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| **Project Name: Drive – Wave 3** | **F2F BRIEFING INSTRUCTION - CAPI (Field Brief Note) – Quantitative** | **Project No: 326.201.01038.1** |
| **From: ­­­­­Minesh** | **Date: 14/09/2023** |

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| --- | --- | --- |
|  | **Study Objective** | Brand health track for Passenger vehicles focused on B Hatchback, B SUV (< 4m/>4m) and C SUV, D SUV/C MPV/D MPV/E MPV segments |
|  | **Product/ Services** | Passenger Vehicle |
|  | **Study Phase** | Single stage - Quantitative study |
|  | **Interview Flow** | Recruitment followed by detailed questionnaire |
|  | **Target Group** | * 100% Intenders * Planning to purchase Passenger vehicle in next 1 year * Solo, Joint decision making for buying Passenger vehicle * Respondent or household member should not belong to Advertising, Market research, Marketing, PR, Automobile sector * Age: 25 yrs. to 54 yrs |
|  | **Centers & Sample size** | **Refer Table 1.1** |
|  | **Quotas** | **Refer Table 1.2** |
|  | **Sampling** | * Purposive sampling * Starting points will be identified in each city ensuring a geographical spread and fixed number of interviews will be done in each starting points * Respondents will be contacted in a residential location and will be interviewed |
|  | **Skipping & Substitution** | NA |
|  | **Panel details** | NA |
|  | **CLT / STM/ In hall** | NA |
|  | **Product Test** | NA |
|  | **Quaires attached** | CAPI Scripted Questionnaire |
|  | **Show cards** | NA |
|  | **Excess product** | NA |
|  | **Translation** | Hindi, Bengali, Gujarati, Tamil, Telugu, Kannada, Malayalam |
|  | **Quaire Clarification** | If you have any doubts, please feel free to contact Minesh |
|  | **Productivity Assumption** | For total sample of n=1700  We assume 5 productive interviews per day each centre to achieve this target |
|  | **Field work schedule** | NA |
|  | **Reporting Schedule** | Reporting frequency:   * Till the completion of the study please send us the status daily   Mode of communication:   * Normal: Mail * Critical: Telephone |
|  | **Deliverables** | Scrutinized & completed Questionnaire  Status on time – every day |
|  | **Dispatch Schedule** | NA |
|  | **Specific requirement on Quality checks** | Ensure smooth and timely delivery  Team to regularly follow up on this else QC will get delayed, which we can’t afford |
|  | **Additional Comments** | **Please ensure 100% seriousness at all levels. Surveys should be synced every alternate day** |

**TABLE 1.1**

**Main Sample**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Zone** | **State** | **City** | **SS** | **Zonal total** |
| **North** | Delhi & NCR | Delhi | 283 | 630 |
| Noida | 99 |
| Faridabad | 50 |
| Ghaziabad | 50 |
| Gurgaon | 50 |
| Rajasthan | Jaipur | 99 |
| **South** | Tamil Nadu | Chennai | 142 | 545 |
| Karnataka | Bangalore | 177 |
| Telangana | Hyderabad | 177 |
| Kerala | Cochin | 50 |
| **East** | West Bengal | Kolkata | 113 | 113 |
| **West** | Maharashtra | Mumbai | 170 | 411 |
| Thane |
| Navi Mumbai |
| Gujarat | Ahmedabad | 99 |
| Maharashtra | Pune | 142 |
| **Total** |  |  |  | 1700 |

**TABLE 1.2**

|  |  |  |  |
| --- | --- | --- | --- |
| **Quota** | **Type** | **Percentage** | **Sample** |
| Ownership | Intenders | 100% | 1700 |
|  |  |  |  |
| Gender | Male | 96% | 1629 |
| Female | 4% | 71 |
|  |  |  |  |
| Age | 18 to 25 yrs | 5% | 85 |
| 25 to 34 yrs | 35% | 595 |
| 35 to 44 yrs | 40% | 680 |
| 45 to 54 yrs | 15% | 255 |
| 55 to 65 and above | 5% | 85 |
|  |  |  |  |
| SEC | A | 80% | 1360 |
| B | 20% | 340 |
|  |  |  |  |
| Buyer type | NVN (First Time Buyers) | 45% | 765 |
| CVN (Additional Car) | 32% | 538 |
| RVN (Replacers from New-car Market) total | 20% | 340 |
| OVN (Replacers from Used-car Market) total | 3% | 57 |
|  |  |  |  |
| Car segment | B Hatchback (Swift, Baleno, i10, i20 etc) | 12% | 200 |
| B SUV (less than 4m) – Nexon, Venue, Brezza etc | 15% | 250 |
| B SUV (more than 4m) – Creta, Seltos etc | 15% | 250 |
| C SUV (XUV 700, Scorpio, Harrier etc) | 15% | 250 |
| D SUV + C/D/E MPV | 21% | 350 |
| D SUV (Fortuner, Gloster etc) | 6% | 100 |
| C / D / E MPV (Ertiga, XL6, Innova etc) | 15% | 250 |
| Other (All others outside of the above segment) | 24% | 400 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Remaining Car segments\* | | | | | | |
| A HATCH | A SUV | B SUV >4m | E SUV | B SEDAN <4m | B SEDAN >4m | C SEDAN |
| D SEDAN | A MPV | B MPV | C MPV | D MPV | B Van |  |

**Thank you and All the Best!**