

TIPS ON RECRUITING SHOPPERS to do a DOT SURVEY

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Dot surveys are one of the three main parts of a Rapid Market Assessment. The goal is to get a representative sample of “shopping groups” at the market that day. This research method is designed to be quick and fun. People are usually willing to do the dots and interested in the process. Note: it’s important to sample all types of shoppers – not just the friendly people with time to hear about the dot survey. This means also respectfully approaching quieter, busier shoppers, and those not paying attention to the dot survey. Below are a few tips and notes.

1 Keep it fun/easy for shoppers. POSITIVE EXPERIENCE.

- Smile and be friendly, without seeming “aggressive”
- Offer to hold bags if helpful
- Offer to read the questions and responses if that is a challenge
- Offer to find someone to translate questions and responses if helpful
- If kids are randomly sticking dots. Let them do it and then go back (discreetly) and put an X in the dot so that they won’t be counted.
- Please do not intercept a shopper who is clearly headed to a vendor’s booth to shop.

2 There is no “right answer.” STAY OBJECTIVE.

- Do not make judgments or any comments about how shoppers answer.
- If asked, we are looking for *actual information* for that day; not what they “usually do.”
- If someone gets aggressive or gives you a lecture, do not engage that person. Appear to listen and then try and get away politely.

3 Other notes:

- The color of dot doesn’t have any significance.
- This is not “voting” but some people will think it is.
- Some people will ask if it “costs anything” to do. No it is free!
- If there is a couple together, only one person needs to do the dots because we are really trying to capture the “shopping group.” However, if both people want to responde, that is fine. Sometimes they know they shop differently and feel they would have different answers.
- The RMA leader may opt to change sheets every hour or half way through the market to get a sense of whether responses changed over time.
- Help problem-solve!

Examples of what to say when approaching people to participate in the survey:

*Would you like to help the market today?
Have you had a chance to “do the dots”?
Do you have a minute to help the market?*

This is a research project to help the market. [NOTE: This not market research.] We need shopper input to help make better decisions/understand some basic information about the market.

Examples of what to avoid saying: Try to avoid asking “if they would like to do a survey or dot survey.” For many people, the word “survey” evokes long forms and is not considered a positive word. And “dot survey” is a new term.