

MAIDAID CUSTOMER SURVEY

1. House Number :

2. Please Enter Age:

a. 25 and below

b. 25-35

c. 35-50

d. 50 and above

3. Enter Occupation:

a. Housewife

b. Working in Corporate Sector

c. Working in an NGO,Govt.job

d. Other:

4. Do you already have a maid?

a. Yes, a part time maid

b. Yes, a full time maid

c. Yes, a half day maid

d. No

e. Other

5. How much do you pay your current maid? (Monthly amount. Specify for each maid.)

6. How much extra are you willing to pay for a better service? (On top of the current wage.)

7. What problems do you face while hiring a domestic help?

a. High fees charged by help/agency

b. Lack of options to choose from.

c. Unsatisfactory work

d. Hard to find trustworthy maid

e. Other:

8. What kind of service is required from a domestic help?

a. Cooking

b. House Cleaning

c. Nanny

d. Nurse

e. Other:

9. How do you hire domestic help?

a. Asking neighbours/people living in the same block

b. Maid Agency

c. Other:

10. During what time of the day do your require maid services?

a. Morning(7am – 10am)

b. Evening(4pm - 7pm)

c. Other:

Insight

Introductory piece of information. Necessary to understand the demographics of the target market.

Current situation. Understanding the context of hiring.

11. What kind of domestic help do you need?

- a. Part time
- b. Full time
- c. Other:

12. Will you be willing to hire a domestic help via the internet?(You can view her profile using filters to best suit your needs. You can also meet the maid before hiring her.)

- a. Yes
- b. No
- c. Maybe