**Project Omega**

**Qualitative Screener – Consumers- DI**

**10th August, 2023**

**SCREENER**

**NOTE: ALL QUESTIONNAIRES SHOULD BE ADMINISTERED IN LOCAL LANGUAGE ONLY**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name of Consumer |  | | | | |
| Address |  | | | | |
|  | | | | |
| Phone Number |  | | | | |
| E-mail address |  | | | | |
| Interview date |  | | Duration of interview |  | |
| Interviewer name |  | | Supervisor Name |  | |
| Accompanied | 1 | Back checked | 2 | Scrutinized | 3 |
| Back checked by |  | | Scrutinized by |  | |

**CENTERS AND SAMPLE SPREAD:** *Please record all information correctly. Enter relevant code for each city*

**Panel A:** Current Users of CHOICE pills

**Panel B:** Current users of pills, not CHOICE

**Panel C:** Nonuser of Pills but users of other form of contraceptives

|  |  |  |  |
| --- | --- | --- | --- |
| **DI** | | | |
| **Guwahati** | **Age** | **Sec** | **Usership** |
| GD1 | 36-42 | Sec B | Users of the brand Choice (Contraceptive pills) |
| GD2 | 36-42 | Sec C | Users of oral Contraceptive pills but does not use the brand Choice |
| GD3 | 25-34 | Sec B | Non users of birth control pills but users of other forms of contraception |
|  |  |  |  |
| **Siliguri** | **Age** | **Sec** | **Usership** |
| SD1 | 36-42 | Sec B | Users of the brand Choice (Contraceptive pills) |
| SD2 | 36-42 | Sec C | Non- Users of the brand Choice (Contraceptive pills) |
| SD3 | 20-24 | Sec B | Nonusers of birth control pills but users of other forms of contraception |
|  |  |  |  |
| **Kolkata** | **Age** | **Sec** | **Usership** |
| KD1 | 20-24 | Sec B | Users of the brand Choice (Contraceptive pills) |
| KD2 | 25-34 | Sec C | Users of the brand Choice (Contraceptive pills) |
| KD3 | 25-34 | Sec B | Nonusers of birth control pills but users of other forms of contraception |

|  |
| --- |
| **SCREENER QUESTIONS** |

**MODERATOR INSTRUCTIONS- KINDLY USE LOCAL LANGUAGE WHILE CONDUCTING THE INTERVIEW**

***Moderator script:*** *Thank you sir/ma’am for your time. We are conducting a study to understand your opinion on planned/ unplanned pregnancy and various methods you are aware of. First, we have few questions which will help us understand the relevance of this study for you*

**S1.** Ma’am, could you tell us your age in completed years as of today? **RECORD NUMBER AND THEN POST CODE IN THE BELOW TABLE**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | **COMPLETED AGE (IN YEARS, AT THE TIME OF INTERVIEW)** |

|  |  |  |
| --- | --- | --- |
| **AGE GROUPS** | **CODE** | **ACTION** |
| Less than 20 years | 1 | **TERMINATE** |
| Between 20 years and 24 years | 2 | **CONTINUE FOR SD3, KD1** |
| Between 25 and 34 years | 3 | **CONTINUE KD2, KD3, GD3** |
| Between 36-42 Years | 4 | **GD1, GD2, SD1, SD2** |
| Above 42 | 5 | **TERMINATE** |

**S2.** Could you please tell us the level of education of the Chief Wage Earner (CWE) of your household? By , Chief Wage Earner, we mean the person who contributes maximum to the expenditure of your household? **SINGLE CODE ONLY**

|  |  |
| --- | --- |
| **EDUCATION** | **CODE** |
| Illiterate | 1 |
| School up to 4 years | 2 |
| School 5 to 9 years | 3 |
| SSC/HSC | 4 |
| College, but not graduate | 5 |
| Graduate/ Post-graduate - General | 6 |
| Graduate/ Post-graduate - Professional | 7 |

**S3.** From the below list of items, can you please tell us which of these items do you own? (It could be owned by you or any of your family members)? **MULTIPLE CODING POSSIBLE**

|  |  |
| --- | --- |
| **ITEMS** | **CODE** |
| Electricity connection | 1 |
| Ceiling Fan | 2 |
| LPG Stove | 3 |
| Two-wheeler vehicle | 4 |
| Colour TV | 5 |
| Refrigerator | 6 |
| Washing Machine | 7 |
| Personal Computer/Laptop | 8 |
| Car/Jeep/Van | 9 |
| Air conditioner | 10 |
| Agricultural land (currently under cultivation or plantation) or House (property) | 11 |

**ACTION: CODE APPROPRIATELY FROM S2 AND S3 IN BELOW GRID AND RECRUIT AS PER SEC QUOTA**

**TERMINATE IF NOT SEC B OR SEC C**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **EDUCATION 🡪**  **NUMBER OF DURABLES** 🡻 | **Illiterate** | **School up to 4 years** | **School 5-9 years** | **SSC/ HSC** | **Some college but not graduate** | **Graduate/ Post-**  **Graduate:**  **General** | **Graduate/**  **Post-**  **Graduate:**  **Professional** |
|  | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
| None | E3 | E2 | E2 | E2 | E2 | E1 | D2 |
| 1 | E2 | E1 | E1 | E1 | D2 | D2 | D2 |
| 2 | E1 | E1 | D2 | D2 | D1 | D1 | D1 |
| 3 | D2 | D2 | D1 | D1 | **C2** | **C2** | **C2** |
| 4 | D1 | **C2** | **C2** | **C1** | **C1** | **B2** | **B2** |
| 5 | **C2** | **C1** | **C1** | **B2** | **B1** | **B1** | **B1** |
| 6 | **C1** | **B2** | **B2** | **B1** | A3 | A3 | A3 |
| 7 | **C1** | **B1** | **B1** | A3 | A3 | A2 | A2 |
| 8 | **B1** | A3 | A3 | A3 | A2 | A2 | A2 |
| 9+ | **B1** | A3 | A3 | A2 | A2 | A1 | A1 |

|  |  |  |
| --- | --- | --- |
| **AGE GROUPS** | **CODE** | **ACTION** |
| Sec A | 1 | **TERMINATE** |
| Sec B | 2 | **CONTINUE GD1, GD3, SD1, SD3, KD1, KD3** |
| Sec C | 3 | **CONTINUE GD2, SD2, KD2** |
| Sec D | 4 | **TERMINATE** |

**S4.** Ma’am, can you tell us if you or your husband take any steps to plan pregnancy and prevent unplanned pregnancy? **SINGLE CODE ONLY**

|  |  |
| --- | --- |
| **STEPS TAKEN TO PLAN PREGNANCY AND PREVENT UNPLANNED PREGNANCY** | **CODE** |
| Yes | 1 |
| No | 2 |

**ACTION:**

* **IF CODED ‘YES’ (CODE 1), GO TO S5**
* **IF CODED ‘NO’ PLEASE TERMINATE**

**ASK S5 ONLY IF CODED 1 IN S4**

**HANDOVER SHOWCARD S5**

**S5.** Ma’am, you mentioned that you and your husband take steps to prevent unplanned pregnancy, could you tell us what steps have you or your husband taken in the last 3 months from the list below? **MULTIPLE CODING POSSIBLE. RESPONDENT SHOULD CODE AT LEAST ONE OPTION FROM THE BELOW LIST**

|  |  |
| --- | --- |
| **STEPS TAKEN TO PLAN PREGNANCY AND PREVENT UNPLANNED PREGNANCY IN LAST 3 MONTHS** | **CODE** |
| Condoms | 1 |
| Contraception Injection | 2 |
| Emergency contraceptive pill | 3 |
| Female Condoms | 4 |
| **Hormonal Contraceptives/Oral Contraceptive Pills (OCP)** | **5** |
| Hormonal Patches | 6 |
| Implants | 7 |
| Intra Uterine device (IUD) | 8 |
| Vaginal Ring | 9 |
| *Others, please specify \_\_\_\_\_\_\_\_* | *98* |
| *Others, please specify \_\_\_\_\_\_\_\_* | *99* |

**ACTION:**

* **IF CODE ‘5’ IS SELECTED, GO TO S6 TO CONFIRM RECRUITMENT UNDER PANEL A OR PANEL B (Users of birth control pills- Panel A- Brand Choice, Panel B- Brands other than choice)-**

**GD1, GD2, SD1, SD2, KD1, KD2**

* **IF CODE 1, 2, 3, 4, 6, 7, 8 or 9 RECRUIT FOR PANEL C – PLEASE ENSURE MIX OF DIFFERENT METHODS (Users of other forms of contraception) –GD3, SD3, KD3**

**ASK S6 ONLY IF CODED 5 IN S5**

**HANDOVER PACKSHOTS S6**

**S6.** You mentioned that you have used a hormonal contraceptive tablet in the last 3 months. Can you tell us which brands of hormonal contraceptive pill have you used? **MULTIPLE CODING POSSIBLE**

**MODERATOR INSTRUCTION - POST CODE THE BRAND CORRESPONDING TO THE PACKSHOT SELECTED BY RESPONDENT**

|  |  |
| --- | --- |
| **LIST OF HORMONAL CONTRACEPTIVE TABLET BRANDS** | **CODE** |
| Apsara | 1 |
| Choice Tab | 2 |
| Khushi | 3 |
| Mala-D | 4 |
| Ovral | 5 |
| Pearl | 6 |
| Suvida | 7 |
| Trust | 8 |
| Unwanted 21 | 9 |
| *Others, please specify\_\_\_\_\_\_\_\_* | *98* |
| *Others, please specify\_\_\_\_\_\_\_\_* | *99* |

**ACTION:**

* **IF CODE ‘2’ IS SELECTED, RECRUIT UNDER PANEL A- GD1, SD1, KD1**
* **IF CODE ‘2’ IS NOT SELECTED, RECRUIT UNDER PANEL B – PLEASE ENSURE A MIX OF BRAND USAGE –, GD2, SD2, KD2**

**IF RESPONDENT QUALIFIES, SAY:**

Thank you very much for your responses and the time spent. We are conducting a discussion **to understand your reactions and your opinion on importance of health and family planning.** We would like you to have some of your valuable time to participate in this discussion. The discussion will last about 1 hour and will be conducted at …………. (**MENTION VENUE**, **DATE AND TIME**) Please be assured that the interview is being conducted under the Market Research Society’s Code of Conduct, whereby your particulars will not be revealed to any other party.

**PLACE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**DATE**: / / 2023

**TIME:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ am/ pm

**THANK AND CLOSE**