



Define the Project Vision and Research Goals

Choose your Data Collection Strategy

Set Up your Project Management

Compile and Share your Action Plan

## Intercept surveys

### On-site user perspectives...

This involves speaking to people on-site and trying to understand how they use the space you're evaluating, and how they feel about it.

### When to use

*Throughout the data collection process, from baseline data capture, as fieldwork continues, and even after the season of programming has finished to get a 'comparative view' e.g. What was your favorite event this summer?*

### What you need

*Survey form, clipboard and pen.*

*...And a smile's always a good idea.*

### Difficulty


**Medium – High:** *survey design is a skill, and interviewing is about being 'a people-person'. Try and find templates or assistance from an experienced social researcher to check that your questions will help unearth the information you're looking for. If in doubt, test it out on a friend to be sure!*

### How to do it

*If you're not shy, speaking to respondents is the easy – and fun – part. If you're nervous about approaching people, look for people who are smiling and seem friendly, or someone who's waiting – you'll help them kill time!*

*Think about it as a conversation, rather than a ping-pong of back and forth questions and answers. This puts the respondent at ease, is more enjoyable for both of you and can mean the difference between high quality and brief responses.*

*Also make sure you're speaking with a range of people so that your data doesn't get skewed to a particular user group. You can even randomize your sample by approaching every third person in a given space.*



Is there more than one language being spoken at the site? Source people who can help with making your survey and its collection multi-lingual so you don't miss capturing a range of perspectives

# Sample Intercept Survey

A questionnaire or survey requires questions that are carefully phrased, ordered, and are not subject to alteration.

Multiple-choice questions help generate quantifiable findings

Open-ended questions can probe for qualitative findings

**Campus Martius Intercept Survey**

Interviewer name..... Date and time: .....

Weather Hot Warm Cool Sunny Wet Overcast Windy

Location Beach Near bistro Nth lawn Tables/chairs Pathway

**Average Use**

1. What is your connection to CM? (Please select all that apply)  
 Live in Downtown Detroit  Live in the suburbs of Detroit  Work close by  Visiting tourist

2. On average, how often do you visit CM in good weather? .....

3. What do you *usually* come to CM for? (Select all that apply)  
 Meeting place  Eat lunch  Events (record which)  
 Bistro  Quiet time alone

4. Who do you *usually* go to CM with? (Please select one)  
 Friends  Alone  Other .....

Family  Co-workers

**Perceptions**

5. Did you visit CM last summer? Y / N Are you visiting/planning to visit more? Y / N / Same Why?

6. If you had 3 words to describe this space, which words come up?

7. What do you like best about CM?

8. If you could wave a magic wand to improve CM, what would you like to see changed?

**Today's use**

9. What brought you here today? .....Where did you hear about it?.....

10. How long will you be in CM today? .....

11. Were you doing anything else in Downtown Detroit before coming here, or planning to after?  
 Working  Sports entertainment  Arts entertainment  Other.....  
 Food/drink  Shopping  No

12. How has the beach changed your impressions of CM? .....

13. How would you rate CM for the following issues? (1=terrible 5=great, DK = don't know)

	Issue	Score	Issue	Score
A	Amenities: chairs, tables, bathrooms		F	It's vibrant and alive
B	The beach		G	It feels like a community space
C	It feels like the heart of Detroit		H	(If applicable) Today's event
D	Feels welcoming to everyone in the Detroit area		I	A place to get food
E	A place to relax and have a drink			

**Demographic info**

14. Select gender  Male  Female

15. What is your age?  Under 18  18-24  25-34  35-50  51-65  65+

16. What is your home zipcode?

17. We might be doing follow up research, would you mind be contacted for a 10 min ph interview later in the summer? (First name + ph with best time to call, or email)

Create opportunities for people to share ideas. This can be helpful in formulating new plans for the place.

Don't forget to add demographic questions at the end, so you know what kind of user group the responses belong to.



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## Online surveys

A broader range of user perspectives...

Online surveys can be helpful for quantifying your results, especially if you weren't to gather many intercept surveys. It's helpful if your online survey and intercept survey questions correlate, so that you can compare data.

When to use

*Throughout the data collection process, from baseline data capture, as fieldwork continues, and even after the season of programming has finished to get a 'comparative view' e.g. "what was your favorite event this summer?"*

What you need

*There are some great, free programs (like Survey Monkey and Google Forms) which guide you through putting your survey together, and do the number-crunching for you to generate charts as the responses come in.*

Difficulty

*Medium - High: survey design is a skill, try and find templates or assistance from an experienced social researcher to check that your questions will help unearth the information you're looking for.*

How to do it

*There are some key differences between designing intercept and online surveys. Take a look at the sample on the next page to find out what these are.*

Tip: Create an online survey to manage the intercept survey data – it's a very quick way to enter the data, with the added benefit of instant analytics. Much faster than using spreadsheets!

It's easier to get distracted in front of a screen than a person, so keep your survey short - like our attention spans! Aim for 5 minutes, and test it on a few people to see how long it takes.

Include a status bar so people know how far they've progressed - this motivates completion

Use conversational, friendly, every day language as if you're speaking to the respondent

Have fewer pages which people scroll down rather than many single screen pages - it feels shorter to complete

**Imagination Playground survey**

86%

**\* 18. Almost there, last question!**  
**On average, how would you rate Burnside Park overall for the following issues?**

	Awful	Not great	Ok	Pretty good	Great!
General cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BP makes Kennedy Plaza a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's vibrant and alive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amenities (chairs and tables)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bathrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It feels like a community space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's easy to get to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It feels safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A place to get food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\* 19. Please complete this sentence: because of Burnside Park, downtown Providence is becoming...**

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Screenshot of an online survey using Survey Monkey

Have a strategy for the survey's distribution to drive up participation - use incentives (a prize), reach out to your project's network so it can be distributed across multiple channels, use social media, and target user groups you're lacking information about (e.g. office workers - you could request to have it sent through a company's internal newsletters).

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