

How to do a 60 second survey

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Why survey?

In the Oxfordshire Green Party, our councillors, candidates and local campaigners need to know which issues concern residents in their street. When we know the things that concern them, we can start working on fixing their problems, then tell them what we have done for them in our newsletters. Do that a few times and people will vote to elect a Green councillor.

When survey

Times of the year:

1. In June or July, at the beginning of a campaign, we do an active councillor survey, to find out how active the current councillors are. If a councillor is well-known by the local residents it is harder to win there. But if the councillor is lazy or voters don't know what s/he is doing, they will vote for someone who could be a better councillor.
2. In the autumn we want to find out more about how concerned people are about specific issues. Then we can focus our campaigning on those issues, and make sure that our leaflets concentrate on the issues that local people want to hear about, so they actually read them.
3. A week or two after delivering a leaflet in an area, we can do a survey to find out what people remember from the leaflets. Then we can improve the next leaflet.

Times of the day: Pick times when many people will be at home. Early evenings on weekdays and weekends are good times, also lunchtime in student areas and mornings where lots of older people live.

Where survey

If there are enough people doing it, you can quickly survey a whole ward. But if not, you can just survey a sample of the streets in a ward. 30 returned surveys is enough, so you will need to knock on 100 to 150 doors. Pick 3 or 4 streets in different parts of the ward, preferably with different demographics (older people, students, private rented flats, owned houses etc.).

How survey

1. Collect or print some 60 second survey forms. These are one page surveys that people can quickly fill in. If you need a lot, email <elections@greenoxford.com> to get some printed on the Oxfordshire Green Party printer. Otherwise, download the survey from greenoxfordshire.com and print 30 to 100 yourself.
2. While it is easy for you to do this on your own, it is better to arrange a time to go surveying and invite your friends and local supporters to come round for an hour.
3. Get together with your friends, hand out the forms and make sure everyone knows where to go and what they have to do.

4. Split up into pairs. Each pair goes to a street and starts knocking on doors. If no one answers, go on to the next door.
5. If someone answers, say: *“Hello, my name is {your name}. The Oxfordshire Green Party is doing a quick survey to find out what issues our councillors and campaigners should work on in this area. It will only take a minute to fill in this survey. You don’t need to do it right now. If you leave it sticking out of the letterbox, I will pick it up in 30 minutes and not bother you again.”* In the middle of that, show them the survey.
6. Go along the street, knocking on all the doors. If you finish quickly, go to the next street on your list and do that. Then go back to the first street and walk along looking for surveys sticking out of letterboxes. Pick up each completed survey and write on it the house number and street name, so we can analyse them by street.
7. Meet up with the other surveyors and thank everyone. Ask them how it went. Could they help again? Collect all the forms. Pass them on to someone to analyse. The Oxfordshire Green Party has several data volunteers. Ask <elections@greenoxford.com> to put you in touch with one.
8. A week later, look at the analysis and work out what to do. If there is a top issue in a particular street, it may be worth writing a letter to be delivered to every house saying what the Green Party has or will be doing about it.