

Brand Health Track

This study is based on identifying trends in ONLINE SUPPLEMENTARY EDUCATION i.e education apart from school in the form of e-tuition/ online mentoring etc. This is strictly for academic purposes.

* Indicates required question

1. Email *

2. Name *

3. Age *

4. City *

5. Are you a student studying in class 8-12th? *

Mark only one oval.

☐ Yes

☐ No

6. Do you use online supplementary modes of education? *

Reconsider the question

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Option 3
- ☐ Option 4
- ☐ Option 5

Part -2

7. Which of the following mentioned online educational platform are you aware of? *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Other: _____

8. Which of these online education platforms have you considered using in the past? *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Other: _____

9. Which of these online education platforms have you used in the last month? *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Other: _____

10. Which ONE platform do you prefer the most? *

Mark only one oval.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Other: _____

11. From the list of brands mentioned below which platforms will you recommend to others *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Other: _____

12. Which of the following platform gives you the most user-friendly experience(Interface)? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Other: _____

13. Which of the following platform provides the best customer support? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Other: _____

14. Which of the following provides the most classroom-like experience? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Other: _____

15. Which of the following Platform provides the best subject material/ handouts/ notes ? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Other: _____

Part-3

Here are a few statements which other people have said for their teachers. Which online platform do you relate with for the given statement.

16. Which of the following Platform resembles the coolest teacher with modern methods of teaching (Amir Khan from "Tare Zameen Par")? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Not sure
☐ Other: _____

17. Which of the following platform resembles the most strict teacher with traditional methods of teaching? *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Not Sure
- ☐ Other: _____

18. Which of the following platform resembles the friendliest teacher to whom you can approach anytime to ask any doubt? *

Tick all that apply.

- ☐ BYJU's
- ☐ Unacademy
- ☐ Educart
- ☐ ToppScholar
- ☐ Khan Academy
- ☐ Vedantu
- ☐ Not Sure
- ☐ Other: _____

19. In case different books/ sources suggest different answers which of the following platform would you rely upon? *

Tick all that apply.

- ☐ BYJU's
☐ Unacademy
☐ Educart
☐ ToppScholar
☐ Khan Academy
☐ Vedantu
☐ Not Sure
☐ Other: _____

Almost Done !!

20. Are you an active user of BYJU's?

Mark only one oval.

- ☐ Yes *Skip to question 21*
☐ No *Skip to question 23*

YES !

21. Are you a paid subscriber of BYJU's ? *

Mark only one oval.

- ☐ Yes
☐ No

22. On a scale of 0-10, how likely are you to recommend BYJU's to your friends and classmates? *

Mark only one oval.

	0	1	2	3	4	5	6	7	8	9	10	
Not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

NO !

23. What are the reasons for not opting for BYJU's services? *

24. What would you like to change about BYJU's for you to be a happy customer?

A little about you!

25. The kind of school you study in

Mark only one oval.

- ☐ Pubic
- ☐ Private
- ☐ Open
- ☐ Other: _____

26. Your School Board *

Mark only one oval.

- ☐ CBSE
- ☐ ICSE
- ☐ State Board
- ☐ DEI/ Autonomous
- ☐ Other: _____

27. Pick the product(s)/Services owned by you

Tick all that apply.

- ☐ Electricity Connection
- ☐ Gas Stove
- ☐ Color Television
- ☐ Refrigerator
- ☐ Washing Machine
- ☐ PC/Laptop
- ☐ Personal Mobile Phone (Keypad)
- ☐ Personal Smartphone
- ☐ Tablet
- ☐ Personal Vehicle

28. What is the education of the chief wage earner(mother/father) at your home?

Mark only one oval.

- ☐ Illiterate
- ☐ Literate but no formal schooling
- ☐ School(5-9 years)
- ☐ High School
- ☐ Some college(including diploma but not graduation)
- ☐ Graduation/PG

29. What is your average monthly expenditure on supplementary education(INR)? *

Mark only one oval.

- ☐ Below 2000
- ☐ 2000-4000
- ☐ 4000-6000
- ☐ Above 6000

Thank you for your contribution!

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