**RECRUITMENT SCREENER – SPEC TEST**

Name of respondent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email (if any): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place of work: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mob: |\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_|

**Interviewer Self-introduction: Dear Madam/Sir, hi! We are an independent market research company and are currently conducting marketing research about the design & appearance of smartphones. Hoping to hear your views. All information you provide will be kept strictly confidential. Thank you for your support and cooperation!**

**Q1. Which city are you living in? (SA)**

|  |  |
| --- | --- |
| Delhi | 1 |
| Mumbai | 2 |

**Q2. Are you a local resident or have you lived in this state for one year or more in a row? (SA)**

|  |  |
| --- | --- |
| Yes | 1 |
| No | 2 |

**Q3. Interviewer to record the gender. [SA – Do Not Ask]**

|  |  |
| --- | --- |
| Male | 1 |
| Female | 2 |

**Q4. Your age is \_\_\_\_\_\_\_\_ (recording the date of birth of the interviewees: \_\_\_\_\_\_\_\_\_year \_\_\_\_\_\_\_\_\_ month)** **[Interviewer please record the age and select in the following options accordingly]**

|  |  |  |
| --- | --- | --- |
| Under 20 | 1 | Terminate |
| 20-24 | 2 |  |
| 25-34 | 3 |  |
| 35-45 | 4 |  |
| Above 45 | 5 | Terminate |

**Q5. What is your marital status? (SA)**

|  |  |
| --- | --- |
| Single | 1 |
| Married | 2 |
| Married with kids | 3 |
| Others | 4 |

**Q6.** **What is your highest educational qualification? (SA)**

|  |  |  |
| --- | --- | --- |
| Not attended any school | 1 |  |
| School up to 4 years | 2 |  |
| Schooling 5-9 years | 3 |  |
| SSC (10th Standard) | 4 |  |
| HSC (12th Standard) | 5 |  |
| Diploma but not graduate | 6 |  |
| Graduate general (e.g. B.A., B.Sc., B. Com, ) | 7 |  |
| Post-graduate general (e.g. M.A., M.Sc., M. Com) | 8 |  |
| Graduate professional (e.g., B.E., B.Tech,) | 9 |  |
| Post Graduate professional (e.g., M.Tech, MBA, CA, MBBS, and LLB.) | 10 |  |
| Refuse to answer | 99 | Terminate |

**Q7. What is your current occupation? (SA)**

|  |  |  |
| --- | --- | --- |
| School student | 1 | Terminate |
| Vocational/ Skilled Diploma student (Polytechnique & ITI etc.) | 2 |  |
| University student (including post-graduates) | 3 |  |
| Government employee- Entry level | 4 |  |
| Government employee- Mid level | 5 |  |
| Government employee- Senior level | 6 |  |
| Corporate employee/officer- Entry level | 7 |  |
| Corporate employee/officer- Mid level | 8 |  |
| Corporate employee/officer- Senior level | 9 |  |
| Businessman- 0-10 employees | 10 |  |
| Businessman- 10+ employees | 11 |  |
| Self-employed professional/ Professional freelancer (e.g., Lawyer, Doctor, CA) | 12 |  |
| Petty trader | 13 |  |
| Shop owners | 14 |  |
| General worker/industrial worker/waiter/Driver/Delivery boys etc. | 15 |  |
| Housewife | 16 | Terminate |
| Unemployed | 17 | Terminate |
| Retired | 18 | Terminate |
| Other (Please specify) \_\_\_\_\_\_\_\_\_\_\_ | 19 | Terminate |

**Q8. What is your personal monthly income? [SA] Note: If you are a student (Coded 2/3 in Q7), please tell your average pocket money + money earned through part time job or other such activities.**

|  |  |  |
| --- | --- | --- |
| No Income | 1 | Employees/Businessman/Professionals cannot code 1 |
| INR 1-5000 | 2 |  |
| INR 5001-10000 | 3 |  |
| INR 10001-20000 | 4 |  |
| INR 20001-30000 | 5 |  |
| INR 30001-40000 | 6 |  |
| INR 40001-50000 | 7 |  |
| INR 50001-60000 | 8 |  |
| INR 60001-70000 | 9 |  |
| INR 70001-80000 | 10 |  |
| INR 80001-90000 | 11 |  |
| INR 90001-100000 | 12 |  |
| INR 100001-150000 | 13 |  |
| INR 150001-200000 | 14 |  |
| INR 200001 and above | 15 |  |
| Refuse to answer……… | 99 | Terminate |

**Q9. What is your household monthly income?**

|  |  |  |
| --- | --- | --- |
| Less than INR 20000 | 1 |  |
| INR 20001-30000 | 2 |  |
| INR 30001-40000 | 3 |  |
| INR 40001-50000 | 4 |  |
| INR 50001-60000 | 5 |  |
| INR 60001-70000 | 6 |  |
| INR 70001-80000 | 7 |  |
| INR 80001-90000 | 8 |  |
| INR 90001-100000 | 9 |  |
| INR 100001-120000 | 10 |  |
| INR 120001-140000 | 11 |  |
| INR 140001-160000 | 12 |  |
| INR 160001-180000 | 13 |  |
| INR 180001-200000 | 14 |  |
| INR 200001-300000 | 15 |  |
| INR 300001 and above | 16 |  |
| Refuse to answer……………………………… | 98 | Terminate |

**Q10. Do you or your family members work in the following industries? (MA)**

|  |  |  |
| --- | --- | --- |
| Advertising agency OR public relations agency | 1 | Terminate |
| Market research companies/consulting firms | 2 | Terminate |
| Newspaper/magazine/radio/TV media | 3 | Terminate |
| Mobile phone manufacturer OR seller | 4 | Terminate |
| None of the above | 5 | Continue |

**Q11. What market research activities have you participated in the past three months? (MA)**

|  |  |  |
| --- | --- | --- |
| Food & Beverage | 1 |  |
| Home Appliances & Furniture | 2 |  |
| Daily necessities | 3 |  |
| Cosmetics | 4 |  |
| Electronic products | 5 | Terminate |
| None of the above | 6 |  |

**Q12.** **Which one of the following statements best describes the situation when you buy a smartphone for yourself? (SA)**

|  |  |  |
| --- | --- | --- |
| I decide which product to buy on my own. | 1 |  |
| I decide which product to buy but I get advice from friends/family. | 2 |  |
| I give advice but friends/family decides which product to buy. | 3 | Terminate |
| I am not involved in the decision of which product to buy. | 4 | Terminate |

**Q13. When it comes to the primary smartphone you are using, which one can best describe the situation when you purchased it? (SA)**

|  |  |  |
| --- | --- | --- |
| Brand new smartphone | 1 |  |
| Second-hand smartphone | 2 | Terminate |
| Renewed smartphone | 3 | Terminate |

**Q14. What is the brand of your current primary smartphone? (Single Code)**

|  |  |
| --- | --- |
| Apple | 1 |
| OPPO | 2 |
| vivo | 3 |
| iQOO | 4 |
| Xiaomi/MI/Redmi | 5 |
| OnePlus | 6 |
| Realme | 7 |
| Samsung | 8 |
| POCO | 9 |
| Nokia | 10 |
| Motorola | 11 |
| It is my first phone | 12 |
| Others, please specify\_\_\_\_\_\_\_\_ | 98 |

**Q15. What is the model of your current primary Smartphone?**

**Make \_\_\_\_\_\_\_\_\_\_\_\_\_ Model \_\_\_\_\_\_\_\_ (capture the exact model)**

**Q16. When did you buy your Current primary Smartphone? [SA]**

|  |  |  |
| --- | --- | --- |
| In last 6 months | 1 |  |
| 6-12 months ago, | 2 |  |
| 1-1.5 years ago, | 3 |  |
| 1.5-2 years ago, | 4 | Terminate |
| 2-3 years ago, | 5 | Terminate |
| More than 3 years ago | 6 | Terminate |
| Not clear/ Don’t remember | 99 | Terminate |

**Q17. What was the price that you paid for your current primary Smartphone? [SA]**

|  |  |  |
| --- | --- | --- |
| INR 5001- INR 10000 | 1 | Please check the quota. Their curret phone price should not be more than next smartphone budget. |
| INR 10001- INR 12000 | 2 |  |
| INR 12001- INR 15000 | 3 |  |
| INR 15001- INR 18000 | 4 |  |
| INR 18001- INR 20000 | 5 |  |
| INR 20001- INR 23000 | 6 |  |
| INR 23001- INR 25000 | 7 |  |
| INR 25001- INR 30000 | 8 |  |
| INR 30001- INR 35000 | 9 |  |
| INR 35001- INR 40000 | 10 |  |
| INR 40001- INR 50000 | 11 |  |
| Over INR 50000 | 12 |  |
| Do not remember | 99 |  |

**Q18. Are you planning to buy a new smartphone within the next 12 months?**

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | Terminate |

**Q19. What is the budget that you have set for the purchase of your next smartphone?**

|  |  |  |
| --- | --- | --- |
| INR 5001- INR 10000 | 1 | Set 1 - 10k intenders |
| INR 10001- INR 13000 | 2 | Set 2 - 11-13k intenders |
| INR 13001- INR 15000 | 3 | Terminate |
| INR 15001- INR 17000 | 4 | Set 3 - 15-17k intenders |
| INR 17001- INR 20000 | 5 | Terminate |
| INR 20001- INR 25000 | 6 | Set 4 - 20-24k intenders |
| Over INR 25000 | 7 | Terminate |

**Q20. From where did you purchase your current primary smart phone?**

|  |  |
| --- | --- |
| Online channels (Amazon, Flipkart, official website, brand APPs, etc.) | 1 |
| Offline channels (chain stores, brand stores, phone retailers, etc.) | 2 |