

---

Reimagining  
the Civic Commons

---

# How to use the Site Intercept Survey

---

## Site Intercept Survey

---

You can customize the intercept survey to meet the needs of your organization. The survey includes seven sections and a number of questions that you can adapt or eliminate depending on your priorities.

If you do customize the survey, we recommend including sections A and B as these include important introductory information and a way to capture the demographic details of people who decline to participate.

SECTION	TOPIC	USE
<b>A</b>	Introduction & Screener	Explains the survey, introduces the sponsoring organization, and determines if the person you've approached is willing to participate.
<b>B</b>	Declines	Provides a method for capturing basic demographic data about people who decline to take the survey. This helps you understand how the respondent population compares with the general visitor population.
<b>C</b>	User Location Data & Frequency of Visits	Offers a warm-up for deeper survey questions that follow and collects data on where site visitors live and how often and for how long they visit the site.
<b>D</b>	Civic Engagement	Collects data on public life, stewardship, advocacy, and trust, which are signals of civic engagement.
<b>E</b>	Socioeconomic Mixing	Collects data on mixing on site, reputation, bridging social capital, and neighborhood diversity, which are signals of socioeconomic mixing.
<b>F</b>	Demographics	Collects demographic data on respondents and additional data for understanding mixing on site.
<b>G</b>	Raffle Entry	Optional questions if you choose to offer an incentive for survey participation.

**Each question is tagged with the following markers to help you select which to include:**

### KEY

These questions relate to core metrics that can help understand the impact of public places in our communities. We recommend asking these questions in every survey. These questions are shown in bold in the survey tool for visual clarity.

### OPTIONAL

These questions are optional but may help encourage people to take the survey or broaden public engagement efforts at the site.

### ADDITIONAL

These questions expand on key questions and are recommended to be included in any survey efforts.

# Data Collection Tips

- 1. Choose data collectors who are comfortable approaching strangers in public spaces.** They should be outgoing, talkative, and enthusiastic.
- 2. Aim to survey between 100 and 200 site visitors.** If you get too few respondents, your results are less likely to represent a random sample of all site visitors.
- 3. Set aside one to two weeks for data collection.** Assuming that only one in five people you approach will take the survey, it will probably take between one and two weeks to hit your goal. To understand change over time, conduct the same intercept survey at least annually, if not more frequently.
- 4. Select days when you believe the site will host a normal sample of visitors.** Do not select days when unusual events might either draw people to or away from the site, unless your goal is to collect the opinions of event visitors or some other specific population.
- 5. Collect data on weekdays and weekend days.** Most sites host different types of users during the week and over the weekend.
- 6. Collect data during multiple times of day to encounter many types of users.** Some people only visit the site in the morning. Some only stop by after work, during the day, or on the weekends. It's important to collect data during any and all periods when you expect a significant number of people will be using the site.
- 7. Draw a map for surveyors with clear borders around your site.** If your site's borders are not clear, data collectors will not know whether to survey people near the edges. For example, without clear borders, different data collectors may make different decisions about whether to survey people on an adjacent sidewalk. This would compromise the data.
- 8. Review the survey with your surveyors before they go out in the field.** Make sure they practice the survey and understand data collection protocols.

# Surveyor Protocol

1. **Decide how surveyors should collect data:** Pick one of the options below and instruct surveyors.

OPTION	DETAILS	PROS	CONS
<b>Surveyors stand in pre-selected location and approach people as they pass by</b>	Choose locations where people enter or leave the site	Preferred option: More likely to provide you with a random sample of site visitors	If there are very few people in the site and/or many entrances, you may not encounter many people with this strategy
	Choose locations within different areas of the site		
	Instruct surveyors to split time evenly across assigned locations		
<b>Surveyors circulate throughout the entire site and approach people as they see them</b>	To ensure surveyors reach all areas, you can divide the site into evenly sized zones and instruct surveyors to spend equal time in all zones	If there are very few people in the site or many entrances, you may encounter more people with this strategy	It is more likely that surveyors will exercise bias (consciously or not) when selecting people to talk to, so the sample may not be random

2. **Approach everybody except site staff.** It is important that surveyors talk to every type of user, unless someone makes the surveyor feel unsafe.
3. **Ask all questions to respondents exactly as they are written.** Changing the wording of questions will change how people respond and make the data unreliable.
4. **Read all multiple-choice options** to respondents before you accept an answer, unless otherwise noted.

# What to Provide to Surveyors

- **Printed copies of the survey**—enough for an entire shift.
- **A map of the site with borders and/or survey points clearly defined**, so they know where to survey.
- **A uniform shirt, hat and/or nametag**. If surveyors are in uniform, people will trust them more and surveyors will feel more comfortable approaching people.
- **A script of what to say when approaching people**, including information about the purpose of the survey and who is organizing it.
  - For example: “Hi, do you have a moment to talk about [SITE NAME]? [IF YES] I’m doing a survey for [ORGANIZATION], and we’re talking to people at [SITE NAME] about the site and the surrounding neighborhood. It should only take a few minutes.”
- **Information on the organization(s)** they are performing the survey for, in case people ask.
- **Emergency contact information** in case something happens or they cannot make their shift.
- **The location of a restroom** they can use during their shift.

# How to Analyze Data

1. **Open the Site Intercept Survey Data Analysis Spreadsheet**
2. **In the first tab, titled “ENTER RAW DATA HERE”**
  - Each row represents a separate survey. Each column is a separate question. For each completed survey, fill out a new row.
  - Fill out a row for each person who chose not to take the survey. For non-respondents, you will only fill out questions B-1 to B-3. You will NOT fill out these questions for people who DID take the survey.
  - For every multiple-choice question, the cells contain a dropdown menu for you to select the respondent’s answer. For open-ended questions, you will just type in the respondent’s answer.
3. **Charts and tables on the remaining spreadsheet tabs are automatically generated based on the data in the first tab.** Be careful to enter data into the first tab correctly to ensure tables generate correctly.
4. **For open-ended questions, you will need to copy responses to a new tab and analyze them yourself.**
5. **You can see an example of data entry and analysis in the Site Intercept Survey Data Analysis Example**