

Data Sample

Household - 1	Village name	Dongargan	
	Owner name	Shri Namdev Shripat Chandane	
	Occupation	Farmer	
	Address	At Post - Dongargan, Tal Ahamadnagar, Dist - Ahamadnagar	
	Contact number	96xxxxxx87	
		Yes	No
1	Do you own a TV	$\sqrt{}$	
	(if Yes continue else go to another household)		
2	What type of TV set is it (check box)	Color - √	Black & whilte
		LCD / Flat screen	Normal - √
3	DO you have a cable / DTH connection	Yes - √	No
	(if Yes continue else go to another household)		
4	In case of cable connection		
5.1	what 's the cable operator / company's name & location		









Data Sample

		Exact number	1 to 10	11 to 30	31 to 60	60 to 100	more than 100												
5.1	How many channels do you get in cable?				$\sqrt{}$														
5.2	How much is your monthly cable bill - Rs																		
		DD Direct	Dish tv	Airtel	Tata sky	videocon d2h	reliance BIG TV	Sun direct											
5.3	In case of DTH, which connection is it	$\sqrt{}$																	
5.4	How much is your monthly DTH bill - Rs -(Ask for bill copy)																		
5.5	Which are your most watched 10 channels	1	2	3	4	5	6	7	8	9	10								
	record verbatim as named	xxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxxx													
6		Option1	Option2	Option3	Option4	Option5	Option6	Option7	Option8	Option9	Option10	Option11	Option12	Option13					
	Which Zee Network channels do you get (Check box)			$\sqrt{}$	$\sqrt{}$														
	which channels do you watch regularly ((Check box)			$\sqrt{}$	$\sqrt{}$														
		Option1	Option2	Option3	Option4	Option5	Option6	Option7	Option8	Option9									
7.1	which of these channels do you get					$\sqrt{}$													
7.2	which of these do you watch regularly					$\sqrt{}$													
		Option1	Option2	Option3	Option4	Option5	Option6	Option7	Option8	Option9									
8.1	which of these channels do you get	xxxxxx	xxxxxx	xxxxx	xxxxxx	xxxxxx													
8.2	which of these do you watch regularly	xxxxxx	xxxxxx	xxxxx	xxxxxx	xxxxxx													
9.1	Name the 10 shows you / your family watch the most	1	2	3	4	5	6	7	8	9	10								
	record verbatim (must validate)	xxxxxx	xxxxxx	xxxxx	xxxxxx	xxxxxx	xxxxxx	xxxxx											
10	Do you own a inverter	Yes		No															
		Less than 1 hour	1 to 2 hours	2 to 3 hours	3 to 4 hours	More than 4 hours													
11	For how long is TV watched in your family every day					$\sqrt{}$													
		Morning Afternoon												Evening					
		6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12	12 to 1	1 to 2	2 to 3	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11 1	.1 to12
12	which are the timebands in which TV is watched					$\sqrt{}$			$\sqrt{}$		$\sqrt{}$				$\sqrt{}$	$ \sqrt{}$	$\sqrt{}$		
		Head of the Family	Housewife	schoold kid	college kid	Grand father	Grand mother												
13	Who is the person who watches TV the most in your family	$\sqrt{}$		$\sqrt{}$		$\sqrt{}$													
		Ad on TV	ad in newspaper	Ad on rdio	from kids	from friends / neighbours	others (pls specify)												
14	How do you get know about new TV shows / channels	$\sqrt{}$	$\sqrt{}$																