

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 25 JANUARY 1972

Remimeo
Div 6 Staff
PR Cse Checksheet
Staff Hat
Div 2 Hats

PR Series 15

POPULATION SURVEYS

Division 6 specializes in human emotion and reaction - handling it, capturing and controlling it. They get the raw public flooding into the Org for service. They deal closely with the live wire of public response.

A Division 6 by reason of the above has to know WHAT the public will respond to. Without this key datum it can be hell, going around in circles, trying one action after another, hunting and punching with maybe success, maybe disaster but nothing predictable for sure. It becomes a matter of luck stumbling down a blind alley. There is no reason to suffer this way by trial and error and years of hardship not only for Div 6 but the whole Org. All you have to do is:

FIND OUT WHAT THE
PUBLIC WANTS AND
CONSIDERS VALUABLE.

If you promote and deliver what the public wants and considers valuable, you will get public response and by this simple action you are bringing the Org out of non-existence with the public. It then becomes a very easy matter for Div 6 to do its job - pushing and promoting what is wanted with guaranteed response and people flooding into the org.

The public will only respond to what is real to them. Here we are centuries ahead of our time and we have even solved death. We can handle anything a person desires from A-Z. We hold a monopoly as the only workable mental technology on the planet and for that matter - the universe. We are incredible. How could we be real? We are unbelievable.

WHEN YOU ARE TOO
INCREDIBLE YOU
BECOME INVISIBLE.

If you found out what the public wants and then sell and deliver it you will overcome this reality gap and become real and credible to the public. What they want is real to them. If you deliver what they want - you are real too.

Guessing at public reality levels and what they may consider valuable is complete folly. One can sit guessing for a hundred years and not come up with the right answer. Philosophers in their ivory towers never arrived at any real philosophies. Why should a person sitting behind a desk arrive at any real conclusions on public reality levels and considerations? Guessing can be expensive and when you find

yourself guessing:

STOP GUESSING
AND START SURVEYING.

Sometimes one can be totally amazed and taken by surprise at what comes up in surveys. One can make some real discoveries through surveys. If data was ever dependable, it's the data from a survey. A survey is safe and reliable when all else fails. It is not worth making expensive mistakes when you can do a survey and be right the first time.

Publics are different area by area, city to city. What may be so by survey of one area may not be true of another. Surveys also go out of date as trends change. Always survey the population in YOUR area and survey it REGULARLY.

HOW TO DO IT

A Population Survey is very simple to do. All you are trying to find out is what the public wants and considers valuable. This is a scientific way of finding out.

The Questions:

They are exactly verbatim as follows:

1. What are you trying to achieve in life?
2. What worries people most?
3. If these things were resolved, what would happen?

R-Factor:- If asked, you give the R-Factor that this is a survey for social research.

From question (1) you get what they consider valuable, (2) tells you what is bugging them and what they want handled, (3) gives you extra data on what result should be promoted or what the public would expect from your Org.

Who and How Many:

The public you survey is RAW PUBLIC. You should survey at least 2,000 to 3,000 people. The bigger the number surveyed the more accurate your survey results will be.

Method:

This is a VERBAL survey. The questions are asked VERBALLY person to person. NEVER by written questionnaire. The questions are asked with good TR-1 showing interest with intention. TR-1 is natural, not stiff robot style. Fumbling questions or a bad comm cycle can fog up your answers, but only if it's really bad as these questions were built to stand up to such trials. The questions because they are simple, are quite powerful.

Procedure:

Such a survey is too large to do a "one-man-band". FSMs and volunteers must be called in to help. They must be briefed very thoroughly as follows: tough drilling on the Tone Scale as per HCOB 26 Oct 70 "Obnosis and the Tone Scale" until absolutely certain on spotting tone levels, good drilling with a twin on TR-1 using the questions, how to fill in survey forms, where they turn in filled survey forms, how to dress (neatly and acceptably) and how to use the R-Factor.

The survey forms are mimeographed with spaces to fill in occupation, age, date, the answers to each question and the tone level. The questions are put in full wording on the forms for reference and as a constant reminder. This also helps in tabulating. As many forms as needed are run off. Equip each surveyor with the forms, clipboards and pen. Answers are written in on the forms the instant a person gives them - NEVER after the survey interview - ALWAYS during - like an auditor keeps worksheets. Establish an agreed upon stable terminal in Div 6 to whom surveyors can turn in their completed forms. . It is imperative surveyors keep their admin IN and that they fill in all the required details on the form. Otherwise you'll have a mess to tabulate.

Note: If you cannot get any forms mimeographed or it is too expensive for your Org, you can just have surveyors supplied with blank paper instead. The only liability is that you are leaving the details required to be recorded up to surveyors' memories so extra drilling will have to be done. Using forms is the safest method.

Re - Tone Scale:

Just to make it very clear - you DON'T need a tone level recording for each question. You just need the one chronic tone level as spotted in the survey interview. Spotting tone levels is a weak point that will have to be drilled well.

TABULATION

This is a key point of the survey. Reliable persons only may be assigned to tabulating the survey. They must be able to see similarities and differences in establishing categories of answers and must not be inclined to arithmetical errors. Once assigned, DON'T musical chair tabulators or it will throw your survey off to that degree.

All you have to have tabulated are (a) each question and (b) the tone level. The procedure is exactly as per HCO P/L 28 Oct 69 "How to Tabulate a Survey" and PR Series 10 P/L.

The results are published to all staff by local ED and a copy is always sent to Flag Distribution Aide. The results give the full tabulations for each question, how many surveyed, date of survey, what public (in this case it's raw public) and what type of survey.

NARROW DOWN

If you really want to get fancy or put the cream on the cake when faced with a somewhat general set of answers from the public as revealed in your tabulation, you can do a second survey to narrow it down. The first survey is usually informative enough to go about arranging campaign-promo actions. A narrow down would rarely be required as absolutely necessary and more often it would be if one desired an extra fancy polished touch on accuracy.

Where it would be absolutely necessary is if you got tabulated answers like: "Everything" or some such real generality. This would show that either your surveyors goofed in demanding specifics or else the public couldn't give any.

As an extra touch on accuracy you could narrow down tabulated answers like: "Happiness" "Freedom". This would be getting very polished and fancy and it's up to you whether you want it that specific. It is true - the more accurate, the bigger the success.

Questions:

1. The first question on the narrowing down survey is the most important. However, it is flexible, depending on what you want to narrow down. Examples:

If it was "happiness" -
"What would make people unhappy?"

If it was "freedom" -
"What would deny people freedom?"

If it was "everything" -
"What would mean everything to a person?"

It's just a matter of using common sense and formulating a coaxing, leading question that will get answers.

2. Question two is stable and always:-
"How does that affect people?"
3. Question three is stable and always:-
"If that were resolved, what would happen?"

Procedure:

This narrow down survey is conducted using the same procedure as before. As said earlier - your first survey is usually adequate.

USING RESULTSThe Whole Picture

The survey reveals what the public WANTS. You match up the service to that WANT and promote and sell and deliver it.

In others words survey shows people want foo-foos. You match up service that will give foo-foos; tell the public we do foo-foos and promote and sell and deliver foo-foos! You will hit public "R" level and give them a stable datum - "Scientology gives you foo-foos - everybody knows that!" Your response will be tremendous.

How to Make up a Campaign

Set the tone level of your campaign $\frac{1}{2}$ to one tone above that of the survey. This is very important. Everything you do in the campaign will be at that tone level you set. Dig out your Chart of Human Evaluation and study up on the tone level you set for the campaign so you'll have it all aligned.

Look over your survey results. List every button (wants, desires, what's valuable, what they want to get rid of per question (2) etc) and with technically qualified personnel MATCH UP services that would handle those buttons. You don't have to have a DIFFERENT service for EVERY button - they will be the same service in some cases. You match up whatever service handles.

You then end up with a list of buttons to push with matched up services.

Take this list. On EACH button with matching service - a separate promo-PR message is formulated.

Rough example:

Button = Other people
 Service = Processing
 Survey Tone Level = Fear
 Message = You don't need other people getting
 in your way. Handle it once and for
 all. Send them to us for processing.
 (Antagonism one tone above)

Your list then expands to Button/Service/Message. Each item on this list gets SEPARATE promo pieces, PR push and advertising. You push each message dogmatically over and over again. A message said just once is never heard.

Note: See HCO P/L 7 Jan 72 "Creating Survey Questions" - example 13. In there is a list of very basic messages with matched services. It gives you a rough idea. Those messages were a basic layout so that Boston could translate them into "promo language" fitting tone level etc. The above rough example in this P/L would give you the FULL layout format.

Thoroughly look over your Public Dissemination Manual. You are going to have to do adequate Div 6 events and demonstrations to back up the messages of your population campaign. ADAPT the actions in the manual to the campaign. Lay off tape plays and lectures as they are less effective than actual DEMONSTRATION. Hold those events and Div 6 services that will back up your campaign - promoted and held on the BASIC PATTERN of the manual - but with form, event and message changed to fit your campaign.

Look over the lines of your Org. Can your Org deliver the services required? Can you sell them - Public Reg lines smooth etc? Can people get in the front door? Will they be turned away by bad appearances - unfriendly staff? Inspect the scene for anything needing to be handled.

From the above draw up your campaign covering good preparation, good groove in of Staff and FSMs (they're a sales public that can help), volume hitting outflow on promo, PR actions, press, mass media, rallying up the community etc. It is a population campaign and it's all hands gung-ho!

Get on with it full blast.

IMPORTANT

There are only two crimes in the game of public response. One is not surveying. The other is not using a survey once done.

SUMMARY

So - this is the rundown on Population Surveys. It is basically getting the "R" of the public by survey, communicating along that "R" to get ARC, response and agreement with the public on a broad campaign, and delivering.

Do it and you can't lose.

CS-6

for

L. RON HUBBARD
FOUNDER

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