

Intercept Survey & Observation

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Intercept Survey

Gehl Studio's Public Life Diversity Toolkit shows 3 types of tools.

Intercept survey is their first tool to understand 'people and how they use space.'

intercept
survey

1



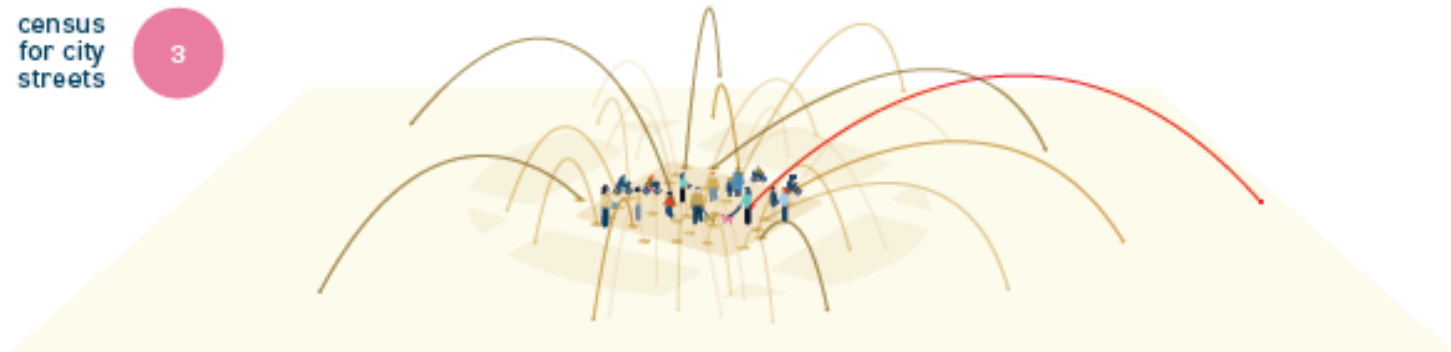
observational
analysis

2



census
for city
streets

3



Intercept Survey

People are intercepted when they are walking or cycling in a particular place. These surveys may use random sampling (i.e., stopping every 10th person who passes), but the results can be generalized only to users of those facilities and not to the wider population of a whole community.

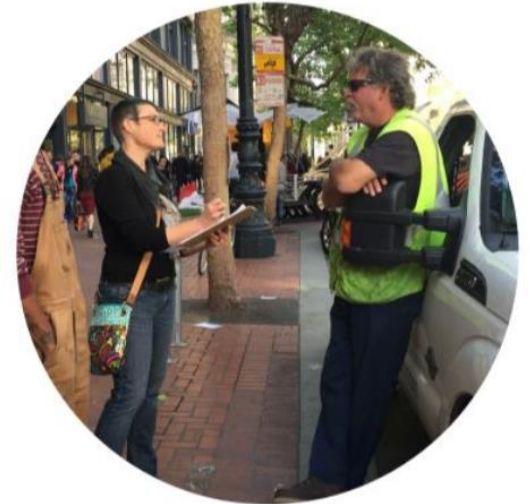
(Forsyth et al., 2012)

Pros (+)

- Accurate data about who is in a space at a given time, not a proxy.
- Quick feedback and good data quality within a limited time.

Cons (-)

- Small size sample & Not represent all users
- Sample is skewed towards who says “yes,” and who surveyor feels comfortable approaching.
- Samples are limited by time and space



Public Life Diversity Toolkit: Sample quality and research question fit

		Intercept survey	Observational Analysis	Census for city streets
Sample quality	Does the data represent everyone in a public space during the analysis?	No	Yes	No
	Does the data cover a long period of time?	No	No	Yes
Research question fit	Do people from different economic groups spend time in this place?	Yes	No	Yes
	Are people socializing?	Yes	Yes	No
	Are people from different economic groups socializing with each other?	Yes	No	No
	What prompts social interactions between people from different economic groups?	Yes	No	No

For example, (in this report) Staff approached visitors at random in a public space and asked them to take short, paper survey.

Q: Demographics, how visitors used the public space, and so on.

Questionnaire Example (Respondents: People enjoying picnic in a riverside park, Seoul, South Korea)

1. When you visit this park, which transportation method did you use?

(1) Bus (2) Subway (3) Car (4) Walk

2. How many times do you visit this park to enjoy picnic?

(1) 2~3 times per a week (2) one time per a week (3) 2~3 times per a month (4) 1 time per a month
(5) 3~4 times per a year (6) 1~2 times per a year (7) 1 time per 2~3 year, (8) First visit.

3. Who do you visit this park with?

(1) Family (2) Friend (3) Lover (wife/husband) (4) Other ()

4. How long do you stay in this park for picnic?

(1) Less than 1 hour (2) 1~2 hours (3) 2~3 hours (4) 3~4 hours (5) More than 4 hours

Questionnaire Example (Respondents: People enjoying picnic in a riverside park, Seoul, South Korea)

5. What made you come here to enjoy picnic? (motivation)

Motivation	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Feeling a sense of belonging					
Meeting new and different people					
Strengthen tie with family					
Breathing in fresh air					
Enjoying <u>Hangang</u> landscape					
Experiencing natural environment					
Watching cultural performance					
Experiencing special festival & events					
Using the <u>Hangang</u> park facility					
Getting calmness and relaxation					
Taking a rest					
Relieving stress					
Doing exercise					

6. How much you satisfy this picnic in Yeoeuido Hangang Park?

(1) Very unsatisfied, (2) Unsatisfied (3) Neutral (4) Satisfied (5) Very satisfied

Questionnaire Example (Respondents: People enjoying picnic in a riverside park, Seoul, South Korea)

7. What is your gender?

(1) Male (2) Female

8. How old are you?

(1) 10s (2) 20s (3) 30s (4) 40s (5) 50s (6) More than 60s

9. What do you do?

(1) Self-employment (2) Blue-collar (3) Service work (4) White-collar (5) Specialized (Doctor, Pharmacist, Professor, Lawyer etc.) (6) Housewife (7) Student (8) Other ()

10. What is your address?

()

Tips for Intercept Survey

1. Keep It Short

- Intercept survey respondents are typically “on-the-go.”
- Around 5 minutes or less / 2~3 min maximum, 10 questions or less.

2. Don't Stay In One Place

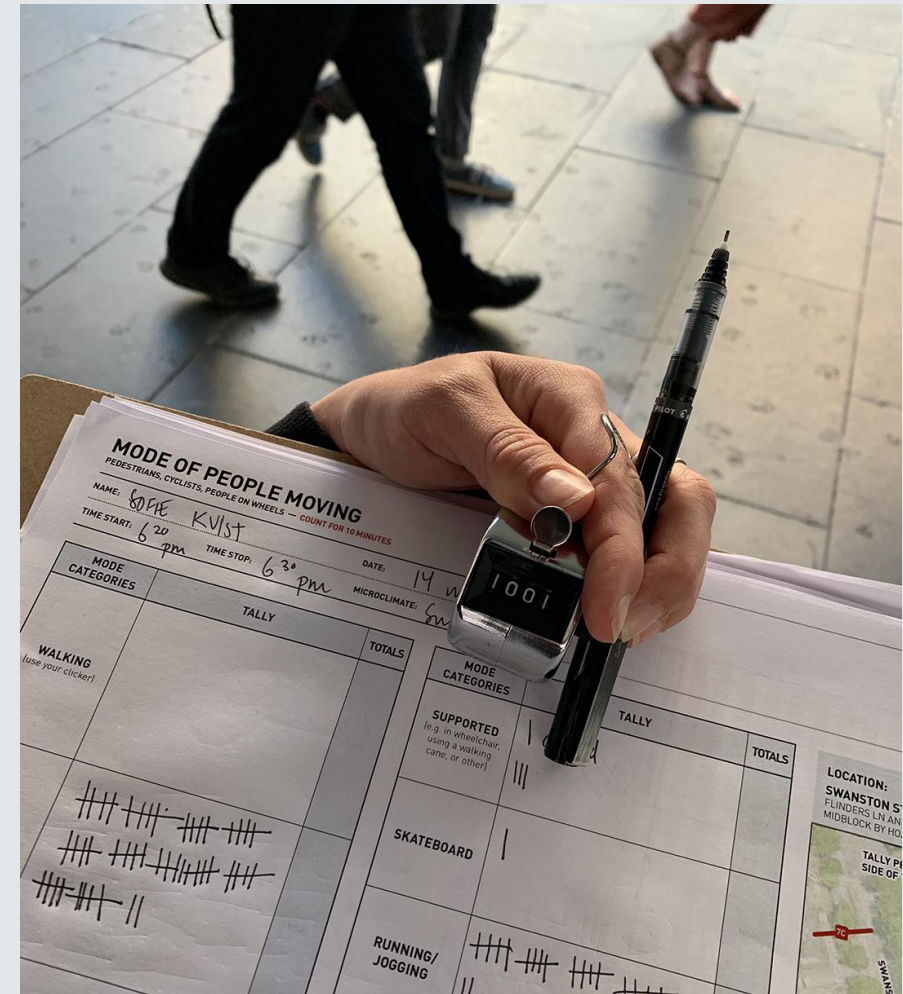
- Avoid to get bias intercept survey results to stay in one location.

3. Nail Your Intro

Firstly, identify yourself, not only with a company name tag but also as you speak. Secondly, make it clear to a passerby that you aren't selling anything, but are simply asking for their time. And thirdly, be honest about how long the survey will take.

Observation

- To focus attention on who, what, where and other basic questions can provide general knowledge about behavior in public space and special knowledge of a specific issue in practice.
- Studying these key questions can provide documentation and understanding of a given pattern of activity or concrete knowledge about who goes where or not in a given place.



Observation

- Question 1 : How Many?

Starting with the question of 'how many' is basic to public life studies.

- How many people are moving (Pedestrian flow)
- How many are staying in one place (Stationary activity)

Results can be compared (*important!*)

- Factual conditions (e.g., weather, time of day) must also be noted consistently and precisely.



Observation

- **Question 2 : Who?**

To gather knowledge about people's behavior in public space as the cornerstone of a public life study.

- People: widely different groups of people measured by various parameters.
- Gender, age.

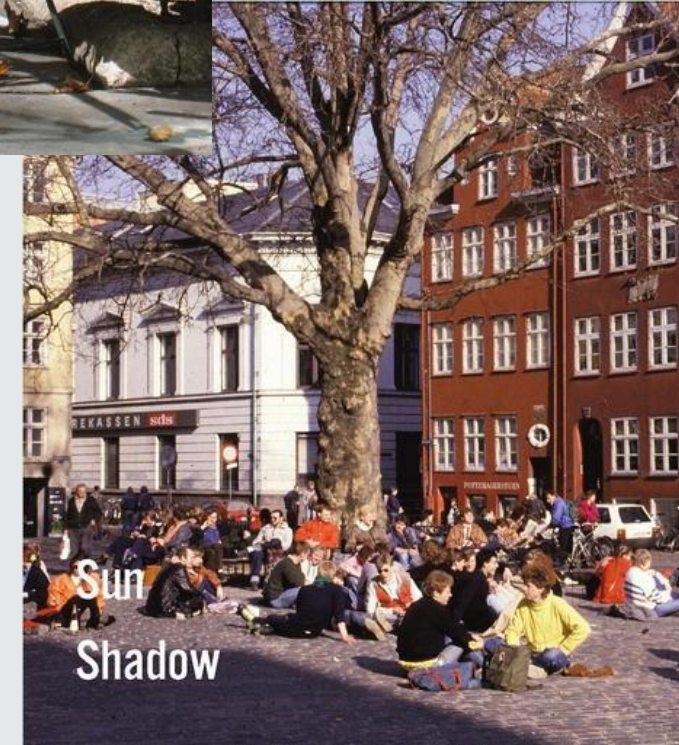
- **Question 3 : Where?**

Where people move and stay in individual spaces.

- On the edges, in the middle or evenly distributed in the space.



Bryant Park, NY



Grabrode Torv,
Copenhagen

Observation

- **Question 4 : What?**

Mapping what happens in city space can provide specific knowledge of the types of activities in an area.

- Three categories: necessary, optional, social

- **Question 5 : How long?**

Walking speed and the amount of time spent staying can provide information about the quality of physical frameworks.



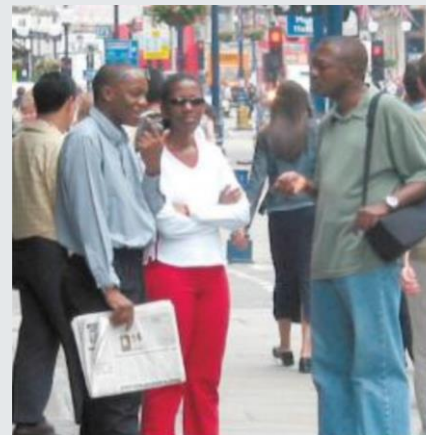
Necessary Activity

The things that have to be done:
Going to school, waiting for the bus,
shopping and going to work.



Optional Activity

Activities people are tempted to do
when climatic conditions,
surroundings and the place are
generally inviting and attractive.

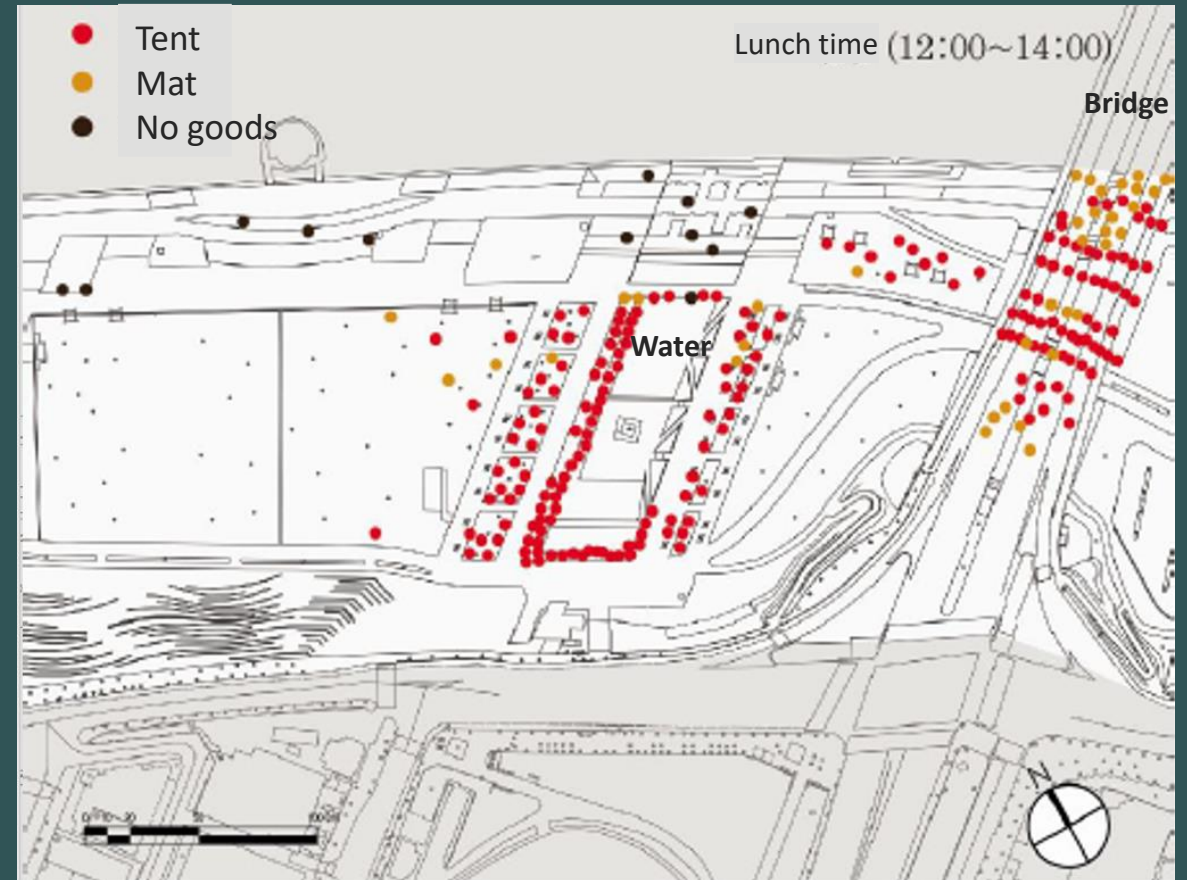
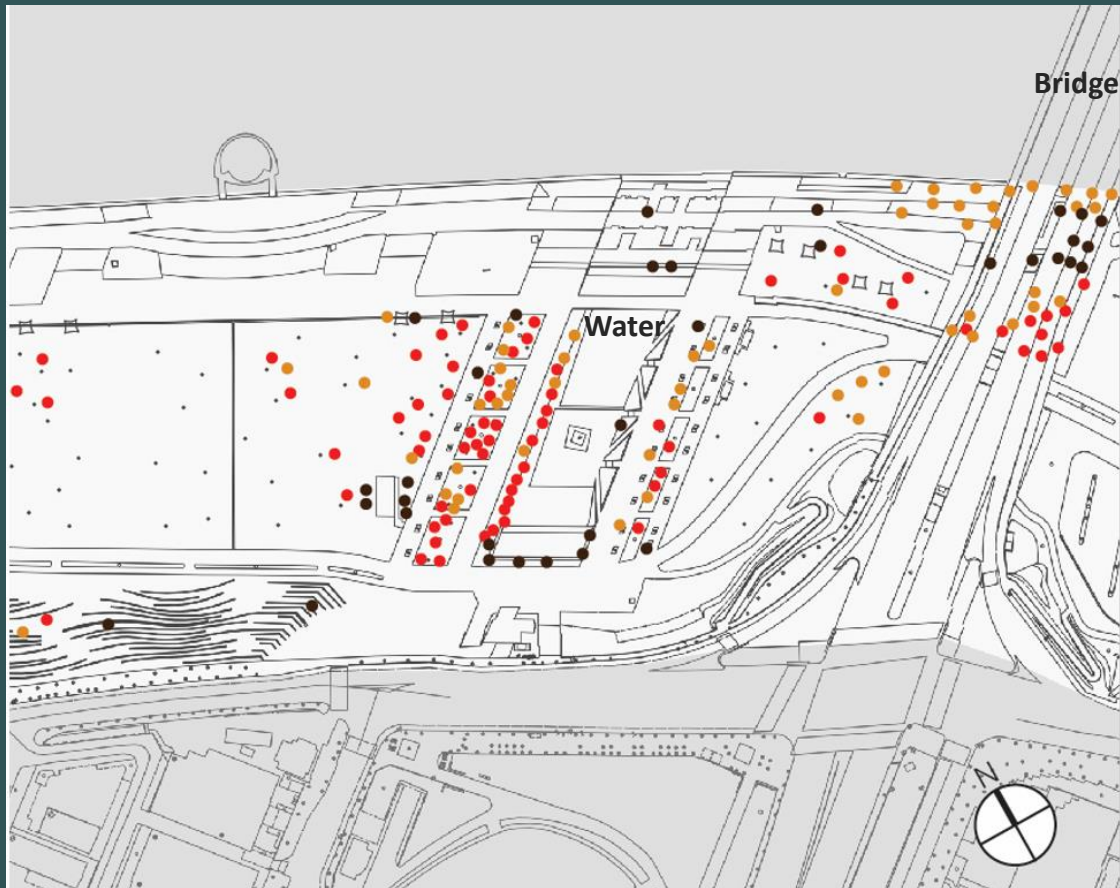


Social Activity

These activities occur whenever
people move about in the same
spaces. Watching, listening,
interacting with other people.

Observation Tools

- Counting / Mapping / Tracing / Tracking / Photographing





- What can you observe?



- What can you observe?



- What can you observe?



- What can you observe?



Thanks!