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.
   - Confin 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.