

## Tips on Intercept Survey Design

In an intercept survey, an interviewer approaches a participant in a central location. Here are some tips to make an intercept survey more effective.

- 1 If screening for multiple research projects at the same time, make each questionnaire distinctive:
  - Use colored paper.
  - Use paper with a distinctive color or pattern edge.
- 2 Make questionnaires clipboard-friendly:
  - Never print questions on both sides of the paper.
  - Keep font style and point size legible in inconsistent and dim light.
  - Confine your questionnaire to four pages or less.
- 3 Write the introduction (sometimes referred to as the *respondent approach*, to include answers to the following often-asked questions:
  - What's the study about?
  - What's in it for me if I participate?
  - How long will it take?
- 4 Limit the number of screening questions to avoid participant termination:
  - Keep screening question(s) to the point: Ask only for critical data.
  - Build screening questions on facts, not assumptions or generalities.
    - If you need to speak with the primary purchaser, don't specify gender, family status, or age in the screeners.
- 5 Keep screening question(s) safe from respondents' eyes:
  - Choose normal, not bold, type style.
  - Use in parentheses or use another separation device.
- 6 Don't overuse skip directions: The more cumbersome the patterns, the more likely the interviewer won't follow them consistently or effectively.
- 7 Don't force the interviewer to remember responses to questions on previous pages in order to ask questions on the current page.
- 8 Have interviewers keep a tally where respondents terminate the screening process or survey:
  - Include a horizontal string of question numbers at the bottom of each page so the interviewer can circle the number of the next question after termination.

>Source

Adapted from E. B. Feltser, "Pain-Free Mall Intercepts," *Quirk's Marketing Research Review*, November 1996 ([www.quirks.com/CGI-BIN/SM40i.exe?docid=3000:58911&%70assArticleId=52](http://www.quirks.com/CGI-BIN/SM40i.exe?docid=3000:58911&%70assArticleId=52))