

Demand-side survey implementation guide

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Questionnaire scripting process checklist

The list below provides a guide to the scripting process.

- Select a research house that has CAPI and scripting capabilities.
- Ensure the chosen CAPI software application has the required functionality.
- If the survey is multi-country and standardised, decide whether scripting will be hosted centrally or whether it will be decentralised.
- Ensure the questionnaires have been signed off before scripting.
- Before scripting, ensure that all relevant information is captured on the questionnaire. This includes interview notes, notes regarding single or multi-mentions, directions to read out or supply spontaneous questions, issues regarding triggers, screeners for quota control etc.
- Decide on the level of visuals and interactivity required.
- Define what passive data should be collected (for example, GPS data or interview length).
- The scripted questionnaire needs to be tested before it is sent into the field. All options and triggers need to be tested.
- Ensure all practice interviews are removed from the survey database before fielding.

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