

Creating a Community Survey in 7 Steps

Gather helpful insights from your community to help you design income ideas



What's your goal?

Ask yourself what you want to find out and what decisions the information will help you make, e.g. 'What would people pay for this service?'

1



Choose your method

Consider methods such as surveys, focus groups, informal interviews, existing research. A mix of methods is often best.

2



Who do you want to hear from?

Think about different methods for reaching different people: school newsletters for families, paper surveys for older residents.

3



Design good questions

Mix quantitative questions: rating scales, multiple choice, and qualitative questions: 'What would you like to see more of in your community?'

4



Test your survey

Test with a small group to check clarity of questions and timing.

5



Share and collect responses

Be transparent about purpose and timing and use a mix of channels to share the survey: online, in-person, through other agencies.

6



Review and use your findings

Look for themes, patterns and surprises then ask yourself what this means for your ideas.

7

PROPER JOB



RECYCLE

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Community
Action
Groups
Devon



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