**##Module 0: Demographic details##**

#Please do not use the standard demo template for this survey. Instead, please add the pdls listed below at the start of the survey. And do not redirect to any other demographic modules (except for the New\_SEC\_IN pdl) either in between or at the end of the survey.

· age\_in

· gender\_in

· geo\_city\_in, geo\_state\_in, geo\_citytier\_in

· maritalstatus\_in

· parent\_yn\_check

· household\_size\_in

· household\_children

· education\_india

· employment\_status\_in

· employee\_status\_in

· New\_SEC\_IN

· Religion\_in

· Caste\_in

#ask all, single response, randomize rows

P\_Party. Which political party do you identify with the most?

<1> Bharatiya Janata Party

<2> Indian National Congress

<3> Bahujan Samaj Party

<4> Samajwadi Party

<5> Communist Party of India (Marxist)

<6> Nationalist Congress Party

<7> All India Trinamool Congress (TMC)

<8> Shivsena

<9> Others, please specify (fixed)

<10> Don’t know/Can’t say (fixed)

<11> Don’t identify with any political party (fixed)

#skip if coded 10 or 11 on P\_Party, grid question, randomize rows

Q. You said you identify the most with <##party mentioned on the above question>. What is your opinion on each of the following statements below?

Columns

* Always
* Often
* Sometimes
* Never

Rows

1. When people criticize this party, it feels like a personal insult
2. When I meet someone who supports this party, I feel connected with this person.
3. When I speak about this party, I refer to them as “my party.”
4. When people praise this party, it makes me feel good.

**##MAIN SURVEY BEGINS HERE##**

**##MODULE I: PERSONAL FINANCES AND OUTLOOK##**

***##Background information##***

#ask all, single response

Q4. How easy or difficult do you think it is to find a new job nowadays?

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

#ask if employment\_status\_in is 1,2,3, single response

Q2. Could you tell us your approximate gross monthly salary?

1. Less than 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. More than 4,00,000 INR
11. Prefer not to answer

#ask if employment\_status\_in is 1,2,3 or 6, single response, randomize rows

Q3. Which of the following industries are you/were you employed in?

1. Tourism and hospitality
2. Retail/ FMCG
3. Media and Entertainment
4. E-commerce/ Digital service provider (Uber, Swiggy etc)
5. Healthcare and Pharma
6. Banking and Financial services
7. Automobile
8. Energy and Utilities
9. Information Technology
10. Education and allied services
11. Other (Specify) (fixed)

#ask if employment\_status\_in is 1,2,3 or 6, single response, randomize rows

Q3B. And which of the following best explains the type of organization you are/were employed in?

1. Listed company
2. Non-listed company
3. Medium, small or micro enterprise
4. Start-up
5. Non-profit organisation
6. Other (fixed)

***##Covid impact##***

#ask if employment\_status\_in is 1,2,3 or 6, single response

Q6. How have your monthly earnings changed in the last one year?

1. My monthly earnings have increased
2. My monthly earnings have remained the same
3. My monthly earnings have decreased
4. Prefer not to say

#ask if employment\_status\_in is 1,2,3 or 6, single response, randomize rows

Q8B. Which of the following applies to you with regard to a change in your job status during the last one year?

1. Lost my old job, got a new job

2. Lost my old job, but back in the same job

3. Lost my old job, still unemployed

4. Moved to a different job on my own

5. Left my job to take some time-off

6. Planning/contemplating to take a job break soon

7. Planning/contemplating to change my job soon

8. Remains unchanged and not planning to change/leave my job

9. Others - please specify (fixed)

#if coded 4 or 7 on Q8B, single response, randomize rows

Q8C. You mentioned you moved to a new job or are contemplating a job change. Which of the following best explains your primary reason to do so?

1. Salary hike
2. New role and responsibilities
3. Preferred location
4. I prefer working remotely and want(ed) a job that allows that
5. I prefer working from office and want(ed) a job that allows that
6. Better work-life balance
7. Any other reason - please specify (fixed)

#if coded 5 or 6 on Q8B, single response, randomize rows

Q8D. You mentioned you have left your job or are planning to take a break soon. Which of the following best explains your primary reason to do so?

1. To pursue a new personal endeavour (start-up, passion)
2. Want to spend time with the family
3. Burnout/unbearable work stress
4. For higher education
5. Any other reason - please specify (fixed)

#ask all, grid question, single response for each row, randomize rows

Q9. Thinking about your monthly expenditure, how would you say your monthly expenditure has changed in the last one year, with respect to each of the following categories:

(If some of the expenses do not apply to you, please feel free to select the ‘Not Applicable’ option. For example, if you do not live on rent, you should select the ‘Not Applicable’ option for ‘House rent’ category)

Rows

1. House rent
2. Utility bills (electricity/gas/water)
3. Transport/commute
4. Groceries/ home essentials
5. Consumption goods (like clothes, footwear, luxury goods, electronics)
6. Entertainment/leisure activities (movies/streaming fees/books/events)
7. Medical expenses
8. Education related expenses (self/family members)
9. Fuel cost
10. Overall monthly household expenditure (fixed)

Columns

1. Increased

2. Remained the same

3. Decreased

4. Not Applicable

#ask if codes 1 for row 12 in Q9, single response, randomize rows

Q9B. Which of the following best explains the reason for the increase in your monthly household expenditure?

<1> Increase in income due to a hike or a better paying job

<2> Increase in the cost of living (e.g. rise in house rent, utility bills, grocery prices etc.)

<3> Gained a new source of household income

<4> Belief that you will be able to earn enough in the future to maintain your lifestyle

<99> <Fixed>Others (specify)

#ask if codes 2 for row 12 in Q9, single response, randomize rows

Q9C. Which of the following best explains the reason for the decrease in your monthly household expenditure?

<1> Loss in income

<2> Took on new debt

<3> Fear of growth slowdown/ recession

<4> Unforeseen expenditure (medical emergencies etc.)

<5> Higher savings

<99> <Fixed>Others (specify)

#ask all, multi-response question, randomize rows

Q10. Thinking of the last 1 year, have you faced a financial difficulty in meeting any of the following expenses? Please select all that apply:

1. Paying utility bills
2. Paying house rent
3. Paying EMIs on loan/mortgage
4. Paying for medical care
5. Maintaining monthly savings/investments
6. Meeting education related expenses
7. Any other expenses (please specify) (fixed)
8. No - I have had no problem with my finances/meeting my expenses (fixed, xor)

#ask all, multi select question (must code 3 options), randomize options

Q10B. In which of the following categories have you most felt the pinch of a price-rise? Please select the **top 3** which have personally impacted you the most.

1. House rent
2. Utility bills (electricity/gas/water)
3. Transport/commute
4. Groceries/ home essentials
5. Consumption goods (like clothes, footwear, luxury goods, electronics)
6. Entertainment/leisure activities (movies/streaming fees/books/events)
7. Medical expenses
8. Education related expenses (self/family members)
9. Fuel cost

***##Personal finances and savings & investment behaviour##***

#ask if employment\_status\_in is 1,2,3 or 6, single response

Q14. Do you think that a year from now your income/earnings will:

1. Increase because I am expecting a good hike
2. Increase because I am looking for a better job
3. Increase because I am expecting capital gains (from investments)
4. Increase because I am expecting profits (in business) to improve (to be shown only if employee\_status\_in=2)
5. Remain about the same as now
6. Decrease because I am expecting a pay-cut
7. Decrease because I might lose my job
8. Decrease because I am expecting an economic slowdown
9. Don’t know/Can’t say

#ask all, multi response, randomize rows

Q15. Do you intend to purchase any of the following in the coming year? Please select all that apply.

1. House/apartment
2. Car
3. Two-wheeler
4. TV
5. Fridge
6. Washing machine
7. Laptop
8. Playstation
9. Sofa-set or any high-value furniture
10. A/C
11. Air Purifier
12. Water Purifier
13. 15.Gadgets (like smartphone, smartwatch, Tablet, etc.)
14. None of the above (fixed, xor)
15. Don’t know /can’t say (fixed, xor)

#ask all, single response

Q16. Generally speaking, at the end of the month, how much of your monthly income are you able to save/invest:

1. Nothing
2. Between 0-10 percent of monthly income
3. Between 10-20 percent of monthly income
4. Between 20-30 percent of monthly income
5. More than 30 percent of monthly income
6. Prefer not to answer

#ask all, single response

[Q19] How would you describe yourself as an investor?

<1> I invest in physical assets (real estate, gold) as well as financial assets (stocks/bonds/mutual funds)

<2> I do not invest in financial assets but invest in physical assets

<3> I do not invest in physical assets, but invest in financial assets

<4> I do not invest in either financial or physical assets

#skip if coded 4 in Q19, open-ended, age cannot be greater than current age of the respondent

Q19B. Since what age have you been investing in physical or financial assets?

<age>

#skip if coded 4 in Q19, single response

Q24. Which of the following statements apply to you?

1. I am willing to bear the consequences of a loss to maximize my returns.
2. I am concerned about losses along with returns.
3. Completely avoiding losses is my main priority while investing

#skip if coded 4 in Q19, single response

Q23.Has there been any change in your investments in the last 1 year?

1. Yes - have started investing more
2. Yes - have started investing less
3. No change

#ask if coded 1 on Q23, multiresponse, randomize rows

Q23B. Which of the following best describe the reasons for the increase in your investments compared to 1 year ago? Please select all that apply.

1. Because information on investment is easily available
2. Because the market has been/is booming
3. Because everyone around me is doing it
4. Because investing has become much easier and simpler with new-age apps
5. Because there’s been an increase in my income
6. Because there’s been a reduction in my expenses
7. Others

#ask if coded 2 on Q23, multiresponse, randomize rows

Q23C. Which of the following best describe the reasons for the decrease in your investments compared to 1 year ago? Please select all that apply.

1. Because my income has reduced
2. Because my expenses have increased
3. Because the market/economy has been unstable
4. Others

#ask all, multi response, randomize rows

Q20. Which all instruments have you invested/deposited in? Please select all that apply

1. Saved as cash at home
2. Saved in bank or postal accounts (saving, fixed or recurring deposits)
3. Pension or provident funds
4. National Savings Certificates (NSC) or Sukanya Samriddhi Yojana (SSY) or other government saving scheme
5. Passively managed funds (ETFs)/ Equity linked savings schemes (ELSS)/ Other mutual funds
6. Equity linked insurance plans (ULIPs)/ Other insurance products
7. Investments in chit-funds/collective investment schemes
8. Stocks
9. Bonds
10. Cryptocurrencies (Bitcoin etc.)
11. Gold ETF/ Gold/jewellery (in physical form)
12. Real estate (land, house, shops)
13. Invested in a friend or family’s income for higher returns
14. Prefer not to answer (fixed, xor)

#ask all, multi response, randomize rows

Q21. What are you primarily saving/investing for, or would want to save/invest for? Please select all that apply

<1> Retirement

<2> To save taxes

<3> Buying a house/apartment

<4> Travel

<5> Education

<6> Buying a personal vehicle (or for down payment for same)

<7> Buying white goods (TV/fridge/washing machines etc.) or electronic gadgets

<8> Wedding/Family events

<9> Health shocks

<10> Children’s education

<11> Job-loss fund

<12> Unforeseen emergencies

<99> Other reasons

#ask all, single response, randomize rows

Q22. Still thinking about your savings/investments, which of the following statements is true for you:

<1> I rely on my own judgement/research to make investment decisions

<2> I rely on an advisor or finance professional to pick investments for me

<3> I seek out advice from professionals, but ultimately make my own decisions

<4> My family members (/partner) invest on my behalf (or tell me where to invest and I invest accordingly)

<5> My investment decisions are based on inputs from friends and family but the final decision is mine

<6> I rely on online influencers on social media (YouTube, blogs, WhatsApp groups, Twitter, etc) for the information and make my own decisions

#askall, single response

Q17. Have you bought new health insurance for yourself or anyone in your household since the outbreak of covid-19?

1. Already had one and have stayed with it
2. Already had one but the first wave encouraged me to increase its coverage (March 2020-March 2021)
3. Already had one but the second wave encouraged me to increase its coverage (after April 2021)
4. Didn't have but purchased one after April 2021 (after/during second wave)
5. Didn't have, but purchased one between March 2020 and April 2021 (after/during first wave)
6. I haven’t purchased health insurance but I intend to buy in the next 6 months
7. I haven’t purchased health insurance and don’t intend to buy in the next 6 months

#ask all, single response

Q18. Have you bought life insurance for yourself or anyone in your household since the outbreak of covid-19?

1. Already had one and have stayed with it
2. Already had one but the first wave encouraged me to increase its coverage (March 2020-March 2021)
3. Already had one but the second wave encouraged me to increase its coverage (after April 2021)
4. Didn't have but purchased one after April 2021 (after/during second wave)
5. Didn't have, but purchased one between March 2020 and April 2021 (after/during first wave)
6. I haven’t purchased life insurance but I intend to buy in the next 6 months
7. I haven’t purchased life insurance and don’t intend to buy in the next 6 months

#ask all, multi response, randomize rows

Q25. Do you participate in any of the below activities? (Please select all that apply)

1. Day-trading
2. Crypto currency trading
3. Stock-trading
4. Betting through fantasy sport apps (Dream11, MPL, MyTeam11, etc)
5. Investing in moderate growth mutual funds
6. Investing in new business ventures (start-ups, etc.)
7. None of the above (fixed, xor)

#ask all, single response

Q26. What is your opinion/understanding of the following statement: “Crypto currencies are not regulated by the government in India”

1. True
2. False
3. Don’t know/ can’t say

#ask all, grid question, randomize rows

Q27. Could you share the level of your understanding of the following:

**Rows**

1. Crypto currencies
2. Stocks
3. Mutual Funds
4. ETF’s
5. Index Funds
6. REIT’s

**Columns**

1. Understand it completely

2. Know a lot about this

3. Have some information/know a little

4. Have heard about this but don't know much

5. Have never heard about this

***##Macro-economic and political view##***

#ask all, grid question, single response for each row

Q28. Thinking about the way Covid-19 pandemic was handled in our country, how well do you think your state and central governments managed the situation?

Rows

1. Your State Government

2. Central Government

Columns

1. Very well
2. Somewhat well
3. Somewhat Poorly
4. Very poorly
5. Don’t know/can’t say

#ask all, single response

Q29. How long do you think it will take for the economic situation in the country (incomes, job scenario, etc) to return to pre-pandemic levels?

1. Already back to pre-pandemic levels
2. In the next three months
3. In the next 6-12 months
4. In 1-2 years
5. The downturn will be long and it will take several years for the economy to return to normal
6. Don’t know/can’t say

#ask all, single response

Q34. Which of the following statements comes closest to your own opinion?

1. Democracy is always preferable to any other kind of government

2. Under some circumstances, an authoritarian government can be preferable to a democratic one

3. For people like me, it does not matter whether we have a democratic or a nondemocratic regime

4. Do not understand the question

5. No response/opinion

#ask all, grid question, randomize rows

Q35. There are many ways to govern a country. To what extent do you approve or disapprove of the following alternatives?

Columns

1. Strongly approve
2. Somewhat approve
3. Somewhat disapprove
4. Strongly disapprove

5. Don’t know/Can’t say

Rows

1. We should get rid of parliament and elections and have a strong leader decide things.
2. The army (military) should come in, to govern the country.
3. We should get rid of elections and parliaments and have experts make decisions on behalf of the people.

***##Social media usage##***

#ask all, grid question, single response for each row, randomize rows

Q30. Are you active on any of the following social media websites/apps? By active, we mean you spend at least half an hour everyday browsing, sharing posts, or liking posts from others in your network.

Rows

1. Facebook

2. Instagram

3. Twitter

4. LinkedIn

5. Clubhouse

6. Sharechat

7. Mx Takatak

8. Moj

Columns

1. Yes

2. No

#ask all, single response

Q31. Which of the following is your **primary** source of news and information about your city/country?

1. Newspapers/E-papers/newspaper websites

2. TV news channels/websites of TV news channels

3. Online news portals (such as Scroll, Swarajya, Firstpost etc.)

4. Internet – social media (WhatsApp/Telegram/Instagram forwards or Twitter/Facebook feeds)

5. Friends/ family

***##Psychographics##***

#ask all, ranking question, randomize options

Q32. Please rank the following ambitions, with rank 1 representing the most important ambition and rank 5 representing the least important one

1. I want to be rich
2. I want more freedom
3. I want more respect
4. I want to be happy
5. I want to be famous

#ask all, grid question, randomize rows

Q33. To what extent do you agree or disagree with the following statements:

I see myself as someone who is:

Rows

1. Generally reserved
2. Is generally trusting
3. Tends to be lazy
4. Is relaxed, handles stress well
5. Has few artistic interests
6. Is outgoing, sociable
7. Tends to find faults with others
8. Does a thorough job
9. Gets nervous easily
10. Has an active imagination

Columns

1. Strongly disagree
2. Disagree a little
3. Neither agree nor disagree
4. Agree a little
5. Agree strongly