 13% dissatisfied). Some demographic groups are more likely to be satisfied with the island as a place to live. These groups include those who have lived on the island for up to five years (97% satisfied), those who do not have housing qualifications (84%) and residents of social grade ABC1 (82%).

Satisfaction with the States

Attitudes towards the way the States run the island have remained entirely consistent since the previous survey. A third of residents (32%) are satisfied, while approximately half say they are dissatisfied (48% in 2007, compared to 51% in 2006).



Satisfaction with the States' governance is highest among residents who are not of a White Jersey or White British ethnic origin (42%) and those who do not have their housing qualifications (42%). As with quality of life, more recent residents are more likely to say they are satisfied (41% of those who have lived on the island for up to five years).

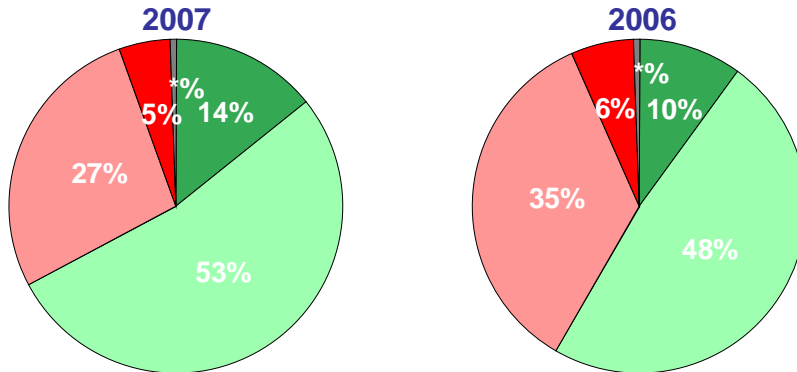
Knowledge of the States and Electoral Issues

When asked how much they know about the way the States work, two thirds of residents said that they know at least a fair amount (67%). This is an increase of nine percentage points since the last research (58%), perhaps reflecting the recent level of debate on the island. A very small minority (5%) say they know nothing at all about the way the States work.

Knowledge of the States

Q How much, if anything, would you say you know about the way the States work?

■ A great deal
 ■ A fair amount
 ■ Not very much
 ■ Nothing at all
 ■ Don't know

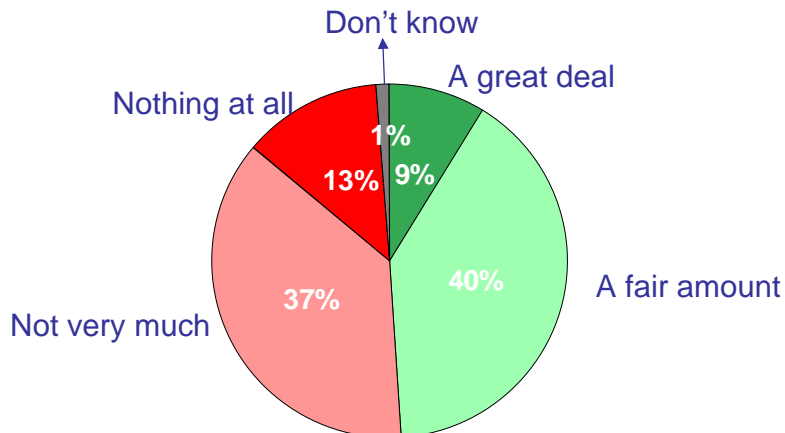


Base: 1,000 Jersey residents aged 18+ by telephone between 5th and 11th February 2007

Knowledge of the specific issue of electoral reform in Jersey is lower than for how the States work, as we would expect. Half of residents know at least a fair amount about the issue (49%), although only 9% say they know a great deal, as illustrated on the following page.

Knowledge of issue of electoral reform

Q How much, if anything, would you say you know about the issue of electoral reform in Jersey?



Base: 1,000 Jersey residents aged 18+ by telephone between 5th and 11th February 2007

The demographic profile of those most knowledgeable about the electoral reform agenda in Jersey is very similar to the profile of those who know about the way the States work. Most likely to know at least a fair amount about the way the States work are those aged 55+ (79%), home-owners (75%) and men (74%), while those who are informed about issues of electoral reform are likely to be aged 55+ (68%), not working

(59%), and home-owners (56%).

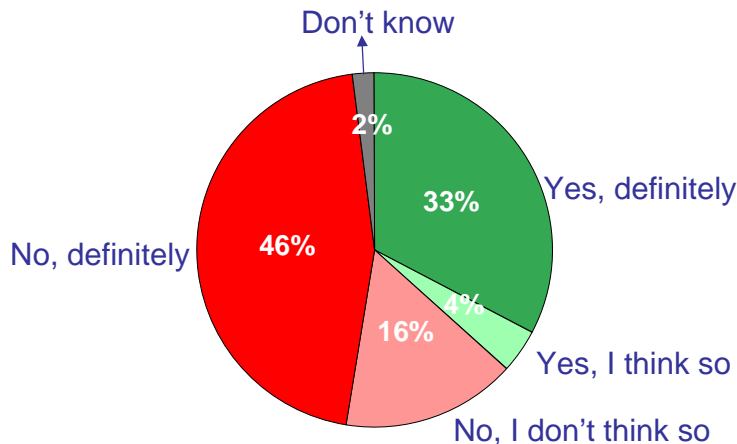
The leaflet distributed to all households, ‘States Reform – the Next Steps’ seems to have had an impact upon perceived levels of knowledge about reform. Almost nine in ten (88%) of those who read all or most of it say they know a great deal or a fair amount about the issue of reform, compared to 47% of those who just glanced at it or never read it. Unsurprisingly, knowledge is low among those who did not receive the leaflet; 39% of this group feel they know at least a fair amount about the electoral reform issue.

The Consultation Paper

The leaflet was distributed by Jersey Post to all households during the week preceding the survey. As the chart below shows, while a third of residents say they definitely received it (33%), almost half (46%) say they definitely did not. This may be due to problems of delivery, multi-occupancy households not sharing the document, or people simply not opening the plastic sleeve that was addressed to ‘the householder’. It may be significant that residents without housing qualifications were less likely to say they had received it (21%).

Ipsos MORI ‘States Reform – the Next Steps’

Q As far as you know, have you received a copy of this leaflet?

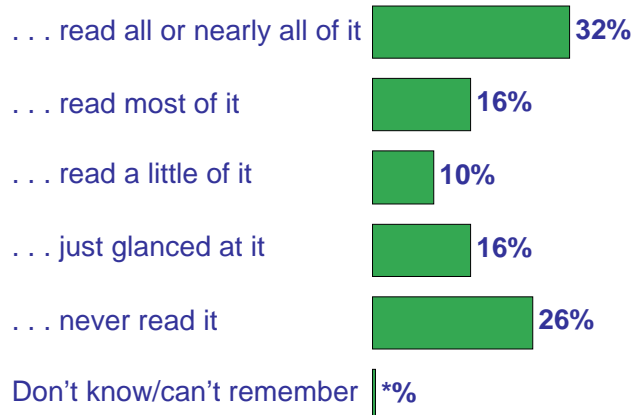


Base: 1,000 Jersey residents aged 18+ by telephone between 5th and 11th February 2007

Among those who definitely or thought they received the leaflet, encouragingly, half read at least most of it (48%). A quarter never read it at all (26%).

Read the leaflet?

Q Thinking about the leaflet, would you say that you . . . ?



Base: 367 jersey residents aged 18+, who received the leaflet, 5-11 February 2007

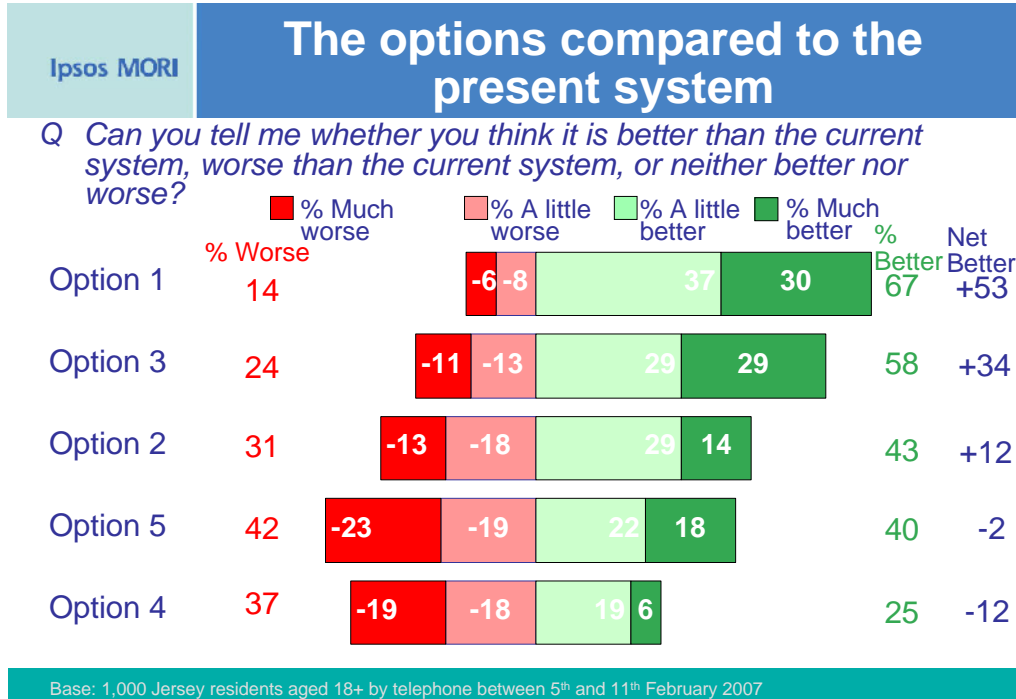
Whilst not possible to quantify, it is likely that a significant proportion of residents had also heard about the reform options via other channels, such as the extensive coverage in the Jersey Evening Post, on BBC Jersey and Channel Television or during public meetings.

The Reform Options

Respondents were asked to rate the five proposed options compared to the present system. The five options are described in full in Appendix 2 of this report. In summary, they are:

- Option 1: Fewer States members and a general election day;
- Option 2: Fewer States members, a general election and large constituencies;
- Option 3: The same numbers and the same 3 categories, Senators, Deputies and Constables as at present but all elected on one general election day;
- Option 4: Leave things as they are with 3 categories of members (Senators, Deputies and Constables) but make some minor improvements such as electing all 12 Constables on the same day. There would be no single election day and no reduction in numbers;
- Option 5: 49 States members, with no Constables

Option 1 (Fewer States members and a general election day) was rated most favourably, with two thirds of respondents saying it is better than the current system (67%). Option 3 (The same numbers and the same three categories, but all elected on one general election day) was rated better by 58%. The chart below illustrates how the five options were rated.

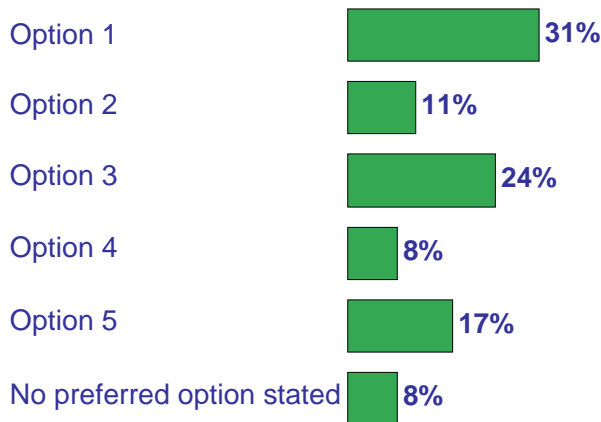


Those who rated more than one option as being much or a little better than the current system were asked which they *most strongly preferred*. The chart below shows the **single most preferred option for every respondent interviewed**. As it illustrates, Option 1 was the preferred option overall (31%), followed by Option 3 (24%). Interestingly, Option 4 (Leave things as they are but make some minor improvements) was

the least preferred (8%), indicating that Jersey residents want change, believing the status quo is not the way forward.

Ipsos MORI Preferred option overall

Q Preferred option overall



Base: 1,000 Jersey residents aged 18+ by telephone between 5th and 11th February 2007

Support for **Option 1** is particularly strong for:

- those who are dissatisfied with Jersey as a place to live (35%);
- those who know at least a fair amount about the way the States work (35%);
- home-owners (34%); and
- residents who are registered to vote (32%).

Option 3 is more likely to be preferred by:

- those who know not very much or nothing at all about the way the States work (31%);
- women (30%); and
- residents who have lived in Jersey all their life (28%).

Preferred options among the ‘informed’

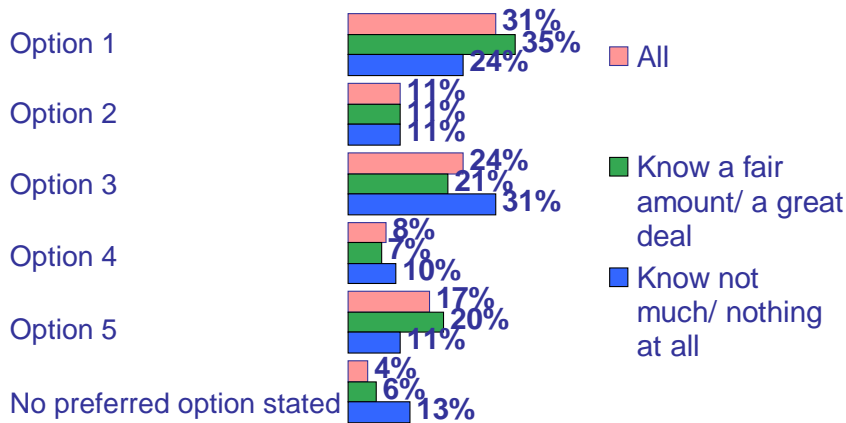
The charts below shows the preferred reform options among those who know at least a fair amount about

the way the States work compared to those who know not much or nothing at all, and those who read the leaflet compared to those who did not read much of it and those who did not receive it. This analysis provides us with the views of residents who are likely to be more informed about the issue of electoral reform and the electoral system generally in comparison to residents who are less informed.

It is noteworthy that the views of the ‘informed’, that is to say, those who feel they know how the States work or read the leaflet, on the whole reinforce the attitudes of our sample overall. While there are some differences in opinion, the pattern of favoured options is broadly similar. This suggests that, while a significant proportion of residents did not read the leaflet ‘States Reform – the Next Steps’, this has not affected the way they have answered the questions.

Ipsos MORI **Preferred option overall – level of knowledge of how States work**

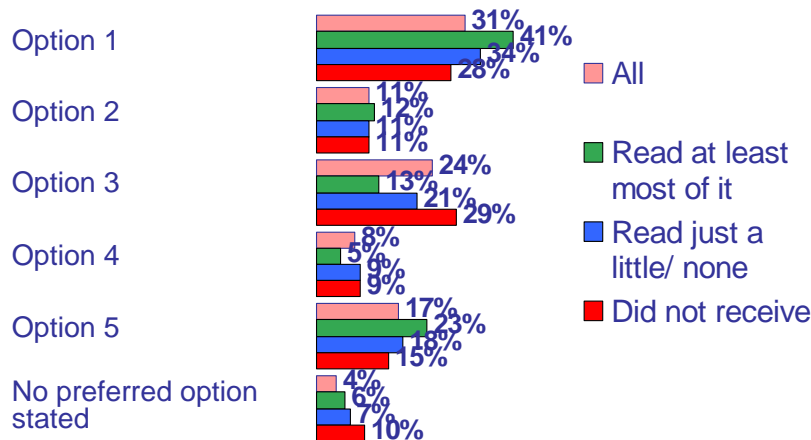
Q Preferred option overall



Base: 675 Jersey residents who know at least a fair amount about how the States work, 324 who know not much/ nothing at all

Preferred option overall – readership of leaflet

Q Preferred option overall



Base: 175 Jersey residents who read all or most of the leaflet, 190 who read a little or none, 618 who did not receive it

As the charts above illustrate, the ‘informed’ are *even more* likely to prefer Option 1 than residents overall, with 41% of those who read the leaflet saying it is their preferred option, and 35% of those who know about the way the States work.

There are two aspects, however, where the views of the ‘informed’ differ from the sample overall:

- They are more likely to prefer Option 5 than overall (49 States members, with no Constables) (23% of those who have read the leaflet and 20% of those who know about the way the States work). For those who have read the leaflet, this is the second most favoured option after Option 1.
- Option 3 is less attractive to the ‘informed’, with only 13% of those who have read the leaflet saying this is their preferred option.

In addition, those who did not read the leaflet, or do not know much about the way the States work, are more likely to prefer Option 5 than overall.

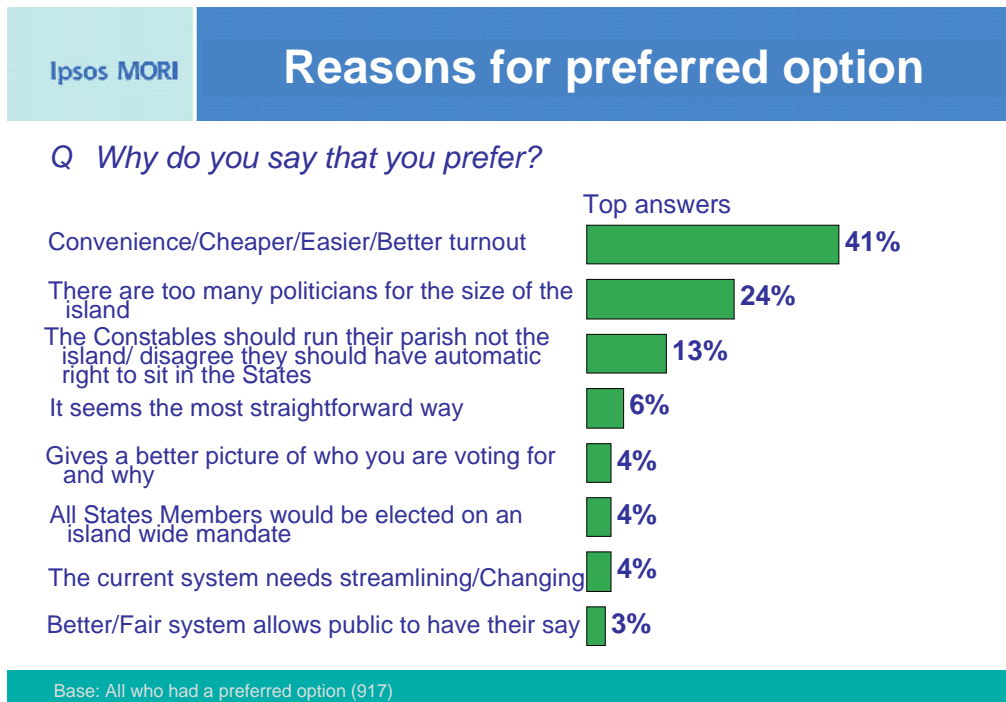
Attitudes towards the other options are broadly consistent with the overall sample.

Reasons for preferred options

Residents were asked why they preferred the option they said they favoured most. This was an open-ended and unprompted question to ensure as full a range of responses as possible and to enable respondents to express their views more freely. The open manner in which this question was asked means that a small proportion of answers are inconsistent with the option under discussion. As mentioned in the introduction, it is entirely to be expected in a representative survey that some respondents do not fully understand subject matter.

The following chart illustrates the reasons given for their preferred option. By combining all the five different options, it provides us with a picture of the key concerns of residents and what they see as important with regard to reforming the electoral system on the island.

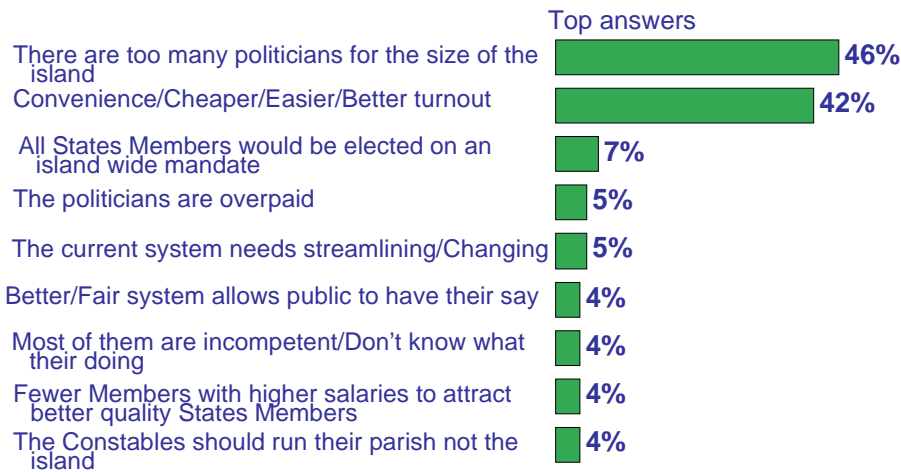
A system that is convenient, cheap, easy or encourages a better turnout is the mentioned by a third (36%), while a quarter think there are too many politicians for the size of the island (24%). Slightly fewer believe that the role of Constables should change – that they should run their parish rather than the island or not having automatic rights to sit in the States (13%).



The chart below shows the reasons that 31% of respondents who preferred Option 1, did so. Too many politicians was the reason cited by most residents (46%), followed by convenience/ cheaper/ easier/ better turnout (32%).

Reasons for preferring Option 1

Q Why do you say that you prefer Option 1?

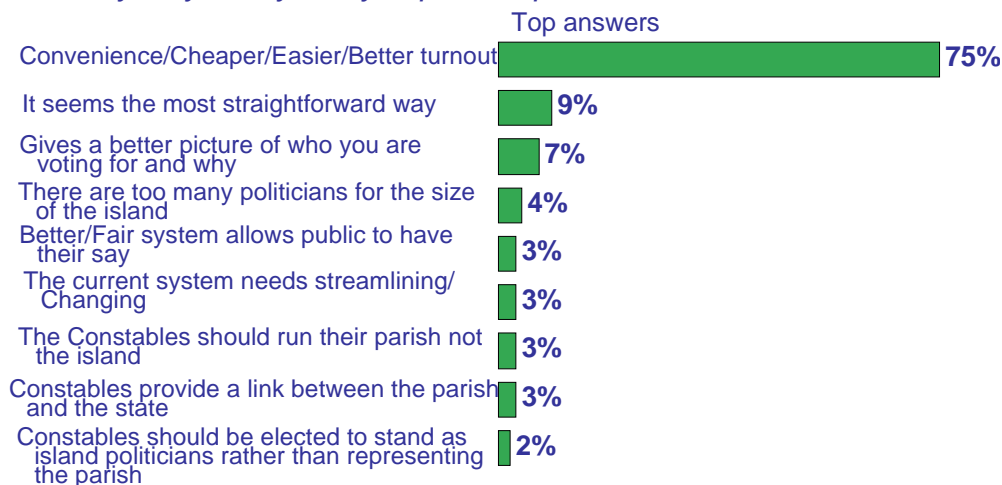


Base: All who preferred option 1 (313)

Option 3, the second most favoured option overall, was overwhelmingly preferred because of its convenience / being cheaper/ easier/ better turnout, cited by almost three quarters of those who preferred Option 3 (72%).

Reasons for preferring Option 3

Q Why do you say that you prefer Option 3?

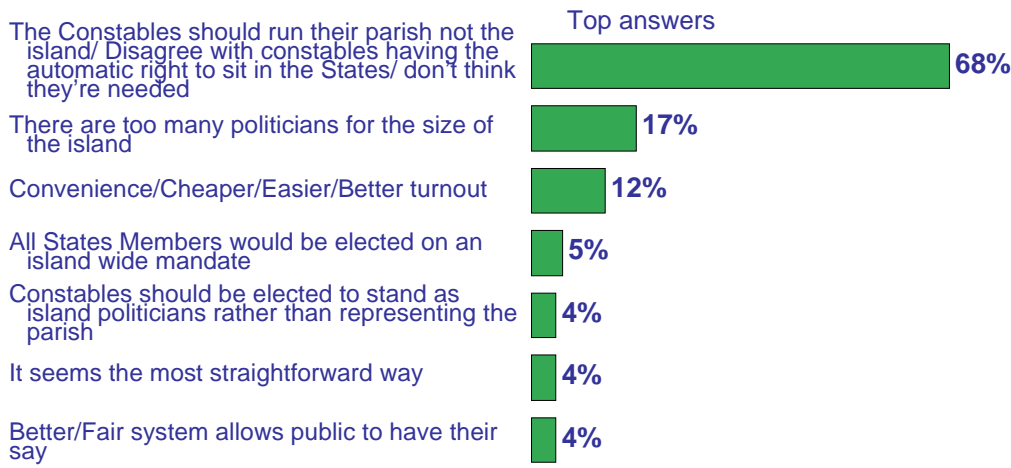


Base: All who preferred option 3 (242)

Option 5, the third most favoured option overall and the second most preferred among those who had read the leaflet, was deemed attractive because of the issue of the Constables (68%). The Constables were seen as not needed, respondents thought they should not have an automatic right to sit in the States and that their role should be to run their parish rather than the island as a whole.

Reasons for preferring Option 5

Q Why do you say that you prefer Option 5?

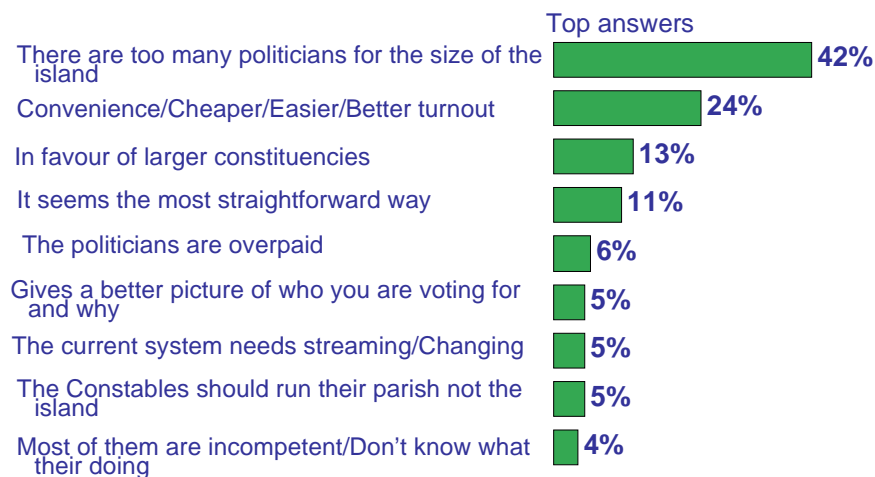


Base: All who preferred option 5 (171)

Opinion among those who preferred Option 2 (Fewer States members, a general election and large constituencies) was less decisive. A third said they preferred this option because there are too many politicians for the size of the island (34%), while a quarter favoured the convenience/ cheaper/ easier/ better turnout (24%). Slightly fewer favoured larger constituencies (13%) or thought it was the most straightforward way (11%).

Reasons for preferring Option 2

Q Why do you say that you prefer Option 2?

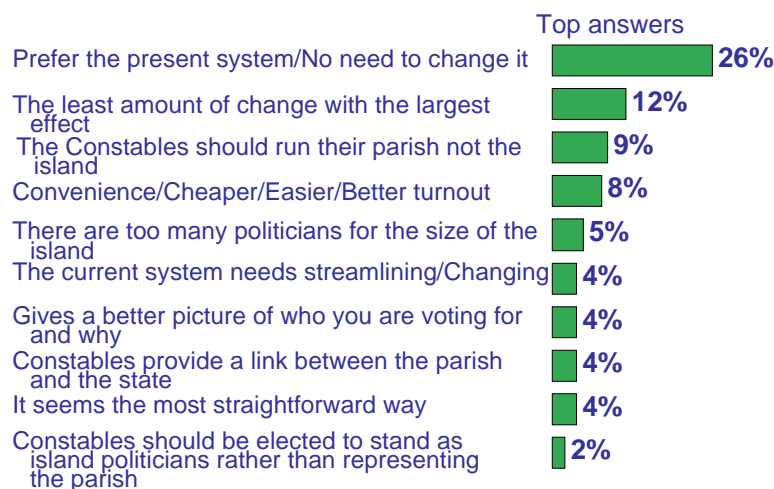


Base: All who preferred option 2 (109)

Unsurprisingly, those who preferred Option 4 tended to do so because they are content with the present system (26%).

Reasons for preferring Option 4

Q Why do you say that you prefer Option 4?



Base: All who preferred option 4 (81)

Alternative to Option 3

Those who favoured Option 3 were asked if an alternative version of this option would make them more or less likely to support it. The alternative was to have the number of senators reduced from 12 to 8, reducing the overall number of members from 53 to 49.

A quarter said this would make them more likely to support this option (25%), while 14% said it would make them less likely. The majority, however, thought it would make no difference (59%).

Appendices

Appendix 1: Sample Profile

	2007 (unweighted %)	2006 (unweighted %)	Census profile (%)
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Total	100	100	100
Gender			
Male	48	48	49
Female	52	52	51
Age			
18-24	7	9	9
25-34	15	16	20
35-44	23	22	22
45-54	18	18	18
55-64	18	15	13
65-74	13	12	10
75+	6	7	7
Length of residence (years)			
0-5	3	5	11
5-10	4	6	6
10+	46	40	33
All my life	47	49	50
Work status			
Working	70	66	68
Not working	30	34	32
Parish			
Grouville	5	8	5
St Brelade	12	12	12
St Clement	9	11	9
St Helier	31	23	32
St John	3	4	3
St Lawrence	5	6	5
St Martin	5	5	4
St Mary	4	3	2
St Ouen	2	6	4
St Peter	6	6	5
St Saviour	15	13	14
Trinity	3	3	3

Appendix 2: The Reform Options

Option 1: *Fewer States members and a general election day.* 30 members would be elected Island-wide, as Senators are at present, and the 12 Parish Constables would stay in the States. All members would be elected in a single general election day every four years. There would therefore be no Deputies any more but we would have 30 members elected island wide rather than 12 at present. With the 12 Constables there would be a total of 42 States members, 11 fewer than at present.

Option 2: *Fewer States members, a general election and large constituencies.* In this option there would no longer be any members elected Island wide (as Senators are at the moment) and no Parish Deputies. 30 members would instead be elected through a small number of large constituencies (perhaps between 3 and 6 constituencies in total across the island). There would be between 6 and 10 members elected in each area – that would depend on how many areas are created. The 12 Parish Constables would stay in the States and all 42 members would be elected on one single general election day every 4 years.

Option 3: *The same numbers and the same 3 categories, Senators, Deputies and Constables as at present but all elected on one general election day.* This means that the existing membership would be retained but instead of having a lot of separate election days and different terms of office, all 53 members would be elected on the same day every 4 years. When going to the polls on the general election day electors would have to have 3 separate ballot papers to vote for the 12 Senators, their Parish Constable and their Deputy or Deputies.

Option 4: *Leave things as they are with 3 categories of members (Senators, Constables and Deputies) but make some minor improvements such as electing all 12 Constables on the same day. There would be no single general election day and no reduction in numbers.* Apart from these minor improvements, this option basically keeps the current system in place.

Option 5: *49 States members, with no Constables.* This option removes the Constables' automatic right to sit in the States. There would be 12 Senators and 37 Deputies (8 more than at present), all elected at a general election every 4 years. Parish Constables would have to stand as Senators or Deputies if they wanted to sit in the States. There would be a total of 49 States members, 4 fewer than at present.

Appendix 3: Statistical Reliability

The respondents to the questionnaire are only samples of the total "population", so we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the "true" values). We can, however, predict the variation between the sample results and the "true" values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95 per cent - that is, the chances are 95 in 100 that the "true" value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentage results at the "95 per cent confidence interval":

Approximate sampling tolerances

Size of sample on which survey result is based	Applicable to percentages		
	at		
or near these levels			
	10% or 90%	30% or 70%	50%
	±	±	±
100 interviews	6	9	10
200 interviews	4	6	7
300 interviews	3	5	6
400 interviews	3	4	5
500 interviews	3	4	4
800 interviews	2	3	3
900 interviews	2	3	3
1,000 interviews	2	3	3

For example, with a sample size of 1,000 where 30 per cent give a particular answer, the chances are 19 in 20 that the "true" value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 3 percentage points (actually 2.8%) from the sample result.

When results are compared between separate groups within a sample, different results may be obtained. The difference may be "real," or it may occur by chance (because not everyone in the population has

been interviewed). To test if the difference is a real one - i.e. if it is "statistically significant", we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume "95 per cent confidence interval", the differences between the results of two separate groups must be greater than the values given in the table below:

Differences required for significance

Size of samples compared	at or near these percentage levels		
	10% or 90%	30% or 70%	50%
	±	±	±
100 and 100	7	13	14
100 and 200	7	11	12
100 and 500	7	10	11
200 and 200	7	10	11
200 and 400	5	8	9
200 and 500	5	8	8
400 and 400	4	6	7
400 and 500	4	6	7
500 and 500	4	6	6

Appendix 4: Social Class Definitions

A Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.

B People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.

C1 All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.

C2 Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.

D Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.

E Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

Appendix 5: Marked Up Questionnaire

(available separately on request)