



Political Engagement 2014

MP Survey

Organised by
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Version: 1.0

What is this survey about?

A number of well-known UK charities have come together to commission this survey on how politicians perceive charity advocacy. A similar survey was last run in 2006 (downloadable when this survey is completed) and the results influenced how charities engage politicians in a more mutually beneficial way.

By completing this survey, you will help to increase the quality of engagement with your constituents and improve charities' advocacy strategies. Your answers will not be publicly released and will only be shared with commissioning charities to help them improve the quality of their engagement with you and other politicians.

Only takes 10-15 minutes

- Deadline: **Friday May 23 2014**
- A staff member or volunteer can complete it on the MP's behalf
- The survey **works on mobile phones and tablets**
- You can **save your progress at any time** and continue later
- Or complete the **print version** (<http://tools.fairsay.com/MPSurvey2014.pdf>) and **enter online** (<http://tools.fairsay.com/surveys/index.php/survey/index/sid/596374/newtest/Y>) or **fax to: 0207 681 2777**
- The **link to the 2006 survey will be provided at the end** of this survey
- If you complete the survey you will **receive a report of the 2014 survey's findings**
- A press release with a summary of the results will be issued in 2015 after the General Election (with no personal or constituency information included)

Section 1 of 4: General questions

These help us group and analyse the results to find trends.

1 Your (the MP) name and email address

Name: _____

Email: _____

(this ensures you are updated about the survey results)

2 Who is completing this survey?

Please choose **only one** of the following:

- The politician to whom it was addressed
- A staff member of the politician to whom it was addressed
- A volunteer of the politician to whom it was addressed
- Someone else on behalf of the politician to whom it was addressed
- Other

3 If you are completing this on behalf of the MP, let us know who you are and how we can contact you in case we have questions.

Name: _____

Role: _____

Email: _____

Phone #: _____

If you are filling in this survey on behalf of a politician, please answer all questions below as if you were the politician.

5 What year were you (the MP) first elected?: _____

6 In which decade were you (the MP) born?

Please **one** of the following:

- | | | |
|-----------------------------|-----------------------------|-----------------------------|
| <input type="radio"/> 1990s | <input type="radio"/> 1960s | <input type="radio"/> 1930s |
| <input type="radio"/> 1980s | <input type="radio"/> 1950s | <input type="radio"/> 1920s |
| <input type="radio"/> 1970s | <input type="radio"/> 1940s | |

7 Which party are you a member of?: _____

8 What is the name of your constituency?: _____

9 Which nation is your constituency in?

- England
 Scotland
 Wales
 Northern Ireland

Section 2 of 4: Impact

These help us understand how effective various activities have.

10 Have you ever been persuaded to support a campaign on an issue about which you had no previous opinion?

Please choose **only one** of the following:

- | | |
|---------------------------------------|-----------------------------------|
| <input type="radio"/> Very frequently | <input type="radio"/> Rarely |
| <input type="radio"/> Frequently | <input type="radio"/> Very rarely |
| <input type="radio"/> Occasionally | <input type="radio"/> Never |

11 If you have been persuaded, the times you were persuaded when you had no previous opinion, what convinced you to take action in support of the campaign?

Please choose **all** that apply (max. 5):

- A well-reasoned evidence-based argument
- A large volume of email (or other digital messages) that demonstrated broad constituent support
- Individual emails (or other digital messages) that demonstrated a depth of constituent support
- A petition that demonstrated significant constituent support
- Personal stories and experience from constituents
- Dialogue with an expert on the issue
- Party colleagues
- My family and friends
- Well-informed campaign supporters
- Supportive media coverage and opinion
- A large shift in public opinion
- How the issue aligned with party policy
- Other: _____

12 Have you ever been persuaded to support a campaign on an issue that you initially disagreed with?

Please choose **only one** of the following:

- | | |
|---------------------------------------|-----------------------------------|
| <input type="radio"/> Very frequently | <input type="radio"/> Rarely |
| <input type="radio"/> Frequently | <input type="radio"/> Very rarely |
| <input type="radio"/> Occasionally | <input type="radio"/> Never |

13 When you were persuaded despite initially disagreeing with it, what convinced you to change your mind and take action to support the campaign?

Please choose **all** that apply (max. 5):

- A well-reasoned evidence-based argument
- A large volume of email (or other digital messages) that demonstrated broad constituent support
- Individual emails (or other digital messages) that demonstrated a depth of constituent support
- A petition that demonstrated significant constituent support
- Personal stories and experience from constituents
- Dialogue with an expert on the issue
- Party colleagues
- My family and friends
- Well-informed campaign supporters
- Supportive media coverage and opinion
- A large shift in public opinion
- How the issue aligned with party policy
- Other: _____

14 List the campaigns or issues and what convinced you to change your mind (if they did).

Please write your answer here:

15 When you have agreed with a campaign from the beginning, what convinced you to take action to support the campaign?

Please choose **all** that apply (max. 5):

- A well-reasoned evidence-based argument
- A large volume of email (or other digital messages) that demonstrated broad constituent support
- Individual emails (or other digital messages) that demonstrated a depth of constituent support
- A petition that demonstrated significant constituent support
- Personal stories and experience from constituents
- Dialogue with an expert on the issue
- Party colleagues
- My family and friends
- Well-informed campaign supporters
- Supportive media coverage and opinion
- A large shift in public opinion
- How the issue aligned with party policy
- Other: _____

16 As a result of mass e-campaigning (such as emails or an online petition), have you ever done any of the following?

Please choose **all** that apply (max 5):

- Met with the campaigning organisation(s) to agree a strategy
- Encouraged Parliamentary colleagues to support the issue
- Spoke to journalists about the issue
- Tabled an amendment to a Bill that is in line with the campaign
- Asked a Parliamentary Question / spoke about the issues in a debate
- Proactively asked the organisation(s) for information or a briefing
- Attended an event organised by the organisation(s)
- Contacted a Minister regarding the issue (e.g. phone call, email, formal or informal meeting)
- Attended a debate you were not otherwise planning to
- Read a report or viewed a video from the charity with background information
- Signed an EDM in support of a campaign
- Voted for a legislation that was aligned with the campaigns objectives
- None of the above
- Other: _____

17 For campaigns and issues you agreed with, has a campaigning organisation ever worked with you in any of the following ways?

Please choose **all** that apply (max 5):

- We met to agree a strategy
- They provided clear briefings and speaking notes so that I could speak in Parliament or to the media
- They provided facts and data as evidence
- They provided case studies from people affected by the issue
- They provided local data and experiences of people in my constituency
- They provided wording for local press releases
- They organised meetings with people affected by the issue so that I could increase my understanding
- None of the above
- Other: _____

18 When constituents write to you using a template message (rather than writing a personal one or tailoring the template to expand their personal connection to a campaign), do you:

Please choose **all** that apply:

- Keep a running total of them
- Send a standard reply
- Reply personally to each constituent
- Depends on whether I already support the issue
- Ignore or delete them
- Other: _____

19 What is the impact of receiving template messages from constituents on issues you support?

Please choose **all** that apply:

- They boost my ability to work on those issues by allowing me to demonstrate public support
- They make me less willing to work on these issues than personal, individual messages do
- It depends if the constituent acknowledges my or my party's activity/position on the issue
- No impact, I ignore or delete them
- Other: _____

20 What is the impact of receiving template messages from constituents on issues you do not support?

Please choose **all** that apply:

- They make me reconsider my views on the issue
- They increase my opposition to the issue
- No impact
- Other: _____

21 How important are the following to your decisions to support an issue?

All your answers must be different.

Please number each item in order of preference from 1 to 8

- ___ My party manifesto
- ___ My opinion and values
- ___ My constituents' concerns
- ___ Public opinion
- ___ My friends and family's opinions
- ___ Campaigns that raise issues and mobilise support
- ___ My expertise
- ___ Evidence and research

22 When you agree with a campaign, how do you learn more about it?

Please choose **all** that apply:

- I wait until more information is provided or direct contact is made
- I visit the campaign web site to identify the headline issues
- I search the web about the campaign and the issues
- I review online research to understand the issues
- I regularly monitor the site for campaign updates
- I subscribe to the campaign email updates
- I support the campaign by participating in an online campaigning action
- Other: _____

23 What campaigning tactics do you think has the least impact?

Please choose **all** that apply:

- Asking MPs to propose and sign EDMs
- Template emails
- Twitter actions
- Facebook actions
- Other: _____

24 How important are each of the following type of issue to you?

All your answers must be different.

Please number each point in order of preference from 1 to 4

- ___ Constituency issues
- ___ National issues
- ___ European issues
- ___ Global issues

Section 3 of 4: Election planning

These help us understand if and how you are involved with the next election.

25 Will you be standing in the next election?

Please choose **only one** of the following:

- Yes
- No
- I don't know
- Other: _____

26 As a prospective candidate, if you were asked to support an issue that is not explicitly mentioned in your party's manifesto or election strategy, would you:

Please choose **all** that apply:

- Consider pledging my support if the issue was important to my constituents
- Consider pledging my support if the campaign was important to me personally
- Consider giving advice to the campaigners
- Consider taking other steps to support the campaign (specify below)
- Not support the campaign
- Other/specify: _____

27 How are you involved in developing your party's manifesto?

Please choose **only one** of the following:

- I'm on a manifesto working group
- I'm providing input
- I'm not involved
- Other

28 What are the most productive ways campaigners can influence your input into the party manifesto?

All your answers must be different.

Please number each point in order of preference from 1 to 5

- ___ A large level of support for a policy by constituents

- Face to face meetings with constituents with relevant personal experience
- Personal meetings with expert representatives from charities
- Campaigners do not influence me

Other: _____

30 Do you expect to do any of the following:

Please choose **all** that apply:

- Forward on messages from constituents to people who are involved in Manifesto writing
- Meet people who are involved in Manifesto writing to tell them about the views of constituents
- Meet people involved in Manifesto writing to persuade them of policy changes that should be made
- None of the above
- Don't know
- Other: _____

31 Are you involved in developing and implementing the election strategy?

Please choose **only one** of the following:

- Yes No Maybe

32 What would be the most productive ways for campaigners to influence the election campaign after the manifesto has been written?

All your answers must be different.

Please number each point in order of preference from 1 to 5

- Emails from constituents organised by a campaigning organisation
- Personal meetings with constituents with real life experience of the issues they are lobbying on
- Personal meetings with representatives from charities
- None of the above

Other: _____

34 Do you expect to take any of the following actions connected to the election strategy?

Please choose **all** that apply:

- Forward on messages from constituents to people who are involved in election strategy
- Meet people who are involved in election strategy to tell them about the views of constituents
- Meet people involved in election strategy to persuade them of policy changes that should be made
- None of the above
- Don't know
- Other: _____

35 Do you have any other comments or ideas about how campaigning organisations should be engaging with you to inform you and your party's position on issues, manifesto and election strategy relating to issues they have expertise with?

Please write your answer here:

Section 4 of 4: Communication handling

These help us understand how you prefer to engage with constituents.

36 Which of the following types of communication from constituents are important in deciding how you will respond to a campaign?

Please choose **all** that apply:

- Face to face: individually
- Face to face: group
- Phone
- Letter
- Emails written by a campaigning organisation
- Emails written by a campaigning organisation with a personal perspective from the constituent
- Emails written by a constituent
- Social media posts
- Opinion poll results
- Constituents signing a petition

- Local media coverage
- None of the above
- Other: _____

37 Who usually handles emails and social media posts from your constituents?

Please choose **only one** of the following:

- I (the MP) do
- My administrative assistant
- My researcher
- A volunteer
- Whichever staff member gets there first
- Other: _____

38 Which news web sites or apps you use daily to stay informed.

39 How do you engage with constituents via digital media?

Please choose the appropriate response for each item:

Digital Media Channels	Now	Soon
Email	<input type="radio"/>	<input type="radio"/>
Website	<input type="radio"/>	<input type="radio"/>
Blog	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>
Video chat (e.g. Google Hangouts, Skype video, Facebook)	<input type="radio"/>	<input type="radio"/>
Instant messaging (e.g. Skype chat, WhatsApp, Facetime)	<input type="radio"/>	<input type="radio"/>
I don't use digital media	<input type="radio"/>	<input type="radio"/>

40 If you have any comments relating to your answer to the previous question, add them here.

Please write your answer here (e.g. you may already use digital tools but plan to change how you use them)

41 Provide the web address of any of the following that you use for engaging with constituents - or add another.

Please write your answer(s) here:

Website: _____

Facebook page/profile: _____

Twitter ID: _____

LinkedIn profile: _____

42 Which of the following do you prefer to use when to engaging with constituents online?

Rank each point by numbing them in order of preference from 1 (highest preference) to 7

- ___ Email
- ___ My website
- ___ Twitter
- ___ Facebook
- ___ Blogs with commenting
- ___ LinkedIn
- ___ Other

43 How are you using the digital tools you ranked above to engaging with constituents?

Please write your answer here:

Thank you – the survey is complete.

Please either:

1. Enter the survey response online (preferred)
2. Or fax your completed survey to: 0207 681 2777

Thank you for completing this survey.
We will get back to you with the results when they are ready.