

Student OLC EXHIBIT: Tips on Intercept Survey Design

1. When screening for multiple studies at the same time, make your questionnaire distinctive:
 - Use colored paper.
 - Use paper with a distinctive color or pattern edge.
2. Make surveys 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 “respondent approach” section 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 for only 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:
 - Format these questions in normal, not bold, type style.
 - Put these questions in parentheses or use another separation device.
6. Don’t overuse skip patterns: The more cumbersome the patterns, the more likely they won’t be followed 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. Tally where respondents terminate the screening process or survey:
 - Include a horizontal string of question numbers at the bottom of each page so that the interviewer can circle the number of the next question after termination.

SOURCE: Developed from E. B. Feltser, “Pain-Free Mall Intercepts,” *Quirk’s Marketing Research Review*, November 1996 (available from www.quirks.com).