

FIELD-READY TEMPLATE

Survey Design & Pretest Checklist

A practical quality check before a questionnaire goes to the field.

START WITH A DECISION, NOT A FORM.

Ask what decision the evidence should inform before deciding what to measure.

How to use this template

Use this checklist with a colleague during a pilot. Record what respondents find unclear or burdensome.

Tool name	
Pretest date	
Reviewer	

Working table

Check	Notes / changes required
Purpose of every question is clear	
Questions use plain, respondent-friendly language	
Each item asks one idea only	
Response options are complete and mutually understandable	
Sensitive questions are necessary and ethically handled	
Skip logic and validations work	
Estimated time is acceptable	
Collectors understand purpose and protocol	

Quality check

- Pilot with respondents similar to the intended group.
- Document changes after pretest.
- Retest important revisions.