**Screener Questioner – Meerut Home Visits – Sept 2023.**

|  |
| --- |
| **RECRUITMENT PROCESS** |

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

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

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

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

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

Name of RC: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Back Checked By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Center | Code |
| Meerut | 01 |

|  |
| --- |
| **Introduction** |
| Good \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_! My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am from Market Xcel which is a market research agency. We regularly conduct surveys for various products & services. Currently, we are conducting a research study on- feminine hygiene products to understand the purchase journey. In this context I would like to seek your valuable opinion.  |

**Sample Grid**

|  |  |  |
| --- | --- | --- |
| **UP Meerut** | **ROU** | **Rural** |
| **SEC C** | **R1/R2** |
| **Whisper choice Regular/ XL** | 1 | 1 |
| **Stayfree Secure Regular/ XL** | 1 | 1 |
| **Pro Ease Regular/XL** | 1 | 1 |
| **Sofy Bodyfit Regular** | 1 | 1 |
| **Total** | **4** | **4** |

**SECTION I: GENERAL SECTION – FOR ALL**

**Q1.** Code gender: **OBSERVE AND RECORD**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Code** | **Instructions** |
| Male | 1 | **TERMINATE**  |
| Female | 2 | **CONTINUE** |

**Q2.** Madam, can you please tell me your age in a complete number of years? **RECORD IN THE GRID BELOW**

|  |
| --- |
| **AGE (In complete no. of years)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

 **POST-CODE IN THE GRID BELOW**

|  |  |  |
| --- | --- | --- |
| **Age** | **Code** | **Instructions** |
| **Less than 18 years**  | 1 | **TERMINATE** |
| 18-20 years | 2 | **CONTINUE** |
| 21-22 years | 3 | **CONTINUE** |
| 23-24 years | 4 | **CONTINUE** |
| More than 24 years | 5 | **TERMINATE** |

**KEEP MIX OF AGE GROUPS**

**Q3.** Now, I would like to know if you or any member in your household works for any of the following companies: **(INTERVIEWER TO READ OUT)**

|  |  |  |
| --- | --- | --- |
| **ORGANIZATION** | **CODE** | **INSTRUCTIONS** |
| Market research company | 1 | **TERMINATE** |
| Advertising company | 2 |
| Media – TV / Press / Channels / Magazines | 3 |
| Medicines / beauty / hygeine product Manufacturers /Marketeer  | 4 |
| Retail/Wholesale/Distributorship of Medicines / beauty / hygeine product | 5 |
| Doctor / chemist  | 6 |
| Business (medicines / beauty / hygeine products etc.) | 8 |
| Private sector  | 9 | **CONTINUE** |
| Govt sector  | 10 |
| Business owners  | 11 |

**Q.4** What is the highest level of education that you have attained? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Education**  | **Code** | **Instructions** |
| Illiterate | 1 | **Terminate** |
| Literate but no formal schooling / School-Upto4 years | 2 |
| School-5 to 9 years | 3 |
| SSC/ HSC | 4 | **Continue** |
| Some College (incl Diploma post 10/12 standard) but not graduate  | 5 |
| Graduate/ Postgraduate: General | 6 |
| Graduate/ Postgraduate: Professional | 7 |
| Any other (Pl specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | 8 |

**Q5.** What is your occupation? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Occupation** | **Code** | **INSTRUCTION**  |
| Student | 1 | **CONTINUE**  |
| Unemployed | 2 |  |
| Freelancer / Part-time employee | 3 |  |
| Housewife  | 4 |  |
| Government employee  | 5 |  |
| Private employee  | 6 |  |
| Shop owner  | 7 |  |
| Business owner  | 8 |  |
| Any other, (pl specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | 9 |  |

**PREFERENCE FOR UNIVERSITY STUDENT**

**Q6.** RECORD NCCS? **(REFER TO Q.4 &5 AND FILL UP THE NCCS GRID AND RECORD BELOW) SINGLE RESPONSE**

|  |  |
| --- | --- |
| **Record NCCS** |  |

|  |  |
| --- | --- |
| **NEW SEC GRID**  | **Education of Chief Earner**  |
| **No of Durables** | **Illiterate**  | **Literate but no formal schooling/ School-Upto4 years**  | **School-5 to 9 years**  | **SSC/ HSC**  | **Some College (including Diploma) but not Grad**  | **Graduate/ Postgraduate: General**  | **Graduate/ Postgraduate: 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 |

***NOTE*: CONTINUE ONLY IF CODED C.**

**Q7.** Could you please tell your approx. household income? **RECORD VERBATIM**

|  |  |  |
| --- | --- | --- |
|  **Record Income** |  |  |

**Q8.** Are you married? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Yes  | 1 | **CONTINUE** |
| No | 2 | **CONTINUE** |

**KEEP A MIX OF MARRIED AND UNMARRIED ACROSS RESPONDENT SEGMENTS**

**IF CODED 1 ASK Q.9 ELSE SKIP TO Q.10**

**Q9.** Do you have kids? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Yes  | 1 | **CONTINUE** |
| No | 2 | **CONTINUE** |

**Q10.** How much do you agree with the statement *“I can talk about feminine health / hygiene products such as sanitary napkins frankly with other females”*. How much would you give on a scale of 1-5, where 1 = strongly disagree and 5 = strongly agree **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Strongly disagree | 1 | **TERMINATE** |
| Somewhat disagree | 2 |
| Neither disagree nor disagree | 3 |
| Somewhat agree | 4 | **CONTINUE** |
| Strongly agree | 5 |

**Q11.** Which of the below statements apply to you best? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| I am currently regularly menstruating  | 1 | **CONTINUE** |
| I am currently not menstruating  | 2 | **TERMINATE** |

**Q12.** Do you currently use sanitary napkins regularly for yourself? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Yes  | 1 | **CONTINUE** |
| No | 2 | TERMINATE  |

**Q13.** Which brand of sanitary napkins do you use mostly? **SINGLE RESPONSE**

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Whispers  | 1 | **CONTINUE** |
| Stayfree  | 2 | **CONTINUE** |
| Sofy Bodyfit | 3 | **CONTINUE** |
| Proease  | 4 | **CONTINUE** |
| Camper  | 5 | TERMINATE |
| Niine | 6 |
| Easy day  | 7 |
| Others (pl specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | 8 |

**KEEP A MIX OF BRANDS PER SAMPLE GRID**

**Q14.** Which of the below factors do you see before selecting a sanitary napkin brand for purchase?

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Leakage  | 1 |  |
| Lasts for longer duration  | 2 |  |
| Soft material  | 3 |  |
| Odorfree  | 4 |
| Cost  | 5 |

**Q15**. Are you the one who decides for the purchase of sanitary napkin brand that you use?

|  |  |  |
| --- | --- | --- |
| **Items** | **Code** | **Instruction** |
| Yes  | 1 | **CONTINUE** |
| No | 2 | **TERMINATE** |