

Party _____
Name (optional) _____
Official Title/Role in Party _____

SECTION I: The Importance of the Digital Campaign

1. Below we have listed a range of digital platforms and tools, as well as more traditional methods that can be used to communicate with voters during elections. For each one could you tell us how much use you made of them in your campaign on a scale of 0 – 10 (where 0= not used at all and 10 = used a great deal).

	0 Not used	1	2	3	4	5	6	7	8	9	10 Used great deal
Posters											
Leaflets delivered by hand											
Face to face canvassing											
Mailout leaflets/Direct mail											
Public meetings											
Voter Databases											
Phone calls /telemarketing											
SMS/text messaging											
Television											
Radio											
Print/Newspapers											
Party Website											
E-news bulletins/newsletters											
Email											
Social Media Twitter Facebook Instagram Whatsapp You Tube											

2. Could you also compare these different campaign tools/techniques in terms of their effectiveness in reaching voters during the 2010 election campaign. Please use the following scale where 0 = not effective at all and 10 = extremely or most effective. Please just mark 'did not use' again, if you did not employ them in the campaign.

	0 Did not use	0 Not at all imp..	1	2	3	4	5	6	7	8	9	10 Very imp.
Posters												
Leaflets delivered by hand												
Face to face canvassing												
Mailout leaflets/Direct mail												
Public meetings												
Voter Databases												
Phone calls /telemarketing												
SMS/text messaging												
Television												
Radio												
Print/Newspapers												
Party Website												
E-news bulletins/newsletters												
Email												
Social Media												
Twitter												
Facebook												
Instagram												
Whatsapp												
You Tube												

SECTION II: Goals of the Digital Campaign

3. If the party did make use of any of the tools listed in question 1) could you please indicate how important they were for carrying out the following activities using the same 0 – 10 scale

- _ To increase electoral support
- _ To recruit members/volunteers
- _ To raise money
- _ To provide information to the public
- _ To provide information to activists/members
- _ To provide information to journalists and/or researchers
- _ To promote feedback from members
- _ To promote feedback from voters
- _ To show the party is keeping pace with IT developments
- _ Other (please specify) _____

SECTION III: Organisation, Resources and the Digital Campaign

4. In terms of national/central organization and management of the Digital Campaign did you use:

Paid staff ____ If so how many? _____

Volunteers ____ If so how many? _____

4a. And of those paid/voluntary staff, what proportion would you say had training or experience in the use of data analytics, handling 'big data' and /or in predictive modeling or the forecasting of voter behavior?

____ % Paid staff

____ % Volunteer staff

5. Did the party make use of any professional companies or external consultants for:

Design and maintenance of the Party Website/Social Media profiles

- Yes No

Day to day running and update of party sites

- Yes No

Construction / maintenance of party databases

- Yes No

6. Is there a formal or informal group within the party that meets regularly to discuss digital campaign strategy?

- Yes No

7. If Yes can you provide details? (i.e. who is involved, national and/or regional based, frequency of meetings, topics discussed? i.e. use of social media/web 2.0 by candidates, leaders; supporting activists; communicating with public; internal database development).

8. How many members do you think joined the party online during the recent election campaign? If unable to given precise number then please indicate as a proportion of overall new membership across the year.

9. How many people signed up to receive email from the party during the recent election campaign? If unable to given precise number then please indicate using a range.

10. During the course of campaign how many emails were sent out on the party email list?

12. During the campaign did the party promote itself through paid online advertising

- Yes No

If yes, approximately how much did the party spend on online advertising/promotion during the campaign? (If unable to give precise figures please indicate as a proportion of the overall campaign expenditure)

If yes, did the party conduct any evaluation of the effectiveness of its advertising, either before it went out to view, or afterward once it had been released, or both?

___ Before

___ After

What was the nature of that evaluation, i.e. how was it conducted? What were some key things that this revealed and to what extent were /are you able to implement changes based on this feedback?

13. Overall how much did the Digital Campaign cost the party in total, i.e. development/running costs? (If unable to give precise figures please indicate as a proportion of the overall campaign expenditure)

14. In regard to the use of databases, what types of voter data did you make use of/collect?

- A. Public records – voter registration data
- B. Commercial data – purchasing records /history, magazine subscriptions
- C. Party produced / ‘in house’ data - canvassing information
- D. Social media profile data – Facebook account information /Twitter handles
- E. Opinion polls commissioned by the party
- F. Census data

15. Was the data used for micro-targeting of voters? i.e. designing messages to appeal to individuals rather than for a mass campaign?

If yes, what information was used to target the message?

- Location i.e. in a marginal constituency
- Demographic or personal details, e.g. gender, age
- Political outlook – party affiliation, vote intention or undecided
- Other _____

16. Did the party use the services of, or build an ‘in-house’ data analytics team that were skilled in working with so-called ‘big data’ to help in developing and implementing its campaign strategy?

Yes, used an external consultant firm

Yes, had an in house team or individuals with these skills

No, did not use data analytics in the campaign

17. Did the party use methods like ‘predictive scoring’ to understand if voters were likely to turnout and how they would vote?

18. Did the party engage in conducting experiments to scientifically measure the effects of their messages?

19. Finally, using the 0-4 scale below how important do you think the digital campaign was for the party in the most recent election overall and in the following specific areas.

0 = not important at all

1 = somewhat important

2 = quite important

3 = of major importance

4 = most important

___ Overall

___ increasing overall vote

- increasing vote in marginal constituencies
- increasing membership levels/volunteering
- increasing funding/donation levels
- raising overall levels of public awareness of the party's message
- other (please specify)_____

Thank you VERY much for your participation! Please check below if you would like to obtain results from the survey once the analysis is completed.

- Yes, please send me output from the project