**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.*

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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.

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 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!

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

Use conversational, friendly, everyday 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.

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.

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).

Screenshot of an online survey using Survey Monkey

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