## Millennials Survey (Full Questionnaire):

|  |  |  |
| --- | --- | --- |
| **Hub** | MENA | |
| **Market** | India | |
| **Sample** | n=5000, online rep - Age, gender, income, marital status, education | |
|  |  |  |
| **Please add all standard PDL questions** | | |

Q1: What is your current employment status?

SINGLE RESPONSE

SKIP TO Q12 IF PUNCH 6 OR 7 ON THIS QUESTION

1. Working full-time (at least 40 hours a week)
2. Working part-time (less than 40 hours a week)
3. Fresher looking for a new job
4. Currently unemployed but have worked in the past
5. I am a student
6. Housewife
7. Retired

Q2a: Which of the following industries do you work in?

ASK IF PUNCH 1 OR 2 ON Q1

SINGLE RESPONSE

1. Agriculture (farming, livestock)
2. Arts, entertainment, and recreation
3. Travel & Tourism
4. Business services (e.g., accounting, consulting, advertising, business or market research)
5. Construction
6. Education
7. Engineering, design, or architecture
8. Financial
9. Health or medical services
10. Law or legal services
11. Manufacturing
12. Media and communications
13. Personal care and services (like beauty salons)
14. Real estate
15. Food
16. Retail
17. IT
18. Other
19. Not applicable – PLEASE REMOVE THIS PUNCH FROM THE SURVEY

Q2b: Which of the following industries do you aspire to work in?

ASK IF PUNCH 3 OR 4 OR 5 ON Q1

SINGLE RESPONSE

1. Agriculture (farming, livestock)
2. Arts, entertainment, and recreation
3. Travel & Tourism
4. Business services (e.g., accounting, consulting, advertising, business or market research)
5. Construction
6. Education
7. Engineering, design, or architecture
8. Financial
9. Health or medical services
10. Law or legal services
11. Manufacturing
12. Media and communications
13. Personal care and services (like beauty salons)
14. Real estate
15. Food
16. Retail
17. IT
18. Other
19. Not applicable – PLEASE REMOVE THIS PUNCH FROM THE SURVEY

Q3: How easy or difficult do you think it is to find a new job nowadays?

SINGLE RESPONSE

1. Extremely easy
2. Fairly easy
3. Somewhat easy
4. Somewhat difficult
5. Fairly difficult
6. Extremely difficult
7. Don’t know/ Can’t say

Q4: How important would you rate each of the following factors in terms of driving job satisfaction:

GRID QUESTION, MUST SELECT ONE RESPONSE FOR EACH ROW

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely Important | Somewhat Important | Neither important nor unimportant | Somewhat unimportant | Extremely unimportant |
| Salary |  |  |  |  |  |
| Work-life balance |  |  |  |  |  |
| Relationship with boss/ leadership |  |  |  |  |  |
| Relationship with peers |  |  |  |  |  |
| Development opportunities |  |  |  |  |  |
| Autonomy |  |  |  |  |  |
| Nature of work |  |  |  |  |  |
| Gym / recreational activities at workplace |  |  |  |  |  |

Q5: And how satisfied/ dissatisfied are you with your current (or last job) on each of these?

ASK IF PUNCH 1 OR 2 OR 4 ON Q1

GRID QUESTION, MUST SELECT ONE RESPONSE FOR EACH ROW

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely satisfied | Somewhat satisfied | Neither satisfied nor dissatisfied | Somewhat dissatisfied | Extremely dissatisfied |
| Salary |  |  |  |  |  |
| Work-life balance |  |  |  |  |  |
| Relationship with boss/ leadership |  |  |  |  |  |
| Relationship with peers |  |  |  |  |  |
| Rewards and recognition |  |  |  |  |  |
| Development opportunities |  |  |  |  |  |
| Autonomy |  |  |  |  |  |
| Nature of work |  |  |  |  |  |
| Gym / recreational activities at workplace |  |  |  |  |  |
| Job location |  |  |  |  |  |
| Global/ international opportunities |  |  |  |  |  |

Q6a: Since you are already employed, would you tell us how much approximately is your gross monthly salary?

ASK IF PUNCH 1 OR 2 ON Q1

SINGLE RESPONSE

1. <10,000 INR
2. 10,000-20,000 INR
3. 20,000-30,000 INR
4. 30,000-50,000 INR
5. 50,000-75,000 INR
6. 75,000-1,00,000 INR
7. 1,00,000-1,50,000 INR
8. 1,50,000-2,50,000 INR
9. 2,50,000-4,00,000 INR
10. >4,00,000 INR
11. Prefer not to answer

Q6b: You said you are currently not employed. But when you start considering a new job, how much do you expect to be gross monthly salary?

ASK IF PUNCH 3 OR 4 OR 5 ON Q1

SINGLE RESPONSE

1. <10,000 INR
2. 10,000-20,000 INR
3. 20,000-30,000 INR
4. 30,000-50,000 INR
5. 50,000-75,000 INR
6. 75,000-1,00,000 INR
7. 1,00,000-1,50,000 INR
8. 1,50,000-2,50,000 INR
9. 2,50,000-4,00,000 INR
10. >4,00,000 INR
11. Prefer not to answer

Q7: We now want you to think specifically about the idea of work-life balance, what do you think it means to you? Rank the following in the order of importance, 1 being the most important thing:

RANKING QUESTION (1-4; BEING THE MOST IMPORTANT)

RANDOMIZE

1. Flexibility of working hours
2. Flexibility of working days
3. Flexibility of working from home
4. Flexibility of working from any location

Q8: Which of the following statements best reflects your attitude towards job opportunities. Please select the one statement that you most strongly agree with:

SINGLE RESPONSE

RANDOMIZE ROWS

1. Its ok to switch between jobs whenever you get better opportunities
2. Staying in the same organization for too long is bad for your career
3. The longer you stay in one organization, the better it is for your growth
4. Too many job changes look bad on one’s resume

Q9: How much do you agree or disagree with the following statement, “I feel fully confident that my education has prepared me well for my chosen field”?

SINGLE RESPONSE

1. Strongly Agree
2. Somewhat Agree
3. Neither Agree Nor Disagree
4. Somewhat Disagree
5. Strongly Disagree

Q10: Are you considering or would you consider starting your own business venture in the future?

SINGLE RESPONSE

1. I already am running my own business
2. Yes, I am already working on a business idea
3. Yes, after a few years
4. Maybe
5. Likely not
6. Definitely not

Q11: What were/ are the key motivators for you to start your own business venture? (choose as many as apply)

ASK IF PUNCH 1 OR 2 OR 3 OR 4 ON Q10

MULTI-RESPONSE

RANDOMIZE ROWS, ANCHOR “OTHERS”

1. I have idea/s that I am passionate to pursue
2. I have the resources to make an investment
3. I like to be my own boss
4. I want to be rich and famous
5. Not finding the right job opportunity
6. My friend/s have been successful with it in the past
7. It will look good on my resume and help me bag better job opportunities in the future
8. Others

*Thank you for your responses so far. We will now like to ask you just a few more questions about your lifestyle in general. This should only take a few more minutes of your time.*

Q12: Which of the following recreational activities do you regularly engage in? Please indicate the ones you regularly **indulge in for leisure, in your free time**. (choose as many as apply)

START FROM HERE DIRECTLY IF PUNCH 6 OR 7 ON Q1

MULTI-RESPONSE

1. Reading
2. Surfing internet (other than social media like Facebook, Instagram, Twitter, LinkedIn etc.)
3. Spending time on social media networking sites (like Facebook, Instagram, Twitter, LinkedIn, etc.)
4. Outdoor sports
5. Indoor sports
6. Gym/ running/ jogging/ swimming/ Yoga/ other fitness activities
7. Watching cable TV
8. Watching TV content/ entertainment videos online (Hotstar/ Netflix/ Youtube etc.)
9. Art & craft
10. Photography
11. Cooking
12. Gardening
13. Playing musical instruments
14. Shopping trips to malls/ markets
15. Going out to meet friends/ family (in a restaurant/ café)
16. Going to the theatre for movies (with friends/ family)
17. Going to the theatre for movies (alone)
18. Other

Q13: And how many hours in a week do you get to indulge in such recreational activities?

GRID QUESTION (ASK FOR ALL ACTIVITIES SELECTED ON Q12)

1. Less than 1 hour a week
2. 1-2 hours a week
3. 2-4 hours a week
4. 4-6 hours a week
5. 6-8 hours a week
6. More than 8 hours a week
7. Don’t know/ can’t say

Q14: How much time do you spend daily in commute to and from work / college?

SKIP IF PUNCH 6 OR 7 ON Q1

SINGLE RESPONSE

1. Less than 1 hour
2. 1-2 hours
3. 2-4 hours a day
4. More than 4 hours

Q15: Which of the following is your preferred means of transportation to commute within your city?

SINGLE RESPONSE

1. Personal 2-wheeler
2. Personal 4-wheeler
3. Public transport (auto/bus/metro/ local train)
4. Private cab services like Ola and Uber

Q16: Do you own a personal vehicle or have access to one?

SINGLE RESPONSE

1. Yes, a 2-wheeler
2. Yes, a 4-wheeler
3. Yes, both
4. No

Q17: And are you planning to buy a new vehicle in the next one year?

SINGLE RESPONSE

1. Yes
2. Not in the next 1 year, but definitely at some point in the future
3. No, I am happy with public transport for my commute
4. No, I am happy with Ola and Uber services in my city, so I don’t need a personal vehicle

Q18a: Thinking about your internet usage, for which of the following reasons do you primarily use internet? (choose as many as apply)

MULTI-RESPONSE

1. Email
2. Social networking
3. Internet banking
4. Online Shopping
5. Work-related information
6. Education-related information
7. Entertainment
8. News
9. Other

Q18b: You said you use internet for Online Shopping. How would you rate your buying intent for each of the following items?

ASK IF PUNCH 4 ON Q18A

GRID QUESTION, MUST SELECT ONE RESPONSE FOR EACH ROW

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Regularly buy online | Have bought online in the past and may consider buying again in future | Have bought online in the past but will not buy again | Have never bought online in the past but will consider in future | Have never bought online in the past and will not consider in future |
| Electronics/ Gadgets |  |  |  |  |  |
| Books |  |  |  |  |  |
| Groceries |  |  |  |  |  |
| Clothes |  |  |  |  |  |
| Footwear |  |  |  |  |  |
| Consumer Durables (like furniture) |  |  |  |  |  |
| Fashion Accessories |  |  |  |  |  |
| Accessories for phones/ gadgets |  |  |  |  |  |

Q19a: Are you active on any of the following social media websites? (By active, we mean you spend at least half an hour everyday browsing, sharing posts, or liking posts others in your network).

GRID QUESTION, MUST SELECT ONE RESPONSE FOR EACH ROW

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| Facebook |  |  |
| Instagram |  |  |
| Twitter |  |  |
| LinkedIn |  |  |

Q19b: Which of the following statements describe how you feel about the safety of your personal information and data on such sites?

ASK IF PUNCHED “YES” FOR ATLEAST ONE ROW ON Q19A

SINGLE RESPONSE

1. I am not at all concerned about the safety of my personal information as I trust the site
2. I am not concerned about the safety of my personal information as I have applied fairly strict privacy settings
3. I am little concerned about the safety of my personal information, but I am not sure what I can do about it, so I don’t worry about it much
4. I am concerned about the safety of my personal information and try to share as little as possible
5. I am very concerned about the safety of my personal information and I plan to reduce my social media activity

Q20: Do you invest/ have you invested in any of the following financial products? (choose as many as apply)

MULTI-RESPONSE

1. Long-term fixed deposit
2. Recurring deposit account
3. Mutual funds (SIP)
4. Equity shares
5. Public Provident Fund
6. Health Insurance plans
7. Life Insurance plans
8. Others
9. None / NA

*Finally, we would like to ask you just a couple of more questions before we close:*

Q21: Do you intend to vote in the 2019 elections?

SINGLE RESPONSE

1. Yes
2. No
3. Maybe
4. Want to but not registered as a voter

Q22: Please indicate your degree of satisfaction with the following in your city/ area:

GRID QUESTION, MUST SELECT ONE RESPONSE FOR EACH ROW

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Extremely satisfied | Somewhat satisfied | Neither satisfied nor dissatisfied | Somewhat dissatisfied | Extremely dissatisfied |
| General cleanliness |  |  |  |  |  |
| Cleanliness in parks and any other popular public places |  |  |  |  |  |
| Public transport |  |  |  |  |  |
| Condition of roads |  |  |  |  |  |
| Public safety and security |  |  |  |  |  |

Q23a: How much would you agree or disagree with the following statements “I like to stay informed and up to date about what is happening in my city”?

SINGLE RESPONSE

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q23b: How much would you agree or disagree with the following statements “I like to stay informed and up to date about what is happening in my state / country”?

SINGLE RESPONSE

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q23c: Which of the following is your key source of news and information about your city/state/nation?

ASK IF PUNCH 1 OR 2 OR 3 ON Q23A OR IF PUNCH 1 OR 2 OR 3 ON Q23B

SINGLE RESPONSE

1. Newspapers
2. TV news channels
3. Internet – news websites or apps
4. Internet – social media
5. Friends/ family