Dear Team,

Hi! Pleasure to share new study with you all, this is a quant study with below mentioned details –

|  |  |  |
| --- | --- | --- |
| Sample Size | 300 | 50 |
| Target Group | Electrician, Fitters, Welder, Carpenter, Factory Worker, Plumbers, Hairstylist, Beautician, Construction Worker, Labour | HR, Admin, Supervisor, Manager, Owner |
| Age | 18+ YO | 18+ YO |
| Cities | Delhi, Noida, Gurgaon, Faridabad, Ghaziabad | Delhi, Noida, Gurgaon, Faridabad, Ghaziabad |
| LOI | 10-15 min | 10-15 min |
| **Timelines** | **Days** |  |
| Timelines | 2 weeks |  |

**Angle 1 – Worker**

**N** - 300

**Age** - 18+

**Geo** - Delhi, Noida, Gurgaon, Faridabad, Ghaziabad ( There will be quotas, we will confirm final no. later)

**Education:**

Please tell us about your educational qualification.

1. Less than SSC (Tenth) standard
2. Completed SSC (Tenth) standard
3. Completed HSC (Twelveth) standard
4. Completed Diploma
5. Completed Graduation [Terminate]
6. Post Graduate [Terminate]

**Profiles**:

1. Electrician
2. ITI trained Fitters – (*hover text - Fitter is a technician who assembles or installs machinery, plants, machines, and other mechanical products. If the candidates have witnessed the construction of a plant or the installation of a machine, they must have witnessed how a fitter works to connect each part perfectly*)
3. Welder
4. Carpenter
5. Factory Worker/ Bar Benders/ Assembler/ Foreman/ Handlers
6. Plumbers
7. Hairstylist/ Beautician
8. Construction Workers/Labour

**Industry**:

1. Leather factory
2. Textile factory
3. Food and drinks factory
4. Metals factory
5. Auto parts factory
6. Construction
7. Beauty Parlors

**Angle 2 – Hirer**

**N** - 50

**Age** - 18+

**Geo** - Delhi, Noida, Gurgaon, Faridabad, Ghaziabad ( There will be quotas, we will confirm final no. later)

**Qualifiers**:

Do you hire any blue collars or are part of the hiring/recruiting process of your company?

1. Yes
2. No [Terminate]

**Profiles they hire for:**

1. Electrician
2. ITI trained Fitters – (*hover text - Fitter is a technician who assembles or installs machinery, plants, machines, and other mechanical products. If the candidates have witnessed the construction of a plant or the installation of a machine, they must have witnessed how a fitter works to connect each part perfectly*)
3. Welder
4. Carpenter
5. Factory Worker/ Bar Benders/ Assembler/ Foreman/ Handlers
6. Plumbers
7. Hairstylist/ Beautician
8. Construction Workers/Labour
9. Others (Please specify)

**Their Role**:

1. HR
2. Admin
3. Supervisor
4. Manager
5. Owner

**Industry**:

1. Leather factory
2. Textile factory
3. Food and drinks factory
4. Metals factory
5. Auto parts factory
6. Construction
7. Beauty Parlors

LOI 10-15 mins for both angles

The study is updated on PMS, kindly allot an EIC there,