GOOD MORNING/AFTERNOON/EVENING SIR / MA’AM. I AM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [INTERVIEWER NAME], FROM NIELSENIQ (INDIA) PRIVATE LIMITED, A MARKET RESEARCH COMPANY.

CURRENTLY AS A PART OF OUR REGULAR SERVICE AND PROJECT IMPROVEMENT, WE ARE DOING THIS SURVEY TO UNDERSTAND PEOPLE’S RESIDENCE / STAY CHOICES AND WE WOULD LIKE TO UNDERSTAND YOUR EXPERIENCE.

I WILL NOT TAKE MORE THAN 15 MINUTES OF YOUR TIME

**QA1. MAY I CONTINUE?**

|  |  | Programming Instruction |
| --- | --- | --- |
| YES | 1 | DISPLAY Q1a |
| NO | 2 | DISPLAY QA2 |

**PROGRAMMER INSTRUCTION: ASK IF CODED 2 IN QA1**

**QA2. MAY I CONNECT AND VISIT YOU AT ANOTHER TIME CONVENIENT TO YOU?**

|  |  | Programming Instruction |
| --- | --- | --- |
| YES | 1 | Record date & time (if possible) and terminate |
| NO | 2 | Display "No problem, Sir/Madam. Thank you for your time" and terminate |

| QA2i | **PROGRAMMER INSTRUCTION – IF SELECTED CODE 1 IN QA2,**  Record Date & time? **(RECORD DATE & TIME AND TERMINATE)** |
| --- | --- |
|  | **DD.MM.YYYY & XX:00 hr** |

**SECTION 1: RECRUITMENT**

| Q1a | **PROGRAMMER INSTRUCTION: ASK ALL IF CODED 1 IN QA1**  Record the Gender **[INTERVIEWER INSTRUCTION: DO NOT ASK RESPONDENT] [SA]** | Code | Route |
| --- | --- | --- | --- |
|  | MALE | 1 |  |
|  | FEMALE | 2 |  |

| Q1b | **PROGRAMMER INSTRUCTION - ASK ALL. TERMINATE IF CODED 1 IN Q1b**  Were you were born & raised in Pune? **[SA]** | | |
| --- | --- | --- | --- |
|  | **YES** | **1** | **TERMINATE** |
|  | **NO** | **2** | **CONTINUE** |

| Q1c | **PROGRAMMER INSTRUCTION - ASK ALL.**  Please let us know where do you hail from originally. [OE]  **MENTION THE CITY & STATE**  **CITY** | | | | |
| --- | --- | --- | --- | --- | --- |
|  | STATE |  |  |  |  |

| Q1d | **PROGRAMMER INSTRUCTION - ASK ALL. [0-30]**  Please let us know since when are you staying in Pune? [OE] |
| --- | --- |
|  | **\_\_\_\_ YEARS** |

| Q1e | **PROGRAMMER INSTRUCTION - ASK ALL. TERMINATE IF CODED 2 IN Q1e**  Please let us know the reason to shift to Pune. [SA] | | |
| --- | --- | --- | --- |
|  | For Job related reasons | **1** | **CONTINUE** |
|  | Any other | **2** | **TERMINATE** |

| Q2a | **PROGRAMMER INSTRUCTION - ASK ALL.**  Please let me know your age in completed years [Range 1-99] | | | | |
| --- | --- | --- | --- | --- | --- |
| (R1) | Age: |  |  |  |  |

| Q2b | **PROGRAMMER INSTRUCTION – POST CODE OPTIONS FROM Q2a. HIDE QUESTION.**  **TERMINATE IF CODED 1 & 5 IN Q2b, CONTINUE IF CODED 2,3 & 4 IN Q2b** | Code | Route |
| --- | --- | --- | --- |
|  | LESS THAN 22 years | 01 | TERMINATE |
|  | 22 – 25 yrs. | 02 | CONTINUE  CONTINUE  CONTINUE |
|  | 26 – 30 yrs. | 03 |
|  | 31 – 35 yrs. | 04 |
|  | 36 & ABOVE | 05 | TERMINATE |

| Q3 | **PROGRAMMER INSTRUCTION: ASK ALL. TERMINATE IF CODED 3 IN Q3**  **INTERVIEWER INSTRUCTION: READ OUT EACH OPTION ONE BY ONE**  Thinking about the decision of deciding on the residing / staying options in Pune, please tell me which statement best applies to you? [SA] | Code | Route |
| --- | --- | --- | --- |
|  | I am the sole decision-maker | 1 |  |
|  | I along with my family members / friends take a decision | 2 |  |
|  | I am not at all involved in the decision making | 3 | TERMINATE |

Q4a. **PROGRAMMER INSTRUCTION: ASK ALL**

**INTERVIEWER INSTRUCTION: RECORD THE INCOME AS AN OPEN END**

Please tell me your annual Individual income. **[SA][OE]**

**[Range 1-9999999]**

| **Input** | **Code** |
| --- | --- |
| **Rs. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | |

| Q4b | **PROGRAMMER INSTRUCTION – POST CODE OPTIONS FROM Q4a**  **TERMINATE IF 1 CODED IN Q4b** | Code | Route |
| --- | --- | --- | --- |
|  | Up to INR 6 Lakhs | 01 | TERMINATE |
|  | INR 6 – 10 Lakhs | 02 |  |
|  | INR >10 – 15 Lakhs | 03 |  |
|  | INR >15 – 20 Lakhs | 04 |  |
|  | INR >20 - 25 lakhs | 05 |  |
|  | INR 25 Lakhs+ | 06 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q5 | **PROGRAMMER INSTRUCTION – ASK ALL**  Are you aware of the Coliving Concept – i.e. shared housing space with a private room, single or Double occupancy but a shared common area and facilities in an apartment / home with other known or unknown members facilitated by a professional host /brand [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q6a | **PROGRAMMER INSTRUCTION: ASK ALL**  Please let us know the sector of your current job / occupation? [SA] | Code | Route |
|  | Information Technology / ITES | 01 |  |
|  | Banking financial service & Insurance (BFSI) | 02 |  |
|  | Manufacturing | 03 |  |
|  | Consulting | 04 |  |
|  | Pharma | 05 |  |
|  | E-commerce | 06 |  |
|  | Others, please specify | 99 |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q6b | **PROGRAMMER INSTRUCTION: DO NOT ASK, POST CODE**  **CODE 1 IF CODED 1 IN Q6A; CODE 2 IF CODED 2/3/4/5/6/99 IN Q6a**  Sector of your work profile. [SA] | Q7a |  | Route |
|  | IT industry | 01 |  | 90% QUOTA |
|  | NON – IT industry | 02 |  | 10% QUOTA |

| Q6c | **PROGRAMMER INSTRUCTION – ASK ALL. TERMINATE IF CODED 2 IN Q6c**  **Where is your Office located? [SA]** | Code | Route |
| --- | --- | --- | --- |
|  | Hinjewadi IT Park | 1 | CONTINUE |
|  | Anywhere else in Pune | 2 | **TERMINATE** |

**SECTION 2: CURRENT RESIDENCE**

|  |  |  |  |
| --- | --- | --- | --- |
| Q7a | **PROGRAMMER INSTRUCTION – ASK ALL. TERMINATE IF CODED 6 IN Q7a**  Please let me know the current residence status in Pune. [SA] | Code  (243) | Route |
|  | Rented | 1 |  |
|  | Company Provided | 2 |  |
|  | Paying Guest (PG) Branded/ unorganised local PG | 3 |  |
|  | Shared apartment (living with other members with shared facilities) / Coliving space | 4 |  |
|  | Hostel | 5 |  |
|  | Owned Apartment / Home | 6 | TERMINATE |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8a | **PROGRAMMER INSTRUCTION – ASK ALL**  **SHOW ONLY IF CODED HOSTEL/PG – 3/5 IN Q7a**  **SHOW ONLY IF CODED HOSTEL/PG – 3/5 IN Q7a**  What is type of configuration that you currently reside in Pune? [SA]  **INSTRUCTION TO THE INTERVIEWER: In case of coliving / shared space residence, please ask the respondent to share the total rooms of the current apartment / flat / space, i.e. inclusion of their rooms, shared spaces and the other rooms.** | Code | Route |
|  | Personal Single room only [SHOW ONLY IF CODED HOSTEL/PG – 3/5 IN Q7a] | 1 |  |
|  | Shared Single Room [SHOW ONLY IF CODED HOSTEL/PG – 3/5 IN Q7a] | 2 |  |
|  | 1 RK / Studio space | 3 |  |
|  | 1 BHK | 4 |  |
|  | 2 BHK + | 5 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8b | **PROGRAMMER INSTRUCTION – ASK IF 4 CODED IN Q7a**  Please let us know your current accommodation of Coliving / shared space in terms of the occupancy? [SA] | Code | Route |
|  | SINGLE OOCUPANCY | 1 |  |
|  | DOUBLE OCCUPANCY | 2 |  |
|  | TRIPLE OCCUPANCY | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8ci | **PROGRAMMER INSTRUCTION – ASK ALL**  Since when are you staying in the current place of residence [SA] | Code | Route |
|  | In the last one year | 1 |  |
|  | More than 1 -2 years | 2 |  |
|  | More than 2 years ago | 3 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8cii | **PROGRAMMER INSTRUCTION – ASK ALL**  For how long do you intend to continue staying in the current place of residence? [SA] | Code | Route |
|  | For the next 6 months | 1 |  |
|  | For the next 1 year | 2 |  |
|  | For the next 2 year | 3 |  |
|  | For more than 2 years | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q8c | **PROGRAMMER INSTRUCTION – ASK ALL**  Was the room / area of residence furnished when you moved in [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9a | **PROGRAMMER INSTRUCTION – ASK ALL [1000-99999]**  What is the rent per month pro-rata, for the current place of residence? [OE]  **PROGRAMMER INSTRUCTION -** IF 4 CODED N Q7a THEN SHOW THE FOLLOWING  Please take into consideration the Charges Per Bed per month, if Current Accommodation Is Co-living or a shared space | Code | Route |
|  | Rs. |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q9b | **PROGRAMMER INSTRUCTION – ASK ALL**  **SHOW ONLY IF 4 CODED IN Q7a – I.E. shared apartment / Colive**  Please let us know what additional charges / facilities that you have to pay other than the monthly rented costs? [MA] | Code | Route |
|  | Maintenance costs | 1 |  |
|  | Internet charges | 2 |  |
|  | Electricity charges | 3 |  |
|  | Gas bill / LPG | 4 |  |
|  | Parking charges | 5 |  |
|  | Food (SHOW ONLY IF 4 CODED IN Q7a – I.E. shared apartment / Colive) | 6 |  |
|  | Leisure / Amenities provided by the society currently living in | 7 |  |
|  | Other, please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q10a | **PROGRAMMER INSTRUCTION – ASK IF 4 CODED IN Q7a.**  **INTERVIEWER INSTRUCTION - DO NOT SHOW THE LIST TO THE RESPONDENT**  Please let us know which coliving space are you current living at in Pune? [SA] | Code | Route |
|  | Zolo | 1 |  |
|  | Colive | 2 |  |
|  | Stanza Living | 3 |  |
|  | Housr | 4 |  |
|  | Oyo Life | 5 |  |
|  | Nestaway | 6 |  |
|  | It is not a branded Co-living space, we live together and share spaces, facilities and rent basis mutual & shared expenses | 100 |  |
|  | Other please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q10b | **PROGRAMMER INSTRUCTION – ASK ALL**  If given an option, would you be willing to shift to a premium co-living space? [SA]  ***INTERVIEWER TO EXPLAIN PREMIUM COLIVING SPACE SHOWCARD*** | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q11 | **PROGRAMMER INSTRUCTION – DO NOT ASK. AUTOCODE THE SEGMENTS AS PER THE INSTRCUTIONS**  **POST COFDE 1 - IF CODED 1 IN Q5 & 1 IN Q10b**  **POST CODE 2 – IF CODED 1 IN Q5 & 4 IN Q7a**  **POST CODE 3 - IF 1 CODED IN Q5 & 2 CODED IN Q10b**  **FOR ANY OTHER TERMINATE COMBINATION OTHER THAN CODED 1,2,3**  **TERMINATE IF 4 CODED IN Q11**  **CUSTOMER SEGMENT**  CUSTOMER SEGMENT [SA] | Code | Route |
|  | **AWARE AND CONSIDERS OF CO-LIVING** | 1 | IF CODED 1 IN Q5 & 1 IN Q10b |
|  | **CURRENT USERS OF CO-LIVING (BRANDED/ UNBRANDED)** | 2 | IF CODED 1 IN Q5 & 4 IN Q7a |
|  | **NON-CONSIDERERS OF CO-LIVING** | 3 | IF 1 CODED IN Q5 & 2 CODED IN Q10b |
|  | **ANY OTHER** | 4 |  |

**TERMINATE IF ~~1/2/3 NOT~~ CODED 4 IN Q11**

**PROGRAMMER INSTRUCTION – ASK ALL**

**Q12a. Please tell me your family structure that are living with you in Pune. [SA]**

|  |  |
| --- | --- |
| Live alone | 01 |
| Live with friends | 02 |
| Live with my spouse only | 03 |
| Live with Spouse and children | 04 |
| Live with Parents / Siblings | 05 |
| Live with Extended Family | 06 |

**PROGRAMMER INSTRUCTION – ASK ALL**

**Q12b. Please tell me the total know of Family members you stay with, including yourself currently in Pune. [SA]**

**PROGRAMMER INSTRUCTION – PLEASE FOLLOW THE LOGIC CHECK WITH Q12a.**

**IF CODED 1 IN Q12a THEN CAN CODE OPTION 1 IN Q12b ONLY**

**IF CODED 2 IN Q12a THEN CANNOT CODE 1 IN Q12b**

**IF CODED 3 IN Q12a THEN CAN CODE OPTION 2 IN Q12b ONLY**

**IF CODED 4-6 IN Q12a THEN CANNOT CODE 1/2 IN Q12b**

|  |  |
| --- | --- |
| Myself | **01** |
| 2 members | **02** |
| 3 members | **03** |
| 4 members | **04** |
| 5 members | **05** |
| 6 members or more | **06** |

| Q13a | **PROGRAMMER INSTRUCTION - ASK ALL.**  Please mention your highest level of education. [SA] | Code | Route |
| --- | --- | --- | --- |
|  | Some college, Diploma course | 01 |  |
|  | Graduate/ Postgraduate: General | 02 |  |
|  | Graduate/ Postgraduate: Professional | 03 |  |
|  | Others (Please specify) | 04 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q13b | **PROGRAMMER INSTRUCTION: ASK ALL**  Please let me know your current occupation. [SA] |  | Route |
|  | Working for a company – Entry level profile | 01 |  |
|  | Working for a company - Mid management corporate profile | 02 |  |
|  | Working for a company - Higher management corporate profile | 03 |  |
|  | Entrepreneur/ Self-owned business/ Self Employed | 04 |  |
|  | Any Others, please specify | 05 |  |

**PROGRAMMER INSTRUCTION: ASK ALL. OPEN ENED**

**INSTRUCTION TO THE INTERVIEWER: MENTION THE COMPLETE COMPANY NAME IN THE SPACE PROVIDED**

Q13c. Please let us know the name of the company in which you work.

|  |
| --- |
|  |

| Q14a | **PROGRAMMER INSTRUCTION – ASK ALL**  Please select your overall work experience. [SA] | Code | Route |
| --- | --- | --- | --- |
|  | Less than 5 years | 01 |  |
|  | 5 – 10 years | 02 |
|  | |  |  | | --- | --- | | 10 + years | 03 | | 03 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q14b | **PROGRAMMER INSTRUCTION – ASK ALL**  How did you become aware of the flat / room / space that you’re currently living in [SA] | Code | Route |
|  | Saw an advertisement in newspaper | 1 |  |
|  | Saw an advertisement in hoardings / displays | 2 |  |
|  | Advertising on a Pamphlet | 3 |  |
|  | Got reference from a broker | 4 |  |
|  | Got information through search on housing websites (99acres, Magicbricks, Nobroker, etc.) | 5 |  |
|  | Advertisement when browsing the internet (ad pop ups) | 6 |  |
|  | Got reference from a friend / family member / acquaintance | 7 |  |
|  | Others, please specify | 8 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q14c | **PROGRAMMER INSTRUCTION – ASK ALL [1-80]**  Please let us know the approximate distance of your office from your current place of stay in Pune, one way. [OE] | Code | Route |
|  | Xxx Kms |  |  |

**PROGRAMMER INSTRUCTION – ASK ALL**

Q14d. What mode of transportation do you use most often when travelling to the office? [SA]

***INTERVIEWER TO SAY - IN CASE YOU USE MORE THAN 1 TRANSPORT MODE TO REACH OFFICE PLEASE SPECIFY THE MOST OFTEN MODE USED TRANSPORTATION TO TRAVEL THE DISTANCE***

|  |  |
| --- | --- |
| Walking | 01 |
| Private Two-Wheeler Vehicle (Bike / Scooty / Cycle) | 02 |
| Private 4-Wheeler Vehicle (Car) | 03 |
| Public Transportation – Autos | 04 |
| Public Transportation – Buses | 05 |
| Public Transportation – Metro | 06 |
| App Based Transport Services Like Ola / Uber Etc. | 07 |
| Office Provided Transport | 08 |
| Carpooling With Friends / Office Colleagues | 09 |
| Carpooling Through App | 10 |
| Do Not Travel – Work from Home | 11 |

**SECTION 3: FACTORS**

**PROGRAMMER INSTRUCTION: ASK ALL.**

**INSTRUCTION TO INTERVIEWER: SHOW THE STATEMENTS TO THE RESPONDENTS.**

**Q15b.** Following are listed some of the factors that people like you have said are important with respect to the residential home apartments. [SA]. While we understand most of the below factors could feature as the most important, please rank the complete list of factors, 1 being the most important factor, 2nd being the 2nd most important factor and so on.

|  |  |
| --- | --- |
| **FACTORS** | **RANKING** |
| Easy Connectivity (Distance from home to office, bus service, connectivity) |  |
| Availability of various F&B options (cafeteria/food court, street food, fine dining options etc.) |  |
| Availability of Wellbeing centers (gym/yoga, 24X7 pharmacy, fitness center etc.) |  |
| Availability of Convenience (creche, electronics store, daily convenience store, shopping mall etc.) |  |
| Availability of various Entertainment options (multiplex, space for organizing events, clubs etc.) |  |
| Physical infra (Safety and security) – (emergency exits, 24X7 security personnel etc.) |  |
| Physical infra (User friendly) – (sufficient lifts, designated parking spaces) |  |
| Great ambience related to Building & surroundings (good ambience, greenery, open spaces etc.) |  |

**Q15a.** We have a list of some features / facilities. Please let us know which these are currently ***not present in your current residential space of stay*** and acts as a barrier or service gap. [MA]

|  |  |  |
| --- | --- | --- |
| **FACTORS** | **SUB FACTORS** |  |
| Connectivity | Connectivity advantage - connectivity with local transport (train/metro/bus) | 1 |
| Distance from Office is comparatively closer | 2 |
| Social infra (F&B & Wellbeing) | Availability of affordable food options for daily consumption (QSRs / street foods / home food) | 3 |
| Presence of Emergency facilities - pharmacy (24X7), medical facility (hospitals / clinics) | 4 |
| Presence of wellbeing centres - salon/beauty care centre / fitness centre / Gym / Yoga | 5 |
| Availability of daily convenience store / personal care (salons) | 6 |
| Interactive spaces (gaming zone, café etc.) | 7 |
| Physical infra (Safety and security) | Availability of quick exits/refuge areas in case of emergencies | 8 |
| Security personnel are present 24/7 at the main entrance | 9 |
| CCTV cameras across the building area for additional security and safety | 10 |
| Smart security system in the homes – fire hoses, landline connection to the security | 11 |
| Physical infra (User friendly) | Sufficient number of lifts that adds to convenience | 12 |
| Designated & sufficient parking facility for rented accommodation | 13 |
| Availability of 24X7 helpline for infrastructure / breakdown related assistance | 14 |
| High speed Internet connection (usage charge basis) | 15 |
| Housekeeping / Laundry services | 16 |
| Physical infra (Building & surroundings) | Landscaped lush green ambience | 17 |
| Walking track / pavements | 18 |
| Any Other (Please specify) | | 99 |

**PROGRAMMER INSTRUCTION: ASK ALL.**

**Q15bi.** Are there any other factors or facilities, which were not listed which you think is important and is a hygiene for you. [OE].

|  |  |  |
| --- | --- | --- |
|  |  |  |

**SECTION 4: CO-LIVING**

**EXPOSE THE CONCEPT OF PREMIUM CO-LIVING SPACES**

|  |  |  |  |
| --- | --- | --- | --- |
| Q16 | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know which brands of Co-living spaces are you currently aware of? [MA] | Code | Route |
|  | Zolo | 1 |  |
|  | Colive | 2 |  |
|  | Stanza Living | 3 |  |
|  | Housr | 4 |  |
|  | Oyo Life | 5 |  |
|  | Nestaway | 6 |  |
|  | Other, please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q17 | **PROGRAMMER INSTRUCTION – ASK ALL BRAND CODED IN Q16 TO BE SHOWN**  Please let us know which of the Co-living brands that you are aware of, have you ever visited? [MA] | Code | Route |
|  | Zolo | 1 |  |
|  | Colive | 2 |  |
|  | Stanza Living | 3 |  |
|  | Housr | 4 |  |
|  | Oyo Life | 5 |  |
|  | Nestaway | 6 |  |
|  | Other, please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q18a | **PROGRAMMER INSTRUCTION – ASK ALL**  Had you considered a Branded & Organized co-living space during your search for a place to stay? [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q18b | **PROGRAMMER INSTRUCTION – ASK ONLY IF CODED 2 IN Q18a**  You mentioned that you did not consider a Branded & organized co-living space during your search for a place to stay, can you please let us know the reasons for the same? [MA] | Code | Route |
|  | Not much familiar with the brand or product | 1 |  |
|  | The cost difference was not significant and hence not much savings | 2 |  |
|  | Did not want to share space with unfamiliar people | 3 |  |
|  | Do not want to share space with anyone as I live with my family (wife, child, parents) | 4 |  |
|  | The Co-living space location was far away from my office | 5 |  |
|  | Did not offer many facilities | 6 |  |
|  | Any other, please specify | 99 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q19 | **PROGRAMMER INSTRUCTION – ASK ALL**  What features, according to you, would act as an influence in choosing a Premium Co-living space? [MA] | Code | Route |
|  | Layout Amenities (Swimming Pool, Clubhouse, Walking Tracks) | 1 |  |
|  | Building Amenities (Air-conditioned Cafeteria, Laundromats, Co-working Space, Lockers, Cloak Rooms) | 2 |  |
|  | Wider Beds w/t Storage + Thicker Mattress | 3 |  |
|  | Well Appointed Rooms w/t Air-conditioning | 4 |  |
|  | Technology Driven Services Experience | 5 |  |
|  | Covered Car Parking/ 2w Parking | 6 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q20 | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know if you would consider moving in a Premium Co-Living space where all the  desired amenities are provided? [SA] | Code | Route |
|  | Would definitely consider | 1 |  |
|  | May Consider | 2 |  |
|  | Not sure – may or may not consider | 3 |  |
|  | Would not consider | 4 |  |
|  | Would Definitely not consider | 5 |  |

**In the following few questions, we will be sharing a range of price points for a premium coliving space. Please let us know your responses on the same.{-Assume this is for “Premium” Co-living”-}**

**INTERVIWER INSTRUCTION EXPOSE THE PREMIUM COLIVING CONCEPT TO THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| Q21a | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know what price (double occupancy ex excluding food ex excluding GST) point you would consider to be **so expensive** that you would not consider paying for a premium Co-Living space. ? [SA]  The price range shared includes the monthly cost for double occupancy without food & GST Charges. | Code | Route |
|  | Rs. 17,500/ bed p.m. to Rs. 19,999/ bed p.m. | 1 |  |
|  | Rs. 20,000/ bed p.m. to Rs. 22,499/ bed p.m. | 2 |  |
|  | Rs. 22,500/ bed p.m. to Rs. 24,999/ bed p.m. | 3 |  |
|  | Rs. 25,000/ bed p.m. to Rs. 30,000/ bed p.m. | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q21b | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know what price point (double occupancy excluding food excluding GST) would consider it to get expensive, so that it is not out of the consideration set or question, but **you would have to give some thought before paying** for a premium Co-Living space? [SA]  The price range shared includes the monthly cost for double occupancy without food & GST Charges. | Code | Route |
|  | Rs. 17,500/ bed p.m. to Rs. 19,999/ bed p.m. | 1 |  |
|  | Rs. 20,000/ bed p.m. to Rs. 22,499/ bed p.m. | 2 |  |
|  | Rs. 22,500/ bed p.m. to Rs. 24,999/ bed p.m. | 3 |  |
|  | Rs. 25,000/ bed p.m. to Rs. 30,000/ bed p.m. | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q21c | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know what price point (double occupancy excluding food excluding GST) would you consider the rent to be a bargain, a great expense for the money for a premium Co-Living space? [SA]  The price range shared includes the monthly cost for double occupancy without food & GST Charges. | Code | Route |
|  | Rs. 17,500/ bed p.m. to Rs. 19,999/ bed p.m. | 1 |  |
|  | Rs. 20,000/ bed p.m. to Rs. 22,499/ bed p.m. | 2 |  |
|  | Rs. 22,500/ bed p.m. to Rs. 24,999/ bed p.m. | 3 |  |
|  | Rs. 25,000/ bed p.m. to Rs. 30,000/ bed p.m. | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q21d | **PROGRAMMER INSTRUCTION – ASK ALL**  Please let us know what price point would be feel that the rent is priced so low that you would feel the quality would not be very good for a premium Co-Living space? [SA]  The price range shared includes the monthly cost for double occupancy without food & GST Charges. | Code | Route |
|  | Rs. 17,500/ bed p.m. to Rs. 19,999/ bed p.m. | 1 |  |
|  | Rs. 20,000/ bed p.m. to Rs. 22,499/ bed p.m. | 2 |  |
|  | Rs. 22,500/ bed p.m. to Rs. 24,999/ bed p.m. | 3 |  |
|  | Rs. 25,000/ bed p.m. to Rs. 30,000/ bed p.m. | 4 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q22 | **PROGRAMMER INSTRUCTION – ASK ALL**  Are you intending to continue to stay in your current place of residence? [SA] | Code | Route |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q23a | **PROGRAMMER INSTRUCTION – ASK ALL**  You mentioned that you are currently living in a \_\_\_\_\_ [INPUT THE CODE CODED IN Q7a].  Would you be willing to consider and shift to fully managed Coliving accommodation / space that would provide better facilities? [SA] | | |
|  | YES | 1 |  |
|  | NO | 2 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Q23b | **PROGRAMMER INSTRUCTION – ASK ALL**  You mentioned that you are currently living in a \_\_\_\_\_ [INPUT THE CODE CODED IN Q7a].  In line to the near future, please let us know what would be your preference for the place of stay? | | |
|  | Furnished / Semi Furnished Rented accommodation | 1 |  |
|  | Purchase own space – an apartment / flat | 2 |  |
|  | Unorganised /unbranded shared space / unbranded | 3 |  |
|  | Serviced apartments | 4 |  |
|  | Paying Guest (PG) | 5 |  |
|  | Hostels | 6 |  |
|  | Continue living in the current space | 7 |  |

|  |  |
| --- | --- |
| Q23c | **PROGRAMMER INSTRUCTION – ASK IF 4 CODED IN Q7a AND 100 NOT CODED IN Q10a [BRANDED COLVING RESPONDENT]**  You mentioned that you are currently living in a \_\_\_\_\_ [INPUT THE CODE CODED IN 7a] and for the near future would prefer \_\_\_\_\_ [input the code coded in q23b].Please let us know the reasons for this preference. [OE] |
|  |  |

**SECTION 5: MEDIA CONSUMPTION**

|  |  |
| --- | --- |
| Q23 | **PROGRAMMER INSTRUCTION – ASK ALL**  **ALLOW UPTO 5 OPTIONS TO BE CODED TO A UNIQUE NUMBER OF 1,2,3,4, 5.**  **INSTRUCTION TO THE INTERVIEWER - DO NOT READ THE OPTIONS**  Please tell me which are the top 5 social media sites / apps / OOT platforms that you use most often? Please mention the One that you use /visit the most as 1st followed by the 2nd most used / visited and then the 3rd most used / visited and so on. [MA] |

|  |  |  |
| --- | --- | --- |
|  |  | RANKING |
| (R1) | Facebook |  |
| (R2) | Instagram |  |
| (R3) | LinkedIn |  |
| (R4) | Twitter |  |
| (R5) | YouTube |  |
| (R6) | Snapchat |  |
| (R7) | Telegram |  |
| (R8) | Netflix |  |
| (R9) | Amazon Prime Video |  |
| (R10) | Hotstar |  |
| (R11) | Zee 5 |  |
| (R12) | Sony Liv |  |
| (R13) | Any others |  |

|  |
| --- |
| **Closing Statement.**  Those are all the questions we have for you today. Thank you very much for your time. |