**##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.

**Theme #1- Political Ambition (7/6 Qs)**

Q. Have you ever voted in the past?

|  |  |  |  |
| --- | --- | --- | --- |
|  | General Election | State Election | Local Election |
| Always |  |  |  |
| Sometimes |  |  |  |
| Never |  |  |  |

Q. Given an opportunity, will you make politics your career? 1. Yes 2. No 8. Can’t say

Q. (If No) What is the main reason for you not making politics a career?

1. Not interested in politics

2. Don’t have any family/ personal connection to succeed in politics

3. I have other career options/interests

4. Politics is corrupt business

5. Other Specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

8. No opinion

Q. In the past one year, have you taken part in the following activities?

1. Regularly 2. Occasionally 3. Never

1. Participated in election meetings
2. Joined Protest Gathering
3. Volunteered for a social cause

Q. Suppose your preferred party has to nominate one of the three candidates in your constituency. Rank order these candidates in terms of your preferred order -

1. A candidate who comes from a political family
2. A candidate with bahubali/strongman image
3. A candidate who is extremely wealthy

Q. In some families all members vote for the same party and in some others they vote for different parties. How about you?

*Answer categories: Always, only sometimes, never, not applicable*

1. Do you tend to vote for the same party as your parents?
2. Do you tend to vote for the same party as your spouse/ partner?

**Theme #2 - Economic outlook and aspirations (10/9 Qs)**

Q. What do you think the economic situation of your family will be a few years from now?

1. Much better

2. A little better

3. About the same

4. A little worse

5. Much worse

8. D.K./Can’t say

Q. Which statement do you think is most true with regard to you or your family's economic well-being?

1. As country grows I/my family's economic well being improves

2. As country's situation deteriorates, so does our family's

3. My economic well being is independent of the country's growth/deterioration.

4. Don’t know/can’t say

Q. India's GDP is now back to pre-pandemic levels. How long do you think it will take your personal financial situation (income, job, etc) to return to pre-pandemic levels:

1. It didn't suffer at all

2. Faced setback but recovered in 2020

3. Faced setback but had recovered by 2021

4. It recently got back to normal

5. My situation is not yet back to normal

Q. Have you heard of the term 5 trillion dollar economy?

1. Yes
2. No

Q. If yes, how long do you think India will take to reach that milestone? Write the year?

Q. Out of these, which are the three biggest factors that in your view will smoothen India’s path towards a more advanced economy?

1. More startups

2. Better education and skilling

3. Advancement in agriculture

4. Promotion of job-generating sectors

5. Enabling small businesses

6. More big companies/Indian multinationals

Q Which statement do you agree with more?

1 India should promote domestic companies over foreign companies in all sectors

2 Foreign companies should be promoted in only select sectors where domestic companies need support

3. India should not differentiate between foreign and domestic companies in any sector

Q Which statement do you agree with more?

1 Indian companies should think local before the global market,

2 Indian companies should not differentiate between domestic and global markets

Q. Given an opportunity, would you be interested in becoming a businessperson/entrepreneur?

1. Yes
2. No

Q. If no, what are the reasons that discourage you from it?

1. Do not have the skill needed

2. Family situation doesn’t allow

3. Averse to taking the risk

4. Government policies and regulations are a deterrent

5. I haven’t thought about it/Not interested

**Theme #3 - Governance (5 Qs)**

Q . Who should be responsible for providing the following?

Columns- only govt, only private, both (silent option, don’t read)

1. Education
2. Healthcare
3. Providing public transport

Q. On a scale of 1 to 5, with 5 being very good and 1 being very bad, rate how much work the Modi govt has done for the following groups.

1. Middle class Indians
2. Poorest section
3. Big Businesses
4. Small Businesses/MSMEs
5. Hindus
6. Muslims
7. Women
8. Youth
9. Farmers

Q. What do you think should be the priority of the Indian government? You can make only one choice per question

1. Providing free healthcare and education for the poor OR increasing income for the poor
2. Keeping fuel prices low OR promoting public transport
3. Focusing on high economic growth OR narrowing the gap between the rich and the poor
4. Creating many big cities like New York and London OR focusing on sustainable development of rural India
5. Extending income-based reservations in private jobs OR Extending caste-based reservations in private jobs
6. Creating more government jobs for the youth OR enabling private businesses to create more jobs
7. Reducing income tax OR ensuring cash transfer to poor

Q. In the next five years, what will be the biggest problem in your city?

1. Clean Drinking Water
2. Electricity shortage
3. Air pollution
4. Crime/ Law and Order
5. Communal tension
6. Housing crisis
7. Transport/traffic
8. Waste management

Q What bothers you more/matters to you more/is more important?

1 National issues OR city problems

2 Income rise OR security/stability and happiness

**Theme #4: Ease of life (4 Qs)**

Q. How satisfied are you on a scale of 1 to 10 with 10 being very satisfied and 1 very unsatisfied?

a. With your current job

b. With your family life

c. With your friends/social circle

d. With political atmosphere in the country

e. With your achievements in life

f. With your city/town

Q The digital world (social media and mobile apps) has… (Pick one)

1 Made my life more convenient OR left me disconnected with the society

2 Made me more aware about the world OR left me more confused with information overload /caused an information overload

3 Made me compare my life with others’ lives OR made me a better individual/enriched my life

4 Has had a positive impact on society and culture OR has had a negative impact on society

Q. Overall, do you feel your individual freedoms have increased/decreased (silent option if they have stayed the same) over the past decade?

1. Increased in all/most aspects
2. Increase in some aspects, decreased in some
3. Decreased in all/most aspects

Q. What will be the most important factor for you to feel more free as an individual over the next decade?

1. Indian society becoming more open
2. The political climate becoming more free
3. Family/friends becoming more supportive
4. More education opportunities
5. Doing better in career
6. Already feel free in my life

**Topic 5 - National politics and leadership (6 Qs)**

Q. Think about your city and tell us whether the Hindu-Muslim tensions in your city have increased or decreased in the past 5 years?

1. Increased a lot
2. Remained the same
3. Decreased
4. No such tensions in area

Q. (if options 1 & 2) Rank in order of who is most responsible for the increase in religious tensions in your locality?

1. News and social media
2. Muslim groups
3. Hindu groups
4. Political leaders from BJP
5. Political leaders from non-BJP parties

Q. Which of the following statements do you agree with?

1. Democracy has declined in the country in the last 10 years
2. The State of Democracy has remained the same in the country
3. The country has become more democratic in the last 10 years
4. No Opinion

Q. Which of the following qualities of PM Modi impress you the most? (Silent option for no strength)

1. His decisiveness
2. His policies for poor citizens
3. His image as Hindu Nationalist
4. His humble background
5. His Oratory Style

Q. Which among the following do you see as PM Modi’s worst quality/weakness? (Silent option for no weakness)

1. Does not listen to the Opposing Views
2. Does not care for Muslims
3. Cares too much about publicity
4. Too much focus on favouring big businesses
5. Takes middle-class for granted

Q. Among the opposition, which of the following would you consider a viable alternative to the BJP?

1. A revitalised Congress party
2. A new national alternative (eg. AAP)
3. A coalition/aggregation of regional parties
4. Other

**Topic 6 - Political views (6 Qs)**

Q. In the past few years, was there a strain in your relationship because their political views were different from yours?

1.Yes 2. No

a. Close friend

b. Extended Family Member

c. Work Colleague

Q. Thinking about your social circle and political views, would you share your political views are always in sync with these relationships:

1. Always 2. Mostly Agree 2. Sometimes Disagree 3. Never Agree

a. Your husband/ wife or partner

b. Your closest friends

c. Your work colleagues

d. Your immediate family members

Q. How important do you believe was the role of the following leaders during the struggle for India’s independence/nation building? (Rate for each leader from 1 to 5)

1. Very little role, 2. Small role, 3. Fair role, 4. Significant role, 5. Very significant role

a. Nehru

b. Gandhi

c. Patel

d. Bose

e. Ambedkar

Q. On a scale of 1-5 (1 being very little credit/acknowledgement, and 5 being very significant credit/acknowledgement), how would you rate these leaders for the credit/acknowledgement they have received for their role during the struggle for India’s independence/nation building?

1. Very little credit/acknowledgement, 2. Little credit/acknowledgement, 3. Fair credit/acknowledgement, 4. Significant credit/acknowledgement, 5. Very significant credit/acknowledgement

a. Nehru

b. Gandhi

c. Patel

d. Bose

e. Ambedkar

Q. Among all Prime Ministers of India, whose role was most consequential in shaping India’s trajectory post-independence?

Open ended (postcode -- Nehru, Indira, Rajiv, Narasimha Rao, Vajpayee, Manmohan Singh, Modi, Others)

Q. What sources of information do you rely on most for news on political developments in the country?

1. Newspapers
2. TV
3. Online platforms such as the ThePrint, Scroll, TheWire
4. Youtube channels
5. Whatsapp groups