**KS&R EWN**

**Objective -** **The study is asbout estimating the market share of ride-sharing services in India through the capture of structured trip-level data across service providers Uber and Ola (among others). The objective of this India Pilot is to assess the feasibility of capturing representative ride-share data for a last single month from 1,300 rider.** It will help us make inferences around the sample size needed for a reasonable category share estimate and build a platform to collect and process the data moving forward.

At this stage, we are looking to understand:

1. Response rate –How many users respond?
2. Response bias –What type of users respond?
3. Response quality –Do users respond with all or partial information?
4. Where is information found in-app for each ride-sharing platform and OS?
5. How can screenshots be converted to structured data?
6. How does the data captured in this manner align with other data sources?

**Methodology** – Quantitative

1. TG – Male/Female
2. Capturing representative ride-share data for a **last single month** from 1,300 riders.
3. Interview – to be done by us.
4. Sample Size - 1300

|  |  |  |
| --- | --- | --- |
| **S.No** | **Name of the Field Office** | **Sample Size** |
| 1 | **Delhi** | 325 |
| 2 | **Lucknow** | 37 |
| 3 | **Pune** | 104 |
| 4 | **Mumbai** | 156 |
| 5 | **Indore** | 36 |
| 6 | **Ahmedabad** | 37 |
| 7 | **Kolkata** | 104 |
| 8 | **Patna** | 36 |
| 9 | **Hyderabad** | 156 |
| 10 | **chennai** | 78 |
| 11 | **Bangalore** | 195 |
| 12 | **Kochi** | 36 |
|  |  | **1300** |

**Project Kick-off:-**  26, May 2023 (Last week of April)

**Pre-Test-** 26st May to 7th June

**Full on Execution –** 15st June to 30th June

**Allot an EIC for the fieldwork.**