

Survey of six topics



Activity type	Innovation phase	Difficulty	Duration
Observation	Research	2/5	15 min
Location		Materials required	
Online (ideally using survey software) or in the field, face to face		survey sheet or online survey software	
Participants		Operational team	
Informant		1 project manager (+ surveyors, the number depending on the size of sample selected)	
a minimum of 100 respondents recommended			
General public, users of the region in question			

Important points

It is recommended that you use survey software that can be distributed online, facilitating analysis of the results.



METHODE

Observation

Survey of six topics

Survey that uses a relatively broad panel to yield data on a retail district in relation to different, specific topics. This survey forms part of a broader study and analysis of the local area using data collected during interviews with local users and actors.

Preparation

- Publish the survey via survey software online
- Distribute the survey link to the widest possible audience through various intermediaries (social networks, local groups, public authorities, key players, newspapers, etc.)



Proceedings

1 month

Upload

- Leave the survey online for approximately one month
- Post new communications about the survey regularly

Transmission of results

- Publish automatic data analysis through the survey software
- Highlight similarities and differences and points of particular interest
- Produce a survey report
- Produce an article about the workshop)