



# WHAT'S THE MAGIC NUMBER

## BEST PRACTICES FOR CONDUCTING INTERCEPT SURVEYS

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## BEST PRACTICES FOR CONDUCTING INTERCEPT SURVEYS

### Overview

When developing and testing social marketing/media campaign materials, intercept surveys are considered a cost-effective way to quickly gather input from the target population, and are particularly useful for projects with small budgets. Intercept surveys are designed to be short; completed in a brief amount of time; collected among a convenience sample in high traffic areas; and collected at multiple locations within the catchment area for the respective campaign.

Based on a review of the literature, researchers have used intercept surveys at different stages of a media campaign: during the development stage of a campaign, a few weeks after a campaign has launched, and at the end of the campaign. As shown in Table 1, there is a great deal of variance in terms of the number of intercept surveys collected.

### Points to Consider When Conducting Intercept Surveys

- It is important to build intercept surveys as part of your evaluation – ideally during the design stage **and** post-launch. It can often be quite costly if input is not gathered on the front end.
- **Number of intercept surveys will largely depend on your resources (i.e., human, financial and time). Ideally, aim for a minimum of 100 intercept surveys per site and/or time point.**
- Select high-traffic locations to conduct the intercept surveys (e.g., malls, street, grocery stores, bus stops/MARTA, student center on campus, etc). Be sure to track the location and time intercept surveys are collected. This type of data may provide important insights about the target population and impact of the campaign.
- Intercept surveys are based on a convenience sample and therefore not representative of the target population. Nevertheless, this method is widely used in media campaign evaluations and can provide very useful data.
- Intercept surveys do not require a matched sample (i.e., the same people at baseline and post).

**Table 1: Relevant Research Articles**

Article	Purpose of Article	Intercept Survey Data
<p><b>Article 1:</b>  <i>Using Survey Results Regarding Hepatitis B Knowledge, Community Awareness and Testing Behavior Among Asians to Improve the San Francisco Hep B Free Campaign</i></p> <p>Shiau, Bove, Henne, Zola, Fang &amp; Fernyak (2011).</p>	<p>To determine the level of awareness about hepatitis B and evaluate the impact of the “B a Hero” media campaign in the San Francisco Asian community.</p>	<p>N = 153 collected</p> <p>14 interview sites</p> <p>Post-launch</p>
<p><b>Article 2:</b>  <i>Evaluation of a Social Marketing Campaign: 4 Day Throw Away</i></p> <p>James (2012).</p>	<p>To determine the effectiveness of a social marketing campaign on impacting awareness, knowledge, attitude, and intended behaviors for leftover food safety practices in two Midwestern states among parents or guardians of young children under 10 years old and to discover if the campaign reached the intended audience.</p>	<p>N=600 - n=100 per site</p> <p>6 sites (3 test cities, 3 control cities)</p> <p>Post-launch</p>
<p><b>Article 3:</b>  <i>Evaluation of a Social Marketing Campaign to Increase Awareness of Immunizations for Urban Low-Income Children</i></p> <p>Ngui, Hamllilton, Nugent, Simpson &amp; Willis (2015).</p>	<p>To examine the efficacy of a social marketing campaign aimed at increasing awareness and behavioral intent to immunize children in low-income urban settings.</p>	<p>N= 408 – n=202 and 206; two time points</p> <p>Multiple community settings</p> <p>Post-launch</p>
<p><b>Article 4:</b>  <i>Responses When the Earth Trembles: The Impact of Community Awareness Campaigns on Protective Behavior</i></p> <p>Okazaki, Benavent-Climent, Navarro &amp; Henseler (2015).</p>	<p>To test the effects of a earthquake-preparedness community awareness campaign</p>	<p>N=962 – n=323, 322, 317; three different settings</p> <p>2 cities</p> <p>Post-launch</p>
<p><b>Article 5:</b>  <i>Smoke-free Soa Paulo: A Campaign Evaluation and the Case for Sustained Mass Media Investment</i></p> <p>Alday, Murukutla, Ceillo, Johns, Monteiro &amp; Wakefield (2010).</p>	<p>To assess the impact of two different, yet complementary smoke-free ads.</p>	<p>N =603 (baseline) and N=618 (post-campaign)</p> <p>1 city; various sites across the city</p> <p>Baseline; Post-campaign</p>

## Author Information

Dr. Tiffiany Cummings Aholou earned a PhD in Child and Family Development with a certificate in Interdisciplinary Qualitative Studies at The University of Georgia, an MSW from Clark Atlanta University and a BA from Michigan State University. Her previous work has centered on HIV prevention education and research with black women and girls; normalizing mutual HIV testing for couples; engaging African American faith leaders in HIV prevention efforts as well as training, technical assistance and program evaluation related to HIV and substance abuse prevention.

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