|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **JN: 17xxxx** | **Project: Projector Study** | **Qre. No.** | | | | | |
| **B2B** |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of the Respondent\*** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Location** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Name of the Respondent** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Address of Respondent** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Mobile Number\*** |  |  |  | |  | |  | |  | |  | |  | |  |  | |  | |  | |  |  | |
| **Email Address\*** |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Name of the Interviewer\*** |  | | | | | | | | | | | | | | | | | | | | | | |  |
| **Date of Interview\*** | D | D | | **-** | | M | | M | | **-** | | Y | | E | | | A | | R | |  | | | |

**NOTE TO THE INTERVIEWER: - DETAILS INDICATED WITH “\*” ARE COMPULSORY AND QUESTIONNAIRES WITHOUT THESE DETAILS WILL NOT BE ACCEPTED. INTERVIEWS TO BE TAKEN THROUGH TELEPHONE.**

Good...... My name is ........., and I am from KANTAR, a leading market research company. We carry out surveys among users of different kinds of products and would like to ask you a few questions in this regard.

Before starting this survey, we wish to confirm that this survey complies with the Market Research Society of India (MRSI) and the international code of ethics for market research. Please be assured that all information given by you will be kept strictly confidential and will not be revealed with your name/contact details without your prior permission or as per the quality norms of MRSI. The responses collected will be added together with the responses of others before presenting the findings. We might record parts of the interview for quality checking and training purposes. By Participating, you indicate your acceptance of the terms of the survey.

Do you have any queries? For further clarification, you may also contact my senior at Kantar at any point during this interview. INTERVIEWER TO CLARIFY AND PROVIDE ASSURANCE.

TIME OF START: \_\_\_\_\_\_\_\_\_\_\_ TIME OF END: \_\_\_\_\_\_\_\_\_\_\_\_ TOTAL DURATION: \_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**SECTION: SCREENER**

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Group Definition** | | | |
|  | **TG1** | **TG2** | **TG3** |
| Age Group | 25-34 Years | 35-45 Years | 35-65 Years |
| Life Stage | Newly married;  Unmarried singles | Newly married;  Unmarried singles | Newly married;  Unmarried singles |
| Income Level | 1.5 Lakh if single  2.5 Lakh if married | - | - |
| Home Ownership | 2-3 BHK  Rented/Self-Owned | 3BHK+  Rented/Self-Owned | Self-Owned |
| Entertainment Area | - | Either has a dedicated  area/room for entertainment or  owns a sound bar or a basic amplifier/ speaker | Will have a premium dedicated home  theatre entertainment room |

|  |  |
| --- | --- |
| Projector Brands | Price Range |
| BenQ | 50,000 and above |
| Epson |
| Others |

S1. Select city of residence:

|  |  |  |
| --- | --- | --- |
| **CITY** | **Code** | **Instruction** |
| Delhi | 1 | CONTINUE AS T1 |
| Mumbai | 2 |
| Kolkata | 3 |
| Chennai | 4 |
| Bangalore | 5 |
| Ahmedabad | 6 |
| Lucknow | 7 | CONTINUE AS T2 |
| Coimbatore | 8 |
| Nagpur | 9 |
| Bhubaneswar | 10 |
| Surat | 11 |
| Pune | 12 |
| Others | 13 | Terminate |

**S2. ASK ALL:** What is your age? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Age** | **CODE** | **INSTRUCTIONS** |
| Below 25 | 1 | **TERMINATE** |
| 25- 29 years | 2 | CONTINUE AS TG1 |
| 30-34 years | 3 |
| 35-39 years | 4 | CONTINUE AS TG2/TG3 |
| 40-44 years | 5 |
| 45-54 years | 6 | CONTINUE AS TG3 |
| 55-59 years | 7 |
| 60-65 years | 8 |
| 66 and above | 9 | TERMINATE |

**S3. ASK ALL:** What is your marital status? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Marital status** | **CODE** | **INSTRUCTIONS** |
| Married | 1 | **CONTINUE** |
| Unmarried | 2 |
| Prefer not to answer | 3 | TERMINATE |

**S3a. ASK TG1:** What is your monthly household income? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Income** | **CODE** | **INSTRUCTIONS** |
| Upto Rs.50,000 | 1 | TERMINATE |
| Rs.50,000 to Rs.1,50,000 | 2 |
| Rs.1,50,000 to Rs.2,50,000 | 3 | CONTINUE IF CODED 1 IN S3a |
| Rs.2,50,000 to Rs. 5,00,000 | 4 | CONTINUE FOR ALL |
| More than Rs.5,00,000 | 5 |

**S4. ASK ALL:** Do you rent or own the place you are currently residing in? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Ownership** | **CODE** | **INSTRUCTIONS** |
| Self-Owned | 1 | **CONTINUE** |
| Rented | 2 | CONTINUE FOR TG1 & TG2  TERMINATE FOR TG3 |
| Leased | 3 |

**S5. ASK THOSE CODED 4/5 IN S2:** What kind of residence do you own?

|  |  |  |
| --- | --- | --- |
| **Residence Type** | **CODE** | **INSTRUCTIONS** |
| Apartment | 1 | **CONTINUE AS TG2** |
| Rowhouse/Penthouse | 2 |
| Villa/Independent house | 3 | **CONTINUE AS TG3** |

**S6. ASK ALL:** How many bedrooms does your residence have? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Bedrooms** | **CODE** | **INSTRUCTIONS** |
| 1 | 1 | TERMINATE |
| 2 | 2 | CONTINUE FOR TG1 |
| 3 | 3 | CONTINUE FOR ALL |
| 4 | 4 |
| 5+ | 5 |

**S7. ASK ALL:** Do you have a dedicated room/area for entertainment? **SINGLE CODING**

|  |  |  |
| --- | --- | --- |
| **Entertainment Area** | **CODE** | **INSTRUCTIONS** |
| Yes, we have a dedicated room | 1 | **CONTINUE** |
| Yes, we have the living room | 2 |
| No, entertainment system is in common area | 3 | CONTINUE FOR TG1 & TG2  TERMINATE FOR TG3 |

**S8a. ASK ALL:** Which of the following home entertainment devices do you own? **MULTI CODING**

**S8b. ASK ALL:** Which other home entertainment devices did you consider while making the purchase? **MULTI CODING**

**S8C. ASK ALL:** Which of the following home entertainment devices are you planning to purchase in the next 1 year? **MULTI CODING**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Device Owned** | **S8a** | **S8b** | **S8c** | **Instructions** |
| Sound Bar | 1 | 1 | 1 | TERMINATE TG2 IF CODED 10 |
| Basic amplifier/speakers | 2 | 2 | 2 |
| Upto 23” LED TV | 3 | 3 | 3 |
| 24” - 31” LED TV | 4 | 4 | 4 |
| 32” – 39” LED TV | 5 | 5 | 5 |
| 40”-64” LED TV | 6 | 6 | 6 |
| 65” LED TV or above | 7 | 7 | 7 |
| Home theatre projector | 8 | 8 | 8 |
| None of these | 10 | 10 | 10 |

CLASSIFICATION:

|  |  |  |
| --- | --- | --- |
| **CLASSIFICATION** | **CODE** | **INSTRUCTIONS** |
| Those who haven't bought 65”+ TV or home theatre projector in last 1 year but plan to purchase in next one year | 1 | CODED 7/8 IN S8c AND NOT CODED 7/8 IN S8a |
| Those who considered buying home theatre projector in last 1 year but bought 65”+ TV instead | 2 | CODED 8 IN S8b AND CODED 7 IN S8a |
| Those who considered buying 65”+ TV in last 1 year but bought home projector instead | 3 | CODED 7 IN S8b AND CODED 8 IN S8a |