

Recruitment questionnaire : V1				
PROJECT NAME	Yoko		Date:	16.2.2023
Project No:			Qre. SNo	
CENTRE (S): Tick			Mumbai	
Target Audience	Kids from 7-10 years	Studying in class 3-6		
Gender (Tick)	Male	Female		
Respondent's name				
Mobile & Email ID:				
Address (IN ENGLISH):				
Interviewer Name & Mobile, Email				
Place Of Interview and method				
Home 1	Office 2	Online3	Others3	
Accompanied 1	Back Check done 2		DATE	
	Personal1	Telephone2		
I declare that interview has been carried out strictly in accordance with the given specifications and instructions, written and oral, with a person unknown to me, as per study requirements.			Signature (Interviewer)	

PARENTS OF KIDS PARTICIPANTS TO BE CONTACTED FOR DETAILS CONFIRMATION/RECRUITMENT

CHECK ARTICULATION OF KID DURING QC PROCESS.

Good morning/Afternoon/Evening..... I am calling on behalf of _____ (Company), a leading Market Research company. We regularly conduct surveys among consumers like you and would be grateful if you could spare some time to answer a few questions

1. Are you the resident and native of ...

Delhi	1	TERMINATE
Mumbai	2	CONTINUE
Others	3	TERMINATE

2. Observe and code the respondent's gender? **DO NOT ASK**

Female	1	CONTINUE FOR MGD 1
Male	2	CONTINUE FOR MGD 2

3. Have you or your family members been interviewed by a market research agency in the last 6 months? **SINGLE CODING**

Yes	1	TERMINATE
No	2	CONTINUE

4. Could you please look at this card and tell me if you, or any of your family members, work for any of these organizations? **READ OUT IF REQUIRED.**

Market research agency	1	TERMINATE
Advertising / Public relations company	2	

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Media companies / Public relations company	3	CONTINUE
Stationery products manufacturing/retailing	4	
Hotel or hospitality industry/ restaurants/food delivery service provider	5	
Consumer goods manufacturing/retailing/distributing	6	
Travel and Tourism	7	
Others (Specify) _____	98	TERMINATE
Don't know/can't say	99	

5. Could you please tell me your marital status?

Single	1	TERMINATE
Married, with kids	2	CONTINUE
Married, without kids	3	TERMINATE
Separated/Divorced, with kids	4	CONTINUE
Separated/Divorced, without kids	5	TERMINATE
Single Parent	6	CONTINUE
Don't know/ Can't say	99	TERMINATE

6. A) Please take a 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). **TICK THE ITEM IF OWNED. ADD THE NO. OF TICKS IN THE BOX**

B) Does your family own any agricultural land, by agricultural land I mean land that is currently under cultivation or plantation?

7. Could you tell me something about the person who makes the biggest contribution to the running of the household. To what level has he studied **RECORD VERBATIM AND THEN CODE IN GRID**

SEC –GRID

A) Items owned / have access at home			
Electricity Connection	1	Refrigerator	6
Ceiling Fan	2	Washing Machine	7
LPG Stove	3	Personal Computer/ Laptop	8
Two Wheeler	4	Car/ Jeep/ Van	9
Colour TV	5	Air Conditioner	10
B) Agricultural Land	11		
Number of Items owned			

CHIEF WAGE EARNER					SSC/HSC.	GRAD/P.G	GRAD/P.G
NO. OF DURABLES	ILLITERATE	SCHOOL UPTO 4 TH	SCHOOL 5-9 TH	SSC/HSC	NOT GRAD	GENL.	PROFL.
	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

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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

Ensure Mix of SEC A2, A3 and B1 in the groups.

8. Please code below as appropriate, information about your kids.

Age/Gender (M-Male, F-Female)	Kid 1		Kid 2		Kid 3		Kid 4		Kid 5		MUST HAVE AT LEAST ONE KID IN THE AGE GROUP OF 7-10 YEARS TO CONTINUE MALE FOR MGD2 FEMALE FOR MGD1
	M	F	M	F	M	F	M	F	M	F	
<7years	A	A	A	A	A	A	A	A	A	A	
7-10 years	B	B	B	B	B	B	B	B	B	B	
Above 10 years	C	C	C	C	C	C	C	C	C	C	
Don't know/can't say											EXCLUSIVE, TERMINATE

SECTION : CHILDREN INFORMATION

ASK SUBSEQUENT QUESTIONS FOR EACH ELIGIBLE KID. NOTE NUMBER OF KIDS IN THE AGE GROUP OF 7 TO 10 YEARS

FILL ONE QUESTIONNAIRE FOR EACH ELIGIBLE KID. NOT MORE THAN ONE KID PER HOME MUST BE SELECTED FOR PARTICIPATION.

9. We are conducting a group discussion for the kids in age group of 7 to 10 years for their views about stationery & arts products Would you allow your kid/s to be a part of a Group Discussion with likeminded kids? This session will last for about an hour at a venue. There would be gifts/prizes for participation.

Yes	1	CONTINUE
No	2	TERMINATE

10. In which school does your kid study? _____ NOTE (FIELD TEAM TO CROSS CHECK IF IT BELONGS TO A/B/B+ CATEGORY PRIVATE SCHOOLS) TERMINATE STUDENTS FROM VERY PREMIUM HIGH RANGE SCHOOLS FOR SEC A+ HNIS ETC LIKEDPS, SPRINGDALES ETC.

11. What is the total monthly school fee for your kid? (INCLUDING TUITION FEE AND OTHER EDUCATIONAL EXPENSES BUT EXCLUDING HOSTEL, TRANSPORTATION, RESIDENTIAL CHARGES) SINGLE CODING

Less than INR 5,000	1	TERMINATE
INR 5,000 to INR 10,000	2	CONTINUE FIELD TEAM TO KEEP RESEARCH TEAM POSTED ON THIS CRITERION RELATED OBSERVATIONS
INR 10,001 to INR 20,000	3	
INR 20,001 to INR 30,000	4	
INR 30,001 to INR 40,000	5	
INR 40,001 or more	6	TERMINATE
Don't know / prefer not to answer	99	TERMINATE

12. Which of the following stands true for your kid? **MULTIPLE CODING POSSIBLE**

Participates in stage performances/co-curriculars/dance	1	MUST CODE ATLEAST ONE STATEMENT FROM 1,2,3 TO CONTINUE
Participates in elocutions/debates/public speaking competitions	2	
Has he/she been class monitor/head girl/boy/prefect	3	
None	4	TERMINATE, IF EXCLUSIVE
Don't know/can't say	99	TERMINATE, IF EXCLUSIVE

SECTION : CATEGORY, PRODUCTS & BRANDS

13. Which of these arts and stationery/art products your kid (7-10 years) is currently using? **MULTIPLE CODING**

	Usage	
a) Basic Stationery – Ruler, Eraser, Pencil, Sharpner	1	MUST CODE 5 TO CONTINUE
b) Crayons	2	
c) Sketch Pens	3	
d) Colouring pencils (coloured lead, used for drawing/art)	4	
e) Water color (cakes of 12/24)	5	
f) Water color (Tubes/bottles)	6	
g) Acrylic Colors	7	
h) Poster colors	8	
i) DIY kits for painting/crafts	9	
j) Others	98	TERMINATE (IF EXCLUSIVE FOR ANY)
k) Don't know	99	

14. What is your average monthly spend on coloring/sketching this kid (7-10 years) _____ (INR). CODE BELOW

Less than Rs 100	1	TERMINATE
Rs 100-150	3	CONTINUE
Rs 150 plus	99	CONTINUE
Don't Know/Can't Say	99	TERMINATE

15. Which is your kid's favourite stationery/art brand? NOTE OE + CODE

16. Which brands for coloring/stationery he/she is aware of?

17. Which of these brands he/she has used or purchased?

	Q15	Q16	Q17	
Faber Castell	1	1	1	
Doms	2	2	2	MUST CODE
Camel	3	3	3	MUST CODE
Camlin	4	4	4	
Crayolas	5	5	5	
Cello	6	6	6	
Hamley's	7	7	7	

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Kabeer Art	8	8	8	
Stic	9	9	9	
Others_____	98	98	98	TERMINATE, IF EXCLUSIVE (Take note of others)
Don't know/Can't say	99	99	99	TERMINATE, IF EXCLUSIVE

18. Please mention brand of watercolor cakes that your child (7-10 years) is currently using?

		REMARKS
Share pictures of water color brands being used?	BRAND 1 _____ BRAND 2 _____ BRAND 3 _____	
What is the pack size? (12 cakes, 24 cakes, other)	BRAND 1 _____ BRAND 2 _____ BRAND 3 _____	
When did you/he/she last purchased it?	BRAND 1 _____ BRAND 2 _____ BRAND 3 _____	
WHO MADE THE PURCHASE : SELF OR KID?	BRAND 1 _____ BRAND 2 _____ BRAND 3 _____	
HOW OFTEN HE/SHE USES IT? DAILY/WEEKLY/ONCE IN 2 WEEKS/ONCE IN A MONTH/LESS OFTEN	BRAND 1 _____ BRAND 2 _____ BRAND 3 _____	
Don't know/can't say		

SHARE PICTURES WITH NAME AND AGE GROUP OF KID

NOTE BRAND AND CODE. TERMINATE IF CANNOT PROVIDE ABOVE.

RECRUITER TO CODE BELOW FOR ELIGIBLE CHILD

1. WATER COLOR BRAND	a) DOMS		b) CAMEL		c) OTHER__		MUST CODE A/B
2. WATER COLORS CAKE PACK SIZE	a) 12	b) 24	a) 12	b) 24	a) 12	b) 24	TERMINATE IF NOT
3. PURCHAS ED BY?	a) SE LF	b) KID/K ID WITH PARE NT	a) SE LF	b) KID/KI D WITH PARE NT	a) SE LF	b) KID/KI D WITH PARE NT	MUST BE PURCHASED BY KID, AT LEAST ONE PACK
4. HOW OFTEN KID USES IT?							MUST BE USING AT LEAST WEEKLY/ON CE IN 2 WEEKS

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19. When it comes to buying art Products such as watercolors cakes for your kid, how is decision being made, please select one of the following? **SINGLE CODE**

I myself/my spouse decide the preferences	1	TERMINATE
Me/my spouse along with the kid decide the preferences	2	CONTINUE
Kid only decides the preferences	3	CONTINUE
Don't Know/Can't Say	99	TERMINATE

SECTION : ARTICULATION, WRAP UP, PERMISSIONS

20. Which languages does your kid can read, write & speak fluently?

	Code	Speak	Read	Write
Hindi	1	a	b	c
English	2	a	b	c

RESPONDENT MUST BE ARTICULATE IN HINDI OR ENGLISH. TERMINATE IF NOT CODED 1&2. MUST CODE A,B & C FOR HINDI AND B & C FOR ENGLISH.

21. Just for demographic purposes; please share

- What is your monthly household income? _____ NOTE
- Your occupation/profession and designation? _____ NOTE

22. Check for ability to participate in offline group discussion. **MUST CODE ALL**

Willingness to talk and express	1	
Ability to speak comfortably in front of camera	2	

SUPERVISOR MUST TALK TO THE KID AND ENSURE ABOVE CRITERIA ARE MET. COLLECT REQUIRED EVIDENCES.

CHECK ARTICULATION OF KID DURING QC PROCESS. TAKE PICTURES BRANDS THAT THEY ARE CURRENTLY USING.

CONFIRM WILLINGNESS AND AVAILABILITY FOR THE GROUPS.

RECORD DATE: _____

RECORD TIME: _____

THANKS