|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Study ID |  | (101-107) | Resp. No. |  | (108-111) |
| Interviewer No. |  | (115-118) | Interview Length |  | (119-120) |
| No. Of Queries |  | (121-122) | Reference No. |  | (123-126) |
|  | | | | | |

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| --- |
| *Good morning/afternoon/evening Sir/Ma'am. I'm from* ***The NielsenIQ Company,*** *a leading market research company. From time to time, we conduct market surveys on various products and services for various clients.*    *We are currently conducting a study to understand your media habits in general.*  *Your views and opinions are very valuable to us, and your co-operation would be greatly appreciated.*    *We assure you that the information that you provide us will be kept confidential and your individual level data will not be revealed to anyone unless you explicitly permit us to do so. All data will be analyzed at different aggregate levels only.*    *NielsenIQ is a member of the MRSI & ESSOMAR and follows the code of conduct specified by these industry bodies.* |

This survey will take you up to 10-15 minutes to complete. Can we continue?

|  |  |  |
| --- | --- | --- |
| Permission to continue | Code |  |
| Yes | 1 | CONTINUE |
| No | 2 | TERMINATE |

|  |  |  |  |
| --- | --- | --- | --- |
| Q1 | **ASK ALL. SHOWSCREEN.**  **TERMINATE IF 7 ~~3~~ CODED IN Q1**  CITY [SA] | Code | Route |
|  | Bangalore | 1 |  |
|  | Delhi | 2 |  |
|  | Mumbai | 3 |  |
|  | Kolkata | 4 |  |
|  | Nagpur | 5 |  |
|  | Pune | 6 |  |
|  | Others | 7 3 | Terminate |

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| --- | --- | --- | --- |
| Q3 | **TERMINATE IF 2 CODED IN Q3**  INTERVIEWER – DO NOT ASK, OBSERVE AND CODE THE GENDER [SA] | Code | Route |
|  | Male | 1 |  |
|  | Female | 2 | Terminate |

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| Q4a | **ASK IF 3 OR 4 CODED IN Q1. TERMINATE IF 2 CODED IN Q4a**  **Have you purchased Century Ply Club Prime plywood in the past 2 month. [SA]** | | |
| Q4b | **ASK IF 5 OR 6 CODED IN Q1.TERMINATE IF 2 CODED IN Q4b**  **Have you purchased Century Ply Sainik 710 plywood in the past 2 month. [SA]** | | |
| Q4c | **ASK IF 1 OR 4 CODED IN Q1.TERMINATE IF 2 CODED IN Q4c**  **Have you purchased Century Laminates by Mansh Malhotra (1MM) in the past 2 months. [SA]** | | |
| Q4d | **ASK IF 1 OR 2 CODED IN Q1. TERMINATE IF 2 CODED IN Q4d**  **Have you purchased Century Ply Club Prime plywood in the past 3-4 months. [SA]** | | |
|  |  |  |  |
|  | Yes**………………………………………………………………………………………….** | 1 |  |
|  | No **………………………………………………………………………………………….** | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q4e | **DO NOT ASK THE RESPONDENT, POST CODE.**  **RESPONDENT SEGMENT** [SA] | Code | Route |
|  | CENTURY PLY CLUB PRIME CONSUMER [IF CODED 3 / 4 IN Q1 & 1 CODED IN 4a] | 1 |  |
|  | CENTURY PLY SAINIK 710 CONSUMER [IF CODED 5 /6 IN Q1 & 1 CODED IN 4b] | 2 |  |
|  | CENTURY LAMINATES [IF CODED 1 / 4 IN Q1 & 1 CODED IN 4c] | 3 |  |
|  | CENTURY PLY CLUB PRIME CONSUMER [IF CODED 1/ 2 IN Q1 & 1 CODED IN 4d] | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q4f | **DO NOT ASK THE RESPONDENT, INTERVIEWER TO CODE.**  **ASK IF 4 CODED IN Q4e.SKIP to Q9a if coded 1 in Q4f**  **TYPE OF RESPONDENT** [SA] | Code | Route |
|  | REPEAT RESPONDENT | 1 | **SKIP TO Q9a** |
|  | NEW RECRUITMENT | 2 | **CONTINUE** |

|  |  |  |  |
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| Q2 | **TERMINATE IF 1 CODED IN Q2. DO NOT ASK IF CODED 1 IN Q4f**  Have you or anyone in your household been interviewed for any market research survey for Laminates with regards to media habits in the last 3 months? [SA] | Code | Route |
|  | Yes | 1 | TERMINATE |
|  | No | 2 | **TERMINATE** |
|  |  |  |  |

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| --- | --- | --- | --- |
| Q5 | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  Are you the Chief wage earner of the house? [SA]  *By Chief Wage Earner we mean the person who contributes the maximum to the household income.* | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |

|  |  |  |
| --- | --- | --- |
| Q5a | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  **SHOW SCREEN**  What is the Chief Wage Earner’s highest education? [SA] | Code |
|  | Illiterate | 1 |
|  | Literate but no formal training | 2 |
|  | School up to 4 years | 3 |
|  | Schooling 5-9 years | 4 |
|  | SSC/HSC | 5 |
|  | Some college but not graduate (Incl. Diploma | 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. BBA, B.E., B.Tech, MBBS, LLB) | 9 |
|  | Post Graduate Professional (e.g. MTech, MBA, CA, MD/MS) | 10 |

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| Q5b | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  **NEW SEC QUESTION**  **SHOWSCREEN**  **[ SHOW POP UP-ERROR MESSAGE “ELECTRICAL CONNECTION IS NOT SELECTED” IF OPTION R2,R5,R6,R7,R8,R10 selected]**  **Its mandatory to select Electrical connection Option if Options R2,R5,R6,R7,R8,R10 are selected**  Please look at this list and tell me which of these items do you have at home? (It could be owned by you, your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family) INTERVIEWER TO EXPLAIN, IF NECESSARY: We have a standard list of items that we use in all kinds of cities and villages. So do not worry if an item appears irrelevant for you or too ordinary-just go ahead and tell me which items you do have. We need this information just for survey purpose only.  Qa: Do you have a \_\_\_\_\_\_\_\_\_\_\_\_ (READ OUT THE ITEMS ONE BY ONE) in your home (which is in working condition)?  Qb: Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?  [MA] | |
|  |  | (H1)  Items have at home |
| (R1) | Electricity Connection | 01 |
| (R2) | Ceiling Fan | 02 |
| (R3) | LPG Stove | 03 |
| (R4) | Two-Wheeler | 04 |
| (R5) | Colour TV | 05 |
| (R6) | Refrigerator | 06 |
| (R7) | Washing Machine | 07 |
| (R8) | Personal Computer/ Laptop | 08 |
| (R9) | Car/Jeep/Van | 09 |
| (R10) | Air Conditioner | 10 |
| (R11) | Agricultural Land | 11 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q5c | **AUTO CODE.**  **RANGE FROM 0 to 11**  AUTO-CODE THE NUMBER OF ITEMS HE OWNS AT HIS HOME FROM **Q5b** | | | |
| (R1) | No of items owned at home |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q5d | **TERMINATE IF 4 CODED IN Q5d**  **AUTO CODE New SEC from Q5a and Q5c**  **NEW SEC GRID [SA]** | Code | Route |
|  | NCCS A1 | 1 |  |
|  | NCCS A2 | 2 |
|  | NCCS A3 | 3 |
|  | Others | 4 | **TERMINATE** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q6 | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  **TERMINATE IF 1/2/3 CODED IN Q6**  **SHOW CARD**  Please tell me whether or not you or any member of your household work in any of the following professions? [MA] | Code | Route |
|  | Manufacturer / Distributor of Plywood material | 1 | **TERMINATE** |
|  | Journalism / marketing / market research | 2 | **TERMINATE** |
|  | Research and Development (R & D) of construction material | 3 | **TERMINATE** |
|  | None of the Above | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q7 | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  **TERMINATE IF 1 CODED IN Q7**  Please let me know you age. [SA] | Code | Route |
|  | Less than 24 years | 1 | **TERMINATE** |
|  | 24-35 years | 2 |  |
|  | 36-45 years | 3 |  |
|  | 46-55 years | 4 |  |
|  | More than 55 years | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8 | **ASK if coded 1/2/3 in Q4e & if coded 2 in Q4f**  **SHOW CARD**  Please select the statement that best goes for you. [SA] | Code | Route |
|  | Yes, I am the person who is mostly responsible for deciding any type of home improvement products and services to be purchased for the house / Interiors / renovation | 1 |  |
|  | Yes, I am the person who is jointly responsible for deciding any type of home improvement products and services to be purchased for the house / Interiors / renovation | 2 |  |
|  | No, I am not the person who decides type of home improvement products and services to be purchased for the house / Interiors / renovation | 3 | **TERMINATE** |

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| **MAIN QUESTIONAIRE** |

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| Q9 | **ASK ALL. SHOWSCREEN**  Please let me know which media do you access regularly for non-official purposes. *Please do not include the time you spend doing office-related work*. [MA] | Code | Route |
|  | Television | 1 |  |
|  | OTT Platforms (like Hotstar, Netflix, Amazon Prime etc.) | 2 |  |
|  | Emails | 3 |  |
|  | Newspapers | 4 |  |
|  | Radio | 5 |  |
|  | Social Media (Facebook, Instagram, LinkedIn, Twitter, YouTube etc.) | 6 |  |
|  | Messages (Phone messages, WhatsApp, Telegram, etc.) | 7 |  |
|  | Magazines | 8 |  |
|  | Cinema | 9 |  |
|  | Search engines like Google / Bing etc. | 10 |  |
|  | Blogs | 11 |  |
|  | Online Shopping**…………………………………………………………………………….** | 12 |  |
|  | Online Gaming**……………………………………………………………………………....** | 13 |  |
|  | Any other | 14 |  |

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| Q9a | **ASK ALL. SHOWSCREEN. ASK If coded 1/2/4 in Q4e, then insert in the XX brand coded in Q4e.**  **SHOWSCREEN**  Please let me know have you recently seen or heard of any Advertisement for CenturyPly or CenturyPly Club Prime regarding investment?. [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9a1 | **Ask If coded 3 in Q4e**  **SHOWSCREEN**  Please let me know have you recently seen or heard of any Advertisement for Century Laminates by Manish Malhotra regarding investment?. [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9aa | **ASK ifcode 2 in Q9a. Expose the storyboard. ASK if coded 2 in Q9a./Q9a1 Expose the storyboard**  **SHOWSCREEN**  Please look at the storyboard of this AD & now let us know if you have seen this AD ?. [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9b | **ASK IF 1 CODED IN Q9a/Q9a1/Q9aa. SHOWSCREEN**  You mentioned that you have recently seen or heard (include only if coded 1in Q9a/ **Q9a1/Q9aa**) of any Advertisement for\_\_**XX**\_\_(Input the option selected in Q4ein **XX**) CenturyPly or CenturyPly Club Prime or Century Laminates by Manish Malhotra regarding investment. Please let me know when where have you seen / heard(include only if coded 1in Q9a/ **Q9a1/Q9aa**) about this ad. [MA] | Code | Route |
|  | Television | 1 |  |
|  | Cinema | 2 |  |
|  | Radio ((include only if coded 1/4 in Q9a)) | 3 |  |
|  | Facebook | 4 |  |
|  | Instagram | 5 |  |
|  | YouTube | 6 |  |
|  | Google ads | 7 |  |
|  | Ad pop up when browsing the internet | 8 |  |
|  | Others, please specify \_\_\_\_\_\_ | 99 |  |

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| Q.9c | **ASK IF 1CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently seen or heard AD of Century Ply or XX , On **Television** please let us know on which Television Channel you have seen or heard it. [OE] | Route |
|  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.9d | **ASK IF 1CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently seen or heard AD of Century Ply or XX On Television, please let us know at which of these time slots you have seen or heard it . [SA] | Code | Route |
|  | Before 7 am | 1 |  |
|  | 7- 10 am | 2 |  |
|  | 10- 12 noon | 3 |  |
|  | 12- 5 pm | 4 |  |
|  | 5- 7 pm | 5 |  |
|  | 7- 9 pm | 6 |  |
|  | 9- 10 pm | 7 |  |
|  | Post 10 pm | 8 |  |

|  |  |  |
| --- | --- | --- |
| Q.9e | **ASK IF 3 CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently heard AD of Century Ply or XX , On **Radio** please let us know on which Radio Channel you have heard. [OE] | Route |
|  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.9f | **ASK IF 3 CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently heard AD of Century Ply or XX On **Radio**, please let us know at which of these time slots you have heard . [SA] | Code | Route |
|  | Before 7 am | 1 |  |
|  | 7- 10 am | 2 |  |
|  | 10- 12 noon | 3 |  |
|  | 12- 5 pm | 4 |  |
|  | 5- 7 pm | 5 |  |
|  | 7- 9 pm | 6 |  |
|  | 9- 10 pm | 7 |  |
|  | Post 10 pm | 8 |  |

|  |  |  |
| --- | --- | --- |
| Q.9g | **ASK IF 2 CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently seen AD of Century Ply or XX , in **Cinema** please let us know for which movie screening you have seen it. [OE] | Route |
|  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.9h | **ASK IF 2 CODED IN Q9b. SHOWSCREEN. Insert brand coded in Q4e in XX**  You mentioned that you have recently seen AD of Century Ply or XX in **Cinema**, please let us know when did you seen it . [SA] | Code | Route |
|  | Before starting of Movie | 1 |  |
|  | During interval | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.9i | **ASK IF 4/5/6/7/8 CODED IN Q9b. Ask for all 4/5/6/7/8 the coded option in Q9b SHOWSCREEN. Insert brand coded in Q4e in XX. Insert option coded in Q9b**  You mentioned that you have recently seen or heard AD of Century Ply or XX while browsing **YY**, please let us know which type of content you were browsing while you saw the AD. [OE] | Code | Route |
|  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q.9j | **ASK IF 1 CODED IN Q9a/Q9a1/Q9aa. for all options the coded option in Q9b. Insert brand coded in Q4e in XX. Insert option coded in Q9bin YY**  **SHOWSCREEN**  You mentioned that you have recently seen or heard AD of Century Ply or XX while using below media, please let us know how frequently you have seen or heard the AD | | | | | | | |
|  |  | Option coded in 9b  **1** | Option coded in 9b  **2** | Option coded in 9b  **3** | coded in 9b  **4** | coded in 9b  **5** | Code | Route |
|  | Daily (7 days a week) |  |  |  |  |  | 1 |  |
|  | 5- 6 days a week |  |  |  |  |  | 2 |  |
|  | 2-4 days in a week |  |  |  |  |  | 3 |  |
|  | Once a week |  |  |  |  |  | 4 |  |
|  | Once in a 2 Weeks |  |  |  |  |  | 5 |  |
|  | Once in a month |  |  |  |  |  | 6 |  |
|  | Less Often |  |  |  |  |  | 7 |  |

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| **SECTION A: TELEVISION** |

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| Q10 | **ASK IF 1 CODED IN Q9. SHOWSCREEN**  Please let me know how frequently do you watch TV in a week. [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q11 | **ASK IF 1 CODED IN Q9. SHOWSCREEN**  At which of these time slots do you most often watch TV. [SA] | Code | Route |
|  | Before 7 am | 1 |  |
|  | 7 - 10 am | 2 |  |
|  | 10 - 12 noon | 3 |  |
|  | 12 - 5 pm | 4 |  |
|  | 5 - 7 pm | 5 |  |
|  | 7 - 9 pm | 6 |  |
|  | 9 - 10 pm | 7 |  |
|  | Post 10 pm | 8 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q12 | **ASK IF 1 CODED IN Q9. SHOWSCREEN**  Please let us know what genre of content do you like to watch on TV. [MA] | Code | Route |
|  | News | 1 |  |
|  | Music | 2 |  |
|  | Movies | 3 |  |
|  | Sports | 4 |  |
|  | Regional / Spiritual | 5 |  |
|  | Cartoon | 6 |  |
|  | General Entertainment (Daily Soaps / Serials) | 7 |  |
|  | Documentaries / Reality / Learning (Nature, Science, Culture, Animals, History) | 8 |  |
|  | Travel & Food | 9 |  |
|  | Any Others (Please Specify) (OE) | 99 |  |

|  |  |
| --- | --- |
| Q14 | **ASK IF 1 CODED IN Q9. ASK FOR THE GENRE CODED IN Q12**  **SHOWSCREEN**  Which TV channels do you watch most often [SA FOR EACH GENRE] |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **NEWS**  **(Show if 1 coded in Q12)** |  | **MUSIC (Show if 2 coded in Q12)** |  | **MOVIES (Show if 3 coded in Q12)** |  | **SPORTS**  **(Show if 4 coded in Q12)** |  | **REGIONAL**  **(Show if 5 coded in Q12)** |  | **CARTOON**  **(Show if 6 coded in Q12)** |  | **GEC**  **(Show if 7 coded in Q12)** |  | **Educational (Show if 8 coded in Q12)** |  | **Travel & Food (Show if 9 coded in Q12)** |  |
| Zee News | 2 | MTV | 21 | Zee movies | 31 | Star Sports | 41 | Aastha | 51 | Cartoon Network | 61 | Sony TV | 71 | NatGeo | 91 | TLC | 101 |
| Republic | 3 | ZEE MUSIC | 22 | UTV Movies | 32 | ESPN | 42 | Darshan 24 | 52 | POGO | 62 | Colors TV | 71 | History TV18 | 92 | TravelXP | 102 |
| Times Now | 4 | B4U | 23 | UTV Action | 33 | DD Sports | 43 | Hare Krsna TV | 53 | NICKELODEON | 63 | Zee TV | 73 | Discovery | 93 | FoodFood | 103 |
| ABP NEWS | 5 | Zing | 24 | Star Gold | 34 | Sony Six | 44 | Channel Divya | 54 | Hungama TV | 64 | Sony SAB | 74 | Animal Planet | 94 | NDTV GoodTimes | 104 |
| India Today | 6 | Etc | 25 | Surya Movies | 35 | Ten Sports | 45 | Sanskar TV | 55 | Disney channel | 65 | Star Plus | 75 | NatGeo Wild | 95 | LivingFoodz | 105 |
| AAJ TAK | 7 | VH1 | 26 | Zee Action | 36 | Other | 49 | Tulsi Tv | 56 | Discovery Kids | 66 | SET | 76 | Others | 96 | Others | 106 |
| CNN News 18 | 8 | 9XO | 27 | Sony Max | 37 |  |  | Mahavira TV | 57 | Others | 69 | Big Magic | 77 |  |  |  |  |
| India TV | 9 | Others | 29 | Sony Pix | 38 |  |  | Others | 58 |  |  | & TV | 78 |  |  |  |  |
| NDTV India | 10 |  |  | Others | 39 |  |  |  |  |  |  | Doordarshan | 79 |  |  |  |  |
| BBC World NEWS | 11 |  |  |  |  |  |  |  |  |  |  | Star Bharat | 80 |  |  |  |  |
| Others | 12 |  |  |  |  |  |  |  |  |  |  | Others | 81 |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.15c | **ASK IF 4 CODED IN Q14.**  Which time in a day you watch the Times Now channel [SA] | Code | Route |
|  | Before 7 am | 1 |  |
|  | 7 - 10 am | 2 |  |
|  | 10 - 12 noon | 3 |  |
|  | 12 - 5 pm | 4 |  |
|  | 5 - 7 pm | 5 |  |
|  | 7 - 9 pm | 6 |  |
|  | 9 - 10 pm | 7 |  |
|  | Post 10 pm | 8 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.15a | **ASK IF 4 CODED IN Q14.**  Please let us know which show from Times Now you watch the most often? [OE] | Code | Route |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.15c1 | **ASK IF 4 CODED IN Q14.**  Please let us know how frequently you watch this show Times Now Channel. [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.15d | **ASK IF 4 CODED IN Q14.**  Please let us know about any brand AD you noticed while watching this Show [OE] | Code | Route |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.16 | **ASK IF 1 CODED IN Q9.**  Please let us know from the given options, on which medium do you watch **NEWS** most often? [SA] | Code | Route |
|  | TV News channels | 1 |  |
|  | Mobile Apps | 2 |  |
|  | IPad/ Tablets apps | 3 |  |
|  | Laptop | 4 |  |
|  | OTT APPS | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.17 | **ASK IF 1 CODED IN Q9.**  Please let us know from the given options, on which medium do you watch **SPORTS** most often? [SA] | Code | Route |
|  | TV Sports channels | 1 |  |
|  | On TV through OTT | 2 |  |
|  | Mobile Apps | 3 |  |
|  | IPad/ Tablets apps | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.17b | **ASK IF 1 CODED IN Q9.**  Please let us know the television shows name which you watch between 8PM to 10PM [OE] | Code | Route |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.15Q18 | **ASK IF 1 /2 CODED IN Q9.**  Please let us know what do you watch most often between TV channels & OTT? [SA] | Code | Route |
|  | Television | 1 |  |
|  | OTT | 2 |  |

|  |
| --- |
| **Section B: OTT PLATFORM** |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.19 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  Please let me know how frequently do you watch OTT in a week. [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.20 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  Is your OTT consumption different on weekdays and weekends? [SA] | Code | Route |
|  | More on Weekdays | 1 |  |
|  | More on Weekends | 2 |  |
|  | Same throughout the week | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.21 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  At which of these time slots do you most often watch content on OTT platforms. [SA] | Code | Route |
|  | Before 7 am | 1 |  |
|  | 7- 10 am | 2 |  |
|  | 10- 12 noon | 3 |  |
|  | 12- 5 pm | 4 |  |
|  | 5- 7 pm | 5 |  |
|  | 7- 9 pm | 6 |  |
|  | 9- 10 pm | 7 |  |
|  | Post 10 pm | 8 |  |

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| Q.22 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  Please let me know which platform do you use to watch content on OTT? [MA] | Code | Route |
|  | TV | 1 |  |
|  | Mobile Phone | 2 |  |
|  | I-Pad / Tablet | 3 |  |
|  | Laptop | 4 |  |

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| Q.23 | **ASK IF 2 CODED IN Q9 AND IF 1 CODED IN Q22. SHOWSCREEN**  Which smart TV platform do you use to watch OTT? [MA] | Code | Route |
|  | Amazon Firestick | 1 |  |
|  | JIO TV | 2 |  |
|  | Airtel | 3 |  |
|  | Android TV | 4 |  |
|  | Apple TV | 5 |  |
|  | Any Other, please specify | 99 |  |

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| Q.24 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  You mentioned you watch OTT, please let us know what type of content do you like to watch on OTT. [MA] | Code | Route |
|  | Comedy | 1 |  |
|  | Romance | 2 |  |
|  | Horror | 3 |  |
|  | Action | 4 |  |
|  | Romcom | 5 |  |
|  | Cartoon | 6 |  |
|  | Educational | 7 |  |
|  | Travel & Food | 8 |  |
|  | Any Others (Please Specify) (OE) | 9 |  |

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| Q.25 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  What is your language preference of watching content on OTT [SA] | Code | Route |
|  | Hindi | 1 |  |
|  | English | 2 |  |
|  | Regional language | 3 |  |
|  | Any Other International language, pls Specify\_\_\_\_\_\_\_ | 99 |  |

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| Q.26 | **ASK IF 2 CODED IN Q9. SHOWSCREEN**  Which OTT channel do you watch regularly? [MA] | Code | Route |
|  | Netflix | 1 |  |
|  | Amazon Prime | 2 |  |
|  | Disney+ Hotstar | 3 |  |
|  | Airtel Big TV | 4 |  |
|  | Jio Cinemas | 5 |  |
|  | Zee 5 | 6 |  |
|  | Voot | 7 |  |
|  | Sony Liv | 8 |  |
|  | Big Flix | 9 |  |
|  | Alt Balaji | 10 |  |
|  | Apple TV | 11 |  |
|  | Any Others please specify | 99 |  |

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| **SECTION C: NEWSPAPER** |

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| Q.29 | **ASK IF 4 CODED IN Q9. SHOWSCREEN**  Please let me know how frequently you read Newspapers in a week. [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.30 | **ASK IF 4 CODED IN Q9. SHOWSCREEN**  Please let me know what time of the day do you read Newspaper. [SA] | Code | Route |
|  | Early Morning | 1 |  |
|  | Morning | 2 |  |
|  | Afternoon | 3 |  |
|  | Evening | 4 |  |
|  | Night | 5 |  |

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| Q.31 | **ASK IF 4 CODED IN Q9. SHOWSCREEN**  Daily how much time you spend on reading Newspaper? [SA] | Code | Route |
|  | 30 mins | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.32 | **ASK IF 4 CODED IN Q9. SHOWSCREEN**  You mentioned that you read newspapers regularly. Please let me know which newspaper do you read? [MA] | Code | Route |
|  | Sanjivani | 1 |  |
|  | Bangalore Mirror | 2 |  |
|  | Dinakaran | 3 |  |
|  | Dina Thanthi | 4 |  |
|  | Kannada Prabha | 5 |  |
|  | Janatha Madhyama | 6 |  |
|  | Prajavani | 7 |  |
|  | Deccan Herald | 8 |  |
|  | Star of Mysore | 9 |  |
|  | Jansatta | 10 |  |
|  | Nayodaya Times | 11 |  |
|  | Navbharat Times | 12 |  |
|  | Uttarbanga Sambad | 13 |  |
|  | The Stateman | 14 |  |
|  | Hindustan Times | 15 |  |
|  | Dainik Jagran | 16 |  |
|  | Dainik Bhaskar | 17 |  |
|  | Times of India | 18 |  |
|  | Any other | 19 |  |

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| Q.33 | **ASK IF 4 CODED IN Q9. SHOWSCREEN**  Which column or part of the newspaper interests you the most to read? [SA] | Code | Route |
|  | Headlines | 1 |  |
|  | Front Page | 2 |  |
|  | Last Page | 3 |  |
|  | Supplements | 4 |  |
|  | Sports Page | 5 |  |
|  | Columns | 6 |  |
|  | Any Others please specify | 99 |  |

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| Q.34a | **ASK IF 4 CODED IN Q9.**  Do you remember seeing any ad in Newspaper lately? [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |
|  | May be | 3 |  |

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| Q.34aa | **ASK IF 1 CODED IN Q34a.**  Please let us know where you have seen that AD | Code | Route |
|  | On Front Page | 1 |  |
|  | On Quarter Page | 2 |  |
|  | On Half Page | 3 |  |

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| **SECTION D: MAGAZINE** |

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| Q.35 | **ASK IF 8 CODED IN Q9. SHOWSCREEN**  How often do you read magazines? [SA] | Code | Route |
|  | Weekly | 1 |  |
|  | Fortnightly | 2 |  |
|  | Monthly | 3 |  |

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| Q.36 | **ASK IF 8 CODED IN Q9. SHOWSCREEN**  What kind of magazine content interests you? [MA] | Code | Route |
|  | Interior Décor | 1 |  |
|  | Sports | 2 |  |
|  | Automobiles | 3 |  |
|  | Beauty Secrets | 4 |  |
|  | Lifestyle | 5 |  |
|  | Science | 6 |  |
|  | Family | 7 |  |
|  | Bollywood | 8 |  |
|  | Any Others please specify | 99 |  |

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| Q.36b | **ASK IF 8 CODED IN Q9. SHOWSCREEN**  Please let us know have you ever read following magzines? [MA] | Code | Route |
|  | Architectural Digest | 1 |  |
|  | Good Homes | 2 |  |
|  | Elle Decor | 3 |  |
|  | None of these | 99 |  |

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|  | **SECTION E: RADIO** |  |  |

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| Q.38 | **ASK IF 5 CODED IN Q9. SHOWSCREEN**  Please let me know how frequently you listen to Radio /FM in a week. [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.39 | **ASK IF 5 CODED IN Q9. SHOWSCREEN**  Please let me know when in a day, you listen Radio/FM. [SA] | Code | Route |
|  | Early Morning | 1 |  |
|  | Morning | 2 |  |
|  | Afternoon | 3 |  |
|  | Evening | 4 |  |
|  | Night | 5 |  |

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| Q.40 | **ASK IF 5 CODED IN Q9. SHOWSCREEN**  How much time do you spend listening Radio/FM daily? [SA] | Code | Route |
|  | 30 mins | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.41 | **ASK IF 5 CODED IN Q9. SHOWSCREEN**  Which Radio Channels do you listen to regularly? [MA] | Code | Route |
|  | Radio Vividh Bharati | 1 |  |
|  | 92.7 Big FM | 2 |  |
|  | Air FM Gold | 3 |  |
|  | Air FM Rainbow | 4 |  |
|  | 91.1 FM Radio City | 5 |  |
|  | All India Radio live | 6 |  |
|  | Red FM 93.5 | 7 |  |
|  | Radio Hungama 90s Once Again | 8 |  |
|  | 94.3 Club FM | 9 |  |
|  | Any Others please specify | 99 |  |

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| Q.41b | **ASK IF 5 CODED IN Q9.**  **ASK FOR THE BRANDS CODED IN Q.41 SHOWSCREEN (Open Ended)**  Please let us know out of the following which type of listener you are | Code | Route |
|  | Active (Who listens carefully the broadcast) | 1 |  |
|  | Passive (Who listens while driving & does not pay much attention) | 2 |  |

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|  | **SECTION F: MUSIC** |  |  |

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| Q.43 | **ASK ALL. SHOWSCREEN**  Which app do you use regularly when listening to Music? [MA] | Code | Route |
|  | Radio | 1 |  |
|  | Spotify | 2 |  |
|  | YouTube Music | 3 |  |
|  | JioSaavn | 4 |  |
|  | Gaana | 5 |  |
|  | Amazon Music | 6 |  |
|  | Apple Music | 7 |  |
|  | Hungama Music | 8 |  |
|  | Any Others please specify | 99 |  |
|  | I do not listen to music [DO NOT SHOW IF 5 CODED IN Q9] | 999 |  |

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| Q.43a | **ASK ALL. SHOWSCREEN**  Have you recently transitioned from Radio to Music Apps? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

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| ~~Q.44~~ | **~~ASK ALL. SHOWSCREEN~~**  ~~Do you listen to Podcasts? [SA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Yes~~ | ~~1~~ |  |
|  | ~~No~~ | ~~2~~ |  |

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| ~~Q.45~~ | **~~ASK IF 1 CODED IN Q44. SHOWSCREEN~~**  ~~On which Platform do you listen to Podcasts regularly? [MA]~~ | ~~Code~~ | ~~Route~~ |
|  | ~~Spotify~~ | ~~1~~ |  |
|  | ~~Gaana~~ | ~~2~~ |  |
|  | ~~Apple Podcasts~~ | ~~3~~ |  |
|  | ~~Google Podcasts~~ | ~~4~~ |  |
|  | ~~Hubhopper~~ | ~~5~~ |  |
|  | ~~Soundcloud~~ | ~~6~~ |  |
|  | ~~Spreaker~~ | ~~7~~ |  |
|  | ~~Others, please specify~~ | ~~99~~ |  |

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| ~~Q.46~~ | **~~ASK IF 1 CODED IN Q.44 SHOWSCREEN~~**  ~~Which podcast show do you follow? [Open Ended]~~ | ~~Code~~ | ~~Route~~ |
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| **SECTION G: SOCIAL MEDIA** |

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| Q.48 | **ASK IF 6 CODED IN Q9. SHOWSCREEN**  Which social media apps do you browse regularly?[MA] | Code | Route |
|  | Facebook | 1 |  |
|  | Instagram | 2 |  |
|  | Twitter | 3 |  |
|  | LinkedIn | 4 |  |
|  | YouTube | 5 |  |
|  | Any Others please specify | 99 |  |

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| Q.49 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  How frequently do you browse content on Instagram? [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.50 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  On average at a given time, how much time do you spend on Instagram? [SA] | Code | Route |
|  | 30 mins or less | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.51 | **ASK IF 6 CODED IN Q9. SHOWSCREEN**  You mentioned you browse Instagram, please let us know what content do you like to browse on Instagram. [MA] | Code | Route |
|  | Comic reels / videos | 1 |  |
|  | Fashion related | 2 |  |
|  | Innovations / gadgets / tech | 3 |  |
|  | Home décor / gardening | 4 |  |
|  | Pets / animals | 5 |  |
|  | Travel | 6 |  |
|  | Food | 7 |  |
|  | Music | 8 |  |
|  | Cars / Bikes | 9 |  |
|  | Any Others (Please Specify) (OE) | 99 |  |

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| Q.51a | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  Please let us know have you ever searched for home décor inspiration/ ideas on Instagram? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

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| Q.51b | **Instagram**  **ASK IF 1 CODED IN Q51a. SHOWSCREEN**  Please let us know which pages you follow for home décor inspiration/ ideas on Instagram? [OE] | Code | Route |
|  |  |  |  |

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| Q.52 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  Do you watch videos / reels on Instagram? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

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| Q.53 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  What do you follow more on Instagram? [SA] | Code | Route |
|  | Stories | 1 |  |
|  | Post | 2 |  |

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| Q.54 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  Do you click on Instagram Ads? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

|  |  |  |  |
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| Q.54a | **Instagram**  **ASK IF 1 CODED IN Q.54. SHOWSCREEN**  Please let us know which kind of Ads on Instagram you clicks? [SA] | Code | Route |
|  | Clothing Apparel | 1 |  |
|  | Home Décor/ Interior | 2 |  |
|  | Furniture | 3 |  |
|  | Make up products | 4 |  |
|  | Others | 99 |  |

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| Q.55 | **Instagram**  **ASK IF 6 CODED IN Q9 & IF 2 coded in Q.48. SHOWSCREEN**  Please let us know pages / influencers / brands that you follow religiously on Instagram. [Open End] |  | Route |
|  | Pages |  |  |
|  | Influencers |  |  |
|  | Brands |  |  |
|  | I do not follow anyone [SHOW AS AN OPTION ONLY IF NOTHING IS CODED IN THE OE DATA] |  |  |

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| Q.56 | **Facebook**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q.48. SHOWSCREEN**  How frequently do you browse content on Facebook? [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.57 | **Facebook**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q.48 SHOWSCREEN**  On average at a given time, how much time do you spend on Facebook? [SA] | Code | Route |
|  | 30 mins or less | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.58 | **FACEBOOK**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q.48. SHOWSCREEN**  What kind of content do you browse on Facebook? [MA] | Code | Route |
|  | Comic reels / videos | 1 |  |
|  | Fashion related | 2 |  |
|  | Innovations / gadgets / tech | 3 |  |
|  | Home décor / gardening | 4 |  |
|  | Pets / animals | 5 |  |
|  | Travel | 6 |  |
|  | Food | 7 |  |
|  | Music | 8 |  |
|  | Cars / Bikes | 9 |  |
|  | Any Others (Please Specify) (OE) | 99 |  |

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| Q.59 | **FACEBOOK**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q48 SHOWSCREEN**  Do you watch videos on Facebook? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

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| Q.60 | **FACEBOOK**  **ASK IF 1 CODED IN Q59 SHOWSCREEN**  Do you watch videos on Facebook with or without Sound? [SA] | Code | Route |
|  | With Sound | 1 |  |
|  | Without Sound | 2 |  |

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| Q.61 | **FACEBOOK**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q.48 SHOWSCREEN**  Do you watch Reels on Facebook? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

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| Q.62 | **FACEBOOK**  **ASK IF 6 CODED IN Q9 & IF 1 coded in Q.48. SHOWSCREEN**  Do you click on Facebook Ads? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.63 | **Facebook**  **ASK IF 1 CODED IN Q.48. SHOWSCREEN**  Please let us know pages / influencers / brands that you follow religiously on Facebook [Open End] |  | Route |
|  | Pages | 1 |  |
|  | Influencers | 2 |  |
|  | Brands | 3 |  |
|  | I do not follow anyone [SHOW AS AN OPTION ONLY IF NOTHING IS CODED IN THE OE DATA] | 4 |  |

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| Q.64 | **YouTube**  **ASK IF 6 CODED IN Q9 & IF 5 coded in Q.48. SHOWSCREEN**  How frequently do you browse videos on YouTube? [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.65 | **YouTube**  **ASK IF 6 CODED IN Q9 & IF 5 coded in Q.48. SHOWSCREEN**  On average at a given time, how much time do you spend on YouTube? [SA] | Code | Route |
|  | 30 mins or less | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.66 | **YouTube**  **ASK IF 6 CODED IN Q9 & IF 5 coded in Q48. SHOWSCREEN**  What kind of videos do you see on YouTube? [MA] | Code | Route |
|  | Comic videos | 1 |  |
|  | Fashion related | 2 |  |
|  | Innovations / gadgets / tech | 3 |  |
|  | Home décor / gardening | 4 |  |
|  | Pets / animals | 5 |  |
|  | Travel | 6 |  |
|  | Food | 7 |  |
|  | Music | 8 |  |
|  | Cars / Bikes | 9 |  |
|  | Any Others | 99 |  |

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| Q.68 | **YouTube**  **ASK IF 6 CODED IN Q9 & IF 5 coded in Q48. SHOWSCREEN**  Do you skip ads on YouTube? [SA] | Code | Route |
|  | Yes | 1 |  |
|  | No | 2 |  |

|  |  |  |  |
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| Q.69 | **LinkedIn**  **ASK IF 6 CODED IN Q9 & IF 4 coded in Q.48. SHOWSCREEN**  How frequently do you visit LinkedIn? [SA] | Code | Route |
|  | Daily (7 days a week) | 1 |  |
|  | 5- 6 days a week | 2 |  |
|  | 2-4 days in a week | 3 |  |
|  | Once a week | 4 |  |
|  | Less Often | 5 |  |

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| Q.70 | **LinkedIn**  **ASK IF 6 CODED IN Q9 & IF 4 coded in Q.48. SHOWSCREEN**  On average at a given time, how much time do you spend on LinkedIn? [SA] | Code | Route |
|  | 30 mins or less | 1 |  |
|  | 1-2 Hrs. | 2 |  |
|  | 3-4 hrs. | 3 |  |
|  | Around 6 Hrs. | 4 |  |
|  | More than 6 Hrs. | 5 |  |

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| Q.71 | **LinkedIn**  **ASK IF 6 CODED IN Q9 & IF 4 coded in Q.48. SHOWSCREEN**  Apart from Jobs, for what purpose do you use LinkedIn the most? [SA] | Code | Route |
|  | Professional Networking | 1 |  |
|  | To keep a track of the trends of your work industry | 2 |  |
|  | Any Others please specify | 99 |  |

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| **Section H - Cinema** |

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| Q.72 | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  How often do you go to cinema halls? [SA] | Code | Route |
|  | Twice in a month | 1 |  |
|  | Once in a month | 2 |  |
|  | Once in 2 months | 3 |  |
|  | Once in 3 months | 4 |  |
|  | Less Often | 5 |  |

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| Q.73 | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  Where do you prefer to watch movies? [SA] | Code | Route |
|  | Multiplexes | 1 |  |
|  | Local Cinema Halls | 2 |  |
|  | Open theaters | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.74 | **Cinema**  **ASK IF 1 CODED IN Q73. SHOWSCREEN**  Which multiplex do you prefer to watch movies? [SA] | Code | Route |
|  | PVR | 1 |  |
|  | INOX | 2 |  |
|  | Cinepolis | 3 |  |
|  | Any Others please specify | 99 |  |

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| --- | --- | --- | --- |
| Q.75 | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  Generally, when do you reach the cinema halls? [SA] | Code | Route |
|  | Before National Anthem | 1 |  |
|  | After the National Anthem | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.75a | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  Please let us know what you do during movies intervals? [SA] | Code | Route |
|  | Sits in Auditorium throughout Interval | 1 |  |
|  | Roam outside Auditorium | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.76 | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  Which type of movies do you prefer to watch? [SA] | Code | Route |
|  | Bollywood | 1 |  |
|  | Hollywood | 2 |  |
|  | Regional Movies | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.77 | **Cinema**  **ASK IF 9 CODED IN Q9. SHOWSCREEN**  Given a choice between OTT and Cinema halls where would you rather watch a movie? [SA] | Code | Route |
|  | OTT | 1 |  |
|  | Cinema Hall | 2 |  |

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| **Section I: Online Gaming** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Section J: OOH** |  |  |
| Q.82 | **OOH**  **ASK All. SHOWSCREEN**  Do you remember watching any Outdoor Ad recently? [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |
|  | May be | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.83a | **OOH**  **ASK IF 1/3 CODED IN Q.82. SHOWSCREEN**  You mentioned you have seen an Outdoor ad, please let us know where did you recall seeing the Ad? [MA] | Code | Route |
|  | On the Billboards | 1 |  |
|  | On a Taxi | 2 |  |
|  | On the Bus | 3 |  |
|  | On a hoarding near Signal | 4 |  |
|  | On a hoarding near Junction | 5 |  |
|  | In the airport premises | 6 |  |
|  | In the aircraft | 7 |  |
|  | Metros/ Railway Stations | 8 |  |
|  | Inside Retail Shops | 9 |  |
|  | Shopping Malls | 10 |  |
|  | Any Others please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.83b | **OOH**  **ASK IF 1/3 CODED IN Q.82.**  Please let us know for which brand do you recall seeing the Ad? **(Open Ended) (Response Limit to 50 Characters) Please let us know type of AD presentation you have seen OOH? [SA]** | Code | Route |
|  | Static Billboard | 1 |  |
|  | Digital | 2 |  |
|  | Mobile billboard | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q.84 | **ASK if coded 1 In Q84. SHOWSCREEN**  While purchasing any products/ services please let us know which Advertisement medium has influenced your decision to purchase that products/ services.[MA] | Code | Route |
|  | Television | 1 |  |
|  | OTT Platforms | 2 |  |
|  | Newspapers | 3 |  |
|  | Radio | 4 |  |
|  | Social Media (Facebook, Instagram, LinkedIn, Twitter, YouTube etc.) | 5 |  |
|  | Magazines | 6 |  |
|  | Cinema | 7 |  |
|  | Google Ads /Internet Ads | 8 |  |
|  | OOH | 9 |  |
|  | Any Others please specify | 99 |  |

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| **THOSE ARE ALL THE QUESTIONS WE HAVE FOR YOU TODAY. THANK YOU VERY MUCH FOR YOUR TIME.** |